

The TALKING AND NOVELTY NEWS MACHINE WORLD

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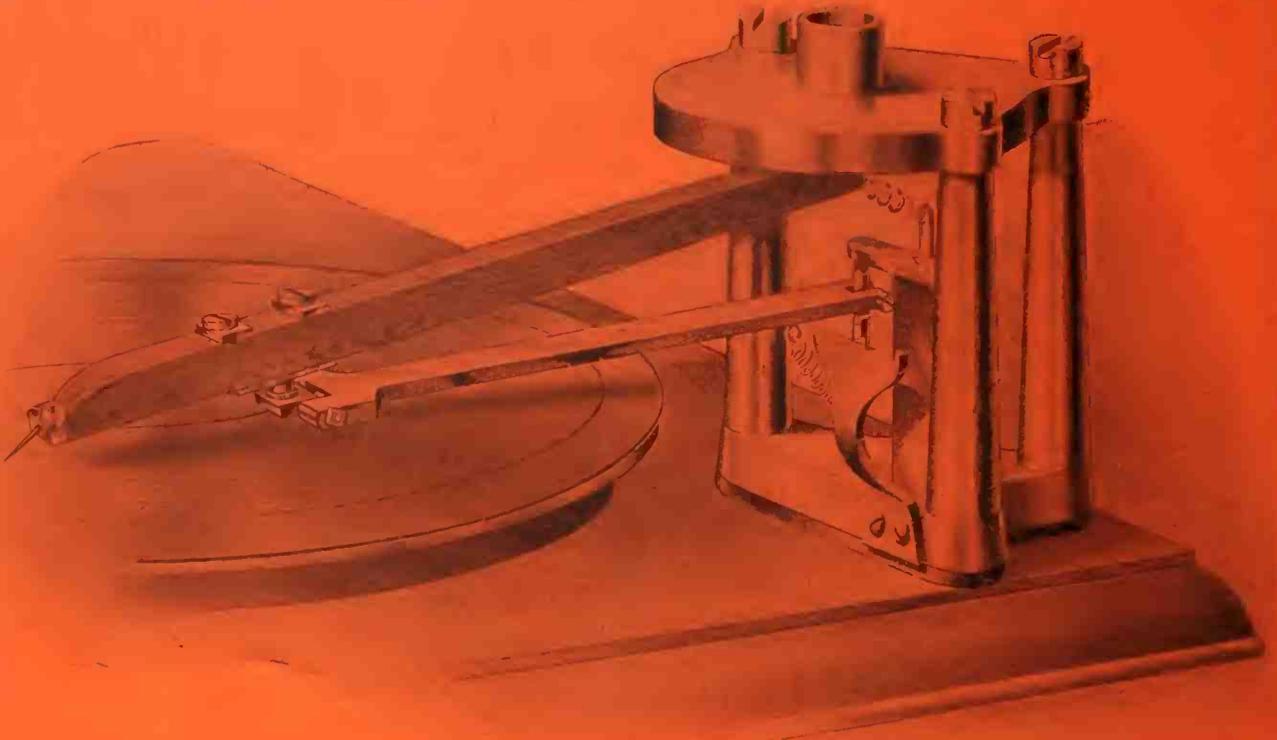


Victor-Victrola XVI, \$200
Mahogany or quartered oak

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



The Vitaphone Reproducing Device



Showing the

Vitaphone Solid Wood Vibratory Arm

A glance is sufficient to appreciate the novel construction of the Vitaphone reproducing device, but its pure round musical tone must be heard to realize the big step forward in the art of reproduction, introduced by the use of wood, the most resonant vibratory material known.

Vitaphone dealers enjoy the advantage of :

Tone without comparison,
Splendidly built instruments,
Novel, interesting and simple construction,
Assured profits of a maintained selling price, and
The protection of absolutely unassailable basic patents.

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 8. No. 12.

New York, December 15, 1912.

Price Ten Cents

THE TALKING MACHINE SCORES IN VAUDEVILLE.

Miss Adelaide Francis, a Clever Singing Comedienne, Has Utilized the Graphophone in a Very Excellent "Sister" Act, in Which Tuneful Musical Numbers and Humorous Dialogue Are Indulged in Between Miss Francis and Her Voice in the Machine—An "Act" That Wins Much Praise Wherever Heard for Originality and Finish.

Just about the time one begins to feel that the talking machine has reached the limit of its power as an entertainer someone comes to the front with a brand new idea and there is a new field opened for that popular instrument. This time it is the Columbia graphophone that has made its bow as a vaudeville performer and as an interesting and satisfactory half of a "sister act." The new act using the graphophone, the conception of Miss Adelaide Francis, a clever young lady who has for some years been appearing in vaudeville as a singing comedienne, had its New York premiere at Keith's Union Square Theatre last week, and though not strongly featured proved one of the strongest numbers on the bill. The act is billed as "The Graphophone Girl," and has been fully protected by copyright.

In her act Miss Francis uses a standard model



Miss Francis, "The Graphophone Girl."

graphophone equipped with a motor selected with particular care for absolute regularity of action. A graphophone is placed on a pedestal on the stage and Miss Francis gives a short introductory talk, explaining what has been accomplished in producing the act. The voice coming from the machine can be heard clearly throughout the entire theater, a testimonial to the wonderful enunciation executed by the singer. Miss Francis refers to the voice in the graphophone as her "sister." Tuneful musical numbers and humorous dialogue are indulged in between Miss Francis and her voice in the machine.

"Just Dreams," "Tell That to Sweeney," and "Beautiful Rag" were included in the repertoire of musical numbers, and for an encore Miss Francis created a good deal of laughter with her witty remarks about the voice in the graphophone.

The vocal numbers and the dialogue are timed very carefully so that the voice of Miss Francis joins in perfectly and actually gives the impression that there are two persons on the stage.

In speaking of her new act to The World representative, Miss Francis said: "The managers have for years been demanding something new for vaudeville, and though I had appeared as a singing comedienne for some years, I decided that I could discover a new way in which to interest the audiences.

"Considerably over a year ago I conceived the idea of using the graphophone in my act and immediately started to make suitable records. In the beginning even the recording experts laughed at me. They thought it was impossible to so regu-

late the playing of the records as to get a satisfactory effect in two-part work. In the course of the experiments I made several hundred records and tried all out carefully before I decided that the result was worthy of presentation to the public. The difficulty in timing the records to a fraction of a second and securing a motor that would ensure the record playing at the same speed at all times, was for some time quite discouraging. Besides the making of the records there remained the choice of songs and pater-

ARGUMENTS AGAINST OLDFIELD BILL VOID

In View of Recent Decisions of Supreme Court of the United States, Which Show That Courts Can Prevent Abuse of Patent Laws.

The recent decision of the Supreme Court of the United States in the so-called Bathtub case, definitely bringing patent rights under the jurisdiction of the Sherman law, is of exceeding interest to this trade and leaves Mr. Oldfield and his supporters without excuses for the so-called anti-trust features, which, as is well known, are practically all there is to the committee substitute bill introduced in Congress outside of the "Price Regulation" and "Compulsory License" sections.

This only demonstrates afresh that the courts are abundantly able to prevent every abuse of the patent laws. In recent decisions this has been proven, for the intolerable prolixity possible in the trial of patent infringement and the danger that the patent laws might afford refuge from the rigor of the Sherman law to combinations and conspiracies in restraint of trade, has been definitely removed in two recent rulings by the Supreme Court.

The decision in the now notorious Mimeograph case and the possible dangers in connection therewith have been entirely removed, for the Supreme Court of the United States has eliminated this bogie in the following words:

"The added element of the case at bar cannot

that would prove most effective on the stage. Though now I have a fairly extensive repertoire, I only use three songs and the dialogue at each show. For the encore I have recorded a neat little speech for reproduction on the machine, which, when assisted by a few side remarks of my own, appears to please the audience thoroughly.

"I have been fortunate in that my enunciation is perfectly clear and that my voice is well suited for recording. This is a point that seems to have most impressed the critics, who have been most kind to me. I tried out the act in the West, and following the presentation of the act in New York, am negotiating for some excellent time over the larger circuits."

H. L. Willson, assistant manager of the Columbia Phonograph Co., together with several others of the headquarters staff of the company, witnessed the act during its presentation at the Union Square Theater.

confer immunity from a like condemnation, for the reasons we have stated. And this we say without entering into the consideration of the distinction of rights for which the Government contends between a patented article and a patented tool used in the manufacture of an unpatented article. Rights conferred by patents are indeed very definite and extensive, but they do not give any more than other rights a universal license against positive prohibitions. The Sherman law is a limitation of rights; rights which may be pushed to evil consequences and therefore restrained. * * * The comprehensive and thorough character of the law is demonstrated and its sufficiency to prevent evasions of its policy 'by resort to any disguise or subterfuge of form,' or the escape of its prohibitions 'by any indirection.'"

By this action of the Supreme Court, exercising its ordinary function of controlling trial procedure and interpreting and enforcing the existing laws, every ground on which the Oldfield bill has been supported has disappeared.

This situation was discussed and analyzed in an able way in a lengthy article in the New York Sun of November 27.

MORE HASTE; LESS SPEED.

Many Merchants Jump at Solutions of Business Problems Without Testing Them for Weaknesses—Plain Common Sense Necessary

In selling, says a man of wide commercial experience, the fundamental difficulty is found in the lack of any very clearly defined ideals, the lack of definite aims, the lack of clearly defined ends to be attained, the lack of appreciation of methods, of the limitations which surround us, of the ethics that are behind the whole proposition.

Then, there is the failure to apply cool judgment and plain common sense in sales problems. I don't believe that in any other activity of human life there is so much of impetuous activity as there is in selling goods. The way people will get a glimmer of an idea and immediately hop in and proceed to "start something" is astonishing, and the percentage of times that they back out and decide that it was wrong, is shamefully great when we look over the whole field. There is an absence in sales departments generally of a recognition that something that is a variation, and certainly something that is radically different from established practice, is merely something to be tested out; an absence of the recognition of the fact that it is a lot cheaper to test it in a limited area, no matter how intensely you go at it in that limited area, than it is to dump it on the whole ground and do it that way.

TALKING MACHINE EXPORTS.

The Figures for October Presented—Reports Show Increases for the Month.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 6, 1912.

In the summary of exports and imports of the commerce of the United States for the month of October (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 October, 1912, amounted to \$223,307, as compared with \$203,211 for the same month of the previous year. The ten months' exportation of talking machines, records and supplies amounted to \$2,040,836.

KEEPING MEN SATISFIED.

"I decided, when I first went into business, that the best policy would be to keep my men satisfied," says a successful dealer. "After looking into the matter for some time I concluded that the best paying proposition for me was to take good men at their own valuations. The one thing I have always listened to with respect has been a request from such a man for a raise in pay, and in about nine cases out of ten I've given it."

DEALERS SHORT OF STOCK DESPITE EARLY ORDERS.

Calculations Regarding the Volume of Business in Detroit Have Been Upset—Dealers Think Conditions Would Be Better If There Were More Distributors—Styles Most in Demand Are Those Ranging from \$50 Upward—Max Strasburg Co. in New Quarters—Friendliest Feelings Existing Between Talking Machine Dealers—Marked Contrast to Those Which Prevail in Piano Trade—A Ridiculous Rumor.

(Special to The Talking Machine World.)

Detroit, Mich., Dec. 11, 1912.

The talking machine situation in Detroit, as the holiday trade swings into its full stride, is very similar to that of a year ago, in spite of all the efforts of the dealers to guard against it with advance orders. Both Victor and Columbia dealers are turning down orders for the highest priced machines because they cannot get the goods to deliver. The shortage in styles ranging from \$50 to \$150 in price is almost as acute. In Grinnell Bros. a few days ago a patron whose custom is highly valued paid \$75 cash for a machine to be delivered as a Christmas gift to a relative. There was none on hand and no definite tidings as to when there would be. The man left his money, however, the order to stand good until December 25. If the machine is not delivered by that time he will cancel.

A year ago all dealers resolved that they would salt away a good deal of stock a couple of months in advance and be prepared for the rush. The recent change in the Victors knocked out this scheme. As a result the Victor dealers do not know just how this year's holiday trade compares with that of a year ago, except that they are convinced by the stringency of machines that it is heavier. All Victor dealers are sold out of the old models and none can get the new ones as fast as he can sell them.

"What we need," said one of the largest dealers in Detroit to The Talking Machine World, "is an additional Victor jobber in this city, or another Western distributor. There are altogether too many talking machine dealers in Detroit and in Michigan for one jobber to take care of, no matter how hard and faithfully they may try. The money we lose just now through inability to get goods is lost forever. It is money intended for Christmas gifts. If we don't get it merchants handling some other line of goods will get it and it never will come our way again. I have appealed to about half the Victor jobbers in the country for goods with no success."

In the Columbia Phonograph Co., General's, branch store, which handles the wholesale trade for the entire State, arrangements were made to more than take care of the volume of trade which created such a shortage in December of last year. But the demand has beat them out. It has considerably outstripped that of last year, and the "worst is yet to

come," so the Columbia folks are cheerful. The trade seems to have about doubled. November, generally a not over-brisk month, this year turned in the best record since December of last year.

Out in the State Columbia dealers all were pretty well supplied in anticipation of what was coming, but even this early one or two of them have sent in orders for a replenishing of stock.

With the Columbia, as with the Victor, the styles that go best are those ranging from \$50 upwards. Manager Johns is anxiously awaiting the arrival of the new Columbia grand, which is expected to cut considerable of a swath here, especially if it gets in as a brand new thing to show for Christmas trade.

On the first of December Mr. Johns ordered all shipments of every kind to come by express until December 25. The additional transportation charges will not be a drop in the bucket compared to the loss of profits which would ensue if the machines should be delayed en route.

Detroit dealers are lucky in one respect. The lack of snow and the continuance of lake navigation has resulted in the annual freight congestion being indefinitely postponed. The fond hope is that it will be deferred at least until January.

For the present the Columbia wholesale house has discontinued the placing of additional agencies, having their hands full in taking care of the ones already on their list.

The Max Strasburg Co., "the Victrola shop," has at last got possession of the new store it has been campaigning for since last spring. The deal was closed very suddenly, Mr. Strasburg not knowing until November 25 that he could get possession December 1. The new store adjoins the old one on the east, and a connection door was immediately cut through and the additional show window dressed up in approved Victrola style.

The Strasburg Co. now has about three times the space of the original store, and talking machine space equal if not a bit larger than any other phonograph store in the city. The corner location gives a display window on Library avenue and two of them on Grand River avenue. In order to afford still more space for display and selling, Mr. Strasburg has moved his offices to the top of a couple of the demonstrating rooms.

The basement goes with the new store and will be used for demonstrating rooms. In the new store

ground floor a row of half a dozen demonstrating rooms will be built along the east side, while the west side will be decorated with the largest file of records in town. There are two entrances, one on each street.

"The only thing I am worrying about," said Mr. Strasburg, "is whether the jobbers will be able to furnish me stock enough to do business with. While I have been featuring the Victors, I will have to push the Columbias more, for I must take care of my trade in some way, even if it comes to putting in another line. In fact, for several weeks I have been selling all the Columbias I can."

The Strasburg Co. took on the Columbia line about six months ago and of late has been advertising it extensively.

Grinnell Bros., who are State jobbers for the Edison as well as for the Victor, are having a better trade in Edisons than last year by a large percentage. The Edisons have come to the front here very rapidly since the introduction of the hornless styles. As in the other makes of talking machines, the high priced ones are in best favor.

One good feature of the talking machine trade in Detroit is the marked degree of amity existing among all the dealers. It often is remarked upon because it is in such marked contrast to the conditions existing in the piano trade, where certain dealers hold aloof from the association and pay more attention to fighting their competitors' lines than they do to selling their own. In the talking machine business the dealers are willing and glad to help each other out if they happen to be in position to do so—their ability generally lying in the circumstances of one dealer being shy of goods and another having a few machines to spare.

A rumor has created considerable talk this week, but nobody knows its foundation. It is to the effect that some English concern has come forth with a talking machine of a value of \$200, which it proposes to sell in the United States at \$100, and sell along with it 16-inch records containing Caruso, Patti, General Washington and Cleopatra or somebody equally as good all for \$1, in competition with the 12-inch \$3 records of the American manufacturers.

To put it in the words of a jobber: "It is interesting, if true."

"Splitting the Other Four-fifths," a catalog devoted to the Edison dictating machine, has been supplanted by a very artistic and interesting book called "The Goose, The Typewriter and the Wizard." This book analyzes dictation and shows that by the use of an Edison dictating machine there is considerable economy in the production of correspondence. N. C. Durand, sales manager, reports a remarkable sales year with the Edison dictating machines.

In Justice To Our Regular Trade

We Are Not Soliciting New Accounts This Season
When the Demand Exceeds the Supply

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

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

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

EASTERN TALKING MACHINE COMPANY
177 TREMONT STREET, BOSTON, MASS.

FOR EIGHTEEN YEARS TALKING MACHINES EXCLUSIVELY

DEALERS MAKE STRONG APPEAL FOR HOLIDAY TRADE.

Conditions on the Pacific Coast Excellent—Blue Amberol Records Have Given Edison Quite an Impetus—New Edison Exhibit in Pacific Coast Cities—Columbia Demand Most Active—Sherman, Clay & Co. Report Difficulty in Getting Enough Victrolas—Columbia Department at the Emporium to Open This Week—Other Items of Interest.

(Special to The Talking Machine World.)

San Francisco, Cal., Nov. 29, 1912.

November was a very good month in the local talking machine field, both for the jobbing and retail trade, regardless of whether Edison, Columbia or Victor. All types of machines moved well, and the prospects are brighter than ever for holiday trade. As the time draws nearer the inquiries and reservations for holiday delivery are beginning to come in great numbers. All the departments are making a strong appeal in the daily papers for holiday trade, by pointing out the fact that a talking machine can be enjoyed by the whole family, will be enjoyed for the entire year and for many Christmases to come. There is still considerable apprehension that there will not be enough machines available to fill the demand, but the jobbers are doing their best to get enough stock in the hands of the retailers so they will not suffer from a shortage.

A. R. Pommer, manager of the Pacific Phonograph Co., says the new Blue Amberol records have given Edison business quite an impetus this month, and now with a sample of the risc machine and a few trial records at hand, there is no reason to fear that interest will be falling off very soon. Mr. Pommer has arranged a fine demonstration room on the fourth floor, where those interested in the new disc machine can inspect it and give it a trial. For the benefit of out-of-town dealers representatives of the Pacific Phonograph Co. are making a tour of the coast territory exhibiting the new product. Last week a three days' exhibit was held at the Fulton Hotel in Fresno, which Mr. Pommer attended personally. All dealers in the section be-

tween Merced on the north and Bakersfield on the south were invited to Fresno at the company's expense and twenty-three out of a possible twenty-five responded. Twenty out of the twenty-three placed orders for the new machine, which Mr. Pommer considers quite a victory. The new machine was also shown in Sacramento and Stockton last week. Mr. Pommer says he attended the meeting in Fresno out of curiosity; that his travelers have been telling him right along that the Edison had good support in the country districts, and he wanted to find out for himself. He is now convinced.

E. W. Cyrus has been appointed sales manager for the home kinetoscope department of the Pacific Phonograph Co., and J. F. Thompson, formerly with the Clark Wise Co., has accepted the position of credit manager.

Babson Bros. have also received one of the new Edison disc machines, which Manager Bailey says is attracting much favorable attention. His people were getting a little impatient waiting for the new product, but now that they see just what it is like they are satisfied to wait. So long as there was nothing at all to show it was hard to keep putting them off. Blue Amberol records are selling beyond expectations, as are also the new diamond point cylinder machines, a shipment of which arrived during the month.

Peter Bacigalupi & Sons, according to Peter Bacigalupi, Sr., are enjoying a steadily increasing demand for Edison business phonographs.

C. J. Moore, traveling representative of the Columbia Phonograph Co., has just returned from a very successful trip through the Sacramento and



Won't You Have a Lesson in Spanish?

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

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

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

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

International Correspondence Schools
Box 918, Scranton, Pa.

San Joaquin valleys. W. S. Gray, local manager for the company, is in Sacramento this week, where he went to spend Thanksgiving.

F. R. Anglemier, wholesale manager for the Columbia Phonograph Co., reports business for November splendid in all lines, from the Eclipse to the De Luxe. The whole force at the local headquarters is rushed to get out the orders, which are coming in daily.

In no department of the Columbia Phonograph Co. is more rapid progress being made than in the dictaphone department under Mr. Murray, who states that sales have more than doubled in the last year. Several large firms have installed a dictaphone correspondence in the last few months and a number are preparing to do so on the first of the year, when readjustments are in order generally. He also states that professional men are beginning to adopt the dictaphone.

E. W. Scott, owner of the Victor and Columbia talking machine department at Kohler & Chase's, made a short visit to the Eastern markets during the past month, and while in Chicago he says he had the opportunity of visiting several of the larger establishments, all of which seemed to be quite busy, but no busier in proportion to the population than they are in San Francisco. He is better pleased with the local field than ever before. November business was very satisfactory and interest continues to grow in respect to machines for holiday gifts.

Sherman, Clay & Co. has arranged a very attractive Victor window this week. The machine featured is the "Driftwood" and it is placed in a very pretty outdoor setting. With this appears scenes from the "Quaker Girl," which is running at one of the local theaters, and names of the Victor records. Already there has been quite a run on the records.

Sherman, Clay & Co. is making some alterations in its store, this time on the eighth floor, where repair rooms are being fitted up. A. G. McCarthy reports a very satisfactory month's business, both retail and wholesale, the only difficulty being to get enough of the new Victrolas. The company has been urging people to place holiday orders early, and a good many have already responded. Mr. McCarthy says they have a whole roomful reserved for holiday delivery, and there is no doubt but that this will be a banner year for the Victor.

For a while the Wiley B. Allen Co. was looking around for a new location in Sacramento, Cal., as its present lease would have expired on the first of the year, but arrangements have been concluded whereby it has its lease renewed for a number of years, and now, instead of preparing to move, it is planning to do considerable work on the old building, whereby it will be enlarged and improved generally. Frank Anrys, manager, has just returned from a trip up there to see about the remodeling. All departments will share in the renovation.

The formal opening of the new Columbia department at the Emporium will take place within a few days. It adjoins the piano department on the third floor and is up-to-date in every respect.

Among the recent out-of-town dealers in town purchasing goods were W. E. Allen, of San Jose; J. W. Husband, of Modesto, and N. L. Cody, of Merced, and B. R. Davis, of Stockton.

COLUMBIA LINE FOR SIMON.

Oldest Piano House in Spokane, Wash., Opens New Department and Features Columbia.

(Special to The Talking Machine World.)

Spokane, Wash., Dec. 3, 1912.

The Simon Piano Co., the oldest piano house in this city, with quarters at 911-15 Riverside avenue, has recently added a large and attractive talking machine department, where a full line of Columbia graphophones, Grafonolas and records are handled. The opening of the new department has been strongly featured, and the company is well pleased with the results. The deal with the Simon Piano Co. was closed through the local branch of the Columbia Phonograph Co., of which Willis S. Storms is manager.



We want to take just time enough out of a busy week to wish you a Merry Christmas and Money in the Bank for a Happy New Year.



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

CALIFORNIANS PROTEST AGAINST OLDFIELD BILL.

Talking Machine Men's Association of Los Angeles Sends Letter to Senator and Representative Telling Why They Should Oppose the Oldfield Measure.

(Special to The Talking Machine World.)

Los Angeles, Cal., Dec. 6, 1912.

The Southern California Talking Machine Men's Association, which was organized last spring by some of the older members of the trade to bring about closer relations with each other, both in a business way and also as a social factor, has been much interested in the Oldfield bill for reforming the patent laws now before Congress, and the passage of which would undermine fixed prices at which talking machines are sold.

In this connection the local association, through Sibley G. Pease, the well-known organist and accompanist, and who is associated with the Andrews Talking Machine Co. in this city, has sent the following letter to Senator John D. Works and Representative W. D. Stephens, representative to Congress from this district, as well as several of the local papers seeking their influence toward defeating the Oldfield bill. As the letter may prove of assistance to similar organizations in getting after their senators and representatives, it is appended:

Los Angeles, Cal., Nov. 7, 1912.

Hon. W. D. STEPHENS, Los Angeles, Cal.

Dear Sir:—In regard to House bills Nos. 23192 and 23193, introduced by Congressman Oldfield, the Southern California Talking Machine Men's Association wishes to call your attention to a few points in the hopes that you will use your influence to defeat such unwarranted legislation.

The present dignity and high standard of the talking machine industry is directly traceable to the price maintenance. By maintaining the one-price system the manufacturers have the confidence of the dealers, enabling them to feel free to go ahead and do all they can with their immense financial backing to improve the instruments and to procure the highest class talent in the world for record making. Everyone is more or less familiar with the fabulous salaries so many of the artists receive in their concert and operatic work and it takes equally as much money to finance the talking machine contracts and the guarantees to procure their services so that their art may be brought within the reach of the poor as well as their more fortunate brothers.

The talking machine has done more to educate the American public in music than any other agency. There are now over sixty public schools in Los Angeles using them as a very necessary part of the school equipment, and it is only for the lack of funds that every school has not one. Think what it means for children of all classes being unable to hear and study the highest class of music as interpreted by the finest artists; of what it means for children to grow up under the influence of the best music instead of the "trash" of the day. We know of numberless homes, where small children are growing up knowing only the best music with which they have become familiar through the records. It is not to be doubted that the presence of the instruments in the homes of the most critical people is due only to the fact that they can obtain records of the greatest artists. The Victrola wouldn't have the dignified position of being in the Executive Mansion of this Nation if it had been featured as a cut-price article of a cheap department store. About the highest endorsement that can be given them is when music teachers (and they are our most particular critics) use the records of the artists in connection with their teaching.

The business is a most honorable one due to the trade regulations upon the dealers. The commission evil, for instance, is so regulated by the manufacturers that the only commission is to a regularly employed agent who devotes his entire time to the business. This is certainly quite different than, when in order to pay a commission to a com-

mission fiend, it is added to the selling price—that is, making one man pay more than the one who is not influenced by his supposedly kindly "friend" (the "fiend"). The second-hand instruments are also very strictly regulated.

A dealer, knowing that his prospective customer can buy the same instrument at the same price from his competitor, puts forth the best in him to give his customer the latest style of goods, the cleanest stock, the best service, and as large stock as his resources will permit; and, in fact, do all he can to please his customer. Now, we hold, with that kind of decent, legitimate competition, that a customer is getting better goods and service; that the business is "whiter"; that every salesman gives his best attention, and that certainly the public must be the beneficiary which is only possible under a one-price system and trade regulation by the manufacturer.

This business in Los Angeles is giving employment to over one hundred salespeople. Amongst practically all of the seventeen dealers there is probably an average investment of \$5,000; and from that up to \$50,000. There are also smaller dealers in every town in Southern California. This has grown to be an immense business here in just the last few years. This business if operated under cut-price conditions simply couldn't afford to employ salesmen of the required ability and the result would be that the customer would get the service that the average \$10 a week department store clerk gives. The writers of this letter are men of from nine to twelve years in this business and are in position to know whereof they speak.

The object of this letter is to show that the high standard that the talking machine business has attained is due to the one-price system, and trade regulation that the manufacturers now have the power to maintain. These are the things, coupled with the co-operation of the dealers, that have made the business what it is—and it is one of the greatest benefits, comforts and educational realizations that have come before this generation.

The Association represents the hundred and more salespeople and managers of the local dealers. We are the ones that daily see the advantages of the one-price system, and we hope to see the day when all business will be conducted on the same lines, raising the standard of American business and salesmanship and giving the public the benefits which are justly theirs.

We urgently ask you to do all in your power to defeat the Oldfield bills which we believe will demoralize the trade in which we as bread-winners are vitally interested, and believing that they are not only unwarranted but detrimental to American citizenship. Thanking you, we are

THE SOUTHERN CALIFORNIA TALKING MACHINE
MEN'S ASSOCIATION.

INTERESTING NEW CATALOG.

Now Being Distributed to the Trade—Contains Description of Various New Styles of Instruments Put on the Market by the Columbia Co.—Co-operation with the Dealers.

A very handsome catalog illustrating all its many models, with a detailed description of the many distinctive features of its extensive line, is being distributed to the trade by the Columbia Phonograph Co., General. The cover of the booklet shows a very attractive scene in colors, and the back cover bears the Columbia phrase, "All the music of the world." No expense has been spared to make the catalog attractive in every respect, and its general appearance is in keeping with the high class and artistic finish of all Columbia literature. The Columbia dealers throughout the country are enthusiastic over the beauty of the new catalog, and many of them have written to the

home office expressing their hearty commendation of the new publication.

In order to co-operate with their dealers in every possible way, the Columbia Phonograph Co., General, has prepared a collection of line cuts of all the famous artists they have under contract for free distribution to their dealers. These cuts are exceptionally suitable for local newspaper advertising, and many active dealers have sent in requests for a substantial number of the new cuts. The artists are shown in their characteristic attitudes.

GILL CO. HAS KINETOSCOPE LINE.

C. W. Phillips, Edison Traveler, Makes Arrangement While Visiting Portland, Ore.—Selling the New Disc Phonograph.

(Special to The Talking Machine World.)

Portland, Ore., Dec. 3, 1912.

The J. K. Gill Co., of Third and Alder streets, this city, has become a jobber for the Home kinetoscope in this territory, the deal having been closed by C. W. Phillips, special representative of the Home kinetoscope department of Thos. A. Edison, Inc., during his recent visit to Portland. This line was formerly with the Graves Music Co. Mr. Chandler, Pacific Coast salesman for Thos. A. Edison, Inc., on the new disc phonograph, is meeting with great success in Portland and other Northwestern cities and has booked a large number of orders.

SPENDING MONEY IN SIGHT

And Plenty to Buy Talking Machines, According to the Figures and Facts Herein Set Forth—Is Up to the Dealers to Get Their Share of What Is Going.

There is more real spending money in sight this year than there ever was at any previous time. Here are some facts—plain facts in the case. You may accept them as they stand in this column or verify them for yourself if you prefer to gather your own data and have time to do it. Railroad earnings are, roughly, over twenty millions a month higher than they were last year. Bank clearings, not in any one locality, but from one end of the country to the other, run anywhere from 5 to 25 per cent. increase. Steel mills loaded to the gunwales with orders—and crops? Well, we are raising in this blessed year of grace three billion bushels of corn and, as you learned last month, we are producing ten billion dollars' worth of wealth out of the ground. Usually, under conditions of this kind one would be sure to find a period of frenzied speculation. In point of fact, there's nothing of the sort going on—the Stock Exchange is abnormally quiet. Which means that the recently developed wealth is likely to stay distributed among many hands for some time. That's the sort of money that means something to the retailer. It isn't "paper" money and it isn't stage money, says the Voice of the Victor, but real coin of the realm which can be counted and handled or spent or saved—or used to buy a Victrola.

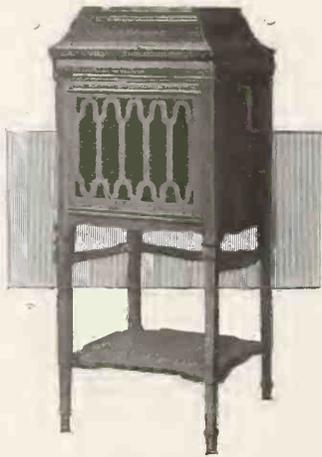
You will find the Edison Line
as you include more of
in your stock. Here

Blue Amberol Records

—the wear-proof, practically unbreakable new cylinder Records of surpassing purity and naturalness of tone—have been received so enthusiastically by the buying public that you can make no mistake in ordering all of them at once. Two lists, 55 Blue Amberols in each list, are now available. Another will be completed very soon.



Amberola III



This is one of the latest Edison models and has proved to be one of the best selling instruments we have ever made. It is an unusually handsome hornless phonograph that you can offer at the modest price of \$125.00. The mechanism is the same as that in the famous "Opera" model. Amberola III is furnished in Mahogany (piano or dull) and in golden or weathered Oak. It won't stand long on your floor.

Get in touch with

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.

more and more profitable
 the Edison improvements
 are some of them.



