

The **TALKING**
MACHINE
WORLD

AND
 NOVELTY
 NEWS

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A Corner of the Music Room
in the White House

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Victor-Victrola X, \$75
Mahogany or oak.



The new Victor-Victrolas bring new and greater opportunities



Victor-Victrola XIV, \$150
Mahogany or oak.

The wonderful instrument that has accomplished so many great things keeps right on with its splendid work.

The four new styles of the Victor-Victrola created another big stir in the music trade and established more firmly than ever the supremacy of this instrument.

The prosperity and profits the Victor-Victrola has brought to Victor dealers in the past is only a foretaste of what may be expected from now on.

The Victor-Victrola line is now more complete and attractive than ever before and offers new opportunities for profit and prestige far overshadowing all its wonderful successes of the past.



Victor-Victrola XI, \$100
Mahogany or oak.

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

Berliner 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 unequalled Victor tone.



Victor-Victrola XVI, \$200
Mahogany or quartered oak.

VICTOR DISTRIBUTORS

Albany, N. Y. Finch & Hahn.
Altoona, Pa. W. F. Frederick Piano Co.
Atlanta, Ga. Elyca-Austell Co.
Phillips & Crew Co.
Austin, Tex. The Talking Machine Co., of
Texas.
Baltimore, Md. Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. K. Eisenbrandt Sons.
Bangor, Me. Andrews Music House Co.
Birmingham, Ala. Talking Machine Co.
Oliver Ditson Co.
Boston, Mass. The Eastern Talking Machine
Co.
M. Steinert & Sons Co.
Brooklyn, N. Y. American Talking Machine Co.
Buffalo, N. Y. W. D. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orton Brothers.
Chicago, Ill. Lyon & Healy.
The Talking Machine Co.
The Rudolph Wurlitzer Co.
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. The W. H. Buescher & Sons Co.
The Colliester & Sayle Co.
The Eclipse Musical Co.
Columbus, O. Perry B. Whitsit Co.
Dallas, Tex. Sanger Bros.
Denver, Colo. The Next Music Co.
The Knight-Campbell Music Co.
Des Moines, Ia. Chase & West.
Harger & Blish, Inc.
Detroit, Mich. Grinnell Bros.
Dubuque, Ia. Harger & Blish, Inc.

Elmira, N. Y. Elmira Arms Co.
El Paso, Tex. W. G. Walz Co.
Galveston, Tex. Thos. Goggan & Bros.
Grand Rapids, Mich. J. A. J. Friedrich.
Honolulu, T. H. Bergstrom Music Co., Ltd.
Indianapolis, Ind. Stewart Talking Machine Co.
Jacksonville, Fla. Florida Talking Machine Co.
Kansas City, Mo. J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Neb. Ross P. Curtice Co.
Little Rock, Ark. O. K. Houck Piano Co.
Los Angeles, Cal. Sherman, Clay & Co.
Louisville, Ky. Montenegro-Riehm Music Co.
Memphis, Tenn. O. K. Houck Piano Co.
Milwaukee, Wis. Wisconsin Talking Machine Co.
Mobile, Ala. Wm. H. Reynolds.
Montreal, Can. Berliner Gramophone Co., Ltd.
Nashville, Tenn. O. K. Houck Piano Co.
Newark, N. J. Price Talking Machine Co.
New Haven, Conn. Henry Horton.
New Orleans, La. Philip Werlein, Ltd.
New York, N. Y. Blackman Talking Machine Co.
Sol. Bloom, Inc.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Landy Brothers, Inc.
New York Talking Machine Co.
Silas E. Pearsall Co.
Benj. Switky.

Oklahoma City, Okla. Schmelzer Arms Co.
Omaha, Neb. A. Hospe Co.
Nebraska Cycle Co.
Peoria, Ill. Putman-Page Co., Inc.
Philadelphia, Pa. Louis Buchn & Brother.
C. J. Heppe & Son.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa. C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me. Cressey & Allen.
Portland, Ore. Sherman, Clay & Co.
Richmond, Va. The Corley Co., Inc.
W. D. Moses & Co.
Rochester, N. Y. E. J. Chapman.
The Talking Machine Co.
Salt Lake City, Utah Consolidated Music Co.
San Antonio, Tex. Thos. Goggan & Bros.
San Francisco, Cal. Sherman, Clay & Co.
Savannah, Ga. Phillips & Crew Co.
Seattle, Wash. Sherman, Clay & Co.
Eiler's Music House.
Sioux Falls, S. D. Talking Machine Exchange.
Spokane, Wash. Sherman, Clay & Co.
St. Louis, Mo. The Aeolian Company of Mo.
Koerber-Brenner Music Co.
St. Paul, Minn. W. J. Dyer & Bro.
Kochler & Hinrichs.
Syracuse, N. Y. W. D. Andrews Co.
Toledo, O. The Whitney & Currier Co.
Washington, D. C. E. F. Droop & Sons Co.
Robert C. Rogers Co.

The Talking Machine World

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Price Ten Cents

LESSENING SELLING COST

Without Decreasing Efficiency by Studying and Regulating Salesmen's Expense Accounts by Comparisons—How One Concern Did It.

An experienced manager of sales declares that he knows of one mercantile house that purely through the use of analyzed comparative expense accounts by salesmen, and by territory, and by branch, have reduced their traveling expenses almost 25 per cent.; and here is the funny part of it; they have increased the efficiency of these same salesmen nearly 25 per cent., as shown by the results!

Now, the way they did it, and it is possible in lots of concerns: They were operating quite a number of offices, and they took the comparison between the several branches as it related to sales, and so on, and this was all stacked up in parallel columns and figured out in percentages. They did this in a lot of things—in credit losses, and whole general classes of expense. And, by the way, their comparative statement enabled them in one town to uncover a defalcation which had gone past their traveling auditor for five mortal years.

It was a continuous performance by a young man who was slated for one of the most important offices in the country, but just as soon as they prepared this comparative statement and saw the percentage in that one district looked so much higher than it did in the others, they just shot a man from one of the nearest offices down there to find out what was the matter. It wasn't so much higher—there was only three-fourths of one per cent. difference—but it was so much out of proportion to the others that it was noticed. So they are finding out discrepancies in lots of other things.

Now, the sales department, by the use of comparisons, and especially percentage comparisons, can check a great many things of this kind. It doesn't do people any good to waste money. I am not talking about dollars in a niggardly way. I am talking about preventable waste for which there is no excuse.

NOW LOCATED IN NEW FACTORY.

U-S Phonograph Co. in Larger Quarters In Cleveland—Business on Increase—Changes In Staff—Other Interesting Items.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 8, 1912.

Things are booming along at the factory of the U-S Phonograph Co. in fine shape. The company has moved from 1013 Oregon avenue and is now located in its new factory at 1204 East 55th street, and in a few days will have the plant fully installed and running up to capacity. Great savings will be effected in the new factory, since the cabinets, phonographs and records will all be made under one roof. Attention is directed to the page advertisement of the U-S Phonograph Co. elsewhere in this issue of The World. Regarding the wearing qualities of the U-S records, the original record and affidavit are on file at the factory.

Hugh Gulley, formerly in the talking machine business in this city, is now engaged with the U-S Phonograph Co. as traveling representative in Michigan. He spent the week end in Cleveland.

W. B. Timms, formerly with the Victor, and later with the U-S Co., is now on the staff of the Eclipse Musical Co. He is a thoroughly equipped talking machine man.

Many of the talking machine dealers throughout the country combined with the booksellers through James Whitcomb Riley, "The Hoosier Poet," during the week of October 7 to 12. This period was known as "Riley Week," and the Victor records which this master of laughter and tears made were as largely in demand as his books. It was a very happy and thoughtful idea.

NEW DEPARTMENT IN NEWARK, N. J.

Victor and Columbia Lines to Be Featured Strongly in the New Store of L. Bamberger & Co.—S. Semels to Be in Charge.

(Special to The Talking Machine World.)

Newark, N. J., Oct. 9, 1912.

A feature of L. Bamberger & Co.'s magnificent new establishment, which opens next week in this city, will be the department devoted to pianos and talking machines. In the latter, which is in charge of S. Semels, the Victor and Columbia machines and records will be presented to the public in very attractive quarters. There are five splendidly equipped booths in mahogany finish, and the entire establishment is most attractively furnished. It is convenient to the piano warehouses and also to the spacious recital hall, which will prove to be one of the great attractions of this new building.

Talking machine recitals will form one of the means of interesting the public during the fall



The New Bamberger Store in Newark.

and winter season, and Manager Semels is a great advocate of this kind of work. He believes, as The Talking Machine World has long upheld, that there is no better means of interesting the public in the talking machine than through recitals, hence it is that these will form a part of his program.

Mr. Semels has been in the talking machine trade since its inception practically, and won an excellent success in his varied fields of activity. He looks forward to attaining a larger measure than ever in the new Bamberger store.

EDISON TO BE HONORED.

A Statue of the Inventor of the Phonograph to Be One of Several Eminent Inventors Whose Statues Will Be Used in the Machinery Building at the Panama-Pacific Exposition.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 6, 1912.

The Machinery Building, which is to grace the 1915 Universal Exposition, will be the largest of the thirteen exhibition palaces that are provided for in the plans being prepared by the members of the Architectural Commission. This building is of huge proportions, consisting of three great naves, with a cross nave of the same proportion. The treatment of the exterior will be a free adaptation of Spanish renaissance, and the Castilian period of influence of architecture in Mexico. It is expected that the Machinery Building will be the first contract let for the main exhibition palaces. Four heroic statues, representing the personalities who were greatest in the advancement of mechanical arts—Archimedes, Gutenberg, Watt and Edison—will, in all probability, be placed on this building.

PAYS TO THINK AND ACT.

How a Talking Machine Salesman Watches News Events and Profits Thereby—The Death Recently of Massenet Illustrates a Point Which Is Well Worth Consideration.

The death recently of Julius Massenet, the famous French operatic composer, has resulted in a greatly increased demand for talking machine records of the principal numbers from his various operas throughout the country.

This matter brings to mind the importance of salesmen and dealers keeping in touch with musical matters. Some wide-awake salesman took occasion following the death of Massenet to make a special window of the records from his operas, and in this way not only centered the interest of the musical people on his establishment, but profited in a business way also. It is the small things in the business world that count. They advertise a man not only as a keen reader with a knowledge of musical matters, but demonstrate that he is progressive merchants.

COMPLIMENTS BISPHAM.

William Shakespeare, the Eminent Vocal Teacher of England, Speaks Enthusiastically of Bispham's Singing Which He Heard Through Means of a Columbia Record.

David Bispham, the popular baritone, who sings for the Columbia, writes as follows to the Columbia Phonograph Co.:

"The following from an interview in the August Musician, with the celebrated English singing teacher, William Shakespeare, may be of use to you in advertising my records:

"But, Mr. Shakespeare," ventured the interviewer, "most of the male voices heard in the phonographs are of Italian, French and German singers—only rarely Americans."

"'Maybe so,' replied Mr. Shakespeare, 'maybe so, but I will say I heard a glorious exception the other day, and he is an American born singer, too; and that is David Bispham, whose song recital was a really great singing lesson. A truly observant pupil could have got as much out of that recital as he would from six months' lessons with—me, for example.'"

TRIES IT ON HIS MEN.

How One Merchant Judges the Value of New Advertising Before Issuance.

A Western merchant who does a great deal of local newspaper advertising, does not put out a line of it until the proposed copy is submitted to at least three of the men in his store for criticism. The points he seeks are these:

"Does this ad hit you in the eye, so that you cannot avoid seeing it? Does it open in a manner that would lead you to read it through? Does it tell its story; convince you we mean business, and are telling the truth? Would it have any pull with you in the purchase of goods?"

The merchant confesses that in many cases the suggestions of his men constitute the strong points of the ad.

This is an excellent idea well worth emulating—it is co-operative work of the right kind.

THREE SOURCES OF WEALTH.

As long as 300 years ago, Sir Francis Bacon pointed out that the sources of wealth of any nation were: First, its productivity, in other words, the productive capacity of its natural resources; second, the manufacture of raw materials into a form more useful to man; third, the venture, or transportation, from the point where they were produced or manufactured to the point where they could be used.

"BLUE" AMBEROL RECORDS READY.

Thomas A. Edison, Inc., Issues First List of Fifty-five of the New Unbreakable Records That Are Played with a Diamond Point—Only Four-Minute Machines in Future—Special Record Return Allowances.

An important event of the month is the announcement by Thos. A. Edison, Inc., of the placing on the market of the first of the new "Blue" Amberola cylinder records. The initial list consists of fifty regular and five concert numbers, which will take the place of the regular November supplement. Shipments of the new records have already begun, the first allotments going to the far West and working Eastward in regular course. The first list of the "Blue" Amberol records appears with the regular lists of November records on another page of this issue of The World.

In connection with the announcement of the new records the manufacturers state that with the advent of the "Blue" Amberol record they are preparing to introduce a reproducer of new design, equipped with genuine diamond point.

On Amberola and Concert type phonographs the Diamond "A" reproducer will be used, while on Alva, Triumph, Home, Standard, Fireside and Gem type machines the Diamond "B" reproducer will be required.

The Diamond "B" reproducer may be used on Alva, Triumph or Home phonographs which are at present equipped with model "O" reproducers as it will fit in the same reproducer arm. On Alva, Triumph and Home machines which have not been fitted with model "O" reproducers, as also on Standards, Firesides and Gems, or where other types of reproducers are being used, it will be necessary to obtain a special arm for each type machine (which will be included at the prices quoted for reproducer only), and in ordering it should be plainly stated, for instance—Diamond "B" reproducer for Standard; Diamond "B" reproducer for Gem, etc.—which will prevent misunderstanding.

It is also stated that while the diamond-pointed reproducers may not be used on wax records, the four-minute reproducers with sapphire points may be used on the "Blue" Amberol records.

On and after October 1 all phonographs will be of four-minute type only, and Amberola, Concert, Triumph and Home machines will be equipped with Diamond reproducers, while Standards, Firesides and Gems will be regularly shipped with model "N" reproducers, fitted with sapphire point, all at present list prices.

Recorders will not be included as part of the Triumph and Home outfits in the future, and

where desired must be purchased as an extra, at regular list and discount.

Shipments of phonographs with Diamond reproducers began about October 1, and of Diamond reproducers as extras, also combination attachments with Diamond reproducers, shortly thereafter.

In view of the marketing of the "Blue" Amberol records, special return allowances have been made for jobbers and dealers which have been explained in the circulars sent out regarding the new records, machines and attachments.

In connection with the issuance of the new records, Thomas A. Edison, Inc., has prepared, for the benefit of the jobber and dealer, an attractive booklet which explains the various features of the "Blue" Amberol record and its valuable features at length for the purpose of interesting the phonograph owner or the prospective phonograph customer. The excellent tonal and wearing qualities of the new records are expected to prove the means of materially increasing the demand for cylinder records and reviving the interest of those who own machines, but who have grown tired of them.

WORKING TO FULL CAPACITY.

The Standard Gramophone Appliance Co. Experiencing a Great Demand for Its "Start and Stop" Device—Additional Equipment Installed in the Factory.

The Standard Gramophone Appliance Co., of 173 Lafayette street, New York, manufacturer of the Simplex "Start and Stop" and other devices, is enjoying a most prosperous season. Its new and commodious factory is working to full capacity, and in order to meet increasing demands it has become necessary to install additional equipment.

That the "Start and Stop" has met with approval is evident from the many large orders filled in the last fortnight. A visitor to the factory is impressed by the evident signs of prosperity on every hand. The orders have multiplied so rapidly in the last few weeks that the shipping department has been taxed to the utmost to cope with increasing requirements.

In order to make visitors feel entirely at ease a guide is always waiting to accompany callers throughout the factory and explain the workings of all the different pieces of machinery. This service is very much appreciated by the talking-machine men who have paid the factory a visit, and the large numbers of visitors have all spoken highly of the modern equipment in the new factory. The company is growing steadily, and for a young concern its expansion is truly remarkable.

THE VICTROLA FOR LECTURES.

George R. Duppy, Manager of Talking Machine Department of Sherman, Clay & Co., in Seattle, Arranges for Series of "Musical Talks," by Mrs. Lilly Van Ogle.

(Special to The Talking Machine World.)

Seattle, Wash., Oct. 5, 1912.

Something very novel, dignified and in keeping with the character of the Victor talking machine is the series of Victor concerts arranged by Geo. R. Duppy, manager of the talking machine department of Sherman, Clay & Co., this city. Arrangements have been made with Mrs. Lilly Van Ogle to give a series of "Musical Talks" on the opera, illustrated with selections on the Victrola during the fall and winter. Mrs. Van Ogle, owing to her long residence in Berlin, has had exceptional opportunities to study with such renowned teachers and artists as Josef Lhevinne, Harold Bauer and Leopold Godowsky.

The first talk which occurred this month, when Mrs. Van Ogle discussed the opera "Carmen," was a most delightful affair. There was no public announcement of this talk through the newspapers, nor will there be hereafter, as it is the desire of Sherman, Clay & Co. to have as guests their friends who are at liberty to bring any guests they choose.

Among the subjects listed for future talks are "Faust," "Mme. Butterfly," and other well known operas. These unique musical events are held in the auditorium of the new Sherman, Clay & Co. building, adding still further to the prestige of the Victrola. At the first concert the hall was crowded, although the weather was unusually warm.

The talking machine trade in this city and throughout the northwest as a whole is making an excellent showing. The talking machine men kept things at a lively pace even during the summer, with the result that there have been most satisfactory continuous results. In his efforts to place the talking machine business on a higher plane, Manager Duppy is having the cordial cooperation of T. W. Searle, general manager of the local house of Sherman, Clay & Co.

ENTERTAIN LOUIS F. GEISSLER.

The executive staff and the traveling department of the Victor Talking Machine Co. gave a special dinner in honor of Louis F. Geissler, general manager of the company, recently, at the Bellevue-Stratford Hotel, Philadelphia, Pa. It was a most enjoyable gathering, and many heart-to-heart talks were indulged in between the various courses.

In Justice To Our Regular Trade

We Are Not Soliciting New Accounts This Season

When the Demand Exceeds the Supply

We feel under obligations to supply our own dealers' wants in so far as factory shipments will permit and not solicit new business which to supply would mean taking out of the mouths of our own regular trade goods needed by them and placing it in the hands of dealers who under ordinary circumstances look to their regular jobber for their goods.

Some jobbers look upon this outside trade as "velvet" but in taking it work hardship on their regular dealers who are loyal to them the year round.

EASTERN SERVICE IS GOOD SERVICE. BUT ABOVE ALL IT IS JUST.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR EIGHTEEN YEARS TALKING MACHINES EXCLUSIVELY

Victor-Victrola



Victor-Victrola XVI, \$200
Mahogany or quartered oak.

The instrument by which the value of all musical instruments is measured.

Each year has witnessed important improvements in the development of this wonderful instrument; and the four new styles recently introduced embody some of the most important improvements ever made.

They give to the Victor-Victrola a still more exalted position in the world of music, and make it still more valuable as a source of profit and prestige for every dealer—and the biggest selling season of the year is right at hand.

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

Berliner 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 unequalled Victor tone.



HEAVY FALL BUSINESS ON THE PACIFIC COAST.

This Is Now Certain, Based Upon Reports from the Leading Houses Throughout California—Many Improvements in Talking Machine Department of the Sherman, Clay House—New Columbia and Victor Styles Exceedingly Popular—Anxiously Awaiting Edison Disc Machine—A. C. Alvis Succeeds William Kingen in Charge of the Hauschildt Department—Blaine Buys Booth Business in Paso Robles—W. S. Gray's Trip.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 5, 1912.

A heavy fall business is no longer a speculation with the talking machine dealers of this section. Without exception they report a splendid business during the past month. The new Columbia and Victor machines are taking so well with the trade that the distributors of both lines say their chief difficulty at present is to get enough of the instruments to fill their orders. The Edison jobbers are a little handicapped, as their prospective customers are inclined to postpone buying until the new disc machines are placed on the market, which will cause them a rush at the holidays. Inquiries are coming in already concerning holiday orders, and extensive preparations are being made by the retailers for a big Christmas business. The distributors are anxious to get in their goods as fast as possible now, so as to give the retailers every opportunity for pushing sales, but this is very hard to accomplish, as there is a general clamor over the country for the new style machines.

Sherman, Clay & Co.'s Department Remodeled.

The remodeling of the Sherman, Clay & Co. Victor department, which was under way, together with other alterations of the building, for a couple of months, is now complete, giving them one of the finest talking machine departments in America. The department takes in the entire third floor of the building and is arranged in a most convenient manner. It is provided with a number of demonstration rooms, which are light and airy, and at the same time are absolutely soundproof. The opening of the new quarters for the department and the placing on sale of the three new-style Vic-

trolas, has made September a very lively month, reports A. G. McCarthy.

Improvements at Other Branches.

The improvements undertaken by Sherman, Clay & Co. do not stop in San Francisco. They are having their building in Sacramento entirely remodeled, and the plans call for a large talking machine department which, though not on so elaborate a scale as the local department, will be a credit to the trade in that section. Sherman, Clay & Co. have purchased the stock of talking machines from the A. J. Pommer Co., of that city, and will assign the management of the new department to J. C. Van Horn, formerly with Wanamaker's, New York. The formal opening of the department will take place in about a week, with a full line of Victor machines and records.

W. S. Gray Preparing for Long Trip.

W. S. Gray, Pacific Coast manager for the Columbia Phonograph Co., is preparing for a trip North. In Spokane, Wash., which is the most northerly point of his territory, he is to meet Geo. W. Lyle, vice-president and general manager of the company, who is making his annual trip over the Coast territory extending from Spokane to San Diego. From Spokane the two will make the trip down the Coast together, calling on the various agencies on the way.

General Columbia Co. News.

The new Eclipse and Regal machines seem to be the principal feature of interest at present with the Columbia trade. Notwithstanding the fact that carloads of them have arrived here, Fred R. Anglemier, wholesale manager, says they are behind on orders. He is very enthusiastic over the new ma-

chines, which, he says, considering the price, are by far the best values the company has ever placed on the market, and while the higher class types are selling, they are being "eclipsed" by the Eclipse. C. J. Moore, traveling representative of the Columbia Phonograph Co., made a trip down through the valleys last week and is now calling on the trade in the Coast towns. He is finding things in very good condition generally all along the line, and notes a tendency among dealers to place large orders, showing confidence on their part that business is going to increase as the season advances.

Recent Trade Visitors.

Among the recent visitors in town was W. E. Lindsey, manager of the talking machine department of the Palace Drug Co., Monterey, Cal. Mr. Lindsey has been spending a vacation in and around Sacramento and stopped over here to place orders on his way home.

Another out-of-town retail dealer to spend a few days in San Francisco this week was Mr. Logan, of the Logan Music House at Salinas, Cal. He has a good-sized department and says his most successful scheme to secure business is by giving concerts at the store. He makes these real entertainments and has a regular attendance of about 150 people.

Hard to Meet Victrola Demand.

Manager Black, of the talking machine department of Wiley B. Allen Co., says the new style Victrolas are meeting with great public favor, its only cause for complaint being the fact that there is necessarily a shortage of goods owing to the large orders placed in advance for the new styles. So far, he says, the Victrola XI is taking the lead in popularity, but that the other two are not far behind. Record sales are reported very satisfactory. Joel R. Scott has recently assumed the management of the record department, to succeed Nelson J. Barkholm, who has taken the position of city salesman. Mr. Scott is assisted in the department by Miss Honda. Reports from Mr. Austin, San Jose manager, show a steady summer business, and with heavy fruit crops in the Santa Clara valley, conditions are very favorable for future trade.

Preparing for New Edison Disc Machine.

Manager Bailey, of the San Francisco branch of Babson Bros., Chicago, reports trade for the past month very good, considering the fact that no new Edison models have been placed on the market as yet. Amberola records are in great demand. Two additional demonstration rooms have been installed and everything is in readiness to rush orders through when the new disc machine is received. From the interest manifest in it at present, it will no doubt be a big boost for Edison trade.

Change in Hauschildt Department.

A change of management of the talking machine and small goods department has taken place at the San Francisco store of the Hauschildt Music Co., owing to the resignation of William Kingen. Archibald C. Alvis, formerly with the same company in Oakland, is now in charge of the department, assisted by Clarence Moran, also from the Oakland house of the Hauschildt Co.

Buys Out Booth Business.

Chas. D. Blaine, phonograph and music dealer of San Luis Obispo, Cal., has purchased the stock and phonograph supplies of Fred G. Booth at Paso Robles, and will continue the store as a branch of his other house. It will be under the management of Mr. Booth, and from it all the northern part of the county will be supplied. This will enable Mr. Blaine to devote his attention to the southern end of the business.

LOOKING FOR NEW FACTORY SITE.

According to reports the H. Schroeder Hornless Phonograph Co. is looking for a suitable factory site and is considering Fairground, N. Y., as a possible location. The company claims to have \$500,000 capital and expects to employ 200 people or more at the start. The headquarters of the company are in New York. H. Schroeder is well known as an inventor in the talking machine field and for some time had a small experimental and manufacturing plant in the Bronx.



Won't You Have a Lesson in Spanish?

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

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

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

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

International Correspondence Schools
Box 918, Scranton, Pa.

We are top, bottom and both sides of the "talking machine" situation in a very sightly list of cities in these United States right now—and getting a sure grip everywhere else.



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

BUSINESS IN CLEVELAND ON BROADER LINES.

Jobbers and Dealers Make Gratifying Reports Regarding the Expansion of Trade—Interviews with the Leading Men of the Business Indicate a Volume of Trade This Fall and Winter That Will Be Unprecedented—Cleveland School Board Contemplating Adding Moving Pictures and Stereopticon Views to the Present Social Center Course of Victrola Concerts—Many New Columbia Agents Reported by Columbia Manager—T. H. Towell Interested in Automobiles—Other News of General Interest.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 9, 1912.

Regardless of the Presidential campaign and its outcome, of what the next Congress may do with the tariff, of whether women are granted the right of suffrage or not, of what is done with the trusts, and of whether or not the voters shall take a more direct part in government, the talking machine dealers of this city are moving straight ahead and doing a more successful business than ever in their history.

There was manifest improvement in the trade during September, and October has inaugurated business on broader lines, indicative of an unusual successful season. Helpful propositions from the manufacturers, not only in an active campaign of publicity, but in the offerings of new models, with wonderful improvements relating to the four new style Victrolas, the new Columbia hornless graphophones, the new Edison disc machine and "Blue" Amberola records, and the U-S Royal and other new products of the U-S Phonograph Co.

Increasing sales and inquiries are reported by all the dealers, more especially for the latest products, and include all styles, from the popular low-priced to the most expensive ones. The sale of records, covering the entire lists, shows a widespread interest and is growing to wonderful proportions.

The Cleveland school board have under consideration the question as to whether there are sufficient funds to enable them to add moving pictures and stereopticon views to the present social center course of Victrola concerts. It is more than likely the plan will be adopted.

C. Buhl, president of the Buhl-Sander Co., of Chicago, spent several days here the last of September demonstrating and taking orders for the "Phonostop," a new patent applied for disc record stop. He said he was meeting with good success.

T. H. Towell, president of the Eclipse Musical Co., with others, has organized the Cadillac Automobile Co., of Cleveland, with a capital of \$50,000. Mr. Towell is president and treasurer of the company, which will have the distribution of the Cadillac in the Cleveland district. His large acquaintance, geniality and extended business experience insures the success of the enterprise.

Geo. R. Madson, manager of the Columbia store here, reports business moving very prosperously. Sales in September of a large number of machines and records closed an unusually successful month's trade in both the wholesale and retail departments. He said there was perceptible improvement in business generally and that sales of the highest grade machines were common, as well as for the cheaper machines, cabinets and records.

Dealers handling Columbia goods, the H. M. Brainard Piano Co., H. D. Berner, in the Taylor

Arcade, Brown Bros., Aldrich, Harvey & Co., K. Svehla, of Cleveland, and A. O. Wright, Berea, and Shinn & Crombie, Oberlin, are all doing a large increasing business.

Affairs with the W. H. Buescher & Sons Co. are of the most roseate character. "Business is fine," said Irving H. Buescher. "We have increased our sales force and now have six on the floor, and they are kept constantly busy. The summer sales have been compared with last year's and we made a big gain in spite of the fact that we changed our location in the middle of the summer.

Mrs. E. J. Leighton, nee Edna Rankin, is now connected with the Buescher Co. She is well known in this line and is a very popular and capable saleslady.

"Business is moving along prosperously and very satisfactorily," said A. O. Peterson, manager for Lawrence H. Lucker, jobber of Edison phonographs and records. "Orders from dealers in this territory," he said, "are coming in steadily and with increasing frequency, indicating they are already making preparations for the coming holiday trade. I am receiving many inquiries and booking orders for the new disc machines, also for the new unbreakable Blue Amberol and Concert records."

Increasing business has forced the Hart Piano Co., 33-35 The Arcade, to enlarge the talking machine department by the addition of two demonstration rooms. Mr. Hart stated he was agreeably surprised with the large volume of trade the department was attracting for both the Victor and Edison lines.

The new talking machine department in the store of Wm. Taylor Son & Co. has been fitted up in beautiful style, conjointly occupying the art rooms. The company has put in a commodious line of Victor machines and records, and are prepared to meet the wishes of all classes of customers.

T. H. Towell, of the Eclipse Musical Co., is one of the busiest of busy men nowadays, supervising the daily receipt and shipment of Victor goods. "Business in the wholesale department is fine," he said. "It has increased 50 per cent. over the same period of last year. Dealers are ordering machines and records liberally, covering all grades, from the cheapest to the highest priced.

In accord with the other dealers, the most satisfactory conditions are reported by Collister & Sayle. Bessie M. Grabler, in charge of the talking machine department, said business was good, both retail and wholesale, and that the past month had been a very busy one. The favor with which the new Victrolas had been received was said to be surprisingly good.

"We are very well satisfied with the way business is coming along in our new location," said F. B. Guion, of the B. Dreher's Sons Co. "We made

a considerable increase in sales in September over August, and made a number of sales of the high-priced machines during the past month—in fact, our sales of Victrolas were larger than during any previous month."

Marked activity and an optimistic feeling are prevalent at the Bailey Co. store. E. A. Friedlander, manager of the talking machine department, said: "Business is good. We are having a fine trade in machines and records. We are fitting up a large room especially for the display of the Edison Home kinetograph and will give daily exhibitions and expect to attract many customers." Mr. Friedlander has opened new display quarters and two demonstration rooms in the most prominent position on the floor, directly in front of the elevators.

"The Victor-Victrola X and the Victor-Victrola XI are the two articles that are attracting most attention just now," said O. E. Kellogg, of McMillin's. "We have made a number of sales and are having numerous inquiries. They are making quite a hit."

R. W. Schirring, manager of the talking machine department of the Caldwell Piano Co., said: "Machines are in active demand, and we are having a fine record trade, which is daily increasing."

Extensive arrangements have been made in the talking machine department of the May Co. for a large fall trade. Miss Ethel M. Volk, manager, said business was good and improving.

The most prosperous conditions exist at the store of Chas. I. Davis. He says it is not so difficult to dispose of machines and records as it is to obtain the goods from the factories. He is superintending the opening of the new talking machine department in his store at Buffalo, which occupies an entire floor.

D. Gold, located at 8310 Woodland avenue, occupying unpretentious quarters, is doing a prosperous business in the talking machine line. He sells and repairs all kinds, carrying in stock principally the cheaper grades suited to the customers of his environment.

J. Witt, of the Witt Music Co., Lorain, O., the graphophone dealer of that city, frequently visits the Columbia headquarters here. Meeting him recently, he said: "Our enterprising city is growing rapidly, and with it the talking machine business is thriving in the most satisfactory manner. We are doing a fine business, which is constantly expanding, and the prospects for a big fall trade are very bright."

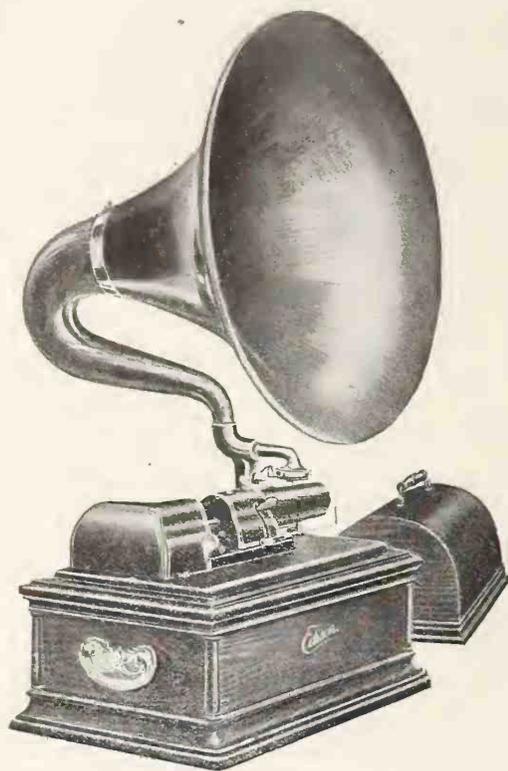
Sales Manager G. M. Nisbett, of the U-S Phonograph Co., recently spent a few days in Canada on a pleasure jaunt exclusively, accompanied by Mrs. Nisbett. Notwithstanding wet weather was experienced during the whole trip, he says they had a most enjoyable time.

QUALIFY AS VICTOR DEALERS.

Among the recent piano houses that have qualified as Victor dealers are the Hallet & Davis Piano Co., of New York, who have just remodeled their warerooms at 125th street, near Fifth avenue. In the alterations just completed a number of special Victor rooms have been allowed for.

The Edison

The Opera



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

All Edisons have

The right home tone.

The sapphire reproducing point.

The long playing, smooth running motor.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

Phonograph

Amberola



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

All Edisons render

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

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

Thomas A. Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

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NEW YORK, OCTOBER 15, 1912.

IN the great campaign of education which is being conducted to enlighten our legislators and the general public regarding the bill, fathered by Congressman Oldfield, which contemplates interference with the manufacturers' right to regulate the prices at which his goods may be sold, the contribution of Eldridge R. Johnson, president of the Victor Talking Machine Co. and reproduced elsewhere in this issue of *The World*, is a most important document—one that merits the closest reading.

Mr. Johnson goes to the very heart of the subject and studies it from varied viewpoints. No one who reads this forceful, argumentative and convincing presentation of facts entitled, "Price Cutting—A Restraint of Trade," cannot help but realize that the suggested Oldfield amendment to the present patent law, should it meet with legislative approval, would work a distinct injury to the best interests of the manufacturers and trade of this country.

The talking machine industry would be particularly affected, because from the very start it has been conducted on a very high plane. The type of men engaged in the business is above the average. And it is all due to the maintenance of fixed prices, and the absence of those competitive wars which come into being with elastic, or cut prices.

THIS subject of price-cutting is particularly well covered by Mr. Johnson when he says: "Price-cutting is generally confused with competition and, while it may be so classed, there is a very great and important difference, as many forms of price-cutting are unquestionably unhealthy competition. It benefits no one save a class of price-cutters who could very well be dispensed with, for they live and grow rich by breaking into and diverting to themselves the good-will of a trade that others have created. They never build up a business, but invariably appropriate that which someone else has created. The foundation on which their business stands is not constructive, but destructive and monopolistic. They sell at less than an ordinary percentage of profit if, by so doing, the trade that is going to many others can be diverted to themselves. This is the whole story. There would, of course, be a public gain in this were it done fairly and in good faith, but more than often it is not done fairly, or even decently, and is but the means to an end that has aroused so much indignation in this country—monopoly. There are many legitimate occasions to reduce prices, but such occasions are temporary and have no relation to professional price-cutting."

Our national legislators, even our state lawmakers, cannot fail

to be impressed with the fact that the price cutter, and particularly the man who cuts prices on a standard article, is not considered as having a legitimate standing in the business world. In fact, the discussion of the Oldfield Bill, and the discussion which has arisen over the statement of Justice Holmes in the Miles Medicine Case, in which he refers to "Knives who cut reasonable prices for mere ulterior purposes of their own," has given an opportunity to the business man to show to the public exactly where the price cutter stands in the business community, and to expose the methods he used to "bunco," or hoodwink, the majority of his customers.

MR. JOHNSON is a keen student of trade and economic conditions and he presents such a masterly array of facts against the passage of the suggested amendment to the present patent law that no one, free from prejudice, can fail to be impressed. He has made one point in particular which has come in for editorial mention and approval in the *New York Sun* and other papers when he says: "The suggested amendments to the present patent law may be in response to the needs of the present administration in enforcing the Sherman anti-trust law, but should the administration change a law that has been working entirely satisfactory for more than one hundred years in order to punish a few who may have missed it?"

This is the situation in a nutshell, and it is a point well worthy of consideration.

This little volume of Mr. Johnson's should prove a stimulus to members of the talking machine trade not to relax in their campaign, during the present recess of Congress, against the effort being made to undermine price stability. They should keep in touch with their Congressmen and Senators and reiterate their position as opposed to this legislation to the end that when Congress opens there will be a solid front on the part of the manufacturers and dealers of this country—at least those who believe in business advancement and progress along the right lines—so that the efforts of Mr. Oldfield and his associates may be thwarted.

THE patent situation is further handled in a very illuminative way in a recent letter sent out by the Victor Talking Machine Co., and it contains many supplementary facts in connection with Mr. Johnson's arguments that really compel consideration by reason of their pertinence to the subject under discussion. After pointing out that a number of new bills most dangerous to general business interests had recently been introduced in Congress, it says:

"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 responsibility in 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 true situation. 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.

"It is necessary, in order to carry on many lines of modern business, to have fixed policies and fixed prices. These policies and prices are regulated according to the character of the commodity dealt in and the quality of the goods produced, and can only be maintained by the maintenance of that certain standard of quality or by the fairness of the policies. All the better classes of manufacturers market their goods by some such system either through the patent laws or by refusing to sell to price-cutters. A complete estoppel of such a beneficial system would produce a chaotic condition hard to realize. It is only the sweatshop manufacturer and the producer of goods of poor quality that care nothing about the price at which their goods are sold or the conditions under which they are sold."

MANY of the great producing combinations have systems of distribution entirely under their own control. This class of manufacturers and producers are not always dependent on patent protection, nor are they dependent upon the ordinary means

Merchandising, Selling and Operating Plans.

PLANS that are outlined early usually mature best. Many merchants delay business plans for fall and winter to such an extent that they are apt to lose some of the finest results of seasonable trade.

Business problems should be solved now instead of later, for there is but a portion of October left and with November looming up it is not wise to delay placing orders until too late or until a time when the delay may be expensive and annoying.

Merchandise stocks must not only be assembled in warerooms and in the different departments before trade actually opens up, but selling and operating plans must be formulated that will further the movement of goods.

