A Corner of the Music Room in the White House

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Permission for reproduction granted to Victor Talking Machine Co., Camden, N. J.
The new Victor-Victrolas bring new and greater opportunities

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

Victor-Victrola X, $75
Mahogany or oak.

Victor-Victrola XI, $100
Mahogany or oak.

Victor-Victrola XII, $125
Mahogany or quartered oak.

Victor-Victrola XIV, $150
Mahogany or oak.

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

VICTOR DISTRIBUTORS

Albany, N. Y. ... Finch & Hake, Inc.
Altoona, Pa. ... W. F. Frederick Piano Co.
Atlanta, Ga. ... Elgin-Antell Co.
Austin, Tex. ... Phillips & Crew Co.
Austin, Tex. ... The Talking Machine Co., of Texas.
Baltimore, Md. ... Cohen & Hughes, Inc.
Baker, Me. ... Andrews Music House Co.
Birmingham, Ala. ... Oliver Stevens Co.
Boson, Mass. ... The Eastern Talking Machine Co.
Brooklyn, N. Y. ... American Talking Machine Co.
Buffalo, N. Y. ... W. O. Andrews.
Burlington, N. Y. ... American Photographic Co.
Butte, Mont. ... Orton Brothers.
Chicago, Ill. ... Lyons & Howes.
Theodore Machine Co.
The Redwood Machine Co.
Cincinnati, O. ... The Redwood Machine Co.
Cleveland, O. ... The W. H. Beastor & Sons Co.
Columbus, O. ... The Columbus Machine Co.
Columbus, O. ... The Columbus Machine Co.
Perry B. Whitsit Co.
Dallas, Texas ... Singer Bros.
Denver, Colo. ... New Music Co.
The Kangaroo Music Co.
Des Moines, la. ... Homer & Blish, Inc.
Dodgeville, Wis. ... Granell Bros.
Dubuque, la. ... Homer & Blish, Inc.
Elmira, N. Y. ... Elmor Arms Co.
Elsinore, N. Y. ... Elmor Arms Co.
El Paso, Tex. ... W. G. Wals Co.
Galveston, Tex. ... Thom Guggan & 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. ... W. H. Jenkins, Sons Music Co.
Schmertzler Arms Co.
Lincoln, Neb. ... Rose P. Corliss Co.
Little Rock, Ark. ... O. K. Hark Piano Co.
Los Angeles, Calif. ... Sherman, Clay & Co.
Louisville, Ky .... Montenegro-Milton Music Co.
Memphis, Tenn. ... O. K. Hark Piano Co.
Milwaukee, Wis. ... Wisconsin Talking Machine Co.
Mobile, Ala. ... Wm. H. Reynolds.
Montreal, Can. ... Berliner Gramophone Co., Ltd.
Nashville, Tenn. ... O. K. Hark Piano Co.
New Haven, Conn. ... Henry Harrison.
New York, N. Y. ... Morris & Sons.
New York City, Okla. ... Schmertzler Arms Co.
Omaha, Neb. ... A. Hoppel Co.
Peoria, Ill. ... Fossum-Payne Co., Inc.
Philadelphia, Pa. ... Lewis Bush & Bro.
New York, N. Y. ... E. J. Chapman.
Rochester, N. Y. ... E. J. Chapman.
Salt Lake City, Utah ... Consolidated Music Co.
San Antonio, Tex. ... Thom Guggan & Bros.
San Francisco, Calif. ... Sherman, Clay & Co.
Savannah, Ga. ... Phillips & Crew Co.
Seattle, Wash. ... Sherman, Clay & Co.
Spokane, Wash. ... Sherman, Clay & Co.
St. Louis, Mo. ... The Aspinall Company of Mo.
St. Paul, Minn. ... W. J. Dyke & Bros.
D. Andrews Co.
Syracuse, N. Y. ... W. D. Andrews Co.
Tallahassee, Fla. ... Sherman, Clay & Co.
Toledo, O. ... The Whitney & Currier Co.
Washington, D. C. ... E. F. Droop & Son Co.

ALBERT STEINERT & SONS CO.

VICTOR DISTRIBUTORS

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.
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 selling expenses at most 25 per cent; and here is the funny part of it; they have increased the efficiency of these same salesmen nearly 95 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 wholesale general classes of expense. And, by the way, their comparative statement enabled them to point out deficiency and excess, and to compare the general expenses of the several offices, 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 noticeable. 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 Newark, N. J., Has Made Great Changes In Staff—Other Interesting Items.

The Talking Machine World.

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 ware rooms and also to the spacious recital hall, which will prove to be one of the greatest attractions of this new building.

Talking machine recitals will form one of the means of interesting the public during the fall 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 its kind in the world, and will house the various industries in a way to afford the public a vivid conception of the progress of the mechanical arts. The statue to be erected will be of the inventor of the phonograph, and will be a fitting monument to one of the most eminent of the millionaires of the world in the mechanical arts. It will be one of the most attractive features of the exposition and will be a great attraction to the public.

PAYS TO THINK AND ACT.

The death recently of Julius Massenet, the famous French operatic composer, has resulted in a greatly increased demand for talking machine records of 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 as a keen reader with a knowledge of musical matters, but demonstrate that he is progressive merchants.

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

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

"I am following from an interview in the August Musician, with the celebrated English singing teacher, William Shakespeare, may be of use to you in advertising your 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 Bishop,' who gave me a recital a few days ago. It is a really excellent young singer. A truly outstanding 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.