The Four-minute Home Recording Outfit

Home record-making has always been a popular Edison feature. It will help sell Edison phonographs that will only play 4-minute records just as it helped sell the older types. And many people who already own Edisons are waiting for this outfit. It consists of a 4-minute Recorder, three blank records and a hand shaving machine. Order one, at least.

The Edison School Phonograph

This instrument opens up a new, broad field of profit. It has been designed specially for school use, with dust-proof case, metal stand and four shelves, each of which holds a box accommodating 24 records. This instrument plays the regular Edison selections, but we have prepared a special series of school records which dictate various exercises. Be sure to ask your Edison jobber for complete details regarding the School Phonograph. It offers an opportunity so big that you cannot afford to overlook it.



your Edison Jobber

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.



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NEW YORK, DECEMBER 15, 1912.

THE curtain is falling on the year 1912, and before another issue of The World appears a new year will have been given birth. The year now closing, all things considered, has been a mighty satisfactory one in the talking machine field. Trade has been somewhat uneven, of course, but it has been larger in volume than any preceding year, and the present Christmas season will witness the greatest volume of retail sales of talking machines and records ever recorded.

This is based upon the reports of correspondents throughout the country, who state that dealers are unanimous on this point, but all complain of a shortage of machines, which condition manufacturers are doing their best to alleviate, although this is somewhat impossible owing to the enormous demands for the newer styles.

In this season of activity and rush it is quite evident that those concerns who have ever kept their establishments in the public eye by attractive displays, recitals and advertising, are winning the largest measure of support.

During 1912 there has been a great development of retail business and a large number of retailing establishments have opened talking machine departments which have been found to be profitable adjuncts to their business. This condition of expansion has obtained the country over, and from ocean to ocean there has been a broadening of business that would seem phenomenal if the merits of the modern talking machine did not call for such deserved recognition.

One of the most pleasing features in connection with the sales of talking machines during the past twelve months is the fact that high-priced machines and outfits have been steadily gaining in favor. There has been a most insistent call for machines costing from \$100 to \$250. There was a time when considerable doubt was felt about the American people being willing to pay high prices for talking machines, but this was in the dim and distant past, for apparently the higher the prices, the greater the demand, and there seems to be no limit to this branch of the trade.

Those who were skeptical at first now admit that this demand has come to stay, and there is no more speculation as to whether the people will buy, high grade talking machine outfits or not. The record for the past twelve months has settled that, and no query mark can be placed after the high-priced machines. Quality and values are the first consideration and price is secondary, therefore the greater the number of high-priced machines of merit put forth by the manufacturers the greater the respect for the talking machine.

The fundamental conditions throughout the country are cer-

tainly satisfactory, and every talking machine man in the land should do his utmost to increase the public interest in talking machines, for we must all do our share to stimulate public sentiment to the end that the special mission of the talking machine, both as an educator and as an amusement factor, shall be properly and correctly estimated.

There is plenty of work for us all during 1913—work of the right kind in interesting the public in the wonderful creations which are now being placed on the market by talking machine manufacturers.

The latter are certainly doing their share through a liberal use of the great public mediums, and this should be supplemented by energetic work on the part of the dealers, to the end that the public is interested still more largely and effectively in the talking machine. This collaboration, if entered into enthusiastically, will result in still greater achievements during the new year which will soon be with us.

THE evolution, present status and future of the talking machine, is the subject of an interesting talk with George W. Lyle, general manager of the Columbia Phonograph Co., which appears elsewhere in this issue of The Talking Machine World, and in which he emphasizes how the trade is gravitating toward the higher-priced and higher grade instruments, and makes this point very clear when he says that the people of wealth are quite as enthusiastic and quite as extensive users of the machines and records as the people of moderate means, but are more exacting as to the appearance and embellishments of the machines and more critical as to records and the artists by whom sung.

"This condition has opened up a market," remarks Mr. Lyle, "which is constantly growing in importance wherein machines and records de luxe are most in demand—a demand which the manufacturers are striving to meet. The rivalry for control of this market de luxe is of a character to compel closest attention to quality in every detail. It has been responsible for the production of a number of machines of artistic and decorative excellence not even conceived of in the earlier years, and the movement in this direction is only fairly under way.

"Every great artist of renown is under contract with one or the other great companies and as new stars appear in the firmament they are secured and placed under contract to cater to the amusement and edification of the eager public always ready to acquire the new selections issued by the manufacturers.

"The introduction of these more elaborate machines and these more artistic records has had an effect upon the industry as a whole not unexpected. It has lifted it upon a higher plane commercially and artistically and increased its prestige enormously. Houses which formerly felt themselves commercially too important to cater for the trade of talking machine patrons and users now rival each other in the magnitude and elaborateness of the display of machines and records stocked, in the prominence and frequency of their advertisements of this line. This condition of affairs is growing stronger day by day. The more desirable instruments and the more artistic records are being shown the preference in constantly increasing volume notwithstanding the greater expense involved. This is indicative of a healthy growth of the industry and an awakening of the public's appreciation of the better product offered which can mean but one thing—increasing demand for the product and augmented profits for those who have the forethought and the judgment to profit by it."

IN this modern age when scientific management is all the vogue, there are few business men who can steer the business ship without an appreciation of and a knowledge of credit, for they realize that credit is not only a necessity to the continuance of any enterprise, but it is as much a necessity as cash.

And this is just as true of the small country store as of the great corporation doing an immense domestic and foreign business. Both depend upon credit for their existence and prosperity. Nevertheless every day we find merchants who treat their credit as they do their health—they fail to realize its true value until they have lost it.

Credit men have well been described as the physicians of business, and they will tell you how many a man with a sound, healthy

business becomes a financial wreck within a few years, simply because he has abused his credit, just as a man who starts out in life with a sound, healthy body becomes a physical wreck within a few short years by excesses of dissipation. It is difficult for a man to regain lost physical or business health, because in many cases character has deteriorated with his business.

Character is one of the greatest assets in the giving of credit, for a man receives credit in proportion to the amount of confidence that men place in him. In considering the importance and necessity of credit to every business man, it is remarkable how careless some are regarding that prime essential to their commercial existence. The nature of their transgressions would indicate that they are generally the result of thoughtlessness, or an imperfect or false conception of the value of credit.

It is rarely an active abuse of credit, but rather a passive indifference and neglect, which are really mental ailments that weaken the will. And be it remembered that the will is the index of character. The ease or indifference which marks this retrograde step emphasizes the fact that there exists a moral as well as a physical law of gravity.

TOO many men overlook the importance of meeting obligations when they fall due, at least without putting themselves to serious inconvenience. They calculate that the jobber or manufacturer can well afford to wait—that it is only a trifling matter to him, whereas payment may mean a general disturbance of affairs at the time the bill is presented. Thus sophistry and temporizing supply the necessary justification. When the second statement comes along with the demand for a settlement, the merchant is full of indignation at what he considers the grasping nature of his creditor, and when the third demand materializes his indignation becomes acute, and he is apt to say some hard things about having always paid his bills promptly, and cannot understand why people should be afraid of not getting their money, and may add: "I have got the money now, but they can just wait for it until I am good and ready."

Should the salesman of the house arrive around that time he is sure to find the debtor's wrath in a white heat, and the poor traveling salesman is told about the dunning methods of his house, and, of course, the phrase is not overlooked that "I can get all the credit I want elsewhere."

This is the situation that comes up every day. Yet how unfair

and illogical it is. No business can be safe, or conducted correctly, without giving close attention to the payment of bills due, and business men, whether in the talking machine trade or elsewhere, should not be indifferent to the importance of this fact.

It is a well-known fact that the houses that are achieving success in all lines of effort are those that pay the closest attention to meeting their obligations promptly—in other words, keeping the closest supervision over the credit end so that the health of the business is not impaired.

AN able analysis of present-day affairs as they affect the talking machine industry is to be found in the very interesting interview with Louis F. Geissler, general manager of the Victor Talking Machine Co., which appears elsewhere in this issue of *The World*. It is not a superficial resumé of conditions, but a careful summing up of facts which emphasize that at no time in history was the future so full of promise for the progressive and aggressive business man as to-day. Mr. Geissler discusses in his usually able way the possible effects of the change in Administration at Washington, and its influence on business, and approves of an early settlement of the tariff question, so that there may be no disturbances to the present steady trend of prosperity.

Coming down to the immense demand for Victor talking machines and records, he says: "While we cannot take care of business at present, I may say (I hope without betraying too much egotism) that all Victor dealers are to be congratulated upon the fact that the Victor organization is a progressive one and is strong enough financially and willing enough to put the millions of dollars into extensions, which is now being done, in the effort to take care of the trade which is maturing."

"Our entire organization is alive to the condition and the tremendous shortage. We are doing all that is possible in all sections to get help and every other factory in the East is doing the same. We are positively fighting for labor; are no doubt robbing other factories and they are robbing us. We are refusing all new business and have ordered our travelers to cease selling goods temporarily and devote their time to development and educational work."

"When our new factories mature—which will not be far off—we shall have an immense output and have every hope of next year being able to take care of a larger percentage of the demand—no matter what it may be—than we are this year."

INTERVIEW BY "TALKER."

Mrs. "Silent" Smith Takes That Means for Answering Questions of Pittsburgh Reporter—Plan May Become Popular in Society.

At last there appears to be a ray of hope for the poor reporters who are sent out with explicit instructions from the city editor to get J. Pierpont Morgan's opinion on certain questions and not to come back without the interview. Maybe, if the practice of offering interviews through the medium of the talking machine gains ground, even the Sphinx may be induced to loosen up and give an opinion formed at his leisure.

Not long ago a reporter for a Pittsburgh paper tried to obtain an audience with Mrs. "Silent" Smith, mother of Anita Stewart, now the Duchess de Vizeu, to ask if there was any truth in the report that she intended to finance the royalist restoration in Portugal. She refused to see the correspondent, but sent a phonograph to speak for her.

The talking machine interview was published as follows: "I am Mrs. Smith. By marrying my daughter to Dom Miguel's son he forfeited his claim to the Portuguese throne. In order that I may become the mother of a Queen, my son-in-law must first become a King, and to do this he must get rid of my daughter. Therefore, I am not inclined to finance any attempted restoration, which, if successful, would probably entail my daughter's divorce."

VISIT OTHER STORES FOR NEW IDEAS

Take two weeks for travel, to visit other stores, or get acquainted with other people who are doing business like yourself. Or, go out and talk with

customers of your own and of your competitors, and find out how those customers feel toward you and your competitors, and why they feel as they do. Visit other kinds of business, just as a spectator, or as an interested inquirer. Ask questions.

Do not try to remember all of the questions or answers. Have a little pad in your pocket and jot down what you hear and see. Then spend about a week thinking it all over. Do not try to think hard, just let it "come to you."

The DITSON Pledge

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

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

The Fastest Victor Service

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

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

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

LIVER DITSON CO., Boston, Mass.



It's bound to be quite a while before any instrument will be produced to even *look* like the new Columbia "Grand." (Price \$500). And a great deal longer before one can be produced that can compare with its *tone*.



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

TRANSFORMING WEBER & FIELDS INTO PRINTED WORDS

An Accomplishment Much More Difficult Than the Ordinary Mortal Would Imagine, Particularly When Wanted for a Definite and Special Purpose.

As Related by a Member of the Columbia Phonograph Co.'s Staff.

I have had many humorous and peculiar experiences with the reproducing and the handling of records, but this one is the funniest that has happened for some time. We started to make Weber & Fields' records during their recent jubilee at the Broadway Theater, New York, and although these records have been on the market for a very short time, they have had a phenomenal sale, and their popularity is constantly growing. The records are very distinct and their tonal qualities are beyond criticism. After we had put the first batch of these popular records on the market and the public had become acquainted with their merits, we decided that we wanted the words of these records in printed form for various reasons.

In pursuance of this determination I visited the offices of Robert Sill, general publicity manager for the celebrated team of Weber and Fields, and told this gentleman what I wanted, with a lucid description of my pressing needs, etc. After I had finished with the recital of my tale of woe, Mr. Sill leaned back in his chair and gave one big, hearty laugh, that I must confess I did not join in. When he had finished with this burst of levity I ventured to ask him the whys and wherefores of this humorous aspect of the situation. In response to my urgent interrogations he informed me that there was no such thing as "words" for any act performed by Weber and Fields, for divers reasons. In the first place, Weber and Fields never rehearse for any performance, no matter for what purpose they are going to act.

This has been their rule during the many old place, they never give the same act twice and repeat the identical words or humorisms. In view of these facts, Mr. Sill informed me there was absolutely no authentic record of the performances or songs Weber and Fields had rendered for the production of Columbia records.

This information naturally caused me considerable chagrin, but the fact remained that I simply "had to get" those words, and it therefore remained with me to devise some means to achieve the purpose I have outlined. I thought that perhaps I could accomplish the task by means of taking the records down in shorthand, but this plan would have necessitated an enormous amount of time and labor on my part. After long and careful deliberation I finally evolved the idea of utilizing the dictaphone in conjunction with the graphophone in the following manner: I took a stock dictaphone and introduced it to a graphophone with a very big horn. I ran the mouthpiece of the dictaphone into the horn of the graphophone and put my Weber and Fields record on the graphophone. This part finished, I placed a shiny new cylinder on the dictaphone. Then I started them going simultaneously, the graphophone reproducing and

the dictaphone recording. This method of procedure I followed out with all the Weber and Fields records that I had on hand, and when they had all been recorded I placed the cylinders in the rack with those of the ordinary business letters and memoranda.

Before proceeding with the rest of my story, I would like to impress on the reader one salient feature of all Weber and Fields records. That is the fact that they always start their act with a



The Novel Method of Dictation.

particularly blatant band which was especially made for them. This band emits a noise like artillery, and to the uninitiated it often produces a feeling of insecurity and profound distrust for what is going to happen. In the usual course of events, my secretary came in and took these cylinders from the rack, and proceeded to transcribe them by means of her transcribing apparatus. As a rule, this young lady is very decorous, never uses slang day in and day out, and is a model of exemplary behavior, without seeming to possess a set of nerves. Ten minutes after taking these cylin-



The Effect of Weberfieldian Music.

ders from the rack, however, my secretary became a changed young lady. Without any preliminaries we were all startled by the appearance of a very much frightened and scared secretary, who, between sobs and hysterical exclamations, managed to say, "For the love of Mike, what have you been doing with these cylinders?" After the office boy had handed her smelling salts, etc., I was finally enabled to learn that the blaring of the band had utterly upset her composure, and what was more to the point, she positively refused to continue with the transcribing of "spooky" cylinders. It took considerable persuasion to convince her that there was no cause for fear, and after a while she transcribed all of the cylinders which permitted

me to use the printed words of the Weber and Fields records for the different purposes I had in mind.

Considering the fact that this transcribing was the culmination of three separate processes of reproduction, first to the original record, then to the dictaphone, and finally to the transcribing machine, the feat certainly speaks well for the efficiency of the dictaphone.

VISITORS TO EDISON FACTORY.

Visitors to the Edison factory during the past month include: O. Sillman and O. Sillman, Jr., of Westerly, R. I.; M. C. Koester, secretary Eilers Music House, Portland, Ore.; Edgard C. Smith, manager, W. W. Kimball Co., Chicago, Ill.; A. W. Toennies, Jr., Hoboken, N. J.; Lane Robertson, Indiana Music Co., Terre Haute, Ind.; J. E. Caldwell and Mr. Johnson, Quincy Phonograph Co., Quincy, Ill.; Hendery Allison, M. D., Kingsville, Tex.; Honey M. Wiswell, McCabe & Wiswell, Machias, Me.; W. D. Andrews, Syracuse, N. Y.; Louis Buehn, L. Buehn & Bro., Philadelphia, Pa.; E. E. Buehn, Buehn Phonograph Co., Pittsburgh, Pa.; M. A. Carpell, Herzog Art Furniture Co., New York; E. R. Bainbridge, Quackenbush Co., Paterson, N. J.; Fay McFadden, Granville, N. Y.; F. B. Shaw, Corinna, Me.; L. C. Wiswell, Lyon & Healy, Chicago; R. W. Daynes, Consolidated Music Co., Salt Lake City, Utah; W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; H. Harger Blish, Harger & Blish, Des Moines, Ia.; F. K. Babson, Babson Bros., Chicago; Vilh Finsen, Stockholm, Sweden; F. H. Silliman, Pardee-Ellenberger Co., Boston; W. H. Pine, Asbury Park, N. J.

"THE NEEDLE WITH A 'SOUNDING-BOARD.'"

Such is the slogan of the Bell-Hood needle, advertised in the present and in recent issues of The Talking Machine World and now quite extensively introduced in this and other countries.

The needle wears a small brass hood with its opening down close to the face of the record, which acts in a high degree as a sounding board or resonator, gathering over-tones and vibrations produced at the surface of the record which had hitherto been lost.

The principle is so obvious that it has quickly interested both dealer and talking machine owners; the dealer, as something new, attracting people into his store, where they may not only buy Bell-Hood needles, but records and other accessories; the talking machine owner because of its unmistakable superiorities of tone, which more and more grow upon the user.

The needle seems to come nearer bringing back the original sounds that went into the record than anything yet devised.

Doubtless the liberal policy of the manufacturers, the Bell-Hood Needle Co., of New Haven, Conn., in giving samples so freely to dealers to give out to all their customers, has had much to do with the quick growths of the new needle's popularity. Its salesmen, Mr. Cornet and Mr. Smith, are reporting ready and large sales.

The Right Record

WITH

The Right Surface



Fit Any Phonograph

The demand today is for an indestructible record with a smooth playing surface. A record free from knocks and gratings. A record that will not break or wear.

U. S. Everlasting Records meet these conditions in every particular, and are the only records fulfilling this demand.

The construction of U. S. Everlasting records is indestructible throughout—not partially. Dropping them to the floor does no harm. They will not break in handling. They are true to name—everlasting.

We invite—yes challenge comparison—with any indestructible or semi-indestructible record on the market. Compare the surface of U. S. Everlasting Records with any other so-called indestructible records by playing them side by side. A trial will give you ample evidence—the results convincing as to the supremacy of U. S. Everlasting Records.

The January list of U. S. Everlasting Records will meet with the unqualified approval of the most critical. Your copy is ready for you—also our complete new record catalog. Ask for them today and make the comparison suggested above. It is to your advantage.

THE U. S. PHONOGRAPH COMPANY

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

CLEVELAND, OHIO



We know that the well-to-do people in every community who only want to know about the best of everything in order to have it will insure the sale of our entire Columbia "Grand" product for some time to come.



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

NEWS FROM EDISON HEADQUARTERS

Anent Shipments of New Edison Disc Phonographs and Records—Straws That Show How the Wind Blows—Active Educational Campaign Being Conducted by the Thos. A. Edison Co.—Special Outfit Designed for This Purpose That Has Won Praise of Authorities.

F. K. Dolbeer, sales manager of Thomas A. Edison, Inc., Orange, N. J., reports that shipments of the new disc records and machines are being sent over the country in limited quantities, but it will be a little time yet before it can make large shipments.

Mr. Dolbeer has received many unsolicited testimonials from various people complimenting the house upon the new Edison disc machine, and to state that he is gratified at this pleasing reception is putting it mildly.

An incident about the sale of the Edison disc machines and records might be cited in the case of the Pardee-Ellenberger Co., of Boston and New Haven, Edison jobbers. When these new Edison machines were exhibited at the New York warehouses last July the Pardee-Ellenberger Co. placed a good-sized initial order. During the month of October at Boston was held the Electric Show, in which Thomas A. Edison was an exhibitor. That month's exploitation of Edison goods created such a demand that the Pardee-Ellenberger Co. canceled its first order and immediately issued another order three times as large.

At the coming dinner of the Fourth National Bank Organization, to be held at the Hotel Manhattan, there will be a demonstration of the new Edison machines and records, by request of that organization. Perhaps the trade does not know it, but this is the bank referred to as "James G. Cannon's bank."

The third list of Edison Blue Amberol records will be shipped as soon as manufacturing conditions will permit, and will be placed on sale as soon as received. These are practically all grand opera records and are to retail at the price of 75 cents each. Fourteen records are included in this group.

Quite a large amount of money and time is being expended by the educational department of Thomas A. Edison, Inc., under the management of W. H. Ives, who is featuring the Edison School Phonograph and records. This outfit is designed for educational purposes in the schools and runs from the second year to the eighth year.

For instance, in the third list of Blue Amberols there are records devoted to dictation and spelling, drill in rapid addition, table drill, twelve problems in business practice, in percentage, Lincoln's speech at Gettysburg, Washington's farewell speech, etc.

This Edison school phonograph is mounted on a metal stand equipped with casters. The metal stand has four shelves, each accommodating a box holding twenty-eight records. Mechanically the school phonograph is similar to the well-known Edison "Concert" phonograph. The motor is of double type, and will play five records with one winding, furnished with a horn.

These machines can take the new Amberol

records as well as the regular school records. The retail price is \$75 complete, records being fifty and seventy-five cents each.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Dec. 13, 1912.

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

November 13.

Callao, 7 pkgs., \$597; Calcutta, 1 pkg., \$150; Cienfuegos, 18 pkgs., \$1,306; Colon, 6 pkgs., \$138; 10 pkgs., \$237; 6 pkgs., \$242; Curacao, 3 pkgs., \$143; Havana, 19 pkgs., \$2,858; 7 pkgs., \$319; London, 398 pkgs., \$1,054; Monte Cristo, 8 pkgs., \$415; Rio de Janeiro, 7 pkgs., \$315; 13 pkgs., \$1,160; Trinidad, 19 pkgs., \$822; Vera Cruz, 224 pkgs., \$1,205.

November 20.

Asuncion, 13 pkgs., \$672; Buenos Aires, 46 pkgs., \$1,128; Callao, 3 pkgs., \$140; Guayaquil, 5 pkgs., \$294; Havre, 58 pkgs., \$2,466; London, 77 pkgs., \$4,162; 219 pkgs., \$5,870; Manilla, 63 pkgs., \$3,158; Singapore, 21 pkgs., \$916; Tampico, 4 pkgs., \$230.

November 27.

Berlin, 16 pkgs., \$282; Callao, 17 pkgs., \$1,026; Chemulpo, 7 pkgs., \$644; Hanover, 2 pkgs., \$180; Havana, 40 pkgs., \$3,326; 21 pkgs., \$862; Havre, 18 pkgs., \$491; Iquique, 8 pkgs., \$1,679; La Palmas, 8 pkgs., \$278; Limon, 8 pkgs., \$286; Liverpool, 54 pkgs., \$2,906; 4 pkgs., \$965; London, 408 pkgs., \$7,080; 61 pkgs., \$3,101; Port au Prince, 4 pkgs., \$155; Puerto Mexico, 3 pkgs., \$260; St. Johns, 11 pkgs., \$176; Valparaiso, 4 pkgs., \$220; Vera Cruz, 14 pkgs., \$936; Yokohama, 6 pkgs., \$591.

December 5.

Africa, 15 pkgs., \$750; Batavia, 17 pkgs., \$1,014; Buenos Aires, 117 pkgs., \$10,596; Callao, 1 pkg., \$277; 6 pkgs., \$447; Colon, 8 pkgs., \$129; Guayaquil, 2 pkgs., \$317; Havana, 7 pkgs., \$1,849; Kingston, 9 pkgs., \$207; 11 pkgs., \$425; Maracaibo, 6 pkgs., \$823; Montevideo, 12 pkgs., \$1,498; Para, 30 pkgs., \$1,252; Puerto Cortez, 29 pkgs., \$443; Puerto Cabello, 5 pkgs., \$152; Rio de Janeiro, 13 pkgs., \$1,601; Savanilla, 2 pkgs., \$126; Tampico, 4 pkgs., \$202.

December 12.

Constantinople, 4 pkgs., \$185; Chemulpo, 4 pkgs., \$328; Eton, 3 pkgs., \$171; Guantanamo, 3 pkgs., \$108; Havana, 74 pkgs., \$3,840; London, 53 pkgs., \$3,667; Port Madryn, 9 pkgs., \$571; Rio de Janeiro, 91 pkgs., \$4,822; Savanilla, 2 pkgs., \$137; Singapore, 21 pkgs., \$763; Trinidad, 2 pkgs., \$117; Vienna, 4 pkgs., \$300; Yokohama, 15 pkgs., \$1,164.

Always appear in your department as if you were there to entertain your dearest friends. Your smile, your clothes, your language, your manner should be what you make them when you welcome those you love. Everything about you that attracts customers to you is sure to show its value in the increased number of your sales.

TO FORSAKE BACHELORDOM.

Max Landay Receiving Congratulations Galore on the Announcement of His Engagement to Miss Ida R. Fox, of New York.

Congratulations are being extended to Max Landay, of Landay Bros., 563 Fifth avenue, New York, on the announcement of his engagement to Miss Ida R. Fox, daughter of Mr. and Mrs. Benjamin Fox, of 45 West 91st street, New York. A reception will be held Sunday, December 15, at the home of Miss Fox's parents, and judging from the letters and telegrams of congratulation being received each day, there will be present a large number of both personal and business friends on the day of the reception. Mr. Benj. Fox is a well-known broker, who is prominent in financial circles. The wedding will probably take place next Spring.

Max Landay is known throughout the entire talking machine trade as one of the most indefatigable workers in the business and well deserving of the success he has already attained. Landay Bros. are progressive and active Victor distributors, with stores in the leading and most exclusive sections of the city. They recently opened a new store on 42d street near Broadway, which is meeting with noteworthy success. They have several stores on Fifth avenue and also have handsome player-piano and music roll headquarters at 563 Fifth avenue. Their player and roll business is achieving excellent results and their Victor business is breaking all records. It is due in a great measure to Max Landay's aggressiveness and unceasing energy that the firm of Landay Bros. is progressing so rapidly and has acquired such an enviable reputation in the talking machine industry. When seen by The World, Mr. Landay was too busy to say much about business affairs, but judging from his happy smile when his engagement was mentioned, there is no doubt but that hearty congratulations and good wishes are in order.

SIXTY PER CENT. INCREASE

In Columbia Business In November as Compared with a Year Ago Reported by R. F. Bolton.

R. F. Bolton, manager of the Columbia Phonograph Co.'s store, 87 Chambers street, New York, states that business for November was fully sixty per cent. better than that of last year, while from present indications, December will establish a new record. He reported a number of new agencies being established in New Jersey and Connecticut during the month.

Mr. Bolton added: "A feature of our present day trade is the demand for the expensive machines, the \$200 De Luxe being an especial favorite. Our record business is phenomenally active, the opera season being productive of a great demand for the records made by celebrated artists.

It is sometimes hard to understand why a fellow should go to the trouble of making a fool of himself when there are so many others anxious to do the job.

INDIANAPOLIS WANTS MORE GOODS.

Talking Machine Dealers in Indianapolis Too Busy to Talk—All Report a Good Talking Machine Trade—New Edison Disc Phonograph Much Admired—Enormous Columbia Sales—Anxiously Awaiting New "Grand."

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 9, 1912.

The talking machine business in Indianapolis is sadly in need of humanizing influences. In the latter days it has been so that those engaged in the talking machine business haven't got a minute to waste on a friendly talk, and so this correspondent of *The World* has not much "news" this time—except that business is very good and that ought to sound good.

The houses here handling the Victor machines seem to desire that the men at the factory work day and night and then a little more. Miss Lazarus, manager of the talking machine department of the Aeolian Co. in North Pennsylvania street, would like a few more Victrolas, at least, to satisfy the demands of her patrons. By the way, Miss Lazarus is one of the "salesmen" who hasn't got time to talk these days.

The Stewart Talking Machine Co., also a distributor of Victor machines, says business never was and could not be very much better. A peep in at the company's store in North Pennsylvania street reveals machine after machine tagged "Sold."

A great many persons are ordering machines for holiday delivery. Christmas shopping has begun early and in earnest, as far as talking machines are concerned. Most of the managers and salesmen are putting in extra time three or four nights a week and some have sacrificed their seventh day of rest in the last few weeks.

The Kipp-Link Co. in Massachusetts avenue is displaying samples of the new Edison disc machine. Its patrons have been treated to hearing the new machine and words of praise have not been stinted. The Kipp-Link Co. can hardly wait until the Edison Co. ships some "regular" machines for the market. The enlarged home of the Kipp-Link Co. is in keeping with the new products of the Edison Co. The demand for the kinetoscope is on the increase.

Thomas Devine, local manager of the Columbia Phonograph Co., General, said business in the month of November was probably better than it ever has been in that month. The Columbia Co. is expecting to sell a large number of records by Orville Harold, the famous tenor. Harold, being an Indiana youth, is a favorite in the Hoosier State.

As a result of the advertising by the Columbia Co. the local branch has been selling an unusually large number of Regal Grafonolas, which is listed at \$40. It was first thought that this machine would not be a popular selling machine, but from

the demand for the Regal Grafonola there seems to be little doubt but that it will be a leader throughout the year.

Manager Devine and his assistants are anxiously awaiting the arrival of the Grafonola grand, and expect that it will be a huge drawing card.

The Hampton Printing Co. has given up the business phonograph agency. The successor to the Hampton Co. has not been announced.

F. G. SMITH CO. GRAFONOLA DISPLAY

Magnificent Department Opened in the New Bradbury Building in Brooklyn, Where a Full Line of the Various Styles of Columbia Talking Machines Are Shown in Pleasing Environment—Visitors on Opening Day.

The Columbia Grafonola department of the F. G. Smith Piano Co., 60 Flatbush avenue, Brooklyn, was opened last week to the public, and is one of the most complete and attractive in the Greater New York section. It is situated in the new building which has been erected by the F. G. Smith Piano Co., an imposing four-story structure, which is complete in every detail for the retailing of Bradbury pianos and talking machines.

Pianos, Grafonolas and graphophones share alike in display. On the main floor two handsome soundproof booths have been erected. They are mostly constructed of plate glass, while the frame is white enamel and mahogany. They are large and give ample opportunity for demonstrating records with the best results, as the roof is high, giving the best acoustics, and nothing can be heard from the outside when the doors are closed. Behind this is a stock room, where many records are kept.

The second floor is given entirely up to graphophones, and here also are three plate glass booths similar to those on the main floor. A large stock of records is kept on this floor also. The top floor is also used for displaying graphophones as well as pianos. In the basement a room has been fitted up where the stock of records in foreign languages is kept and second-hand machines and pianos are displayed. The floors throughout the building are covered with handsome rugs.

In the front of the building a large sign weighing two tons, the largest electric display sign shown on the avenue, has been erected, on which are the words the "Bradbury pianos" and under it hangs the trade-mark of the Columbia Phonograph Co., General, also illuminated, being one of the first of its kind to be used.

On Monday last the new department was visited by E. D. Easton, president; George W. Lyle, general manager, of the Columbia Phonograph Co., General, and Hayward Cleveland, manager of the 23d street Columbia store, who, with F. G. Smith, N. M. Crosby, general manager of the F. G. Smith interests, and F. G. Smith, III, retail manager for F. G. Smith, made a trip through the building and expressed themselves pleased with its completeness.

A. Nelson Thomas is manager of the Columbia department, and John B. Affaticca, assistant.

IMPORTANCE OF THE SOUND BOX.

Some Well-Considered Suggestions on Looking After Sold Machines That Dealers Will Find Profitable to Read and Act Upon.

The talking machine dealer who desires to expand his trade and build up a reputation for himself will find it most essential to keep in touch with his customers; in other words, to find out whether the machines or records delivered to them are giving satisfaction. This manifestation of interest on the part of the dealer is always appreciated by a customer and pays mighty big dividends in new trade. And this brings to mind the very excellent letter sent out by the Victor Co. last week, bearing upon the proper adjustment of the sound box.

As is well known, there is no part of the talking machine as important as a properly built and adjusted sound box, for if there is any fault in it the reproduction will be faulty. Other parts of the instrument may be defective in a more or less degree without very perceptibly affecting the tone qualities, but let the sound box be out of proper adjustment—in ever so slight a degree—and then on certain records and on particular notes, defective rendition will be obtained.

In this connection the Victor Co. says:

"Occasionally we are in receipt of letters from Victor owners complaining that their instruments are unsatisfactory, and further that local dealers are unable to remedy the matter. If the owner is conveniently located to the Victor factory we ask that the instrument be returned to us, and in a large percentage of the cases we find that the sound box has been injured by careless handling, and a mere readjustment of this particular part will make the reproduction perfect. Hence we are taking this means of asking for the return to us of any concert or exhibition sound boxes which are not satisfactory and which cannot be satisfactorily adjusted in local repair shops.