Plans for stimulating trade must be not merely outlined, but must be completed and problems of administration and systematization must be worked out; also the personnel of the sales and operating forces must be looked into as well as important items relative to the store's physical accommodation.

Merchandising, selling and operating plans are never good until they are well matured.

They cannot be devised and applied simultaneously to fit the problems of selling. Therefore, the farther ahead the average merchant can look, the clearer his survey of the road and the smoother his going.

Already much of the merchandise in many lines of trade which will form the basis of business later on has been bought, and it is quite time that talking machine merchants obtain an accurate line on the fall campaign while October is still on the calendar.

Now is the time to get the whole machinery of business into careful working order, and now is the time to begin getting up steam to run the machinery—that is, if full merchandising speed is expected when the flood tide of business actually reaches us.

A careful survey of business possibilities in the local fields should be taken at this time. Has the population of your city and town increased within the year? Since last fall has any material change taken place in the population with direct reference to the absorption of talking machines and records? Has the percentage of high-class trade increased?

Are there many newcomers to your city whom you have not canvassed directly in order to acquaint them of your store—its line of instruments and its service?

All of these things require minute consideration and should be looked into with a view of meeting every new circumstance of trade with force, precision and directness.

Then, again, have you a clearly formulated idea of how your store measures up with other stores in your vicinage with special reference to competing lines of goods?

If you have failed to do this, now is the accepted time to analyze the situation.

The talking machine merchant with keen foresight should see to it that the individual members of his sales force obtain an intimate knowledge of the various lines of instruments which he handles.

Every salesman should acquaint himself thoroughly with the different styles of machines and how they fit into different selling plans.

Every salesman should understand the kind of advertising put forth daily, not only by the establishment with which he is associated but by others in his vicinage, and the proprietors should see to it that there is no haphazard advertising.

Space in newspapers may be a source of great loss at any time unless that space is wisely used.

There are many things to consider in the fall campaign, but the ones which I have outlined are well worthy of the careful consideration of readers everywhere, for we should remember that securing a profitable business is largely a matter of being equipped to handle it when the proper time comes, in response to well directed efforts to stimulate business. Being in full readiness to handle fall business is pre-eminently a matter of foresight and planning ahead.

There are in the business world of America too many men who do not give the whole business situation the careful study which it deserves.

They go at it in a haphazard way with plans perhaps not varying from those of years ago, thus forgetting that the world is constantly changing; and the business man who fails to adjust his machinery with the changing times will be thrown in the scrap heap of trade failures unless he remodels his plans so that they conform to a 1912 setting.

EDWARD LYMAN BILL.

of advertising and distribution. Most of these enterprises are a great public benefit, and, fortunately, they can change their methods faster than the laws can be changed to interfere with them. But the great middle class of producers and manufacturers, such as those that advertise extensively and sell through jobbers to the retailers, would get the full force of a blow that would prove more disastrous and confusing to general business than any legislation yet suggested.

The writer of this letter says furthermore: In defense of the public, the maker upon placing his name and the specifications on an article, giving the purchaser a clear and truthful conception of the value of the purchase, should be allowed to regulate the retail price by a contract with the retailer, whether the article is patented or not. This plan under reasonable restrictions is practical, and we believe a constitutional right if labor is worthy of its hire. This would stop the tendency to abuse the patent law; would encourage the production of a better grade of goods; would show up the makers of the poorer grades of goods; would protect the purchaser against cheap goods marked at a high price; would check the tendency to combine among manufacturers; in short, its every influence is for good. On the other hand, absolute prohibition of price control is an innovation with which no civilized community has as yet had experience. It is Oriental in principle and a backward step. It would encourage monopolistic combinations; reduce the average quality of goods manufactured to worthlessness by making the selling price the only feature of competition; would breed labor troubles by making wage reductions necessary; in short, every influence is for the bad.

THE whole idea of totally and unconditionally prohibiting price control is wrong, and the quality of goods made in the United States has rapidly deteriorated since this policy has been pursued, and will continue to deteriorate until a more intelligent policy is adopted.

None of the bills offered by individuals or by Congressional Committees for changing the present patent laws, or for regulating methods of trade, should be even considered by Congress. No doubt beneficial changes can be made, but each subject to be considered should be assigned to a commission composed equally of business men and Congressional representatives appointed by the President. These commissions should give each subject careful consideration, and submit a report to Congress from which intelligent bills could be drawn.

These questions are all of great importance, and bungling legislation will have a far more disastrous effect in these matters than anyone is likely to conceive of without careful study of the situation from the standpoint of long experience in business affairs.

DO not lose sight of the great fundamental truth—the value of advertising—its trade-pulling power depends on individual advertising in your local newspaper over your own name. The royal route to success and the shortest route is by personal appeal—letting the folks at home know who you are, where you are and what you have to sell. Thus you help the manufacturer who creates the national demand for talking machines. Local publicity tells readers where the advertised goods may be obtained and this co-operative work brings about mutual benefits.

There are still some not-yet-Columbia dealers who don't positively know that they are absolutely at liberty to carry the ready-money Columbia line along with their present lines and let their customers have the privilege of doing a little choosing without going across town or down street.



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

MCMENIMEN DISCUSSES VITAPHONE CO. POLICY.

Secretary and General Manager of the Vitaphone Co., Who Has Had a Long and Varied Career in the Talking Machine Field, Reviews Recent Accomplishments—The Principle Upon Which the Construction of the Vitaphone Is Based—Some of the Patents Controlled and What They Cover—The Vitaphone Machine Plays Any Disc Record.

H. N. McMenimen, secretary and general manager of the Vitaphone Co., manufacturer of the Vitaphone, at Plainfield, N. J., in an interview recently with The World representative, gave some interesting facts anent the products and policy of this company. Mr. McMenimen is credited with being the first traveling man to sell disc goods and he is considered an authority upon talking machine matters.

"It has been my fondest hope and desire for years," said Mr. McMenimen, "to see the talking machine made a musical instrument of the highest order, realizing that the talking machine is the one musical instrument that combines all musical instruments. For a long time I have watched C. B. Repp working out the details of his basic principle of a wood vibrating arm, the perfection of which would bring out all the musical tone that the record has in it. No better evidence of the realization of this can be found than in the quality of rendition of all classes of records from the smallest machine manufactured by us, retailing at \$12.50.

"The scientific and mechanical principle of the Vitaphone is simply a process of taking advantage of the knowledge gained through all wooden musical instruments—vibrating tones by a molecular displacement in the molecules of the wood and being applied to talking machine reproduction. If one were to take a string of a violin with a tin body and draw the bow across it, nothing would be secured but a very nasal metallic screeching sound, whereas the constant displacement of the molecules of the wood in the body gives that sonorous, sweet tone that has even caused destinies to fall."

"Your explanation of the Vitaphone principle is fine, Mr. McMenimen," commented The World man, "but how about the patent situation?"

"As to patents," answered Mr. McMenimen, "this company controls all the patents secured by Mr. Repp on the basic principle of reproducing and recording sound. Chief among the basic patents is No. 1,003,655, issued September 19, 1911. This, together with the many applications which he has at the present time in the Patent Office, gives us a position that cannot be successfully attacked by any company or persons, for the simple reason that we have not followed anyone in making our products, but have worked out an entire new basic principle of reproducing and recording. We have had the advice of the most eminent attorneys knowing the art of sound production, and not one of them has been able to discover that the principles utilized in the Vitaphone have ever before been used in talking machines, or to cite an instance where we in any way infringe any existing patents. We intend to maintain our position in every way possible, and shall prosecute all infringers of our patents, as well as resist any attempt that may be made to litigate us through unreasonable claims

or selfish motives. Beyond the question of a doubt our position will be maintained and the Vitaphone will be shown to be not only the best reproducing machine ever offered to the trade, but one that comes into it with a clear title."

"What are your general styles of machines?"

"These will be hornless constructed machines that can be equipped without the use of tools, time or ingenuity, with horns of any type in order to



H. N. McMenimen.

satisfy the public who demand a big volume of tone. We have a line of solid wood horns ranging from a 16-inch bell to a 22½-inch bell horn that we will catalog as an extra. While the public seems to demand a hornless constructed machine, yet most of us in the trade realize that the horn presents a greater detail and volume of the reproduction. This has been shown by the number of orders that we have on file at the present time. However, the fact that we can use a horn on our hornless constructed machine is a very great advantage to both the dealer and the public."

"And the records?"

"The Vitaphone is capable of playing any known cut of disc record equally as well as it will play the Vitaphone record. A simple change of the position of the tension spring causes the arm to take either the lateral or vertical cut vibrations."

If the plans of the Vitaphone Co. mature as

they have been formulated, the shipping production of the present factory will be soon over 200 machines a day. The production of the present works has been sold for a number of weeks in advance, and Secretary McMenimen says it is discouraging to look at the pile of inquiries and orders every morning, knowing that they cannot cope with the situation. When the new factory is built there will be enough goods to go around—unless the demand grows with it as it gives promise of doing.

A REMARKABLE BOY SINGER

Is Walter Lawrence, Who Has Just Made Records for the Columbia Phonograph Co.—Two Examples of His Versatility.

The Columbia Phonograph Co. has just secured two selections of unusual interest. These are records produced by Walter Lawrence, the famous boy soprano of All Angels Church, New York City. In this connection it says: "For the first time in the annals of recording art, a perfect voice of a boy soprano has been adequately recorded." The Columbia Co. has just cause to feel proud of the new records—they are remarkable in every way.

Walter Lawrence is only twelve years of age, and possesses a wonderfully sweet and clear voice. He is not a prodigy in any sense of the word, but a normal, healthy, American boy, gifted with a remarkable voice. He is acknowledged to be the greatest boy soprano in the United States. His first selections comprise two famous coloratura numbers, calculated to tax the resources of the most experienced, and which this gifted boy executes with the grace, and finish of the great artists. They are "With Verdure Clad" from Haydn's "Creation," one of the most melodious and perfect examples of the old oratorio forms, and the light and dainty measures of Dell Acqua's "Villanello," (The Lark's Song)—a coupling of compositions, in which the contrast serves to accentuate the versatility and high musical intelligence of the young singer.

A GREAT ADMIRER OF THE VICTROLA.

Joseph Sheehan, for many years the principal tenor of the Savage Grand Opera Co. in New York, and who later organized the Sheehan English Opera Co., touring through the West with great success, is a great admirer of the Victrola. Mr. Sheehan has found this instrument most helpful, and on the train, at the hotel, and, in fact, whenever and wherever possible the members of the Sheehan Co. played, listened to, discussed and profited by Victor music. This is in line with the policy of a great number of vocal teachers, who consider the records of noted singers most valuable in getting proper ideas of phrasing, interpretation and all the vital considerations which the singer must observe.

The W. F. Frederick Co., Pittsburgh, Pa., is devoting one whole side of its immense main floor to Victor booths and reports a great business in this line.

Breakage Loss Eliminated

by



Fit Any Phonograph

STATE OF NEW YORK, }
COUNTY OF ERIE, } ss.
CITY OF BUFFALO }

EDWIN H. FORSTER, being duly sworn, deposes and says, that he resides at No. 129 Laurel Street, in the City of Buffalo, New York; that since April, 1909, he has been employed at the PEOPLES' ARCADE, operated by the Automatic Exhibit Company, at 206 Main Street, in the City of Buffalo, New York; that he has entire charge of the phonographs and other machines at said arcade, including Edison and Columbia phonographs and other coin machines; that he also has entire charge of the repairs and adjustments on these machines and of changing the selections or records.

Deponent further says that U. S. PHONOGRAPH CO. "EVERLASTING" RECORD No. 219, "LA SECRET—BELLS SOLO—BENZLER" was placed on one of the machines in said Peoples' Arcade by deponent and that at that time the automatic register on said machine, which shows the number of times the records on this machine had been played up to that time, was 60,812; that at the time the said record was removed from this machine, the automatic register thereon bore the number 113,233; that the said record, therefore, was played on that one machine, without interruption 52,421 times.

Deponent further says that U. S. PHONOGRAPH CO. "EVERLASTING" RECORD No. 223 "PETER PIPER MARCH—XYLOPHONE SOLO" was also played on one of the machines at the Peoples' Arcade; that the automatic register number on said machine at the time the record was placed thereon was 41,591 and at the time the said record was changed, the automatic register bore the number 82,035; that the said record was therefore, played without interruption on that one machine for 40,444 times.

EDWIN H. FORSTER.

Sworn to before me this 28th day of November, 1910.

OWEN B. AUGSPURGER,
Notary Public, Erie County, N. Y.

**A true story of Everlasting Records meaning INCREASED PROFITS
to Jobber and Dealer alike.**

A request on your business stationery, accompanied by four cents (covering postage) will bring to you
(safely by mail) a Sample Record.

THE U. S. PHONOGRAPH COMPANY

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

CLEVELAND, OHIO

We are so well satisfied with the multiplication-table increase of Columbia business pretty nearly everywhere, that we can't for the life of us see how any not-yet-Columbia dealer *can* be.



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

TALKING MACHINE TRADE WAS NEVER BETTER.

Milwaukee Dealers State the Demand Makes It Difficult for Them to Keep Stocks on Hand—Excellent Crop Conditions Help Sales—New Types of Machines Prove Popular with Public—A. G. Kunde Calls on Wisconsin Dealers—Will Oakland Shows How Records Are Made—Lawrence McGreal Home from the East—Recent Trade Visitors.

(Special to The Talking Machine World.)
Milwaukee, Wis., Oct. 9, 1912.

The talking machine business was never better at this season of the year than it is at the present time, according to jobbers and retailers. In fact, all expectations have been exceeded and a feeling of genuine optimism is noticeable everywhere in the local trade. Dealers all over Wisconsin seem to be rounding up a big business and are forced to file duplicate orders with jobbers for records, supplies and machines. Local dealers are so rushed that they are meeting with considerable difficulty in keeping their stocks up to a point where the trade can be satisfied.

General business in all lines in this section of the Northwest has taken on new life during the past month. Fears that the corn crop, all important in Wisconsin and surrounding territory, might not ripen satisfactorily have been set aside and a bumper crop is being harvested at the present time. This, added to the remarkably heavy grain crop which Wisconsin farmers threshed this season, has resulted in widespread prosperity, and the talking machine interests are coming in for a goodly share of the money, which is flowing more freely than at any time since the days preceding the panic of 1907.

Industrial conditions in Milwaukee have shown decided improvement of late, and the big heavy machinery manufacturing plants are operating more nearly at the capacity point than at any time in the past five years. Working people are more prosperous than they have been in many a day, despite the much mooted problem of the high cost of living. Jobs in Milwaukee are now hunting the men, according to the recent report of the Wisconsin Free Employment Bureau, which says that there are twenty-five jobs waiting for every man who happens to be in the field for a position. All the local talking machine houses report that sales in low and moderate priced machines are exceptionally good. The call for the high-priced machine has naturally increased in direct proportion.

"Business in the jobbing and retail field is so good that we are having trouble in getting in enough stocks to meet the demands of the trade," said Miss Gertrude Gannon, owner of the McGreal retail store and head of the Wisconsin Talking Machine Co., jobber for the Victor. "The new styles of Victrolas X., XI., XIV. and XVI., which were placed on the market on September 15, have been popular from the very start and have done much to increase the general volume of business. Here again we are finding it hard to get in enough of these machines."

J. H. Becker, Jr., manager of the Victor department at the Espenhain department store, says that business has been increasing steadily. He finds the daily concerts given are most resultful.

Several good sales of Victors to the Milwaukee

schools have been made by L. C. Parker, manager of the talking machine department at Gimbel Brothers' store, since the fall opening of the schools. Manager Parker reports an exceptionally large increase in business during the month of September, as compared with the same period a year ago.

Business is so good at A. G. Kunde's Columbia store at 516 Grand avenue that Mr. Kunde has been forced to increase his sales and office forces. Keith Meyer and Roy Peterson have joined the sales force and Arthur Lembke has assumed charge of the bookkeeping.

Mr. Kunde was one of the 100 members of the Merchants and Manufacturers' Association of Milwaukee who visited the Dodge County Fair at Beaver Dam, Wis., on October 2. Mr. Kunde called upon various dealers at Beaver Dam and other points in the interests of his jobbing trade, and he reports that the trip was highly successful. Mr. Kunde gave out an interesting little souvenir. Mr. and Mrs. Kunde recently returned from a business trip to the Chicago offices of the Columbia Phonograph Co.

Paul A. Seeger, enterprising young manager of the new talking machine department at the Edmund Gram Music House, has been making some remarkably fine Victrola sales during the short time that the handsome new Gram store has been opened to the public. The formal opening of the \$125,000 establishment was held about the middle of September, and people who visited the store, which is undoubtedly one of the finest west of New York City, were evidently well impressed with the attractive talking machine quarters and the fine line of Victor machines carried, as sales thus far have exceeded all expectations.

Miss Elizabeth Hughes, who is in direct charge of the talking machine department at the Third and Garfield street store of Edward Schuster & Co., is more than "making good" in the talking machine business, and during the past month has made several Victrola XVI. sales. Miss Elsie Meisner, who is in charge of the talking-machine department at the other Schuster store at Twelfth and Vliet streets, has also made some fine sales during the past four weeks. J. W. Campbell is general manager of both Victor departments.

The Heller Piano Co., 516 Grand avenue, has secured a lease on adjoining quarters, which, together with an addition now being erected on the rear, will give the concern at least 12,000 square feet of additional floor space. Special quarters have been provided for the new Victor talking machine department, located in the new portion of the establishment, and Manager Louis Leo expects to make a special feature of the talking machine business. The adjoining quarters have been connected with the main store by archways and the

entire interior has been remodeled in a handsome manner.

William P. Hope, genial traveling representative of the Thomas A. Edison Co., Inc., in Wisconsin and northern Michigan, spent a few days in Milwaukee recently. Mr. Hope was displaying the new "Blue" Amberol records.

W. J. Augustine, enterprising young Edison and Victor dealer at Fond du Lac, Wis., is receiving the congratulations of dealers about the State as the result of his recent marriage to Miss Marie Connor, formerly a school teacher of Fond du Lac.

Will Oakland, the well-known singer, who has made so many records for both the Edison and Victor people, spent a week at one of the Milwaukee theaters recently. Mr. Oakland appeared at the McGreal retail store one afternoon, presenting several of his songs and explaining fully the system of record making. Miss Gannon and Mr. McGreal had advertised the event extensively and the new auditorium at the McGreal store was packed with people.

Lawrence McGreal, Edison jobber, has returned from a business in the East. Mr. McGreal spent several days at the Edison factory and ordered his fall stocks. He is anxiously awaiting the appearance of the new Edison disc machine, and says that dealers expect great things of the new machine. Mr. McGreal reports that the new Edison Kinetoscope, for which he has the Wisconsin State agency, is selling even better than he had anticipated. Dealers seem to be meeting with some good sales from schools all over the State.

William Voss, of Appleton, Wis.; William Schoofs, of West Bend, Wis., and Peter Kraus, of Kraus & Grau, of Port Washington, Wis., were among the Wisconsin Edison and Victor dealers who were recent Milwaukee visitors. All report that trade is brisk and that the prospects for a big fall business were never better.

CARUSO AND HIS INCOME.

First Began Making Records in 1903, and Income from That Source Now Nearly \$90,000 Annually.

Caruso's income from talking machine records, it is estimated, runs close to \$90,000 a year, and according to an official of the Victor Talking Machine Co. it has even surpassed that figure. Caruso made his first record in 1903, and he has a contract running over a long period of years with the Victor Co. While some of the ballads which he has sung are exceedingly popular, yet it is the operatic numbers that find the greatest favor, and his selections from "Faust," "Aida" and "Pagliacci" are constantly in demand.

TAKES ON HOME KINETOSCOPES.

Among the New York concerns who have recently taken on the new Edison Home kinetoscopes is the Blackman Talking Machine Co., 97 Chambers street, who received its first lot of machines late last month and already reports a surprisingly large demand for the interesting adjunct to the Edison lines.

BUSINESS EXPANSION IN THE QUAKER CITY.

Each Month Seems to Reveal Most Satisfying Conditions so Far as Business in the Talking Machine Field Is Concerned—New Styles of Machines Are Winning a Great Deal of Favor—New Quarters of the Columbia Phonograph Co. Most Attractively Gotten Up—Many New Accounts Opened by This Company—Some Estey Innovations—Cornell Retires from Wanamaker's to Develop Victor Trade—Other News of Interest.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 8, 1912.

With each month the talking machine business is pushing itself upward, and each month brings the same information that it was much busier than last year, and has surpassed expectations, followed by the same old complaint of the inability to get goods. The new lines of the Victor Co. have caught on well here; the Columbia Co. is just about putting the finishing touches to its ware-rooms, making them the most attractive in the city, and probably there is nothing finer in the country—at least nothing where business can be done with greater facility. The Keen-o-Phone Co. has been able to get a number of prominent capitalists interested here, so that it will have unlimited capital with which to proceed. There are many other interesting things in the talking machine life of Philadelphia which will be treated in connection with the news from the various houses.

When I asked Louis Buehn how his business was in September, he replied, "We sold some stuff in September," with emphasis on the "some." Mr. Buehn is highly elated over his business, and said that every month during 1912 has been much better than last year, and that September was exceptionally so. In fact, it was the best month they have had this year, due, Mr. Buehn says, very largely to the sale of new Victor machines. While the shipments from the factory were very good, they were not large enough by a great deal. Among the visitors to the Buehn store was Frank Stanton, who was showing the new indestructible Edison records—the hard "Blue" Amberola.

Mr. Cornell, who had been at the head of the Wanamaker talking machine department, has resigned, and it is said that he will assist in establishing Victor stores in a number of the large cities. J. C. Angle is in charge at present, but whether permanently or merely temporarily could not be learned, as Manager Commerer is out of town.

The Edison business phonograph is growing rapidly in popularity in Philadelphia. Louis Buehn & Bro. have succeeded in placing them in large numbers with prominent firms here, and they have prospects at the present time for several more large orders which they expect to close during the present month. C. Auerbach has been added to the Buehn selling force to assist in the handling of the Edison business phonograph.

Manager Walter Linton, of the Estey Co.'s Columbia department, has introduced a number of innovations into that business. Not the least striking of which is the getting out of a full page on a calendared paper, which is headed "Estey Hall Bul-

letin No. 1." It contains pictures of the Estey building, both interior and exterior, as well as pictures of the various machines they handle, and a list of records that "should be in every home." These pagelets have been mailed to all the customers of the Estey house as well as to a large number of other addresses. They are getting the business there, and why shouldn't they, for they have most attractive salesrooms, a most genial manager, and machines that sell on sight, if you will allow the proverbial term.

Lit Brothers have been renovating their talking machine department. They have removed the unsightly platform and have recarpeted the department and have much better facilities for waiting on customers. They are also adding an additional hearing room to the department. Manager Elwell, of the Hepe talking machine department, reports that their business has been very good all through the month of September. "Our business," he says, "is far in excess of the supply from the factory." They have never had a September as big as the one just past. Among their recent visitors were Harry J. Halt, of Mt. Holly, N. J.; A. F. Winterstein, of Bristol, Pa., and Harry F. Cake, of Trenton, N. J. They all report a good business in their section, with most flattering outlook for the future.

The Gimbel department is hustling these days for business, and in a few days will have added two new hearing rooms to their department. These rooms were previously occupied as offices, which will be moved elsewhere. They made a gain in September of 60 per cent. over last year. They have put on a new outside man, David Davidson, who had been connected with their piano department for a short time, and came here from Pittsburgh, where he had been connected with the Miller firm.

Word has been received in this city from Emmet Stewart to the effect that he is doing very well in his new position with Keller & Sons, Easton, Pa.

The Columbia Phonograph Co. on Saturday last finished a work which it started more than a month ago of improving its warerooms, in rearrangement, redecoration and refurnishing, which makes them in most ways among the finest warerooms in this city. They have been doing an excellent September business, and October already shows signs of even better results. Walter L. Eckhardt has certainly the right idea not only in the beautifying of the warerooms and making them very much more convenient for the business, but in every other way he has infused an unusual amount of life into the business and has started out to leave nothing undone to keep the Columbia to the front.

Since the rearrangement of the warerooms, the company is handling considerably more business than it ever handled before, and with very much less confusion.

Mr. Eckhardt was in New York last week to see the new machines that the Columbia will get out the middle of November, and he was very enthusiastic over them. He believes that when those new machines are put on sale that they will cause a sensation. The Columbia Co. here has opened a number of new accounts. It has started Charles W. Flood, 4914 Baltimore avenue, and Charles Heinle, 3501 Kensington avenue, in the exclusive handling of the Columbia here, and it has secured a number of new men in the State to handle the Columbia. They have put on some new salesmen. R. W. Jackson, for years eastern salesman for the Sheldon School of Scientific Salesmanship, is covering eastern Pennsylvania, and A. J. Heath is traveling in the northern central part of the State for the firm. The Columbia Co. has also supplied the complete stock for Guiseppe Piacentiana, who has opened a talking machine store at Pacific and Tennessee avenues, Atlantic City. The firm had orders last month for a great many Dictaphones, and it has increased its business in this line over last year more than 100 per cent. A year ago it had two men looking after this end of their business, and to-day it has eight, and where it had one traveling man in Pennsylvania it now has three.

REAL MUSIC IN THE AIR.

Aviator Takes Victor Machine with Him on Trip During Michigan State Fair—Music Plainly Heard at Height of 700 Feet.

(Special to The Talking Machine World.)

Detroit, Mich., Oct. 9, 1912.

For what is believed to be the first time in history, a talking machine went aloft in an aeroplane here a while ago, entertaining the aviator and the throng on terra firma with "The Midnight Flyer" during its flight. It was at the recent State fair. A birdman was at the grounds all the week, and one day Manager Rupp, of Grinnell Brothers, who was at the fair in charge of the Victor exhibit, suggested that he take a machine aloft as an experiment. The offer was accepted and a Victor VI. was selected for the entertainment of the angels. It was arranged so that it could be started with a string, to be pulled from the aviator's seat.

The machine soared up about 700 feet, when the aviator pulled the aforesaid string and the music started. It could be heard very plainly by the audience below. The aviator then commenced a spiral glide to his starting point, the Victor playing throughout the descent. Extensive applause greeted the landing. As 700 feet is about the height of a sixty-story skyscraper would be if there were such a thing, it is likely that this is the nearest to heaven that music ever has originated—music on mountains not figuring, for no matter how high up, it still is on earth.



"DUSTOFF" RECORD CLEANERS ARE A POSITIVE NECESSITY



To all owners of talking machine records, for their use before playing adds life to the record through removing the accumulated dust and dirt from the minute sound grooves—the cause of the wear and friction in the reproducing point track. It insures a wonderfully clear and distinct tone reproduction free from scrapings, blurs and harsh sounds. "DUSTOFFS" are effective and simple to use, with no possibility of scratching the record in the least.

"DUSTOFF" (REGULAR) MODEL

for discs made of Wilton fabric mounted on varnished wood holder. Each in a 2-color box. Retail at 15c. (In Canada, 25c. each.) Liberal discount applies.

"DUSTOFF" de Luxe

for discs made of Wilton fabric mounted on oxidized metal holder finished in "unique" "tigerback" design. Each in a box and 12 in a DISPLAY CARTON. Retail at 50c. each. (In Canada at 75c. each.) Liberal discount applies.

"DUSTOFFS" are proven "swift sellers" wherever displayed—and there is a good profit in their sale for you. We supply with every shipment a quantity of mailing circulars free. SAMPLES SENT FREE, for inspection to rated firms, upon naming jobbers. USE THE COUPON NOW for samples of these PROFIT-MAKERS.

SPECIAL OFFER COUPON. (94)

MINUTE SHINE COMPANY, Providence, R. I.: Please send us, all charges prepaid, for inspection, samples of the "DUSTOFF" RECORD CLEANERS.

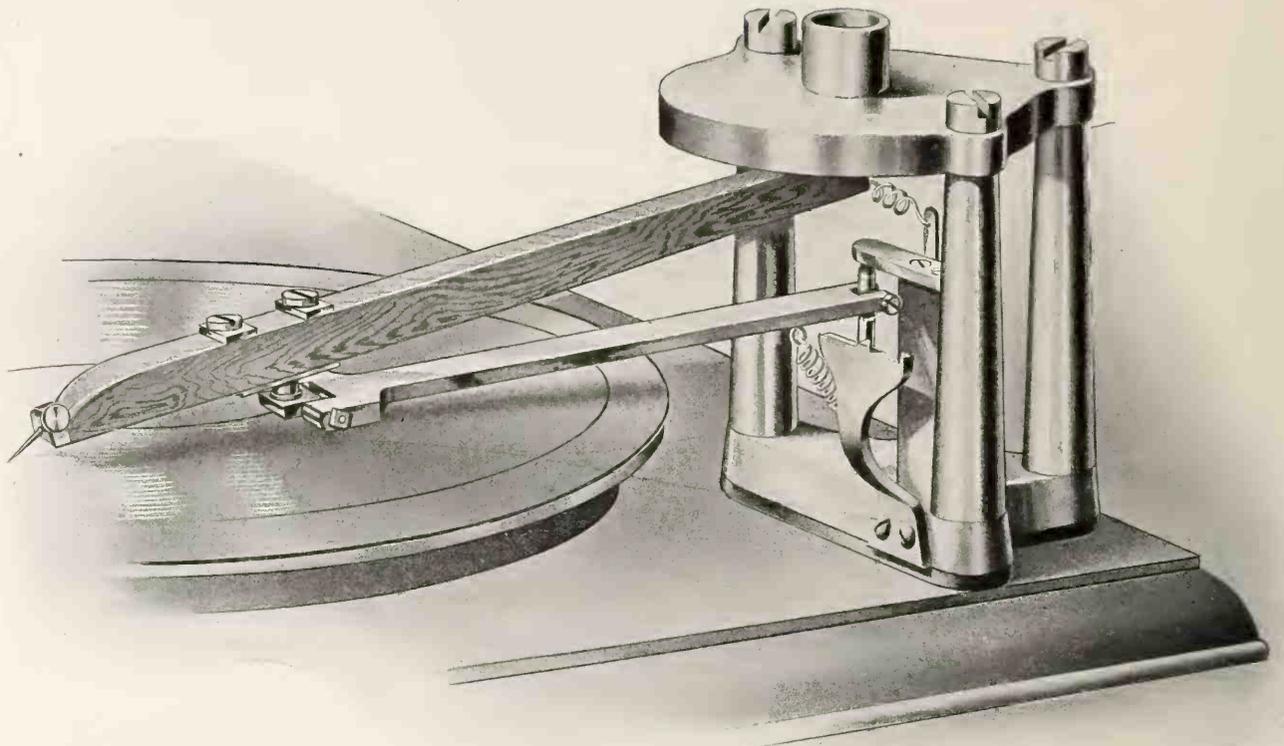
Name.....
Address.....
Town..... State.....
Our Jobber is.....
(Please pin coupon to your business letter-head.)

YOUR JOBBER can supply you, or write us direct.

Address all communications direct to the manufacturers

MINUTE SHINE COMPANY 280 CANAL STREET, S. W. PROVIDENCE, R. I., U. S. A.

Vitaphone Reproducing Device



A NEW BASIC PRINCIPLE OF REPRODUCING SOUND

A FEW of the EXCLUSIVE VITAPHONE FEATURES

VITAPHONE SOLID WOOD ARM (without metal parts) through which passes every vibration of the needle, refines and develops every note, only reproducing the self-same life-like strains that were received into the original master record ; without that metallic, nasal, scratchy sound.

VITAPHONE STATIONARY SOUND BOX eliminates the necessity of carrying a floating sound box across the face of the record, tearing out the delicate sound waves, the life of a record used on the VITAPHONE is more than doubled.

VITAPHONE HORNLESS MACHINE has an amplifying sounding board that allows the sound to travel upward (not under the reproducer). By uncoupling the hornless connection at the sound box it is possible to use any size horn.

VITAPHONE WILL PLAY equally as well either the lateral or phonocut records.

VITAPHONE products are manufactured under Basic patents and we will maintain and protect in every way the exclusive rights enjoyed by dealers handling the VITAPHONE.

VITAPHONE COMPANY,

Plainfield, N. J.

UNITED STATES AND
FOREIGN
PATENTS AND
TRADE MARKS

FRANK T. WENTWORTH
PATENT AND TRADE MARK CAUSES
41 PARK ROW, NEW YORK

CABLE ADDRESS:
"FROWENPAT" NEW YORK

TELEPHONE:
4084 CORTLANDT

September 26, 1912.

The Vitaphone Company,
Plainfield, N. J.

Gentlemen:-

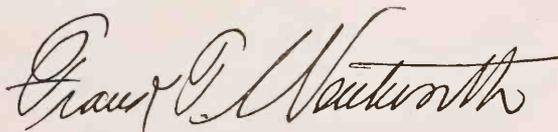
In reply to your inquiry of the 23d inst. as to your legal standing concerning patents, and the advisability of your agreeing to protect the trade in handling the "Vitaphone" machine, I can but repeat the substance of the opinion which I gave you in writing some time ago, that the "Vitaphone" machine differs radically in its fundamental theories from any talking machine which had been patented prior to the invention of your Mr. Repp.

The tensioned diaphragm, the wooden transmitting arm and the manner of mounting same, and the adjustability of the device to both up and down and lateral out records, are the main features in which the "Vitaphone" differs from earlier machines, and, in my opinion, your product does not infringe any existing patent.

The patent to your Mr. Repp granted under date of September 19, 1911, and the pending applications controlled by you, contain basic claims of such scope as to secure to you a monopoly of your product and place you in a position where you can not only defend against attacks, but against competitive machines operating similarly to the "Vitaphone".

In view of your impregnability, both offensively and defensively, I can see no possible objection to your agreeing to protect the trade in handling "Vitaphone" machines whenever an agreement of this kind is required.

Very truly yours,



FTW/EW.

The Talking Machine Trade in New England

GRAND OPERA MUSIC VIA GRAFONOLA FOR HIGH SCHOOL.

William E. Getchell, in Charge of the Instalment Department of the Columbia Phonograph Co. in Boston, Arouses Interest of Instructors and Pupils in Springfield, Vt., School.

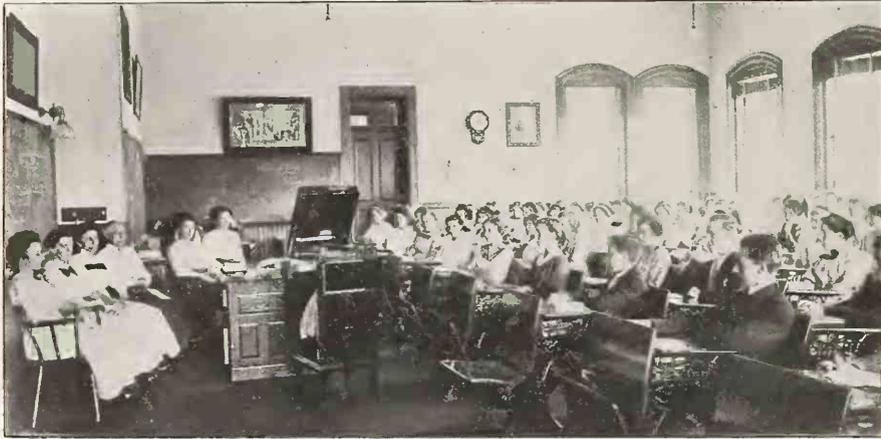
(Special to The Talking Machine World.)

Boston, Mass., Oct. 8, 1912.

William E. Getchell, who is in charge of the instalment department of the Columbia Phonograph Co., went up to Springfield, Vt., the middle of September, where he supervised a concert of grand opera music given in the hall of the Springfield

music. Another guest was Professor Jackson, a blind pianist, who gave selections himself between the two parts of the regular program.

While up in Springfield Mr. Getchell attended the Springfield Fair, which ran for two days, and where he was able to give considerable publicity to the Columbia outfits, as the company had a good



Grafonola Concert in Springfield, Vt., High School.

High School. The program was a most carefully and judiciously selected one, and gave great pleasure to a large company of the school and faculty. Mr. Getchell went to Springfield in the interest of the local dealer there, Mr. Wheeler, and as an admission was charged quite a goodly sum was netted with which to purchase a Columbia Normandie. Enough money was made so that a first payment of nearly \$70 was made on the outfit.

Among the interested persons enjoying the concert was Mrs. Jennie M. McCulloch, the supervisor of music in the Springfield schools, and H. D. Casey, the superintendent of schools, both of whom were most enthusiastic over the quality of the

exhibit under a large tent, which Mr. Wheeler installed.

BUSINESS MEN AS EXAMPLES.

Often Depended Upon to Set the Standard by Which Their Community Is Guided and Is Judged.

Commerce and trade concern us all. Commerce and trade are controlled largely by the business men; but not only are millions relying for livelihood upon an intimate relation to commerce and trade, but those who are not exactly engaged in

that exercise are just as much in touch with it; for the farmers, the professional men, the women, the children of the community, and those who do no active work whatever, are all customers, and as such are in touch every day with trade and commerce, and therefore are influenced to a marked degree by the standards of trade and commerce, and of the men who are engaged in trade and commerce.

If those standards are high they react throughout the community, and the tone of the community is raised; if they are not as they should be, then there is a corresponding depreciation in the moral sense of the community, so that the business men have the great responsibility of being the most conspicuous examples for good or for bad throughout the land.

CONDITIONS IN NEW ENGLAND

So Far as They Affect the Columbia Phonograph Co. Are of the Brightest, Judging from the Report Made by H. A. Yerkes, Manager of the Wholesale Department, Who Has Just Returned from an Extended Visit Over That Territory—What He Tells The World.

H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., returned recently from an extended trip through New England. Mr. Yerkes found general trade conditions excellent, and states that the political situation has not affected prosperity in the least. At Portland, Me., both talking machine and record sales have increased so rapidly that the distributing branch in that city is rearranging the store in order to accommodate the unexpected demands made on their products. In Boston, the approach of the opera season has helped to boom sales all along the line. As the Boston Opera Company performers are under exclusive contract with the Columbia Co., many new records will shortly be produced. As an indication of the prosperous conditions in Boston, one of the leading piano houses, with branches throughout New England, is arranging for a line of Columbia products for each store. At Springfield, Forbes & Wallace, who recently installed a talking machine department, are greatly pleased with the results to date. At Hartford and New Haven, the outlook for fall business is most promising, and a large department store in the former city will shortly close a deal for the addition of a talking machine department. Mr. Yerkes is now enjoying a well-earned vacation at his old home in Washington. While there, he introduced his mother to her youngest grandchild.

NOTABLE BUYERS OF COLUMBIAS.