"There is an excellent idea well worth emulating—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" Amberol 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 "G" reproducers as it will fit in the same reproducer arm. On Alva, Triumph and Home machines which have not been fitted with model "G" reproducers, as also on Standards, Firesides and Gems, or where other types of reproducers are being used, it will be necessary to have 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 listed 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.

Shipment 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 who have been explained in the circulars sent out in regard to 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 increasing the phonograph owner of 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., 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 slugging 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 number of visitors have all spoken highly of the modern equipment in the new factory. The company is growing steadily, and for increasing requirements.

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 on their regular dealers who are loyal to them the year round.

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


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.


(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, are finished as of dates now complete, giving them one of the finest of months, is now complete, giving them one of the

improvements undertaken by Sherman, Clay & Co. do not stop in San Francisco. They are having their building in Sacramento entirely re-named and the plans call for a large talking machine department which, though not so elaborate 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. Von Horn, formerly with Wannamaker’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 there is necessarily a shortage of goods just at this period, 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 satisfactory.

Joel R. Scott has recently assumed the management of the record department, in the absence of William Kingen. Mr. Scott is well acquainted with the New York office. 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 the 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. Ambrotype 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 not 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 Businesses.

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 business 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 give 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 $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.
We are top, bottom and both sides of the "talking machine" situation in a very slightly 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—Inter-

views with the Leading Men of the Business Indicate a Volume of Trade This Fall

and Winter That Will Enable Them to Do a More Successful Business Than Ever

in Their History.

The sale of records, phonographs, and phonograph machines were common, as well as for the cheaper style, conjointly occupying the art rooms. The new talking machine department in the store of the Cloudlawn Auto-

mobile Co., of Cleveland, has a capital of $50,000. Mr. Towell is president and treasurer of the concern, which has opened a new display quarters and 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 phonograph dealer of that city, frequently visits the Columbia headquarters here. Meeting him re-

cently, he said: "Our enterprise 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 C. 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 ex-

perienced during the whole trip, he says they had a most enjoyable time.

QUALIFY AS VICTOR DEALERS.

Among the recent piano houses that have quali-

fied as Victor dealers are the Hallat & Davis Piano Co., of New York, which have just remodeled their warehousing at 150th 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.
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 satisfactorily 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.

In 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 prices 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 and dealers, their goods by some such system either through the patent laws or by n:using to sell to price-cutters. A complete stoppage of such a beneficial system would produce a chaotic condition hard to realize. It is only the sweating 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 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 "Knaves 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.

I n 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 their 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 suggestion of 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 the absence of those competitive wars which come into being with less than an ordinary percentage of profit if, by so doing, the honester manufacturers and merchants are already sadly in need of protection.
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 delays 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 merchandising is 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, and what advertising 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 with the coming of the fall season it is our duty to 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 five 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.

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 cooperative 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.

H. N. McMenimen, secretary and general manager of the Vitaphone Co., has had a long and varied career in the talking machine field. He has had the advice of the most eminent attorneys knowing the patents controlled and what they cover. The Vitaphone Machine Plays Any Disc Record.

MCMENIMEN DISCUSSES VITAPHONE CO. POLICY.

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 about 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 $25.00.

"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 in the wood and being applied to the lateral or vertical cut vibrations.

"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 person, 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 been before 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 that 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 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 23-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 in 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 Delacqua'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 tour, at the hotel and, in fact, wherever and whenever 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

U-S EVERLASTING
NON-BREAKABLE
RECORDS

Fit Any Phonograph

STATE OF NEW YORK,
COUNTY OF ERIE,
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 PEOPLE'S 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 People's 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 People's 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.


(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. Miss Gertrude Gannon, owner of the McGreal jobbing store at Gillett, and other local people are more successful 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 money, which is flowing more freely than at any time since the days preceding the panic of 1893.

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. Woe-begone 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 money, which is flowing more freely than at any time since the days preceding the panic of 1893.

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 1897.

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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—Newest Model 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 Wannamaker'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 pulling itself upward, and each month's record bears out 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 better where business can be done with greater facility. The Keen-o-Phone Co. has been able to get a number of prominent capi- talists interested here, so that it will have an unlimited capital with which to proceed. There are many other interesting things in the talking ma- chine life of Philadelphia which will be treated in connection with the news from the various houses.

When I asked Louis Buchen how his business was in September, he replied: "If you had seen me in September," with emphasis on the "some." Mr. Buchen is highly elated over his business, and said that every month during 1912 has been much bet- ter than the month that September was exception- ally so. In fact, it was the best month they had yet had this year, due, Mr. Buchen 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 Buchen store was Frank Stan- ton, who was showing the new indelible Edison records—the hard "Blue" Amberola. Mr. Cornell, who had been at the head of the Wannamaker talking machine department, has re- signed, and it is said that he will assist in estab- lishing Victor stores in a number of the large cities. J. C. Angle is in charge at present, but whether permanently or merely temporarily cannot be learned, as Manager Cömmner is out of town.

The Edison business phonograph is growing rap- idly in popularity in Philadelphia. Louis Buchen & Bros., for instance, have in large num- bers 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. A. Eckhardt has added to the Buchen selling force to assist in the handling of the Edison business phonograph.

Manager Walter Linton, of the Estey Co.'s Co- lumbia 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 innovations into that business.

Not the least strik- ing of which is the getting out of a full page on innovations into that business.