"We know that quite a few repairmen are unable to make satisfactory repairs to the sound box—especially if they are not thoroughly accustomed to repairing this particular part of the talking machine. We ourselves have difficulty in training our workmen to manufacture and repair any new part of our instrument. It takes months of practice to efficiently manufacture, adjust or repair such delicate mechanism; remember, the sound box replaces the vocal chords of the human throat, the reeds of an organ, or the strings of a perfectly tuned violin.

"Our ambition is to make every Victor owner a satisfied owner. Your part is to keep in touch with every Victor owner and if you find that any sound box on the market is faulty and your own resources are not capable of putting things right, please do not hesitate to return the unsatisfactory part to us for expert attention."

FAMOUS RECORD ALBUMS



SHOWING ALBUM CLOSED

When full of Records the Album will fit in a cabinet or book case.

These Albums are made to match Victor, Edison Columbia, and all other Cabinets.

Containing 17 pockets, made of strong tag Manila paper, for both single and double faced Records.

Each pocket is hinged on both sides with binder's cloth securely joined to a heavy board back, covered with a rich brown cloth; with emblematic gilt stamping on front cover.

THE "NATIONAL" RECORD ALBUMS are made by the most skillful workman. They possess qualities found in no others, and are sold at very low prices



SHOWING ALBUM OPEN
Showing Reference Index

Write for terms and samples if you are not already handling our Superb Albums.

Address; NATIONAL PUBLISHING CO., 241 South American St., Philadelphia, Pa.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 12, 1912.

Everywhere one finds the holiday business in talking machines all that could be desired. All the jobbers and dealers have all the business they can attend to, and the only complaint one hears is the difficulty that they all are experiencing in getting enough goods to fill the demand. This of course applies more to machines than it does to records, although in the records there are certain popular numbers that it is difficult to furnish in sufficient quantities.

Talking Machines in the Schools.

One of the most interesting propositions before the companies to-day is that of the educational side of the talking machine business and the introduction of machines into schools. Take the Columbia Phonograph Co. for instance. Its latest accomplishment through the efforts of Manager Arthur Erisman has been the sale of a \$200 Grafonola to the city of Boston for use in the Boston Normal School. The sale, of course, was through the school committee, and with a complete set of educational records the students at this large and popular institution of learning will receive a new insight into the best kind of music.

Eastern Talking Machine Co. Exhibit.

The Eastern Talking Machine Co. had an interesting exhibit at the two days' exposition of the Boston Rotary Club, which was held in Horticultural Hall Dec. 6 and 7. To this organization belongs a large number of Boston merchants, and at the expositions only one line of business may be represented at any single show. The Eastern had a choice location in the lecture hall, close to the entrance to the large hall, and during most of the two days Manager E. F. Taft and W. J. Fitzgerald were on hand to explain the details of their machines, of which there were a number of the finest on exhibition. On the request of the management of the exposition a demonstration of the Victor machines was given on the platform, which was one of the highly enjoyable features of the exposition.

New Machines Attract Attention.

Manager Erisman reports that the new \$500 Columbia machines, though only on the market but a few weeks, have attracted considerable atten-

tion, and he has had direct orders for sixteen of them. That's certainly going some! Manager Erisman has just returned from Washington, where he went with his wife to spend Thanksgiving with her family. Mrs. Erisman remained behind to pay her parents a visit.

Victor Outfits in Schools.

W. J. Fitzgerald, who is devoting a large part of his time to the introduction of Victor outfits into the schools, has lately installed machines and complete sets of records in the schools of Beverly, Cambridge, Chelsea and Revere. Mr. Fitzgerald has several large prospects well under way.

Busy Times with Oliver Ditson Co.

Manager Winkelman, of the Victor department of the Oliver Ditson Co. warerooms, has been experiencing a large business, and one may enter this department any time of the day and find all the well appointed demonstration booths filled with eager, expectant customers. A recent caller upon Manager Winkelman was M. H. Andrews, a large Victor dealer at Bangor, Me.

McArthur Co. Has Columbia Line.

The A. McArthur Furniture Co., one of the largest furniture concerns of Boston, has lately taken on a Columbia department, and the fourth floor is devoted to a display of machines, records and appurtenances.

Victor Department at Chickering Hall.

The Victor department of the new Chickering warerooms has proved to be a very popular rendezvous of music lovers ever since it opened a few weeks ago, and Manager Ubert Urquhart has had his hands full in attending to customers; and Warren A. Batchelder, too, his right-hand man, has been equally busy. Several high-priced machines in Circassian walnut lately were sold, one to a well-known music lover of Winchester.

Victor Sale to Former Governor Draper.

W. J. Fitzgerald a few days ago disposed of a large order for Victor goods to former Governor Draper of Massachusetts. Another of Mr. Fitzgerald's large customers is Lucius Tuttle, former president of the Boston & Maine Railroad.

An Interesting Experience.

A Boston Victor dealer recently had an interesting experience which resulted in selling an outfit costing several hundred dollars to a man whom

he had never seen and in whose Maine city there was a Victor dealer, which fact either was accidentally or deliberately overlooked. The man in question wrote to the Boston house, having seen its advertisement in a newspaper. Upon inquiry, the customer was found to be perfectly reliable, and a large consignment of goods was sent him, for which he immediately tendered a large check in payment. A few days later the dealer was surprised to receive another check for \$200, which, it was explained in the accompanying letter, was for records that he was likely to buy in the near future. This is the sort of customer that many houses might well wish they had on their books.

Progress of White Department.

Under new supervision the talking machine department of R. H. White & Co. is making rapid progress as a popular distributor of machines and records. The department is now under the immediate supervision of C. M. O'Brien, who formerly was in the talking machine department of the Shepard-Norwell Co. Several rooms are now devoted to the business, including three compact and cozy demonstration rooms.

A Surprise for Wm. H. Atkins.

A novel use for a disc phonograph, one of the first products of Thos. A. Edison, Inc., was made November 30, when it served as a medium of congratulation from Thomas A. Edison, the inventor, to a man in Boston. The man in question was William H. Atkins, general superintendent of the Edison Electric Illuminating Co. of Boston, who had just completed a service of twenty-five years with the company. That morning when Mr. Atkins arrived he found his office resplendent with flowers, the gifts of the various departments; but the surprise came when a handsome disc phonograph was operated, and the first that Mr. Atkins heard was the hearty good wishes of his fellow employes, coupled with a presentation speech, for the phonograph was the gift of his associates. Another disc was then put on the machine and Mr. Atkins eagerly listened to the voice of Mr. Edison as he said:

"I understand that on December 1 you will complete a cycle of twenty-five years with our company. Permit me to offer you my congratulations on the great success you have achieved. If you continue to round out your jubilee year I hope to be on hand to congratulate you further."

Those of the company with which Mr. Atkins has so long and pleasantly been associated, and who had part in the presentation, got this disc machine direct from the factory, and as these new disc machines are not yet on the market this one created no end of interest.

Departments Amalgamate.

With the amalgamation of the talking machine departments of George Lincoln Parker and the George L. Schirmer Co., which went into effect the first of the month, the former named dealer is better able than ever before to handle his large and rapidly growing business. An additional room has been taken, and Charles Trundy is always "on the job" to attend to the wants of customers.

Two Additional Demonstration Rooms.

H. Rosen, of School street, Boston, has been meeting with such a call for Victor, Columbia and Edison goods lately that he has had to enlarge his quarters, and several partitions just put in will give him two additional demonstration rooms.

Leaves on Extended Road Trip.

H. R. Skelton, the hustling traveling man of the Pardee-Ellenberger Co., Inc., will leave town in a few days for a nine weeks' trip through New England in the interests of the Edison products. In that time Mr. Skelton will visit nearly all of the cities and towns where the Edison goods are sold.

A Pleasing Holiday Souvenir.

The M. Steinert & Sons Co.'s Victor department is putting out a handsome red leather memorandum book as a holiday souvenir, and it naturally is in

In this Holiday rush test the P-E service for Edison Goods. We are exclusively Edison and exclusively wholesale, maintaining the largest and most complete stock. All Edison Blue Amberols; other records, and all types of machines, as well as the Home Kinetoscopes.

Want our suggestion
for business building
in 1913?

The Pardee-Ellenberger Co.

BOSTON and NEW HAVEN

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

large demand, as it is both neat and useful. Herbert L. Royer, the manager of the Arch street quarters, reports an unusual scarcity of Victor goods, and, with the business considerably in advance of a year ago, there yet is less material with which to suit customers' demands. Mr. Royer has just had as guests Edgar Evans, of C. Bruns & Son, of New York, and Louis J. Gerson, who is in charge of the Victor department in the great Wanamaker establishment in New York.

Pardee-Ellenberger Co. Expansion.

The Boston quarters of the Pardee-Ellenberger Co. in Batterymarch street have been considerably enlarged and improved, this being absolutely necessary owing to the rapid growth of the Edison business. Manager Silliman now has a private office that any establishment might be proud of. It has two entrances, one from the general executive offices and another from the stock room. The walls are covered in two shades of burlap, and a large picture of Thomas A. Edison adorns one side. The room is comfortably furnished and in one corner stands a handsome disc machine in Circassian walnut, which emits the most exquisite music while Mr. Silliman entertains his visitors. Mr. Silliman says there is a tremendous demand throughout New England for the diamond point reproducer for the cylinder machines and for the Blue Amberol records, and it is difficult to always supply the call for certain of the most popular ones.

Visited Thos. A. Edison Factory.

Manager Silliman, of the Pardee-Ellenberger Co., was over to the Edison factory in New Jersey a few days ago. He was accompanied by Mr. Pardee, and the two gentlemen were entertained by C. H. Wilson, first vice-president of the Edison Co. They found the factory rushed with the manufacture of the new disc phonograph, for which there is everywhere a lively demand, and the general cry is, "When is this wonderful machine to be placed on the market?"

The Pardee-Ellenberger Co. is having a good call also for the two new types of concealed horn cylinder machines, the Amberola types 5 and 6 selling for \$60 and \$80.

Doing a Great Victor Business.

Francis T. White, manager of the Victor department of the Henry F. Miller Co., in Boylston street, reports a surprisingly lively business during November, with the first week of December having started in most encouragingly. Customers at this house are experiencing some difficulty in getting their goods delivered, owing to the tardiness in getting a sufficient number of machines, a complaint that is being heard from many establishments.

Popular Feature at Columbia Warerooms.

Not in a long time has so popular a feature been introduced in a talking machine establishment as the lectures of W. L. Hubbard on "The Opera," which this gentleman is giving at the lecture parlor of the Columbia Phonograph Co. Already Mr. Hubbard has taken up "The Tales of Hoffman" and "Louise," and his next talk, on the afternoon of Tuesday, Dec. 17, will be on "The Jewels of the Madonna." Mr. Hubbard's course consists of the new operas to be given at the Boston Opera House, whose publicity manager he is, and it may incidentally be said that never since the opera house was opened, four years ago, has the work of its publicity bureau been handled in so intelligent and high class a manner as now.

Messrs. Easton and Lyle Expected.

President E. D. Easton and general Manager George W. Lyle, of the Columbia Co., are expected here by Manager Erisman. They probably will remain in town for several days. Another expected visitor is H. A. Yerkes, the company's wholesale manager. Manager Erisman may be depended on to give the visitors a good time while they remain in Boston.

An Enjoyable Evening.

The Eastern Talking Machine Associates held an enjoyable evening on November 29. The members had a whist party, there was piano playing and vocal music, and the night was brought to a close with dancing, which was enjoyed by a large company.

A Caller at Eastern Co.

Visitors who enjoyed the hospitality of the Eastern Talking Machine Co.'s Boston quarters lately have been Walter Van Brunt, the singer, who makes records for the Victor, and "Maurice," whose dancing with Gertrude Hoffman's company a few weeks ago in Boston was one of the hits of the show.

GATELEY AND HIS GARAGE.

There was a man lived in a town,
And he was wond'rous wise;
He built himself a fine garage,
And praised it to the skies.

It was complete in every way,
From attic to the floor;
A janitor and fuel buffet,
And even folding doors.

A crisp November morn appeared,
He says to wife, "Go dress,
While I crank up the touring car,
We'll take a spin, I guess."

He threw the folding doors apart,
And backed the buggy out;
He waited 'till his wife appeared,
With rapture gazed about.

He took a turn towards the door,
But found the distance short;
He backed again to where he was,
And found that he was caught.

For just behind the buggy wheels
Were bushes fair to see;
And if he threw in the reverse,
The buggy'd climb the tree.

So there he was out for a ride,
And a worried look he wore;
So all the afternoon he rode,
'Till 'twixt rose-bush and the door.

BUILDING UP A LARGE BUSINESS.

(Special to The Talking Machine World.)

Springfield, Mass., Dec. 7, 1912.

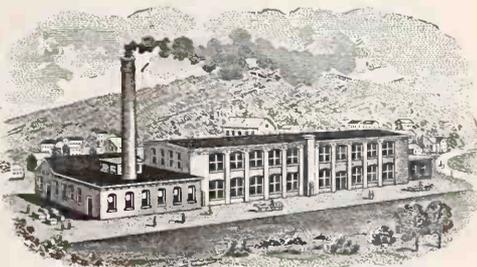
One of the busy talking machine spots in New England is the handsome talking machine department of Forbes & Wallace Co., of this city, which is under the management of Chas. T. Wilber, who was formerly in business in Waterbury. A com-

plete line of both Victor and Columbia machines and records are handled, and the department is conducted along enterprising lines with the result that a very substantial trade has been built up—one that is constantly growing.

DEAN'S FIREPROOF PLANT.

The Splendid Equipment of the Talking Machine Needle Manufacturer of Putnam.

There is much to be considered in the erection of a modern fireproof building of concrete brick, steel and heavy glass, besides the permanence and general convenience of such a structure. The lowering of the fire hazard is the all-important point. The destruction of a factory by fire means



John A. Dean's Plant at Putnam, Conn.

not only the direct loss entailed but the complete stoppage of business and the loss of trade to both the manufacturer and the dealer. The factory of John M. Dean, the prominent manufacturer of talking machine needles, in Putnam, Conn., is essentially fireproof and of the most modern type. Chance of Puritone needle users being held up for shipments through fire damage to the factory is as slight as is possible. That fact alone is worthy of earnest consideration, especially on the part of the trade. It eliminates the chance of business interruption.

If you have occasion to change the location of your business, remember that there is no advantage in springing it on the public as a surprise. Advertise it as long as possible beforehand.

W. H. BAGSHAW

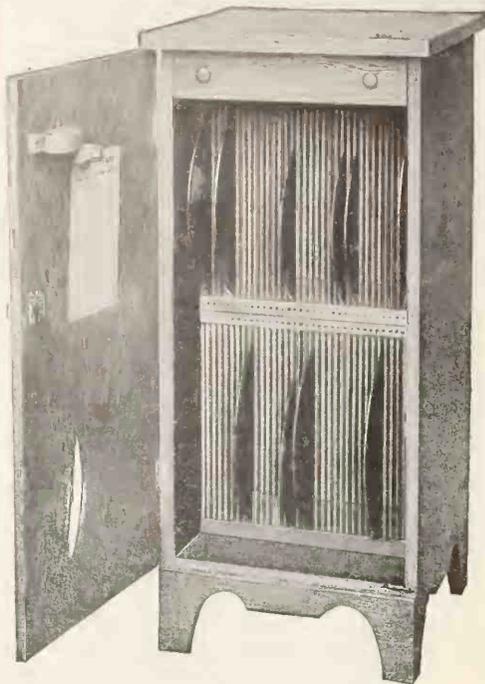
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Lowell, Mass., U.S.A.

WORLD'S LARGEST MANUFACTURER OF TALKING MACHINE NEEDLES

DESIGNER AND MAKER OF
DUPLEXTONE NEEDLES
THE NEEDLE WITH TWO TONES
LOUD AND SOFT
WRITE FOR ILLUSTRATED BOOKLET

OF ALL STYLES, SHAPES AND SIZES



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and *style* and ex-
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Save the records
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all styles of ma-
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SALTER MANUFACTURING CO.

337-343 NORTH OAKLEY AVENUE
CHICAGO, ILLINOIS

CONTINUOUS' REPORTS OF TRADE PROGRESS.

The Order of the Day in Baltimore's Talking Machine Trade—Gradual Increase Ever Since the Summer and Enormous Holiday Trade Expected—This Condition of Things Prevails Among All the Establishments Throughout the City.

(Special to The Talking Machine World.)

Baltimore, Md., Dec. 5, 1912.

As one of the local talking machine dealers expressed it, we have had such good results the past several months that we have been compelled to make continuous reports of progress and excellent trade that those away from Baltimore may begin to think that we should have at least one dull month to relieve the monotony of these progressive reports. Yet the way business has been going here, it is simply impossible to change the monotony of these reports. Business has been increasing right along since the summer, and instead of their being any signs of a decrease, there has been an enormous increase each successive month, until November has proved to be one of the largest months for sales that the local dealers have ever experienced. That this condition is general and would indicate that the talking machine business is in the midst of its era of prosperity, is shown by the fact that these reports are not made by any one dealer of any one machine, but they are reports made at all the stores. The reports of the excellent records made during November do not even except last December, which was looked upon as one of the standard months of all.

Tommy Gordon, proprietor of the Gordon Talking Machine Co., is making preparations for a handsome window display for the holidays for the Columbia and Victor lines. Mr. Gordon said that November was one of the finest months he has experienced since being in business, and that it far surpassed any month of last year. He has a number of good holiday prospects. Josie Fink, head salesman for the Gordon Co., made a number of

good sales of high priced machines during the month.

Manager Albert Bowden, of the Sanders & Stayman Co., reports good month for Victors and Columbias, both of which are handled by the firm. Operatic records were much in demand.

Another agency has been established by Manager F. A. Denison, of the local branch of the Columbia Phonograph Co., at Oldewertel's, 307 South Broadway. This is a new stand, although the firm handled these machines in a small way in connection with other lines of business at 227 South Broadway.

Manager Denison declares that November was the biggest month with the Columbia Co. yet enjoyed, excepting one, and that was last February. It even surpassed the sales made during last December, and he reports that the indications are that this month all records will be broken. Mr. Denison, who returned from Norfolk, where he closed a big deal, reports the Dictaphone business to be increasing every month.

"We sold three times as many machines during the month of November as we ever did in any one month before," is the way Manager Roberts, of the Baltimore and Washington stores of E. F. Droop & Sons Co. put it. Mr. Roberts said that in August he had enough machines—Victor machines—in stock to satisfy, as he thought, the demands easily up to December 31, but that the demand for machines has been so heavy that he has sold all of these and has had to buy just 988 more, and even with these additional machines, the present supply in stock is lower than it ever has been.

Manager Silverstone, of Cohen & Hughes, reports many substantial sales, and is among the

dealers who declare November to have been a great month for the Victor business.

Hammann & Levin are having a good run on the Victor line, and the Lyric Talking Machine Co., a new comer, reports a month which made Manager Stran feel glad that he got into the band wagon before the Christmas holiday, and while the good things were coming the way of the talking machine dealers.

Wm. Knabe & Co. are doing a big business with the Columbia line, as are the Hub Piano Co. and the Rosenstein Piano Co.

EXHIBIT NEW EDISON DISC LINE

At Land Show Which Closed Recently in New York—Visitors Much Interested in New Edison Disc Phonograph.

A popular exhibit at the Land Show held the latter part of November, in the Seventy-first Armory, New York, was that of Thomas A. Edison, Inc., of Orange, N. J. The company displayed two styles of their new disc phonographs, one of these being Model No. 250, which retails at \$200. Demonstrations were given at all hours of the day, and the exhibition attracted large crowds who heard the splendid disc records played on the handsome Edison disc phonographs. Hearty and sincere enthusiasm was expressed by the many visitors who stopped in to hear the demonstrations, and many questions were asked regarding the merits and features of this new Edison product. Vocal, instrumental and monologue records were on hand for public demonstration, and general approval was manifested by the large crowds who attended the performances.

A New York department store is said to expend \$80,000 a year on its window-decoration. Does that statement convey an important idea to you?

When you see a good advertisement, one that makes you want the goods, no matter where it is or what it advertises, cut it out and save it.

HOW TO CONDUCT AN ADVERTISING CAMPAIGN.

Particularly in the Newspapers, the Subject of an Interesting Address Recently Delivered by C. W. Page, Advertising Manager of the Rudolph Wurlitzer Co., Before the Cincinnati Advertising Club—Treats of the Advertising Question from Various View-points and in a Manner That Instructs and Impresses, Because It Reflects the Utterances of a Practical Man Who Has Won a Large Measure of Success in This Field.

C. W. Page, advertising manager of the Rudolph Wurlitzer Co., Cincinnati, O., delivered a very interesting address before the Cincinnati Advertising Club on "The Newspaper Advertising Campaign—How to Plan and Execute It," which, apart from the fact that Mr. Page is in close touch with talking machine developments in the retail and wholesale fields, is of general interest, because it demonstrates that Mr. Page has made a profound study of the advertising question in all its phases.

After some very pleasing introductory remarks, Mr. Page got down to the meat of his address and said:

I believe I may give you just one thought on this subject, if no more. In all my advertising work I follow a plan that I learned at school. I believe that this plan can be successfully used in the solution of any business problem. I have never seen it stated in any book on advertising, at least not in the shape I have in mind.

The plan is the one that is used in the study of geometry. I remember my old geometry teacher used to say there was no problem in life that could not be worked out most easily by the plan he taught us in the geometry class.

First—You consider what you want to prove or do.

Second—You consider what it depends upon.

Third—You consider what facts you have given towards the proof.

Fourth—Comes the proof or accomplishment, the Quod Erat Demonstrandum.

Marshal your facts under these headings and you can see you have got your advertising proposition on a fairly simple and tangible basis.

Now, when you consider an advertising campaign—we will say for a local store—take a blank sheet of paper and write across the top this heading: "What Does This Store Want to Accomplish?" That is to say, what do we hope to get out of the campaign?

I am trying to give you a plan that can be reduced to writing. This is a hard thing to do. If this business could be reduced to simple written formulas that any two-by-four advertising man could carry out, genius would not command the premium that it does, and the shrinkage in our pay envelopes would make a noise like the sigh of the wind through a forest of pines. I think you will all agree that this would be a misfortune, if not an actual calamity.

Let's fill up the page with a list of things that we hope to do for the business. Do not overlook a single item. Go over these points thoroughly with the old man (no disrespect intended) and set down every single thing.

Pin him down to facts. Make him particularize. Consider the store's standing. Is it what it should be? Is it what the proprietor would like? What do you, as an outsider, and looking at the proposition from the standpoint of the public, think of the possibilities of the business?

Ask a number of your acquaintances what they think of the store. If you ask a hundred people this question and average their replies, you will come very near to knowing how the store stands.

Has your store a quality reputation? Has it been hiding for business on price alone? Supposing it has, what are the chances of infusing a little quality atmosphere, so that the volume of sales can be maintained without the everlasting strain of thinking up a new and different price argument for every advertisement.

You may infer from what I have said that I like a quality store. Certainly—but do not misunderstand me. I have seen stores that sported a false brand of quality. I do not believe in the kind of quality that resolves itself into crusty snobbishness and which often takes the form of, "We don't have to advertise."

I never put quality atmosphere ahead of volume of sales. Sales must ever be the most important thing, but I would weld the two together, for when you give a store a quality reputation you make it easier to maintain the volume of business.

There is a point that often comes up in this connection, and it is this: Can a store that has advertised for business pretty much on price alone take a different tack and go after a quality reputation? I believe that it can be done in many cases. I have in mind the case of a large department store in Chicago which is doing this very thing now. This store I don't think could have been called a quality store by any stretch of the imagination several years ago.

They changed advertising managers, I understand, have just completed a very fine new building, and where their full-page and double-page spreads in all the Chicago papers formerly reeked with big price figures and headlines featuring every imaginable type of special sale, they have now taken on a most dignified and decent

tone, and are running a campaign along lines that might be mistaken for Marshall Field's or Wanamaker's.

From all accounts, the entire complexion of the store is completely changed, and if this can be done in the case of this great institution, one of the largest in the country, it ought to be possible with smaller stores, whose status is less positively fixed.

One of the points that may come up in deciding what the advertising campaign should accomplish is whether the store should make a feature of the special agencies it enjoys—that is, the well-known trade-marked goods that it represents—and commit itself to this proposition as a reputation builder, or whether it would be wise to get away from this policy and arrive at a point where the public will look to the store's endorsement of an article rather than to the trade-mark name on that article.

The question of what the advertising campaign is to accomplish should be gone over in conference with the heads of the firm and such other members of the organization as have an interest in the matter.

Department managers should have a say as to what their individual aims are and what is the present status of their branch of the business.

I emphasize the question of reputation because reputation is the backbone of business and no advertisement should be put out without due thought to its effect on the reputation of the house.

Special offerings may pull a hundred buyers in to-day, but in the long run, year in and year out, it is the store's reputation that determines the annual volume of trade.

Therefore, every advertisement we put out should be constructive and cumulative. I like to feel that every advertisement is as a block of granite in a great temple of business that will grow with every year, every season—yes, every day, until we have a structure that men and women will point out to strangers as one of the landmarks of the city.

Mr. Page then proceeded to pass on to the second section of his address, namely, "What Does the Success of the Campaign Depend Upon?" and answered this question by saying, in brief, that success depends upon having a free hand in the writing and placing of the advertising—upon the selection and co-operation of the right papers for the proposition—upon being allowed time enough for a real try-out of your ideas, a year at least, and added: "The best type of advertising campaign will hardly produce large immediate results, for success depends upon a hundred and one specific things that will be suggested by those desired to be accomplished."

He then discussed the essential assets at the start of the campaign, and set down such items as the advertising appropriation; the reputation of the store; the list of well-known merchandise handled; the particular newspapers that are suited to the proposition, and the object in view; some facts about competitive houses; facts about the sales force, its personnel, selling methods, etc., and added:

"This general plan that I am outlining I would reduce to writing and use as the groundwork or foundation for my advertising campaign. I would call this my advertising and merchandising analysis, and I would see that the analysis covered every feature of the business along the lines I have indicated."

Space unfortunately prevents us from quoting in full this part of the address, which is very vital and very interesting, but he makes several important points which briefly put are as follows:

"The idea of a store having a certain space in a paper on certain days of the week and throwing into it anything that happens at hand is wrong.

"There is one thing about the advertisement itself that I want to emphasize particularly, and that is that it should be honest all the way through. It must be honest if it is to succeed.

"The man who lies in his advertising to-day is very foolish, for a false advertising statement never fails to react and thus minimizes the chances of success.

"I cannot conceive of any stores succeeding to-day on any basis except that of putting out honest advertising and treating every customer

so well that the customer will direct his efforts to that store.

"Many writers seem to study deeply over excuses for prices that are meant to appear low. I don't think the public pays one-hundredth as much attention to excuses as to the price itself. Establish a reputation for your store for honesty and fair dealing, and you do not need excuses for low prices."

Mr. Page then gave a practical illustration of the different features of the advertising campaign as used in his own work, and which he has found most successful. He spoke of the advertising appropriation, how it is figured on the basis of percentage of net sales; how every department of the business is allowed its appropriation on the same plan as the business as a whole, and how the percentage of advertising cost is determined in each department individually and has to make its own showing. He then took up how the expenditures should run by months, the special line of advertising to be conducted, and the details showing the expenditures and the results in the way of sales.

He is of the opinion that the ideas of department managers should always be considered by the advertising man, and that the heads of the house should see proofs of the advertising. He descanted on the value of the scrap book for keeping track of newspaper ads, and also makes it a point to study the circulation, gains and losses, of the different papers. In closing he said:

"I do not think that there is any magic in advertising. It is just plain, every-day horse sense, that goes plugging along, falling down every now and then, but learning a little each time from the experience of your own errors, trying not to make the same mistakes over again, trying hard to improve and to cut down on the advertising bills wherever it can be done, guarding the old man's money bags with jealous care, the same as if they were your own, and never letting go of a full-grown golden eagle unless you see a fair chance of getting a flock of husky young eagles in return, or at least a setting of eggs."

SHOULD INFORM POST OFFICE.

Merchants Who Intend to Use the Parcels Post, Which Goes Into Force January 1, Should Inform the Postmaster-General as to What Extent It Will Be Used So That He May Be Able to Supply Adequate Machinery.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 9, 1912.

Business men alert to the importance and value of the parcels post and who intend to take advantage of it must let the Post Office Department know about it, provided they want adequate machinery ready to take care of the parcels when the system goes into operation next January. Frank H. Hitchcock, Postmaster-General, intends to conduct the system on a strictly business basis. He has written letters to every postmaster in the United States asking him to interview merchants and report at once to what extent the new service is to be used.

Mr. Hitchcock believes that when he gets this information he will be able to establish a nationwide service of large proportions, with the least possible friction and expense. He hopes to be able to give efficient service from the start, instead of working up gradually to that point.

Under the direction of Joseph E. Ralph, director of the Bureau of Engraving and Printing, a series of stamps for the parcels post have been printed and are being distributed to the 60,000 post offices.

WHAT THE "FOLLOW-UP" DOES.

Following-up inquiries and prospects on mailing lists does the following:

"Cashes in" on the manufacturer's advertising.

Brings new trade to the store.

Increases sales in all departments of the store.

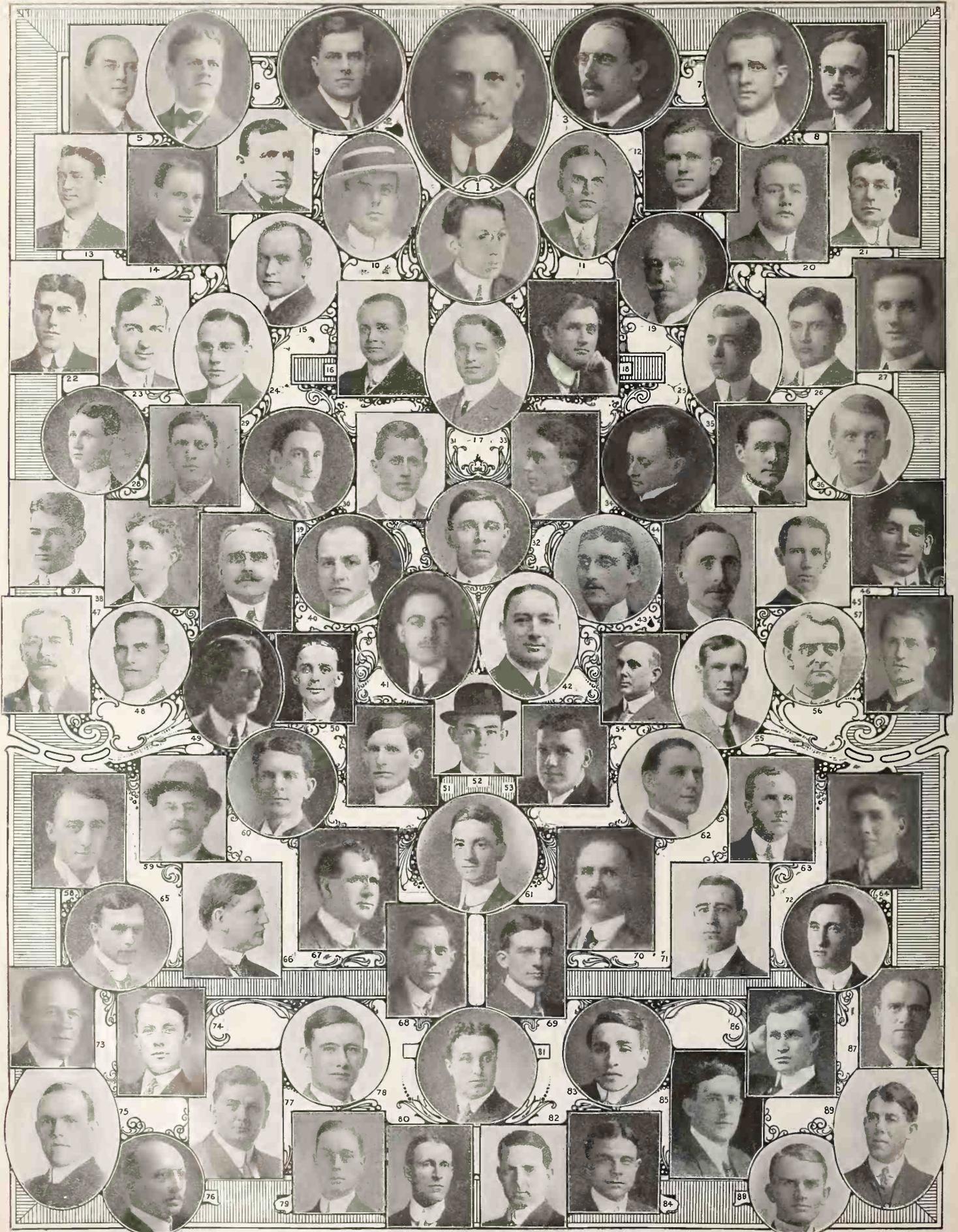
Increases profits.