Wealth and politics both figured in two recent sales of Columbia records made in a leading store of Portland, Me. An automobile containing Mrs. Alice Roosevelt-Longworth, Mrs. Cornelius Vanderbilt and Col. Fred Hale, son of ex-Senator Hale, of Maine, drove up to this store and the occupants alighted to make some purchases of Columbia records. Strange as it may sound, the first song chosen by Mrs. Longworth was that famous Champ Clark anthem entitled "You Gotta Quit Kickin' My Dawg Aroun'." Later in the day W. L. Douglas, the well-known shoe manufacturer and ex-Governor of Massachusetts, purchased a number of the latest Columbia records. This Portland store is doing a thriving business with Ellery Band records. The proprietor uses these records as a lever to sell instruments, as the Ellery records sound clearest on the "Favorite," which induces many persons to make exchange arrangements for Columbia machines in order to obtain the full value of these beautiful selections.

It is safe to say that every person you get into your store, or that you talk to, or who sees the displays and store before Thanksgiving Day will begin to think of Christmas and gift-giving on the day after.

Feature the new Edison Records!

55 Blue Amberol Records have appeared; fifty regular and five concert; all indestructible.

These are the new ones that you and your customers have been awaiting. The demand is there and your sales will be big, but you must have the records for demonstrations.

Send for the set—55—and make October the big record month.

At BOSTON and NEW HAVEN

THE PARDEE-ELLENBERGER CO.

NEW EDISON MACHINES with DIAMOND-POINT REPRODUCERS are also out :: Send for several

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 16, 1912.

Thomas A. Edison, Inc. has one of the most interesting exhibits at the Electrical Show at Mechanics' building, which opened a few days ago, to continue for four weeks. The exhibit occupies a large portion of the basement under the stage in Grand Hall, and no one cannot miss the display, as at each end of the stage where the stairways descend there are illuminated signs surmounted by a large portrait of Edison. There are two discs which keep flashing out intermittently and a hand points to a "special entrance to Thomas A. Edison, Inc., demonstration exhibits and Edison disc amusement phonographs, kinetoscopes, Edison storage and primary batteries, dictating machines and home kinetoscopes."

Booths Handsomely Decorated.

When one reaches the quarters of the Edison exhibit there is a treat in store, for the whole interior is so artistically arranged that one never would realize the barren state that the space ordinarily is in. Over the top has been spread a canopy of light blue, and the walls are done in a darker blue oatmeal paper with a pretty panelled border. On one side are a series of windows with small panes, and these are curtained in a soft brown, which harmonizes splendidly with the blue. At one end is a slightly raised stage, on which are two big bay trees, and two table electroliers of stained glass. Down one side of the room are other handsome lamps. At the back of the stage "Thomas A. Edison, Inc." blazes forth in small electric globes. On the stage and down one side of the room are

a number of Edison machines in handsome cases of different woods.

The demonstrations are entirely those of the new disc machine, and it is of more than passing interest that this is the first time that these machines have been given a public exhibition. In the apartment are a number of comfortable chairs which the visitors occupy while listening to the music, and thus does the room become a small concert hall.

Lectures on New Edison Disc Machine.

Before each concert H. R. Skelton, the New England traveling man for the Edison concern, gives a short talk explaining in considerable detail the mechanism of the new disc machine. He tells how music is reproduced in its natural state, what is the cause of the ordinary mechanical noises that one sometimes hears on talking machines, how a permanent diamond point reproducer is used on these new machines, tells of the indestructibility of the discs, tells how Edison took out patents on discs in 1908, but as he could not find a material that would meet all the requirements he did not attempt to put anything of the kind on the market. He proceeds to explain how with these discs there is no chance for leakage of good tones, how Edison found a means of holding all the vibrations that are young and strong.

How the Records Are Demonstrated.

Then Mr. Skelton takes a record and puts it on the machine so that the audience can see just how it is done, and shows how the stylus works, explaining incidentally how the movement is up and down instead of right and left, as in other disc machines. He tries out several records so that one may note the variety of reproduction, such, for instance, as a vocal quartet, a soprano solo, some orchestral or band number and others. Throughout the demonstration the audience sits in the deepest attention, and when the people hear the music one then quickly realizes that Mr. Skelton has given a very accurate description of the tonal quality of the new machines. These demonstrations are given a number of times each day and are largely attended by a most intelligent class of people, who show their interest after each recital by making innumerable inquiries.

Eastern Talking Machine Associates Meet.

The first meeting for the season of the Eastern Talking Machine Associates was held on Oct. 3 in the quarters of the company in Tremont street. President Taft presided, and when it came to the election of officers was unanimously re-elected. Mr. Chamberlain was elected vice-president, succeeding W. J. Fitzgerald; Mr. Fitzgerald was elected secretary, and Mark Read was made treasurer. It was voted to allow the women attached to the large staff of the Eastern company to become members, so they will be privileged hereafter to attend the meetings. During the winter it is planned to have a number of social features, but as the members have not the large opportunities for extensive entertaining they had in previous years they will not be able to entertain this season on so big a scale. However, their quarters are equipped with a piano, so that there always will be opportunity for good music, and among the Associates there is much good talent.

New Quarters Attract Increased Business.

Since the improved quarters of the Eastern Talking Machine Co. have been opened to the public business has shown a marked increase. The interior of the Tremont street quarters are among the handsomest in the city. The wholesale business is reported to be especially good at this time, and it is further stated that the new Victor machines are making a big hit with customers.

A Visitor from New Hampshire.

J. M. Hassett, who is the manager at Portsmouth, N. H., for F. W. Peabody, who is an Edison dealer, was in town a few days ago taking in the Electrical Show. Mr. Hassett lately was fortunate in being able to install a home kineto-

(Continued on page 20.)

WHAT ARE YOUR NEEDLE POLITICS?

Join the ranks of the Duplexetone Boosters

and



Cast your ballot for the needles with the biggest reputation, the largest profits and the most satisfaction—

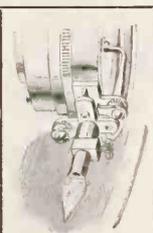
DUPLEXETONE Talking Machine Needles

If you counted every intermediate tone of each slight twist of position, you could get 50 tones, but all you really require is 2 tones—LOUD and SOFT. Both secured instantly with Duplexetone Needles; there's no chasing around for different needles for different records—everything is in that ONE needle.

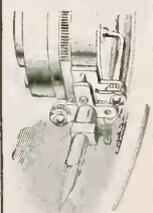
Write for more particulars; a booklet covering the Bagshaw service and a lot of Duplexetone samples. You'll sell Duplexetone needles at a good profit—we guarantee it. Mail us the request to-day.

W. H. BAGSHAW

LOWELL, MASS., U. S. A.



LOUD



SOFT



The Columbia Saturday Evening Post advertisement this week (printed in this issue) will give Columbia dealers a beautiful bundle of business to start the Fall with—business based on the one instrument that has become the *standard* of the world, and that needs no introduction to our dealers, but only needs prompt *deliveries*—and we are prepared for that.



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

FROM THE WORLD'S BOSTON HEADQUARTERS.

(Continued from page 19.)

scope on the United States gunboat "Wheeling." He has also installed complete Victrola XI. outfits on the "Wyoming" and "Arkansas."

Reports Strong Victrola Demand.

Harry Rosen, of 3 School street, reports a land office business this fall, and he says he is selling Victrolas as fast as he can get them. Mr. Rosen further states that he proposes to keep up the pace along with other dealers and jobbers, and the growth of his business has necessitated the addition of three more booths, which will be installed in a few days. Mr. Rosen, with a party of talking machine dealers, went to the Electrical Show yesterday to inspect the new disc machines of the Edison Co.

"Blue" Amberol Records Make Good.

Manager Silliman, of the Pardee-Ellenberger Co., reports a heavy demand for the new "Blue" Amberol records, samples of which are now in the hands of the Edison dealers. The diamond pointed reproducers likewise are coming in for a big demand, and those who have tried them with the cylinder records make a most favorable and enthusiastic report on them. Manager Silliman is spending considerable of his time at the Electrical Show these days.

F. K. Dolbeer, manager of the sales department for the Eastern Talking Machine Co., with headquarters over in New York, was a visitor to Boston a few days ago.

Mrs. Frances Clark to Give a Talk.

Mrs. Frances E. Clark, formerly superintendent of schools in Milwaukee, who now is superintendent of the Educational Department of the Victor Talking Machine Co., is coming to Boston on Oct. 15. At Young's Hotel on that evening she will meet a number of school teachers at dinner, after which Mrs. Clark will give a talk on the value of talking machines as an educational factor in the schools. The meeting is under the auspices of Henry B. Hall, master of the John Winthrop School, and among those present will be Mr. Dyer, the new superintendent of the Boston schools, and James M. McLaughlin, director of music in the schools. Samuel Freeman, of the Eastern Talking Machine Co., and George M. Reese, Jr., will be present in the interests of the Eastern Co., and will operate the machines, which will be used by Mrs. Clark for purposes of demonstration.

W. H. Beck Homeward Bound.

President W. H. Beck, of the Eastern Talking Machine Co., is expected in Boston shortly. Mr. Beck has been in Europe most of the summer and spent considerable time in Paris.

Mr. Chamberlain, manager of the wholesale department of the Eastern Talking Machine Co., has been spending a week up in the White Mountains, having gone north in his automobile.

Victors at Electrical Show.

George Lincoln Parker has a good display of Victor outfits at the Electrical Show in Mechanics Building. It is well arranged on the ground floor, and a part of the time Mr. Parker is there and at other times one sees Charles Trundy in charge.

Visitors are given every opportunity of inspecting the workings of these instruments.

Berkley with Landay Bros.

Herbert D. Berkley, formerly of Boston, and widely known in the talking machine business, has gone to New York, where he is now connected with Landay Bros., and he is to be located in their new store in the Longacre building, opposite the Hotel Knickerbocker. The store opened this week. Mr. Berkley formerly was with the M. Steinert & Sons Co. at their Arch street Victor department, and latterly with George L. Schirmer, of this city.

Rushing Business with Ditson.

At the Oliver Ditson Co. Manager Winkelman reports a rushing business, the month of September having shown up exceptionally well. With a most courteous staff of clerks and salesmen Mr. Winkelman is able to have all customers given polite and intelligent attention.

Francis T. White in Charge.

In the Victor department of the Henry F. Miller Co. the greatest difficulty is being experienced in getting a sufficient number of the new machines. Since the retirement of Mr. Urquhart the Victor department has been placed in charge of Francis T. White, whose valuable services to the Miller house thus are shown appreciation. Mr. White is alert, active and courteous, qualities quite essential in attaches of such a house as the Millers, with its splendid traditions.

LANDAY'S NEW PLAYER-PIANO STORE

Will Be Opened This Week—Is an Annex to Present Victor Quarters at 563 Fifth Avenue.

By the time this paper goes to press the new player-piano and music roll store of Landay Bros., Inc., will be open to the public. This new store is an annex to the present Victor quarters at 563 Fifth avenue, and presents a most attractive and pleasing appearance. The furnishings are tasteful and match the decorations of the Victor department.

The new store will be under the management of Frank W. Weems, formerly connected with the American Piano Co., and prior to that with Kohler & Chase in the West. Mr. Weems is an acknowledged player-piano expert and will doubtless be most successful with the new store. The stock to be displayed will be the American Piano Co.'s player-pianos and the well-known Rhythmodik music rolls.

Clinton D. Price has opened a phonograph store at 182 Main street, Poughkeepsie. Mr. Price was for nine years in business at 233 Main street, and sold his business there three months ago to his partner, Mr. Ryan.

The Victor Talking Machine Co., Camden, N. J., in the Voice of the Victor, states that Chickering & Sons, of Boston, Mass., one of the largest piano concerns in the East, are making extensive preparations to establish a Victor department some time this fall.

The DITSON Pledge

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

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

The Fastest Victor Service

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

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

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

OLIVER DITSON CO., Boston, Mass.

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 8, 1912.

Both from the manner in which orders are coming in from the country dealers to Chicago jobbers and the way in which the Chicago retail trade has opened up, it looks as though we were in for an unusually large talking machine business this fall. Everybody is jubilant regarding the volume of September business and that during October so far.

The only apprehension felt on the part of the jobbers is regarding the supply of goods, and they are advising their dealers to anticipate their wants to as great an extent as possible.

The demand for the new Victor types has been something remarkable. The Columbia Co. is having difficulty in filling orders for several of its latest models, and the record demand all along the line is very heavy. All jobbers speak of the number of new accounts being opened up in the West this fall and of the high character of the newcomers in the field.

The Edison Co.'s announcement of 55 new Amberol Blue records with the new diamond reproducer has created a great deal of interest among the company's dealers, and jobbers say that orders are coming forward in a most vigorous manner.

Unique Victor Recital.

John Otto, of the talking machine department of Lyon & Healy, gave a unique Victor recital before an audience that filled the auditorium of the Reformed Church of Irving Park, Tuesday evening, September 24. All of the records, played on a Victor IV, were accompanied on the pipe organ by Miss Nettie Cleveland, the church organist. The voices of Caruso and the other Red Seal artists rang out convincingly against the rich and exquisitely played accompaniments, and it was a matter of general comment that it was hard to realize that the singers were not present in person.

Mr. Otto gave descriptive talks before the playing of each record. The program was arranged with due regard to dramatic effect. The first part ended with the voice, now hushed in death, of Charles Glibert, who died last year on the ocean bound for America, and at the close of the program the audience found themselves singing "The Star Spangled Banner," led by the voice of the late Frank C. Stanley. The program, an ideal one for rendition before a cultured audience, was as follows:

Organ Solo	Selected
Solo Profugo (Lost Proscribed) from "Martha"	Flotow
Oh, Dry Those Tears	Bishop
M'appari (Ah, So Pure) from "Martha"	Flotow
Annie Laurie	Scott
Crucifix	Faure
Caro Nome (Dearest Name) from "Rigoletto"	Verdi
Largo from "Xerxes"	Handel
The Lost Chord	Sullivan
Oh, Loving Heart, Trust On	Gottschalk
Fruhlingszeit (Spring Tide)	Becker
Eternelle (Forever Thine) Garden Scene from "Faust"	Gounod
Lolita (Spanish Serenade)	Buzzi-Peccia
Lucia—Sextet (What Restrains Me)	Donizetti
Star Spangled Banner	Key

An interesting coincidence was found in the fact that the pipe organ of the Reformed Church, an exceptionally fine one, by the way, is a Lyon & Healy and the last one built by them before closing that branch of their business a few years ago.

Wedding Bells.

H. R. Jones, assistant to Manager Powers, of the talking machine department of the Taylor Carpet Co., of Indianapolis, was recently married to Miss

Edna P. Tyer. Mr. Jones is well known in musical circles in the Indiana capital, his first experience being as a member of the Newsboys' Band. He developed into an accomplished musician and is making a record for himself as a talking machine salesman. Mrs. Jones is well known among the young society people of the city.

Hunting in the Northland.

Roy J. Keith, sales manager of the Talking Machine Co., left early last week for a hunting trip in the wilds of Saskatchewan, Canada. His friends in the office expect daily shipments of game from the Northland.

Good Advertising.

The Ditzell Music Co., Oklahoma City, Okla., is using large space in the local papers in exploitation of the Columbia product. They call themselves "The Piano and Grafonola House" and feature the Grafonola end of the business most vigorously and with excellent results, according to all reports.

Visitors and Personals.

George W. Lyle, general manager of the Columbia Phonograph Co., is expected in Chicago this week in the course of a general Western business trip which will take him to the Coast.

Mr. Koester, of the Eilers Piano House, of Portland, Ore., was a recent Chicago visitor.

Robert Smallfield, the well-known talking machine and piano dealer of Davenport, Ia., is spending several days in Chicago buying fall stock. He reports that last month was the best September in the history of his business.

Miss Gertrude Gannon, the capable talking machine dealer of Milwaukee, was a recent Chicago visitor.

George Ornstein, manager of traveling salesmen for the Victor Co., arrived in Chicago from the East last week and made the rounds of the job-

(Continued on page 22.)



The WADE FIBRE NEEDLE CUTTERS, No. 1 and No. 2, trim the needle at the proper angle, and the needle can be repointed 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 CUTTERS have 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.

The construction of the WADE No. 2 affords the most powerful cut of any tool ever made, and the blades work parallel to each other, therefore it requires practically no exertion whatever to trim the needle.

We fully guarantee this cutter in every respect, and if the blade of this cutter ever gets dull we will give you a new blade upon return of the old one.

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

List Prices—No. 1, \$1.50; No. 2, \$2.00

WADE & WADE, 1227 East 46th Street CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 21.)

bers. He was met here by "Doc" O'Neill, of the Victor field force, and who had been on a trip covering Atlanta, New Orleans, Birmingham and other Southern points. He reported conditions in the South as being peculiarly favorable.

Among the recent visitors at the Talking Machine Co. were Mr. Butters, proprietor of the Western Michigan Music Co., of Luddington, Mich.; R. S. Kinningham, of Danville, Ill.; Mr. White, of the Milliken-White Music Studios, Muskegon, Mich., and Mr. Jackson, of the Talking Machine Shop, Rockford, Ill.

M. P. Baukin, of Beloit, Wis., was a Chicago visitor the latter part of last week.

C. W. Parker, manager of the Victor department of the Gimbel department store, Milwaukee, spent a day in Chicago last week.

Wurlitzer's Handsome Department.

The remodeled and enlarged retail talking machine department on the ground floor of the Chicago store of the Rudolph Wurlitzer Co. will be completed in another week or ten days and will rank with the very finest departments in the country. Full description is postponed until everything is in shape and photographs can be presented, but it may be said that a number of new ideas have been embodied in the enlarged department which will be of decided interest to dealers everywhere. A method of wall construction has been secured which, it is believed, will make the booths as soundproof as it is possible to make them. There are fourteen record demonstration booths, all beautifully decorated and in the Tiffany finish in various shades. The booths are on either side of an aisle in which the record shelving is placed and from which the record clerks work. The customers' entrance to the booths are from aisles on the sides of the booths opposite from the court or aisle in which the record shelves are located. The large store formerly known as the "annex" and hitherto devoted to pianos has been added to the talking machine department. The rear half is taken up with four large machine demonstrating booths and a general machine display room, while the front half has been fitted up as a concert room with a commodious stage. Here daily recitals will be given. The entrance to the concert room is directly to the right of the entrance from the street, and those wishing to hear the concerts do not have to run the gamut of salespeople.

Phenomenal Business Rush.

At the office of the Talking Machine Co. there was every evidence of a business rush unusual even for that busy institution. "The demand for the new types of Victor machines has been simply abnormal," remarked General Manager Arthur D. Geissler. "Notwithstanding the greatly increased capacity of the Victor plant and the extended preparations made to meet the demand, the volume of business has been so great as to make it impossible for the jobbers to fill promptly all the orders that are flooding in. We hope, however, that there will be something of a lull after the first reorders have been satisfied, and I am inclined to think that at the present high rate of speed at which the Victor organization is turning out the new types that there will not be much of a shortage for the holiday trade. The business this year has certainly been wonderful. Up to October 1 our business showed an increase of 33 per cent. over last year, and September, notwithstanding the shortage of the new types, was away ahead of the same month of last year."

Business Records Broken.

"We always expect September to mark the opening of the fall trade, but last month broke previous records in that regard," said L. C. Wiswell, of Lyon & Healy. "It was a wonderful month both in wholesale and retail—one of the best opening months we have had in our history. The demand for all of the new types of Victor machines has been exceptional. The \$100 to \$150 machines lead, perhaps, but the \$200 type is more than holding its own. The demand record orders have been exceptionally good and the dealers are generally preparing for a fine fall business.

"The new Edison Amberol cylinder records and the new diamond pointed reproducers, which have

just been announced for sale, constitute one of the best cylinder propositions I have ever seen placed on the market, and the orders are coming in from the dealers most satisfactorily."

Siemon Visits Victor Factory.

F. A. Siemon, assistant manager of the Chicago house of Wurlitzer, spent several days the latter part of September at the Victor factory, Philadelphia and Cincinnati. He says that the Victor Co. is straining every nerve to meet the demand for the new types of machines, and that with its greatly increased output he believes that there will perhaps not be as great a shortage as last year, although it does not seem possible that the great demand can be met altogether if it continues as anything like the present rate. The September business was unusually good, one of the best months in the history of the Chicago house. There is a general feeling of confidence among the dealers, and an especially encouraging feature is the number of desirable new accounts being opened up.

Opens New Department.

A Victor department has been opened at the branch store of Louis Weber & Co., on North avenue, under the general charge of Mr. Eggerstedt, who has charge of the Victor department at the main store at Van Buren and Clark streets.

Improve Warerooms.

Manager C. F. Baer, of the Chicago office of the Columbia Phonograph Co., is making various improvements to its retail warerooms. The large windows on Wabash avenue and on the corner of Wabash avenue and Washington street, which open right into the store, will have paneled backgrounds built, finished in mahogany, on the store side, but enameled in white in the window, thus forming an effective backing for the handsome displays of machines and records and lighting up the general display effect. The windows on Washington street will have draped backgrounds. Retail Manager O. D. Standke now has his office on a raised platform where he can keep his eye on the entire retail floor.

District Superintendent W. C. Fuhri, of the Columbia Phonograph Co., recently returned from a trip to St. Louis, Kansas City and Omaha. He reported that he found conditions most satisfactory in the sections tapped by the offices located in those cities, and that the prospects for a large fall and winter trade are of the best.

Expansion with Columbia Co.

The September business of the Chicago office showed an increase of about 35 per cent. over last

year. The demand for the new Eclipse \$20 hornless machine and the Regal \$40 machine has been so great that the company is having difficulty in filling orders. The increased output of the factory has enabled them to keep pace with the demand for the other types, and a notable feature of the trade is the manner in which the sales have kept up on the higher priced types, the \$200 table machine, for instance, being strongly in favor in spite of the desirable Grafonolas offered at lower figures.

Will Have Fine Store.

The building at 227 Wabash avenue, in which the newly organized "Phonograph Co. of Chicago" will be located, is now being entirely remodeled. The entire front has been torn out and the building will be practically rebuilt and fitted up in the most modern fashion. It will probably be the middle of November before the improvements are completed. As stated last month the company will be distributors and retailers of Edison goods.

A New Wade Cutter.

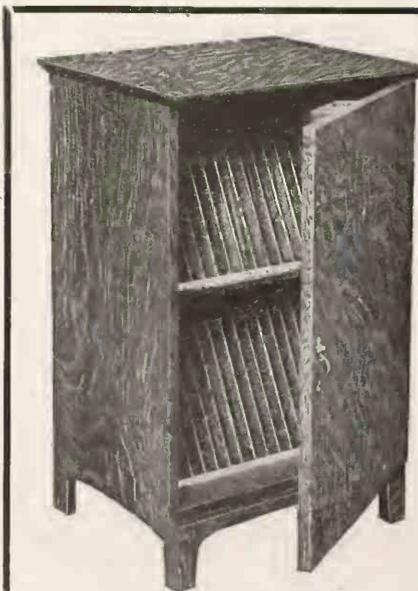
In their advertisement in this issue, Wade & Wade, 1227 East 46th street, announce a new Wade fiber needle cutter which will be placed on the market in addition to the popular cutter which has been on the market so long and is so popular with the trade. This gives the firm two excellent cutters, one selling at \$1.50 and the other at \$2, and enables them to meet fully the demands of the trade.

A Big Cabinet Line.

The Salter Mfg. Co. is having an unusually fine fall business on the Salter horizontal shelf, felt-lined cabinets. The various new styles recently introduced have met with instant favor in the trade. Besides its big line of disc and cylinder record cabinets the company also makes a fine line of sheet music and combination sheet music and music roll cabinets, and dealers would do well to write the company for catalogs of all the entire line.

Good Business Phonograph Installations.

Edwin C. Barnes, the Chicago Edison business phonograph dealer, is sending out some handsome post cards from his headquarters in the First National Bank building. On the address side a brisk talk regarding the Edison dictating machine is given, while on the reverse is a photograph in colors of Mr. Edison seated at his desk in the act of approving the perfected electric motor operating his steel cabinet dictating machine. Mr. Barnes has made some very large installations of Edison business phonographs of late.



No. 413 Cabinet for Disc Records

Quartered oak top, front and sides. Any Victor finish. Mahogany front and sides. Holds 272 10 or 12 inch disc records.

A Cabinet That It Will Be Easy For You To Sell

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 customer's records in is unquestioned.

It only remains for you to sell that customer the best in a cabinet that you can buy.

So get Udell Cabinet Catalog No. 41 by dropping a line to

Catalog Department

THE UDELLWORKS

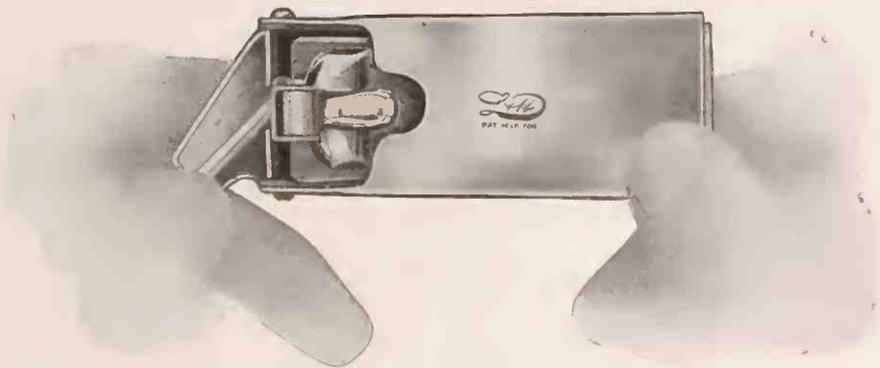
INDIANAPOLIS
INDIANA

Live Dealers Make Money Selling Live Goods

Here is something that has a market in every Victor home

The L. & H. Fibre Needle-Cutter

SIMPLE
AND
EASY
TO
OPERATE



CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL

The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments, and, we can safely assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered and with ordinary usage will last for years, without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short. Also a receptacle for retaining the needle clippings. We give our absolute guarantee with every cutter sold.

RETAIL PRICE, \$1.50

LET US SEND YOU A SAMPLE TO-DAY!

World's Largest
Music House

Lyon & Healy

Chicago

A request from a dealer will result in us placing his name at once on our rapid-fire mailing list.

DICTAPHONES USED BY PROMINENT RAILROADS.

Shipment of Ninety-Six Dictaphones to the M. S. & D. A. Byck Co., of Savannah, for the Central of Georgia Offices—Some Other Prominent Sales Recorded—Used Recently in Some Famous Court Trials—Holding a Strong Position in the Business World.

The Dictaphone department of the Columbia Phonograph Co., of which Frank Dorian is manager, is doing an excellent business, and the outlook is promising for an exceptional season. N. B. Easton, executive office representative, recently returned from an extended trip through the Middle West, where he paid particular attention to conditions in Indiana and Kentucky. He reports a steady demand for Dictaphones, with an increasing appreciation of their superiority over the old-fashioned methods of handling correspondence. He closed several important installations which were consummated only after thorough tests and demonstrations.

A recent addition to the Dictaphone selling force is M. Elser, Jr., who formerly represented the American Indian, a publication of 20 volumes, retailing at \$4,000. Mr. Elser met with remarkable success in the sale of this high-class work and is a valuable addition to the efficient Dictaphone force.

The company has been giving considerable time and attention to the possibilities in the railroad field, and in an interview with *The Talking Machine World*, George D. Smith, in charge of the railroad end of the department—a former railroad man and well qualified to specialize in railroad Dictaphone installations—gave an interesting account of work accomplished and plans for the future. He said: "The possibilities of the Dictaphone in the railroad field are growing greater day by day. The roads must be educated and convinced of the value of the Dictaphone, and once that is accomplished, the rest is comparatively easy. Our main drawback at the present time is

road installations were the Louisville & Nashville Railroad and Central of Georgia Railway. Over one hundred machines were placed in the L. & N. offices, and with the recently installed machines there are 96 Dictaphones in the Central of Georgia's offices. We have just renewed our contract with the M. S. & D. A. Byck Co., of Savannah, to handle our machines, and this company was instrumental in our closing the Central of Georgia Railway business. By the first of Janu-



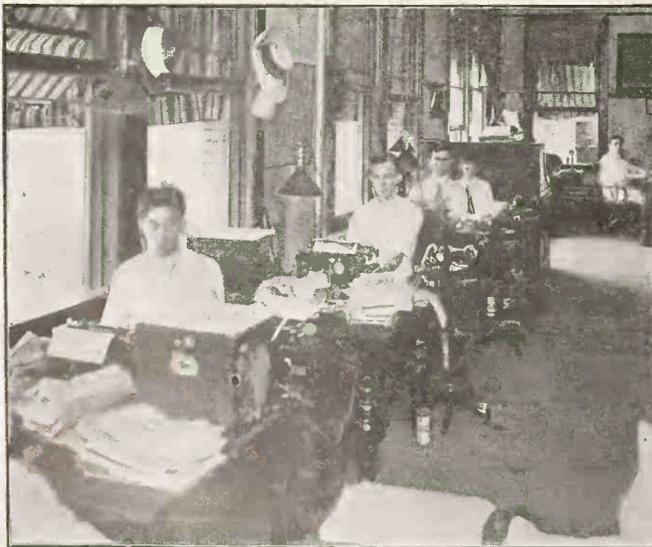
A Dictaphone Shipment Received by the Byck Co., Savannah.

ary I expect to install a thousand machines in railroad offices throughout the country, and these will be the foundation for a record-breaking 1913 business."

Frank Dorian, manager of the Dictaphone department of Columbia Phonograph Co., is away on a week's trip as far West as Detroit. He will accompany General Manager Geo. W. Lyle as far as Detroit. J. D. Westervelt, executive office representative, is away for a week on a trip through New England. Business is especially fine in the Dictaphone department, many prominent firms having installed them in the last few weeks. Among these may be mentioned the American

Radiator Co., 12 machines; Illinois Steel Co., 7 machines; Universal Portland Cement Co., a number of machines installed after a severe test. All of these firms are in Chicago, and shows splendid work on the part of the Chicago office. Business in Washington, D. C., has increased considerably since the passage of the annual appropriation bill. An interesting installation was that of a half dozen machines in the court room at Salem, Mass., where the famous Ettore case, resulting from the Lawrence strike, is being conducted. John Haddon & Co., of Cape Town, South Africa, Dictaphone agents, report a steadily increasing demand for the machines by business houses throughout that country.

During the past week a fall exhibition, held at Gimbel Bros., 33d street and Sixth avenue, attracted many visitors to the store and the talking machine department.



Using Dictaphones in Freight Claim Office of C. of G. R. R.

a lack of efficient salesmen for Dictaphone work. This is a serious handicap to my plans, but with gradual additions to our sales force the work will go ahead steadily and unceasingly. I was sick from December, 1911, to May of this year, and unable to proceed with my work, but since June 1 I have laid plans for several large installations which will be closed any day. Among recent rail-

NOW THE RECORD REVIEW.

Buffalo Times Devotes Large Space to Careful Review of Talking Machine Records for Current Month—A Movement That Should Spread to Numerous Other Cities.

An announcement of particular interest to talking machine dealers and also to the manufacturers, and which indicates a higher appreciation by the daily press of the importance of talking machine music and the increasing interest shown in it on the part of the public, recently appeared in the Buffalo (N. Y.) Times and read as follows:

"Believing that there are in Buffalo a very large number of people who are interested in talking machine records, particularly those used in the beautiful cabinet-style machine, *The Times* has decided to publish a monthly review of the best records turned out by the leading companies, with a view of helping those of its readers interested in the purchase of these. The monthly 'record review' is inaugurated in this issue.

"The month of October sees a large number of splendid records turned out by the manufacturing companies, and the lover of music, whether he prefer operatic or comic, sacred or ragtime, violin or band selections, will find it a task to select the best in any department.

"People, everywhere, are recognizing the wonderful pleasure and education to be derived from the modern graphophone, with its wide range of repertory and its superb tonal qualities, as great an improvement over the old talking-machine with its squeaking, grunting, metallic melody as the six-cylinder, 60 h. p. is over the one-lunged machines of the first generation.

"The popularity of the present-day machine is so widespread that the discussion of records, their qualities and advantages is one of the chief topics of conversation of the American dinner-table."

Following the notice and introductory paragraphs, over two full columns of the paper were given over to careful reviews of the new records issued by the Victor Talking Machine Co., and the Columbia Phonograph Co., including a review of the new "Victor Book of Grand Opera." Surely it is a step in the right direction and with the cooperation of dealers in other cities should be widely imitated.

NEW SOL BLOOM STORE

In the Metropolitan Opera House Is Most Attractively Fitted Up—Excellent Location.

Sol Bloom, Inc., is to be congratulated on the location of its new store at 40th street and Broadway—a corner of the Metropolitan Opera House building and in the heart of the theatrical world, it is accessible to all music lovers. The store presents a beautiful appearance, the decorations being of the Louis XVI epoch, and the colors throughout being French gray and old rose. There are demonstration rooms of a most tasteful arrangement, and in the rear are the clerical offices of the store. Milton Goldsmith, manager of Sol Bloom, Inc., tells us that the store has done remarkably well since its opening. A particularly high-class clientele is attracted to the store, and as a result there are many sales of high-priced Victor machines.

HEADS NEW REPAIR DEPARTMENT.

A. H. Dodin Takes Charge of Large New Department Opened by Benj. Switky.

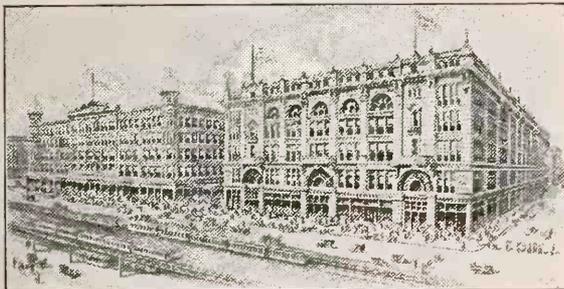
Andrew H. Dodin, formerly in charge of the repair department of the New York Talking Machine Co., has resigned and is now manager of a complete new talking machine repair department opened by Benj. Switky, the prominent jobber in his store at 273 Eighth avenue, New York. Mr. Dodin's long experience in the repairing of talking machines makes him especially fitted for his new position.

Watch the new customers and cultivate their acquaintance, for they sometimes turn out to be the best customers.

FOUR NEW DEALERS IN NEW YORK.

In Addition to the O'Neill-Adams Co. the Two McCreary Stores and the Lord & Taylor Store Will Handle Victor Talking Machines.

The opening of a handsome talking machine department in the great O'Neill-Adams Co. department store on Sixth avenue, 20th to 22d streets, under the competent management of Otto A. Gressing, was recently announced. This has now been followed by the announcement that three more new talking machine departments will be opened in



O'Neill-Adams Co. Store in New York.

New York City—one in the Lord & Taylor store on 20th street and Broadway, one in the store of James McCreary & Co. on 23d street and Sixth avenue, and also in the McCreary 34th street store. Special departments in these prominent concerns are now being erected and a full equipment of Victor talking machines and records will be carried in these stores as in O'Neill-Adams Co.

Otto A. Gressing, manager of the talking machine department of the O'Neill-Adams Co., will also have supervision over the departments, acting as general manager of the four talking machine stores. It is unnecessary to speak of Mr. Gressing's qualifications, as he is widely known throughout the country as a man of ability, having been connected with many prominent houses.

CAPITAL NOW \$1,000,000.

Keen-o-phone Co. Report Progress of Business—New Capital Interested.

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

The Keen-o-phone Co., whose establishment is located at 227 South Broad street, this city, announces that its capital has been increased from one-half to one million dollars, and that the company is now busy at its factory in Frankford, Pa., on a large number of machines which are built along new lines, as well as the big line of indestructible records which possess special features of excellence.

The company has recently brought into its management such names of prominent Philadelphia business men and capitalists as H. W. Stoll, a man who stands high in Philadelphia in financial and corporation circles; Mahlen W. Newton, of Greene's Hotel; Mr. Moeller, of the Philadelphia Knitting Mills; Edgar E. Young, of William B. Riley & Co.; John W. Cooper, the wool merchant; Alexander Uhle, the prominent specialist. Morris Keen is at the head of the company.

TO MANAGE VICTROLA DEPARTMENT.

(Special to The Talking Machine World.)

Crawfordsville, Ind., Oct. 8, 1912.

Arch H. Olds, an experienced publicity pusher and formerly advertising manager of a local paper, has joined forces of the M. L. Claypool Piano Co. as advertising manager and head of the Victrola department of the three stores of the company in Lebanon, Frankfort, and this city. In his new capacity, Mr. Olds will give an elaborate series of recitals at the three stores throughout the winter.

The New York office of the U-S Phonograph Co. at 5 Union square, reports an exceptionally good business at the present time. Orders for U-S machines are coming in rapidly.

INTERESTED IN NEW COMPOSITION.

E. L. Aiken Resigns from Thomas A. Edison, Inc., to Take Executive Position with Manufacturers of Articles from New Composition, Regarding the Development of Which He Played a Prominent Part—Given Gold Watch.

E. L. Aiken, who for nine years has been connected with Thomas A. Edison, Inc., most recently as assistant superintendent of the record plant of the company, has resigned for the purpose of becoming assistant general manager for the Dickinson Manufacturing Co., of Springfield, Mass., which will engage in the manufacture of various articles from a new composition of the general appearance of hard rubber, but much more durable. The composition may be used in the making of pipes, telephone receivers and mouthpieces and articles for which a rubber composition is used, and has been tried very successfully in the making of disc talking machine records, though at the present time the cost of the material has been too high for the latter purpose.

Mr. Aiken and J. W. Ailesworth have done much in the development of the composition and hold several patents covering various processes in that connection.

Before leaving Thomas A. Edison, Inc., Mr. Aiken was presented with a handsome gold watch by his associates with the company as a mark of their esteem.

GOOD YEAR WITH VICTOR LINE.

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 7, 1912.

The Taylor Carpet Co. have experienced a fairly good year in the Victor business so far, and are very enthusiastic over the new style Victrolas. They have just added another booth to their department, and have a complete catalog of records.

Miss Anna Abell, although new in the Victor line, has been quite successful as a Victor saleslady, and is making lots of friends in the way she has been handling the record proposition.

BONCI TO MAKE COLUMBIA RECORDS.

The Columbia Phonograph Co., General, announces that Bonci, the world-famous tenor, has contracted to make Columbia records for this company exclusively. He has already produced several records which have met with remarkable success. Bonci possesses a wonderful voice, particularly adapted to record singing, and, needless to say, the Columbia Co. is proud of being the medium of conveying this great artist's voice to its large army of customers.