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 of the middle of November, and his was very enthusiastic over them. He said 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, 4194 Baltimore avenue, and Charles Heine, 3801 Kensington avenue, in the ex- clusive handling of the Columbia here, and it seems to have 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 sales- man for the Sheldon School of Scientific Sales- manship, has been 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 stocked the complete stock for Guinnette Picentiana, who has opened a talking machine store at Pacific and Pennsylvania avenues, Atlantic City. The firm had orders last month for a great many Dictaphones, and it makes the business in this line in 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 it had one traveling man in Pennsyl- vania it now has three.

REAL MUSIC IN THE AIR.

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

(Special to The Talking Machine World.)

Detroit, Mich., Oct. 8, 1912.

For what is believed to be the first time in his- tory, 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 entertain- ment 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 foresaid 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 play- ing throughout the descent. Enthusiastic applause greeted the landing. At 700 feet is about the height of a sixty -story skyscraper, while if there were such a thing, it is likely that this is the near- est to heaven that music ever has originated— music on mountains not figuring, for no matter how high up, it still is on earth.
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.
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 Installment 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 installment 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 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 Nor.-admission was charged quite a goodly sum was netted with which to purchase a Columbia Nor.

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. McCullough, 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 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 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 not care what 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 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 turned out. 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 Van-derbilt 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'b." 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 retailer 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.
WHAT ARE YOUR NEEDLE POLITICS?

Join the ranks of the Duplexetone Boosters

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.

THE TALKING MACHINE WORLD.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)


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 the stairways descend there are illuminated signs to the stage in Grand Hall, and no one cannot miss the exhibit of Edison, Inc., demonstration exhibits and Edison disc amusement phonographs, kinetoscopes. Edison storage and primary batteries, dic-

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 pane, 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. When one reaches the quarters of Edison, Inc., demonstration exhibits and Edison disc amusement phonographs, kinetoscopes. Edison storage and primary batteries, disc-

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 presence of a number of curious visitors which the visitors occupy while listening to the music, and thus does the room become a small concert hall.

Technical Features on New Edison Disc Machine.

Before each concert H. R. Stetson, the New England traveling man for the Edison concert, 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 indestructibleness of the discs, tells how Edison took out patents on discs in 1888, 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. Stetson 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, each for instance, as a vocal quartette, a voice or 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. Stetson 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 of 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 P. 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 kinetoscope.
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.)

sco polo 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-off operation in this line; 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 Stillman, of the Pardee-Elleberger Co., reports a heavy demand for the good "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 Stillman is spending considerable of his time at the Electrical Show these days.

F. K. Dolbee, 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 give talks on the new cylinders, 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 W. 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 Trudy in charge.
realize that the singers were not present in person. It was hard to
matter of general comment that exquisitely played accompaniments, and it was a
Victor IV, were accompanied on the pipe organ of the Reformed Church, an
formed Church of Irving Park, Tuesday evening, an audience that filled the auditorium of the Re-
are coming forward in a most vigorous manner. All of the records, played on a
announcing the appearance of a new Western business trip which will take him to the Coast.
Mr. Koester, of the Ellers Piano House, of Portland, Ore., 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-

From Our Chicago Headquarters

(Continued on page 22.)

The Wade

The Wade

Fibre Needle Cutter No. 1

Fibre Needle Cutter No. 2

The WADE FIBRE NEEDLE CUTTERS, No. 1 and No. 2, trim the blade at the proper angle, and the needle can be re-pointed from ten to twelve times, thus giving more tunes per needle than any other cutter made. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point.

The WADE 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.)

business. He was met here by "Doc" O'Neill, of the Victor field force, and who had been on a trip connecting through 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 Company's headquarters was Mr. R. S. Kinnings, of Danville, Ill.; Mr. White, of the Milliken-White Music Studios, Muskegon, Mich.; and Mr. E. E. Glass, of the Talking Machine Shop, Rockford, III.

Mr. F. B. Atkin, of Beloit, Wis., was a Chicago visitor the latter part of last week.

The 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 record 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 incorporated 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 fireproof as 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 leading from the main entrance. 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 leading to the record shelves being located in 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 by the enormous 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 gauntlet 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 nothing 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 38 per cent over last year. The demand for the new Eclipse $30 hornless machine and the Regal $10 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 year is the manner in which the dealers 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 prices.

Will Have Fine Store.

The building at 227 Wabash avenue, in which the newly organized "Phonograph Co. of Chicago," with a floor space of 12,000 square feet, is located, is being 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 for the last two years with the trade. This gives the firm two excellent cutters, and 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 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 phonograph dealer, is sending out some handsome post cards from his headquarters in the First National Bank building. On the address side a brick 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 set 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.

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

finest tool steel

correct leverage for a perfect cut

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.

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., 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 work 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 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 railroad 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 on 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 January we 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., 19 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 Ettor case, resulting from the Lawrence strike, is being conducted. John Hadden & Co., of Cape Town, South Africa, Dictaphone agents, also report a steady increase in the 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.

NOW THE RECORD REVIEW.

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 was 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 phonograph, 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-cylindered 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. Swifty.

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. Swifty, the prominent jobber in his store at 873 Eighth avenue, New York. Mr. Dodin's long experience in the repairing of talking machines makes him 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 McCready 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


New York City—one in the Lord & Taylor store on 20th street and Broadway, one in the store of James McCready & Co. on 23d street and Sixth avenue, also in the McCready 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.


(To The Talking Machine World.)


The Keen-o-phone Co., whose establishment is located on 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 Green'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.