Increases prestige of the store—as a wide-awake modern merchant.

You will get personally acquainted with many good prospective customers, who if handled in a businesslike way, may be permanent customers.

AN ARMY OF COLUMBIA BUSINESS BOOSTER'S.

Counterfeit Presentments of Some of the Men Who are Helping to Expand the Wholesale Business of the Columbia Phonograph Co., Gen'l



THE MEN WHO MAKE COLUMBIA PROSPERITY.

An Impressive Showing of Columbia Wholesale Hustlers to Be Found in Group of Portraits Which Appear on the Opposite Page.

Some idea of the extent and growth of the business of the Columbia Phonograph Co. may be gleaned from the photographs on the opposite page showing a partial number of the wholesale force of the company. With the exception of General Manager Lyle, Assistant General Manager Willson and Advertising Manager Metzger, every man on the page represents a member of the staff who is actively connected with and directly responsible for the procuring of Columbia wholesale business.

This efficient staff of wholesale representatives has done wonderful work in the past few years, and their unceasing labors have aided immensely in the development of the record-breaking wholesale business the Columbia Phonograph Co. has closed this year. The past season has exceeded all expectations of the officers and staff of the company, and there is every prospect of this encouraging condition continuing.

The development of the wholesale end of the talking machine business is undoubtedly one of the most important, if not the most important, departments of the Columbia Co.'s enterprise, and the steady advance of this concern can be traced to the energetic and arduous work of the efficient members of the wholesale staff.

By referring to the numbers appearing on the photograph on the opposite page and comparing with those which appear herewith, the identity of each member of the Columbia wholesale staff will be at once revealed.

In addition to the partial number of wholesale representatives shown in this photograph, several photographs were received too late for publication, from J. C. Wheeler, manager of the Columbia Phonograph Co., General, Minneapolis, Minn.; W. J. Magowan, manager of Columbia Phonograph Co., General, Springfield, Mass., and A. Glenn, manager Columbia Phonograph Co., General, Portland, Ore.

No.

1. George W. Lyle, general manager.
2. H. A. Yerkes, manager wholesale department, and District Manager, New England States.
3. George P. Metzger, advertising manager.
4. H. L. Willson, assistant general manager.
5. Walter S. Gray, manager San Francisco Store and

No.

6. district manager Pacific Coast.
7. W. C. Fuhrri, district manager Middle West States.
8. Clifford R. Ely, special traveling representative.
9. R. F. Bolton, manager, Columbia Phonograph Co., General New York, 89 Chambers St.
10. Louis C. Zeigler, traveling out of New York.
11. Ormal T. Graffen, traveling out of New York.
12. C. M. Dally, traveling out of New York.
13. John Le Roy Williams, traveling out of New York.
14. Chas. M. Baer, manager, Columbia Phonograph Co., General, 101 N. Wabash Ave., Chicago, Ill.
15. Edward Blimke, traveling out of Chicago.
16. E. O. Zerkle, traveling out of Chicago.
17. W. A. Everly, traveling out of Chicago.
18. F. G. Cook, traveling out of Chicago.
19. A. C. Erisman, manager, Columbia Phonograph Co., General, 174 Tremont St., Boston, Mass.
20. J. F. Luscomb, traveling out of Boston.
21. F. F. Flightner, traveling out of Boston.
22. S. H. Brown, traveling out of Boston.
23. E. A. McMurtry, manager, Columbia Phonograph Co., General, 1112 Grand Ave., Kansas City, Mo.
24. E. C. Shiddell, assistant manager, Columbia Phonograph Co., General, Kansas City, Mo.
25. John Ditzell, traveling out of Kansas City.
26. Harry M. Wright, traveling out of Kansas City.
27. Ralph Peer, traveling out of Kansas City.
28. Westervelt Terhune, manager, Columbia Phonograph Co., General, 84 N. Broad St., Atlanta, Ga.
29. W. O. Cooper, traveling out of Atlanta.
30. W. M. Edwards, traveling out of Atlanta.
31. W. L. Eckhardt, manager, Pennsylvania Talking Machine Co., 1109 Chestnut St., Philadelphia, Pa.
32. Albert J. Heath, traveling out of Philadelphia.
33. George M. Standke, manager, Columbia Phonograph Co., General, 136 S. Main St., Memphis, Tenn.
34. Curtis H. Foley, traveling out of Memphis.
35. Hayward Cleveland, manager, Columbia Phonograph Co., General, 35-37 West 23d St., New York.
36. D. H. Delzell, manager, Columbia Stores Co., 505 16th St., Denver, Colo.
37. A. T. Meyer, traveling out of Denver.
38. R. R. Robinson, traveling out of Denver.
39. Louis L. Murphy, traveling out of Denver.
40. S. H. Nichols, manager, Columbia Phonograph Co., General, 101 6th St., Pittsburgh, Pa.
41. J. P. J. Kelly, traveling out of Pittsburgh.
42. J. D. Montgomery, traveling out of Pittsburgh.
43. R. J. Whalen, manager, Columbia Phonograph Co., General, 117 W. 4th Ave., Cincinnati.
44. George Mueller, traveling out of Cincinnati.
45. L. C. Penn, traveling out of Cincinnati.
46. Kenneth M. Jolus, manager, Columbia Phonograph Co., General, 114 Broadway, Detroit.
47. S. E. Lind, traveling out of Detroit.
48. E. A. Gerardin, traveling out of Detroit.
49. Thomas G. Devine, manager, Columbia Phonograph Co., General, 27 N. Pennsylvania St., Indianapolis.

No.

49. P. G. Herdman, traveling out of Indianapolis.
50. Wm. S. Parks, manager, Columbia Phonograph Co., General, 1818 Third Ave., Birmingham, Ala.
51. E. J. Silleman, traveling out of Birmingham.
52. L. C. Mountcastle, traveling out of Birmingham.
53. F. A. Denison, manager, Columbia Phonograph Co., General, 204 W. Lexington St., Baltimore.
54. G. A. Eldridge, traveling out of Baltimore.
55. Robert R. Souders, manager, Columbia Phonograph Co., General, 1403 Main St., Dallas.
56. E. W. Graham, traveling out of Dallas.
57. Geo. R. Madison, manager, Columbia Phonograph Co., General, 913 Euclid Ave., Cleveland, Ohio.
58. H. M. Blakeborough, manager, Columbia Phonograph Co., General, 26 Church St., New Haven.
59. Herbert M. Young, traveling out of New Haven.
60. E. B. Walthall, manager, Columbia Phonograph Co., General, 425 Fourth Ave., Louisville.
61. Leo J. Reid, traveling out of Louisville.
62. E. C. Emens, manager, Columbia Phonograph Co., General, 622 Main St., Buffalo.
63. O. J. Junge, manager, Columbia Phonograph Co., General, 119 Westminster St., Providence, R. I.
64. L. D. Heater, traveling out of Portland, Ore.
65. J. J. Grimsey, manager, Columbia Phonograph Co., General, 1311 First Ave., Seattle, Wash.
66. G. T. Donnelly, manager, Columbia Phonograph Co., General, 550 Congress St., Portland, Me.
67. J. F. Halfpenny, traveling out of Portland, Me.
68. L. A. Moeller, manager, Columbia Phonograph Co., General, 23 N. 6th St., Terre Haute.
69. J. W. Goldy, manager, Columbia Phonograph Co., General, 610 Market St., Wilmington, Del.
70. H. C. Grove, manager, Columbia Phonograph Co., General, 1210 G St., S.W., Washington, D. C.
71. Clifford A. Malliet, manager, Columbia Phonograph Co., General, 29 Superior St., Toledo.
72. A. W. White, manager, Columbia Phonograph Co., General, 20 E. 17th St., St. Paul, Minn.
73. D. S. Ramsdell, manager, Columbia Phonograph Co., General, 1108 Olive St., St. Louis, Mo.
74. J. M. Ryan, traveling out of St. Louis.
75. Willis S. Storms, manager, Columbia Phonograph Co., General, 818 Sprague Ave., Spokane, Wash.
76. W. L. Sprague, manager, Columbia Phonograph Co., General, 38 South Ave., Rochester, N. Y.
77. R. B. Cope, manager, Columbia Phonograph Co., General, 1311 Farnam St., Omaha, Neb.
78. W. Allen Kenny, traveling out of Omaha.
79. R. E. Demarest, manager, Columbia Phonograph Co., General, 19 Main St., Hartford, Conn.
80. A. G. Farquharson, manager, McKinnin Bldg., Toronto, Canada.
81. Otis C. Dorian, assistant Canadian manager.
82. W. F. Stidham, manager, Columbia Phonograph Co., General, 423 S. Broadway, Los Angeles, Cal.
83. S. Saltamachia, traveling out of Los Angeles.
84. W. F. Standke, manager, Columbia Phonograph Co., General, 933 Canal St., New Orleans.
85. Hyatt Lemoine, traveling out of New Orleans.
86. L. L. Eby, manager, Daynes Beebe Music Co., Salt Lake City, Utah.
87. H. L. Hill, manager, wholesale Department, Kirk-Geary Co., Sacramento, Cal.
88. F. Anglemier, traveling out of San Francisco.
89. C. J. Moore, traveling out of San Francisco.

BLACKMAN'S ATTRACTIVE WINDOW.

The Blackman Talking Machine Co., 97 Chambers street, New York, has just installed a novel window display, which is attracting considerable favorable attention because of its unusual features. The display referred to shows a miniature stage with a full military band seated on the platform. In the rear of the stage is constructed a revolving display of the portraits of six world-famous band masters whose organizations have produced selections for the Victor Talking Machine Co. These portraits are reproduced in colors and show the band masters in official uniforms they use when leading their bands. Below the display is the following inscription: "A Victrola in the home this Christmas means all the world's greatest bands at your command every day in the year." This attractive addition to the Blackman show window attracts the attention of many passers-by, and it is undoubtedly of considerable advertising value. Victor band records are noted for their clear, deep tone, and when reproduced on one of the latest types of Victrolas charm their listeners with their remarkable tonal qualities.

Professor Frederic E. Goodwin, head of the educational department of the Columbia Phonograph Co., General, gave a forceful and well-presented talk last Monday at the annual convention of the public schools teachers of the city of Pittsfield, Mass. The subject of Mr. Goodwin's speech was "The Application of the Grafonola to the Course of Study." A Columbia machine was used to illustrate the points brought out by Mr. Goodwin, and

the speech was enthusiastically applauded by the large gathering of teachers who were present. In addition to the school teachers, there were also in attendance a number of representatives from music clubs in the adjoining towns and several well-known musicians.

CELEBRATES GOLDEN JUBILEE.

M. W. Waite & Co., Ltd., Piano, Talking Machine and Music Dealers in Vancouver, B. C., Established in 1862—Its Advance.

(Special to The Talking Machine World.)

Vancouver, B. C., Dec. 9, 1912.

The well-known house of M. W. Waite & Co., Ltd., 558 Granville street, this city, whose reputation extends throughout the Pacific Northwest, is celebrating this week the golden jubilee of the establishment of this business, which was founded in Victoria in 1862, the year in which that city was incorporated.

Progress made by Waite & Co. has kept pace with, and in fact has gone somewhat ahead, of the growth of Victoria, until to-day the store is recognized as one of the musical centers of the city. Several prominent pianos are handled as well as Victor and Edison talking machines.

FOR SALE.

Retail Victor and Edison contracts and stocks, with modern fixtures; \$10,000.00 investment; city of nearly 100,000; competition comparatively small. Write for particulars. Address "Box 300," care Talking Machine World, 373 Fourth Ave., New York City.

A REGINA CO. ANNOUNCEMENT.

The Regina Co., 47 West 34th street, New York, announces a new model of pneumatic sweeper, model "F," which retails for \$10.50. It is 18 inches long, 8 inches wide and 7½ inches high, not including the handle. It weighs only 12½ pounds and is fully guaranteed. The model "F" is strictly a one-person machine, as easy to handle as an ordinary carpet sweeper, but vastly more modern and efficient. L. T. Gibson, secretary, tells The World man that the demand for model "F" is far in excess of deliveries and is a most rapid seller with the trade.

Don't say, "Here's something just as good." That phrase does not sound right to a lot of people.

Business Opportunity

A Retail Talking Machine Shop, holding a Victor contract, fully equipped, doing \$20,000.00 a year. FOR SALE. Possibilities unlimited; located in a central Western city. This is a fine opportunity for a live Talking Machine dealer. The present owners have other interests which demand their close attention. This opportunity is unusual, and if you are at all interested it will pay you to investigate at once. All stock, furniture and fixtures are up to date and in first-class condition; long lease, and location ideal. For full information address "Business Opportunity," 373 Fourth Ave., care Talking Machine World.

LYON & HEALY'S
FIBRE NEEDLE CUTTER



FINEST TOOL STEEL

THE BEST THING
OF THE KIND

Send orders for this to LYON & HEALY, Chicago

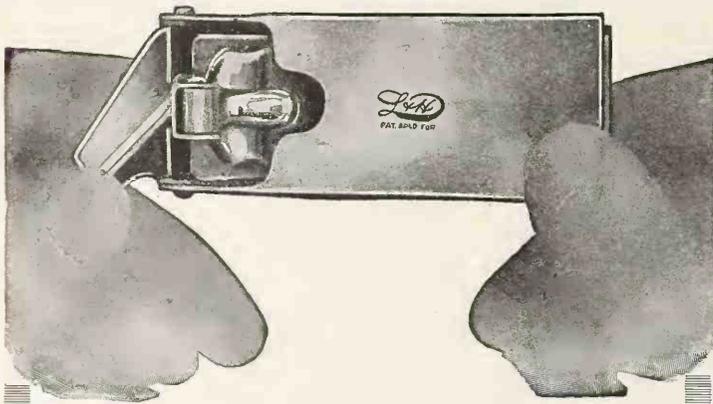
Fibre Needles

THERE is among thousands of the Victor owners a large discriminating class who, after a few trials, will use Victor Fibre Needles exclusively for playing their records, and we feel sure that as music lovers become more familiar with Fibre Needles their use will become more general.

While the volume of sound of Victor Records when played with the Fibre Needle is subdued as compared with that produced with a steel needle, it should be thoroughly understood that the tone quality is thought by many to be more beautiful.

Victor records may be played with Fibre Needles any number of times without the slightest deterioration. We have heard Victor records that have been played with Victor Fibre Needles from 7,000 to 12,000 times and their every note was just as brilliant as when records were new.

Liberal discount to trade. LYON & HEALY, Chicago



Guide Which Saves All Waste

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

Dealers:—Your trade would like this. LYON & HEALY, Chicago.



Correct Leverage for a Perfect Cut

The L. & H. Needle-Cutter or Fibre Re-pointner 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.

Dealers:—You ought to push this. LYON & HEALY, Chicago.

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 9, 1912.

The same conditions exist in the trade as last month, only in increased degree. The demand from the dealers for machines is something terrific, and in view of the shortage has driven the jobbers almost to distraction. The market has been crowded with dealers trying their best to get positive assurances from the jobbers as to what they might expect, but very little satisfaction could be given. None of the jobbers have been able to do anything more than simply pro rate the limited shipments received to the best of their ability, and there has been every effort made to be perfectly just with everyone. In numerous instances dealers have offered cash in advance for goods, but without getting any preference on that account.

The shortage, while greatest on Victor goods, is felt in all lines to a great degree.

The local retail trade is in much the same condition. Everyone has orders on hand for machines that they cannot fill, and are kept busy making explanations and are doing everything in their power to keep the trade satisfied. In many instances customers have become so convinced of the real situation that they have been content to take old types of machines and, of course, get good value when they do. The record sales during November, both local retail and wholesale, were way ahead of last year, showing the healthy condition of the trade conclusively.

Wholesale collections are reported unusually good. It is generally believed, that if it were not for the extreme shortage that this fall would be made the biggest showing in the history of the trade. As it is, in spite of all the drawbacks, it is going to make a fine record and incidentally stocks the first of the year should be in the very cleanest shape they have ever been.

Aeolian Discontinues Chicago Branch.

The Aeolian Co. will discontinue its Chicago branch at 410 Michigan avenue January 1, the agency for the entire Aeolian line of pianos and player-pianos having been given to Lyon & Healy, who had it for many years prior to the opening of the Aeolian branch here in April of 1910. This reduces the number of talking machine departments in the loop by one, as the Aeolian Co. has maintained an exclusive Victor department on the mezzanine floor since its opening here, catering very largely to the high priced Victrola and Red Seal record trade. O. C. Searles, the manager of the department, has not yet made his plans for the

future, but has several propositions under consideration.

Edward D. Easton a Visitor.

President E. D. Easton, of the Columbia Phonograph Co., General, visited the local office last month on a trip which included Pittsburgh, Chicago, St. Louis, Birmingham, New Orleans, Atlanta and Washington. He was accompanied by his youngest daughter, Miss Helen. At New Orleans he was joined by District Manager W. C. Fuhri, who after a day spent in consultation, left for Houston and San Antonio. He was accompanied by Mrs. Fuhri. Mr. Fuhri was greatly pleased with the conditions in the South, particularly in Texas. November with the Dallas house, was next to the best month in its history.

McCormack Unburdens Himself.

John McCormack, who is now appearing with the Chicago Opera Company, was a recent visitor at Wurlitzer's and unburdened himself freely on various matters concerning both the artistic and commercial sides of his calling. He declared that "I Hear You Calling Me" is the heaviest seller among his records, while "Silver Threads Among the Gold" runs a close second. The fact that his more popular records sell better than McCormack's operatic records is not altogether relished by the celebrated Irish tenor, although the fact certainly does not reflect on his superb rendition of the big Italian arias. He was particularly anxious to get suggestions for songs to use at his next seance at the Victor laboratories.

Keene Cameron rather enjoyed putting one over on McCormack. He played the record of "Abide With Me," by Clara Butt, the English contralto, and asked McCormack to place the voice. "Lyric tenor, undoubtedly," was the singer's reply.

Manager Disappears.

P. A. Tyson, former manager of the Talking Machine & Music Parlors, 1010 Wilson avenue, has been missing since November 21. Tyson, who claimed to have been connected with the trade in various capacities, came to Chicago from California a few months ago and started a handsome store on Wilson avenue. He was practically without capital and afterwards got backing from C. F. Yegge and C. F. Wiedemann, of the Chicago Mill & Lumber Co. A company was incorporated with a capital stock of \$10,000 and Tyson installed as manager. His accounts are being audited. The business will be continued. The company handles both Columbia and Victor goods.

Geissler's Eastern Trip.

Arthur D. Geissler, general manager of the Talking Machine Co., was called home suddenly from the East last week on account of the illness of Allen, aged 5½ years, the eldest of his three boys, who was suddenly seized with an attack of appendicitis. Mr. Geissler left on the Twentieth Century Thursday, but before he could arrive it was necessary to take the little fellow to St. Luke's Hospital and operate upon him. It was successful and when Mr. Geissler arrived Friday morning he found the little chap getting along nicely and there is no question of his recovery.

While in the East Mr. Geissler visited the Victor factory. "They are simply in more desperate straits than the jobbers," he said, "and in spite of their great increase in capacity are simply unable to meet anywhere the demand for the new types." While East Mr. Geissler wired around and picked up a number of old types, mainly, VI's and XIV's., which they have found to be good emergency sellers for the dealers under existing conditions."

The Talking Machine Co.'s advertisement in this issue of The World contains a vital suggestion in regard to records which should be read with immediate interest.

Business with the houses during November was considerably ahead of the corresponding month of last year. Some unusually large record sales are reported.

Again Heads Trip.

The Chicago office of the Columbia Co. again topped the list of Chicago branches for the month of November, and Manager C. F. Baer received a congratulatory telegram from George W. Lyle as a result.

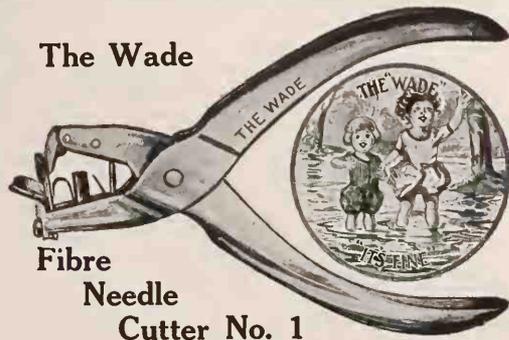
Notwithstanding some shortage on certain types of machines, business is away ahead of November of last year.

The Columbia Co. has exclusive contracts with a number of the artists appearing with the Chicago Opera Company and each week a card is displayed in the window giving the names of the Columbia artists appearing during the week.

Visitors and Personals.

Among the visiting dealers the past week or ten days were: Mr. McLogan, of McLogan & Pierce, Calumet, Mich.; E. L. Burr, of E. L. and A. M. Burr, Rockford, Ill.; Will A. Young, Fort Wayne, Ind.; Mr. Caldwell, of the Caldwell, Kirby Co., Redlands, Cal.; R. L. Berry, Springfield, Ill.; W. L. Ham'll, formerly of the Finzer, Hammill Co.,

(Continued on page 24.)



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

The WADE CUTTERS have an upper and 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.

LIST PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

1227 East 46th Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 23).

Louisville, Ky., but now manager of the new talking machine department of the Knause-Gill Piano Co., of that city; R. L. Berry, Springfield, Ill.

Celia A. Benedict, of the Benedict & Boyce Music House, of Galesburg, Ill., and a notable member of the feminine contingent of the talking machine trade, was in the city last week trying, like many others, to hurry up deliveries in time for the holiday trade.

Mr. Roose, formerly of the Columbia's Chicago office, but now general traveling auditor for the company, is here for the holidays and incidentally will help out at the Chicago office during the Christmas rush.

Used Dictaphones.

R. F. Taylor, a well-known court reporter of Detroit, had charge of the reporting of the hearing in Chicago of the testimony in the case of the Government against the International Harvester Co. and used Columbia dictaphones. He was very enthusiastic regarding the saving in time effected in getting out the work.

Goes with Wurlitzer.

F. A. Harnden, for some years with the Talking Machine Co., is now with the Rudolph Wurlitzer Co. as aid de camp to Assistant Manager F. A. Siemon.

Gives Unique Recital.

The Putney Bros. Co. recently opened a Victor department in its large department store at Waukesha, Wis., and arranged with the Rudolph Wurlitzer Co., who sold them the opening stock to give a Victrola recital in the largest local moving picture theater in connection with the regular performance. W. H. Petrie, with Wurlitzers, gave the recital, which was widely advertised and was a distinct success. Red Seal records were principally used.

Rothschild Adds Columbia.

The Rothschild department store on State street has added a complete stock of Columbia goods in its handsomely equipped new department. It also handles Victor goods on a large scale, as it has done for many years, barring the months when the talker department was discontinued during the erection of the new building.

Good Edison Dictating Business.

E. C. Barnes & Bros., Chicago, representatives for the Edison dictating machines, are having an exceptionally large business on their line and have made a number of notable installations of late. They expect to move shortly after the first of the year from their present location in the First National Bank building to larger quarters on Wabash avenue.

Has Success on Coast.

L. V. B. Ridgeway, who formerly traveled Illinois for Lyon & Healy, but who was promoted a year ago to Pacific Coast territory and who has met with excellent success there, both on 'alking machines and small goods, is back in Chicago for the holidays.

Gets New Building.

E. H. Jackson, of the Talking Machine Shop, Rockford, Ill., was a Chicago visitor last week. Mr. Jackson and his brother, who is in the jewelry

business, are erecting a building of their own which they will occupy jointly.

Made Cutter Sales.

The past six weeks have witnessed an exceptionally large demand for the Wade fibre needle cutter, made by Wade & Wade, 1227 East 46th street, Chicago. This excellent cutter is now made in two different models, which are described in their advertisement elsewhere in this issue. The Wade cutter is now handled by practically all Victor distributors, a number of additional accounts having been recently opened.

Loses Home by Fire.

Joseph N. Vasey, manager of the retail machine sales department at Lyon & Healy's, had the misfortune to lose his beautiful home at the suburb of Brookfield by fire early Friday morning. The village has only a volunteer fire department, and before it arrived the house was beyond all hope of saving. It was one of the finest homes in the suburb and was built by Mr. Vasey several years ago, and cost in the neighborhood of \$10,000.

Will Have Big Department.

The Wieboldt Department Store on Milwaukee avenue, and the largest outside the loop, is preparing to greatly enlarge its talking machine department. It has long handled both Victor and Columbia goods in a comparatively small way, but after the first of the year about 1,600 feet of space will be utilized on the third floor. Handsome demonstration booths will be built and the business conducted along aggressive lines. E. B. Blimke, the Columbia's efficient city salesman, has just taken from the Wieboldt house the largest retail order it has ever booked outside the "loop."

Takes Position on Coast.

A. D. Herriman, who has occupied important positions with the Columbia Phonograph Co., General, in Chicago and elsewhere and who was manager of the Milwaukee branch up to the time of its discontinuance, left a week ago for Portland, Ore., to join the forces of the Eilers Music House. A host of friends here wish him success in his new field.

Ruffo's Chicago Success.

The new Victor records of Titta Ruffo, the great Italian baritone, have had a remarkable sale in Chicago, especially since the tremendous success he has achieved with the Chicago Opera Company at the Auditorium. The critics have vied with each other in eulogizing his lyric and dramatic talents.

Ruffo was a visitor at Lyon & Healy's last week and was shown over the department by Manager Wiswell and Mr. Blackman, of the record department. He talked fluently, but through an interpreter. A Victrola was sent to his apartments and he selected his records, which consisted entirely of those of Caruso, Tetrassini and, of course, his own.

Opera Boasts Record Sales.

M. M. Blackman, of the record department of Lyon & Healy, says that the fact that the presentation of grand opera here does positively influence the sale of operatic records is shown by the fact that there have been inquiries during the season so far for records of number of new operas which

have been presented when, in fact, no such records exist. For instance, any number of inquiries have been made for records of the two notable intermezzos in the Jewels of the Madonna, and they would unquestionably prove heavy sellers.

Adds to Record Service.

For the holidays Lyon & Healy have added two personal service desks to the two placed in commission some time since. They are especially for the benefit of new machine buyers, who can seat themselves comfortably at these desks and at their leisure make a selection of records with the help of a young woman who knows the catalog thoroughly and can soon determine the customers' musical inclinations and advise him accordingly.

Salter Cabinet Sales.

The demand for Salter horizontal, felt-lined shelf disc record cabinets has been so great this fall that the makers, the Salter Manufacturing Co., are sold up entirely for the balance of the year. It is now booking orders for January and February delivery and urge upon its friends the advisability of placing their requirements early, so as to insure prompt shipment.

"The Repeatostop."

The Smith Repeatostop Co., 713 Hartford building, Chicago, is meeting with success in the introduction of the Smith repeatostop for disc machines.

Its name is admirably descriptive. It is a combination of an efficient stop and an unique repeating device. It can be set for repeating the record once, twice, three or indefinitely as desired.

The company urges a thorough trial of the device in order to demonstrate its efficiency.

The period immediately succeeding the holidays is a particularly good one for the sale of devices of this nature, as there are then many new owners of machines who are greatly interested in anything calculated to increase the value of its talker.

Starck Enlarges Department.

The P. A. Starck Piano Co. last week added the Columbia line to its talking machine department and will now carry both Victor and Columbia. The talker salesrooms in the basement will be enlarged and additional demonstration rooms built.

Wonderful Record Sales.

L. C. Wiswell returned a fortnight ago from an Eastern trip which convinced him that every effort was being made by the Victor factories to supply goods and at the same time the hopelessness of being able to more than meet a modicum of the demand before the holidays. Wholesale record business is great, the best in the history of the house. The Lyon & Healy fibre needle cutter is having a really phenomenal demand, and is one of the biggest selling specialties the company has ever placed on the market.

Urge Pushing of Lower Priced Machines.

At the Rudolph Wurlitzer Co. the same condition was found as elsewhere. An enormous record business and an unprecedented machine demand in the face of an unusual shortage. Dealers are being urged, in view of the shortage of the higher priced models, to push the sale of the lower priced

(Continued on page 26.)



THE SMITH REPEATOSTOP is an efficient "stop" with the added feature of repeating the record once, twice or three times as desired.

It can be instantly changed from a mere "stop" to a "repeat and stop" or a continuous "repeater" at will, and is operated with the greatest simplicity.

Place one in operation in your window and you will have a novel feature of display advertising that will add interest to your store.

Retail Price \$7.50 Liberal Discounts to the Trade
GIVE IT A TRIAL—IT'S WORTH YOUR WHILE

SMITH REPEATOSTOP CO., 713 HARTFORD BUILDING
CHICAGO, U. S. A.

For Your Consideration!!

We can't fill all our Machine Orders, and those Machines we are getting are being apportioned out amongst our regular Dealers, BUT—*Mr. New Dealer*—You may be suffering for Records. Our Stock is Complete, and is the *Largest Stock in the United States*. Here is the Cream of our "500 Best Selling List," which is the cream of the Victor Catalog. These records have sold well with you, and will sell now.