L. F. GEISSLER'S ABLE ARTICLE.

A further valuable contribution to the campaign of publicity in connection with the Oldfield bill is the article entitled, "Save Fixed Price, or Have Choas," which was written for a recent issue of Printer's Ink by Louis F. Geissler, general manager of the Victor Talking Machine Co., and which has attracted much favorable notice by the vigor with which he has handled this subject and the many striking arguments adduced. Surely the officers of the Victor Talking Machine Co. have done their share to arouse the business men of this country to the danger that may result from this bill becoming a law, and it is now up to all interested in maintaining fixed prices in the commercial world to get busy and submit their views on this question to their representatives in the national legislature.

A catalog of unusual interest, cleverly written and illustrated, has just been issued by the Vitaphone Co., of Plainfield, N. J. It treats in full of Vitaphone features.

WINS IMPORTANT DECISION.

Searchlight Horn Co. Wins Suit for Infringement of Horn Patent Brought Against Sherman, Clay & Co.—The Latter Will Appeal.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 5, 1912.

Following the hearing of the suit of the Searchlight Horn Co., of New York, against Sherman, Clay & Co., of this city, as Victor agents, which commenced October 1, a decision was handed down yesterday by Judge Van Fleet in the Federal District Court, in favor of the plaintiff.

This suit was started May 19, 1911, and was for infringement of patent granted in 1904 to Peter C. Nielsen, assigned to the Searchlight Horn Co., for a phonograph horn, having bell shape, with abruptly flaring outlet, composed of longitudinally arranged metal strips secured together at edges by seam of such character as to produce longitudinal ribs on outer surface.

Judge Van Fleet's decision was to the effect that all metal ribbed horns coming within the above definition are an infringement, and it is claimed by the Searchlight Co. that this covers the horns now in general use by the talking machine trade. Damages of \$3,578 were awarded the Searchlight Horn Co. against Sherman, Clay & Co. This is estimated on the basis of 50 cents each for each horn sold by them. The decision also holds distributors, jobbers and retailers responsible for infringement. Sherman, Clay & Co. took steps at once to appeal the decision.

BELIEVES IN ADVERTISING.

R. Montalvo, the successful talking machine dealer of New Brunswick, N. J., has displayed his faith in the selling qualities of the four new Victrolas by inserting full page advertisements in the local papers regarding the new instruments three times weekly. The ads are strikingly set up in large type and have produced excellent results.

A dreamer is one who dreams and dreams—a doer is one who dreams and does.

**Salesmen
Wanted**

Must have experience in selling Victor goods at retail. Permanent positions offered to the right men, good salaries to commence with, and good prospects for the future. All communications will be held strictly confidential and appointments will be made for the evening, so as not to interfere with their present employment.

Address All Applications To

Max Landay

563 Fifth Avenue New York

BLACKMAN DISCUSSES ASSOCIATION PLANS.

The President of the National Association of Talking Machine Jobbers States That Harmony, Combined with Progressiveness, Will Be the Keynote of His Administration.

In discussing association matters with The Talking Machine World this week, J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, and president of the National Association of Talking Machine Jobbers, said:

"I have just returned from a two days' visit to Philadelphia. While there I discussed association ways and means with Louis Buehn, secretary of the association, and formulated plans and ideas for my administration. We talked over the various committees and other incidental details, and I expect to have my preliminary arrangements completed in the very near future, and will then be ready for the furtherance of my present plans.

"In order that the objects of this association may be clearly and universally understood, I think it well to say something at this time regarding the plans and purposes of this organization. I would like to have it clear in everybody's mind that this association is for all the members, not a few, and should be a body for the commission of good results regardless of affiliations of the members. We should not refrain from taking up important matters simply because the factory viewpoint might not be inclined favorably toward some.

"I want every member of the association to feel that he is a part of it, and that his requests or suggestions will always be welcome and will be given such consideration as they seem to warrant after careful thought, always with the idea in mind that we must consider the welfare of the association as a whole. As our members are inclined toward different manufacturers, it can be readily seen that the association must always regard the welfare of the members as a body, and not favor any one manufacturer. The by-laws of the association state clearly that the association is organized for the promotion of everything that tends for the betterment of the industry. As the industry is not represented by any one member, we must consider the entire industry, and be guided always in that direction.

"What I aim for during my administration is harmony. Any organization, business, social or fraternal, will flounder on the rocks of failure if harmony is missing. I do not want harmony at the expense of progressiveness, however. This association has been organized for a purpose. If its purpose has ceased to exist, then we do not want an organization. If the purposes are still there, however, let us make the best of them, and use the organization for what it was intended. The talking machine business, I believe, in the future will show a most remarkable growth, not only because the business itself is capable of it, but because it will have the added advantage of favorable conditions.

"We have the advantages of protection given us by the patent laws, and the business has never stood still. What has been accomplished is only a start for something better, and we should not rest our oars on it. It is indeed gratifying to see that the trade has taken this position, and successful jobbers and dealers everywhere bear evidence of the splendid work now being done. Though some have failed to take advantage of opportunities, there are many more who have grasped them and are on the road to success.

"The foregoing are some of my ideas for the furtherance of association plans. As regards my own business, I have several ideas for carrying out next year's business. We are improving our organization in every reasonable way. We have put out additional salesmen and are going to do a larger business than ever before, if it will be possible to get the goods. I will leave no stone unturned to give our customers the best available service. Those dealers who are what we might term steady or regular customers will have first call, for I believe that we owe service to those dealers who have been loyal to us under all conditions. We will be forced to recognize not only

this, but the credit standing of customers placing orders, especially for goods that are scarce, for the only way a jobber can give service is to be able to pay his bills. We cannot continue service if we do not get paid. Sentiment is less a factor in business than ever before. Reputations among business houses are based on making good on a 'dollar-and-cent basis,' rather than through the social popularity of the members of the firm; for after all, watches were made to 'keep time,' guns to 'shoot straight,' and boats to 'keep afloat,' regardless of their ornamental beauty.

"How often have we heard it said of the man who was a business failure, 'It is too bad, for he was such a nice fellow.' Business is a legalized constant battle. It can be fought fair, and, regardless of failures, successes are many; but who can please everybody and still be successful? A man often makes enemies among a certain class because he is on the level, but those who know him, and whose opinion and friendship are valuable, appreciate a person with backbone enough to maintain a policy that is fair, even though it does not please all. These problems confront the manufacturer, jobber and dealer in all lines from the 'boss' down to the most humble employe, but the credit man has examples of them every day. There is a big reward waiting for the man who will please everybody in the talking machine business, and who will give them all the machines, records and credit that will be needed during this holiday season. I am afraid he does not exist."

CONDEMNNS OLDFIELD BILL.

New York Sun in Strong Editorial Points Out Evil of Proposed Legislation.

Since the booklet "Prince Cutting," by Eldridge R. Johnson, president of the Victor Talking Machine Co., was sent out, a very striking editorial on the revision of the Patent Law appeared in the New York Sun, in which this editorial emphasized that this great metropolitan daily is alive to the danger of the proposed amendment to the Patent Law as interpreted in the Oldfield Bill.

It virtually takes up the same arguments as are set forth by Mr. Johnson. Lack of space prevents reprinting this very excellent editorial, but one section of it, where it points out that this new bill would make the patent laws an effective adjunct to the Sherman Anti-Trust Law, thus causing considerable confusion, says:

RECORDS OF TAFT, WILSON AND ROOSEVELT

Announced by Victor Talking Machine Co. This Week—Subjects of Interest Discussed by Republican, Democratic and Progressive Candidates for Presidency of United States.

The Victor Talking Machine Co. this week announces a series of special records of exceeding interest, in view of the political campaign now under way. They are made by President W. H. Taft; Woodrow Wilson, the Democratic candidate, and Theodore Roosevelt, the national Progressive candidate for President of the United States.

The titles of the three records by Mr. Taft are as follows: "President Taft on Prosperity," "President Taft on a Protective Tariff. 'Who are the People?'" "President Taft Discusses Labor and Capital." Popular Unrest—by President Taft." "The Anti-Trust Law," "Peace—An Address by President Taft."

The titles of the three records by Woodrow Wilson are as follows: "Woodrow Wilson on the Third Party," "Woodrow Wilson on the Trusts." "Woodrow Wilson on the Farmers," "Woodrow Wilson on Democratic Principles." "Woodrow Wilson on Labor," "Woodrow Wilson on the Tariff."

These addresses are on double disc twelve-inch records.

The records by Theodore Roosevelt are as fol-



NYOIL

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

Ask your watch repairer whose
oil he uses on your watch.

"The Sherman Law was devised for the prevention and prohibition of monopolies. The patent laws, under specific constitutional provisions, grant to patentees and owners of patents exclusive and monopolistic rights. A strong argument might be made to show that if the Sherman Law is inadequate for its proper purposes change should be made in that law without dragging in for its support a system so vital and so complicated, so essentially different in its nature and in its intent as the laws providing for and regulating patents."

DUTY ON DISC RECORDS UPHELD.

(Special to The Talking Machine World.)
Washington, D. C., Sept. 30, 1912.

In the case of Kronfeld, Saunders & Co. and others against the assessment of duty by the Collector of Customs at New York on talking machine discs composed of hard rubber or gutta percha, the Board of General Appraisers has ruled in favor of the collector. Duty was assessed upon these articles by the collector at the rate of 45 per cent. ad valorem under the provisions of paragraph 468 for "phonographs, gramophones, graphophones and similar articles, or parts thereof." The claim relied upon by the importers is that said discs are dutiable at 35 per cent. ad valorem as manufactures of gutta percha, hard rubber, etc., under paragraph 464 of the tariff act of 1909.

lows: "Mr. Roosevelt Pays His Respects to Penrose and Archbold," "The 'Abyssinian Treatment' of Standard Oil." "Why the Trusts and Bosses Oppose the Progressive Party," "The Farmer and the Business Man." "The Liberty of the People."

The four first titles are on two twelve-inch double discs, and the last named is on a single faced disc.

In these records the candidates discuss questions of moment, and they should find a tremendous market where properly introduced by dealers. In sending out these records, the Victor Talking Machine Co. remarks:

"Certainly, no time is more opportune for the announcement of these records by the three men who are so conspicuously in the public eye. And certainly nothing offers so splendid an opportunity for reaching all the big men of your city as will these personal records of the rival candidates. Once you get them in your store to hear Taft, Wilson and Roosevelt, it will be an easy matter to play for them a record or two by Caruso, Melba or Harry Lauder—the actual sale of an instrument ought to follow in many instances."

A good suggestion.

EDISON NEWS FROM ORANGE.

Much Interest Shown in New "Blue" Amberol Records—Shipments Made to Coast—Some Real Baseball Fans—New Disc Records Not Yet Ready—F. K. Dolbeer Visits Boston Show—Recent Visitors of Trade Note.

The chief event of interest at the phonograph works of Thomas A. Edison, Inc., this month is the placing on the market of the new "Blue" Amberol records, which will take the place of the regular November Amberol record supplement, and which are being eagerly awaited by the dealers. Shipments of the new records began last week, when several carloads were dispatched to the Pacific Coast. The "Blue" Amberol records are made of a composition claimed by the manufacturers to be indestructible, and to back up that statement a test record has been played at the factory over 3,800 times and to all appearances, even when examined under a strong microscope, has not been damaged in the slightest. The new records will be supplied to the Far Western trade first, and the shipments will work East in regular order. There are at present orders on hand for over 1,500,000 "Blue" Amberol records.

The executives of the company are strong baseball fans and on the days when the world's series for the baseball championship were being played off at the Polo Grounds in New York the majority of the force was "on the job" at the grounds. The rooting is about evenly divided between the New York and Boston teams, or, at least, was before the final decision.

The announcement of the placing on the market of the new disc records is still held in abeyance in order that the disc records may meet every conceivable test at the factory. The new records are a hobby with "The Old Man," and he and his assistants in the laboratory have been breaking no-sleep records during the last month perfecting all the details. According to those who are well acquainted with the talking machine situation, the new disc records are claimed to be all that could be desired, but Mr. Edison has not yet put his final O. K. on them for the purpose of placing on the market. Meanwhile plenty of machines are ready for the first record shipment.

Frank K. Dolbeer, sales manager for Thomas A. Edison, Inc., recently spent some time in Boston in connection with the exhibit of the company at the Boston Electrical Show. The company also had a display of business phonographs at the Electrical Show in New York last week, when the New York Edison Co. tendered a luncheon to Thomas A. Edison. There were present, besides the guest of honor, Frank L. Dyer, president of Thomas A. Edison, Inc., and other officials of that organization.

Among the members of the talking machine trade who visited the Edison works during the month were: J. F. Cox, J. F. Cox & Sons, New Haven, Conn.; E. M. Wallace, Olney Music Co., St. Joseph, Mo.; E. M. Backus, Jr., New York City; Louis Poulain, Clarion, Pa.; Mr. Bennett, with Louis Poulain, Clarion, Pa.; B. L. Beard, W. D. Andrews Co., Syracuse, N. Y.; T. J. Blanch, Highland Falls, N. Y.; J. M. Hassett, F. W. Peabody, Portsmouth, N. H.; James H. Fletcher and Mr. Fletcher, Fletcher Bros., Victoria, B. C., Canada; J. C. Haines, R. C. Kretchmar Co., Philadelphia, Pa.; R. L. Proudfit, Proudfit Sporting Goods Co., Ogden, Utah; Mr. Mason and Mr. Bainbridge, Quackenbush & Co., Paterson, N. J.; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; F. H. Putnam and A. E. Severe, Putnam-Page Co., Peoria, Ill.; Mr. McKnight, Brookville, Pa.; W. L. Kipp, Kipp-Link Phonograph Co., Indianapolis, Ind.; W. I. Whitson, Washington, D. C.; W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; O. Stillman and O. Stillman, Jr., Westerly, R. I.; M. C. Koester, Eilers Music House, Portland, Ore.; Edgar C. Smith, Kimball Piano Co., Chicago, Ill., and A. W. Toennies, Jr., Hoboken, N. J.

It is an old and true maxim that "a drop of honey catches more flies than a gallon of gall." So with men. If you would win a man to your cause, first convince him that you are his sincere friend.

PRODUCE SPEAKING FILM.

A. M. Newmann, an American, Residing in Berlin, Produces a Film Which He Claims Will Revolutionize the Cinematographic World—Doubts as to Durability Expressed.

A. M. Newmann, an American residing in Berlin, Germany, has produced a speaking film which it is claimed will revolutionize the cinematographic world. Based on speaking film patents taken out here in 1907, Newmann has formed a Berlin company, with a capital of about a half million dollars to exploit his invention at first in the form of a talking clock. These clocks, which will shortly appear on the market, instead of striking the hour, will call it in a loud, distinct voice at every quarter.

Newmann's company is manufacturing them for all parts of the world, in every civilized language. The whole German output for the next two years has been purchased in advance by a well-known Baden firm. It was an extraordinary international gathering at Newmann's factory recently to hear the talking clocks. Siamese, Persians, Turks, Bulgarians, Russians, Americans and English, after hearing the specimen clock, were invited to make time voice records for the clocks going to their various countries. A Siamese merchant present observed that the Tower of Babel was made real to him at last.

Berlin clock dealers consulted by the World admit the new clocks are pretty sure to compete

seriously with the existing systems, especially for office work.

"Nevertheless," said one dealer, "I should think it would be pretty exasperating to have a mechanical voice calling off each quarter of an hour extra that you allow yourself in the morning before getting up. A kind of mechanical conscience, I suppose."

Other dealers express doubt whether the films or reels will last long enough to appeal to ordinary clock buyers. They will have to be extremely durable, and if they are not, people will soon tire renewing them. The inventor says the question of durability will be satisfactorily solved.

FILES PETITION IN BANKRUPTCY.

Leon Epstein, a dealer in talking machines at 141 Orchard street, New York, has filed a petition in bankruptcy with liabilities of \$2,319 and assets of \$250 in stock and accounts.

RETURNS FROM EUROPE.

I. L. Cochrane, export manager of the Vitaphone Co., Plainfield, N. J., returned two weeks ago from England and other European countries, where he consummated some important business arrangements for his house.

C. W. Lindsay, Ltd., of Montreal, has installed a beautifully decorated department for the handling of a complete Victrola line.

ROOSEVELT-TAFT-WILSON: WHO WINS?

SUPPOSE ALL THREE WERE ELECTED, "ON TRIAL."

¶ If this was the rule, and they were all subject to "recall," history might read different.

DEALERS HAVE THIS PRIVILEGE WITH JOBBERS.

¶ Edison and Victor Dealers elect Jobbers to give "service." They are, and should be, subject to "recall" and "replacement," if they don't make good.

EXPERIENCE COSTS MONEY, BUT IS VALUABLE IF CASHED IN.

¶ What has been your experience as to the ability of your favorite Jobber, or Jobbers, in giving you holiday service on machines and records?

NO JOBBER IS "PERFECT," NONE CAN DO THE IMPOSSIBLE.

¶ You can judge best by "comparison." Don't hunt trouble, but when you find it seek a "remedy."

WE ARE TRYING TO PRACTICE WHAT WE PREACH.

¶ This is important, otherwise we would encourage our Dealers to try the "other fellow." If the "other fellow" is "beating us out," the sooner we know it the better, and we will leave no stone unturned to "catch up" and "get ahead."

NOW TO THE POINT, "BUSINESS IS BUSINESS."

¶ Unless you are in business for your health, you can't afford to have anything but the "best service," and we cannot afford to give anything less. Don't delay, "time waits for no man." Investigate and give us a chance to help you. All applicants will be received in turn and regular customers receive special consideration.

THE PLACE TO GET THE GOODS—EDISON AND VICTOR



97 CHAMBERS ST. NEW YORK

EVERYTHING FOR EDISON OR VICTOR WHOLESALE OR RETAIL

news for the Fall

THE SATURDAY EVENING POST

- (a) The one standard "talking machine" model of the world—the Columbia Grafonola "Favorite"—the one best-selling and most successful of all musical instruments, with—
- (b) A full outfit of double-disc records—26 selections,
- (c) At \$59.¹⁰ spot cash, or at the same price, without interest or extras, in five dollar payments,
- (d) Subject to *three days' free trial*—and now ready for delivery by dealers all over the country.



The Columbia Grafonola "Favorite" is equipped with the new TONE-CONTROL SHIFTERS—a exclusive feature of Columbia instruments. They replace the former small dials. They are operated by means of the small finger wheel, and provide more stability, increased and effective control of tone volume.

extremely glad to have somebody give us one solitary good reason why you should be prevented from carrying the Columbia line with your other lines if you happen to want to.

It is a fact that the Columbia Grafonola "Favorite" occupies a place all its own as the *one standard "talking machine" model of the world—the one best selling and most successful of all musical instruments*—and the profit is highly interesting.



P. S.—Turn this message into money. Get some of this "Favorite" business. Unless it interferes with Columbia selling-rights already granted, we will put you in touch with the ways and means. You *can't* lose a cent, and you *ought* to make a basketful.

ph Company, Gen'l g, New York

the talking machine art. Owners of the fundamental patents.
e selling rights granted where we are not actively represented.



A TALKING MACHINE ADJUNCT

Which Is Greatly in Favor with Talking Machine Dealers and the Purchasing Public, Is the Adaptor Made by the Picture Disc Co., of Los Angeles—A Description of This Clever Entertainer for Which There Is Big Demand.

(Special to The Talking Machine World.)

Los Angeles, Cal., Oct. 3, 1912.

The Picture Disc Co., of this city, is receiving orders and inquiries not only from all parts of the country but from abroad for the Adaptor, which can be used with either the Victor or Columbia talking machines for the purpose of automatically illustrating the record being played.

This illustrator sprang from the frequent remarks every talking machine man hears from his customers: "The music is delightful, but how nice it would be if we could have the pictures also."

The Adaptor is a picture projection machine or automatic stereopticon used in connection with a talking machine. When so combined it automatically presents on the screen the picture in the song or story record being played. The series of pictures and the song or story are synchronized and thus each picture described appears automatically at the right moment. The picture-disc consists of photographs on a disc of unbreakable positive-film which is inserted in the Adaptor as easily as the record is placed on the talking machine. There are in all sixteen views on the disc whenever such number is required, but some songs require only twelve or thirteen. The Adaptor does not present a motion picture effect but gives what is known as illustrated songs and stories.

The Adaptor is a machine for a threefold use, and is as serviceable for one as for the other. When connected to a talking machine it is a song and story illustrator. When used in the show-window it is a show window advertiser. When used without the talking machine it is a home stereopticon operated by hand like any other lantern.

"The main purpose of the machine, the first idea for its manufacture," said an officer of the company to The Talking Machine World, "was to bring the public into the store and the demonstrating rooms; to advertise records and machines; to stimulate trade in records and cause and compel people to talk about talking machines; to attract to the window display. By this means the window at night can have the pictures of the great artists shown on the screen and changing automatically. The public can be delighted with not only the novelty of the device but with the beautiful and artistic pictures illustrating the songs being rendered.

"To those who give talking machine concerts this Adaptor is of incalculable value. It stops folks in front of the window display and brings them into the store. It helps sell talking machines and records.

"Connecting the Adaptor to a talking machine causes no trouble nor injury to either. It takes but a second. They are independent of each other in their action. The connecting of this Adaptor to the talking machine does not interfere in the least with the speed of the motor nor with the quality of tone production. The selection will be rendered precisely and exactly the same as though the illustrator was not connected. Motive power is obtained from the talking machine by means of a belt.

"Light is obtained from any regular lighting circuit of 110 to 120 volts by plugging into the ordinary lamp socket. An arc lamp is not used because of its heat and danger to the operator. The lamp for the machine is an incandescent bulb with tungsten spot-filament giving a very intense, brilliant, white light.

"The size of the picture one can throw on the screen depends on the length of the room in which you operate. The machine will give a picture from three inches to ten feet in diameter. A thirty-foot room will allow a ten-foot picture. For the average living room we have found the fifteen to twenty-inch picture the most satisfactory and we supply a translucent screen of vellum suitable for this size picture with folding stand with each machine.

"A large number of picture discs containing illustrations of standard and popular songs are now ready and it is planned to issue a regular list monthly.

"There is another field now into which the Adaptor fits, and it is to the kodak user a long-felt want satisfied. With it he can make his own bromide enlargements any size at his own home in the evening if he has no dark room. Any other lantern to do this one thing alone would cost him \$45. Thus it covers four different fields:

"The talking machine devotee can illustrate his records.

"The picture lover can have his stereopticon and throw his views on a screen.

"The kodak enthusiast can make his own bromide enlargements.

"The business man can have changing ads and views in his own window.

"All done with one machine, the Adaptor.

"We have been two years enlarging, changing, remodeling and combining new features. We could have placed the goods on the market sooner but preferred to get the machine right in every particular before doing so. The main aim has been to combine and simplify to the extent of making it foolproof. It is easier to run than a talking machine."

For the holidays the Adaptor promises to be one of the big sellers with the talking machine trade.

WANTS FOUR-MINUTE RECORDER.

Edison Phonograph Enthusiast in Indianapolis Sees Great Possibilities in New Four-Minute Home Recorder.

"The recording feature in connection with the Edison machine, in my opinion, is very much in its favor. I have been experimenting with the recording device for some time and have succeeded in making some very good piano and talking records. I have one piano record in particular which was made in my home that I prize very much, and I have been told by some Edison dealers that it is the best they have ever heard."

In replying to this letter from H. J. Weir, of Indianapolis, Ind., we told him of the new four-minute recording device which would soon be on

the market. His immediate answer to our communication read in part as follows:

"I am pleased to learn that you are putting on the market a four-minute recording outfit and, in my opinion, I think it is one of the best steps toward making the Edison phonograph far more superior to all other talking machines. I would like to know about what time the new outfit will be on the market, as I would like to be the first person in this city to purchase the entire new outfit; if the new four-minute recorder will fit on the 'Opera' machine I thought of changing my 'Home' for a new 'Opera.'"

The letter shows possibilities of the new four-minute recording outfit which might escape some dealers—it may lead owners of small machines to buy Operas and Amberolas. Or rather, it will permit those whom interest in the old recording device forced to retain their cheaper machines, to purchase the newer and more expensive models without sacrificing the pleasure of record-making.

Every dealer must know those of his customers who have been using the two-minute recorder. Get up a form letter to these people telling them about the new recorder, emphasizing the fact that it is adaptable to the high-priced machines, and also featuring the hand shaving machine, the value of which they will be quick to realize.

Don't lose sight of the enthusiasm which the mere possibilities of the four-minute device have aroused in this phonograph owner. He is one of many who will be delighted by the new Edison feature and will be eager to purchase an outfit. Are they going to get it from you?—Edison Phonograph Monthly.

The talking machine department in the new Aeolian Hall, New York, will be opened this week. It is located on the sub-first floor, and is equipped with 19 soundproof rooms. Chas. Bobzin is in charge.

Three hundred Javanese records, containing many weird and rare songs, have just been issued by the Columbia Co. They will be sold in Java by Tio Tek Hong, of Weltevden.

An increasing trade in talking machines and records with China and Latin-American countries is reported.

PHONOGRAPH CARRIES MESSAGE FOR AVIATION SCOUTS.

According to experiments made at the Buc aeroplane grounds, near Paris, it is no longer necessary when scouting to carry a second man acting as observer. The pilot can make all the records of the flight by speaking into a specially arranged phonograph. This was tried with good success on a Farman aeroplane piloted by Capt.

back is overcome, and without ceasing to steer, he dictates his observations into a speaking tube. This connects with the phonograph so as to make the record. The record, when filled, may be put into a box and dropped from the aeroplane at any point, while a fresh record is used. It appears that the noise of the motor does not prevent



Courtesy Scientific American.

Aviators Using Phonographs in the Air.

Barès, who was accompanied by M. Jules Richard, the inventor of the new "Roneophone," as it is called. In ordinary cases the pilot, when alone, is not able to note down all that he sees, for even should he be able to write, he must then cease to observe. With the new phonograph, this draw-

ing a good record of the voice. During the flight, M. Richard noted all the interesting points on the ground by speaking into the apparatus, and afterward, when alighting, the record could be very well heard. All the aeroplane officers of the Buc grounds were impressed with the results.

VICTOR LICENSE LABELS.

Legal Department of the Victor Talking Machine Co. Calls Attention to Recent Revisions of the Label and Points Out the Importance of Its Observance by the Trade.

(Special to The Talking Machine World.)

Camden, N. J., Oct. 10, 1912.

To comply with legal technicalities, the Victor Talking Machine Co., through its legal department, is directing the attention of its dealers to the fact that the license labels appearing on this company's product, both talking machines and talking machine records, have recently been revised, the date of the revised labels being May 1, 1912, or subsequent thereto.

The text of the talking machine labels follows:

"This patented sound reproducer is licensed by us for sale and use only when sold to the public at a price not less than —, and is licensed only for use in reproducing sound from sound records manufactured or sold by this company or its licensees. No sale of this machine is licensed when sold by any means of transfer to the public at less than the above price, including, among others, sales under order of a court, an auction sale or a sale by underwriters, or a sale by those to whom such underwriters may sell this machine, or a sale by bankrupts or their trustees or referees in bankruptcy, or their representatives, or a sale by sheriffs, assignees, legal representatives, or a sale by any other person, firm or corporation of a similar or analogous nature, or a sale by any of the above mentioned persons, firms or corporations, directly or indirectly. No license is granted to sell or use this machine except under these conditions; all other rights are reserved. Any sale or use of this machine when sold in violation of either of these conditions will be construed as an infringement of our United States patents; among others, U. S. Patents (here is given the list of letters patent under which the talking machine to which the label is applied is manufactured), and all our other U. S. patents under which this machine or parts thereof are constructed; and all parties selling or using this machine, contrary to any of the terms of this license, will be treated as infringers of each of the said patents, and will render themselves liable to suit and damages.

"No license is granted to sell or use this machine in any altered or changed condition, or with any parts not manufactured by this company or its licensees. This machine is licensed for use and sale only in the condition, construction and arrangement in which it is put out by us, and any use or sale of this machine, or parts thereof, in any other or altered construction or arrangement, or in any other casing or cabinet than this casing or cabinet, in which it is licensed to be sold and used, will be construed as a violation of the license.

"This license is good only so long as this label remains upon this machine; any erasure, alteration or removal of this label, or of any of this company's labels or marks, attached to this machine, will be construed as a violation of this license.

"A purchase is an acceptance of these conditions. All rights revert to the undersigned in the event of any violation."

The text of the record label reads as follows: "Licensed under the following patents only when sold to the public by any means of transfer at not less than the retail price marked hereon, and only so long as this record and label remain unaltered. Copying or duplicating prohibited. (Here is given the list of letters patent under which the record to which the label is applied is manufactured.)"

Both labels contain substantially similar provisions, although the record label is necessarily shorter, due to the limited space upon which it must be printed. Both labels, with equal scope, prohibit an unlicensed sale to the public "by any means of transfer."

In connection with the foregoing notice, the Victor Talking Machine Co. reiterates its former notices, "with reference to unauthorized alterations of Victor patented product and the unauthorized use of attachments or accessories in connection therewith," and adds:

"Such unauthorized acts fall within the scope of, and are prohibited by, the license under which Victor talking machines and records are placed upon the market, as will be apparent from the license labels attached thereto.

"The conditions in the license labels seem entirely self-explanatory; it will be noticed that the license is violated, among other things, by adding to a Victor talking machine, any attachment, or any device whatsoever not forming a part of the machine at the time when it is sold by this company, or by substituting for any part or parts of the talking machine any part not manufactured by this company, or by making any alteration or change in the construction or arrangement of the machine whatsoever.

"A provision prohibiting the alteration of Victor records is also included in the said revised record labels, which read, in part, as follows: 'Licensed under the following patents: — only so long as this record and label remain unaltered.' This provision, among other things, prohibits any alteration of the records for any purpose whatsoever.

"A violation of any of the above conditions will be considered an infringement of the patents set forth in the corresponding license label, or labels, attached to the patented product, and under which it is manufactured and sold, and any party guilty of such violation renders himself liable to suit for infringement by the Victor Talking Machine Co. Any party manufacturing, using, dealing in or in any way supplying such infringing devices or attachments, designed to be attached to or embodied in Victor talking machines or records, or used in connection therewith, is also guilty of infringement and liable to be sued."

MUST BRING FRESH ACTION.

Judge Hazel Holds That American Graphophone Co. Must Bring Action Against Hill Piano Co. Assignee in Courts Which Issued Order Permitting Sale of Assets of Company.

(Special to The Talking Machine World.)

Buffalo, N. Y., Oct. 8, 1912.

Attorneys for the American Graphophone Co. appeared before Judge Hazel in the United States District Court here this week for the purpose of securing a restraining order against C. A. Pickard, assignee for the Hill Piano Co., Jamestown, N. Y., to prevent him from selling graphophones and Grafonolas valued at \$4,100 at less than list prices. The plaintiff also demanded that the machines in question be turned over to the Godenough Piano Co., of Jamestown, who now have the agency for the Columbia phonographs and Grafonolas in that city. Judge Hazel denied the injunction and held that the American Graphophone Co. must bring action in the courts of Chautauqua where the original order permitting the sale of the Hill assets was issued.

NEW VICTROLA DEPARTMENT.

W. F. Frederick Piano Co. to Open Large Recital Hall and to Give Much More Space to Display and Sale of Talking Machines.

(Special to The Talking Machine World.)

Pittsburgh, Pa., Oct. 8, 1912.

Following the closing of a fifteen year lease on its present quarters, the W. F. Frederick Piano Co., remodeled several portions of the building and rearranged the departments. Among the improvements will be the giving over of the entire fourth floor to the talking machine and player-piano departments and the enlarging of the Victrola department, which will be known in the future as Victrola Hall. It is planned to give an elaborate series of recitals in the new hall during which the player-piano and organ will also be used.

The Board of Education of New York has approved the use of talking machines in the public schools next year. The introductory cost will only be about \$5,000, and the pleasure derived from their use will, doubtless, be worth far more than this small expenditure.

THE GRAFONOLA-MOBILE

Made by the Columbia Co. and Designed for Use in Schools, Is Proving One of the Season's Big Sellers.

The Grafonola-Mobile, the latest addition to the Columbia line, is designed for use in schools throughout the country. The machine is mounted on wheels and can be readily moved from one



Grafonola-Mobile.

classroom to another without any outside assistance. It is practical and useful and paves the way for a wide range of business for "live" dealers. The price of the machine shown in the illustration is \$60 complete and \$25 without the instrument. The new educational department, in charge of Prof. Frederic Goodwin, has been established to co-operate with dealers in the sale of this new product.

LUNCHEON FOR EDISON.

Inventor Honored on Thirtieth Anniversary of Electric Lights in New York.

In honor of Thomas A. Edison a luncheon was given in the new Grand Central Palace, at Lexington avenue and Forty-sixth street, on Wednesday, on the thirtieth anniversary of the lighting of New York by electricity. The event also marked the opening of the Electrical Show.

More than three hundred guests were at the luncheon, which was tendered by the New York Edison Co. Six men who were on the original payroll of the company thirty years ago and are still employes were, with Mr. Edison, the special guests of the occasion. They are J. F. Atkins, J. H. Redner, H. A. Campbell, J. B. Sproul, Thomas McComb and J. W. Lieb, Jr.

PLAN SPECIAL MUSICAL PROGRAM.

The Columbia Phonograph Co. is planning a special advertising campaign in musical programs throughout the country. Space has been reserved in the programs to be issued in Aeolian Hall, Carnegie Hall, Brooklyn Academy of Music, Metropolitan Opera House and the grand opera houses in Boston, Philadelphia and Baltimore. Whenever possible records will be advertised in the programs that were sung by artists appearing at the hall where the program is issued. It is expected that this advertising will attract a music-loving clientele to the Columbia line.

H. C. Brown, manager of the advertising department of the Victor Talking Machine Co., has just returned from a trip to the Canadian woods. With Manager Mitchell of the export department he succeeded in bringing down a fine specimen of bull moose.

DINNER IN HONOR OF A POPULAR MANAGER.

Members of the Sales Forces of the Talking Machine and Piano Departments of Gimbel Bros. Entertain Manager George W. Morgan at Banquet, to Mark Progress Made During His First Year as Chief—Most Enjoyable Evening—The Exchange of Gifts Made It Look Like a Christmas Eve Festival.

On Saturday evening, September 28, coincident with the celebration by Gimbel Bros. of the second anniversary of the opening of their New York store, the staff of the piano and talking machine departments of the store gave a dinner to George W. Morgan to celebrate the successful closing of his first year as manager of those departments. The dinner was held in the Pompeian Room of Colaizzi's Restaurant, and there were present besides Mr. Morgan Fred J. Fitzgerald, A. H. Kay-

ton, who was appointed Toastmaster, and the gold pencils presented by the hosts, gave the gathering a real Christmas eve aspect.

The toastmaster was delegated by Mr. Morgan to express his appreciation of the honor done him and read the following:

"Fellow Workers and Friends—To say that I am delighted is putting it too mildly. For one whole year past it has been my pleasure to have been associated with a force that has always ac-



Those Present at the Morgan Dinner—W. A. Sambolino, F. J. Fitzgerald, Manager G. W. Morgan and J. H. Dodin, Seated in Front, from Left to Right.

ton, J. H. Dodin, H. Wakefield Smith, Harry K. Mance, L. Ball, Lipman Kaiser, Benj. Switky, George H. Boardman, Carl H. Eichner, J. W. Barlow, C. H. Sambolino, Wm. A. Sambolino, A. W. Lonquet, Jesse C. Van Camp, George D. Cullis, Theodore Nelson, J. P. Fitzsimmons and B. B. Wilson.

The dinner and all that pertained to it will long be remembered by those privileged to attend. The menu, prepared by J. H. Dodin, H. W. Smith and F. J. Fitzgerald, was a work of art and thoroughly entertaining of itself. Each course received attention. Nothing on the elaborate list was skipped. Then, too, under the name of each guest there appeared some trite phrase describing some special characteristic and calculated to make the reader pay close attention.

If the list of eatables was elaborate, the available supply of drinkables was such as would rouse the envy of a member of the bartenders' union, running the gauntlet of cocktails, beer, a bit o' mountain dew, described as being "as harmless as a baby," and a small ocean of real joy water, so much of the latter that there was some left over.

One of the pleasant features of the evening was the presentation by J. H. Dodin, who takes an active part in the conduct of the talking machine department of the Gimbel store, of a handsome silver loving cup to Mr. Morgan with the compliments of the male and female employes of the talking machine and sheet music departments. The men of the piano department also presented the guest of honor with a beautiful diamond studded watch fob. Mr. Morgan for his part came back with a dainty gold stickpin for each of those present. These, with the automatic cigar lighters distributed by Benj. Switky, the prominent talking machine jobber,

ceded to my last request in a most gratifying manner, and in this way greatly improved our departments, the success of which is due to me only in my selection of you gentlemen. On October 1 we start another year, and with the same hearty co-operation which you have given in the past, it seems to me to be a forerunner of a greater successful business future to Gimbel Bros. in both pianos and talking machines."

Following the exchange of congratulations and good wishes between Mr. Morgan and his staff, A. H. Kayton, president of the Milton Piano Co., who was listed as "A European Traveler," addressed the gathering on the subject of team work with the Gimbel staff as a concrete example of what might be accomplished when the members of a staff stick together. Then Lipman Kaiser, the well-known talking machine ambassador, followed with a short and complimentary address of informal character. Wm. A. Sambolino, the prominent small goods man, was also among the speakers of the evening, and paid many compliments both to Mr. Morgan and to the staff. Tel-

egrams of congratulation were received from Messrs. Oakley and Wendel, of the executive staff of Gimbel Bros., and a letter from Edward Lyman Bill, expressing his regret at his inability to be present, was also read.

The entertainment, offered and supplied in its entirety by the members of the staff, was of a nature to make the manager of a high class Broadway cabaret turn green with envy. There was H. Wakefield Smith, well known as a composer of high class songs, and who wrote a special song for the occasion dedicated to Mr. Morgan, who presided at the piano, and later recited with the grace and assurance of a professional. Jesse C. Van Camp, who sang numerous songs in a manner that aroused enthusiasm. George H. Boardman, dean of the staff, played the sextette from "Lucia" with the left hand alone much better than some good pianists can play it with both hands. Then there were six-hand renditions of well-known pieces, with Mr. Smith at one piano, Mr. Fitzgerald at the other, and Mr. Boardman dividing his attention between the two.

RECORDS BY THEODORE ROOSEVELT,

Made by Thos. A. Edison, Inc., Give the Views of the Progressive Leader on Important Public Questions of the Day.

Thomas A. Edison, Inc., Orange, N. J., with their customary progressiveness, began shipping to jobbers on September 12, four records made by Theodore Roosevelt, the first that has been made this season for any talking machine or phonograph. The records are listed under numbers 1146, 1147, 1148, 1149, with the following titles: "Progressive Covenant With the People," "The Right of the People to Rule," "The Farmer and the Business Man," and "Social and Industrial Justice." As their titles suggest, the records give the Progressive leader's views upon the great public questions which we as a nation must face.