(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 Corporation, to take executive position with M. L. Claypool Piano Co. in the development of the composition and holding the executive position with 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 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 was presented with a handsome gold watch by his associates with the company as a mark of esteem.

BONCI TO MAKE COLUMBIA RECORDS.

The Columbia Phonograph Co., General, announces that Bonci, the world-famous tenor, has been engaged by them to record 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 Otisfield hill is the article entitled, "Save Fixed Price, or Have Chosa," 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 fairness 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 Plainsfield, N. J. It treats in full of Vitaphone features.

WINS IMPORTANT DECISION.


(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 1906 to Peter C. Nielsen, assigned to the Searchlight Horn Co., for a phonograph horn, having bell shape, with abrupt flaring outlet, composed of longitudinally arranged metal strips secured together at edges by means 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 $120 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 dreamer is one who dreams and does.
BLACKMAN DISCUSS ES ASSOCIATION PLANS.

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

In discussing association matters with The Talking Machine World this week, Mr. 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, announced:

"I have just returned from a two days' visit to Philadelphia. While there I discussed association ways and means with M. E. Jacobs, 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 make early preliminary arrangements for the very near future. We 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 not to be representative of the members, not a few, and should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members. We should be a body for the commission of good results regardless of affiliations of the members.

"I want every member of the association to feel that he is a part of it, and that his requests or suggestions 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. 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 whole, and not favor any one manufacturer.

"The by-laws of the association state clearly that the organization is for all the members, not a few, and should be inclined favorably toward some. We have not refrained from taking up important matters simply because the factory viewpoint might not be included favorably toward some.

"The Anti -Trust Law," "Peace-An Address by President Taft on a Protective Tariff."

"The Sherman Law was devised for the prevention of monopolies. The patent laws, under specific constitutional provisions, grant to patentees and owners of patents exclusive and monopolistic rights. A good suggestion 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 the support a system which is so complicated, so essentially different in its nature and in its intent as the laws providing for and regulating patents."

DUTY ON DISC RECORDS UPH ELD.

(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 Appeals 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 decision upon by these matters 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.

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-Tax 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 Socialism;" "Woodrow Wilson on Democratic Principles;" "Woodrow Wilson on Labor;" "Woodrow Wilson on the Tariff;" ...
EDISON NEWS FROM ORANGE.

Much interest Shown in New "Blue" Amberol Records. From Coast 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. Edison Co. has taken the place of the popular November Amberol record supplement, and which are being eagerly awaited by the dealers. Shipments of the new records 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 3,890 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 were near, the executive ship 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 up no-spot 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 K. Dyer, president of Thomas A. Edison, Inc., and other officials of that organization.


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.

PRODUCES 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 resident 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 1897, 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 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 of 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 $8,319 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 WITHJOBBERS.

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 short of the "best 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.
More of the big

This Columbia definite offer advertisement appears in the Saturday Evening Post this week.

Once more the "Favorite," and the "Favorite" just as it was so successfully offered back in February—the same outfit of records (with the addition of the Columbia Demonstration Record), and the same general layout, except that the "Favorite" is shown with the Columbia tone-control shutters. It is a long time, as time is reckoned in the talking machine industry, since there has been any single improvement or addition so universally approved as these same Columbia tone-control shutters.

You will notice also that this advertising was designed not to create a demand for something the dealer did not carry, but to make a direct, definite, sales-making offer of stock that the dealer already had and assist him to keep it moving in a healthy fashion. Nor is this advertisement the whole story—nor yet the entire year's advertisement—but it indicates the whole story of healthy, solid, continuous and rapid Columbia increase that affects you, right there in your office, just as sure as interest on your bank balance.

This is not meant to suggest to you that you ought to throw out any other line for the Columbia—but we should be

Columbia Phonograph Co. Gen'l, Box 339, Tribune Bldg., New York

Creators of the talking machine industry. Pioneers and leaders. Largest manufacturers of talking machines in the world. Ex
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 $59.95 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.

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.

The Company, Gen'l

ph Company, Gen'l

New York

talking machine art. Owners of the fundamental patents. 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 Unique Entertainer for Which There Is Big Demand.

(Special to The Talking Machine World.)

Los Angeles, Cal., Oct. 4, 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 springs from the frequent remark 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 for 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 in 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 360 positions on the disc, and such number of positions is required, but some songs require only one or two positions.

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 shall have the pictures of the greatest artists shown in the screen and changing automatically. The public can be delighted with not only the novelty of the device but with the beautiful and artistic expressions of 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."

="The Adaptor does not connect to a talking machine causes no trouble nor injury to either. It takes but a second. It is 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 or 120 volts by plugging into the ordinary lamp socket. The 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 thirty to forty inches 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 has his stereopticon and throws 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 experimenting with 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 new 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 these 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.

Do not lose sight of the enthusiastic 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. Bobbin 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 Weltevreden.

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. 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, so even if he should be able to write, he must then cease to observe. With the new phonograph, this drawback 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 recorder. 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 making 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 allighting, 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.)


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 label 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:

"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 when attached to this Talking Machine, or in any other casing or cabinet than this casing or cabinet, in which it is licensed to be sold and used, or in any other or altered construction or arrangement, or with any device whatsoever not forming a part of the machine, or a sale by any of the above persons, or attachments, designed to be attached to or embodied in Victor talking machines or records, or in connection therewith, is also guilty of infringement and liable to be sued."

MUST BRING FRESH ACTION.