The 100 Best Selling Records in the Victor Catalog

Check off your order: v

- | | | |
|---|---|--|
| — 4560 Nigger Loves His Possum..... Collins and Harlan | — 16995 Schubert's Serenade—Violin, Flute, Harp..... Neapolitan Trio | — 64120 I Hear You Calling Me..... John McCormack |
| — 5116 Bake Dat Chicken Pie..... Collins and Harlan | — 16996 Serenade..... Neapolitan Trio | — 64138 Annie Laurie..... John McCormack |
| — 5612 "No News" or What Killed the Dog..... Nat Willis | — 17034 O Come, All Ye Faithful (Adeste Fideles—Chimes)..... Trinity Choir | — 64181 Mother Machree..... John McCormack |
| — 16008 Beautiful Isle of Somewhere..... Jarvis Christ Arose—Easter Hymn..... Haydn Qt. | — 17136 Joy to the World—Christmas Hymn..... Trinity Choir | — 64197 Traumerei—Violin (piano acc.)..... Elman |
| — 16029 Narcissus..... Pryor's Band | — 17141 Moonlight Bay..... American Qt. | — 70002 I Love a Lassie..... Harry Lauder |
| — 16053 Hearts and Flowers..... Victor Orchestra | — 17152 The Harbor of Love..... Van Brunt | — 70006 She Is My Daisy..... Harry Lauder |
| — 16055 Adeste Fideles..... Westminster Chimes | — 17171 Good-bye Everybody (Modern Eve)..... Van Brunt | — 70016 Come Along, My Mandy..... Bayes and Norworth |
| — 16092 La Paloma (The Dove)..... Francisco Gay Gossion (Banjo Solo), Ossman St. Louis Tickle (Banjo, Mandolin, Guitar)..... Ossman-Dudley Trio | — 17152 Take Me to the Cabaret..... Billy Murray | — 70036 Lucia—Sextette..... Victor Opera Sex. |
| — 16160 My Old Kentucky Home and Home, Sweet Home, Westminster Chimes America and Star Spangled Banner..... Westminster Chimes | — 17152 On a Beautiful Night with a Beautiful Girl..... Heidelberg Quintette | — 70037 Infammatus from Stabat Mater..... Marsh and Victor Ch. |
| — 16385 Chimes of Normandy Selection..... Pryor's Band | — 17171 Be My Little Baby Bumble Bee..... Ada Jones-Billy Murray | — 70046 Liebestraum (Dream of Love)..... Victor Herbert's |
| — 16386 Poet and Peasant Overture..... Pryor's Band | — 31342 Everybody Two-Sep..... American Qt. | — 70061 Roamin' in the Gloamin'..... Harry Lauder |
| — 16386 Officer of the Day March..... Pryor's Band | — 31342 Buddy Boy..... Collins and Harlan | — 70063 Breakfast in Bed on Sunday Morn'..... Harry Lauder |
| — 16396 King Cotton March..... Pryor's Band | — 31354 Silver Threads Among the Gold..... Jose Poet and Peasant Overture..... Sousa's Band | — 74041 The Holy City (English)..... De Gogorza |
| — 16396 Don't Be Cross Waltz..... Pryor's Orchestra | — 31618 Woodland Songsters..... Victor Orchestra | — 74044 Traumerei (Cello)..... Hollman |
| — 16408 Jolly Coppersmith..... Pryor's Band | — 31833 In a Clock Store..... Victor Orchestra | — 74121 Martha—Last Rose of Summer..... Nielson |
| — 16414 The Palms..... Macdonough | — 31954 Gems from The Spring Maid..... Victor Light Opera Co. | — 74135 Thais—Intermezzo (Violin, piano acc.)..... Powell |
| — 16414 Tell Mother I'll Be There..... Haydn Qt. | — 35095 Songs of America, No. 1..... Victor Mixed Chorus | — 74167 Humoresque (Violin)..... Elman |
| — 16440 Some Time We'll Understand..... Trinity Choir | — 35122 Medley of Foster Songs..... Peerless Qt. | — 74197 Caprice Viennois (Violin)..... Kreisler |
| — 16440 Sweet Genevieve, Wells and Haydn Qt. Where the River Shannon Flows..... Macdonough | — 35122 Rhapsodie Hongroise No. 2—Part I..... Pryor's Band | — 74198 Open the Gates of the Temple..... Williams |
| — 16467 The Garden of Roses..... Macdonough and Haydn Qt. | — 35161 Rhapsodie Hongroise No. 2—Part II..... Pryor's Band | — 74251 Home, Sweet Home..... Gluck |
| — 16523 American Patrol..... Sousa's Band | — 35196 Jolly Fellows Waltz..... Pryor's Band | — 87101 Elegie—Song of Mourning (Violin Obligato by Efram Zimbalist)..... Gluck |
| — 16547 La Sorella March..... Sousa's Band | — 52007 Whispering Flowers..... Pryor's Band | — 88054 Whispering Hope—Duet (Homer-Gluck L'Africaine—O Paradise (Italian)..... Caruso |
| — 16547 How Mother Made the Soup—Monologue..... Case | — 52023 Memories of Home—Violin, Flute, Harp..... Neapolitan Trio | — 88061 Pagliacci (On with the Play)..... Caruso |
| — 16678 The Liars, or My Uncle's Farm..... Golden and Hughes | — 52023 Love's Old Sweet Song..... Neapolitan Trio | — 88071 Lucia—Mad Scene (Flute Obligato Lemorne)..... Melba |
| — 16678 Sunbeam Dance..... Bells..... Chapman | — 60009 Till the Sands of the Desert Grow Cold..... Alan Turner | — 88073 Lo, Here the Gentle Lark (Flute Obligato)..... Melba |
| — 16741 Dill Pickles Rag—Xylophone..... Chapman | — 60012 Beautiful Isle of the Sea..... Frank Coombs | — 88108 The Rosary..... Schumann-Heink |
| — 16741 In the Garden of My Heart..... Miller | — 60031 My Hero—Chocolate Soldier..... Marsh | — 88119 Serenade (Sing, Smile, Slumber)..... Calve |
| — 16760 My Wild Irish Rose (unacc)..... Haydn Qt. | — 60040 Italian Street Song—Naughty Marietta..... Marsh and Victor Opera | — 88127 Celeste Aida..... Caruso |
| — 16760 Songs d'Automne..... Bohemian Orchestra | — 60060 Two Little Love Bees..... Marsh and Chorus | — 88138 Stille Nacht, Heilige Nacht..... Schumann-Heink |
| — 16777 "A Frangesa" March..... Pryor's Band | — 60078 Songs My Mother Taught Me..... Christie MacDonald | — 88188 Lucrezia Borgia—Brindisi..... Schumann-Heink |
| — 16777 Stars and Stripes Forever March..... Sousa's Band | — 61131 Ave Maria..... Lucy Isabelle, Marsh | — 88280 Good-bye (Italian)..... Caruso |
| — 16892 Fairest of the Fair March..... Sousa's Band | — 61139 Ave Maria..... Michailowa and Violin Jocelyn—Lullaby..... Michailowa and Violin | — 88296 Mignon—Polonese—Io son Titania..... Caruso |
| — 16892 Carmen Selection—Xylophone..... Reitz | — 64674 Souvenir—Violin (piano acc.)..... Powell | — 88318 Perle du Bresil (Thou Brilliant Bird)..... Tetrizzini |
| — 16960 Musetta Waltz (La Boheme) Whistling..... Giardini | — 64078 In the Shadows..... Victor Orchestra | — 88326 Pagliacci—Prologo..... Amato |
| — 16960 Under the Double Eagle March..... Sousa's Band | — 64092 Kiss Waltz..... Victor Orchestra | — 89001 La Forza del Destino (Swear in This Hour)..... Caruso and Scotti |
| — 16967 "Lights Out" March..... Pryor's Band | | — 89018 Trovatore (Home to Our Mountains)..... Homer and Caruso |
| — 16967 The Herd Girl's Dream—Violin, Flute, Harp..... Neapolitan Trio | | — 89030 Trovatore—Miserere, Act IV..... Caruso, Aida and Metropolitan Ch. |
| — 16978 Happy Days..... Neapolitan Trio | | — 95203 Faust—Act V, Prison Scene, Part III (Then Leave Her)..... Caruso, Farrar and Journet |
| | | — 96000 Rigoletto (Fairest Daughter of the Graces)..... Caruso, Abbot, Homer and Scotti |
| | | — 96200 Lucia Sextette, Act II (What Restrains Me)..... Sembrich, Caruso, Scotti, Journet, Severina and Daddi. |

THE TALKING MACHINE CO., 137 No. Wabash Ave., Chicago, Ill.

Gentlemen: Please enter our order for the above records.

Name

Address

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 24).

machines, because of their record sale creative power and the fact that they are feeders for sales of higher priced machines later on.

Good Edison Record Display.

A remarkable Amberol record window display was recently made by Lyon & Healy. The progress made by the Edison Co. in record manufacture was shown by displaying one of the very first Edison phonographs, with the barrel mandrel and tin foil record sheet, displayed side by side with the new indestructible blue Amberol.

They Lunched.

Ray J. Keith, sales manager for the Talking Machine Co., when in Milwaukee recently gave a luncheon at the Planters to a quartet of managers of talking machine departments consisting of L. C.

Parker, Gimbel Bros.; Mr. Abbott, Boston Store; Otto Krause, Hoeffler Manufacturing Co., and Paul Seeger, of Edmund Gram. The rivals discussed general conditions in a most harmonious way and Messrs. Parker and Krause vied with each other in a story-telling contest to the great enjoyment of the others.

Lyon & Healy's Christmas Greeting.

Lyon & Healy are this year conveying their holiday greetings to their customers and friends in a very graceful and decidedly unique manner. For the entire month of December the usual business letter heads, varying somewhat with the different departments of the great house, have been withdrawn from use and instead a uniform letter head with "the season's greetings" in the corner and

above a spray of holly in green and red has been substituted.

Anyone who received a communication of any kind from Lyon & Healy during the month will have before his eye the sprig of holly in its natural colors of green and red and the yuletide date line. Every department manager, every correspondent and every stenographer in the house is thus constituted an apostle of good will.

Lyon & Healy, in accordance with the custom of many houses, have long sent out holiday greeting cards, but as far as known this is the first time that the holiday letter head has been used in any line of trade. The idea originated with President Paul J. Healy and he certainly deserves credit for a strikingly beautiful and original conception.

TRUE MUSICAL APPRECIATION.

"I'm handing it to you straight, Imogene, when I slip you the info that I wouldn't can that job of mine at the toy counter for a sure thing in the laces, even that classy salesman who looks like the Count de Castellane calling twict a week,"

remarked Tessie Snuggles, who for the past three weeks had been located in close proximity to the talking machine department of the Wanacooper department store, where she could hear all the records tested for customers.

"That Billie of mine is getting nervous and threatening to do the Dutch by swallowing dynamite and jumping out of the window if I don't show some more appreciation of his reckless tendency towards being a real spendthrift in buying tickets for the movies, but I'm wising you up proper when I say that the talking machine music that I get handed to me all day long has just given me a real eddication in music. When I hear the machine play 'Waiting for the Robert E. Lee,' with Collins and Harlan—they certainly is a pair of slick guys—singing the words together, I can't see the Sunshine Sisters at the "movies" for a minute. It's my high class taste that won't let me appreciate even a quarter seat in a box, and goodness knows, Gene, when a feller plunges like that for me I certainly try to be pleased. The other day I'm just trying to keep out of a fight with an old gink who wanted an imported doll as big as a baby for sixty-nine cents and had shifted my spearmint so's I could hand him a line of real talk without interfering, when they starts to play something what the salesman, the little feller with the patent leather haircut to match his shoes, says is 'Love's Old Sweet Song.' I fergets about the grouchy geezer and listen, and pretty soon my lanpis begin to leak. The customer starts to blow his nose and almost forgets his change for a four-ninety-eight creation in his rush to get closer. I don't know where that place 'Twilight' is, but it certainly must be swell there.

"I almost got in bad with the Big Noise the other day. The floorwalker was going by my counter, when a machine started to play 'Everybody's Doing It,' and I starts to wiggle; what else could I do with that music? Percy gets the habit and comes up close like he was all there for a little trottin', when we hear a cough, and there is the main guy with blood in his eye and some more, or it might have been tobacco juice on his whiskers. 'What's the big idea,' he says. By that time the music has stopped, so I could keep still and I says to the floorwalker, 'This is the slip I want signed, Mr. Montague.' The manager looks some suspicious, but lets us get by with the stall. Now when they play dance music, Percy beats it for the other end of the department, out of danger.

"Yuh wanta come up to see me some day when they have what they call 'grand opera recitals,' when people like Caruso and Mary Gardén and Sembrich and McCormack sing right out loud. I don't get what they're trying to sing about, but believe me, Cutey, they certainly can spread their voices around some and hit the high places. Caruso has got the Cowboy Tenor at the Luna Theatre backed to the end of the dump and going fast, for voice, but the only one I know who understands him is the coal man's wife, who came in to see me one day and near threw a fit when she got a line of the language. She said it was Wop, and I thought it was French. Gosh, how it hurt.

"Well, so long, Girlie, drop in some day and get a real show free. I'll let you know if Billie tries to make a getaway sometime when he's sore. Told him that one hundred and fifty seeds were not enough to get married on, 'cause it would cost more

than that for a machine and those flat things they call records. Now, I'm looking for a swell John with musical tastes and a talking machine."

THE EDISON IN NEW ZEALAND.

Immense Demand for Edison Products in That Country—Mr. Balting Has Built Up Quite a Large Business in Nelson.

(Special to The Talking Machine World.)

Nelson, New Zealand, Nov. 10, 1912.

In no part of the various countries forming the greater Australasia is the talking machine more keenly appreciated, or has a more promising future than in New Zealand. The Edison phonograph has an especially large following here, and is handled by many representative merchants, among whom may be mentioned A. Balting, the



Balting's Store in Nelson, N. Z.

importer, who has quarters at 97 Hardy street, this city, and who is developing a business of large proportions. He handles the full Edison line of machines and records and has well stocked quarters as may be seen from the accompanying photograph of part of his establishment. He expresses himself in enthusiastic terms regarding the new Edison Amberol records, and latest Edison phonographs, and is likewise most appreciative of your very excellent Talking Machine World, of which he says:

"I find it very useful to me in my business and appreciate the many valuable hints it contains. Through this medium I am kept posted on talking machine news the world over. Indeed, the information I get through The World is even in advance of that which I obtain through the manufacturers themselves. I congratulate all connected with this publication in presenting so magnificent a journal and one of such intrinsic worth.

The Columbia Phonograph Co. announces the publication of several new records by Orville Harrold, the phenomenal American tenor. These records were not scheduled for issuance until next January, but owing to the wonderful success Mr. Harrold has attained they are now ready.



A scientific adjunct to pure reproduction—coating the record and lubricating the needle with pure graphite. Life of records doubled. Old records improved. Scratching diminished. Graphite attachment goes in regular needle-holder. Needle on attachment guides graphite-stick over record. Attachment, graphite-stick and polishing pad \$1. Send for circular. VOX HUMANA TALKING MACHINE CO., Nantucket, Mass.

IMMEDIATE SHIPMENT

Victrolas IV & VI



DON'T LOSE CHRISTMAS BUSINESS

Wire order today confirming order by letter.

Cabinet Sale

These cabinets may be used for: Edison Records, Victor Records, Sheet Music, Player-Piano Rolls.

These are genuine Herzog Cabinets in original cases.

NO.	LIST	YOUR PRICE
714	\$24.00	\$7.75
707	25.00	7.75
712	22.50	7.50
720	33.50	9.50
717	38.50	9.75



NEAL, CLARK & NEAL CO.
643-645 Main Street, Buffalo, N. Y.
VICTOR AND EDISON JOBBERS

APPRECIATION OF VICTOR CO.'S MANY COURTESIES.

Retiring Executive Committee and Officers of the National Talking Machine Jobbers' Association Entertain Victor Officers at Informal Luncheon and Present Them with Handsomely Engraved Set of Resolutions—President Blackman Makes Important Committee Appointments—Executive Committee to Meet in New York, Jan. 14-15, 1913.

An informal luncheon was tendered the officers and department heads of the Victor Talking Machine Co., Saturday, December 7, by the retiring executive committee and officers of the National Association of Talking Machine Jobbers. This luncheon was held in the Blue Room of the Bellevue-Stratford Hotel, Philadelphia, Pa., and was a success from every standpoint. The object of this gathering was to present to the Victor Co. a handsomely engrossed set of resolutions expressing the thanks and appreciation of the association for the Victor Co.'s entertainment of its members on various occasions, and particularly the entertainment furnished the members at the last convention of the association held in Atlantic City.

The set of resolutions which was passed by the members at this convention were ordered to be placed on the minutes of the association and a copy to be presented to the Victor Co. in suitable form. The set that was presented Saturday was a magnificent work of art and handsomely engrossed. The photographs of President Johnson and General Manager Geissler, of the Victor Co., are prominently displayed, the set being finished in water colors and making a beautiful appearance, which would be a welcome addition to any art studio or wealthy home.

As these resolutions of thanks and appreciation had been passed during the regime of the retiring administration, the luncheon was held under their auspices, the presentation speech being made by James F. Bowers, who was a member of the old executive committee, and who is also a member of the present executive board. His speech was in line with his customary interesting addresses, and was enthusiastically applauded by the assemblage present.

After Mr. Bowers' presentation address, short talks were delivered by a number of the guests present, and the luncheon was voted a thorough success. Subsequent to the luncheon, General Manager Geissler, of the Victor Co., entertained a number of the guests at dinner, and a theater party was formed to take care of the remaining part of the night. The members of the association who were present at the luncheon were James F. Bowers, of Lyon & Healy, Chicago, Ill., who was a member of the retiring executive board, and who is also a member of the present executive committee; Perry B. Whitsit, of the Perry B. Whitsit Co., Columbus, O.; J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, Pa., who was formerly secretary of the association; John Miller, of the Penn Phonograph Co., Inc., Philadelphia, Pa., who was the former treasurer of the association, and who was re-elected at the last election; J. Newcomb Blackman, president of the association, who was present as a guest of the retiring officers; Louis Buehn, the present secretary, who also attended as a guest, and H. H. Blish, of Harger & Blish, Inc., Dubuque, Ia., a member of the present executive board, who happened to be in Philadelphia at the time of the luncheon. The officers and representatives of the Victor Talking Machine Co. who were present were Eldridge R. Johnson, president; Louis F. Geissler, general manager; B. G. Royal, of the board of directors; George Ornstein, sales manager; H. C. Brown, advertising manager, and Oliver Jones.

While in Philadelphia, President Blackman, of the association, took advantage of the opportunity offered him to take up several association matters with Secretary Buehn.

Mr. Blackman has announced the following committee appointments for the ensuing year: Resolutions Committee—James F. Bowers, chairman; George Kohler, Burton J. Pierce, W. O. Crew, and H. H. Weymann. Legislative Committee—G. Clement, chairman; C. A. Grinnell, George A. Mickel, Perry B. Whitsit and O. K. Houck. Press Committee—Louis Buehn, chairman; S. B. Da-

vega, W. H. Reynolds, C. A. Arbenz and J. G. Corley. Grievance Committee—H. H. Blish, chairman; W. D. Andrews, C. J. Schmelzer, Lawrence McGreal and E. C. Rauth. Traffic Committee—L. C. Wiswell, chairman; E. C. Rauth, Andrew McCarthy, W. H. Reynolds and T. H. Towell. Membership Committee—W. T. Barnhill, chairman; A. A. Trossler, J. N. Swanson, Max Landay and O. A. Lovejoy.

There was also a special committee consisting of J. Newcomb Blackman, Louis Buehn, H. H. Blish and John Miller formed, who took up several matters of interest to Edison jobbers with Thomas A. Edison and the Edison officials on Tuesday morning, December 10. The subject of this conference was purely confidential association matters and not intended for general publication.

President Blackman has called a meeting of the executive committee to be held in New York City on January 14 and 15 of next year. He has also called a special meeting of the association to be held at the same time for the purpose of voting on an amendment of the by-laws rescinding the present privilege of the use of proxies in the annual election of officers, but retaining that privilege for all other purposes at meetings. At that time anything else that may seem worthy of consideration will be taken up at the general meeting.

It is the idea of President Blackman to present and follow up all matters which may be covered by resolutions by means of specially appointed committees or the entire executive committee in conference with the factories. Mr. Blackman favors that method of procedure because he believes in that manner better results can be obtained, owing to the opportunity for free exchange of ideas in an informal manner. With that idea in view there will probably be conferences with both the Victor and Edison companies at the time of the special meeting.

January 14 and 15 were selected by Mr. Blackman with particular regard to the fact that there will be a large number of visitors in New York at that time owing to the annual Automobile Show to be held in Madison Square Garden during that week. Secretary Buehn will probably during this month take a vote as to the place of meeting of the 1913 convention, which, in accordance with the instructions of the last meeting, was to be selected between Atlantic City, Niagara Falls or Richmond, Va.

TO SELL THE KINETOPHONE.

The American Talking Picture Co. Organized to Handle Thos. A. Edison's Combined Moving Picture and Talking Machine.

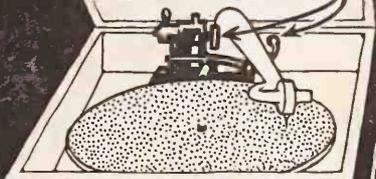
The American Talking Picture Co. has been organized to sell the Kinetophone, a new machine manufactured by Thos. A. Edison, Inc., Orange, N. J., which is a combination of moving picture and talking machine. The office of the company is at 1495 Broadway, New York, the representative being W. E. Wardell. The factory management is under the direction of Mr. Pelzer.

This is the device that is long been expected and is said to be a great boom to the small moving picture houses. While no deliveries are being made, it is understood that orders are being booked.

VICTROLA USED AT FUNERAL SERVICE

At the funeral service, largely attended, of a prominent citizen of Zanesville, O., November 29, the following selections were played on a Victrola, with marked interest and appreciation on the part of all present: "Nearer, My God, to Thee," Creator's Band; "Jesus, Lover of My Soul," Trinity Choir; "Beautiful Isle of Somewhere," Harold Jarvis; Chopin's "Funeral March," Pryor's Band.

This Automatically Starts and Stops Your Victrola



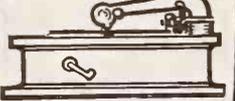
Our Tremendous Newspaper Advertising Campaign to Benefit Dealers

is skillfully laid out along the most attractive and convincing lines to clearly illustrate and explain to Victrola owners, present and prospective, the great merits of the



Simplex

Automatic Start and Stop Device



—the Victrola attachment de luxe and the only one that will complete the Victrola equipment and leave nothing more to be desired.

We will back you up with newspaper advertising in your own field, so that every Victrola you sell may be equipped with one of these accessories and, far more important, that every Victrola owner will want one.

They ALL want the Simplex

when they realize what a necessity it is—how far ahead it is in the race for supremacy—that it more than meets the severe requirements of a Victrola start and stop device (don't forget our exclusive starting feature).

Write us! We have a proposition for you which will greatly reinforce your Local Newspaper Advertising.

Standard Gramophone Appliance Co.
173 LAFAYETTE STREET, NEW YORK, N. Y.



An average 40 per cent. inc

ALL THE
MUSIC
OF ALL THE
WORLD



TWELVE months ago We, the Columbia Phonograph Company, announced that 1912 would be the biggest year in the history of Columbia. So it was. But 1913 will make 1912 look like a quiet Sunday morning.

Only last September we increased our factory output capacity by 50%. To-day, even with that increase, our producing resources are inadequate and we have already made the necessary arrangements for a further big increase in factory facilities in the near future. As a matter of fact we need them already.

This Columbia growth is a solid, healthy, persistent development, and we take this opportunity to reassure Columbia dealers that they will still get Columbia product built to stand the test of comparison;

that in 1913 there will be no let-up in the Columbia advertising campaign. There is not a Columbia dealer in the country who did not reap the benefit of the heavy-calibre national advertising which was focussed upon our dealers' business all through 1912. The Columbia advertising campaign of 1913 will continue to be directed toward one thing and one thing only: the profit and expansion of the business done by Columbia dealers.

To our friends in the trade—Columbia and not-yet Columbia dealers—our best wishes for a happy and prosperous 1913. And, to Columbia dealers, something more than the mere wish—the assurance of our constant co-operation with them in their merchandising and publicity.



COLUMBIA PHONOGRAPH

Creators of the Talking Machine Business. Pioneers and Leaders in the Talking Machine Art. Owners of the Fundamental Patents

Increase every month in 1912



"PRINCESS"



"PREMIER"

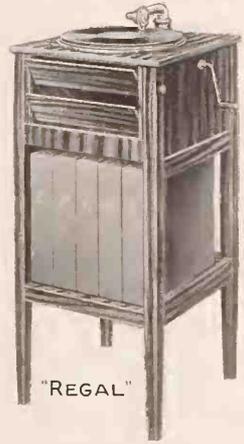
"FAVORITE"



"ECLIPSE"



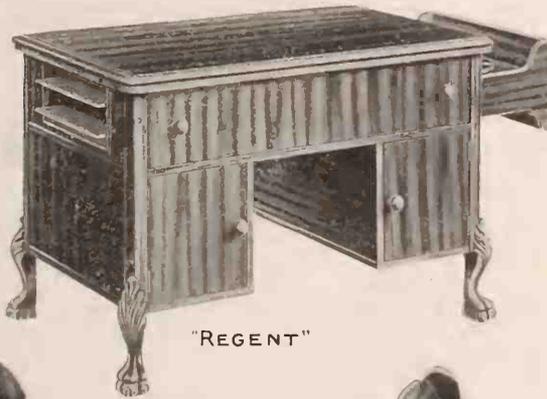
"IMPROVED ROYAL"



"REGAL"



"NONPAREIL"



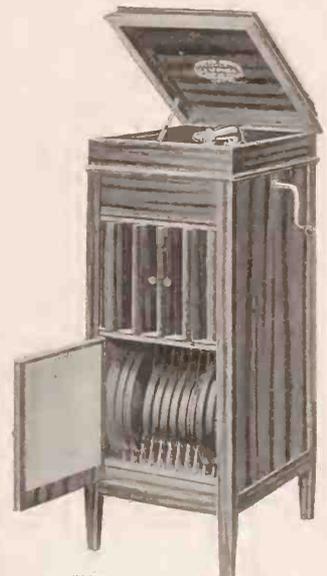
"REGENT"



"IMPROVED CHAMPION"



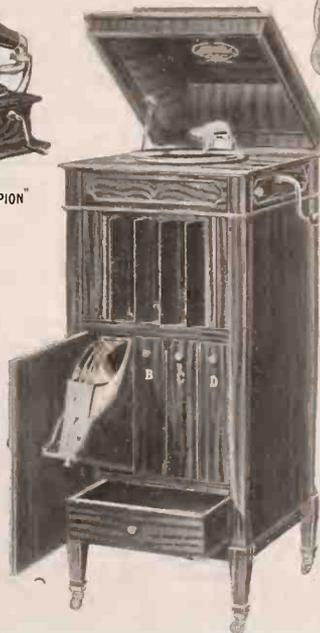
"BIJOU"



"MIGNONETTE"



"BABY REGENT"



"DE LUXE"



"COLONIAL"

COMPANY, GEN'L TRIBUNE BLDG. NEW YORK

Largest Manufacturers of Talking Machines in the World. Write for "Music Money," a Free Book You Ought to Have.



VICTOR RECORD DEMONSTRATION CONCERTS

Conducted by Aeolian Co. in St. Louis Subject of Attention from Public and Trade—
Manager Levy Speaks of Plans and Objects—Dealers Worrying Over Holiday Supply of
Goods—Silverstone Displays New Edison Disc Phonograph and Is Overwhelmed with
Orders—Columbia Co. Anxiously Awaiting New Grand Instrument.

(Special to The Talking Machine World.)

St. Louis, Mo., Dec. 10, 1912.

The local talking machine trade is much interested in the series of Victor record demonstration concerts begun by the Aeolian Co. Nov. 27. The plan as explained in the advertisements for that occasion is that a concert will be given each month on the day the Victor records are released for sale, and that every owner of a talking machine who can use Victor records is invited. No special invitations were issued. Following the first evening concert will be as many matinees during the month as may seem necessary to accommodate machine owners who have been unable to hear the records.

The first concert happened to be on Thanksgiving eve, which is a poor night to attract a crowd in St. Louis, but the Aeolian Recital Hall was comfortably filled and the enthusiasm of those present exceeded expectations. It had been advertised that no sales would be made or orders for records received during the recital, and this feature was carried out. A woman acquaintance of The World correspondent, who is an ardent lover of music and an admirer of talking machines, said of this recital:

"I have paid \$1.50 to hear many concerts that were not as good as this one, and I have never had an equal opportunity to select from the month's records those that I wanted. I have always hesitated to force the demonstration girls to play so many for me, and I usually leave my monthly record shopping tour believing that I might have made a mistake in not getting the best in my limited purchases. This month I heard everything that I thought I wanted to hear, went home at my leisure, and next day made up my list, certain that I was getting what I wanted."

All records are played on the Auxetophone, which talking machine Manager Levy believes is the best for hall recital work. The machine proved very satisfactory to the crowd.

Manager Levy, in speaking of this departure as to advertising in St. Louis, said:

"Primarily we have undertaken this plan as Victor distributors and to maintain enthusiasm among machine owners. Of course, it would be foolish to deny that we do not expect to increase the sale of records in our retail department as a result of the concerts. We do expect that, but we also expect every dealer in the city and perhaps in the country near by, certainly in the suburbs, to profit from these concerts. Our reason for placing the line in the advertisement stating that no sales would be made or orders solicited during the concert was to assure dealers they could recommend their customers to come and hear the demonstration. It is to be absolutely apart from the sales department. That can easily be seen, as we are giving the important concert at night, when our retail sales department will not be open.

"I know there has been a feeling of resentment among downtown dealers that small dealers often sent customers that they were sure of to the downtown stores to hear demonstrations. You cannot blame any dealer for not liking that method. It occupies valuable time in the sales department and is not right. At these demonstrations we will have nothing else to do but to play records from the last bulletin as requested, and we will do it. We hope that dealers will take advantage of this and stop sending customers to others' demonstration rooms during business hours. An additional feature of this demonstration will be the combined use of the talking machine and player-piano. We will make free use of the Pianola in accompaniments for records in hopes that persons who own both player-pianos and talking machines will become accustomed to using them together. We will specialize on blue records."

The talking machine dealers, especially those depending upon the Victors for their chief trade, are greatly worried over the holiday supply. President Koerber, of the Koerber-Brenner Music Co., Victor jobbers, says that his firm has been able to supply its regular customers so far, but that it has declined many orders, informing new customers that the company must supply those merchants who buy entire musical lines from the firm. "Business is good," said Mr. Koerber, "but we could make it a whole lot better if we had all the goods we wanted."

Manager Levy, of the Aeolian Co., says: "Have you ever tried to divide a dime among eleven beggars, each of whom wanted coffee and rolls that cost five cents? That is our trouble at present. I am optimistic enough to believe that relief is coming for the holidays. Our record stock is in good shape and we are giving dealers satisfaction along that line anyway."

Mark Silverstone, of the Silverstone Talking Machine Co., is dividing his time between demonstrating the new Edison disc machine and his new warerooms, where he will place on sale a line of pianos in addition to an enlarged talking machine stock. He is greatly pleased with the new machines and reports prospects of an excellent business. His first shipment was four machines and ten sample records. The day the machines were placed on display he saw a man passing who had been asking about them and called him in. The man listened a few minutes and then said:

"Send that machine up to my house. I want it this evening."

"But I have no records," said Silverstone.

"You've been playing some; end them," said the customer.

Finally a compromise was reached on the customer getting half of the ten double records, and Mr. Silverstone played each of the five records or ten numbers up to the 1,000-time mark before he got any others.

At the Columbia store the interest centers in the coming of the "Grand" instrument. "We have a number of persons interested in that machine," said Sales Manager Byars, "and I think we will have little trouble in placing our allotment of them for the holidays. Our table machines are doing nicely and a window display of them is attracting attention. We have been much pleased with our business during the last month, and with good supplies on hand we expect to have a record-breaking holiday trade. We are especially supplied with records, as I believe that is absolutely necessary."

Harry Levy's remark that there "are no grouches in the trade this fall" seems to pretty well cover the trade situation. Every dealer, it seems, has been doing more business than before and has excellent prospects. This applies to all lines, according to reports from other jobbers.

W. E. Gibson, of the Gibson Piano Co., Paducah, Ky., was a recent caller on the Victor jobbers here, as he buys from local jobbers.

W. B. Taylor, traveling representative of the Victor Co. in Illinois, was a Thanksgiving guest of Harry Levy.

The Columbia Co. mentions with pride the sale of a Favorite machine to the St. Louis University for entertainment purposes at smokers and other meetings held at the university.

Edward M. Berliner, of the Berliner Gramophone Co., Montreal, was a recent visitor with the trade here, and at the Silverstone Talking Machine Co. he got his first glimpse of the new Edison machine.

J. K. Savage, a former Edison dealer, is manager of the Dictating machine department of the Silverstone Talking Machine Co. His department will be one of the first moved into the new ware-



For
Talking Ma-
chines, Typewriters, Phono-
graphs, Adding Machines, Cash
Registers, Guns and Tools and all
Polished Instruments. THE FI-
NEST OIL MADE. It absolutely
prevents rust. NYOIL now sold
everywhere by all hardware and
sporting goods men. Large bottle
(cheaper to buy) 25c.; trial size, 10c.
WM. F. NYE, New Bedford, Mass.

NYOIL

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

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

rooms at 1124 Olive street, a block west of the present store.

Mr. Cummins, well known to the trade hereabouts as Victor traveler and later as Koerber-Brenner representative, has severed his connection with the latter firm and gone to Colorado again to join Mrs. Cummins, who is detained there because of her health.

Miss Bessie Platt is a new record demonstrator at the Thiebes Piano Co.

Manager Robinson, of the Grand Leader Department Store's Victrola department, has been experimenting with informal demonstrations and finds them productive of good business. For instance: A big day was on in the corset department, and he sent a machine to that part of the store with a young woman to run it. The music excited much interest and brought inquiries that resulted in both machine and record sales. This course is followed whenever the occasion and business pressure in the department permit. Mr. Robinson also has used his machine in connection with the piano department recitals with profit.