BUSINESS VERY ACTIVE

With the New York Talking Machine Co.—Not Trying to Increase Line of Dealers.

The New York Talking Machine Co., of 81 Chambers street, New York, is doing the greatest business in years with the Victor products. G. T. Williams, manager, returned this week from a three weeks' vacation and has resumed work with renewed vigor and enthusiasm. V. W. Moody, who was in charge during Mr. Williams' absence, is greatly pleased with present conditions.

In a chat with *The World*, Mr. Moody said in part: "This is a banner season for Victor products. Our business is increasing faster than ever before, and as an indication of the volume of business on hand, it is of interest to note that we are not making any effort to secure new dealers. This is a new phase of old conditions, for in years past we have always made strenuous campaigns in the fall to interest dealers not carrying the Victor line. This year, however, we have all we can do to fill our regular customers' orders. Such a condition gives some idea of the amount of business we are doing. The new models are selling exceptionally well, and the outlook in general is for a remarkably fine holiday season for the Victor products."

N. H. Phinney & Co., Ltd., Halifax, N. S., have been appointed distributing agents for the Columbia Phonograph Co. in Nova Scotia.

Write To-Day

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

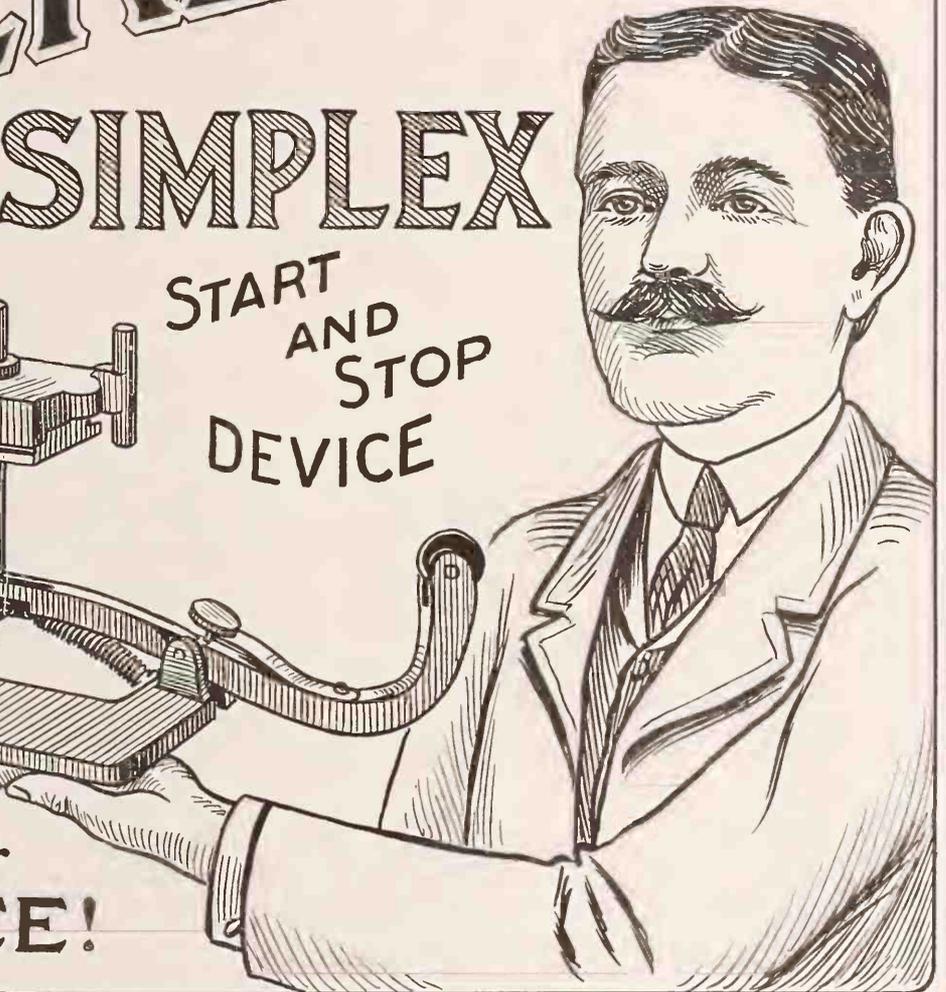
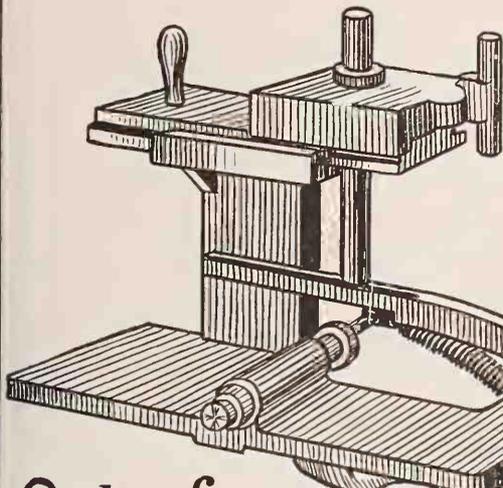
for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market. 88 note, with automatic expression device and mandolin attachment.

Just the player for the better class of places

HERE IT IS!

THE SIMPLEX

START
AND
STOP
DEVICE



Order from
Your Jobber
AT ONCE!

Manufactured by

STANDARD GRAMAPHONE 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. Forbes Co.
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 Brooklyn, N. Y.American Talking Machine Co.
 Buffalo, N. Y.Neal, Clark & Neal Co.
 Cincinnati, O.The Rudolph Wurlitzer Co.
 Cleveland, O.The Eclipse Musical Co.
 Columbus, O.Perry B. Whitsit Co.
 Des Moines, Ia.Harger & Blish, Inc.
 Dubuque, Ia.Harger & Blish, Inc.
 El Paso, Tex.W. G. Walz Co.
 Houston, Tex.Houston Phonograph Co.
 Kansas City, Mo.Schmelzer Arms Co.
 Little Rock, Ark.O. K. Houck Piano Co.
 Los Angeles, Cal.Southern California Music Co.
 Memphis, Tenn.O. K. Houck Piano Co.
 Nashville, Tenn.O. K. Houck Piano Co.
 New Orleans, La.Philip Werlein, Ltd.

New York, N. Y.Blackman Talking Machine Co.;
 S. Bloom, Inc.; Emanuel Blout;
 I. Davega, Jr., Inc.; S. B. Davega
 Co.; Greenhut-Siegel Cooper
 Co.; Landay Bros., Inc.; Silas
 E. Pearsall Co.; John Wanamaker.
 Omaha, Neb.Nebraska Cycle Co.
 Peoria, Ill.Putnam-Page Co., Inc.
 Philadelphia, Pa.Penn Phonograph Co., Inc.; The
 Talking Machine Co.; H. A.
 Weymann & Son, Inc.
 Pittsburgh, Pa.Standard Talking Machine Co.
 Providence, R. I.Manufacturers' Outlet Co.
 Richmond, Va.The Corley Co., Inc.
 St. Louis, Mo.The Aeolian Company of Mis-
 souri; Koerber-Brenner Music
 Co.
 St. Paul, Minn.W. J. Dyer & Bro.; Koehler &
 Hinrichs.
 Washington, D. C.Robert C. Rogers Co.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

The Season Has Started In in a Most Pleasing Manner and the Leading Houses Are in Receipt of Substantial Orders from Distributors, indicating Increasing Activity Throughout the Country—Record Situation Causes Discussion—A Great Future in Great Britain for the New Edison Kinetoscope—The Month's List of Records of "His Master's Voice," and Other Concerns Up to the Standard—New Copyright Treaty Between the United States and Hungary—French Aviators Using Talking Machines—Welcome for the Edison Four-Minute Recording Outfit—Other Items of Interest from Abroad.

(Special to The Talking Machine World.)

London, E. C., Oct. 4, 1912.

The season's trade may now be said to have really commenced in earnest, substantial orders from distributors being a sure indication that progressive action is afoot. This aspect is fairly general, but to draw a simile one might say that while the big supply ships are well under way, smaller craft have yet to reach the trade-wind channel which, judging by their pilots' optimism, will soon be accomplished. From the viewpoint of general trade stability prospects are exceedingly good, the business returns of the Board of Trade showing that import and export increases have prevailed this last few months, while another satisfactory index is the absence of labor disputes, although there is some trouble brewing among men engaged in the great cotton industry. Given, however, a continuance of present conditions, the future situation should be one of unparalleled prosperity for all engaged in the talking machine trade.

With the commencement of operations, respective manufacturers are putting into force plans for capturing each their fair share of trade, and present indications make manifest that the fight will be a keen and prolonged one. Every year the big companies allocate larger sums for expenditure on advertising, and this season is no exception to the rule, extensive campaigns having been planned to take effect during the next few months. "His Master's Voice" Co. is spending £20,000, and liberal amounts will accrue to the London and provincial newspapers, magazines, etc., from other leading record companies. With this educational influence at work one cannot go far wrong in prophesying an abnormal volume of sales between now and Christmastide.

Situation in the Record Field.

Within recent months the 1s. 6d. double disc has made much headway here, not, in my opinion, because they can make claim to any special standard of quality or up-to-dateness of selections offered—this with some of them, apparently, being quite a secondary consideration—but their existence has been and is fostered by the hundreds of dealers who, finding a ready market for cheap records, become obsessed with the idea that they have struck a gold mine because they perhaps sell a few more than would be the case with half-crown discs. If manufacturers can profitably market a ten-inch double disc at one shilling and sixpence, well and

good—but can they? The enormous expense involved in recording, advertising, distribution, salaries, to say nothing of rent, rates, taxes, bad debts and other outgoings too numerous to mention, represent a formidable item when it comes to balancing the profit and loss account, and while no one doubts that two or three of such manufacturers could sell a sufficient quantity of records to leave them a substantial margin of profit at the end of their fiscal year, with the coming of others and correspondingly increased competition, which even an expanding demand cannot mitigate to any great extent, profits must eventually dwindle to the vanishing point when a continuance of this cheap record policy becomes alike unprofitable to both manufacturer, factor and dealer. With half a crown as the standard figure there is ample margin of profit to partly expend in creating the demand, and most important of all, in offering the public up-to-date titles by first-class artists. There is a rumor—I give it for what it is worth—that a large number of the best vocal and instrumental artists—the talent that really counts in this business—have been encouraged by extra fees, or exclusive contracts, to record only for certain of the higher-priced record firms. Needless to say this rumor has caused a deal of acrimonious talk. It will be appreciated that we are in the vortex of a peculiar, not to say unique, situation, the outcome of which one may expect to be determined before next season. It is intensely interesting to watch what I might term the evolution of methods competitive. Time will show whether or not these methods will prove detrimental to the interests of the talking machine industry.

Edison Home Kinetoscope Arouses Interest.

The amazing idea of being able to give a real motion picture show in the home will surely come as a great surprise to the British public when the Edison Co. makes public announcement of its Home kinetoscope, which, I believe, has already won popular favor in the States. Edison dealers have already received preliminary advice of the company's plans and the terms and conditions upon which they will market the great wizard's latest invention. The plan is to interest a limited number of factors—who, by the way, look upon the option of an agency factorship as a privilege—and the chosen few will themselves appoint such dealers as conform to certain requirements necessary to the proper handling of this unique line. An essential requirement is the erection of a suitable demonstration room with an intelligent man in charge competent to operate the machine to the best advantage, although from my own knowledge I can most emphatically state that the given A, B, C of the thing—gleanable from one demonstration—there should be no difficulty in that respect. It is proposed to discriminate in the selection of dealers principally with the object of avoiding excessive competition in any town or locality. This matter will, of course, be regulated according to population and other local conditions. Edison phonograph dealers prepared to make an approximate outlay of fifty pounds and abide by the conditions previously mentioned will be given preference.

The Film Exchange Proposition.

I am given to understand that a most useful exchange proposition will come into force after the initial film purchase, whereby at a very nominal cost the user will have a choice of something like fifty thousand subjects. Unlimited in scope, this new achievement must in the future represent an educational influence of a somewhat revolutionary nature in our schools, lecture rooms, and other public institutions, and with which the name of Thomas Alva Edison will be inseparably associated as a public benefactor—more so, perhaps, than in the past.

Correcting Trouble in Hearing.

In his investigation of the illusory sounds of the ear, Dr. Marage, who has examined over one thousand cases, says that derangement of hearing seems to be most often due to irritations of the auditory nerve centers, but the whistling—the most common of the imagined sounds—has been curiously traced to a very minute displacement of the stirrup-bone, one of the three tiny bones of the middle ear. It has proved possible, moreover, to jar this bone back into its place by means of a syren, producing sound waves of any desired length and intensity.

Piano Contest Much Discussed.

Some interesting correspondence has appeared in the Express bearing upon Dr. Charles Vincent's suggestion that British piano manufacturers should prove the superiority of the English instrument by challenging the German makers to a contest. For many years Continental pianos have been regarded as best, and the English makers now think the time has arrived to disprove this fallacy by taking drastic action in the direction indicated. The discussion is arousing great interest in German trade circles, but as yet no formal challenge has been received. It would certainly be a daring experiment.

Auxetophone to Sooth Turbulent Crowds.

The last day of Sir Edward Carson's Ulster tour was marked by a great meeting of "loyal" citizens at Belfast, and the occasion was seized by Thos. Edens Osborne to demonstrate an Auxetophone at the City Hall overflow meeting. Every Irishman belongs to a party, but our friend was out to amuse the crowd by playing over anything but party selections, to which, by the way, the organist in the hall confined himself. Mr. Osborne is a staunch supporter of —, well, never mind, it is sufficient that he exercised a wise discretion in the choice of tunes calculated to pacify rather than provoke any likely attempt by the turbulent section to disorder. Mr. Osborne's enterprise naturally received the wide publicity it deserved, many references being made of the matter in the various local journals, who also report, by the way, Mr. Osborne's recent importation of 900 Edison records, and a large consignment of gramophones, records and albums.

New Copyright Treaty in Force.

The copyright treaty between the United States and Hungary, negotiated by Ambassador Richard Lenens, at Budapest, January 30, 1912, was, says "Music," passed last month by the Senate. The treaty becomes effective after ratification. It will

RECORDING WAX

MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.
Ready for recording without any further preparation.

SPECIALTY
Wax plates for private record taking.

Has unlimited life.
Plates absolutely ready for recording.

ERNST WILKE & CO., Goerlitz. Factory: Berlin, Ger., N. 20, Kolonie Strasse, 3-4

FROM OUR LONDON HEADQUARTERS—(Continued from page 34).

give Americans the right to obtain literary, artistic, dramatic, musical and photographic copyrights in Hungary on the same terms accorded native Hungarians. In return the United States extends full copyright privileges to Hungarian citizens.

Declare 10 Per Cent. Dividend.

"His Master's Voice" Co. has announced an interim dividend for the quarter ending September 30 at the rate of 10 per cent. per annum on the ordinary shares.

Lower Cable Rates Announced.

The Western Union Cable Co. has arranged with the Postmaster-General to make substantial concessions in the charges for "deferred" communications and to accelerate the dispatch of same. A new night letter service to Canada and the States is also instituted. Other changes are to obtain, and readers can get details from any post office.

"His Master's Voice" Records for October.

A fine bumper list of "His Master's Voice" records is that for the month of October, and especially noteworthy are the new double-sided discs bearing popular titles by such eminent instrumental combinations as the Band of H. M. Coldstream Guards, Mayfair Orchestra and the Metropolitan Orchestra. The various items which they offer will be found below. It may be mentioned that this new departure of the H. M. V. Co. has won golden opinions from its dealers, who look forward to a splendid harvest of sales this season in consequence. The complete list of titles is as follows: His Master's Voice 12-inch records—"Unfinished Symphony," second movement (Schubert), New Symphony Orchestra; "Symphony Pathetique," third movement (Tschaikowsky), New Symphony Orchestra; "The Jewels of the Madonna," intermezzo after Act 1 (Wolf-Ferrari), Imperial Philharmonic Orchestra; "The Jewels of the Madonna," intermezzo after Act 2 (Wolf-Ferrari), Imperial Philharmonic Orchestra; "Ashore" (Trotire), John McCormack; "Ora Pro Nobis" ("Pray for Us") (Piccolomini), Stewart Gardner; "Good-By"

(Tosti), Percival Allen; "Coolan Dhu" (Leoni), Marion Beeley; "Once Again" (Sullivan), Ruby Helder; "Drink to Me Only With Thine Eyes" (traditional), W. H. Squire, 'cello solo, accompanied by Hamilton Harty; "Scherzo and Allegro" (Scarlatti), Herr W. Backhaus, piano solo; "Gems from Princess Caprice," Part 1 (Leo Fall), the Light Opera Co.; "Gems from Princess Caprice," Part 2 (Leo Fall), the Light Opera Co.; "Green Grass Grew All Around" (Montague and MacLaren), Tom Clare; and "The Other Chap," "Sunshine Girl" (Rubens), George Grossmith. His Master's Voice 10-inch records—"A Bachelor's Love Song" (D. Slater), Robert Howe; "The Old Gray Fox" (M. V. White), Percy Whitehead; "Printemps" (Stern), Lucy Marsh; "In Sweet September" (Hope Temple), Mme. Kirkby Lunn; "Waltz Song," Tom Jones (Edward German), Florence Smithson; "Allegro" (Fiocco), Marie Hall, violin solo; "Hear That Orchestra Rag" (Hollander), American Quartet. Double records—"Serenata," "Love in Idleness" (A. Macbeth), and "The Whispering of the Flowers" (Von Blon), Mayfair Orchestra Co.; "Echo des Bastions" (H. Kling), and "Un Pew d'Amour" (Las Silesu), Mayfair Orchestra; "Dreams of Ragtime Intermezzo" (Thurban), "Massa Johnson" (Finck), Metropolitan Orchestra; "Mirella Overture" (Gounod), "Marco Spada Overture" (Auber), Band of H. M. Coldstream Guards; and "Parade of the Tin Soldiers" (Jessel), and "Convivial March" (O'Hara), Band of H. M. Coldstream Guards.

New Columbia Exclusive Artists.

Another big star comedienne has recently been added by the Columbia Co. to the rapidly growing list of exclusive artistes, the latest being Miss May Moore Duprez, whose tag "The Jolly Little Dutch Girl" has aroused laughter and encores at nearly every hall in the kingdom. Her Dutch dialect songs are very well known and appreciated.

Jack and Evelyn are also down in the Columbia-Rena list with their screamingly funny burlesque,

"The Little Corporal Napolian" and "Take Me Somewhere with You, Johnnie." I need scarcely mention that there are several other big sellers in the list, some examples of which are as follows: Columbia 10-inch records—"The Sunshine Girl," selection, Part 1 and Part 2 (Rubens), Band of H. M. Scots Guards; "Sweet Jasmine" (Hesse and Oakley), and "The Colored Major March" (S. R. Henry) (banjo solos), Olly Oakley; "Sunshine and Rain" (F. Blumenthal), and "Beautiful Land of Nod" (Edwin Greene), Miss Carrie Herwin; "Louisa Schmidt" (G. W. Meyer), and "Gretchen" (Wells and Everard), Miss May Moore Duprez; "Baby Rose" and "Alexander's Ragtime Band" (Irving Berlin), the Two Bobs, comedians; "The Manager of the Splitz Hotel" (Geo. Robey) (E. W. Rogers), and "The Night Watchman" (Wilkie Bard) (Frank Leo), Arthur Leslie. 12-inch Records—"When I Was a Lad" (from "H. M. S. Pinafore"), and "Tit Willow" (from "The Mikado"), Walter Passmore; "Laughing Love" (H. Christine), and "Gipsy Love Waltz" (Franz Lehár), Prince's Orchestra; and "Motoring," Part 1 and Part 2 (Harry Tate), Harry Tate and his company.

Little New at Leipzig Fair.

The Autumn Fair at Leipzig revealed little of interest to visitors out to find novelties. Very few members of the trade went over from this side, the fact being that the autumn show is not regarded as of sufficient importance to warrant the journey. Large orders were somewhat scarce, but a considerable business obtained for all that.

Talking Machines for Aviators.

Ever in the van of progress, French aviators are now experimenting with the business phonograph as a medium for recording their observations and impressions when up in the clouds. It is an admirable and practical idea, and if adopted to any extent is likely to avoid the necessity (as at present) of taking up a special observation officer.

(Continued on page 36.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVÉ OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

'His Master's Voice'

Trade Mark is recognized the world over as the

Hall Mark of Quality

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
 BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
 DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
 FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
 GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
 HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
 HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
 ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
 SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
 SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Alpebergsgatan, Stockholm.
 EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
 EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
 SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros. & McMahon, 443 West Street, Durban; Mackay Bros. & McMahon, Bloemfontein.
 INDIA: The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
 AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
 GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD LONDON, E. C.



**Hitch the Columbia Grafonola "Favorite"
onto your Fall and Christmas display
and you have the \$50 market with a
ring in its nose.**



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

FROM OUR LONDON HEADQUARTERS —(Continued from page 35).

Certain tests have demonstrated that the pilot can speak into the tube and operate the phonograph without detriment to the control of his aeroplane.

New Zonophone Records.

With their usual enterprise the Zonophone Co. has recorded and issued six new titles by the world-renowned Billy Williams, whose latest effusions are, if anything, funnier than the many others which he has recorded for this company. He is certainly at his best in this instance and dealers everywhere should find a ready sale for the following titles: "It's Mine When You're Done with It," "The Kangaroo Hop," "It's a Grand Old Song Is Home, Sweet Home," "Molly McIntyre," "Where Does Daddy Go?" and "Wait Till I'm as Old as Father."

The latest list of Zonophone discs is truly a sensational one, if only from the viewpoint of artists, everyone of whom is a leader in his or her particular musical sphere. They are all "star" artists, and every selection recorded is rendered with lifelike fidelity. 'Twere ridiculous to choose, but especially worthy of mention are: "A Summer Shower" and "The Miller and the Maid" (Marzials), Mme. E. Jones Hudson; "Why Do You Keep Laughing at Me?" (Long and Scott), and "Rum-Tum-Tiddle" (Madden and Schwartz), Jen Latona; "The Blarney Stone" and "The Same as His Father Did Before Him" (Lauder), Harry Lauder; "Carrotty" (Long), and "Daisy's Daisy Roots" (Murray), Harry Champion; "On the Road to Zag-a-zig" and "Pirouette" (Finck), Peerless Orchestra; and "Jerusalem the Golden" and "Jesus Christ Is Risen To-day" (Clowes and Sons), Besses o' th' Barn Band.

New Four-Minute Recording Outfit Pleases.

The introduction of the Edison four-minute recording outfit opens up really great fields of exploitation not hitherto introduced by any company, aside, of course, from the Edison two-minute home recording apparatus. In a letter to traders the company points out that it has been working silently and patiently upon this device for a long time, carefully perfecting every little detail before making any announcement. Now, the only instrument of its kind is on the market. The owner of a phonograph can double his enjoyment with the aid of this wonderful new recording device, in addition to which, if he be a student of music, elocution, or would attain to linguistic accomplishments, he will find the Edison recorder invaluable. With this innovation specially prepared hard blanks are available, and there is also a simple yet effective hand machine for shaving them. Special publicity literature bearing on the subject is ready, and a sixteen-page booklet, "Making Records at Home," tells all about it. In conjunction with other important moves recently the foregoing amply demonstrates that the Edison people mean business—and will get it—this season.

Some Excellent Beka Records.

The Beka Record Co. has opened the season with an exceptionally brilliant issue of vocal and instrumental items, selections by the great Wilkie

Bard, Olly Oakley and the Beka London Orchestra being especially conspicuous. Mention should be made, too, of the wide variety offered, there being selections to suit every taste. The company's recent exchange scheme, which expired September 30, was very successful and full advantage was taken by the trade of the generous terms allowed.

Postal Order Law.

A somewhat revolutionary decision, which will come as a surprise to a good many people, was recently given in the English courts. A lady, it transpired, received from her husband abroad two postal orders which she cashed at a local office. Imagine her surprise to receive from the Postmaster-General a demand for the money to be refunded on the ground that both orders had been stolen before they reached her. It was not suggested that her husband was the thief. Upon refusal to refund action was taken to recover the money. Expressing sympathy with defendant, the magistrate said the law was against her, and she must therefore refund the money.

New Edison Amberol Records.

A particularly strong batch of titles is contained in the current list of Edison Amberol records, and although it is early to talk about Christmas, there are one or two titles which savor somewhat of that festive season. Some of the artists represented are Billy Williams, Harry Lauder, Florrie Forde, and others prominent in the musical world. The list complete is hereunder:

Edison Amberol Records—"Christmas Fairies" (E. W. Seymour), National Military Band; "Why Don't Santa Claus Bring Something to Me?" (Godfrey and Williams), Billy Williams; "Beautiful Girl" (Bryan and Blanke-Belcher), Glandon Roberts; "I Love a Lassie" (Lauder), Harry Lauder; "Fiddle-Dee-Dee" (Goetz and Berlin), Miss Florrie Forde; "Valse Maie" (Felix Godin), Alhambra Orchestra; "Alexander's Bagpipe Band" (Goetz, Berlin and Sloane), Jack Charman; "The Floral Dance" (Katie Moss), David Brazell; "Hello! Susie Green" (Barrett and Darewski), Stanley Kirkby; "The Star o' Robbie Burns" (Thomson and Booth), Archie Anderson; "A Day in Venice" (suite), No. 1 (A) "Dawn" (B), "Gondoliers" (E. Nevin), American Standard Orchestra; "Moonlight Bay" (P. Wenrich), Premier Quartet; "When I Was Twenty-one and You Were Sweet Sixteen" (Williams and Van Alstyne), Joseph A. Phillips and chorus; "Alexander's Ragtime Band Medley" (banjo solo), Fred Van Epps; "Pucker Up Your Lips, Miss Lindy" (A. Von Tilzer), Campbell and Gillette; "The Gaby Glide" (L. A. Hirsch), Billy Murray; "By My Little Baby Bumble-Bee," "The Grass Widow" (H. J. Marshall), Miss Elizabeth Spencer and Walter Van Brunt; "Old Black Joe," with variations (piano solo), André Benoist; "That Aeroplane Glide" (H. Israel), Peerless Quartet; and "La Marseillaise," New York Military Band.

New Companies.

Melophone, Ltd., capital £5,000; talking machine and record manufacturers. Registered by S. P.

Turner (managing director), 21 Highfield avenue, Golden's Green, N. W.

Britannic Record Co., Ltd., capital £2,000; talking machine and record manufacturers. Registered office, 60 Camden Road, London, N. W.

C. Hamilton Wickes Appointed.

The Board of Trade has appointed C. Hamilton Wickes to be His Majesty's Trade Commissioner for the Dominion of Canada and the colony of Newfoundland.

Every business needs system to make it run smoothly, but don't let system reach the point where it is nothing but red tape. Red tape is system gone to seed.

SALESMAN WANTED.

WANTED—Good Victrola and Grafonola salesman, capable taking charge of department; must be absolutely honest and a good salesman. Chas. L. Fischer, 121 South Burdick street, Kalamazoo, Mich.

OPENING FOR GOOD SALESMAN.

WANTED.—Opening in the Middle West for a good Retail Talking Machine Salesman; straight salary—part salary and part commission—or all commission—to assume charge of department with live Victor and Edison Dealers; good opportunity. Applicant must come well recommended. Address "B. H.," care The Talking Machine World, 373 Fourth avenue, New York City.

VICTOR SALESMAN WANTED.

WANTED.—New York dealer requires a hustler, capable of taking charge of store on busy thoroughfare and landing prospects; not afraid of night work; bright future for right man; state age, experience, and salary expected. Address "Confidential," care The Talking Machine World, 373 Fourth avenue, New York City.

CASH PAID

For any amount of phonographs, disc records and parts. Address H. Walcer, 137 Orchard street, New York City.

WANTED

TO HEAR FROM firm or corporation needing an experienced Talking Machine Manager; thoroughly conversant with the business, both wholesale and retail. Address "Manager," care The Talking Machine World, 373 Fourth avenue, New York City.

FOR SALE

5,000 Edison 2-minute records, 10c. each; 5,000 Zonophone 10-inch records, 15c. each; all new, clean stock. Deninger, 935 North street, Rochester, N. Y.

TALKING MACHINE BUSINESS FOR SALE

FOR SALE—Talking machine business on West Side of New York City; established 7 years. Address "Victor," care The Talking Machine World, 373 Fourth avenue, New York City.

DEALERS' ASSOCIATION MEETS.

Holds Regular Quarterly Session at Cafe Lion d'Or, New York—Many Matters of Trade Interest Discussed—The Question of Jobbers' Privileges Taken Up—Many Other Topics of General Interest Discussed.

The regular quarterly meeting of the Eastern Talking Machine Dealers' Association was held at the Cafe Lion D'Or on Wednesday, October 9, with David Switky, president of the association, presiding. The attendance was very fair for the time of year when the dealers find it hard to leave their businesses for a part of the day, and as usual many matters of particular interest to the members and the dealers were discussed though no definite action was taken in that connection.

Among the matters that came up for discussion was the question of jobbers engaging in the retail business and thus disposing of machines and records that were sometimes required by the dealers who depended upon them for their stocks and also the practise of granting jobbers' licenses to department stores and other large dealers who placed large orders for goods but had no intention of distributing among the dealers. It was claimed that in both cases those enjoying the jobbers' discounts were in a position to offer special discounts that were harmful to the business of the regular dealer without exactly violating their agreements with the manufacturers. No action was taken on the matter and it was laid aside for further discussion at a later date.

As is usually the case at the meetings held by the dealers, methods of increasing business, handling and repairing machines and other topics of mutual interest were discussed, after which those present made up a merry luncheon party.

The S. B. Davega Co., 126 University place, New York, is experiencing a noticeable demand for high-priced Victors and Edison machines. Philip Marcus, who is in charge of this department, tells us that they have difficulty in securing machines.

LANDAY BROS.' NEW STORE

On Forty-Second Street and Broadway Has Just Been Opened to the Public—Most Attractively Arranged—Large Stock of Victors Being Carried in This Handsome Store.

Landay Bros., Inc., the well-known Victor dealers of New York, with stores at 563 Fifth avenue, 409 Fifth avenue and 37 West 34th street, now announce the opening of another store at 42d street and Broadway. This store is admir-



Max Landay.

ably located, and no resident or visitor to New York can fail to be attracted by its tastefully arranged interior and attractive window displays. In the new display rooms there are seven booths for demonstration and display purposes, and the architecture is of the French style, with decorations to match. A most comprehensive line of Victor products of all styles and description are displayed. Altogether it is a very handsome showroom, and a credit to the progressiveness of Landay Bros., Inc.

Invitations to the trade to visit this new Landay store will be issued within the next two weeks, as soon as some of the many details incident to the opening have been attended to. The manager of the new store for the present will be James B. Landay, treasurer of the company. In the course of a week or so a permanent manager will be named to take charge of this latest addition to the Landay stores.

TALKING PUMPKIN IN BOSTON.

Puzzling Novelty at the Boston Electrical Show Which Answers the Questions of Visitors and Defies Detection by the Curious.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 7, 1912.

"Ask a pumpkin," is a new and engrossing game which is proving one of the attractive features of the Electrical Show at Mechanics' building. A mysterious talking pumpkin, the invention of an Australian professor, is the cause of it. It creates amusement and comment all out of proportion to its size.

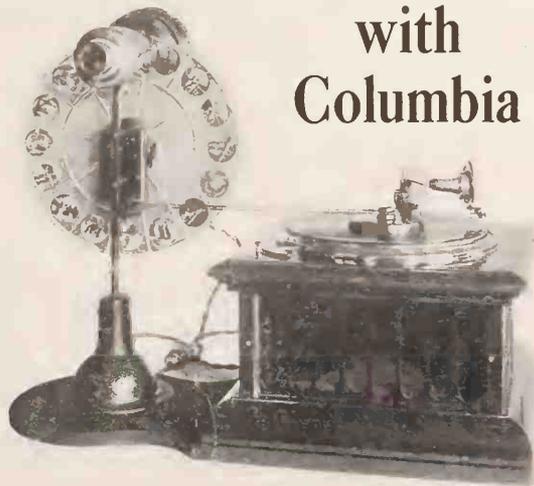
A little light table and a stand on which are fastened three high tension insulators support three glass rods, which, in turn, support three high tension insulators. Upon these rests a fiber plate, on top of which sets the Pumpkin with a smile and tall hat and that's all there is to it. Even the layman and schoolboy could see the glass rods ground off, and, knowing glass to be an insulator, could see that it was absolutely a wireless demonstration.

There is nothing concealed about it; it is all in the open; everybody is invited to ask the Pumpkin questions, and the questions are answered. Baseball scores are given; information about the show and the Sons of Jove; and, when some of the audience say there is a phonograph inside the Pumpkin their next door neighbor wants to know how all those questions are prepared for the phonograph.

And there you are.

THE ADAPTOR

with
Columbia



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

It automatically illustrates the record being played.

You need this **Illustrator.**

Entertain and amuse your trade.

It's New.

We will tell you about it.

Use It 3 Ways

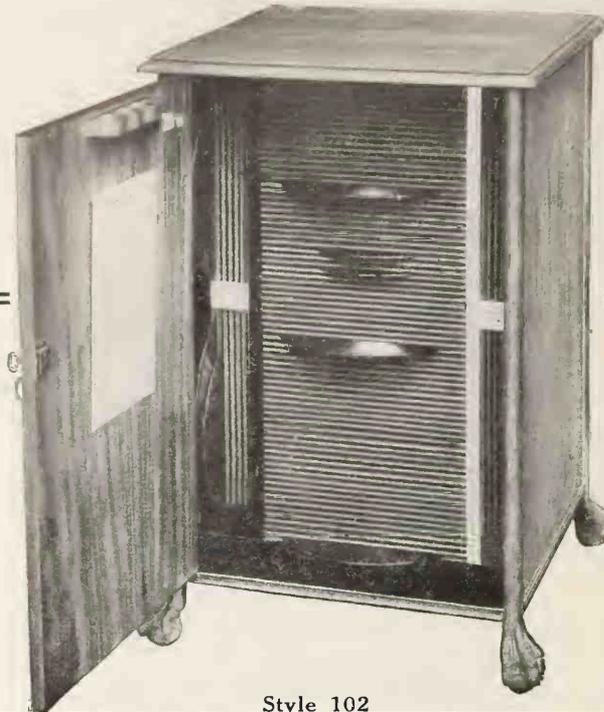
1 { Talking Machine Illustrator
See the pictures in the song

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

3 { Home Stereopticon
Project your vacation views life size

PICTURE-DISC COMPANY

Los Angeles, Cal.



Style 102

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 *'elt 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



No need to remark on the sales possibilities of the new style Victrolas. It is about settled that the only limit to be set upon sales of these great instruments is factory capacity.

Your real problem is to get the goods.

We are straining every point—doing our utmost to give our trade friends the best service possible. We are confident you will make no mistake in sending Wurlitzer your order for all machines you will want to December 25th. Mark your order for *immediate shipment* and the machines will be rushed just as fast as we can get them. If you say so, we will telegraph for your final O.K. on each shipment when ready.

We know positively no distributor will try harder to take care of you in the present crisis. None will, or can, give you any better service than Wurlitzer.

Wire us your order today and you will have no cause to regret it.

The Rudolph Wurlitzer Company

Victor Distributors

Cincinnati

Chicago

 *Two points of supply. Order from the nearer*

LOOKS LIKE SCARCITY OF STOCK

Judging from the Great Demand for Talking Machines Now in Evidence in Detroit and Locality—Experience in Which Frederick Co. and Grinnell Figure—Outlook for a Christmas Rush to Exceed Last Winter—Columbia and Other Stores Anxiously Awaiting Stock.

(Special to The Talking Machine World.)

Detroit, Mich., Oct. 7, 1912.

"Straws show which way the wind blows," once remarked a sage who ever since has been quoted thusly the world over, and here's a straw. Grinnell Brothers' talking machine department to-day received an order for a number of the new style Victrolas from the W. F. Frederick Piano Co., of Uniontown, Pa. That particular item of business is of no very great consequence in itself, for Grinnell's get many larger orders in the course of a month. But when the Pennsylvania house is willing to pay freight on Victrolas clear from Detroit, it is a compelling demonstration of what the demand for the instruments must be in all parts of the Middle West.

The Frederick Piano Co. could get them at less cost from jobbers in Pennsylvania, New York and Ohio—provided they were not all sold out. Evidently they were all sold out, for the Uniontown firm had to send to Michigan. They came near losing out here also, for Grinnell's are sending out the new style Victrolas as fast as they come in.

It takes a good many of them to keep their own twenty-seven stores supplied. Harry Rupp, manager of the talking machine department, stated to-day that all of the branch stores were practically cleaned out of the old style Victrolas, so the selling is almost entirely on the new ones.

In a less popular line of trade than the talking machine endeavor, the injection of a new and superior class of goods would inevitably result in a cessation of demand for the old ones and a consequent cutting of prices to get rid of them. But there is no danger of such a thing in Victrolas, in Michigan at least.

There is not a two hundred dollar machine remaining in the store. The sale of that style is not confined to the wealthy patrons. It is shaping itself along the lines of the piano trade, and two hundred dollars is a low price for a piano. There is a variance, however, in the facts that the price of a two hundred dollar piano generally is somewhat wobbly while that of a talking machine rules firm.

The new models of Columbias also are an exceedingly live force in the talking machine trade

HAVE ATTRACTIVE SHOWROOMS.

Headquarters of Harger & Blish, Des Moines, Iowa, Ideal for the Display of the Edison and Victor Machines and Records to Advantage.

(Special to The Talking Machine World.)

Des Moines, Ia., Oct. 7, 1912.

The general attractiveness of the quarters of Harger & Blish, the prominent talking machine job-

displayed to advantage, and the passage leading to the eight well-equipped demonstrating rooms in the rear of the store. The main showroom is light and commodious and is decorated chiefly with the large portraits of the various leading Victor artists hung on the walls. The separate demonstrating rooms are encased in plate glass, which ensures an abundance of light and adds materially to their general attractiveness. The Harger & Blish head-



View of the Harger & Blish Warerooms.

bers of this city, are well illustrated in the accompanying cut, which shows the main warerooms with the various types of Victor and Edison machines

here. The Regal and Eclipse, at forty and twenty dollars respectively, keep the shipping clerks busy constantly. The Columbia branch store here is able to keep only samples on the floor. The big advertising that has been done for these models has sent in a rush of orders from dealers all over the State. Manager K. M. Johns stated to the Talking Machine World that he was about three weeks behind on orders, estimating from the number on the books and rate at which the machines were coming in. Once in a while even the samples are sent out to fill rush orders, the main store waiting on its luck to get a machine in to show.