(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., and Hill Piano Co., assignee for the Hill 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.)

Philadelphia, 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 depart- ment which will be known in the future as Victor 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 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.

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 employees 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.
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 Pompelion Room of Colaiati's Restaurant, and there were present besides Mr. Morgan Fred J. Fitzgerald, A. H. Kayton, 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. Lanquet, Jesse C. Van Camp, George D. Cullia, Theodore Nelson, J. F. 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 entrees was elaborate, the available supply of drinks was as fine as would rouse the envy of a member of the bartenders' union, running the gauntlet of cocktails, beer, a bit of 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 set to Mr. Morgan with the compliments of the male and female employees 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, his hair still dark, 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-

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.

records of congratulation were received from Messrs. Oakley and Wendell, 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 produces 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.

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. W. V. 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 far more 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. Perry Co.
Boston, Mass. ... Oliver Ditson Co.
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 R. Whist Co.
Des Moines, la. ... Harger & Blish, Inc.
Duluth, Minn. ... Harger & Blish, Inc.
El Paso, Tex. ... W. G. Wall Co.
Houston, Tex. ... Houston Phonograph Co.
Kansas City, Mo. ... Schmelter Arms Co.
Little Rock, Ark. ... O. K. Houck Piano Co.
Los Angeles, Calif. ... Southern California Music Co.
Memphis, Tenn. ... O. K. Houck Piano Co.
Nashville, Tenn. ... O. K. Houck Piano Co.
New Orleans, La. ... Philip Werleen, Ltd.

New York, N. Y. ... Blackman Talking Machine Co.; J. Bloom, Inc.; Basquin Blount;
Providence, R. I. ... Manufacturers' Outlet Co.; The Carley Co., Inc.
St. Louis, Mo. ... The Analyte Company of Missouri; Koehler-Brenner Music Co.
Washington, D. C. ... Robert C. Rogers Co.
The Season Has Started 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 Kinroscope—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.)


The season's trade may now be said to have really commenced in earnest, substantial orders from distributors being a sure indication that progress is in action. This assert 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-win 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 been made much headway here, 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 dealers. For example, T. Edison Co. is spending $40,000, and liberal amounts will accrue to the London and provincial dealers. For example, the New Kinoscope Co. is spending $40,000, and liberal amounts will accrue to the London and provincial dealers. For example, 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 progress is in action. This assert 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-win 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 been made much headway here, while another satisfactory index is the absence of labor disputes, although there is some trouble brewing among men engaged in the great cotton industry.

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It is estimated that they have struck 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, profit must eventually drizzle 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 paid for your stock as a 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 dealers, magazines, etc., from other leading record companies. With this educational influence fostered by the hundreds of dealers personally engaged in the trade, the chances are that an increased demand will be created, which, if not, in my opinion, be-regarded as a failure.

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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 instrumentalists as

- "Ora Pro Nobis" ("Pray for Us") (Piccolomini), Stewart Gardner.
- "Good By"

(Toot), Percival Allen; "Coolan Dhu" (Leoni), Marion Beeley; "Once Again" (Stullivant), Ruby Helder; "Drink to Me Only With Thine Eyes" (traditional), W. H. Squire, "ello solo, accompanied by Hamilton Harty; "Scherezas 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 Grosmith. His Master's Voice 12-inch records—"A Bachelor's Love Song" (D. Slater), Robert Howe; "The Old Gray Fox" (M. V. White), Percy Whitehead; "Printemps" (Stern), Lucy March; "In Sweet September" (Hope Temple), Mme. Kirky Laun; "Waltz Song," Tom Jones (Edward German), Florence Smithsonian; "Allegro" (Fiocco), Marie Hall, violin solo; "Hear That Orchestra Rag" (Hollander), American Quartet. Double records—"Serenade," "Love in Idleness" (A. Maidbech), and "The Whispering of the Flowers" (Von Blom, Mayfair Orchestra Co.; "Echo des Bastions" (H. Kaling), and "Un Peu d'Amour" (Las Sielos), Mayfair Orchestra; "Dreams of Ragtime Intermezzo" (Turban), "Massa Johnson" (Finch), Metropolitan Orchestra; "Mirella Overture" (Conod), "Marco Spada Overture" (Asber), 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 Artistes.

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 Duprey, whose tag "The Jolly Little Dutch Girl" has aroused laughter and echoes at nearly every hall in the kingdom. Her Dutch dialect songs are very well known and appreciated.

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 38.)

THE TALKING MACHINE WORLD.

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

Great Britain

The Gramophone Co., Ltd. - 21 CITY ROAD LONDON, E. C.
The introduction of the Edison four-minute recording outfit opens up really great fields of exploitation not hitherto introduced by any company, 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 Willie Bard, Olly Oskayle and the Beka London Orchestra. The owner enjoys his favorite hobby of selecting and setting up the apparatus to get the best possible results.

New Four-Minute Recording Outfit Pleases.

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

New Zonophone Records.

With their usual enterprise the Zonophone Co. has recorded and issued a remarkably varied programme by the world-renowned Billy Williams, whose latest effusions are, if anything, finer 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 McGinty," "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 invioious to choose, but especially worthy of mention are:

- "Latona; "The Blarney Stone" and "The Same as I Was Toddy" (Clowes and Sons), Besses o' th' Barn Band.
- "Johnny Is a Star and Other Titles" (Goetz and Berlin), Jack Charman; "The Road to Zag-a-zig" and "Pirouette" (Finck), Peerless Orchestra; and "Jerusalem the Golden" and "La Marseillaise,"Peerless Orchestra, and others prominent in the musical world.