Another department store Victrola department has been started in the Scruggs, Vandervoort & Co. store. It was installed by E. P. Cornell, of the Musical Instrument Sales Co., of New York, and is very handsome and well arranged. Mr. Seegar, of Wheeling, W. Va., is in charge of the department. It is on the sixth floor of the store.

D. R. Ramsdell, manager of the Columbia store, was called to Denton, Md., last month by the death of his father. On his return he visited New York and Chicago on business. He also made a trip to Bridgeport, Conn., to visit the Columbia factory.

J. Ed. Black, of Springfield, Mo., and R. D. Warell, of Mexico, Mo., were dealers who recently visited the local jobbers.

W. C. Fuhri, Columbia district manager, and George W. Lyle, of New York, were recent visitors at the Columbia store.

The Silverstone Talking Machine Co. and the Columbia Phonograph Co. both arranged for space at the Business Show at the Coliseum this month to exploit the advantages of their dictating machines in business conduct. An agent came direct from the factory to take charge of the dictating machine exhibit for that company.

J. W. Ryan, southern Missouri and Kentucky traveler for the Columbia Co., was a recent visitor at the store here and reported establishing a number of sales agencies in his territory and excellent business. He found the country trade running to higher priced machines than has been the rule.

Miss Bessie Platt is a new record demonstrator with the Thiebes Piano Co.

There are a lot of people who think more of a cheerful manner than they do of a five per cent. discount. Cordiality is the cheapest thing you can dispense in your store.

Victor Distributors

WURLITZER
REG. U. S. PAT. OFF.

Victor Distributors



Wurlitzer Record Service

MEANS MUCH TO YOU

If you wish to secure the best wholesale service in the country on Victor Records send your order to "Wurlitzer".

Largest stocks — every Record in stock that the Victor Co. can supply, and plenty of each, together with a large corps of experienced order fillers under able direction, assures the maximum of service to all our trade friends.

*A Merry Christmas and a big Victor
Business in 1913*

The Rudolph Wurlitzer Co.
CINCINNATI CHICAGO

 *Two Points of Supply—Order From the Nearer*



The demand for the five Columbia Double-Disc Records by Weber and Fields has amounted to a shout—because there's nothing like them—artists or records—anywhere.



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

THE TALKER AS AN ADJUNCT TO HOLIDAY ENJOYMENT.

How an Attractive Recipe for a Christmas Entertainment Made a Dealer's Fortune—The Modus Operandi May Interest Others in the Trade.

Once upon a time, as they say in story books, there dwelt in the City of Brotherly Love a talking machine dealer. Christmas was fast approaching and his volume of business was not in harmony with the time of year. In other words, trade was rotten to the core. Now, this dealer was known among his fellows as a brainy chap—a man who had something beneath his hat besides bone, hide and hair, and therefore his friends in the trade were elated but not surprised to see him ere long aviate from his hangar of depression, planes nicely balanced, motor running smoothly, and make a skilful but conservative landing within the aerodome of success just as the holiday chimes were pealing forth their first joyous anthem. They were mighty curious, however, and thronged to his talker shop in a body to learn just how he did it.

He welcomed them cordially, supplied them with easy chairs and good cigars, and when they were comfortable, launched forth as follows:

"As you doubtless are well aware, gentlemen, I was down and out, but like a mushroom, in a night I arrived once more, or, if you deem the simile more apt, like the proverbial cat, I came back.

"You ask me how I did this seemingly miraculous thing in so short a time, and it shall be my pleasure to enlighten you in as brief and intelligent a manner as possible.

"When the business clouds were blackest and nasty visions of financial embarrassment were playing at hide-and-seek within my brain, I did as thousands of other men in like circumstances have done from the beginning of time, viz.: gave birth to a nice useful little idea.

"This idea had to do with an entertainment that would revive interest in the talker among those who no longer had use for it solely as a music maker. A number of my best customers warned me confidentially that it was up to me to get out something new for the holidays or they would relegate their talkers to the home of some poor relation.

"We are dead tired of just phonographic music," they told me. "We want something different. If you cannot supply us, no more canned tunes for ours."

"Therefore, when my nice useful little idea was born I nourished it most tenderly, and as soon as it was old enough, broke it to harness. It is now well trained and docile and is making a fortune for its owner during this holiday season, and will continue to do so, I trust, for a great many seasons to come.

"Like nearly every idea at birth, it did not bear the ear-marks of success. In fact, it was just about as puny an infant as one would have the courage to gaze upon, but it was mine, and I fed it good hard thoughts until eventually it bloomed forth as the brawny and strenuous being you find it to-day.

"Now for the details!

"My idea as it first came into existence, as I explained before, did not mean a great deal. It was simply a plan in embryo which had to do with phonographic entertainment in the homes of skeptical people—folks whose interest in the talker had dropped to the zero mark; the aim of these entertainments being, of course, to raise that interest to a normal temperature once more.

"Putting it into practice and awaiting results



Preparing for a Record Contest.

were my next two moves in the game. As soon as I was assured of the practicability of my idea I made it known to my customers through the medium of personal correspondence."

He went to his desk and drawing forth from among a collection of papers a neatly typewritten sheet, held it up for them to see.

"Here is my idea, gentlemen," he said. "I have sent a goodly number of these letters out among the pyrrhonists whose names are enrolled upon my mailing list, and the end is not yet."

Laying his partially consumed El Principe-de-Gale upon the ash tray and adjusting his reading glasses, he perused as follows:

THE ELITE TALKER SHOP.

No. 1 Broad St., Blanktown, N. Y. }
December 1st, 1912. }

My Dear Customers:—

To those among you whose interest in things phonographic is on the wane, I take this occasion to acquaint you with a brand-new idea for a talking machine entertainment, which if carried out as per instructions, will, I am sure, greatly enhance your enjoyment of the holidays.

On Christmas eve, when your friends assemble for their annual jollification, prepare the following programme for their delight.

When the last guest has put in an appearance, make the announcement that a contest is to take place in which all are eligible to compete, and that an elaborate prize is to be awarded the victor.

Explain that you cannot go into details regarding the contest to the assemblage as a whole, but that it will be necessary to indulge in individual instruction. (This will create curiosity and arouse interest.)

Then, one at a time, your guests are summoned into a side room where your talking machine adjusted for record-

ing, is set up ready for action. Tell each in turn that you desire a record made of his or her voice, as the case may be, leaving the selection entirely to the discretion of the impromptu artist, but making it understood that it must be something with which the company is unacquainted, and swearing them to secrecy regarding it until the expiration of the contest. If the lady has a pleasing voice, suggest that she sing a song. If the gentleman happens to be an orator, ask him to declaim.

And don't forget the children! By all means have them speak their juvenile recitations into the horn.

When recordings have been made of all the voices present, the machine is arranged for reproduction, and as each original selection is played, your friends are asked to guess, upon slips of paper distributed for the purpose, whose voice they think the record represents.

For instance.—The slip of paper applying to the third record played, when ready for collection, if correctly answered, should read thus:

I guess Record No. 3 to bear upon its surface the reproduction of the voice of Miss Geraldine Dale.

ELIZA RENAULT.

When the last record has been played, the slips of paper are gathered and counted. To the person submitting the greatest number of correct answers, a talking machine is awarded.

Trusting you will find my suggestion a worthy one, and wishing you a happy Christmas and prosperous New Year, I am,

Yours for a record contest,

JOHN JONES.

P. S.—Of course, it is unnecessary to inform you that we have a complete stock of sundries, such as recording apparatus, blanks, shaving machines, etc., which you will need for your contest, together with a variety of inexpensive, but reliable talking machines, suitable for prizes.

May we send our salesman to demonstrate in greater detail than has been possible in this letter, the practicability of my idea?

Dict.: J. J.—H. M.

Having finished, he relighted his dead cigar, thanked his audience for their kind attention, and courteously dismissed them, explaining that they now had his recipe for a successful holiday campaign, and that the rest was up to them.

They withdrew to their various business emporiums, opened the switches of their commercial phonographs, and began work upon the form of a circular letter to the trade agent the Christmas entertainment idea. They meant to be ready for the next holiday time, all right, and, incidentally, a good many of them proceeded to try out the idea regardless of season, having much faith in its trade-bringing qualities.

Mr. Dealer, this little tale which I have related to you was given to me by a successful talker man not long ago, and I pass it along to you.

If it will help you just a little bit, I shall feel amply repaid for my story telling.

In any case, allow me to wish you every possible happiness and good cheer throughout this and many more holiday seasons.

HOWARD TAYLOR MIDDLETON.

SALES OF I. C. S. LANGUAGE OUTFITS

A noteworthy feature of the month's business at the handsome talking machine department of John Wanamaker's was the large number of sales of I. C. S. Language outfits, to be used in conjunction with the Edison Gem Phonograph. These useful outfits have gained many friends the past few months, and their popularity is well evidenced by the increased number of sales closed each week.

Manager Gerson states that his Victor sales are as large as his stock will permit, and tells us that there is an unusually heavy demand for the No. XVI machine, which sells for \$200. The only trouble Mr. Gerson is experiencing is the pronounced shortage in Victor products, which is a general complaint this season.

SOME GOOD RULES FOR SUCCESS

Laid Down by Henry M. Byllesby, a Friend of Thomas A. Edison, and Based on Real Knowledge.

Henry M. Byllesby, a great friend of Thos. A. Edison, by the way, recently made some very happy remarks on "How to Succeed." This is a topic that is much overdone, but Mr. Byllesby's views are based upon practical experience and knowledge and not theory. In other words he has been through the mill and passes his experiences along. They are therefore of some moment. He says:

"No human being can remain stationary; he either advances or retrogrades.

"Napoleon said of the failure of the Bourbon family: 'They never learned anything and never forgot anything.' You must develop.

"From day to day you must bring to bear an ever-increasing wisdom—the application of lessons learned.

"Every incident of your daily toil should be made an educational incident.

"The average young man does not learn, until perhaps too late, that it does not pay to fritter and idle away his time.

"Make a study of those who have gone to the head; ascertain what they did in any given emergency.

"In any emergency a man's conduct is the result of the way in which, from earliest youth, he has met the obstacles he encountered.

"Thomas A. Edison says: 'Do not watch the clock; do not chase aside after rainbows; keep everlastingly at and master the task of the time being.'

"The truly successful man recognizes that, from time to time, he will receive setbacks. The man who overcomes these is the man of achievement and of eventual success."

A PATENT TALK-STOPPER.

Some ingenious person has invented a machine to make the phonograph stop talking when it has

Condon-Autostop

The Stop that wears the re-order smile.

THE TRADE

generally is making a special feature of it this

Christmas.

Why don't
you?

Almost any Jobber will supply you.

CONDON-AUTOSTOP COMPANY

26 FRONT STREET :: :: :: NEW YORK

said enough. It is a pity that this admirable device cannot be attached to human beings as well as to pieces of mechanism, says the New York Herald.

Such a contrivance, so arranged as to work promptly at the end of twenty minutes or at the sound of the word "fifthly," would be highly appreciated by church-goers, and the windy legislator, talking for his home county or district, would find in this machine the only serious opposition that his eloquence has ever met with.

Every boarding house should be provided with

this patent talk-stopper. In its presence the table bores whose discussions of every subject that they do not understand are a standing menace to peace and quiet, would become mute. The boarder who knows one family so rich that they travel with thirteen trunks; the elderly lady who attends fashionable weddings from the sidewalk, the theater-going boarder who knows everything about the private life of every actor, and knows it all wrong, and the man who insists upon reading out loud from his morning paper, would all find their favorite occupations gone.

1,300 RECORD CABINETS

At Less than Jobbers' Prices!

All well-made and finished. Desirable goods. Patterns being discontinued.

Write for special close-out prices. Prompt shipments. *Don't miss this exceptional opportunity.*



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FOREIGN TRADE IN TALKING MACHINES.

The Special Report issued by the United States Government Bearing on Talking Machines Shows the Wide Scope of the Business in Canada, Central and South America, Germany, France, Russia, Great Britain, in Fact in All Parts of the World—The Opinions of the Local Consuls Regarding Methods of Selling and Other Matters Are Interesting and Valuable—Shows the Importance of the Industry Throughout the World—Great Export Markets for American Machines and Records.

[In The Talking Machine World, last month, there was published the opening section of the monograph, issued by the Department of Commerce and Labor on the foreign musical instrument trade of the United States, relating directly to talking machines and records. The part appearing in The Talking Machine World last month was particularly interesting to American manufacturers and those connected with the talking machine trade of the country in various capacities in that it referred to the present business and the opportunities lying in Central and South America, which is considered to be the section that offers the natural field for the export trade of this country. The figures especially indicated that the American machines and records were, with the exception of two countries, the general favorites, even when offered in competition with foreign-made goods at lower prices.

The section of the monograph published this month, and which covers the trade of Europe, is not quite so encouraging to Americans.

While American machines and records are sold to a considerable extent in most of the countries, there is not much chance of expanding the trade to any extent through overcoming the competition of native manufacturers. The greatest demand for American products is in Great Britain, there being strong preferences in different localities for machines and records of various types. The pleasing feature of the situation is that the market for American goods has been won from the combined forces of British and German manufacturers.—EDITORIAL NOTE.]

Germany.

In Germany there is a good market for high-grade machines, one American make is already sold extensively. At present machines with exposed horns are most in use, although there is an increasing demand for the concealed horn type. Disc records are universally used and machines are sold almost together at retail or a cash basis, the prices ranging all the way from \$5 to \$400. Pathé Frères, of Paris, seem to have a large market in Germany, and have well-appointed showrooms on one of the principal streets of Berlin, where a number of machines are operated automatically by the public for a charge of about two and one-half cents for each selection.

The total import trade in talking machines and accessories to Germany amounted to \$96,866 in 1910, as compared with \$42,840 in 1909. Exports amounted in value to \$1,893,528 in 1910, as compared with \$1,423,716 in 1909. Throughout Germany the demand is well divided between the very cheap and very expensive types; one American firm manufacturing cylinder phonographs has practically all the trade in this kind of machine, having successfully built up a business against the competition of the few German firms in the market. The French machines of Pathé Frères, which use the sapphire point, are also greatly in favor, while in the disc machine type the gramophone disc is universally popular.

For German talking machines the operating mechanism is usually manufactured in Berlin, in the Black Forest (Baden), and in Switzerland, and the sounding box, horn and connections in Saxony. The various parts are then assembled at some of the musical instrument factories, those in Berlin being the most important.

German manufacturers are liberal advertisers, and besides issuing elaborate catalogues and circulars they advertise both in the musical instrument trade journals and in the current general periodicals of large circulation. The dealers distribute catalogues furnished by the manufacturers, advertise in the newspapers of their respective localities, and frequently have salesmen canvassing from house to house among people of modest circumstances. Instruments are usually sold at 33 1-3 per cent. below catalogue prices. Dealers in good financial standing can obtain consignments on three months' credit and are allowed 2 to 3 per cent. discount for cash in thirty days. Freight charges on wholesale shipments are usually paid by the factory, and dealers handling imported phonographs prefer that the exporters in foreign countries quote them prices free Hamburg and inclusive of cus-

tom duties. Dealers and manufacturers who conduct a mail-order business ship machines by the Government parcel post, and the post office delivers them to the consignee and collects for them. The cost of packing is assumed by the consignor, but the shipment on a retail order is at the risk and expense of the consignee.

American manufacturers who desire to build up a regular trade in this territory should establish in one or more of the important cities branch houses or agencies which would keep on hand complete supplies of all kinds, including records to suit the varied tastes of German buyers. In the smaller cities agents might be selected from among dealers in musical instruments, bicycles and sporting goods.

Great Britain.

It is claimed that the bulk of the trade in talking machines and accessories in the United Kingdom is comprised of machines of German origin. A large number are manufactured in Germany, but most of them are assembled in this country, and in some instances the parts, particularly the cabinet-work, are manufactured in England. France also supplies a limited amount.

It is said by those conversant with the trade that the German machines are not equal in quality to those manufactured in the United States or those made in England by firms that are essentially American. The better class of the trade, it is said, is supplied by the English companies affiliated with the three largest American companies. Scarcely any of the mechanism is manufactured in this country, but especially in the case of these three firms the cabinet-work is done here, and records are also of English manufacture. The English public prefers English cabinet-making, and it is inevitable that the records should be made in this country because the music that appeals to the British people is that with which they are most familiar, as produced by English artists.

Parts of machines are to a large extent manufactured in the United States and assembled in this country; and, on the other hand, it is estimated that perhaps one-third of the German machines are imported complete. In the census of production report for 1907 it is shown that talking machines and records were manufactured in that year in the United Kingdom to the aggregate value of \$335,788.

There is not at present a promising market for new lines, as those already in the trade are pretty well established and competition is keen. Machines with exposed sounding-horns are preferred because they are less expensive, and operatic and band selections and popular songs by well-known singers are the selections most in demand. Both cylinder and disc records are used, but the former more extensively, as the machines with which they are played are cheaper than the disc machines and the records themselves cost less than the discs. The latter, however, have grown in favor among those able to afford the more expensive articles.

Disc machines are widely advertised in the leading popular weekly journals, monthly magazines

and daily newspapers, more particularly in the autumn and winter seasons. Both cylinder and disc machines are carried by music dealers. Retailers usually pay cash for their machines, and the wholesalers sell on a commission basis, sales under certain prices being forbidden. Price quotations should preferably be c. i. f., but in view of the present keen competition business would be difficult unless a branch house should be established under the management of an alert sales agent.

Throughout the provinces the popular-priced machines and the records of popular songs and instrumental numbers are both in demand, with a limited call for high-priced machines. In Liverpool 75 per cent. of the sales are of the cheaper styles. In Manchester the local piano dealers have taken up talking machines owing to poor trade in their own line. Germany sends large numbers of talking machines into Manchester. In Edinburgh, Scotland, the cheaper grades of talking machines are mostly in demand, the prices ranging from \$7.30 to \$15.30. The phonograph continues to be preferred by many families to the disc, but the latter is now making steady headway in favor. The American made machines of both styles have at least five-sixths of the trade, and as a rule machines with horns exposed are preferred to the hornless type.

For the trade in Dublin talking machines are usually imported through England, and the larger proportion are American. Direct importations from the United States in 1910 of talking machines and records amounted to \$1,003. In Dublin and locality the demand is well devoted between the high-priced and popular-priced instruments.

In the various cities throughout Great Britain American talking machines are found in considerable numbers, their chief competitors being the German makes, and there seems to be a goodly market particularly for the high grade expensive machines.

Other European Countries.

In most of the other countries of Europe conditions as to the talking machine trade are similar to those in the countries already mentioned. American instruments are to be found in almost every market, though in a number of places they are not imported direct. The machines manufactured partly in the United States and partly in Germany, or those made by branch factories of American firms in Germany, are found in large numbers particularly in the southern and eastern sections of Europe. The competition of German instruments, especially in the cheaper grades, is one of the chief obstacles to the marketing of the American product. In Spain, Switzerland, Italy and other countries the Gramophone Co., which is the name of branches or affiliations of an American company in various countries of Europe, largely controls the trade.

Practically all the talking machines arriving in Sweden come through Germany, and in the cheaper grades the German machine is practically the only one offered, the best and highest priced being the American. A German machine with outside horn retails there for prices ranging from \$2.50 to \$107. Records of all kinds are sold. The prices for "Beka" and "Lyrophon" records, two German makes, are as follows: Five-inch single, 20 cents; 7-inch single, 27 cents; 7-inch double, 40 cents; 10-inch double, 53 cents. The market for phonographs is undoubtedly worth developing, and American firms not represented on the Continent by allied companies could probably cultivate it best by

Paste This Where You Can Always See It!

MR. DEALER:

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

VICTOR and EDISON JOBBERS

Lyons & Healy

CHICAGO

acting through Hamburg jobbers, who send their own traveling men through the country with general lines of small wares. There is a limited market waiting to be developed for wax-cylinder machines for office dictation, some of which have already been sold. Norwegian conditions are largely similar to those in Sweden, though many machines are imported from the United States direct. The total importation in 1909 was valued at \$41,600, of which goods worth \$21,835 came from Germany.

There is only a limited market for high-grade machines in Denmark, the Netherlands and Belgium, except in Liege, where the demand for the more expensive articles is fairly good, though even there the greater demand is for the cheaper grades. In Ghent the type of machine demanded varies in price from \$3.50 to \$14.50. There is a large and increasing demand for phonographs in Antwerp, disc records and operatic records being preferred, and machines of moderate cost having the first place on the market. The favorite one is the American gramophone, now manufactured in and imported from Germany, France and England. Since the establishment of the factories in these countries the machines are no longer imported direct from the United States.

Practical Monopoly in Spain.

The phonograph business of Spain is practically controlled by a monopoly, conceded by the Government to the Compañía Francesa del Gramophone, which is one of the affiliations of an American company and which holds nearly all the Spanish patents on talking machines and accessories. Their machine is the only one of importance on the market, and at least in the Barcelona district competition with it is almost out of the question. The value of the phonographs and accessories imported into Spain in 1910 was \$61,611, of which the shares of the principal foreign countries were as follows: United Kingdom, \$22,654; Germany, \$17,794; France, \$12,643; United States, \$3,895. At Seville, which is said to be the second best market in Spain for phonographs, there is a good sale of high-grade machines, most of which are the product of an American factory. On account of the heavy duty, Seville firms do not buy their American phonographs direct, but through agencies at Barcelona, where the cases are made for the imported mechanisms. Quotations should therefore be made on the essential working parts of the machines, with specific weights, etc.

Italy and Switzerland.

A large part if not practically all of the American talking machines sold in Italy are the product of one company, whose agent is located in Milan. Phonographs are popular only in parts of Italy, and the demand that does exist is pretty well supplied by the German manufacturers. In Sicily, where the phonograph is very popular, more than one-half of the 800 to 1,000 machines sold annually are of German make, the two principal ones being the products of the International Talking Machine Co. (Ltd.) and the Lyrophonewerke, both at Berlin. From 200 to 300 machines are sold annually by the Palermo subagency of the Milan agency of an American firm. In the north of Italy the sale of phonographs is said to have declined in the last two years, though there is a liking for good operatic music.

Phonographs in Switzerland are imported largely from Germany, the value of the total importations in 1909 being \$118,000, of which Germany furnished \$76,000 and France \$32,000. The statistics showed only \$1,000 worth of phonographs from the United States, but that is misleading, as many of the mechanical parts made in the United States are sent to Germany, fitted with cases, and then sold in Switzerland. It is said that American firms not represented in Germany can hardly hope to compete in Switzerland by direct sales. Cheap phonographs are made in Switzerland and exported to all parts of the world, the amount in 1909 being \$350,000. In general, there is no market for high-grade machines, though there may be some sale for them in St. Gall.

Russia, Turkey and Greece.

The Russians are a musical people and care little for what is known in the United States as "ragtime" music. The classical productions are

in demand and especially those of noted singers. Where the quality is good and the price reasonably moderate there is an excellent market in Russia for high-grade machines, and although there is a large sale of the cheap phonographs the Russians are not satisfied with them as a rule. There are four factories in the country making phonographs, one of which, the Gramophone Co., employing 117 workmen, is at Riga; another, owned by Julius Feigenbaum, at Warsaw; and the other two, the Orfeon Co. and J. H. Zimmerman, at St. Petersburg. Germany leads in the import trade and a few machines are supplied by England, but it is believed that the United States also has a good foothold in the trade. Disc machines are very generally preferred and those with concealed sounding horn are beginning to make a place for themselves. Phonographs are very popular in the Caucasus, prices running from \$23 to \$39; most of the sales are of the lower-priced grades.

In Turkey the business and representation of American phonographs has invariably failed. The prices are too high and the German machines at much lower figures answer the purpose quite as well. Some presumably American machines are seen, but it is believed that none of them originates in the United States. However, a considerable number of American records are sold in the interior. In Greece the popularity of the phonograph has declined, and only the cheaper grades are now sold.

(To be continued next month.)

TO PRESERVE VOICE FOR 1,000 YEARS

Plans in Paris to Record Bernhardt's Voice and to Seal the Records in Receptacles that Are Not to Be Opened for Ten Centuries—Looking for Suitable Record Compositions.

According to a dispatch from Paris, France, it is planned to make records of Sarah Bernhardt's voice in some of her famous plays and to seal the records in containers, which are not to be opened for a thousand years to come.

Those most interested in the movement say the greatest difficulty lies in securing a composition from which to make the records, that will remain in its present form during the ten centuries. There still appears to be some doubt about the ordinary record composition retaining its properties during that period.

It is rumored that a prize of \$1,000 will be offered for records that will endure this long period of storage. One of the committee has remarked that no one will ever be able to gainsay whether the prize-winning record composition has come up to the demands or not.

If you have employes who insist upon doing their work in their way instead of your way, begin looking around for someone to take their place.

FEATURE EDISON LINE IN IRELAND.

Edison Phonographs, Home Kinetoscopes and Other Products to Receive Strong Representation in Emerald Isle by "Phonos and Kinetos, Ltd., Ireland."

(Special to The Talking Machine World.)

Dublin, Ireland, Nov. 30, 1912.

One of the latest limited companies to enter the talking machine field in Ireland, and in the movements of which manufacturers and dealers are showing much interest, is "Phonos & Kinetos, Ltd., Ireland," which has opened handsome premises on



Edison Headquarters in Dublin, Ireland.

Grafton street, the main business street of this city, where the company is displaying an elaborate line of Edison phonographs and records, including the latest model, the new Edison home kinetoscope, and many other Edison specialties.

The new company is under the control of Irish directors, with John O'Neill as managing director. It is the intention of the new company to open branches in Belfast, Cork and at other points on the Emerald Isle in the near future.

The officers of the company are especially enthusiastic regarding the opportunities offered for the sale of the Edison home kinetoscope, and claim that the number of dealers applying for agencies for the new line is already somewhat in excess of the number that can be supplied at the present time.

Closing Out

at a bare fraction of original cost, large stock of

TWO-MINUTE U-S

and

COLUMBIA CYLINDER RECORDS

slightly used but in good condition. Large variety of selection. For quantity prices, address

MULTIPHONE OPERATING CO.

102 West 101st Street, New York City

FROM OUR EUROPEAN HEADQUARTERS

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

English Manufacturers Experiencing an Enormous Boom in All Branches of the Talking Machine Business—Impossible to Supply the Present Active Demand—Conditions Are Most Favorable in Every Respect—Some Christmas Selections—New Device to Strengthen and Purify Tone Delivery—Strenuous Effort Being Made to Kill Price-Cutting—New French Record Makes Its Appearance—Tone-Arm Suit Settled—A Great Budget of New Records for the Month—Talking Machines to Be Included in Piano Manufacturers' Exhibition—Gramophone Co. Exhibit—Other Items of Interest.

(Special to The Talking Machine World.)

LONDON, E. C., December 3, 1912.

In many quarters trade conditions remind one of the boom 1906-7 season, when dealers could not replenish stock fast enough to satisfy the demand. Manufacturers then, as now, found their factory facilities quite insufficient to cope with the tremendous influx of record orders, despite night and day working shifts continuously for months. In not a few instances, too, the only fitting parallel memory provides is that of ten or more years ago—the time when discrimination in the choice of titles was a thing unknown. Dealers in those days were only too glad to take anything available, the most indifferently recorded selections selling freely. It furnishes a mental picture of happy dealers and worried manufacturers beset with the responsibility of filling time orders as promptly as possible. Conditions have changed vastly since then, and to again approach even a semblance of the old situation is indeed fraught with great significance for the future of the talking machine industry. And more especially so when one considers for a moment the terrific competition which abounds today. The public has a choice now of something near forty different records, of which quite 25 may be classed as well known at prices varying from thirty shillings to one shilling and sixpence, if one ignores the great number sold below the latter figure. Almost every week a new record makes its appearance on the market, and they are for the greater part of the 1s. 6d. variety. To American readers who have but a choice of half a dozen records the foregoing may come as a surprise. There are few, if any, patent restrictions in force here, while on your side progress in the talking machine trade, at any rate, seems to be hedged around by patent monopolies and commercial policies which would not be tolerated this side of the pond. Therein lies the difference. Whatever may be said to the contrary, if one may reasonably judge from existing conditions here competition is all in favor of the public, and ipso facto, the trade also. But there, I wander from the subject. Interviews with London traders fully confirm my previous forecasts of a great season. There can be no doubt of it now; we are in the throes of a real Yankee hustle.

Among the factors complaint is made of the difficulty experienced in obtaining adequate supplies of machines and records, but ever joyful and optimistic, they are doing the best possible to meet the dealers' requirements. With our retail friends things are, of course, as usual—want everything at once. Few make advance preparations in the direction of planning what lines they will carry, and when sales begin in earnest, that is the time in their opinion to rush the factors, expecting immediate deliveries of any goods they order. The reaction naturally affects all sections of the trade and culminates in placing manufacturers in the awkward predicament of having to refuse orders a week or so before Christmas. Let us hope things will shape out better this year.

I have not the space in which to review the great amount of Christmas literature to hand from the various talking machine concerns; let it suffice to

say that a particularly high standard of get-up and attractiveness is manifest in this publicity matter, which, properly utilized, will prove of great assistance in support of the retailers' efforts to boom talkers in ideal Christmas gifts.

In the various record lists Christmas selections are much in evidence. All vie with each other in issuing of the best and most appropriate titles—ragtime, waltzes, carols, hymns, etc., predominating.

Records of the Choir of St. Patrick's Cathedral.

It is now possible to hear the choir of St. Paul's Cathedral through the medium of "Marathon" records. For such a young firm this is really a great scoop, and is all the more acceptable, having regard to the long rendition only possible with this make of disc. Congratulations!

New Sound Reflecting Elbow Introduced.

The "Rayflex" sound reflecting elbow, designed to purify and strengthen the tone delivery of every machine to which it may be fitted, is the very latest novelty placed on this market. A brief description is of interest. It represents an elbow connecting the trumpet to the sound arm ahead, but instead of being round on the top bend, is at this spot shaped off flat in two angles, by which means the sound waves are reflected direct out of the machine without impinging against the walls of the elbow and trumpet as in other instruments. By this method it is obvious that just the full musical expression as recorded is delivered free from nasal echo and other foreign noises bred in the elbow and trumpet of ordinary machines. A test of the Rayflex elbow convinced me beyond any doubt that it represents absolutely the most remarkable device for the improvement of gramophones produced in recent years, and I have no hesitation in saying that it not only enriches and clarifies the tonal quality of records, but lends an added charm to mechanical music, and will exert a great influence in further popularizing so-called talking machines. The Rayflex elbow is made in a variety of sizes to fit any machine, and sells at an extremely reasonable price. Particulars may be obtained from the Rayflex Co., Ltd., 42 Great Marlboro street, London, W.

New Companies Organize.

Record & Gramophone Manufacturing Co., Ltd., capital £2,000. Office: 24-25-26 Featherstone street, City Road, E. C.

Sidney Acott & Co., Ltd., musical instrument manufacturers; capital £10,000. Office, 124 High street, Oxford.

West End Gramophone Supply Co., Ltd.; capital £5,000. Office, Regents street, W.

Information Regarding Foreign Markets.

In reply to a question as to the advisability of establishing commercial museums in suitable trading centers for the exhibition of examples of British goods which are in demand at different places abroad, Mr. Buxton, president of the Board of Trade, said: "The practice of the Board of Trade in this matter is to exhibit at the Commercial Intelligence Branch of the Board in the city, and also from time to time at suitable trade centers in the United Kingdom, samples sent home by His Majesty's consuls and trade commissioners in foreign countries and His Majesty's dominions of foreign articles which appear to be displacing British manufactured goods in those markets. For example, at present a series of exhibitions of samples of foreign hardware which is competing with British goods in the markets of self-governing dominions is being held in London, Birmingham, Sheffield and other important centers. These temporary exhibitions, which have met with great success, are, I think, a more effectual method of furnishing information to manufacturers desirous of finding markets abroad for their wares than the establishment of permanent museums, which it is practically impossible to keep

up to date in regard either to samples of goods in current use to current prices and conditions. I may add that manufacturers and traders requiring information as to conditions obtaining in particular foreign or colonial markets in regard to their particular goods should apply to the Commercial Intelligence Branch of the Board of Trade in Basinghall street, E. C., which branch has been established for the special purpose of supplying such information.

Association to War on Price Cutters.