S. E. Lind, manager of the city sales, is constantly establishing new talking machine stores in all parts of the city. Detroit's growth just now is

quarters are a popular rendezvous for many of the music lovers of the city and have been highly praised by all those who have visited them.

such that a considerable sized village is built onto this and that side of the city every month or so, and new business centers are springing up everywhere. These all have to be looked after.

The outlook here is for a Christmas rush exceeding that of last winter, which is saying more than can be properly expressed in words. The Columbia store already has waiting orders amounting to \$2,300 on its books, which is a record for October. Grinnell's recently planned to grasp old Father Time by the forelock by writing to the Victor company a concise explanation of why a certain number of Victors should be shipped here in preparation for the winter's demands, and received back the information that the orders for Victors exceeded the manufactured stock on hand to the extent of some fifty thousand machines, and that the company was catching up as fast as it could, and surprising Manager Rupp by pointing out just how many thousands of machines had been shipped to Detroit in the last few months.

"I had no idea we had sold so many," said Mr. Rupp, "as I had not looked up the records recently."

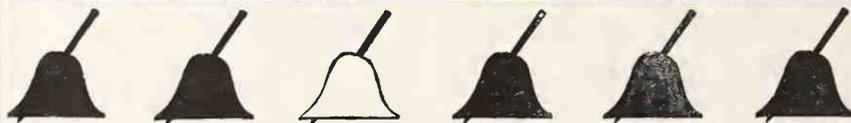
Freight shipments always are slow in Detroit, after the close of lake navigation. Detroit is just off the route of through travel to the West, and for this reason comparatively few railroads make this port. This condition hampers the talking machine trade every year from December to March. So an effort is being made to get a large number of machines before the ice puts an end to easy transportation.

GEORGE W. LYLE OFF TO WEST.

Will Journey to the Pacific Coast, Visiting Canada First.

General Manager G. W. Lyle, of the Columbia Phonograph Co., is away on a two months' trip. This is Mr. Lyle's semi-annual journey, and he plans to visit Canada, and then proceed to the Coast. All the leading trade centers will be visited.

In a chat with The World, D. Kahn, manager of Ben Switky's store at 9 West 23d street, New York, stated that they were experiencing a splendid season. Victrolas No. 11, retailing at \$100, are oversold for many months, and there is a general demand for high-class records.



The Bell-Hood Needle Sells Itself

You ask for samples;
the Needle does the rest.

To the first 100 dealers who apply we will send enough packages of samples so they can make a nice little present to everyone on their bulletin lists.

25c and 50c boxes.

Write for unusually liberal discount terms, giving name of your jobber.



THE BELL-HOOD NEEDLE CO.

777 Chapel Street

New Haven, Conn.

SILVERSTONE TALKING MACHINE CO. TO ADD PIANOS.

When the Silverstone Talking Machine Co. Moves to Its New Quarters on Olive Street It Will Handle Pianos as Well as Phonographs—Mark Silverstone Discusses This Move Which Has Aroused a Great Deal of Interest in the Talking Machine Trade.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 8, 1912.

Talking machine men in St. Louis are very much interested in Mark Silverstone's retaliation on the piano trade, which will consist in his adding a line of pianos to the stock of Edison talking machines that he carries in stock. During his ten years in the talking machine business Mr. Silverstone has seen a great many piano dealers add talking machines to their stock and build up a creditable trade without apparent effort or greatly added expense. Now he proposes to make his reputation as a talking machine dealer carry him into the piano trade on much the same lines.

This new move on the part of the Silverstone Talking Machine Co. is chiefly due to rental conditions. At 1010 Olive street, where the company is located, the lease expires next March, and there is little prospect of renewal because the investment in site demands a better return than can be obtained from the two-story buildings on the site. Also the block has greatly improved during the last year and the time is ripe for the improvement of the property. In looking about for a new building Mr. Silverstone was attracted by a five-story building in the 1100 block on Olive street, at the west end of Piano row. This building was larger than he required and cost more than he expects the talking machine business alone to justify, and in looking about for some business to share the rent burden he found nothing that looked better to him than pianos. So he is engaged in selecting a line of pianos.

"In my new venture," said Mr. Silverstone, "I do not expect to set the world afire, but I have built up a reputation among music loving people that I propose to capitalize. I know that many of

my customers here have not pianos but that they expect to buy. I am confident that my reputation among these folk for fair dealing will bring me considerable trade. As to other trade, I will take my chance. I will conduct my piano business along the ethical lines that I have conducted the talking machine business."

Mr. Silverstone does not expect to get fully located in his new building until the first of the year. He already has possession and is busy engaging architects, contractors and others who will transform the interior of the five floors to his liking. On the first floor he will have a display wareroom for talking machines, four sound-proof record booths and space for a few pianos. The second and third floors will be fitted for piano and player salesrooms and the fifth floor for storage of all instruments. The fourth floor will be the workshop.

"I hope to have first and second floor alterations completed by Dec. 1," he says, "and I will put a part of the stock in there for holiday sales of both talking machines and players. While I am not going to go the limit in spending money on my new quarters, I will have up-to-date quarters and I will sacrifice nothing for utility. I am paying special attention to the counters and shelves for the keeping of the cylinder records, and I expect to produce something not excelled in any store. I have not worked out my plans fully, but I am not going to build the ceiling-high shelving that subtracts from the width of the room and makes it so hard to get at stock.

"I found upon investigation that I was not going to be able to do justice to the Edison disc machines in my display rooms here, and that made me more anxious to get new quarters. I will be

good and ready by the time these machines are sent to us, and I think that my display and exploiting of them will equal anything of the kind in the country."

The summersaulting cylinder records in the Silverstone window described in last month's World are still holding attention to his windows. He is leaving them until after the fall festival days, which bring great crowds of country folk to Olive street.

PHONOGRAPH SPREADS SCANDAL.

Rochester Woman Claims Neighbor Made a Record of Uncomplimentary Remarks, and Caused Her Much Annoyance—Case Puzzles Court—Advises a Few Days' Delay.

(Special to The Talking Machine World.)

Rochester, N. Y., Oct. 7, 1912.

"How would you like it if some one in your neighborhood talked into a phonograph and said nasty, mean things about you, and then turned the thing on and let the whole neighborhood hear what she had to say?" was the query put to a clerk in the police court office at police headquarters, last week by Mrs. Christopher P. Fiest, of 437 Maple street, this city.

Mrs. Fiest continued to the effect that a neighbor who lives across the way did not like her, that she owned a phonograph and that she had prepared a record of interesting, uncomplimentary remarks which were not at all pleasing and which were decidedly annoying. Mrs. Fiest alleged that at frequent intervals her neighbor has set the machine going and that all who passed in the street were notified where she lived and were informed in curt tones of her neighbor's opinion. The police court clerk said he did not know a single law which would apply to the case at issue, a law prohibiting unkind things being said by a phonograph never having been placed on the statute books, but he promised Mrs. Fiest that he would "look into the matter and that it might be well to wait a few days."

Mr. Dealer Do You Sell SESCO?

It is the only Electric Self-Stop for disc talking machines, and considering the fact that it has been before the public but a few months, its success is assured.

Make your department earn all the "traffic will bear." Do not sell a machine unless it is "fully equipped." SESCO means more money in your cash register and twice as much satisfaction for the customer.

A dealer advises that SESCO alone netted him \$300 extra profit. That's what you can do by handling SESCO.

Let us send you one on approval for your demonstrating machine and you will be convinced. When requesting sample mention Gold or Nickel. Further information regarding price and discounts on request.

Standard Electric Stop Co.

Empire Building. Walnut and Thirteenth Sts. Philadelphia, Pa.

COLUMBIA LINE WITH WHITNEY & CO.

Representation Placed with This Important House in Albany—New Department Will Be in Charge of Mr. Hoteling.

The Columbia Phonograph Co. has just completed arrangements with W. M. Whitney & Co., of Albany, N. Y., whereby it will handle the Columbia line exclusively in its new piano and talking machine department. In chatting of this deal R. F. Bolton said:

"This is the largest department store in the 'Capitol city,' and in adding them to our list of representatives in Albany we are certain that the Columbia line will be most successful in every way. The new department will be in charge of Mr. Hoteling, a most capable man, and formerly connected with the well-known firms of Cluett & Sons and McClure & Cowles, both of Albany. His knowledge of the trade is extensive, and we are indeed gratified at the able representation we now have in Albany.

"Our business here is remarkably fine. There are heavy demands for all our machines, and the new models particularly have met with universal favor and praise. The call for the \$40 Regal is exceptionally heavy, and there is also a steady, daily increasing demand for the 'Favorite.' As for the 'Eclipse,' we are heavily over-sold, and the reception accorded this new model is beyond our fondest hopes. Orders are coming in so rapidly that the factory cannot supply sufficient stock, and every mail brings in its quota of orders. I am hoping that the dealers will anticipate their needs for the holiday season so that we can have sufficient stock on hand to meet requirements."

BALTIMORE TRADE EXCELLENT.

September Proves Close to Record Month—Sales Forces Being Increased—What Prominent Jobbers and Dealers Have to Report.

(Special to The Talking Machine World.)
Baltimore, Md., Oct. 9, 1912.

Optimism prevails generally among the local talking machine dealers these days. Their reports for September are about the best that have ever been given out for any one month since the talking machine has been introduced into Baltimore. Reports along these lines come from all the dealers and are not the condition enjoyed by only one or two. In speaking of the business condition, F. A. Denison, manager for the local branch of the Columbia Phonograph Co., said:

"September has beaten anything in the way of sales that I have enjoyed since coming to Baltimore. We are having the same old trouble of keeping up a sufficient supply to meet the demand and consequently we are back on deliveries. This is not all. The present prospects would indicate that the Presidential year is not going to cut any figure with the trade and that we are going to do more business than during any previous fall or winter."

Manager W. C. Roberts, of the E. F. Droop & Sons Co.'s Baltimore and Washington stores, made this statement to The Talking Machine World:

"We are doing so much business in these two cities that I have found it necessary to look around for more salesmen to augment my force. We have been hitting things up in great shape, with the result that our September business has exceeded that of any month since we have been in business. And this does not bar December."

Thomas Gordon, manager of the Gordon Talking Machine Co., Victor and Columbia representatives, also makes flattering statements regarding trade. He reports a number of good sales for the month. Joseph Fink, who is associated with Mr. Gordon, also made several good sales during September.

Manager Albert Bowden, of Sanders & Stayman, announces that business with Victors and Columbias has been very brisk for September, and similar reports are made by Manager Strahan, of H. R. Eisenbrandt Sons; Cohen & Hughes, Hammann & Levine, the Hub Piano Co., the Rosenstein Piano Co., William Knabe & Co., the Kunkel Piano Co., the Peabody Piano Co., and even among the smaller dealers in the city.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., of THE TALKING MACHINE WORLD, published MONTHLY at NEW YORK, required by the act of August 24, 1912.

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Publisher, EDWARD LYMAN BILL	No. 373 Fourth Avenue, N. Y.
Sole Owner, EDWARD LYMAN BILL	No. 373 Fourth Avenue, N. Y.

(Signed) EDWARD LYMAN BILL (Owner)

Sworn to and subscribed before
me this 1st day of
October, 1912

[SEAL]

EUGENE R. FALCK,
Notary Public 4
(Commission expires March 30, 1914)

T. A. Laurie, assistant auditor of the Columbia Phonograph Co., has been in Baltimore for two weeks looking over the books of the local branch. Manager W. C. Roberts, of E. F. Droop & Sons Co., will visit the Victor factory during the coming week.

\$570; London, 12 pkgs., \$640, 118 pkgs., \$6,020; Manila, 20 pkgs., \$696; Martinique, 1 pkg., \$233; Milan, 14 pkgs., \$720; Soerabaya, 5 pkgs., \$206; Tampico, 8 pkgs., \$334; Valparaiso, 36 pkgs., \$1,334; Vera Cruz, 332 pkgs., \$9,052; Yokohama, 51 pkgs., \$2,665.

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., Oct. 6, 1912.

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

SEPTEMBER 14.

Bombay, 5 pkgs., \$146; Cardenas, 1 pkg., \$113; Havana, 35 pkgs., \$1,705; Kingston, 7 pkgs., \$196; London, 3 pkgs., \$245, 40 pkgs., \$1,685, 22 pkgs., \$445; Manila, 43 pkgs., \$2,435; Mollendo, 7 pkgs., \$308; Puerto Barios, 20 pkgs., \$967; Rangoon, 11 pkgs., \$340; Rio de Janeiro, 21 pkgs., \$1,560; Santos, 105 pkgs., \$6,568; Singapore, 4 pkgs., \$208; Valparaiso, 7 pkgs., \$450; Vera Cruz, 60 pkgs., \$1,796.

SEPTEMBER 21.

Algoa Bay, 108 pkgs., \$2,538; Barbados, 5 pkgs., \$263; Batavia, 16 pkgs., \$758; Berlin, 10 pkgs., \$265, 36 pkgs., \$2,808; Bolivar, 2 pkgs., \$166; Buenos Ayres, 8 pkgs., \$670, 8 pkgs., \$817, 9 pkgs., \$381; Callao, 7 pkgs., \$188; Colon, 10 pkgs., \$141; Havana, 22 pkgs., \$1,100; Iquique, 7 pkgs., \$128; La Paz, 9 pkgs., \$604; Limon, 12 pkgs., \$99; Liverpool, 1 pkg., \$200; London, 505 pkgs., \$4,640; Montevideo, 3 pkgs., \$122; Puerto Cabello, 9 pkgs., \$201; Rio de Janeiro, 5 pkgs., \$420; Singapore, 2 pkgs., \$104; Tampico, 3 pkgs., \$119; Valparaiso, 6 pkgs., \$230.

SEPTEMBER 28.

Berlin, 69 pkgs., \$1,475; Hamilton, 4 pkgs., \$120; Havana, 15 pkgs., \$1,404; Liverpool, 2 pkgs., \$123; London, 168 pkgs., \$4,609; Milan, 9 pkgs., \$417; Para, 25 pkgs., \$1,897; Porto Plata, 1 pkg., \$225; Puerto Barrios, 12 pkgs., \$666; Riga, 4 pkgs., \$640; Rio de Janeiro, 12 pkgs., \$951, 10 pkgs., \$539; St. Kitts, 4 pkgs., \$103; Valparaiso, 7 pkgs., \$162, 1 pkg., \$122; Vera Cruz, 123 pkgs., \$3,383, 81 pkgs., \$2,958.

OCTOBER 5.

Antilla, 2 pkgs., \$191; Berlin, 145 pkgs., \$3,874; Buenos Ayres, 34 pkgs., \$4,143; Callao, 5 pkgs., \$465; Chemulpo, 18 pkgs., \$1,312; Colon, 5 pkgs., \$135; Demerara, 6 pkgs., \$213; Guayaquil, 17 pkgs., \$362, 7 pkgs., \$223; Havana, 25 pkgs., \$1,608; Kingston, 8 pkgs., \$233; La Paz, 17 pkgs.,

AEOLIAN CO. DOUBLES ITS SALES.

(Special to The Talking Machine World.)

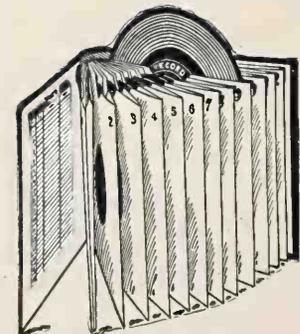
Cincinnati, O., Oct. 10, 1912.

The Aeolian Co. has doubled its sales over last year's September, which was really a phenomenal one. The firm is more than pleased with the outlook for this fall's business and believes it will be greater than anticipated and have planned to take care of every detail, including its "Every Record in Stock" service.

The department will feature the Riley records that will cover the entire surrounding territory, including Kentucky, with demonstrations which will popularize the Victor in every home and make the "stay-at-homes" feel that life with a Victor is really sublime. Mr. Ahaus, manager of Victor department, is enthusiastic about the impending rush of business and is fully prepared to cope with the maximum volume.

Don't wind an inch of unnecessary red tape around the selling of goods to delay customers who are in a hurry. Quick service means a good deal to most people in this age of rush.

Retails for a Dollar, with 80 Per Cent. Profit to You



\$1.00 Retail

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

THE SCHAFFORD ALBUM CO., 26-28 Lispenard St., NEW YORK

The Most Profitable Record Album on the Market :: ::

SEE THE NEW

Schafford
Record Album
in the New and Strongest Binding on the Market :: :: ::

We have enough big news for Columbia dealers this Fall to make them think their best months heretofore were only promises—and no chance of a slip-up.



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

FALL TRADE OPENS UP IN LIVELY FASHION IN ST. LOUIS.

Collections Are Also Better and Indicate Prosperity—Columbia Store Profits by Interesting Window Display—Harry Levy, Aeolian Co. Manager, Reports Pleasing Conditions Throughout the Southwest—New Machines Arouse Enthusiasm and Sell Well—Some Recent Sales of Particular Interest—New Entrants in the Field—Silverstone Talking Machine Co. to Move to New Quarters—To Handle a Line of Pianos—Other News.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 8, 1912.

Local dealers are well pleased with the business at the end of September, and without exception they declare that the last two weeks more than recovered the ground lost during the first two, when it was too hot for business. Manager Ramsdall, of the Columbia Co., takes a very cheerful view of prospects. "Money is much easier," he says. "Not only are retail accounts easier to handle, but our jobbing accounts are being met on time better than for a long period. Money is easy in the country, apparently, and the business is running to good machines."

Sales Manager Byars, of the Columbia Co., has been making a hit with his windows recently. This week he had three table machines on display and he reports a number of inquiries due to the window. Four inquiries came in one day. A feature of his recent windows has been illustrated poster cards, the pictures used being those of Columbia artists or cartoons with wording to make them appropriate to the display. The week of the "4 \$5-bill" ad in the Saturday Evening Post Mr. Byars arranged a mystery window, all of the front being hidden with paper except for a peephole. Through this could be seen the ad and one of the machines. Good business resulted and Mr. Byars says that these machines are being sold as rapidly as they can be stocked. For the present Mr. Byars is again turning his sales force to the Favorites, in order to take full advantage of a Favorite advertising campaign that is coming. Mr. Byars regards these national advertising campaigns as the signal to strike and he gets the results.

J. M. Ryan, an addition to the Columbia Phonograph Co. sales force, is traveling in southeast Missouri and is having good success, reporting a new dealer sale almost daily.

Harry Levy, manager of the talking machine department of the Aeolian Co., returned the first of the month from a trip through the Southwest that ended at Houston. "Everything is fine through Arkansas and the other States I visited," said Mr. Levy, "and I was sorry that I was forced to come back, for there is good business in that country this fall. Crops are good, people everywhere are appreciating the talking machine, and the dealers are enthusiastic over the new models and the prospect of a profitable business season. Even in the smaller cities the record business is taking hold in

a way that interests those who heretofore have seen possibilities only in machine sales, and more of the all-year-around business is in sight. I find the St. Louis distributing territory is growing all the time."

Manager Robinson, of the Thiebes Piano Co. talking machine department, says: "The new Victor machines are going to please, I believe. Especially is the XI model going to prove popular. Our record business is growing constantly and steadily in keeping with the new customers put onto our lists, and we are proud of it. As we expected, the bulk of the total sales this fall is for high-priced machines. The trade is appreciative when the machines are shown together."

"Roosevelt will speak here at 11 a. m. and 2 p. m.," reads a sign in the Silverstone Talking Machine Co. window. "A good many persons come in to hear the chief Bull Mooser," said Mr. Silverstone, "and every time there is anyone to hear we put on one or two of the four Edison records we have. Sales usually follow. When I first got these records I took them and a machine to the Bull Moose headquarters by arrangement and was greeted by quite an audience. The enthusiasts applauded as vigorously as though the chief were speaking in person."

Another Silverstone sign that is attracting attention is that over the entrance of the new building he has rented. It says:

"This building will be occupied by the Silverstone Talking Machine Co. when alterations are completed. The store is now at 1010 Olive street. No 'sale' is on there, all goods being sold at regular prices preparatory to removal."

Secretary Rauth, of the Koerber-Brenner Music Co., Victor jobbers, is much pleased with the present business and prospects. "We are well supplied with machines and records," he said, "and anticipate no trouble meeting our orders, although trade is very brisk both in city and country. I believe the small dealers are getting a bit more inclined toward the service idea and when they realize the full extent of this possibility, we shall have more talking machine enthusiasm."

B. F. Philips, a Columbia City salesman, recently made a remarkable sales record of two Nonpareils, one Favorite and one Mignonette, a total of \$450, in one day.

The Columbia Co., as a stimulation to record business and exchange sales, have just sent out cir-

culars to every Columbia owner offering to clean and overhaul his machine, regardless of age or value, free for ten days.

The Bollman Bros. Co. took advantage of the revival of the old St. Louis Fair to design a talking machine window that attracted comment even in the daily papers. It was a reproduction of the grounds, including the race track, lake, boy scout camp and exhibit buildings. The work was done under the direction of H. H. Bollman, who makes a success of these displays by use of his paint brush, with which he is an artist of more than usual amateur merit. Victor machines were placed at conspicuous points in the reproduced scene. The Bollman Co. is inducing talking machine owners to come to its store by circulars offering a gift of needles.

F. W. Bartholdt, formerly of the Bollman Piano Co., is now in charge of the Edison business phonograph department of the Silverstone Talking Machine Co.

The winning of the Piano League baseball pennant by the Thiebes team was well received by the talking machine craft, as that team had five members who are identified with the talking machine department of the store. The five are: A. J. Robinson, captain; W. Lerch, Jesse Druin, A. Engberg and Chas. Burke.

The Jesse French Piano Co. (Field-Lippman) will open its talking machine department this month. A stock of Victor machines and records second to none will be shown, and with the extension of its highly organized service to this branch of the trade great results are expected. The store arrangements for the department have been carefully planned and carried out without regard for expense.

THE UNIQUE "VICTOR GARDEN."

Open Air Victrola Display and Demonstrating Garden Proves Interesting to Music Lovers of Los Angeles—Might Work in Other Localities with Gratifying Results.

One of the most original and interesting of Victor showrooms is maintained by the Musical Record Co., Los Angeles, Cal., in connection with its store in that city, and appropriately called the "Victor Garden." The "Victor Garden" is located in the open air with plain walls to separate it from the surrounding property. There is no roof and a profusion of growing ferns, cacti and other tropical and semi-tropical plants serve to make it a small paradise. Benches and chairs, covered with handsome Navajo blankets, are placed at various points where visitors may sit and enjoy the music of a Victrola as it plays the classics or the latest popular airs. The "Victor Garden" has made quite an impression on Los Angeles music lovers, who frequently take the opportunity of visiting it, thus stimulating the sales of machines and records. The garden idea should prove interesting and profitable in other localities, for even where the climate will not permit of the use of open air garden throughout the year there are several months in the summer when it could be used to counteract the dull season and keep trade interested.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of **Wax "P,"** the best recording material for Berliner-cut.

PRICE CUTTING—A RESTRAINT OF TRADE

By Eldridge R. Johnson

President of The Victor Talking Machine Company

An Argument Against Any Legislation that Contemplates Interference With the Manufacturer's Rights to Regulate the Price at Which His Goods May be Sold.

Price wars are possible for the same reason that inspires the scramble for food by a drove of hogs—pure individual selfishness.

Price-cutting is the favorite weapon used by people who conspire to monopolize trade that belongs to others. Once these bushwhackers attack a firm there is no protection, no matter how fair the prices of that firm may be or how satisfactory the quality of their goods.

The Consumer Ultimately Always the Sufferer from All Cut-Price Wars.

The consumers in general suffer by price wars as well as do the manufacturer and the merchant. The ultimate result is always a rise in prices or a deterioration in quality, which latter is the most expensive way possible to the public of raising prices. When a fair and equitable price which has been established by a reliable manufacturer is cut in half by a retailer as an advertisement, a loss is created, and that loss must be made up somewhere. It is certain that the public will pay for it in the end and that they do not gain the difference between the fair price, which had been established by the simple, honest rules of trading, and the reduced price which is the star feature in a conspiracy to monopolize a trade which in fairness belongs to the firm that developed it.

Price-Cutting Is Not Competition.

Price-cutting is generally confused with competition and, while it may be so classed, there is a very great and important difference, as many forms of price-cutting are unquestionably unhealthy competition. It benefits no one save a class of price-cutters who could very well be dispensed with, for they live and grow rich by breaking into and diverting to themselves the good-will of a trade that others have created. They never build up a business, but invariably appropriate that which someone else has created. The foundation on which their business stands is not constructive, but destructive and monopolistic. They sell at less than an ordinary percentage of profit if, by so doing, the trade that is going to many others can be diverted to themselves. This is the whole story. There would, of course, be a public gain in this were it done fairly and in good faith, but more than often it is not done fairly, or even decently, and is but the means to an end that has aroused so much indignation in this country—monopoly. There are many legitimate occasions to reduce prices, but such occasions are temporary and have no relation to professional price-cutting.

The Effect of Price-Cutting.

There is no intelligent citizen in this country who has not seen the operations of price-cutters; who has not seen them drive responsible and honest enterprises out of business without in any possible way benefiting the public. As a matter of cold facts, a decided injury has been done through a general deterioration of product due to the inevitable squeezing down of profits clear back to manufacturer and the workingman, and then in turn squeezing the public after the legitimate trader has been driven out.

Unfair Measures Introduced by Those Unfamiliar with the Needs of Present-Day Business.

There is a decided tendency among the class of citizens who are entrusted with the great responsibility of making, defining and enforcing our laws, to destroy every means by which even a perfectly fair business enterprise may defend itself against cowardly and plainly selfish attacks of price-cutting enterprises. The legislative and judicial branches of the government appear to be working

under the delusion that by this means healthy competition may be stimulated. No such results are obtained; quite to the contrary, a very great injury is being done to many of the most conscientious and reliable manufacturing and mercantile concerns in the country, and without gain to the consuming public. Wholesome competition stimulates trade and benefits both consumer and producer, but wholesome competition means much more than the simple matter of marking down prices. Any numbskull can mark down a price, but it takes brains to lower costs by fair and humane methods.

There seems to be an impression that manufacturers are rather a new and independent class conspiring to monopolize business and to extract a high toll from the people in general. There seems to be an impression that the agriculturalist is the old reliable wealth producer, never doing anything wrong, and patiently supporting the whole world, while cheerfully suffering with but mild protest the high cost of living due to the sins of the manufacturer. The unquestionable fact that for the last two years agricultural products have ruled high and manufactured products have ruled low in prices does not seem to have been taken into consideration. It is still the impression that the high cost of living can be reduced by new laws aimed at the prosperity of manufacturers and merchants.

The Inventor Entitled to All, and Even Greater Benefits Than He Now Receives.

Even the proverbially poor inventor comes in for a share of chastisement. The patent laws, which have been on the statute books for more than one hundred years, and under which this country has become more prosperous than any other country in the world, are to be torn apart and used as new material to reduce the cost of living. The patent laws of this country are not perfect, but they are better than those of any other country. They do not give inventors any greater reward than that class of public benefactors deserve. No doubt some amendments would be beneficial, but such amendments should be directed to the purpose of a more practical administration of the principles which the present law so clearly sets forth, and should not be aimed at radical changes; at least, not without more deliberate and intelligent consideration than seems to be in sight at present. Some of the amendments now suggested would greatly injure and discourage the inventor and would benefit no one.

America's Continued Expansion Threatened by Unwise Legislation.

The continuation of the prosperity of this country rests in the hands of the manufacturers and agriculturalists alike; neither can prosper without the aid of the other, and each is of equal importance. But inventors must unravel the problems that block the way to progress; and we must be fair and liberal with them; they are still useful. **Manufacturing Just as Important as Agriculture in Any Country's Progress and Development.**

The country in which manufacturing does not flourish is always a backward country. Take China, India, Japan and Russia; they are strong in agriculture; the first three named have been developed agriculturally for over 2,000 years; but today, as everyone knows, they are far behind the United States, and they can never equal us until their manufacturing has been developed in more reasonable proportions to their agriculture. All the world comes to the United States to learn manufacturing. The cost of living is low enough in

those countries according to the standard of their masses, but it is higher than in the United States if brought up to the standard of our masses. Therefore, the manufacturers cannot be blamed for the conditions that exist in those countries.

Manufacturing and agriculture have stood side by side as far back as humanity shows the slightest sign of organization, but there is no doubt that manufacturing was the first step by which mankind was raised from the uncertain means of obtaining food by hunting for it among the natural products of the forests, streams and oceans. It takes but little imagination to picture naked creatures with forms of primitive mankind gathering jellyfish and mussels from the tidal flats of some long since receded ocean. Reason can but show that long before crops were sown, baskets were woven in which to gather and store Nature's ready-made food. If this be true, it proves the claim that the manufacturer was the first to take a step toward civilization; yet, we must remember that the primitive inventor prompted that step. That manufacture and agriculture were arts known to a certain degree long before authentic history begins is unquestionably shown by the mythological tales and folk-lore of the ancients. Few of the stories in mythology are true, but they all bear evidence which proves to a certain extent the state of society as to the occupation and religion of the period they represent.

Every Decade of Progress Due to Discovery by Some Poor and Obscure Inventor.

Few people stop to realize that every art and industry, now so familiar to us as to be taken as a matter of course, had to have a beginning. We are not likely to remember that the basic principle of weaving, of making edge-tools from stone and other materials, of making bows and arrows, or the conception of the wheel and axle, are great inventions which have grown into the great industries of to-day. It is the old story of Columbus and his egg again—easy enough after you see it done, but no one could possibly have imagined how to do it before the man who did it made the demonstration. It is no idle boast to say that the inventor has led the way in all progress from the beginning; nor is it an idle boast to say that on the inventor depends the future progress of this country and every other country. As a profit over the total sum of hard-earned compensation to the inventor, the people of the United States have gained a millionfold.

Conditions Responsible for High Cost of Living—Can Never Be Corrected by Laws.

The high cost of living can never be corrected by law. It is the first effect of a thing that progressive people have long sought to bring about; namely, the more equal distribution of wealth by the means of adequate compensation to all for their labor and talents. Food and other necessities cost more to-day simply because the people who are engaged in producing them are better paid for their services than they were a few years ago. There is a great change going on and it is all working toward a better condition for everyone. Of course, there are many to whom the benefits have not yet accrued, but this will be corrected in time. No readjustment of compensations can possibly be made perfect in so short a time; it takes experience, coupled with experiment, but the greater the intelligence used during these processes of adjustment the quicker satisfactory results will be obtained.

No progress can be made by hampering the lead—
(Continued on page 45.)

PRICE CUTTING—A RESTRAINT OF TRADE—(Continued from page 44).

ers of industry, whether they be merchants, manufacturers or inventors. The high cost of living can be reduced only by increasing the efficiency of every element that enters into the cost of manufacturing and of food supplies. It is not that we are living too well, but that we have not yet learned how to live as well as we should. The standards of living have risen in the last few years and will continue to rise until a much higher general plane than that of to-day is reached and until all classes of workers and producers receive fair and adequate compensation.

Cheap Labor a Thing of the Past.

Cheap labor is a passing thing. Farmers who were willing to slave year after year at no profit to themselves are no more. Farmers, merchants, manufacturers, inventors and working people in general must be paid and well paid. They have a right to something besides drudgery in their lives, and the only way to pay all these people well for their services and to control the soaring prices is to increase their efficiency. For this we will have to depend on the inventors and manufacturers who, by working in harmony, will in time succeed in lowering the average cost without decreasing the individual compensation. No law can do this, but unwise laws can hinder its accomplishment. New inventions and systems increasing the efficiency of all the producing factors are the only hope of the human race; we must advance or we perish.

Increase the Reward to the Inventor—Give Him Every Encouragement to Invent Something New.

One of the greatest mistakes and backward steps than can possibly be made is to take away from the inventors any of the rights to an invention. They have more difficulties to encounter in securing proper compensation for their product than any other class. Certainly, the inventor should have the right to fix the price at which goods are sold until they reach the hands of the consumer. The inventor is supposed to have temporarily an extra profit over the ordinary manufacturing profit, as this is all the reward that the patent law has to offer, even though the device may save the country many millions. If deprived of the right to fix prices, the inventor cannot possibly secure anything more than an ordinary manufacturing profit which, under most conditions, is very inadequate compensation for the years of hardship and preparatory work which are necessary in order to perfect even simple inventions. In more than the majority of cases it would be difficult for him to develop his inventions at all or to make any profit. To leave inventors to the scant mercies of cut-price sharps would be base ingratitude and bad policy.

Honest Manufacturers Entitled to Right to Control the Sale and Distribution of Their Goods.

Manufacturers should have the right to regulate the prices at which their goods are retailed in any case, whether they are patented or not. If they are denied this right, the quality of goods in general must deteriorate. There is no possible help for it unless humanity in general can be cured of selfishness. Suppose, for instance, a manufacturer makes an article to retail for a dollar and decides to advertise it all over the United States. It must be a good article and it must be worth a dollar, or the maker cannot hope to sell it in any great quantities. It takes an honest proposition to pay for extensive advertising. The manufacturer may decide to spend half a million dollars in advertising it and by the force of this advertising, if the article is satisfactory, and the distribution of profits to wholesalers and retailers fair, he may succeed in marketing five million articles at one dollar each. This is a good thing all around for the manufacturer, the merchant and the consumer. But what generally happens is that, as soon as the market has been established for the one dollar article, some concern that makes a specialty of price-cutting attempts to appropriate the good-will, and advertises the article at 75 cents. This, of course, brings a tremendous trade to the cut-price store, but it discourages all the other dealers in the vicinity until

they, too, reduce the price to 75 cents, which no longer yields them a satisfactory or paying profit. They then apply to the manufacturer and say, cut-price man and all, "Unless you can quote us a lower price, we cannot afford to sell your article." By this time the cut-price man has lost his advantage through the fact that the other merchants have met his reduction. The manufacturer must then quote a lower price to enable the merchants to continue the sale of his article, or he must go out of business. Of course, the manufacturer reduces the price, and it might be said that all is well as the public have secured an article for 75 cents for which they previously paid one dollar. But right here in the matter is where the public get fooled; at the beginning they may secure for 75 cents a few articles that are worth one dollar, but it generally turns out that they get a less percentage of value than they received when they paid one dollar. The quality of the article is reduced, but the old price printed on the label remains to deceive the purchaser.

Or the story may be different. The responsibility of price-cutting does not always rest with the



Eldridge R. Johnson.

merchant. The producer may use it as a means of absorbing a chain of retail stores, or to concentrate the sale of some line of goods in one large store. There are many other schemes employed, and new ones are being concocted every day, which all depend on price-cutting. No explanation of these schemes is necessary. Everyone knows about them; everyone has seen them and everyone has heard the sorrowful tales of their victims. Every line of trade has suffered, and where trades have not combined to resist the degrading influence of price-cutting, deterioration of product has been the result. And yet the price-cutter is protected by law, and is working for further changes in the laws that will give more victims to the senseless sacrifice!

Goods Priced by Manufacturer Fixes Certain Value, by Which Value of All Similar Goods Are Measured.

One of the greatest difficulties encountered in economical living in this country is to know where to purchase goods that are worth the money paid for them. Low prices have been dangled before the public to such an extent that few realize what a fair price is, and therefore purchase two or three articles of a second quality instead of purchasing one of the first quality, thereby spending a greater amount of money for less results. The manufacture of first quality goods has become a lost art in some lines of trade. We are drifting backward to a condition that Germany is struggling so hard to get out of.

Price-Cutting Makes Monopoly Possible.

Price-cutting is the father of monopoly. All of the great trusts and combinations have been brought about through the operation of drastic

price-cutting wars. Give the merchant and the manufacturer a chance to defend themselves against this pernicious practice, and the formation of great combinations for the purpose of controlling trade will cease in many lines of trade. Manufacturers and merchants do not join a trust because they want to; they all prefer to be independent even at a low profit; they join because they are forced to by destructive price wars.

Fair Wages to Labor Endangered by Hysterical Legislation.

Most of the manufacturing corporations in this country are willing and anxious to maintain fair and liberal wages. They cannot do this if they are handicapped by a conspiracy to force the prices of their goods down to lower point than will yield a fair division of profits between the workingman, the manufacturing corporation, the wholesaler and the retailer. Many manufacturers have been brought face to face with the situation that requires a reduction of wages in order to yield any profit whatsoever. Capital will not continue in enterprises where adequate return for its use is not made. Nothing can be done without capital. The reduction of wages to an unsatisfactory point will bring into existence great combinations of trade unions that may become a grave menace to the stability of this government, because they will have a just cause, and these unions once combined by a just cause may become an unreasoning power that knows no restraint.

Give the People the Right to Work Out Every Industrial Problem.

The so-called industrial unrest is but the leaven of industrial progress. The people will work out their own salvation if they are not interfered with by unwise laws or unduly excited by radical innovations that are preached by political leaders. The working people in this country will not submit to being ground down; they must be raised up. The high cost of living cannot be reduced by the reduction of prices if a reduction in the quality of the goods sold takes place in a greater ratio.

Every business man should have an opportunity to play fair if he wants to. No manufacturer can long maintain a price unduly high. All progressive manufacturers are looking for a way to reduce the price of their goods, as such reductions generally bring increased sales, but every competent manufacturer knows that to fix a retail price below that which will yield a satisfactory profit to everyone necessary to the manufacture and sale of the goods is sure to bring disaster.

Every Manufacturer Jealous of the Reputation of His Goods.

If all manufacturers could sell their products out of their own stores, price-cutting would never reach alarming proportions. When the same interests who have the responsibility of the factory and the future of the business resting on their shoulders have the power to regulate prices, they are more likely to be properly fixed. But when irresponsible sharps can secure the goods of a factory of good reputation and can sell them for any price that suits their selfish purposes, without regard for the welfare of anyone but themselves and regardless of future prospects, past obligations, the safety of capital invested by the manufacturer, the value of good-will and all of the other elements that enter into a well-conducted business, then, surely, some protection is due an honest manufacturer against such destructive manipulations. Nothing but the most short-sighted reasoning can show otherwise.

Difficulty of Manufacturers Selling Direct to Consumer.

There are few classes of manufacturers that can make and sell their own goods; one is the very small manufacturer who makes and sells direct from the factory. This very satisfactory and complete plan must of necessity be confined to a purely local demand. There is also a class of, larger manufacturers whose sales happen to be in such units and whose demands happen to be in such territory that they can be covered from a few central points. Both of the above classes can control the prices of their own goods absolutely, and certainly no well-

(Continued on page 46.)



The demand for Columbia is positive and definite. Our national advertising campaign is sending that demand straight to the dealer. The only dealers who are not getting their share are those who have delayed signing up with us.



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

PRICE CUTTING—A RESTRAINT OF TRADE—(Continued from page 45).

informed person can claim that there is any lack of competition among such manufacturers or that they constitute an undesirable class.