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 is one or two films that will be somewhat of a last-minute feature. Some of the artists represented are Billy Williams, Harry Lauder, Florrie Forde, and others prominent in the musical world.

SALES MANAGER WANTED.

The Beka Record Co. has opened the season with an exceptionally brilliant issue of vocal and instrumental items, selections by the great Willie Bard, Olly Oskayle and the Beka London Orchestra.

Columbia Phonograph Co., Gen'l
Tribune Building, New York
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 Swifty, 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 of the association 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 dealers 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 Victoros Being Carried in This Handsome Store.

Landay Bros., Inc., the well-known Victor dealers of New York, with stores at 363 Fifth avenue, 400 Fifth avenue and 37 West 34th street, now announce the opening of another store at 324 street and Broadway. This store is entirely new.

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.

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 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 they next door neighbor wants to know how all these 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.

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.
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 felt lined, and felt cannot scratch.

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

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

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

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

“IT’S hard to find the equal of the Salter.”

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

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

The Rudolph Wurlitzer Company
Victor Distributers
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 AnxiouslyAwaiting Stock.

(Special to The Talking Machine World.)


"Straws show which way the wind blows," once remarked a sage who ever since has been quoted literally 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 Grinnells 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, 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.

NEW YORK—Here's a straw. 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 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 are always 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 to the West 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 Swift's store at 9 West 35th street, New York, stated that they were experiencing a splendid season. Victrolas No. II, retailing at $100, are oversold for many months, and there is a general demand for high-class records.

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

The Bell-Hood Needle Sells Itself

You ask for samples; the Needle does the rest.

25c and 50c boxes. Write for unusually liberal discount terms, giving name of your jobber.

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 list.

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 folks 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.)


"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 487 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.
COLUMBUS 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 in its new pianola and talking machine department. In charging 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 man of the utmost capacity, and one very 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 more highly 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 Excelsent.

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 this day 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:

"There has been evident 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 have many dealers 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 under the impression that the result of 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 the trade. He reports a number of good sales for the month.

Joseph Fink, who is associated with Mr. Ahaus, manager of Victor Phono gram Co., has been in Baltimore for two weeks looking over the books of the local branch. Manager W. C. Roberts, of the E. F. Droop & Sons Co., will visit the Victor factory during the coming week.

Our Foreign Customers.

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

SEPTEMBER 14.

Bomoy, 5 pkgs., $145; Cardenas, 1 pkg., $113; Havana, 30 pkgs., $1,609; Kingston, 7 pkgs., $106; London, 3 pkgs., $843, 1 pkg., $1,085, 22 pkgs., $445; Manila, 41 pkgs., $2,435; Mollendo, 7 pkgs., $208; Puerto Barrios, 30 pkgs., $607; Rangoon, 11 pkgs., $1,040; Rio de Janeiro, 21 pkgs., $1,300; Santos, 105 pkgs., $6,068; Singapore, 4 pkgs., $308; Valparaiso, 7 pkgs., $140; Vera Cruz, 60 pkgs., $1,700.

SEPTEMBER 21.

Algoa Bay, 106 pkgs., $2,338; Barbados, 5 pkgs., $963; Batavia, 16 pkgs., $758; Berlin, 10 pkgs., $505; Bolivar, 2 pkgs., $100; Buenos Aires, 8 pkgs., $670; Gupyaquil, 8 pkgs., $217; Havana, 22 pkgs., $710; Iquique, 7 pkgs., $138; La Paz, 9 pkgs., $304; Limon, 12 pkgs., $591; Liverpool, 1 pkg., $200; London, 655 pkgs., $4,640; Montevideo, 3 pkgs., $122; Puerto Caballo, 9 pkgs., $291; Rio de Janeiro, 5 pkgs., $129; Singapore, 9 pkgs., $144; Tampico, 3 pkgs., $119; Valparaiso, 6 pkgs., $330.

SEPTEMBER 28.

Berlin, 69 pkgs., $1,475; Hamilton, 4 pkgs., $126; Havana, 16 pkgs., $1,404; Liverpool, 2 pkgs., $123; London, 168 pkgs., $1,609; Milan, 9 pkgs., $171; Para, 23 pkgs., $817; Porto Plata, 1 pkg., $226; Puerto Barrios, 12 pkgs., $666; Riga, 4 pkgs., $640; Rio de Janeiro, 12 pkgs., $501; Riga, 10 pkgs., $300; St. Kitts, 4 pkgs., $144; Valparaiso, 7 pkgs., $102, 1 pkg., $122; Vera Cruz, 123 pkgs., $3,883, 81 pkgs., $2,958.

October 5.

Antilla, 2 pkgs., $191; Berlin, 145 pkgs., $3,874; Buenos Ayres, 24 pkgs., $1,443; Callao, 5 pkgs., $656; Chemulpo, 18 pkgs., $1,312; Colon, 5 pkgs., $35; Demerara, 6 pkgs., $213; Guayaquil, 17 pkgs., $302; Havana, 25 pkgs., $1,008; Kingston, 8 pkgs., $355; La Paz, 17 pkgs., $707; London, 12 pkgs., $640, 118 pkgs., $6,020; Manila, 20 pkgs., $696; Martini, 1 pkg., $233; Milan, 14 pkgs., $720; Soebabaya, 5 pkgs., $306; Tampico, 8 pkgs., $331; Valparaiso, 36 pkgs., $1,834; Vera Cruz, 302 pkgs., $1,066; Yokohama, 51 pkgs., $2,060.