At a recent meeting of the executive council of the British Gramophone and Phonograph Dealers' Protective Association, Mr. Wilcox, president, in the chair, supported by Henry Seymour, honorary secretary, the importance of price maintenance was strongly debated. The strong policy pursued by the Columbia people came in for a deal of praise, but several other concerns were strongly condemned for their apparent indifference to glaring examples of price cutting, to which their attention had been drawn. A suggestion to approach these delinquent firms met with an enthusiastic response, and in at least one case a subsequent meeting with the manufacturer was considered to have produced excellent results.

The association has been pretty quiet of late, and there are not a few of its supporters who would like to see it a little more active. Certainly good work is being done, but to make itself really known, a salaried official should be appointed to devote his whole time to further the society's interests and gathering in new members.

A recent letter to Edison dealers says, in part:

"From now on until December 31, 1912, we shall extend the exchange so that dealers may accept from their customers cylinder records of any other make, allowing a credit of twopence for one record of other make against the purchase of an Edison Amberol record at full list price. In other words, the allowance for a record of other manufacture will be the same as on an Edison Standard record, and dealers will receive from their factor an allowance of three halfpence (1½d.) on a record of other manufacture against the purchase of an Edison Amberol record, at usual dealers' price. We suggest that you circularize your patrons and if you will send us a list of their names and addresses we will be glad to communicate with them direct and recommend them to your establishment for further details."

Big Season for "His Master's Voice" Records.

If this is anybody's season it is a "His Master's Voice" one. In divers unexpected quarters the famous dog meets the eye, and his mission along the path of publicity has culminated in placing the Gramophone Co. in a little difficulty not unrelated to supply and demand. The tremendous number of advertisements now appearing in the chief newspapers and magazines has produced the inevitable result of creating a demand for "His Master's Voice" goods which can only be described as unprecedented. Despite the full working pressure day and night, and what appeared at the time ample factory preparation to handle this great demand, machines and records cannot be dispatched fast enough to satisfy the healthy appetites of "His Master's Voice" dealers. And to crown it all the company has just issued such a splendid list of records for December as is scarcely calculated to relieve the situation. Here are some of the good things offered: Double-sided records, 12-inch—"Lift Up Your Heads" (Messiah), Handel, and "And the Glory of the Lord" (Messiah), Handel;

Messrs. Marcus Clark & Co., Ltd., Talking Machine experts of Sydney, N. S. W., will always be pleased to hear of anything new in Talking Machines, Records, or Novelties with view to agency. Particulars to D & W. MURRAY, LTD., 28 Finsbury St., London.

FROM OUR LONDON HEADQUARTERS— (Continued from page 36)

"On the Road to Zag-a-Zig" (Finck), and "Japo Maisene Ke-Sa-Ko" (Chapuis). 10-inch—"Semper Fidelis March" (Sousa), and "La Kermesse" (Faust), Gounod, by the Band of H. M. Coldstream Guards; "Love's Desire" (Reposti), and "The Light Watch" (S. Dickinson); "Baby's Sweetheart," Pizzicato Serenade (Corrijun), and "Pizzicato," from "Sylvia" (Delibes), Mayfair Orchestra. "Love at Sight" waltz (Henry Coates), and "Moon Madrigal Dance" (Willeby), Bohemian Orchestra; "Oh, You Beautiful Doll" (Brown and Ayer), and "The Gaby Glide" (Hirsch); "La Boheme Fantasia," Part 1 (Puccini), and "La Boheme Fantasia," Part 2 (Puccini), Jacob's Trocadero Orchestra. H. M. V. single-sided records—"Wedding March" (Mendelssohn); and "Nocturne," "Midsummer Night's Dream" (Mendelssohn), New Symphony Orchestra; "Silver Threads Among the Gold" (Danks), John McCormack; "The People That Walked in Darkness" (Messiah), Handel, Clarence Whitehill; (a) "Rose in the Bud," and (b) "It is Not Because Your Heart Is Mine" (Löhr), Mme. Kirkby Lunn; "Sigh No More, Ladies" (Aiken), Gervase Elwes; "The Drum Major" (E. Newton), Charles Tree; "The Sentry Song" ("Iolanthe"), Sullivan, Harry Dearth; "At Santa Barbara" (Kennedy Russell), Peter Dawson; "My Dearest Heart" (Sullivan), Miss Percival Allen; "Eily Mavourneen" (Benedict), Miss Ruby Helder; "Sink, Red Sun" (del Riego), Miss Marion Beely; "Angels Guard Thee" (Godard), Olga, Elga and Eli Hudson; "Humoreske" (Dvorak), Miss Marie Hall (violin); "Good-night, Good-night, Beloved" (Pinsuti), Brass Quartet; "Scherzo Capriccio" (Sabathil), flute, John Lemmoné; "Gems from "Florodora" (Smart), Light Opera Company; "Be My Comrade True" ("Princess Caprice"), Leo Fall, Miss Clara Evelyn; "Robin Hood" (Rogers), George Robey; "Pucker Up Your Lips, Miss Lindy" (A. Von Tilzer), American Quartet; "When Uncle Joe Plays a Rag on His Old Banjo" (Morse), Arthur Collins; "Won't You Waltz With Me?"

(Naish), Tom Clare.

"Pathograph" for Use in Schools.

Apropos the growing use of the talking machine for educational purposes, it is interesting to know that Pathé Frères intend to market what is styled the "Pathograph," which I believe has already won considerable favor on the Continent. Another line they have in view for introduction here is a home picture machine, and having regard to this firm's special facilities in this business, something of exceptional utility may reasonably be expected.

New Record Appears in British Market.

Gabril, Paris, is the name of yet another new record here which is being exploited under the agency control of our old friend, Mr. Williams, whose present offices are located at 15 New Oxford street, London. Although at the moment only records by the Le Garde Republicaine Band have been issued, the company's future policy will embrace the issue of a big list containing up-to-date English titles, upon which recording is shortly to commence.

Big Signs on Gramophone Co. Plant.

Situated on the fringe of the G. W. R. main lines, the Gramophone Co.'s huge Hayes factory offers exceptional facilities for publicity purposes, and we are therefore not surprised to learn they have utilized the walls fronting the railway for this purpose. A number of signs are already up and the latest conception is a huge representation of "His Master's Voice" trade-mark picked out in no less than six colors. The effect will be striking and impressive and will furnish the minds of passing travelers with much food for thought.

Settlement in Tone Arm Suit.

For some considerable time past it has been known that litigation over the Gramophone sound arm was pending in Germany between that company and Messrs. Lindstrom. According to the German trade press there appears to have been a settlement of the matter in dispute without resort to law. All of which is very satisfactory.

Interesting New Zonophone Co. List.

Of the different Christmas lists issued that to hand from the Zonophone Co. is undoubtedly one of the very best yet conceived. It is replete with a particularly grand selection of seasonable titles and a full meed of praise must be accorded to the utilization of the services of so many prominent artists, practically every one of whom is a top-liner. I need hardly mention that orders placed for these records reach a phenomenal figure, so much so in fact that the company is experiencing the greatest difficulty in fulfilling the trade requirements. In addition to those mentioned below there are innumerable seasonable selections which the exigencies of space prevent my mentioning. Ten-inch double-sided records—"The Kerry Dance" (Molloy), and "The Bird and the Rose" (Horrocks), Mme. E. Jones Hudson; "Rocked in the Cradle of the Deep" (Knight), and "It's Nice When You Love a Wee Lassie" (Lauder), Harry Lauder; "Rosenthal and Harrigan at the Race Track" (Friend and Downing), and "Rosenthal and Harrigan at the Wedding" (Friend and Downing); "A Christmas Party" (descriptive), introducing "The Mistletoe Bough" (sung by Herbert Payne), and "A Christmas Ghost Story" (descriptive), Harry Lambton; "Autumn Manoeuvres March" (Carl Keifert), and "Autumn Manoeuvres Selection" (Kelman), Peerless Orchestra; "The Church's One Foundation" (S. S. Wesley), and "Lead, Kindly Light" (C. H. Purdy), Beses o' th' Bairn Band; and "All Aboard for Girly-Land" (Murphy and David), and "Let's All Go Into the Ballroom" (Murphy), Florrie Forde.

Talking Machines at Music Trades Exhibition.

At a recent meeting of the Pianoforte Manufacturers' Association called to discuss proposals for another music trades exhibition to be held next year, such a strong feeling manifested itself in favor of an all-British show that a motion to this effect was easily carried. The period of the exhibition is from September 6 to 20, 1913, both days

(Continued on page 38.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

'His Master's Voice'

Trade Mark is recognized the world over as the

Hall Mark of Quality

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Arugerstrasse, Vienna.
 BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
 DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.
 FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
 GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
 HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
 HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos Uteza 3, Budapest.
 ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
 SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

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

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD LONDON, E. C.



FROM OUR LONDON HEADQUARTERS—(Continued from page 37).

inclusive, and it appears such extensive support has been promised that nothing short of the great Olympia offers adequate space for exhibitors—all of whom will be allotted an "island" position. A prominent portion of the main hall will be set apart for a totally distinct talking machine section, in which it is said each exhibitor will have a separate soundproof enclosure for demonstration purposes, etc. The All-British Pianoforte and Music Trades Exhibition will in every way be a thoroughly comprehensive one, even to the extent of exhibiting machines, etc.

Death of Distinguished Inventor.

The death is announced of M. Charles Bourseul, at the age of 83. It is said that he ended his days poor and unknown, but is entitled to lasting fame on account of his share in the invention of the telephone. Bourseul gave up many years to the study of telegraphy, and in 1854 propounded a theory of the telephone in an important article which he wrote about that time for the Paris L'Illustration. According to Reuter, for the electric transmission of speech, M. Bourseul advocated the use of a flexible plate at the source of sound, which would vibrate in response to the varying pressure of the air, and thus open and close an electric circuit, and of a similar plate at the receiving station, which would be acted on electromagnetically and thus give out as many pulsations as there are breaks in the current. The difficulties relative to transmission of the sounds so as to be received similar in pitch, quality and relative intensity were not dealt with by Bourseul, who, however, to a great extent anticipated the work of Reis. The latter succeeded in constructing a telephone furnished with a receiver which did actually reproduce sounds, but intelligible and long-distance

talking by wire he just failed to make possible. It was reserved for Graham Bell and Edison, more than 20 years later, to perfect by their respective inventions the practical and commercial use of the telephone.

Latest Columbia-Rena List.

The Columbia-Rena current list contains particulars of so many special issues as to make it really difficult to know where to commence and where to end in giving a selection therefrom. But special mention should be made of their amazingly fine ragtime repertory, which includes practically every known success of the day. This class of music has caught on wonderfully here, and in giving us the real American ragtime stuff the company has secured for itself a niche of popularity alike among dealers and the public which will very considerably enhance its reputation. Some of the latest ragtime issues are: 10-inch records—"Hear That Pickaninny Band" (Furth), Prince's Male Quartet, and "Waiting for the Robert E. Lee" (Muir), Dolly Connolly (Mrs. Percy Wenrich); "That Aeroplane Glide" (Israel), Prince's Male Quartet, and "That Raggedy Rag" (Henry), Prince's Male Quartet; "Cabaret Rag" (Turney), and "Black Diamond Rag" (Henry Lodge), King's Military Band; "Red Pepper Rag" (Henry Lodge), and "Black and White Ragtime" (Botsford), xylophone solos, Lawrence Coates. A real novelty is the issue of a record pantomime entitled "Dick Whittington." It is announced in two parts on a 12-inch Columbia disc, and is treated in a most realistic fashion—not just a disjointed story, but a perfect presentment of a pantomime within the limits of a record. Played by the Columbia Pantomime Company, including the cat, orchestra and other effects, this remarkable record brings home

to one the unlimited scope of entertainment which the "talker" can provide. Other records calling for mention are: Columbia 12-inch records—"When All Was Young," from "Faust" (Gounod), and "Softly Awakes My Heart," from Samson and Delilah" (Saint-Saens), Miss "Carrie Herwin"; "There's a Girl in Havana" (Goetz and Sloane), and "I'm Going Back to Dixie" (Berlin and Snyder), the Two Bobs; "Fireside Minstrels," Part 1 and Part 2, with orchestra; and "Glory to God in the Highest," from "The Messiah" (Handel), and "Hallelujah Chorus," from "The Messiah" (Handel), Sheffield and Leeds United Choir. 10-inch records—"My Heart Is With You To-night" (A. J. Mills and Bennett Scott), and "That's What the Rose Said to Me" (B. F. Barnett and Leo Edwards), Stanley Kirkby; "Desperate Desmond" (burlesque, descriptive), Fred Duprey, and "Jimmy Trigger; or The Boy Hero" (burlesque, descriptive), Billy Golden and Joe Hughes; "Dutch Daly on Love" and "Dutch Daly's Imitations," by Dutch Daly and his concertina; "Mister Cupid" (Weston and Cunliffe), and "That's What They All Say" (Weston and Cunliffe), Whit Cunliffe; "The Fool of the Force," Part 1, and Part 2 (Carney), "A Music Hall Sketch," played by George Carney and company; "Queen of the Seas Waltz" (John Openshaw), and "Girl in the Taxi" waltz (Jean Gilbert), Casino Orchestra; "On a Christmas Morning" (L. Currie), descriptive, Casino Orchestra, and "Christmas Morning at Flanagan's," descriptive, Steve Porter and company; "The First Noel," and "Christians Awake," sung by the Abbey Quartet and soloists, with organ and string quartet; and "Rock of Ages" (R. Redhead), and "Onward, Christian Soldiers" (H. J. Gauntlett), cornet solos, by Sergeant Leggett.

TRADE PROGRESS IN THE SOUTH.

A Richmond Talking Machine Dealer Who Has Won a Large Measure of Success Is James Cowan, of Richmond, Va.

Southern progressiveness is well exemplified in the remarkable popularity achieved by talking machines in recent years. Dealers and jobbers throughout the South have all lent their utmost energies to the promotion and furtherance of the



James Cowan.

talking machine's popularity, and as a result of this conscientious labor the South is now the home of many handsome retail establishments devoted to the sale of talking machines. These stores are doing a splendid business with all the various grades of machines, and a chat with representative dealers of the South reveals unbounded enthusiasm and faith in the future of the industry.

Prominent among the live-wire talking machine dealers of this section of the country is James Cowan, of Richmond, Va., who handles Columbia goods exclusively. Mr. Cowan's store is one of

the show places of the city, and is noted throughout the State as being one of the best-appointed establishments in any industry. Mr. Cowan operates under the name of the Talking Machine Co., and his success with the Columbia products has been marked and emphatic from the first start that he made in Richmond, some five years ago. Mr. Cowan is not satisfied with merely having the exclusive agency for the Columbia goods and waiting for orders to come his way, but he is alert and aggressive, and takes advantage of every effort at co-operation extended by the home office. It has been his constant progressiveness and energetic work that has won for Mr. Cowan an enviable reputation throughout Virginia as one of the successful representative business men of the State.

PROMOTION FOR H. L. WILLSON.

H. L. Willson, of the Columbia Phonograph Co., who has for so long filled the responsible post of assistant to the general manager with signal ability, zeal and unflinching helpfulness, has been appointed assistant general manager. Mr. Willson has been so intimately identified with the duties of the office that the appointment is but a logical recognition of his worth and merit. He is assured of the continued cordial co-operation and support of the entire Columbia service.

RARE COLLECTION OF CELEBRITIES.

Otto A. Gressing, general manager of the Victor departments in the two McCreery, Lord & Taylor and O'Neill-Adams stores, is an enthusiastic collector of autographed photographs of world famous artists in the operatic and musical worlds. One of his chief hobbies is the development and enlargement of his already splendid collection, and he was very much gratified the past fortnight to receive the photographs of several prominent artists which were missing from this collection. Among those he secured recently were the photographs of Mary Garden, Leo Slezak, Olive Fremstad and Emmy Destinn. These new additions are prominently displayed in Mr. Gressing's office in the sumptuous Victor department at Lord & Taylor's, and constitute a collection which promises to be most interesting.

Opening for Good Salesman.

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

FOR SALE.—Well-established talking machine and small goods business, with a fine growing trade; in the best and largest city in the irrigated west; population over 24,000; exclusive line and only one other store in the city; ill-health compels retirement. Address "C. M. C.," care The Talking Machine World, 373 Fourth Ave., New York City, N. Y.

CHAUFFEUR'S COMPLETE OUTFIT SACRIFICED.—Consisting of elegant mink fur-lined coat, Persian lamb collar, \$35; pair of elegant bear robes, \$15 each; raccoon cap, \$5; pair of fur gloves, \$4; pair of goggles, 50c.; 1 pair leather leggings, \$3.50. Will sell separately or the lot, all new; never worn. Original price, \$225. C. CHASE, 118 East 28th St., New York City, N. Y.

Talking Machine Man Wants Position.

A Live Talking Machine man of considerable business experience, thoroughly conversant with every detail of the line, business developer and salesman, is seeking connection with a firm or organization, who would appreciate a forceful, conscientious and able worker and for whom a future exists. Best of references. Address "100," care of The Talking Machine World, 373 Fourth Avenue, New York City.

Columbia Salesman Wanted.

Wanted—An experienced Columbia salesman for road work; permanent position; splendid proposition for a steady man. Address "Salesman," care of The Talking Machine World, 373 Fourth Avenue, New York City.

For Sale.

1,000 Edison 2-Minute Records at 8 cents; 1,000 Edison 4-Minute Records at 15 cents. Address "Sale," care of The Talking Machine World, 373 Fourth Avenue, New York City.

FOR SALE.—5,000 Edison 2-minute records, 10c. each; 5,000 Zonophone 10-inch records, 15c. each; all new, clean stock. DENINGER, 335 North St., Rochester, N. Y.

FACTORS THAT DENOTE OUR GREATEST PROSPERITY.

Louis F. Geissler, Manager of the Victor Talking Machine Co., Makes an Able Analysis of Existing Conditions and the Results Are Certainly Cheering for the Talking Machine Man and Every Other Merchant in This Country—Political Situation Discussed—Tells of Immense Demand for Victor Talking Machines and Records.

Discussing trade conditions and prospects and the general trend of the talking machine trade, Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., said:

"In January, 1911, I openly prophesied a good year for 1911, a boom year for 1912 and, barring cataclysm, at least two or three more boom years to follow that period. Those prophecies, up to date, have materialized. Many bankers and manufacturers foresaw what we ourselves predicted the early part of this year, and that was that fundamental conditions were too strong to permit of the usual Presidential campaign year's deterring influences on our business. This is now a matter of history. From twenty-six travelers whom we have covering practically every corner of America there is scarcely a report but speaks of prosperous conditions in practically all lines of trade.

"As concerning our own condition, your readers in the trade are only too familiar with our oversold condition and the difficulty of securing Victor goods is all too apparent to them, but what we must have, to remain continuously prosperous, is a general, healthy, hopeful and prosperous condition throughout our entire land in almost all branches of human endeavor. To be sure, there is never a period so prosperous but that our national commercial failures continue, and there are those who cannot see the prosperity and, regrettable to say, many who do not enjoy it, but the large average prosperity is what we must deal with.

Our National Prosperity.

"Without referring to compilations of figures or past statistical 'diagrams' or 'curves,' I believe I am right in stating that such an economic or fundamental condition upon which to base hopes of prosperity has never before existed in our country. Everyone must know of the phenomenal crop of this year, and what is deeply encouraging, the excellent condition of the ground, which promises much toward another good crop for next year; the wide distribution of money throughout our land; the splendid—almost independent—condition (barring panics) of the banks throughout the country; this condition, which is so desirable and means so much to business in general, is demonstrated by the fact that every call that was made upon Eastern financiers to assist in financing crop movements and railroad necessities to take care of such has been met without causing a ripple upon the surface of finances in the East. This crop movement is now accomplished to a great extent and the money is finding its way back to our depositories, and this was done without drafts upon the European credits.

"Our national deposits, I read, have grown in a far greater ratio during the last five years, or since the panic of 1907, than in any other similar period of our national history.

"Everything that this country has to sell—the products of her mines, her forests, her lands or her labor—is either abundantly produced or in much demand at fair prices. Copper, which is practically the basis of all metal values and for which we have paid as high as 25 cents and as low as 12 or 13 cents in the past six or seven years, is now selling at 17½ cents and in tremendous demand the world over, and it costs less to produce than ever in the history of that industry.

"The value of our crops in general approaches closely the ten billion dollar mark. I note the Southern Pacific Railroad reports that it will require 55,000 cars to move the fruit crop out of California. Think of it—1,000 train loads of 55 cars each.

"The prosperity of America—in fact, of the world—depends upon the generally prosperous condition of the world; we are all more prosperous when everyone is prosperous. Other nations are exceedingly prosperous. The great bankers of the world are busy financing the world's industries.

"It is this condition of affairs which leads me

to hope that, notwithstanding the apparent readiness of the armies and navies of England and Continental Europe at the present time, the world's greatest catastrophe—which has been so frequently referred to in case of the embroilment of European powers over the imminent settlement of the Balkan war and Balkan territorial questions—will be averted, and that the world's prosperity will be resumed and continued.

Effect of Change in Administration.

"We have now to do with the possible influences of a change of administration. Personally, I look with composure toward the future under President Wilson. Whatever our political affiliations or views may be, I think it is well to bear in mind that the political and business views of both the Democratic and Republican party have changed considerably during the last few years and that there are no longer the great and irreconcilable differences between the parties. In my opinion the Republicans are not so rampant



Louis F. Geissler.

as protectionists nor the Democrats as free traders as they were a generation ago.

"The South is a wonderful producer and a large manufacturer to-day.

"The North—and many of our manufacturers—who have looked so long with anxiety at the tariff wall, and more especially the tariff agitation, have made such a careful study of conditions both at home and abroad (where the cost of living and production has gone up just as it has here), that they—the Northern factories—no longer scare as formerly at the suggestion of a change, and even the Republican party has committed itself to a revision of the tariff downward.

"We have in the incoming President a man born in the South, resident in the North; a strong-minded, educated and refined gentleman; a deep student, and whose convictions we have every reason to believe will be based upon his belief rather than pure party policy.

"He signifies his intention of calling a special session of Congress immediately after his official installation. I think this is a good thing to do. Let us dispose as quickly as possible of the uncertainty. He will have both Houses with him; his Congress will be a new broom; they will be prepared to sweep clean; they will come to the subject with fresh minds; tariff bills have been prepared galore, and Mr. Wilson says that he has studied the question all his life, and I believe there

will be a very temperate revision and that the Democrats themselves, now that they are able to do what they please, will not do it, i. e., after a fashion that should cause national alarm.

"A prosperity such as we have never before seen has been bequeathed to the Democratic party by the Republican. If they are foolish enough to injudiciously destroy it, they will go out of power again and probably not be returned for another 25 years.

"The situation under which the Democratic party came into power is so absolutely unique that the solution of the great responsibilities which they assume will be critically watched by voters of both parties.

"The tariff question, the currency question, the railroad question, the application of the Sherman act and the seemingly ever-present and malignant attack upon corporations simply because they are such, or because the brilliancy of their management has brought them into the limelight; these questions, of such great moment and so far-reaching in their results, are presented for the Democratic solution and, if unwisely solved, may cause the Wilson administration to be the rock upon which the solid South may break, and, to my way of thinking, it would be a good thing for the country if we had more Democrats in the North and more Republicans in the South.

Attending to Our Own Business.

"However, notwithstanding the truths in the foregoing paragraphs relative to the great influence of general and political conditions in our own specific circle of endeavor, there is no doubt but that every merchant can by his personal effort largely 'make or break' his own business in either good or bad times.

"It is well for the smaller merchant to keep closely in touch with forces outside of only those which seem to have a direct bearing upon his own business, but he must 'deliver that butter to Mrs. Smith's on time and see that it is sweet.'

"It is well for the manager of a concern to receive any suggestions relative to the betterment of the business from his employees, but he welcomes most the suggestions from a man relative to the improvement of his own department, and so with the dealers to whom you direct your journal, the hard and intelligent worker will attract to himself, in times both good and bad, the larger percentage of the trade to be done in his particular line in his territory.

"I would take advantage of this opportunity to explain to such of your readers as may read these remarks that, notwithstanding our enormous preparations and largely increased facilities and shipments, they are totally inadequate and will remain temporarily inadequate to take care of the enormous demand which the generally prosperous condition and our added advertising and efforts have caused.

"We are beholden to many sources of supply—much assistance must be had from the outside. When that assistance fails us, it matures in our factories and is naturally passed on to them. Our deliveries of material from the mills have fallen below our orders and hopes very materially.

"No one could have foreseen the enormous increase in business which has occurred. We prepared to take care of an increase of over 50 per cent. this year, but it must be remembered that not only has the Victor of itself naturally made wonderful strides, but there has been a virtual 'slump' to the Victor, and I do not believe that outside efforts will be able to take any great part of that business away from us in the future.

"While we cannot take care of business at present, I may say (I hope without betraying too much egotism) that all Victor dealers are to be congratulated upon the fact that the Victor organization is a progressive one and is strong enough financially and willing enough to put the millions of dollars into extensions, which is now being done, in the effort to take care of the trade which is maturing.

"Our entire organization is alive to the condition and the tremendous shortage. We are doing all that is possible in all sections to get help and every other factory in the East is doing the same. We are positively fighting for labor; are no doubt

(Continued on page 40.)

FACTORS TO DENOTE PROSPERITY.

(Continued from page 39.)

robbing other factories and they are robbing us.

"We are refusing all new business and some of the very best concerns in the country are endeavoring to secure dealers and distributors' contracts. We have ordered our travelers to cease selling goods temporarily and devote their time to development and educational work.

"When our new factories mature—which will

not be far off—we shall have an immense output and have every hope of next year being able to take care of a larger percentage of the demand—no matter what it may be—than we are this year. I extend to all Victor dealers a hearty invitation for them to visit our factory and be shown through by a competent guide at any time during office hours.

"I am sure that they would return home more fully enthused by this Victor showing than by any other Victor factor."

MOST SUCCESSFUL HOLIDAY SEASON IN HISTORY.

Shortage of Stock in All Lines Causing Considerable Concern—All Houses Enjoying Remarkable Business—Arrival of Edison Disc Phonographs Interests Trade—Various Plans Pursued to Develop Business—McGreal Becomes Sheriff January 1—Victor for Washington School at Fond du Lac—Happenings of the Month Worth Noting.

(Special to The Talking Machine World.)

Milwaukee, Wis., Dec. 11, 1912.

Milwaukee talking machine men in both the jobbing and retail fields are finding themselves in the midst of one of the most successful holiday seasons in the history of the local trade. People are buying machines and records in a manner which they have not done in years, and there is every indication that the close of the season will see a record-breaking amount of business on the books.

The only matter which is causing all interests considerable concern is the genuine shortage of stocks in all lines. Demand has been so good from all sources that dealers found themselves low on stocks this fall and besieged jobbers with urgent requests for goods. The jobbers in turn found that the factories were unable to ship machines fast enough to meet the demands of the trade. The Wisconsin Talking Machine Co., jobber for the Victor; Lawrence McGreal, Edison jobber, and A. G. Kunde, Columbia jobber, have done their best to satisfy their dealers, but in many cases decidedly more machines could have been disposed of.

"While the Wisconsin Talking Machine Co. has been able to meet the demands of its dealers for Victor machines in most instances, it has meant a tremendous pull," said Harry Fitzpatrick, manager of the company. "There is no use denying the fact that we could have disposed of more machines had we been able to secure them. We have been fortunate in one respect in that we have been able to get plenty of records from the factory. Demand for machines and records has been such that sales will reach a new high mark this fall."

Reports which are arriving in Milwaukee indicate that dealers in the smaller cities and towns of

Wisconsin are securing a really remarkable business. It would seem that this is due largely to the widespread prosperity which exists all over this section of the Northwest because of the bumper grain and corn crops. The last crop report just issued by J. C. MacKenzie, secretary of the Wisconsin State Board of Agriculture, shows that the corn crop exceeded all expectations and that the early frost did not create the damage expected. Live stock and dairy prices are highly satisfactory, and this has added to the wealth of the Wisconsin farmer. When crops in Wisconsin are good and prices in produce and live stock come up to the normal, there is every promise of a big business in all lines of activity.

The first consignment of the new Edison disc machines has arrived in Milwaukee and has aroused much interest in local talking machine circles. William P. Hope, traveling representative of Thomas A. Edison, Inc., in Wisconsin and Upper Michigan, has been demonstrating several of the machines at the Hotel Pfister, where dealers from all over the State have been inspecting the new proposition. Everybody seems to think that the Edison people have perfected a machine which will increase their business right from the start. Nothing but words of approval are heard, and dealers are backing up their convictions by placing substantial orders. Lawrence McGreal, Edison jobber, has also received a few machines and is demonstrating them to his dealers. Mr. McGreal is especially enthusiastic regarding the future of the machine, and he is confident that Edison sales will now increase by leaps and bounds.

The Milwaukee department store talking machine people are meeting with an especially good business

this season and all are highly optimistic. L. C. Parker, manager of the Victor department at Gimbel Bros., reports that his business for the first ten months of the year showed an increase of 78½ per cent. over that of the corresponding period in 1911. Several additional sound-proof booths have been installed by Mr. Parker and he has increased his sales force to handle the holiday rush. C. W. Abbott, the enterprising young manager of the Boston store department, says that Victor sales thus far have even exceeded his expectations. Mr. Abbott has conducted a decidedly up-to-date campaign of advertising and it is safe to say that every patron of the big store has been notified regarding the new Victor department. The Boston store quarters have been enlarged considerably during the past two or three weeks. J. H. Becker, Jr., manager of the Espenhain Victor department, issued a special list of Christmas records and the result has been a phenomenal record sale.

Proof of how a really good record can make a sale is offered by Mr. Becker. A McCormack record—"The Rosary"—was being played at the regular afternoon concerts conducted by Mr. Becker in the Espenhain concert hall, when a lady from the store's rest room came over and said she would like to purchase that particular record. Before she had left, Mr. Becker had sold her more than a dozen good records and a \$50 machine, although when she visited the department she had no intention of making such a purchase. Mr. Becker is a strong supporter of the daily concert idea and he can directly trace good sales each week to this source. Mr. Becker says that the circular idea more than pays. Just the other day a lady entered his department with a circular which she had received last July and purchased a large consignment of records. Mr. Becker keeps an extensive card system of his customers, so that he can "follow" them up and secure good record sales. Mr. Becker is not in favor of selling a machine on the approval scheme, but much prefers to send out a man to demonstrate the machine and close up the deal or have the machine brought back at once.

Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., jobber for the Victor line, has installed several attractive sound-proof booths at her retail store in the Merrill building. Attaches of the store say that business was never better.

Among the recent visitors in Milwaukee were: Roy J. Keith, of the Talking Machine Co., of Chicago, and H. Franke, of the Pooley Furniture Co., of Philadelphia, who made some fine sales of the Pooley cabinets.

Paul A. Seeger, manager of the new Victor department at the Edmund Gram Music House, 414-416 Milwaukee street, has more than doubled his Victrola sales during the past month.

Miss Elizabeth Hughes, assistant manager of the talking machine department at the Edward Schuster & Co.'s store at Third and Garfield streets, is meeting with unusual success in the sale of the Victrola XVI.

The F. Leslie Clarke Piano Co., recently incorporated by F. Leslie Clarke with a capital stock of \$25,000, has taken the agency for the Victor line and is displaying a fine exhibit of Victrolas at the new store at 710 Grand avenue. Special quarters have been provided for the Victor by Mr. Clarke.

The Columbia store at 516 Grand avenue, owned by A. G. Kunde, Columbia dealer and jobber, seems to be one of the busiest places in Milwaukee this holiday season. Mr. Kunde has made several changes in the establishment in order to provide more room for the display of his stock and has again increased his sales force. Mr. Kunde says that he is having troubles of his own in securing machines in sufficient number from the Columbia factory to meet the demands of his trade. A real "live wire" advertising campaign carried on by Mr. Kunde has done much to increase Columbia sales.

Pupils of the Washington school at Fond du Lac, Wis., are very enthusiastic about a Victor machine recently placed in that institution.

Lawrence McGreal, Edison jobber, who was elected sheriff of Milwaukee County at the last election, will enter upon the duties of his new office on January 5, and is confident that he can fill the office and carry on his talking machine business at the same time.