Other than the above two, there is the great trust that can afford to do anything that it has to do in order to make a profit. If the suggested changes in the law are aimed at them they will miss the mark.

The Jobber or Middleman an Absolute Necessity in a Country Like the United States.

New laws interfering with price control will handicap and annoy the very class of manufacturers and merchants who have never been guilty of abusing it, but who have always used it for the general benefit. The great bulk of trade must, for a long time to come, be reached through jobbers and dealers—the jobber buying from the factory and selling to the dealer who, in turn, sells to the consumer. It may look like a roundabout way to those who have had no practical experience with trade, but it is the only practical way at present. There is a lot of senseless talk about cutting out the middleman, but if the jobber were not a necessary factor he would not be in existence. No sane producer ever sold to a middleman if he could reach the consumer without doing so. Many manufacturers and producers have tried over and over again to market their own goods direct, and they have succeeded where the conditions were such as to permit them to succeed, but by far the greater proportion of those who have tried have failed, having found that the middleman and jobber can do it for them at a less cost. This country is far too big to get along without jobbers. The jobber performs a service in the matter of credit not generally recognized. On account of his practical knowledge of the commercial value of the merchandise that he handles and his intimate acquaintance with the personal characters of the merchants to whom he sells goods, the jobber is able to extend credit to a better advantage than can either the manufacturer or the banker. The jobber usually well earns the profit secured and in many cases the elimination of jobbers would have the effect of raising prices. All manufacturers should have the right to market their goods under contracts regulating prices and conditions. Only the responsible manufacturer would care to take advantage of the opportunity. Only honest goods will stand advertised prices and price maintenance. **There Is No Difference Between Selling Direct and Through Jobbers and Dealers.**

If it is lawful and beneficial for a manufacturer to conduct his business so that he can sell direct from the factory to the consumer, how can it be wrong for a manufacturer to sell by contract through jobbers and dealers? It is practically the same thing. The manufacturer who sells direct has absolute control of the retail price, and the system of sale through jobbers and dealers by contract is practically the same thing. It is necessary to have a contract in such cases in order to insure the observance of rules which must be made for the common good, and to avoid confusion such as the

manufacturer who sells direct would encounter were he to permit his salesmen to quote different prices in competition with one another in order to increase their personal sales. The tendency to prohibit all forms of price control is aimed at the great trusts. They will escape, but the great class of comparatively small manufacturers will get the full force of the blow.

The confusion and differences of opinion on this question are but the natural result of the confusion due to a decided change in the manner, methods and proportions of modern business. Certain classes of business men are urging the government to attack certain other classes of business men. A very large portion of the noise mistaken for popular outcry against trade combinations and price restriction is simply the babble of many tongues raised against one another in the business world—a new and disgusting phase of competition not yet understood by the public.

United States Supreme Court Sustains Right of Manufacturer to Control Distribution and Sale of His Goods.

The United States Supreme Court has lately made an important decision, but with dissenting opinions, based on the rights of the public, in a patent case which fully protects the rights of an inventor. The United States Supreme Court has the confidence of the nation in the matter of legal opinions, but it must be remembered, in considering the dissenting views, that on general business questions and on general questions of public welfare these individual opinions may be of no more value than the opinions of other honest and intelligent citizens; nor are they likely to understand complicated questions of business quite as well as a practical business man who is acquainted with the intricacies of its detail, and who must face the responsibility for the welfare of both capital and labor.

The suggested amendment to the present patent law may be in response to the needs of the present administration in enforcing the Sherman Anti-Trust Law; but should the administration change a law that has been working entirely satisfactory for more than one hundred years, in order to punish a few who may have misused it? Dishonest persons will always find a way to misuse any law. If a pickpocket snatches a purse and dodges into a crowd, the loser of the purse would hardly be called a benefactor if he fired at the disappearing thief with a double-barreled shotgun.

Supplemental.

Since the above article was written, the President has requested Congress to create a commission to study the present patent laws for the purpose of suggesting amendments that will meet the purposes of the administration without destroying the benefits now secured.

The President's message reads like the words of a man who understands the subject under discussion, and there is no doubt that an intelligent and fair commission could find a way to amend the patent laws to the purposes of honest enterprises

without destroying the value. But it must be remembered that the destruction of the efficiency of the patent laws of the United States would be the greatest disaster in our history. This subject is of more importance and fraught with more danger than any other matter now before Congress.

The effect of changes in the present patent laws will have the direct influence on the interests of a far greater number of enterprises and individuals than any other adjustment yet attempted under the Sherman Anti-Trust Law.

SOME HIGH CLASS PUBLICITY.

How the Phillips & Crew Co. Introduced the Four New Styles of Victrolas to the Public of Savannah, Ga.—Clever Advertising That Is Couched Along Original Lines.

(Special to The Talking Machine World.)

Savannah, Ga., Oct. 7, 1912.

Phillips & Crew, the Victor distributors of this city, carried some striking advertisements in the local papers devoted exclusively to the four new styles of Victor Victrolas recently introduced to the trade. They occupied a full four-column space in which illustrations appeared of the four new styles describing the new instrument and inviting the public's consideration to them. In the body of the paper there appeared the following reader under the caption, "A Quartet of Musical Artists to be Heard in Savannah."

"All music lovers will rejoice over the announcement of the coming to Savannah of a quartet of musical artists, the appearance of whom is sure to create a sensation. This quartet is to be heard in all parts of the United States and foreign countries, and that this city was selected for one of their engagements, is a compliment of more than usual merit.

"These artists are capable of rendering at a moment's notice any selection found in publication to-day, from the most classic overtures to the very latest popular songs.

"The personnel of this famous quartet consists of father, mother, daughter and son. They are known the world over as the Victrola family. Their engagements were brought about through the Victor Talking Machine Co., and their local representative will be the Phillips & Crew Co. If suitable homes can be found, it is very probable that the Phillips & Crew Co. can arrange a permanent home for the individual members of the family. The Victrola family will be heard at the attractive warerooms of the Phillips & Crew Co. each day, and you are most cordially invited to call and hear them."

The Phillips & Crew Co. are entitled to heartiest congratulations on their clever presentation of these new Victor styles to the local purchasing public, and their success is apparent, for it has been difficult to supply enough instruments to meet the demand since the initial announcement appeared.

TRADE NEWS FROM CINCINNATI.

Middle West Making Splendid Showing in the Demand for Talking Machines—Manager Whelen, of the Columbia Store, Returns from Eastern Visit—H. & S. Pogue Co. to Open a Special Grafonola Department—Manager Dittrich, of Wurlitzer, Reports Progress.

(Special to The Talking Machine World.)

Cincinnati, O., Oct. 8, 1912.

From all appearances the Middle West talking machine world is in very good shape. Good business has been coming the way of the dealers and some have been having a run on Victrola goods, bringing their accounts far above normal.

Manager Whelen, of the Columbia store, has just returned from a trip East to visit the executive offices and the factories at Bridgeport, Conn. He states that the factory is working to its fullest capacity and the prospects are exceedingly bright for the largest fall business the company has ever experienced. Mr. Whelen further says that the size of the orders that are coming into the executive offices from all parts of the country is phenomenal and this is only a forerunner of the business that will be done this winter. The popularity of the new types of instruments which the Columbia has put on the market this fall, including the "Eclipse" and the "Regal," has surpassed even the expectations of those associated with the Columbia, and it has been predicted that the sale of these popular-priced instruments will eclipse all previous records.

Mr. Ely, special traveling wholesale representative of the Columbia Co., has just succeeded in closing a large deal with the H. & S. Pogue Co., the largest department store west of the Alleghenies. The Pogue people have contracted to build several elegant special parlors, of mahogany, strictly soundproof, for the display of the goods. Instructions are to rush the building of same, and this special Grafonola department will be opened at a very early date.

The Dictaphone comes in for its share of the sales this month and many notable installations have been made. The Dictaphone is finally coming into its own, and from the numbers of letters and telephone calls received daily, the general public are beginning to realize just what the word "Dictaphone" means to a busy man. Fred Baker, who has been connected with the Dictaphone department of the Boston Store, has joined the local department. Mr. Baker is an experienced salesman in the line and his success is assured.

A. W. Roos, auditor of the Columbia Co., spent several days at the local Columbia store, and says that business has increased considerably all over the territory over that of last year.

A new book entitled "Schoolroom Music" has just been published by the Columbia Co., and inasmuch as the Grafonola has already shown its worth as a schoolroom requisite, the assembling of music suitable for this purpose has been a great help to the teachers and principals. Several schools have been equipped with Grafonolas during the past month and Manager Whelen says that many more will be equipped during the coming month. The present outlook, indicates a large "school year" for the Grafonola.

H. B. Draybelle, of the R. Wurlitzer forces, is a Bull Mooser. He is a candidate from Hamilton county for State Senator. The former believes in the motto of the office seeking the man, and for that reason is not making a strenuous campaign.

Manager Dittrich, of the Wurlitzer talking machine department, summed up the past month's situation in the following statement:

"The extraordinary conditions which prevail throughout the country as regards supply and demand on Victor products are so absolutely universal that there would be little advantage in touching on that subject. Suffice it to say that every up-to-date dealer who is well informed on his business realizes the acute conditions that prevail, and is guarding himself against loss, as far as possible, by early purchases and heavy orders.

"The results in Cincinnati for the month of September have certainly exceeded our greatest expectations. The new line of Victor Victrolas, from



SOLID WOOD (NOT VENEERED)

Above All, Mr. Dealer!

What You
Want
You Get



A Solid Wood
Horn
Not Veneered

You make no mistake in getting a MUSIC MASTER.

Every DEALER of Talking Machines should have the

Music Master Solid Wood Horn in his place of business; sell the MUSIC MASTER, use it for demonstrations; you will sell more machines and records.

The tone from the MUSIC MASTER appeals to those who demand the best.

Only Horn Guaranteed.

Write for samples, giving name of jobber.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

which we looked for so much, has inaugurated the most phenomenal year in the history of the talking machine business. It will tax our facilities to keep pace with this, and we are already planning new improvements to provide in part for the increase, in both retail and wholesale business. New possibilities unfold themselves with every new improvement and departure we make, and with every new idea that we introduce in our selling campaigns until the field has demonstrated itself to be inexhaustible."

President Stever, of the Lyric Piano Co., is not afraid to mention the fact that he has some new Victrola goods, the front of the store being placarded with such an announcement. He makes the following statement: "We are making more of an effort than ever to keep our stock always replenished with up-to-date records, and in that way we are getting a class of trade who are looking forward to the Lyric Piano Co.'s line for novelties in records, and the new style of Victor machines which it has added to its list are proving to be quite beneficial to us. We think the \$100 Victrola is going to be the biggest selling machine that the

Victor has put upon the market. It is very neat and artistic and a great machine for the money.

"We are giving concerts every Saturday afternoon and evening. These are specials and we are putting before the people the latest records, and those who have been here and listened to our concerts are commencing to look forward to them and are telling us that they are going to bring their wives and families to hear our concerts. So we are very well pleased with the results we are obtaining in our talking machine department."

The Joseph Krolage Music Co. is running a branch store, with a line of Columbia goods, at 1213 Central avenue. He expects to close this out at the end of the year and will then attempt to separate the talking machine department from his place on Race street.

The Milner Musical Co. is gradually cutting out pianos on the ground floor of the Sixth avenue store and will eventually permit only three pianos there, devoting the remainder of the space to talking machines and small musical goods.

J. E. Poorman, on Main street, is still on the fence as to a live talking machine line.

**We have the product: we have the organization:
we have the advertising: we have the demand:
we have many thousand loyal plugging dealers
and we have a doubled and re-doubling business
and we want to see you share it.**



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

TRADE CELEBRATES HOOSIER POET'S BIRTHDAY.

Great Demand in Indiana for Records by James Whitcomb Riley, Whose Birthday Was Celebrated Last Week by Leading Book Sellers and Talking Machine Dealers—School Children Visit Aeolian Hall to Hear the New Records—An Interesting Victrola Sale—New Edison Home Kinetoscope Being Introduced by Talking Machine Trade in a Broad Way—Manager Devine, of the Columbia Store, Who Recently Returned from Canada, Speaks of Columbia Expansion—Modern Office Appliances in Ottawa.

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 9, 1912.

To put it mildly, and with no embellishment, the Hoosier capital has been captivated by the Riley records put out by the Victor Co. That James Whitcomb Riley, the beloved Hoosier poet, is close to the hearts of Indianians is shown by the interest taken in the four records now on sale, namely, "Little Orphan Annie," "The Raggedy Man," "Out to Old Aunt Mary's," and "The Happy Little Cripple."

The talking machine department of Aeolian Hall, which handles the Victor line exclusively, and the Stewart Talking Machine Co., also a distributor of Victor machines, have had enormous sales of the Riley records.

From October 7 to October 12 the Victor department of Aeolian Hall celebrated Riley week. His birthday was October 7. The company made special arrangements with the school authorities and had the school children come to the hall and listen to the Riley records. It is practically certain that no records ever produced have been the cause of such genuine and widespread enthusiasm. That is true as far as Indiana is concerned, anyway.

The records have proved a source of joy to the poet himself. On account of his health he has not appeared in public in the last few years, and the carrying of his voice, by means of the talking machine, into the homes of his worshippers, is gratifying, because he feels he should fill the demand of those who revel in his poems.

The Victor department of the Aeolian Co. made a rather unusual sale recently. One afternoon, just about closing time, C. C. Thomas, local manager, noticed a gentleman looking at a Victor exhibit in the window. He was invited to the talking machine department. It developed that the man was F. W. Meeds, a retired capitalist of Tuscaloosa, Ala. He said his home town had talking machines, but that he had never seen one quite so fine as the latest Victor machine—the new-style Victrola XVI. He listened to a number of records and finally he pulled out a handful of crisp bank notes, handed the required amount to the manager, and ordered the latest Victor product to be shipped to his home in Alabama.

Paul Bassett, formerly State traveling salesman for the Kipp-Link Phonograph Co., distributors of the Edison machines, has taken employment with the Victor department of the Aeolian Co. Mr. Bassett has a wide acquaintance over the State in the talking machine business.

The Kipp-Link Co. has more orders for the Edison Home kinetoscope, the moving picture machine, than it can fill at the present time. The company is awaiting additional shipments from the factory. The quarters of the company have been doubled in size in the last month and preparations

are being made to handle the new disc talking machine which the Edison Co. promises will be on the market soon.

The Stewart Talking Machine Co. is installing a number of booths in its quarters at 128 North Pennsylvania street. The company reports good business.

Clifford R. Ely, wholesale representative of the Columbia Phonograph Co., on a tour of the Middle



James Whitcomb Riley.

West, has placed the Columbia line with a number of dealers who did not previously handle it.

The new Eclipse Columbia phonograph, which sells at \$20 retail, bears the earmarks of being the biggest seller that has ever been placed on the market, according to Thomas D. Devine, manager of the local Columbia house. "The only trouble," said Mr. Devine, "is the scarcity of them."

M. D. Easton, agency representative of the Dictaphone, New York, spent several weeks in Indianapolis territory during September. Mr. Easton secured a number of good live agents and incidentally made a host of friends throughout Indiana.

The Columbia Phonograph Co.'s store here has put out two unusually attractive windows and are planning to put on a third next week. Probably the more attractive was that which featured the new Columbia hornless Regal. This window was designed by C. P. Herdman, who is preparing a window display featuring the songs of Alice Nielson, who is to appear here October 9 with the Boston Opera Co.

Clinton Routh, formerly of Richmond, Ind., now

assistant manager of the Columbia Co.'s store at Cleveland, spent a few days in Indianapolis recently.

Manager Devine, of the Columbia local store, returned recently from a visit to Canada. "I was particularly struck by the presence of Columbia dealers in all the towns I visited," said he. "I was especially pleased to note the healthy condition of the talking machine business in Canada. While in Ottawa city I ran into several old friends in the shape of the new model Dictaphones. The business men of Ottawa are seemingly right up on their toes when it comes to the use of modern business office appliances."

TAKE OVER COLUMBIA LINE.

E. H. Goodenough and Leon C. Putnam Take Over Grafonola Line Formerly Handled by Hill's Piano Co., in Jamestown, N. Y., and Open New Store in the Latter City.

(Special to The Talking Machine World.)

Jamestown, N. Y., Oct. 3, 1912.

Arrangements have been completed whereby the Columbia line of Grafonolas in this city, which has been handled for some years past by Hill's Piano Co., will be taken over by the new firm, composed of E. H. Goodenough and Leon C. Putnam, who will open a store at 317 Pine street for the display and sale of this line and the line of sewing machines which Mr. Goodenough has carried in his East Third street store for many years.

Leon C. Putnam, who becomes manager of the store, has been in charge of the Grafonola department of the Hill store for the past year and is well known in musical circles in this city.

NEW TALKING MOVING PICTURE.

Latest Invention of Dr. Kitsee May Revolutionize Amusement Business.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 5, 1912.

Dr. Isadore Kitsee, inventor of innumerable electrical devices, gave a demonstration recently before an audience of men from all over the country of his latest invention, a talking moving picture machine.

While moving pictures are thrown on the screen through Dr. Kitsee's invention the persons portrayed are made to talk, the voices appearing to come direct from the mouths of the persons portrayed.

Dr. Kitsee's pictures are remarkably clear, and the sound is very distinct and carries well. Experts who examined the appliance declare it is very simple and that it is destined not only to revolutionize the moving pictures but also the theatrical business.

THE RAINY DAY BUSINESS.

"We love to hear the tinklé of the telephone on rainy days," was the line printed on his letter-heads and bill-heads by a retailer in a small town of Michigan. "Call us up and ask us something about goods and prices when you can't do anything else."

HUBBARD WRITES OF COLUMBIA CO. PLANT.

The Sage of East Aurora Devotes One of His "Little Journeys" to "The Home of the Columbia Grafonola"—Handles This Subject with His Usual Skill—Says That When His Nerves Seem Overtaxed He Turns to the Grafonola for Relief and Rest.

In a recent issue of The Fra, Elbert Hubbard, the well-known sage of East Aurora, in one of his little journeys, discusses "The Home of the Columbia Grafonola," and in this connection says:

Printing has been called the "Art Preservative," because by its use we duplicate the record of a thought and pass it down the centuries.

David Garrick once regretted that the vibrant, far-reaching voice of Edmund Burke must some day falter and be heard no more by man.

And nobody then, or for a hundred years after, ever imagined that song and speech and music's sweet sounds could be recorded, duplicated, and given to millions, thereby making them wiser, happier, better.

Personally, the Columbia Grafonola has given me more inspiration, more rest and recreation than anything else of a mechanical nature that has ever come into my life.

When my nerves seem overtaxed and my mind has dwelt long on one subject, I turn to the Columbia Grafonola for rest and relief. I play some of the selections of the great composers, dead and gone, some of whom I knew in their life-times.

And although these men may have passed out from this earth life, their work still endures, and here without any disturbing personal presence to interpret and intervene I hear and enjoy their wondrous melodies. With the great living artists I am also familiar. They abide with me. They sing and play for me when I wish. They are never tired—they never obtrude—my pleasure is theirs.

Music is the most universal form of harmony. It makes a quick appeal to the human heart, and through the aid of the Columbia Grafonola we are brought into touch with the world's greatest artists.

Singers, players, famous orchestras, great bands, popular songs, amusing sketches, these are all yours for the asking. They wait so patiently for you. When you need them, they respond.

As a plan for driving away the Glooms, and an invitation for the Joys to enter, there is nothing on earth to equal this Columbia miracle.

However, there is something better than to go to a hospital and be cared for, and that is to care for yourself and not go to a hospital.

The proposition of keeping well and strong and efficient—finding our rest in change and allowing harmony to creep into our lives through the sweet influences of divine music—surely this is the art of arts.

No one can say to what extent the Columbia Grafonola will add to our length of days and our usefulness as well.

When I want to concentrate on some particular bit of writing, I make use of the Columbia and call on my old friend Zenatella, good and great, to minister to me.

There is no stimulant for the imagination equal to good music.

Thus do I get my mental molecules in motion. The Columbia serves as my cosmic starter.

The people who make the Columbia Grafonola are happy, animated and prosperous people. Good cheer and courtesy prevail. Cleanliness, order, organization are on every hand. Each helper is doing his own appointed task, doing it quietly, surely and well.

In it all there seems to be no hot haste, no hurry, no anxiety. A sureness of purpose is everywhere evident. Only a well-paid people, whose services are duly appreciated, could produce these marvelous machines.

Workers in gold, silver, brass and wood are here. Engineers, inventors, machinists—each has his own particular work. The manufacture of the various parts of the Columbia is often done by special machines invented on the premises for this particular purpose, and none other. And then the man must be found who can run the machines.

Practically the best men here were educated at their work by their work.

"Truth," said Huxley, "passes through three stages: First, we say it is contrary to common sense. Second, we say it does not make any difference, one way or the other. Third, we say we always believed it."

It is easily understood how many simple souls would be greatly interested in a talking machine. The mere novelty of the thing would cause us to stop, look and listen.

When it came, however, to reproducing classic music, naturally the artists of the world were opposed to the phonograph. A mechanical thing is supposed to be inartistic. Mechanism breaks away from individuality. A machine is opposed to personality. Art is a matter of individuality. Ah, ha, and oh, ho! You will please excuse this smile!

Look at the Critics Now!

The Columbia Grafonola has gone through this period of doubt, distrust and patronage that damn with faint praise.

Great artists now do not have to be imported to play or sing and make records for the Columbia. In fact, they come and offer their services and a special department has been organized to fight off the near artists, the would-be and the has-been. This because the Columbia policy is to produce only that which is supremely excellent in its particular line.

Not only do they feel that they are highly honored in having their performance reproduced, but incidentally they make a vast amount of money out of it.

So, too, with the critics and connoisseurs. At first they smiled complacently. Now they listen with attention, for the actual fact is that not only does the Columbia reproduce the technique, but the spirit and soul of the musician are apparent as manifested in his work. If this is not so, the world never hears the record.

Very few of us have the time and the money to travel so we can hear the great artists of the world. But with the aid of the Columbia the artist comes to us.

Many of our best music teachers everywhere are making use of the Columbia in giving lessons. A great singing master of my acquaintance inspires his pupils by giving them reproductions from the masters with the aid of the Columbia. Teacher and pupil listen together and enjoy. With the aid of the Columbia a standard is set, and to approach it is the thing desired.

TALKING MACHINE EXPORTS.

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

(Special to The Talking Machine World.)

Washington, D. C., Oct. 6, 1912.

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

The total exports of talking machines, records and supplies for July, 1912, amounted to \$191,818, as compared with \$202,467 for the same month of the previous year. The seven months' exportation of talking machines, records and supplies amounted to \$1,323,608.

The excursion manager is not successful to the limit as long as one more passenger could be carried on the train, or the train might yet be enlarged. No sales manager has reached the limit of his success until he brings his sales to the point where the house will, for good and valid reasons, accept no more orders.



Looking for your jobber

What's the trouble any way? Went back on you, did he? And made you lose a customer! Wasn't the first time either, eh?

Well, there's no use going after his scalp. A dead jobber won't do you any good. What you want is a real live jobber who has the right goods at the right time—all the time; who can always give you just what you want just when you want it.

That brings you right up to our door for we ship every order the same day it is received.

You'll always find here a splendid assortment of Victors, Victor-Victrolas, Victor Records, record cabinets, fibre cases, horns, needles, repair parts—accessories of every kind to meet your every requirement.

Sounds good, doesn't it? And it's all as good as it sounds.

Why not get a "line on us" by looking over our catalog—and our booklet, "The Cabinet That Matches"? Write us today.

Victor foreign records

"If it's in the Victor catalog, we have it" applies to foreign records as well as domestic.

We have in stock the entire Victor list ready for immediate delivery.

- | | | |
|-----------------|-------------------|-----------------------|
| Arabian | Greek | Norwegian |
| Bohemian | Gregorian (Latin) | Polish |
| Chinese | Hawaiian | Portuguese |
| Croatian | Hebrew | Romanian |
| Cuban | Hungarian | Russian |
| Danish | Italian | Sistine Choir (Latin) |
| Finnish | Japanese | Slovak |
| French | Jewish | Spanish |
| French Canadian | Mexican | Turkish |
| German | Neapolitan | Welsh |

New York Talking Machine Co.

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., Oct. 6, 1912.

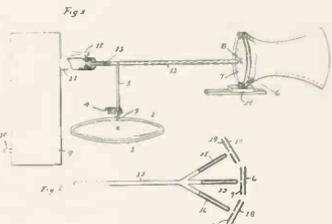
PHONOGRAPHY. Isidor Kitsee, Philadelphia, Pa. Patent No. 1,040,213.

This invention relates to an improvement in phonography.

It has reference to the reproduction of sound from sound records.

It is immaterial for the purpose of the invention if the record is of the cylindrical or disc type; so also is the shape of the stylus or needle and its mode of support immaterial.

The necessary parts for practicing the invention are a sound record (of any desired type),



a needle or stylus, a source of gaseous material, a phonographic diaphragm, means to project a jet of said material on the diaphragm and means to deflect said jet in accordance with the variations of the lines of record.

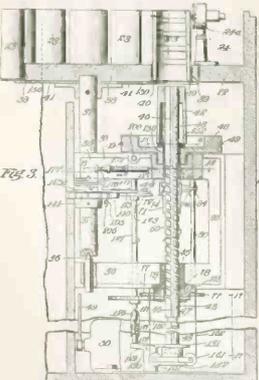
In the drawing, Fig. 1 illustrates the invention in partial sectional and partial perspective view. Fig. 2 is a similar view of part of the invention in modified form.

AUTOMATIC PHONOGRAPH. Harry T. Scott and Leo J. Patterson, Los Angeles, Cal., said Patterson assignor to said Scott. Patent No. 1,040,029.

This invention relates to an automatic phonograph for playing automatically and successively

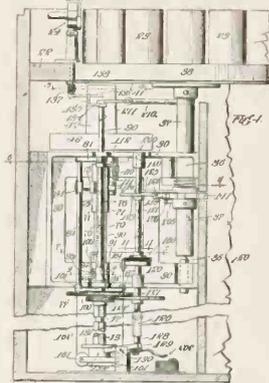
a number of phonographic records of the ordinary cylindrical, or Edison, type; and the invention consists primarily in an arrangement of mechanism whereby the records are carried with their axes in vertical positions and are elevated from the carrying member or table to a position adjacent to the reproducing mechanism, which reproducing mechanism is located above the table at a convenient position to engage the records when they are raised.

In its specific preferred embodiment this invention consists of a rotating table mounted on a vertical axis, the table having pockets arranged around its periphery and in which the cylindrical records are adapted to rest. The pockets extend through the table, the records resting on annular shelves around the lower edges of the pockets, so that there is an opening under each pocket through which the record raising member and record engaging mandrel may pass. The table is provided with an intermittent rotating mechanism so that it may be moved to place successive records over the record engaging mandrel. The mandrel is



arranged within a case, the cover being removed. Fig. 2 is a section of the same taken as from line 2-2 on Fig. 1, with the cover in place. Fig. 3 is an enlarged vertical section and elevation taken on line 3-3 of Fig. 1. Fig. 4 is an enlarged vertical section and elevation taken on line 4-4 of Fig. 1. Fig. 5 is a horizontal section taken on line 5-5 of Fig. 4. Fig. 6 is a horizontal section taken on line 6-6 of Fig. 4. Fig. 7 is a horizontal section taken on line 7-7 of Fig. 4. Fig. 8 is an enlarged detail section taken on line 8-8 of Fig. 7. Fig. 9 is a cross section taken on line 9-9 of Figs. 4 and 8. Fig. 10 is a cross section taken on line 10-10 of Fig. 6. Fig. 11 is an enlarged section

mounted on the upper end of a vertically movable and rotatable shaft, the action of the shaft being first to move vertically and engage the mandrel with the record immediately above, the record to a point adjacent to the reproducing mechanism, and then to rotate and slowly move downwardly in a manner designed to keep the sound groove of the record in engagement with the reproducing needle. In other words, the record is both rotated and moved longitudinally—



distinct movements—instead of, as heretofore, rotating the record and moving the reproducing mechanism longitudinally along the record. In our machine the reproducing mechanism is held stationary, at least so far as movement along the record is concerned. When the record carrying mandrel has moved downwardly to a point where the production of the record is completed, the mechanism allows the mandrel to move quickly to its lowermost position. In doing this, the record is left in its pocket on the table. Immediately the mandrel has reached its lowermost position and is free of the table, the table is rotated through a certain portion of a revolution to bring the next record directly over the mandrel. When this has been accomplished the mandrel is again automatically started upward and the whole operation repeated.

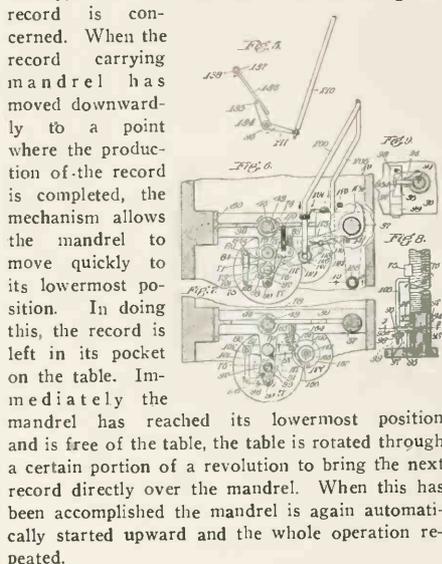
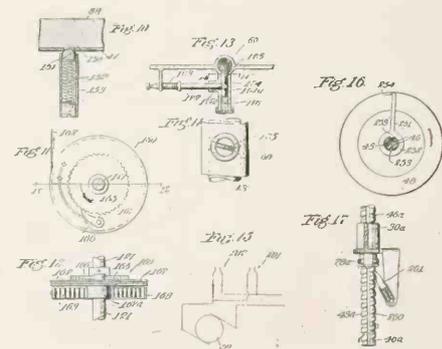


Figure 1 is a plan view of the mechanism as



taken on line 11—11 of Fig. 4. Fig. 12 is a section taken on line 12—12 of Fig. 11. Fig. 13 is an enlarged section taken on line 13—13 of Fig. 3. Fig. 14 is a further enlarged section taken on line 14—14 of Fig. 13. Fig. 15 is a diagram showing the electrical control of the motor. Fig. 16 is a section taken on line 16—16 of Fig. 3 and showing the means of driving the mandrel shaft from the flywheel. Fig. 17 is a view taken as indicated by line 17—17 on Fig. 3, but illustrating a modified form of mechanism for lowering the mandrel shaft.

REPRODUCER FOR PHONOGRAPHS. Harry T. Scott and Leo J. Patterson, Los Angeles, Cal., said Patterson assignor to said Scott. Patent No. 1,040,030.

This invention relates to a reproducer mechanism adapted particularly for use in connection with a cylindrical (Edison type) record held with its axis vertical.

In the ordinary type of phonograph the record is held horizontally and the reproducer engages the record sound groove which is approximately in a vertical plane. The new reproducer is adapted for use when supported with the needle in position to engage with the sound groove approximately in a horizontal plane; and this necessitates a novel form of support and construction which we have embodied in our reproducer.

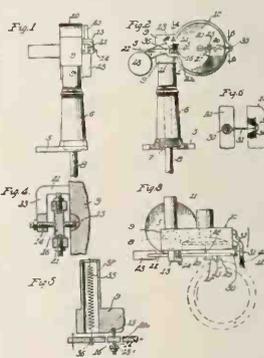
The reproducer is particularly for use in connection with an automatic phonograph machine for which applications have been filed for United States Letters Patent on February 1, 1911, bearing Serial No. 605,881, and May 27, 1911, bearing Serial No. 629,892; but this reproducer is used in connection with any machine which plays a record in a vertical position. This being the prime essential—playing the record in a vertical position—the salient features of this invention are embodied in the mechanism which enables the stylus, or reproducing point, to be held in engagement with the sound groove in that position. A novel form of support is provided, universal in its nature, for the stylus and means are provided for holding the stylus in a normal position and for returning it to this normal position when it has been moved therefrom by the action of the sound groove. The stylus is allowed movement in all the directions necessary for following the sound groove accurately. These features will be best understood from consideration of the following specification and the accompanying drawings in which:

Figure 1 is a side elevation of improved reproducer. Fig. 2 is a front elevation of the same. Fig. 3 is a plan view of the same. Fig. 4 is an enlarged detail section taken on line 4-4 of Fig. 2. Fig. 5 is an enlarged detail section taken on line 5-5 of Fig. 2. Fig. 6 is an enlarged section taken on line 6-6 of Fig. 2.

AUTOMATIC PHONOGRAPH. Harry T. Scott and Leo J. Patterson, Los Angeles, Cal., said Patterson assignor to said Scott. Patent No. 1,040,031.

This invention relates to improvements in former devices, set forth in applications Serial Nos. 605,881 and 629,892, filed February 1, 1911 and May 27, 1911, respectively; and particularly to a novel mode of securing the motion of the record-carrying mandrel.

Whereas in both the former inventions there has been utilized a screw feed for the mandrel shaft, with various appurtenances for controlling this feed, in the present machine the inventors provide for feeding the mandrel shaft by differential screw action on the shaft itself. As will be seen from the following specification, the mechanism for accomplishing this feeding action is very simple in its elements and combination, and each of the



elements is of such design that the machine is less liable to wear, particularly having no small wearing parts.

In the invention as now constituted, there is first provided a mandrel shaft, situated in vertical bearings so as to be rotatable and longitudinally translatable, a suitable screw thread being cut on the outside of the mandrel shaft. A rotatable nut engages with the shaft thread so that, by rotation of this nut, the shaft may be either raised or lowered, according to the direction of rotation. Means are provided for rotating the nut and the shaft at differential speeds, and for stopping and starting the rotation of the nut and shaft at different points in the operation of the machine. The direction of the mandrel screw thread in the present machine is such that, to feed the mandrel shaft downwardly by the differential action, the nut must be rotated slightly faster than the shaft itself; but it will be seen that, by suitable arrangements, this differential action might be exactly reversed. For driving the nut a simple gear mechanism is provided connecting the nut with a sleeve rotating about the shaft. This sleeve is loosely mounted on the shaft, and is rotatably connectible to the shaft through the means of another sleeve loosely keyed to the shaft and slidable thereon, the two sleeves having co-engaging means which may be slid into or out of engagement. The gears connect the first mentioned sleeve with the nut in such manner that the nut travels slightly faster than the sleeves; and arrangements are made for shifting these gears so as to throw them out of the mesh and stop the rotation of the nut entirely. The

position. Mechanism controlled by the position of the shaft at its uppermost point causes the nut

to begin revolving and the shaft is then moved down differentially while it is rotated. When the shaft has moved downwardly through a portion of its downward motion and the record on the mandrel has completely passed by the reproducing mechanism, mechanism is engaged by the shaft to stop the rotation of the shaft, the nut alone continuing in rotation. This causes the quick downward motion of the shaft to its original position. Means are also provided for automatically feeding the record-carrying table and for moving the reproducer into and out of engagement with a record; but these means do not enter broadly into the combination, entering only specifically when the mechanical details are considered.

In the accompanying drawings: Figure 1 is a perspective view showing the arrangement of the improved machine in a case. Fig. 2 is a vertical central section of the entire mechanism. Fig. 3 is an enlargement of certain portions shown in Fig. 2. Fig. 4 is a horizontal section taken on line 4-4 of Fig. 3. Fig. 5 is a vertical section taken on line 5-5 of Fig. 4. Fig. 6 is a segmental plan view, with parts in section, showing the arrangement of the top of the record-carrying table and the registering means therefor. Fig. 7 is an enlarged fragmentary section taken on line 7-7 of Fig. 2. Fig. 8 is a horizontal section taken on line 8-8 of Fig. 3. Fig. 9 is a horizontal section taken on line 9-9 of Fig. 3. Fig. 10 is a central vertical section of the nut which engages the screw thread of the mandrel shaft.

PHONOGRAPH REPRODUCER. Harry T. Scott, Los Angeles, Cal. Patent No. 1,040,032.

This invention relates to acoustic devices in general and to a phonograph reproducer in particular; and it has to do with certain improvements which render the reproducer more simple in construction and capable of giving better, cleaner and finer results than has heretofore been possible. The prime object of the present invention is the elimination of all looseness of the working parts of a reproducer, together with the provision of a mechanism of such character that the reproducing point is allowed free movement in every direction. Following this primary object, this invention (as applied to the form of reproducer in which the stylus or reproducing point is mounted on a stylus plate and the stylus plate is in turn mounted on the sound box or other stationary frame) consists in a novel mounting for the stylus plate upon the sound box or stationary frame and in a novel mounting of the stylus upon the stylus plate.

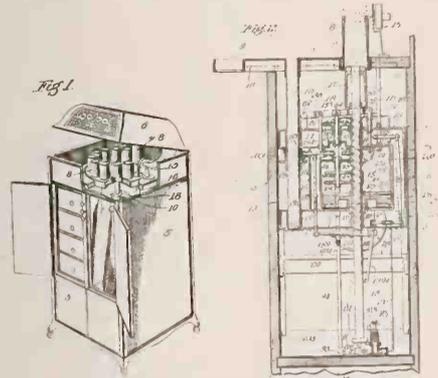
Broadly considered, the stylus may be mounted upon the stylus plate in any desired manner; the broader conception of invention including only the novel method of mounting the stylus plate, or other equivalent member which carries the stylus mounted thereon in any desired manner, upon the stationary box or frame. And this method of mounting the stylus plate fundamentally comprises a single point suspension, the stylus plate only having a single point of engagement with the stationary supporting member and being more or less perfectly balanced on that point of engagement. In order to rotate the stylus plate about its vertical axis determined by this point of engagement, there is employed a torsion spring which is attached to the stylus plate directly beneath the point of support and which acts about the vertical axis therethrough; and this same torsion spring also acts as a tension spring, if desired, to pull the stylus plate down into position so that it will not leave its point of support. The amount of tension depends entirely upon the weight of the stylus plate itself. If the stylus plate is constructed rather heavily, its own weight is sufficient to hold it in place; if it is constructed more lightly, then the tension spring will be utilized.

Fig. 1 is a plan view of the improved device. Fig. 2 is a front elevation of the same. Fig. 3 is a side elevation of the same. Fig. 4 is an enlarged horizontal section taken on line 4-4 of Fig. 2. Fig. 5 is an enlarged vertical section taken on line 5-5 of Fig. 2. Fig. 6 is an enlarged section taken on line 6-6 of Fig. 2. Fig. 7 is a vertical section taken on line 7-7 of Fig. 4. Fig. 8 is a section taken on line 8-8 of Fig. 7. Fig. 9 is an enlargement of the portion of Fig. 2 showing the mounting of the stylus on the stylus plate. Fig. 10 is an enlarged cross section of the sound box of this improved device. Fig. 11 is a perspective view of a retaining ring for holding the vibrating diaphragm in the sound box. Fig. 12 is a section taken on line 12-12 of Fig. 6. Fig. 13 is a view similar to Fig. 1, showing a modified form of stylus plate mounting. Fig. 14 is a front elevation of the same. Fig. 15 is an enlarged detail section taken on line 15-15 of Fig. 14. Fig. 16 is a section taken on line 16-16 of Fig. 15. Fig. 17 is an enlarged detail taken as indicated by line 17-17 of Fig. 14.