Eugene R. Falck, Notary Public 4

(Cooperation expires March 10, 1914.

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 far 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 this age of rush.

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

The Most Profitable Record Album on the Market:


Our new "Vermont Fashion Leather" is the strongest and yet 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 made by our competitors? Bindings in our new albums are guaranteed indestructible, priced at the same as cloth albums, but are far stronger in the weakest quality-Gold Plated Rings-in the look of the mail, as the match the metal finish on all Victor and Columbia Cabinets. Let us send you our sample album and be convinced.

The SCHAFFORD ALBUM CO., 26-28 LIspenard St., 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 Phonographs—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 Ramsdell, 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 artists or cartoons with wording to make them popular," is being hidden with paper except for a peephole.

Byars arranged a mystery window, all of the front of which was blank, and interest was so high that over the entrance of the new building there was written "Roosevelt will speak here at 11 a.m. and 2 p.m."

Manager Robinson, of the Thibes 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 Moore," 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 the third, all goods being sold at regular prices preparatory to removal."

Secretary Raub, of the Koerner-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. Phillips, 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 circulars 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 exhibits 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 circulating offering a gift of needles.

F. W. Bartholdi, 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 Thibes 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. Letch, Jesse Druse, 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 gardens throughout the year there are several months in the summer when it could be used to counteract the dull season and keep trade interested.

Columbia Phonograph Co., Gen'l
 Tribune Building, New York
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 peculators who seek 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 its products.

The consumers in general suffer by price wars as well as the innocent citizen in that industry. For every one of such peculators who has ever 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 public.

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 price-cutters fair and equal to a 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 public.

The result of this is that consumers now pay more than they ever did before for the same articles or for no article at all. The public is helpless against price-cutting. There is no defense against it. The price-cutters are hard to reach; and the means to an end that has aroused so much indignation is being done to many of the most conscientious and reputable manufacturers in the country, and without gain to the consuming public. Wholesale competition stimulates trade and benefits both consumer and producer, but price-cutting means more than the simple matter of marking down prices. Any manipulation can mark down a price, but it takes brains to lower costs by fair and humane methods.

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 dissuaded, 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 producer who, by so doing, tends to bring about a condition 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, but 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 a decided tendency among the class of citizens who have not seen the operations of price-cutters; who have not seen them drive responsible and honest enterprises out of business without in any possible way benefiting the public. As a matter of fact, cold and hard facts, a decided injury has been done through a general deterioration of product due to the inevitable squeezing of profits clear back to manufacturer and the workingman, and then in turn squeezing the public after the legitimate trader has been driven out.

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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 we 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.

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the last few years and will continue to rise until a much
higher general plane of living have risen in the last few years and will
how to live as well as we should.

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ufacturers or inventors. The high cost of living can be
reduced only by increasing the efficiency of
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PRICE CUTTING—A RESTRANNT 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 expressing 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 directly, and they have succeeded where the conditions were such as to permit them to succeed, but by far the greatest proportion 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 the matter of credit which is 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 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 not 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 proportion of the gross mistakes for popular outcry against trade combinations and price restriction is simply the baffle 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 investor. 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 these individual opinions may be of no more value than the opinions of other honest and intelligent citizens; they may not be more lengthy, more 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 were to disparage 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.

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 Victorolas 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 whose 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.
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 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 the 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 his 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 discussing 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. Mr. George H. Sheip, of Sheip & Van de Graff, Los Angeles, recently returned from a special trip for Victor machines and has just returned from a special trip to Los Angeles, where he reports the stock is in fair supply, and that there will be no trouble in getting what is desired.

"The results in Cincinnati for the month of September have certainly exceeded our greatest expectations. The new line of Victor Victrolas, from 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."
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—
See Story of His Visit to Aeolian Hall, During Which He Made a Great Hit—
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.

(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 Indiana 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
Child." 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 de-
partment 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 ma-
chine, into the homes of his worshippers, is gratify-
ing, 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 ma-
chine department. It developed that the man was
F. W. Meads, a retired capitalist of Tuscaloosa,
Ala. He said his home town had talking ma-
tines, 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 Edi-
son Home kinetoscope, the moving picture ma-
tine, 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 ma-
chine 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
West, has placed the Columbia line with a num-
ber of dealers who did not previously handle it.

The new Eclipse Columbia photograh, which
sells at $30 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 Die-
taphone, New York, spent several weeks in In-
dianapolis territory during September. Mr. Easton
secured a number of good live agents and inciden-
tally 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 Niel-
son, 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 re-
cently.

Manager Devine, of the Columbia local store, re-
turned 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.

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. Put-
nam, 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 car-
rried 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 de-
partment 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 Revolu-
tionize Amusement Business.

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 por-
trayed are made to talk, the voices appearing to
come direct from the mouths of the persons por-
trayed.

Dr. Kitsee's pictures are remarkably clear, and
the sound is very distinct and carries well. Ex-
erts who examined the appliance declare it is very
simple and that it is destined not only to revolu-
tionize the moving pictures but also the theatrical
business.

THE RAINY DAY BUSINESS.
"We love to hear the tinkle 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 manufacture 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.

"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 may have passed out from the flow of life, their work still endures, and we here without any disturbing personal presence to interpret and intervene 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 their music.