PHONOGRAPH MANDREL. Harry T. Scott, Los Angeles, Cal. Patent No. 1,040,033.

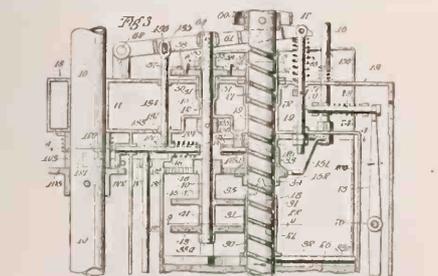
This invention relates to an adjustable phonograph mandrel whereby a phonograph record thereon may be accurately placed in longitudinal position relative to the reproducing point.

In automatic phonographs it has heretofore been somewhat difficult to place the record and the reproducing point always in such relation that the point would immediately engage the sound groove of the record and begin reproduction; and this trouble has been mainly caused by variation of fitting of the records upon the mandrel caused by heat expansion, contraction and warping of the records. For instance, with the mandrel and reproducing point in certain relation to each other, one certain record will fit on to the mandrel so far that its beginning sound groove is far to one side of the reproducing point, while another record will fit so tightly on the mandrel that its beginning sound groove will be quite a distance on the other

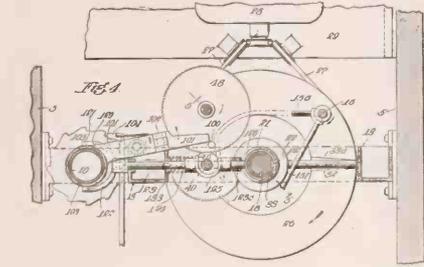


sleeve rotates constantly, being driven directly from the flywheel of the machine which is driven by a suitable motor.

The nut and shaft rotate in the same direction; so that it will be seen that, if the arrangement is such that when the nut alone is revolving the shaft is moved downwardly, when the shaft alone revolves in the same direction it will be moved upwardly. The rate of these movements will depend entirely upon the speed of rotation of the nut and shaft and the pitch of the screw thread; and the pitch is made sufficiently coarse to cause the move-



ment of the shaft at a comparatively high speed when either the nut or the shaft is rotated alone. But when the nut and shaft are rotated together, the differential action causes the slow downward movement of the shaft while it is rotated; and it is during this movement that the reproducing mechanism is thrown into engagement with the record to follow its sound groove. Thus, considered in a broad manner, the operation of the device is as follows: Mechanism controlled by the shaft when in its lowermost position causes the shaft to begin rotating. This immediately screws the shaft upwardly until it reaches its uppermost



to begin revolving and the shaft is then moved down differentially while it is rotated. When the shaft has moved downwardly through a portion of its downward motion and the record on the mandrel has completely passed by the reproducing mechanism, mechanism is engaged by the shaft to stop the rotation of the shaft, the nut alone continuing in rotation. This causes the quick downward motion of the shaft to its original position. Means are also provided for automatically feeding the record-carrying table and for moving the reproducer into and out of engagement with a record; but these means do not enter broadly into the combination, entering only specifically when the mechanical details are considered.

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PHONOGRAPH REPRODUCER. Harry T. Scott, Los Angeles, Cal. Patent No. 1,040,032.

This invention relates to acoustic devices in general and to a phonograph reproducer in particular; and it has to do with certain improvements which render the reproducer more simple in construction and capable of giving better, cleaner and finer results than has heretofore been possible. The prime object of the present invention is the elimination of all looseness of the working parts of a reproducer, together with the provision of a mechanism of such character that the reproducing point is allowed free movement in every direction. Following this primary object, this invention (as applied to the form of reproducer in which the stylus or reproducing point is mounted on a stylus plate and the stylus plate is in turn mounted on the sound box or other stationary frame) consists in a novel mounting for the stylus plate upon the sound box or stationary frame and in a novel mounting of the stylus upon the stylus plate.

PHONOGRAPH MANDREL. Harry T. Scott, Los Angeles, Cal. Patent No. 1,040,033.

This invention relates to an adjustable phonograph mandrel whereby a phonograph record thereon may be accurately placed in longitudinal position relative to the reproducing point.

In automatic phonographs it has heretofore been somewhat difficult to place the record and the reproducing point always in such relation that the point would immediately engage the sound groove of the record and begin reproduction; and this trouble has been mainly caused by variation of fitting of the records upon the mandrel caused by heat expansion, contraction and warping of the records. For instance, with the mandrel and reproducing point in certain relation to each other, one certain record will fit on to the mandrel so far that its beginning sound groove is far to one side of the reproducing point, while another record will fit so tightly on the mandrel that its beginning sound groove will be quite a distance on the other

ment of the shaft at a comparatively high speed when either the nut or the shaft is rotated alone. But when the nut and shaft are rotated together, the differential action causes the slow downward movement of the shaft while it is rotated; and it is during this movement that the reproducing mechanism is thrown into engagement with the record to follow its sound groove. Thus, considered in a broad manner, the operation of the device is as follows: Mechanism controlled by the shaft when in its lowermost position causes the shaft to begin rotating. This immediately screws the shaft upwardly until it reaches its uppermost

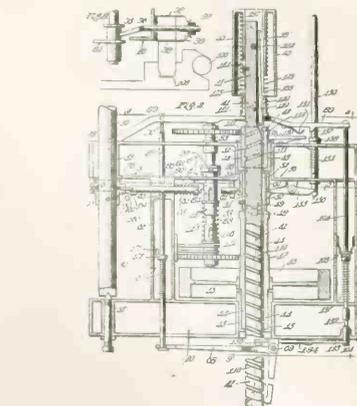
side of the reproducing point. To allow for this variation it has heretofore been necessary to leave considerable space between the beginning sound groove and the reproducing point; and this has necessitated in the average case a long rotation and travel of the record before reproduction begins.

In this present invention it is aimed to produce such a mandrel construction as will allow the record to be carried to a certain predetermined point relative to the reproducing needle irrespective of how that record fits upon the mandrel. This object may be accomplished in different manners; and several mechanisms are illustrated in the accompanying drawings. But the preferred form of apparatus involves a mandrel which is slidable upon the mandrel shaft and which is spring pressed in one direction and normally held by a ratchet mechanism from movement in that direction. Means are provided to engage with a record and to thereby both press the record on the mandrel and move the mandrel against the spring pressure to such a point as will accurately place the record in position before the reproducing needle. Releasing means are also employed to loosen the ratchet mechanism and allow the whole device to come back to its normal position.

Fig. 1 is a longitudinal section of the preferred form of the device. Fig. 2 is a perspective view illustrating a detail of construction of the form shown in Fig. 1. Fig. 3 is a longitudinal section of a modified form. Fig. 4 is a plan view of the same. Fig. 5 is a longitudinal section of a further modified form.

AUTOMATIC PHONOGRAPH. Harry T. Scott and Leo T. Patterson, Los Angeles, Cal., said Patterson assignor to said Scott. Patent No. 1,040,034.

This invention relates to an automatic phonograph for playing automatically and successively a number of phonograph records of the ordinary cylindrical, or Edison type, and the invention consists primarily in an arrangement of mechanism whereby the records are carried with their axes in vertical positions and are moved from the carrying member, magazine or table, to a position adjacent to the reproducing mechanism, automatic means being employed for those so operating the



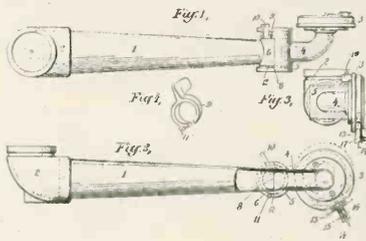
record and the reproducing mechanism as to reproduce the sound from the record and to then return the record to the magazine or table.

Fig. 1 is a front elevation with parts in vertical-longitudinal section. Fig. 2 is a vertical longitudinal section of the main operating portions of the machine. Fig. 3 is a partial plan showing the record carrying table and the reproducer mechanism. Fig. 4 is a detail horizontal section taken on line 4-4 of Fig. 2. Fig. 5 is a detail horizontal section taken on line 5-5 of Fig. 2. Fig. 6 is a detail horizontal section taken on line 6 of Fig. 2. Fig. 7 is a detail section taken as indicated by line 7-7 of Fig. 2. Fig. 8 is partially a detail section taken as indicated by line 8-8 of Fig. 2 and partially a diagrammatic view showing the electrical connections of the driving motor and the controlling switches. Fig. 9 is a bottom plan taken as indicated by line 9-9 of Fig. 2. Fig. 10 is a sectional detail showing the governor connection of the driving motor to the mechanism. Fig. 11 is a vertical section showing a modified arrangement of mandrel shaft and nut. Fig. 12 is a section taken on line 12-12 of Fig. 11.

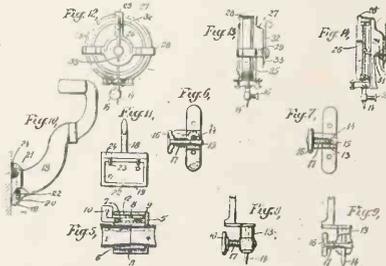
TALKING MACHINE. James A. Rabbitt, Yokohama, Japan. Patent No. 1,037,983.

This invention relates to talking machines, and its object is to effect certain improvements in the construction of these machines whereby they are made more convenient to use, whereby a faithful reproduction of the recorded sounds is obtained, and whereby the tone of the reproduced sounds may be modified as desired.

Figure 1 is a top view of the tone-arm; Fig. 2



is a side view of the same, broken away and sectioned in part; Fig. 3 is a front view of the sound-box and tone-arm; Fig. 4 is a perspective view of the lifting device for the sound-box; Fig. 5 is a sectional view, illustrating the connection between the sound-box and tone-arm; Figs. 6, 7, 8 and 9 are detail views, illustrating the holder



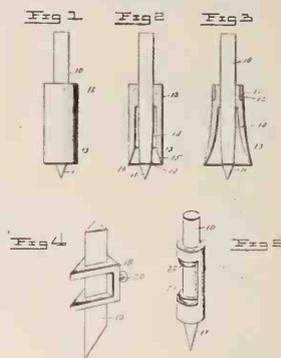
for the stylus; Fig. 10 is a sectional elevation of the supporting arm for the tone-arm; Fig. 11 is a view of one of the parts of this supporting arm; Fig. 12 is a side view of the sound-box, showing the sound modifier applied thereto; Fig. 13 is an end view of the sound box, and Fig. 14 is a sectional view of the sound box.

PHONOGRAPH-NEEDLE. Rudolph Steipert, New Haven, Conn. Patent No. 1,039,208.

This invention relates to talking machines, and has for its object to provide an improved stylus for such machines which shall augment the volume and also improve the quality of sound produced by modifying or destroying the metallic sharpness and ringing so noticeable in talking machines now in

use. The tones produced with the improved needle are much purer, deeper and clearer, and the unpleasant scratching noises common to phonograph reproductions are eliminated.

In the accompanying drawings, Fig. 1 is an elevation of the improved stylus for talking machines, enlarged; Fig. 2 is a vertical central section of the same; Fig. 3 is a similar view of a modified form of the invention, and Figs. 4 and 5 are perspective views of other modified forms of the stylus.



ACOUSTICAL INSTRUMENTS. Louis Lumiere, Lyon, France. Patent No. 1,039,155.

This invention relates to improvements in acoustical instruments such as telephones, microphones, stethoscopes, talking machines, musical instruments, and in general any instrument used for the reception or transmission of sounds.

The invention is particularly applicable to those acoustical instruments in which there is a sound-box comprising a substantially stationary wall or side in which there is an opening leading to the ear piece or trumpet or other sound delivering means, and a rigid movable side reciprocated toward and away from the stationary side by suitable means such as the stylus of the talking machine, the said movable side moving in substantially unchanged form throughout its whole area.

In the sound boxes of talking machines and other acoustical instruments the displacement of the movable wall has the effect of producing at the level of the orifice leading to the horn variations in pressure in the air within the sound box. These variations constitute the origin of the production of the sounds and are accompanied by a displacement of the air contained within the sound box, and from the periphery to the orifice. If the internal form of the stationary wall is not correct, the displacement of the air within the sound box is subject to variations in speed which give rise to disturbances which absorb work and are injurious to the purity of the sound produced. The method of construction which forms the subject of the present invention overcomes this objection and insures a maximum of effect being obtained with the apparatus.

The invention will be clear upon reference to the accompanying drawing which shows a sectional elevation of a circular sound box constructed according to this invention.

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RECORD BULLETINS FOR NOVEMBER, 1912

COLUMBIA PHONOGRAPH CO.

12-INCH SYMPHONY DOUBLE-DISC RECORDS. First Records by Arthur Friedheim, the World Famous Pianist.

A5416 Funeral March (Chopin)..... Moto Perpetuo (Weber)..... Zina Brozia, the Famous Parisian Soprano. (There is one step more.)..... In Italian with orch

10-INCH SYMPHONY DOUBLE-DISC RECORDS. In Italian, with orchestra.

A1214 Tales of Hoffman (Offenbach). Barcarole (Radiant Night). Bernice de Pasquali, Soprano and Andres de Seguro, Bass. La Boheme (Puccini). "Vecchia zimarra" (Song of the Coat—"Garment old and rusty"). In Italian with orchestra. A. de Seguro, Bass.

A1215 Mignon (Thomas). "Leggiate rondinelle" (Oh, swallows, blithe and gay). In Italian with orchestra. Bernice de Pasquali, Soprano, and Andres de Seguro, Bass.

Faust (Gounod). Serenata—Tu che fai l'addormentata (Mephistopheles's Serenade—"Dear one who art sleeping"). In Italian, with orchestra. Andres de Seguro, Bass.

12-INCH SYMPHONY DOUBLE-DISC RECORD. Zina Brozia, the Famous Parisian Soprano. Herodiade (Massenet). "Il est doux, il est bon" (Kind is he and good). In French, with orchestra Mme. Butterfly (Puccini). "Ancora un passo" (There is one step more). In Italian with orchestra

10-INCH SYMPHONY DOUBLE-DISC RECORDS. First Record by Alice Zeppilli, the Prominent Italian Soprano.

A1213 Tales of Hoffman (Offenbach). "Les oiseaux dans la charmillie" (The birds that throng the bushes). In French, with orchestra.

Manon (Massenet). Gavotte. "Obeissons quand leur voix appelle" (Hark to the voice of youth). In French, with orchestra.

10-INCH BLUE-LABEL DOUBLE-DISC RECORDS. A1203 Etiquette Scene. Joe Weber and Lew Fields. Vaudeville sketch. With orchestra.

Race Horse Scene. Joe Weber and Lew Fields. Vaudeville sketch. With orchestra.

A1204 Mother Machree (Olcott and Ball). Will Oakland, counter-tenor, orch. accomp.

We've Been Chums for Fifty Years (Chattaway). Will Oakland, counter-tenor, with orch. accomp.

A1211 Spanish Dance No. 5—Bolero (Moszkowski). Prince's Orchestra

Funeral March of a Marionette (Gounod). Russian Symphony Orchestra

A1212 Calm as the Night (Bohm). Charles W. Harrison, Tenor, orch. accomp.

When Shadows Gather (Marshall). Charles W. Harrison, Tenor, orch. accomp.

A1205 Since Dolly Dimple Made a Hit (Jerome and Schwartz). Grace Cameron, Contralto, orch. accomp.

I'll Bet I'd Be a Riot Down on Broadway (Sherman). Grace Cameron, Contralto, orch. accomp.

A1206 Prayer (Priere) (Hasselmanns). Carlos Salzedo, Harpist.

Serenade (Picrue). Columbia Instrumental Quintet

12-INCH BLUE-LABEL DOUBLE-DISC RECORDS. A5414 Lohengrin (Wagner). Bridal Chorus (Freulich gefahrt). Columbia Opera Chorus, orch. accomp.

Lohengrin (Wagner). Prelude (Vorspiel). Prince's Orchestra.

A5415 The Lord Is My Shepherd (Smart). Reed Miller, Tenor and Frank Croton, Bass, orch. accomp.

Xerxes (Handel). "Omnia mai fu" (Calm, friendly shades) (Handel's Largo). Alexander Heine-mann, Baritone, in Italian, with organ, violin and harp.

10-INCH DOUBLE-DISC RECORDS. A1202 The Suffragette Militant—March (Prince). Prince's Band.

National S-irit March (Hager). Prince's Band.

U-S PHONOGRAPH CO.

FOUR-MINUTE RECORDS.

1407 One Heart Divine.....H. G. McCaskey

1408 A Song of Thanksgiving.....Jos. Phillips

1434 Humoreske.....Florantine Quintet

1439 The Hay Ride (Vaudeville Sketch)..... Steve Porter, Ada Jones, and Byron G. Harlan

1446 With All Her Faults.....Love Her Still.....Will Oakland

1443 Kof Nidria (Violin Solo).....Dr. Al. Popper, accomp. by Mrs. Popper

1483 Committed to the Deep.....John Wilbur and Peerless Quartet, with orchestral accomp.

1490 Whispering Flowers.....Louis Von der Mehden and His Orchestra

1492 Czardas, from Ballet "Coppelia".....Band

1503 Cantilena.....Louis Heine with Orchestra

1513 Folk Songs "I Love My Jean" and "When Song Is Sweet".....Frank Croton

1518 Take Me Back to the Garden of Love.....Henry Burr and Chorus, orch. accomp.

1527 The Shooting of Dan McGru—Recitation.....Joe Brown

1541 Matrimonial Troubles.....Golden & Hughes

1549 When It Rains, Sweetheart; When It Rains.....Manuel Romain

1563 Scots Wha Hae Wi' Wallace Bled.....Wallace Bled

1568 Down on the Florida Keys.....Emerson Williams

1681 Jim Lawson's Horse Trade.....Cal Stewart

1558 Looking this Way.....Elsie Baker and John B. Wells

1558 Could My Songs and Serenade.....Agnes Kimball

TWO-MINUTE RECORDS.

421 Baby Polka.....J. Louis Von der Mehden, Jr., and His Orchestra

431 Annie Laurie (Harp Solo).....Chas. Schuetze

478 Spring's Return.....U. S. Military Band

503 Beaumarie (Bell's Solo).....Albert Benzel with orch. accomp.

507 Norwegian Dance No. 2.....J. Louis Von der Mehden, Jr., and His Orchestra

509 Ragtime Cowboy Joe.....Bob Roberts

510 Ragtime Soldier Man.....Collins and Harlan

511 John Anderson, My Jo.....Harry McCaskey

THE VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

No. Victor Light Opera Company. Size. 31868 Gems from "Robin Hood" No. 2. Smith-de Koven Victor Mixer Chorus. 12

31869 Songs of Scotland.....Sousa's Band

17162 Sardinia March (Gabetti).....Sousa's Band

17163 The Seven Ages of Man, from "As You Like It" (Shakespeare).....Frank Burbeck

17164 Silent Night, Christmas Hymn (Gruber).....Elsie Baker

Hark! The Herald Angel's Sing (Mendelssohn) Trinity Choir

17165 Marguerite (White).....Wm. Wheeler

The Sweetest Story Ever Told (Stults).....Reed Miller

17166 Mysterious Moon (Brown-Ayer) With male chorus.....Edna Brown

17167 Eskimo Rag (Havest-Botsford).....Billy Murray

17168 May Day (Bloor-Waltheu).....Marguerite Dunlap

17169 Heart's Ease—Serenade (Macbeth).....Elizabeth Wheeler

17170 Sans Souci (Valse Intermezzo, Op. 49) (Franz Von Blon).....Victor Concert Orchestra

17171 Way Down East Where I Belong (McKenna).....Byron G. Harlan

17172 In Jay Town (Porter-Botsford).....Steve Porter and Byron G. Harlan

17173 That Mellow Melody (Lewin-Meyer).....Walter J. Van Brunt

17174 The Wedding Glide, from "The Passing Show of 1912" (Hirsch).....Ada Jones and Billy Murray

17175 Everybody Two-Step (Jones-Herzer).....Buddy Boy (Maloney-Wenrich), Collins & Harlan

17176 The Million Dollar Ball, from "Hanky Panky" (Goetz-Berlin).....Billy Murray

17177 When I Get You Alone To-night (McCarthy-Goodwin-Fischer).....Walter J. Van Brunt

17178 Rose of the Pyramid Land, from "Hanky Panky" (Goetz-Sloane).....Helen Clark and Walter J. Van Brunt

17179 That's How I Need You (McCarthy-Goodwin-Piantadosi).....Henry Burr

35238 Midsummer Night's Dream Selection (Mendelssohn).....sola.....Pryor's Band

35239 Coppelia Ballet, Nos. 3 and 4 (Delibes) "Waltz of the Houris," "A Village Wedding".....Conway's Band

35239 Rigoletto—Quartet (Verdi).....Kryl's Bohemian Band

35240 Trovatore Selection, duet from "Home to Our Mountains" (Verdi).....Vessella's Italian Band

35241 Snyder Successes, No. 2: "Ragtime Soldier Man," "There's a Girl in Havana," "Garden Love," "I've Got the Finest Man," "Lead Me to that Beautiful Band".....Pryor's Band

Home, Sweet Home (Lampe) As it might be played in Germany, Spain, Hungary, China, Ireland and America.....Pryor's Band

PURPLE LABEL RECORDS.

Lucy Isabelle Marsh, Soprano—In English.

60078 Songs My Mother Taught Me (Als die alte Mutter) from "Gypsy Melodies", Op. 55, No. 4. Dvorak

Lambert Murphy, Tenor—In English.

70081 Call Me Back.....Weatherly-Denza

70082 Merry Countess Waltz ("Die Fledermans" or "The Bat").....Strauss

NEW RED SEAL RECORDS.

Frieda Hempel, Soprano—In French.

85882 Huguonots—O, heau pays! (Fair Land of Touraine).....Meyerbeer

88383 Ernani—Ernani involami (Ernani, Fly with Me) Act I, In German, No. 1.....Clarence Whitehill, Baritone—In English.

64279 Bedouin Love Song.....Pinsuti In German.

64278 Die Walkure—Wotan's Abschied, I, Teil (Wotan's Farewell, Part I) (Act III).....Wagner In German.

74305 Die Walkure—Wotan's Abschied, II, Teil (Wotan's Farewell, Part II) (Act III).....Wagner Alma Gluck, Soprano—In Italian.

64277 La Colomba (The Dove) (Folk Song of Tuscany).....Attr. by Schindler John McCormack, Tenor—In English.

64255 I Know of Two Bright Eyes.....Clutsam In English.

74299 Asthore.....Bingham-Trotiere Herman Jadowker, Tenor—In French.

76027 Carmen—Air de la fleur (Flower Song) (Act II) Bizet

Marcel Journet, Bass—In French.

74271 Charite (Charity).....Faure Vladimir de Pachmann, Pianist.

74304 Marche Funebre (Funeral March) Op. 35, No. 2, D flat minor.....Chopin

Margarete Matzenauer, Mezzo-Soprano—In German.

88364 Parsifal—Ich sah das Kind (I Saw the Child) (Act II).....Wagner George Hamlin, Tenor—In English.

74306 Onaway, Awake, Beloved, from "Hiawatha's Wedding Feast", Op. Longfellow-Coleridge-Taylor

GERMAN CHRISTMAS RECORDS. (Double-faced).

63852 (a) O du frohliche, o du selige. Posaunen Quartet

63853 (b) Lohse den Herrn.....Posaunen Quartet

(c) Ihr Kinderlein kommet (mit Harmonium und Kirchenglocken).....Kinderchor

(d) Tannenbaum (mit Harmonium und Kirchenglocken).....Kinderchor

63854 (a) Christkind Kommt! (mit Deklamation, Harmoniumbegleitung und Kirchenglocken).....Kinderchor

(b) Eine Weihnachtsbeschrung (mit Deklamation, Harmoniumbegleitung und Kirchenglocken).....Kinderchor

63855 (a) Stille Nacht, heilige Nacht (mit Harmoniumherleitung und Kirchenglocken).....Mizzi Fink

(b) O du frohliche, o du selige (mit Harmoniumbegleitung und Kirchenglocken).....Mizzi Fink

THOMAS A. EDISON, INC.

EDISON BLUE AMBEROL RECORDS.

AMBEROL CONCERT.

28104 One Sweetly Solemn Thought (R. S. Ambrose) Baritone; orch. accomp.....Thomas Chalmers

28107 Love's Old Sweet Song (J. L. Molloy) Contralto; orch. accomp.....Charles W. Harrison

28108 Believe Me, If All Those Endearing Young Charms (Moore) Soprano; orch. accomp.....Anna Case

28109 The Angel's Serenade (Braga-Barker) Contralto, with harp, cello and flute.....Margaret Keyes

28110 I Hear You Calling Me (Charles Marshall) Tenor; orch. accomp.....Orville Harrold

AMBEROL.

1502 Trio from Faust (Gounod) In English. Soprano, tenor and bass; orch. accomp.....Charles W. Harrison

1503 The Palms (J. Faure) Tenor; orch. accomp.....Agnes Kimball, Reed Miller and Frank Croton

1507 Town Topics of Pumpkin Center (Cal Stewart) Vaudeville specialty.....Cal Stewart

1509 La Paloma (Yradier).....Edison Concert Band

1518 Whispering Hope (Hawthorne) Mezzo-Soprano and tenor; orch. accomp.....Mezzo-Soprano

1519 Kitty O'Neil Medley of Reels, Violin; orch. accomp.....Helen Clark and Harry Anthony

1522 Money Musk Medley—Virginia Reel (for dancing).....National Promenade Band

1523 "Hi" and "Si" of Jaytown (Porter) Rube sketch.

1527 Serenade (A. Emil Titi) (Cello, flute and harp).....Florentine Instrumental Trio

1531 Way Down South (Geo. Fairman) Male voices; orch. accomp.....Heidelberg Quintet

1535 Music Vot's Music Must Come from Berlin (Le Boy) Character song; orch. accomp.....Maurice Burkhardt

1536 Ma Lady Lu (Edwin S. Brill) Tenor and Chorus; orch. accomp.....Walter Van Brunt and Chorus

1539 Medley of Southern Plantation Songs.....New York Military Band

1544 (a) Darkies' Dream; (b) Darkies' Awakening (Lansing) Banjo solo; orch. accomp.....Fred Van Eps

1545 Abide With Me (Monk) Mixed voices; orch. accomp.....Frank Croton Quartet

1551 The Count of Luxembourg—Waltzes (Lehar) American Standard Orchestra

1552 The Count of Luxembourg—A. H. Meredith Tenor; Dance? (Lehar) Soprano and tenor; orch. accomp.....Elizabeth Spencer and Irving Gillette

1553 Bell Solo, from "The Magic Flute" (Mozart) Bells; orch. accomp.....Charles Daab

1554 Roses, Roses Everywhere (H. Trotere) Tenor; orch. accomp.....Hilmermeyer

1555 Where the Moonbeams Gleam (Daniels) Tenor duet; orch. accomp.....Campbell and Gillette

1558 Menuet Op. 14, No. 1 (J. J. Paderewski).....American Standard Orchestra

1559 The Valley of Peace (J. H. Meredith) Tenor; and Baritone; orch. accomp.....Anthony and Harrison

1561 The Glory Song (Chas. H. Gabriel) Tenor, baritone and Edison Mixed Quartet; orch. accomp.....Anthony and Harrison

1563 Aunt Dinah's Golden Wedding, Vaudeville sketch.....Vaudeville Co.

1564 Sounds from the Operas—Waltzes (for dancing).....National Promenade Band

1566 The Village Band (Theodore Morse) Tenor and chorus; orch. accomp.....W. Van Brunt and Chorus

1567 One Heart Divine (A. H. Rosewig) Soprano and tenor; orch. accomp.....Elizabeth Spencer and Irving Gillette

1569 Norah Acushla (Harrison Millard) Counter-tenor and chorus; orch. accomp.....Will Oakland and Chorus

1570 Serenade (Hermann Kottschmar) Piano, violin and cello.....The Tolman Trio

1571 Darktown Eccentricities—Vaudeville Sketch.....Golden and Hughes

1572 She Was Bred in Old Kentucky (Carter) Tenor and chorus; orch. accomp.....Manuel Romain and Chorus

1574 Medley of War Songs.....New York Military Band

1577 The Wedding Glide, from "The Passing Show of 1912" (Hirsch) Contralto, tenor and chorus; orch. accomp.....Ada Jones, Billy Murray and Chorus

1578 The Shepherd Boy (Wilson-Saenger) Violin, flute and harp.....Venetian Instrumental Trio

1579 My Song Shall Be Always Thy Mercy—Hymn of Praise (Mendelssohn) Soprano and tenor; orch. accomp.....Agnes Kimball and Reed Miller

1580 Dear Robin, I'll Be True (Banks Winter) Counter-tenor and chorus; orch. accomp.....Will Oakland and Chorus

1583 Uncle Josh Buys an Automobile (Stewart) Vaudeville specialty.....Cal Stewart

1584 On a Good Old Time Straw-Ride (Geo. Christie) Rube song; orch. accomp.....Byron G. Harlan

1587 Everybody Two-Step (Wallie Herzer) Coon song; orch. accomp.....Reed Miller and Chorus

1589 That's How I Need You (Al. Piantadosi) Tenor; orch. accomp.....Irving Gillette

1590 My Little Lovin' Sugar Babe (Marshall) Male voices; orch. accomp.....Premier Quartet

1591 Buddy Boy (Percy Wenrich) Coon duet; orch. accomp.....Collins and Harlan

1592 I'm the Guy (Bert Grant and Rube Goldberg) Comic song; orch. accomp.....Billy Murray

1593 O, Dry Those Tears (Teresa Del Riego) Soprano, piano accomp. and violin and cello obligato.....Mary Carson

1594 The Village Gossips (Stewart) Vaudeville specialty.....Cal Stewart and Steve Porter

1595 Mystic Dreams' Waltz (Chas. R. Stickney) Xylophone; orch. accomp.....Charles Daab

1596 Good-Night, Farewell (F. Kucken) Male voices; orch. accomp.....Knickerbocker Quartet

1597 Kentucky Days (Percy Wenrich) Tenor and chorus; orch. accomp.....Billy Murray and Chorus

1598 Wonderful Peace (Rev. W. G. Cooper) Tenor; orch. accomp.....R. Festyn Davies

1599 Where the Edelweiss is Blooming—Hanky Panky" (A. Baldwin Sloane) Soprano and tenor; orch. accomp.....Elizabeth Spencer and Irving Gillette

One of the artists engaged for the Metropolitan Opera Co., which will soon be heard at the Metropolitan Opera House, New York, is Titta Ruffo, the famous Italian baritone, whose voice, by the way, has become familiar to users of the records which he has made for the Victor Talking Machine Co., and with whom he is under contract. This baritone ranks as one of the greatest in Europe, and he is destined to create quite a furore on his initial performance in New York.

MOTOR IMPROVEMENTS IN NEW VICTROLAS.

The Especial Features of the New Improvements Incorporated in the Latest Styles of Victrolas, the Subject of Extended Description by the Victor Talking Machine Co., Who Sets Forth the Facts in the Clearest Possible Manner for the Benefit of the Trade.

The recent motor improvements incorporated in Victrolas X, XI, XIV and XVI are called to the attention of the trade by the Victor Talking Machine Co. as follows:

"First.—A new style friction leather arm or lever equipped with a tail, which permits the governor to expand only within certain limits. This tail will strike the top plate before the lever and governor balls come in contact, thus avoiding injury to the governor. Heretofore, the governor lever was not

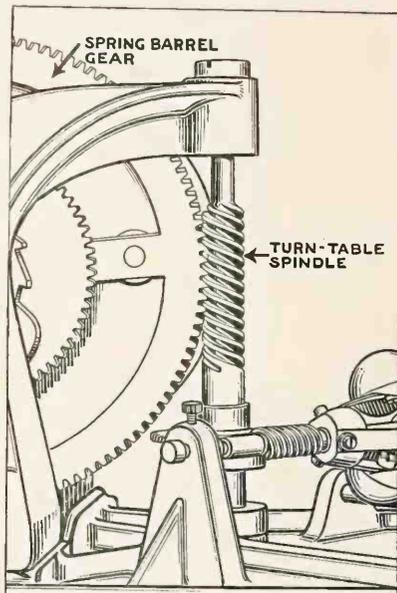


Fig. 1—Showing the Meshing of the Turn-table Spindle with Spring Barrel Driving Gear.

equipped with any guard and if the lever slipped on the shaft, ever so little, there was immediately danger of the governor ball striking the top plate, thus throwing the governor out of adjustment and interfering generally with the correct running of the motor. In addition, the lever is held firmly in place by means of a split bushing, which is clamped to the regulating shaft with a square-headed set screw. With this screw the bushing can be drawn up absolutely tight after the lever is adjusted.

"Second.—The governor collar is held firmly in position by means of the spotted hole in the governor spindle. The set screw in the governor collar is seated in this hole, thus always insuring proper adjustment of the governor should it be necessary to remove and replace the collar. Heretofore, some trouble of this nature has been experienced owing to the absence of any guide for placing the collar in position.

"Another improvement in the governor is found in the outside bearing, or the bearing at the thrust end of spindle. This outside bearing has a groove around the center and is held in place by means of a pointed set screw which, when properly adjusted, will fit exactly in the groove of this governor bearing. The bearing at the opposite end of the spindle does not have the groove, hence it can be adjusted to take up any unnecessary end play. The governor should be adjusted in the bearings so that there is about from .002 to .003 inch end play.

"Heretofore, both governor bearings have been manufactured without the groove, thus in assembling the governor the possibilities were that the governor might not be correctly adjusted in the bearings to mesh properly with the governor driving gear. The governor spindle, and governor driving gear should mesh exactly central. Failure on the part of the repairman, when assembling the motor, to have the gears and spindles to mesh properly will result in imperfectly running motors.

"Third.—As a further protection to the governor springs, the governor collar and governor friction are beveled and have grooves milled in them in which the straight ends of the springs are held by means of a screw and washer. This improvement has practically eliminated breaking of the governor springs and twisting of governors.

"Fourth.—The most important improvement, however, is found in the turntable spindles and governor spindles which are now manufactured with quadruple threads. The spring barrel gears and governor driving gears have double the number of teeth that the old-style gears had. These new parts insure a smooth, even-running motor, practically without noise, and with these parts the motor improves with service. The very construction of these parts insures perfect meshing, hence no undue wear or tear on the parts, and the exactness with which they are manufactured insures the result of improvement with service, providing, of course, the gears are kept well lubricated at all times with pure vaseline.

"Note Figures 1 and 2, and you will readily perceive the decided advantage in the construction of these new parts. Note the number of spirals and

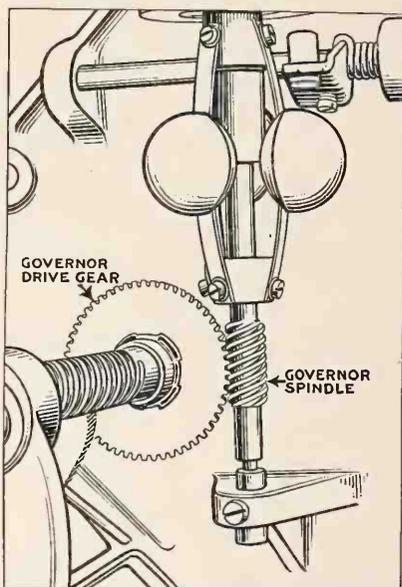


Fig. 2—Showing the Meshing of the Governor Spindle with Governor Drive Gear

teeth that are constantly in mesh, both in connection with the governor drive and the turntable spindle drive. This eliminates any possibility of a back lash or play. If possible even greater care is taken in the manufacture of these parts, and the object is to make them as near perfect as possible. Each part is tested to see that it runs true and every precaution possible is taken throughout the

factory to see that the parts are made as near perfect as the highest-priced mechanical skill can produce.

"Fifth.—The turntables are provided with a hub which is one-half inch longer in the center than the old style. This insures a longer and better bearing on the spindle, allowing it to seat freely and yet avoid any wobble or irregular running of the turntable."

INTERESTING THE CHURCHES.

How the Eilers Music House, of Seattle, Got the Ministers Interested in the Talking Machine—Campaign Proving Popular.

(Special to The Talking Machine World.)

Seattle, Wash., Oct. 5, 1912.

A highly successful idea is being worked out by the Eilers Music House of this city to stimulate the interest of the public in talking machines and their value as home entertainers. The plan is this: The manager of the talking machine department invites the ministers of the churches to attend a sacred concert, held in the Eilers hall on August 22. The response was exceedingly encouraging and the management received many hearty thanks and expressions of appreciation for the program rendered. As a result of the concert the company has been the recipient of requests to send operators and machines to a large number of the leading churches of the community for the purpose of giving sacred concerts on Sunday evenings.

The Eilers Music House is strong in its belief that this plan of campaign will be highly profitable, and, not being at all selfish submit it for publication that other dealers may profit by the idea.

STRONG DICTAPHONE ADVERTISING.

The Saturday Evening Post for September 28 contained a cleverly written advertisement bearing on the Dictaphone, of which the Columbia Phonograph Co., General, is sole distributor. The text matter abounded in convincing arguments, the illustrations were appropriate, both going to show the time-saving and money-making advantages of the Dictaphone in the office. This message, which went to 2,000,000 readers, should be prolific of results to those handling the Dictaphone. It reinforces their arguments and is publicity of the right kind.

HANDSOME WINDOW HANGERS.

Some very handsome window hangers advertising the Victor Book of the Opera have just been sent out by the Victor Talking Machine Co., Camden, N. J. In one corner appears an exact facsimile of the book in size and color, and opposite this appears the description of the book, in which is emphasized the fact that it contains illustrated stories of sixty-five grand operas with descriptions of 700 operatic Victor records. The volume contains 375 pages and retails at 75 cents.

DISPLAY AT BOSTON ELECTRIC SHOW.

At the Boston Electric Show, held at Boston, from September 28 to October 26, Thomas 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.

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Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 420-422 S. Broadway
Louisville, Ky., Columbia Phonograph Co., 423 South Fourth St.
Memphis, Tenn., 156 South Main St.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicolet Ave.
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Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 354 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Eilers Piano House, Seattle, Wash.
Spokane, Wash., Columbia Phonograph Co., 818 Sprague Ave.
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
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Wilmington, Del., Columbia Phonograph Co., 610 Market St.

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To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

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