"Music is the most universal form of harmony. It makes a quick appeal to the human heart, and through the aid of the Columbia Graflexola we are brought into touch with the world's greatest artists. Singers, players, famous orchestras, great bands, popular songs, amusing sketches, these are all years for the asking. 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. That is the thing desired. Each helper is doing his own appointed task, doing it right and well. The organization are on every hand. Each helper is cheer and courtesy where the house will, for good and valid reasons.

"The Columbia serves as my cosmic starter. When I want to concentrate on some particular bit of writing, I make use of the Columbia and call on my old friend Zenaella, 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. When I want to concentrate on some particular bit of writing, I make use of the Columbia and call on my old friend Zenaella, good and great, to minister to me.

"Practically the best men here were educated at their work by their work.

"David Garrick once regretted that the vibrant, far-reaching voice of Edmund Burke must some day falter and be heard no more by man.

"But in the Columbia Grafonola we have something of what Burke would have been, were he not born to sing. And as a poet of the real world, he would have been. He would have sung the wondrous melodies. Those are sung and played for us when we wish. They are not tired, nor do they ever obtrude. They are there, waiting for us at the door to open, and the door to be opened.

"That is the thing desired. We 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 single 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 $913,818, 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 $1,323,668.

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 enticed to go to another point. 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, files 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 catalogs 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.


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.


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 practising 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 and 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 normal position of the carrying member or table to a position adjacent to the reproducing needle or table. In doing this, the record is left in its socket on the table. Immediately the mandrel has reached its lowestmost 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.

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 May 27, 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 principle of 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 specifications and accompanying drawings in which:

Fig. 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. 1,040,030.

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 May 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 principle of 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 specifications and accompanying drawings in which:

Fig. 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.
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 turning 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 connectable to the shaft through the means of another sleeve loosely keyed to the shaft and slideable therewith, 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 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 course 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 lowest position causes the shaft to begin rotating. This immediately screws the shaft upwardly until it reaches its uppermost 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 movement, 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 reproducing mechanism into and out of engagement with a record; but these means do not enter broadly into the contemplated, 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 central cross section taken on line 1-1 of Fig. 3. Fig. 5 is a vertical section taken on line 3-3 of Fig. 4. Fig. 6 is a sectional 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 cut which engages the screw thread of the mandrel shaft. Fig. 11 is an enlarged detail taken as indicated by line 11-11 of Fig. 3. Fig. 12 is a sectional view taken on line 12-12 of Fig. 4. Fig. 13 is a view similar to Fig. 1, showing a modified form of reproducing point in certain relation to each other. Fig. 14 is a front elevation of the same. Fig. 15 is an enlarged detail section taken as indicated by line 15-15 of Fig. 11. Fig. 16 is a sectional view taken on line 16-16 of Fig. 15. Fig. 17 is an enlarged detail section taken as indicated by line 17-17 of Fig. 14.


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 mount-
side of the reproducing point. To allow for this variation it has hereunto 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., 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 cylinder, 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.
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 lever 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 ball come in contact, thus avoiding injury to the governor. Heretofore, the governor lever was not 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 firm 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 0.02 to 0.03 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.

"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 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.


(Special to The Talking Machine World.)


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 on the Dictaphone, of which the Columbia Photographic Co., Germany, 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 hangings 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 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.

DISPLAY AT BOSTON ELECTRIC SHOW.

At the Boston Electric Show, held at Boston, from September 28 to October 9, 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.
Leading Jobbers of Talking Machines in America

HARGER & BLISH

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It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

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Try Our Hurry-Up Service
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Send us your name and address and we will mail you pocket sample illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, giving line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

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310 South High Street, Columbus, Ohio.

Edison Phonographs
JOBBERS Victor Talking Machines

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BOSTON

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the November List.

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

Distributors

Atlanta, Ga., Columbia Phonograph Co., 62-64 W. Broad St. St. Louis, Mo., Columbia Phonograph Co., 221 N. Market St.

Baltimore, Md., Columbia Phonograph Co., 506 W. Lexington St.

Boston, Mass., Columbia Phonograph Co., 759-57 Tremont St.

Buffalo, N. Y., Columbia Phonograph Co., 422 Main St.

Chicago, Ill., Columbia Phonograph Co., 103 N. Dearborn St.

Cincinnati, 0., Columbia Phonograph Co., 117-119 W. Fifth St.

Cleveland, 0., Columbia Phonograph Co., 918 Euclid Ave.

Dallas, Tex., Columbia Phonograph Co., 1005 Main St.

Denver, Colo., Columbia Stores Co., 500-501 Blen- da St.

Detroit, Mich., Columbia Phonograph Co., 114 Gratiot St.

Hartford, Conn., Columbia Phonograph Co., 719 W. Main St.

Indianapolis, Ind., Columbia Phonograph Co., 227 W. Pennsylvania St.

Kansas City, Mo., Columbia Phonograph Co., 4145 Grand Ave.

Los Angeles, Cal., Columbia Phonograph Co., 1222 S. Broadway.

Louisville, Ky., Columbia Phonograph Co., 1215 South Fourth St.

Minneapolis, Minn., Columbia Phonograph Co., 280 North Broad St.

Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.

Minneapolis, Minn., Columbia Phonograph Co., 284 University Ave.

New Haven, Conn., Columbia Phonograph Co., 107 Church St.

New York City, Columbia Phonograph Co., 80 Chambers St., Columbia Phonograph Co., 22-24 W. 13th St.

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