No. 412 Udell Disc Record Cabinet.

Mahogany or Oak. Holds 272 Records.
List price \$15.00.

You have sold the Talking Machine and a nice bill of records. Why not complete the outfit and sell a Cabinet from "The Udell Guaranteed Line"?

It's easy: All you have to do is to show in an attractive way half a dozen "Udell Designs."

Then you say, "Of course, you want a Cabinet to properly house those fine records, and also a base for the Machine." Elaborate a bit on the fact that the workmanship and finish of every Udell Cabinet is Guaranteed and you will almost invariably get away with the sale.

Surely you need our Catalog No. 41 illustrating to splendid advantage "The Udell Guaranteed Line." Address

Sales Department

The Udell Works
Indianapolis

CALIFORNIA DEALERS PREPARED.

Talking Machine Men in Southern District Complete Plans for Handling Holiday Trade—Shortage of Stock the Chief Complaint—Geo. J. Birkel Co. Gives Opening Recital—Activities of Other Houses—Changes Among the Salesmen—General News of the Month.

(Special to The Talking Machine World.)

Los Angeles, Cal., Dec. 5, 1912.

November closes a very busy month with dealers throughout this entire district. Dealers have put on the finishing touches in ordering goods ready for the Christmas rush, which it is expected will be tremendous. A shortage of goods will be the only reason why this season's business will not be the greatest that has ever been experienced in this section.

The opening concert for the season was given in the elegant new hall on the fifth floor of the Geo. J. Birkel Co. The hall was crowded with appreciative persons, who enjoyed music of the highest order. Among other artists who had numbers on the program were Mr. Hogan, the accomplished organist, who rendered the solos on the new Estey pipe organ, which has just been installed. He also played the accompaniment to selections rendered by the Victor Victrola. Much outside talent has been procured for the season of concerts.

Schireson Bros., 349 North Main street, has had splendid success with the Columbia Lyric, which has proven to be a big seller.

Harold Jackson, the special traveling representative for the Southern California Music Co., has returned from the road reporting larger orders for the new blue Amberol records daily received beyond the ability of filling.

Miss Sullivan, who has charge of the talking machine department of the Thearle Music Co., San Diego, Cal., has been doing splendidly by making her department count.

T. B. Anderson, who has been one of the very successful sales force of the Wiley B. Allen Co., has now joined forces with the talking machine department of the Fitzgerald Music Co. Mr. Anderson without doubt is considered to be one of the best in the field, which his sales have already proven.

R. Keefer, Victor dealer of the rapidly growing little city of El Segunda, Cal., reports business very good and is expecting great returns in the next few weeks.

Mr. Sampson, the new manager of the Gray, Maw, Thompson Music Co., Inc., of San Diego, is doing splendid work in his department; in fact, is more than holding his own of the trade in that city.

The Andrews Talking Machine Co. has had splendid success in the past month, which is only a beginning of their expectations for the next few weeks.

Bowman Merritt, Edison dealer of Filmore, Cal., made a trip to Los Angeles and placed his large order for Edison goods. This enables him to supply the demand to the greatest extent.

The Wiley B. Allen Co., of this city, has fitted up the reception room of the talking machine department in a very elaborate style. Mr. Wolfinger, manager of the department, reports good business.

Many changes of the talking machine salesman have taken place recently. R. W. Pittock, formerly with the Birkel Co. for many years, and Harry Vajer, of the Pasadena Music Co., Pasadena, Cal., is now located with the Wiley B. Allen Co., of this city.

G. Stewart Pooler, formerly of the Southern California Music Co., and W. H. Condon, of Providence, R. I., are now with the Geo. J. Birkel Co.

Guernsey S. Brown, of Santa Barbara, reports business very good in his section, and his expectations for Christmas trade are great.

"Wherever you would persuade or prevail, address yourself to the passions; it is by them that mankind is to be taken. If you can once engage people's pride, love, pity, ambition (or whichever is their prevailing passion), on your side, you need not fear what their reason can do against you."—Lord Chesterfield.

MORE ROOM BECOMES NECESSARY

In Order to Enable the Vitaphone Co. to Keep in Touch with Demands—New Factories in the Spring—McMenimen Discusses Plans.

(Special to The Talking Machine World.)

Plainfield, N. J., Dec. 6, 1912.

Increased orders way over their production obliged the Vitaphone Co. to start the erection of a temporary structure 140 feet by 35 feet, adjoining its present building. Erection is being rushed all possible, and when completed will give the company a lot of additional room and thus relieve congestion at its present plant. In the meanwhile plans are rapidly undergoing drafting for the proposed large factory which will probably be started in the spring.

Adjoining the company's present factory is a large amount of land and there is plenty of room for expansion. The plant is located in the Netherwood section of Plainfield—a very beautiful environment—one that is consistent of high-class achievement.

H. N. McMenimen, general manager, advises

The World representative that there has been considerable interest manifested in the Vitaphone announcements, which have appeared in both The Talking Machine World and The Music Trade Review, and that the number of houses who are securing additional information is many. "While the present production of the company is sold," commented Mr. McMenimen, "we are increasing it, and in a few months hope to be in a position to fill orders. In the starting of any business as large as the Vitaphone organization is destined to be, the officers must work slowly, surely and successfully. We have adopted this policy in the exploitation of the Vitaphone talking machines, and the rapidity of our growth augers well for the correctness of our views."

C. B. Repp, the inventor of the Vitaphone and a well-known talking machine man, is likewise enthusiastic over the receptions accorded the Vitaphone. Mr. Repp is constantly experimenting, notwithstanding that the Vitaphone is as near perfection as he believes it possible to produce.

If a man is smart he never has occasion to mention it.

THE BLACKMAN POLICY "INSURES" DEALERS**SAFE INSURANCE COMPANIES DO NOT OVER-INSURE.**

The "safety" of any insurance company lies in the ability of the company to make good. There is also an obligation on the part of the insured to fulfill the terms of the policy, otherwise the policy, though issued, becomes "Void" and "Uncollectable."

DID YOU INSURE YOUR HOLIDAY REQUIREMENTS?

Some time ago we advised Dealers to insure their "Holiday Profits" by taking out a "Blackman Policy." If so, you will profit by it.

YOU CAN'T INSURE THE RISK AFTER THE FIRE HAS STARTED.

A very "hot fire" not only started, but has continued and Dealers who have "failed to collect" on policies placed with other Jobbers, are endeavoring to insure with Blackman now. We can't over-insure or promise impossibilities. That is not the "Blackman Policy," for we owe service to those Dealers who are our "steady clients," who "pay premiums regularly" in the form of "record orders" and other goods which are not scarce and so difficult to obtain. We must pay particular attention to those Dealers, no matter how small, who are loyal to us from January to December.

CAN YOU EXPECT US TO ROB "PETER" AND PAY "PAUL?"

"Peter" makes Blackman progress possible even during those hot July and August days. "Paul" in some cases apparently doesn't know we are in business and doesn't care until his "regular jobber" has failed.

THIS IS AN EXPLANATION—RECEIVE IT KINDLY.

It is offered in that spirit and if you are as fair as you would expect us to be, you will not "condemn," but approve the "Blackman Policy," and probably take out one for yourself when we are not over-insured.

HERE IS AN EASY PAYMENT PLAN. TRY IT.

We offer you "Blackman Service" on trial. Pay "some record orders down," continue the same payment regularly, and you will eventually "have full title" to the delivery of scarce Victrolas. Take out a "Blackman Policy" at the first opportunity. "The premium" is very small when you consider the "dividends."



Blackman
TALKING
MACHINE CO.
97 CHAMBERS ST. NEW YORK
EVERYTHING FOR EDISON OR VICTOR. WHOLESALE OR RETAIL





The average increase of Columbia business banked by Columbia dealers during 1912 over 1911 was **40** per cent. That's not an estimate, it is **statistics**.



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

EXECUTIVE CHANGES IN THOS. A. EDISON, INC.

With the Retirement of Frank L. Dyer Thomas A. Edison Assumes the Presidency—Will Take an Active Part in Its Government—C. H. Wilson, Long General Manager, Becomes Vice-President—Mr. Dyer Entertained at Farewell Banquet by Associates.

Most members of the talking machine trade were considerably surprised to learn, late last month, of the resignation of Frank L. Dyer, as president of Thomas A. Edison, Inc., and the other Edison interests in Orange with which he has been con-



President Thomas A. Edison.

ned for some years, and the succession of Thomas A. Edison to the presidency of the company, with C. H. Wilson, long general manager of the company, as vice-president.

Mr. Dyer is especially prominent in the legal

counsel for the Edison interests. It is understood that Mr. Dyer will act as president of the Motion Picture Patents Co.

In connection with the resignation of Mr. Dyer, the accompanying statement was made to The World by an official of the Thos. A. Edison Co., Inc.:

"Mr. Dyer, besides having the executive management of many of Mr. Edison's companies, had other interests which demanded part of his time. These interests have grown so extensive of late that he has felt for some time that he was unable to do full justice to the multitudinous duties which his various connections involved, and, as a duty to himself, to Mr. Edison, and to the enterprises with which he was connected, decided that he must curtail his numerous responsibilities. After reflection he came to the conclusion that he would withdraw from his service with the Edison companies, and, therefore, tendered his resignation to Mr. Edison, who accepted it with regret.

"The details of the business of the Edison Co. at Orange have been in the hands of C. H. Wilson as general manager for a number of years, and he will retain his position, and in addition has been made vice-president of the company. Mr. Edison takes the presidency in order that he may direct the policy of the company in addition to the tech-

As a mark of the esteem of the Edison employees, Mr. Dyer, upon severing his connection as head of the Edison interests, was tendered a dinner at the Essex County Country Club in Orange. Following the banquet and the many expressions of good wishes for Mr. Dyer's success in his new field, he was presented with a handsome silver loving cup, properly inscribed. The presentation speech was made by Mr. Edison, a fact especially significant in that "the Old Man" is noted for his reluctance and many refusals to make addresses at dinners



Vice-President C. H. Wilson.

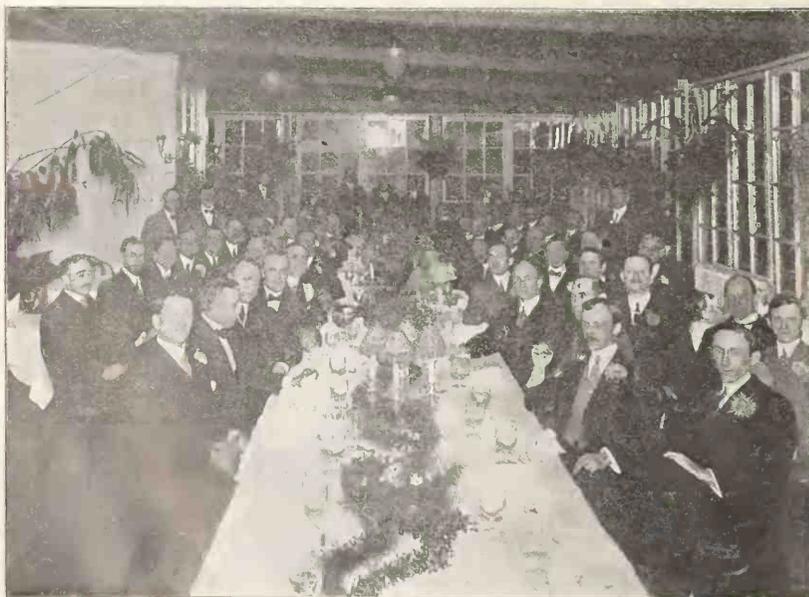
and similar affairs. The dinner was an excellent illustration of the deep regard held for Mr. Dyer by Mr. Edison and his associates of the Edison staff.

Among those present were the following: Thomas A. Edison, C. H. Wilson, E. J. Berggren, F. K. Dolbeer, L. C. McChesney, W. Stevens, N. C. Durand, E. H. Philips, D. Holden, W. H. Miller, H. G. Plimpton, W. Maxwell, W. Small, J. Pelzer, E. E. Hudson, H. T. Leeming, H. H. Green, J. T. Rogers, H. F. Miller, M. R. Hutchison, R. A. Bachman, W. G. Bee, A. Mudd, A. C. Ireton, F. S. Brown, W. H. Ives, F. E. Madison, H. G. Thompson, F. Lewis, C. J. Wetzel, P. Weber, L. W. McChesney, G. B. Redfean, F. M. Burnham, C. E. Churchill, I. W. Walker, D. A. Higham, W. H. Waddell, W. H. Meadowcroft, F. Bachman, H. Lanahan, W. Hardy, J. Hardin, T. J. Leonard, J. W. Farrell, J. W. Aylesworth, Thos. Graf, P. H. Cromelin, A. M. Hird, W. L. Eckert, W. H. A. Cronkrite, Geo. F. Scull, W. S. Mallory and H. H. Dyke.

IS SURELY ONWARD.

We can back and fill, we can talk and scold, we can threaten and abuse; yet there will be but one ultimate result, viz. progress and growth. We can delay the onward movement for a time—we can make it very costly; but, nevertheless, the movement will be onward as surely as the electric light followed the tallow candle.

When you have made a mistake don't trust to luck to pull you through without trouble. Correct the mistake just as soon as you can.



Dinner at Essex County Country Club in Honor of Retiring President Dyer.

field and is considered one of the leading patent lawyers of the country. He added much to his reputation in that line in his capacity as general

nical details which he has always had charge of. No other changes in official or personnel of the company will be made."

VALUE OF EXHIBITIONS AT COUNTY AND LOCAL FAIRS.

Talking Machine Dealers Speak in Flattering Terms of the Results Received from Exhibitions Made in Widely Separated Sections—Have Brought About a Greater Interest in the Talking Machine, and Latest Issue of Records by Notable Artists—Have Also Been Productive of Results in an Advertising Way That Have Paid for Outlay.

During the past few months there has been held an exceptionally large number of State, county and various local fairs in different parts of the country. These exhibitions have drawn large crowds, and their value to the community at large from an industrial standpoint is unquestioned. They serve to introduce many new products to the people of the various sections in which they are held, and are also of considerable assistance to dealers and retailers in the neighboring towns.

Many talking machine dealers have been represented at these fairs by splendid exhibits, and the attractive appearance of the talking machine has enabled progressive dealers to present some of the most artistic displays that are seen at the fairs. Manufacturers have recently received many letters from dealers in different sections of the country stating that by paying particular attention to the appearance of their exhibits, they have not only attracted considerable favorable attention, but have also closed many substantial orders for all types of machines. The growing popularity of these fairs should impress wide-awake dealers with the ad-

advantages to be derived from high-class exhibitions when they are coupled with an aggressive follow-up campaign on the lists of visitors who attend the

every State of the Southwest. The booth of the Columbia Co. was the subject of unbounded admiration, and many excellent sales were closed.

& Hamill has always done an excellent Victor business, and Mr. Finzer will reorganize the personnel of his corporation and continue the business on the same high plane as heretofore.

There is no better place for getting new ideas and good ideas than in the reading and advertising pages of your trade paper.



Columbia Co.'s Exhibit at Texas State Fair.

shows the exceptionally artistic exhibit of Henry Matern, of Sandusky, O., at the Erie County fair held last September. The other presents the exhibit of the Columbia Phonograph Co., General, Dallas, Tex., used at the Texas State Fair, held in Dallas the latter part of October. This fair was one of the most successful ever held in the annals of the State's history, and attracted visitors from



Henry Matern's Exhibit at the Erie County Fair.

advantages to be derived from high-class exhibitions when they are coupled with an aggressive follow-up campaign on the lists of visitors who attend the

BUYS HAMILL'S INTEREST.

F. W. Finzer, of Finzer & Hamill, has purchased the interests of W. R. Hamill in this business, as the latter has withdrawn from the firm and will be in charge of a new Victor and sheet-music department to be opened by the Krausgill Piano Co., of Louisville, Ky. The firm of Finzer

every State of the Southwest. The booth of the Columbia Co. was the subject of unbounded admiration, and many excellent sales were closed.

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There is no better place for getting new ideas and good ideas than in the reading and advertising pages of your trade paper.

WELL APPOINTED DEPARTMENTS.

Display of Victor Talking Machines Being Made in the Two McCreery Establishments as Well as Those of O'Neill-Adams and Lord & Taylor—Manager Gressing Enthusiastic Over the Success of These Departments.

The new Victor department recently established in McCreery's Thirty-fourth street store, New York, was opened to the public the early part of this month, and although there was no formal opening it is meeting with remarkable success. Situated in a store that is located in the heart of the fashionable shopping section of the city, and furnished according to the high standard that characterizes the new Victor department of Lord & Taylor, this new home of the Victor products is a most tastefully decorated and comfortably arranged showroom.

The opening of McCreery's Thirty-fourth street store completes the four new departments created in the Clafin stores for the sale of Victor machines and records. The other three stores, O'Neill-Adams, Lord & Taylor and McCreery's Twenty-third street store, have been open since the early part of last month, and Otto A. Gressing, who is general manager of all four Victor departments, is more than pleased at the business carried on at each Victor establishment.

Manager Gressing made it a point to have each department furnished and arranged with the utmost refinement, so that the prospective purchaser of a Victor machine may examine and inspect the machines and records with a maximum of convenience. The Lord & Taylor showroom is a model of tasteful decoration, and the new McCreery department presents a homelike and comfortable appearance that gives the visitor an excellent idea of the splendid quality of the products displayed. Sound-proof demonstration rooms are features of all four departments, and the McCreery store on Thirty-fourth street has a special room devoted to the display of the thousands of Victor records that are carried in stock.

A new catalog recently issued by the Lord & Taylor Victor department, and devoted to the discussion and illustration of Victor machines is a neat example of typography. Special attention is given to the value of the talking machine as a reproducer of the best kinds of music, including operatic selections produced by world famous artists in the opera and musical worlds. The booklet is printed on heavy glazed paper, and the arrangement of the text is calculated to impress the reader with the adaptability of the Victor to use in wealthy homes. Popular styles of Victors and Victrolas are shown, and the front cover presents a very pretty design completely in harmony with the beauty of the Victor products discussed.

"Our new Victor departments are all achieving a large measure of success," stated General Manager Gressing in a chat with *The World*. "Our sales forces have been carefully trained and are highly efficient, and their sales to date have exceeded all expectations. Our continuous advertising in the daily papers is bringing excellent results. Victor records are in great demand, and the O'Neill-Adams' Victor department alone sold over 5,700 records in the month of November. The first part of this month has been a continuation of this wonderful record, and we are greatly pleased at the phenomenal amount of Victor record sales. Another noteworthy feature of the business consummated in our new departments is the large number of Pooley record cabinets disposed of in the short time we have been open. These Cabinets are meeting with universal favor, and as soon as we demonstrate their merits to a prospective customer, the sale is practically closed."

A recent addition to the selling staff of the new Victor departments is Edward McLaren, who will have charge of outside prospects for all four stores. Mr. McLaren is an aggressive, energetic worker.

When you get into a discussion with a man in doing business with him, don't get mad until you have looked the question over well from his point of view. Be fair.



Page 14 in the Columbia January Supplement advertises a new reproducer to be known as Columbia Reproducer No. 6. (Price \$5, with an allowance of \$3 for old reproducers.) That one announcement alone will be enough to make the trade sit up.



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

RESULT OF THE EDISON TRANSCRIBING CONTEST

On the Edison Dictating Machine at the National Business Show Held Recently in New York—Miss Gertrude Adler and Miss Florence Smith Winners.

The result of the Edison transcribing contest on the Edison dictating machine, held at the National Business Show in New York, on Wednesday evening, November 13, has afforded a great deal of satisfaction and pleasure to Thos. A. Edison, Inc., Orange, N. J.

This contest, conducted under the rules and penalties of the international typewriting contest, and with the same judge, J. W. Kimball, was divided into two divisions, one open for all, of which Gertrude Adler was the winner, and the other devoted to all Edison transcribers, of which Florence Smith was the winner. In chatting about the contest and the results thereof an official of Thos. A. Edison, Inc., said:

"We are vastly pleased with this year's transcribing records as above, which are about 50 per cent. higher than last. Better dictation, better recording, better reproducing, better dictating machines—everything better—a grand year improvement accounts for the brilliant showing. The big, important fact in this contest is its absolute fairness and honesty. Otherwise it would not be worth while.

"This company prepared the dictation (100 words to the minute); it was positively original matter and unknown to all contestants. The machines and material were from stock and were delivered by truck from Orange and unpacked only three hours before the contest.

"Here the part of this company ceased and J. W. Kimball, with his counters, who are in charge of the international typewriting contest, took up the direction of the contestants and afterward marked the copy in secret, according to the typewriting contest rules (5 words off for each error).

"Anyone who appreciates the keen rivalry in the typewriting contestants for the \$1,000 Office Appliance Cup, in which Mr. Kimball was placed in sole charge, will also understand the reasons of this company in employing the same judge in order to prevent any question of the value of the records as they were fought out by the thirty-two young men and women transcribers.

"The question has been asked 'Why were there two classes—the open-for-all class and the all-Edison transcribers' class—and two sterling silver cups?'

"We desired to especially encourage entries for these speed contests among our friends the regular Edison transcribers. We also wished to allow any dictating machine operator to contest. In arranging these two classes, with trophies for each, we therefore accomplished three things: First, anyone who could typewriter could enter the open-for-all contest; second, Edison transcribers were assured of a separate class not open to the more expert typists that might enter the open-for-all contest, third, we obtained higher records by the open-for-all contest which gives just as true an advertising value as otherwise, because the Edison dictat-

ing machine was the source of the dictation and they talked the same for all. Furthermore to neglect this possible chance for higher records would be to leave our records open to improvement by more enterprising contest managements in the future.

"Gertrude Adler—record 83 words net per min-



Miss Gertrude Adler.

ute—winner of the open-for-all contest (Remington typewriter), is employed by the Law Reporting Co., 115 Broadway, New York City, as a transcriber. Like all transcribers for official stenographers, she uses and understands both makes of dictating machines.



Miss Florence Smith.

"Five years ago, when Rose Fritz won the first of the typewriting contests with a record of about 85 words net per minute, it was considered a mar-

velous performance and the prediction of a record of 100 words net per minute was declared a dream.

"This year Miss Wilson (Underwood) wrote 117 words net per minute, and Mr. Kimball, judge of the contest, predicts a typewriting record of 140 words before the limit of speed is reached.

"It can be easily seen that Gertrude Adler's record of 83 words net in transcribing from the Edison dictating machine is therefore no poor performance. Our contest employed two machines—not one. Ours employed two senses—hearing and sight—not the sense of sight alone. Ours used both hand and foot—not hand alone.

"Gertrude Adler in writing 947 words in 10 minutes made only 24 errors, or 2.6 per cent. It is calculated that this record called for eight typewriting movements per second, not to mention the additional movements of hand and foot in operating the dictating machine.

"Florence Smith, winner of the all-Edison transcribers contest (Underwood typewriter), is employed by the Equitable Life Insurance Co., New York City, who use fifty Edison dictating machines. Her performance of writing 896 words in 10 minutes, with only 29 errors, or 3.2 per cent., is also a remarkable feat, as can be seen by comparison with her winning record of last year, which amounted to only 628 words.

"Too much praise cannot be given as well to the thirty other contestants, who bravely worked for the many other splendid showings which we cannot enumerate here. The spirit of production was exemplified in their work. This is the Edison spirit, which these transcribers are showing in their daily work and which is placing the Edison dictating machine in the foreground as the greatest modern office appliance for convenience, speed and accuracy."

A MOST COMPLETE PUBLICATION.

The November, 1912, catalog of talking machine records just issued by the Victor Talking Machine Co. is one of the most complete publications of its kind ever presented to the public. This catalog is the third edition of their new style catalog, which contains many features calculated to be of immense value to talking machine dealers and owners. The November issue contains a list of all of the thousands of "live" Victor records now in use, and includes the new list issued last month.

The publication has many biographical sketches of famous composers, new portraits of well-known artists and several new features heretofore missing from the average talking machine record catalog. The records are not only listed under their respective titles, but are also classified and placed under various headings, so that a user of the catalog may find a large number of records under the particular classification that interests him.

The entire arrangement of the new catalog is in keeping with the usual Victor policy of presenting to the public the best reference book they can possibly turn out, and the November, 1912, issue is a valuable publication for the use of all Victor and Victrola owners and dealers.

THE PROBLEM OF GETTING BUYERS INTO THE STORE.

Reputable Department Store Has Advantage in This Respect Over the Straight Legitimate Music or Talking Machine House—Wurlitzer Co. States That Victor Conditions in Cincinnati Were Never Better—The H. & S. Pogue Co. Making Great Display in Its New Talking Machine Department—Grafonola Trade of Enormous Proportions with Columbia Co.—New Styles of Talking Machine Excite Interest of Buying Public.

(Special to The Talking Machine World.)

Cincinnati, O., Dec. 2, 1912.

No move in the Middle West talking machine world has attracted so much attention as the placing of instruments with the H. & S. Pogue department store, at Fourth avenue and Race street. The probable effect of a move of this kind is causing some concern among strictly outright agencies, some of whom handle talking machines in connection with other musical instruments.

In this connection the views of President W. H. Stever, of the Lyric Piano Co., this city, on the subject are of interest. In speaking of the matter he said:

"There is no question in my mind but what good, reputable department stores are in a position to get a class of trade that the straight, legitimate music house would never touch, because they have a large number of shoppers and provide rest rooms and are offering every inducement to the public to make the stores their headquarters. Owing to the fact that so many articles which they carry appeal to the house and home every day, they are visited more frequently than the straight music house would be, and it naturally would be more pleasing and entertaining to shoppers to come into a talking machine department and rest and hear the latest records of the day than it would be if this opportunity were not offered and, naturally, they will buy.

"This is just an opinion of my own, as I understand from a conversation that I had just recently, that the new Pogue department has been very busy with callers most of the time. This is one of the things that the music representatives of today are trying to bring about and are spending their money to get shoppers into their stores and then taking chances of interesting them in the talking machine line which they represent. But if this is to be taken away from them it will be a question in my mind whether it will justify a man that is in the music business to put forth his best efforts along this line, and I think that if good, strict agencies would be established that the future results would be lots more satisfactory."

The Rudolph Wurlitzer Co. is ready for the Christmas rush. Manager Dittrich says:

"Conditions are very little different to-day than they were thirty days ago, especially in regard to the demand for machines and the scarcity of all new styles. Shipments in the meantime have been insufficient to even meet the current demand, and we are being deluged with orders from all over the United States, even from the Pacific Coast, but are doing the best we can under the circumstances. Shipments of records have been very heavy, and

with this attractive end of the talking machine business to assist us we have made a very good showing during the month of October.

"Dealers throughout the country are increasing their record stock and orders have been invariably filled complete owing to the exceptionally heavy stock that we carry and our big reserve stock, which is sufficient to carry us through several months, even though no shipments were received in the meantime.

"The Victor foreign record catalog is being pushed very actively in both our retail and wholesale departments, and very good results have been secured with greater possibilities offering themselves for the future.

"The Victor conditions in Cincinnati were never better. All of the dealers report a very big demand for Victor records and new style Victor Victrolas, and their orders go to prove that they are enjoying the greatest prosperity in the history of the talking machine business.

"One of the big recent deals was the installation of a beautiful Victrola department in the H. & S. Pogue Co., one of the foremost and best of Cincinnati department stores. It stocked a complete record catalog in quantities, and also as large a stock of Victor Victrolas as factory conditions permitted us to ship. The department is in charge of C. S. Browning, for three years with the Victor Co. and lately representing the Rudolph Wurlitzer Co. in the wholesale department. The department is well organized with efficient salesmen, and has already achieved success in the sale of Victor Victrolas and Victor records."

Manager Whelen, local manager of the Columbia Phonograph Co., General, states that he for one has no complaint to make over present business conditions. The holiday season is now well at hand and the dealers have now commenced to buy in earnest. Orders are simply rolling in and the only apparent difficulty seems to be the inability of the factory to supply the goods fast enough. The day is all too short and our men are working at night to fill the orders. This rush is not confined to local circles, as this satisfactory condition seems to be fairly general, even the smaller dealers being literally up to their eyes in orders. People are beginning to realize more and more every year the advantages of a Grafonola Christmas, and as the "day of days" approaches the greater the public demand for graphophones and Grafonolas. One of the main drawbacks in filling the orders is getting in the goods from the railroad companies after they are in the city; this is probably due to a congestion of local freight.

The Dictaphone sales continue to grow and show

a marked increase over November of last year. Business houses are realizing more and more every day what the word "dictaphone" means to a busy man, and the local sales force is right on the job every minute putting in new installations.

Much interest is being shown in the new "Colonial" Grafonola, which has been designed and produced to meet a demand from those whose homes are furnished according to the old Colonial period, where, as a rule, no article of furniture of any other design is at all appropriate. The lines of this new instrument are strictly Colonial and it is now on exhibition at the local store.

According to Manager Ahaus, of the Victor department of the Aeolian Co., that company is seriously handicapped through inability to secure a sufficient number of the new model Victrolas. "We can use fifty machines right now," remarked Mr. Ahaus, "and have signed orders for over a dozen. With practically no machines in stock, we have our official promiser 'out in the front row' trying to hold onto the sales until the machines can be delivered."

SUGGESTIONS FOR PUBLICITY.

Some Stimulating "Pointers" Sent Out to the Trade by the Columbia Co.—Striking Advertisements That Will Bring New Business.

The Columbia Phonograph Co. has just issued its annual Christmas letter to the trade, accompanied with its customary excellent suggestions for desirable publicity during the holiday season. The enclosures consist of a reproduction of the two-page spread to appear in the December 14 issue of the Saturday Evening Post, several concise selling arguments to be pasted in the dealer's windows in conjunction with this advertisement, a card bearing the inscription: "Here's your merry Christmas," two copies of advertisements for use in local newspapers prepared by the advertising department of the Columbia Co., and a detailed suggestion for the arrangement of a handsome window display during Christmas week.

Instructions for the use of this publicity matter are given in detail, and the display should not only present a well balanced and attractive appearance, but be the means of closing many sales. The advertisement to be used in the Saturday Evening Post is one of the most forceful and artistic pieces of copy used by the Columbia Co. in some time. Every type of the extensive Columbia line is shown, with a very attractive scene depicted on one page. The arguments are presented logically and clearly, and the arrangement of this two-page spread represents the usual high type of Columbia publicity.

Copies of this advertisement, with a blank space for the dealer's name and address, are furnished in any quantity to Columbia representatives, and should bring excellent results if used to good advantage. The Columbia Co. will furnish additional copies of this Christmas matter, and trusts that the window display will be of immense value in attracting many prospective purchasers.



"DUSTOFF" de Luxe

made of Wilton fabric mounted on oxidized metal holder finished in "unique" "tigerback" design. Each in a box and 12 in a DISPLAY CARTON.

Retails at 50c. each. (In Canada at 75c. each.) Liberal discount applies.

YOUR JOBBER can supply you, or write us direct. Stock "Dustoffs" NOW for your holiday trade.

"DUSTOFF" RECORD CLEANERS ARE A POSITIVE NECESSITY

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

WRITE FOR ADVERTISING IMPRINT PROPOSITION

"DUSTOFFS" are proven "swift sellers" wherever displayed—and there is a good profit in their sale for you. We supply with every shipment a quantity of mailing circulars free.

SAMPLES SENT FREE, for inspection to rated firms, upon naming jobbers. USE THE COUPON NOW for samples of these PROFIT-MAKERS.



"DUSTOFF" (REGULAR) MODEL

made of Wilton fabric mounted on varnished wood holder.

Each in a two-colored box. Retails at 15c. (In Canada, 25c. each.) Liberal discount applies.

SPECIAL OFFER COUPON. (110)

MINUTE SHINE COMPANY, Providence, R. I.: Please send us, all charges prepaid, for inspection, samples of the "DUSTOFF" RECORD CLEANERS, and give details of the special advertising imprint proposition.

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

Address all communications direct to the manufacturers

MINUTE SHINE COMPANY 282 N. W. CANAL STREET, PROVIDENCE, R. I., U. S. A.



BUSINESS IS SURPASSING ALL EXPECTATIONS

In Philadelphia and Now Limited Only by the Amount of Goods It Is Possible to Get from the Factories—Interesting Facts in This Connection.

(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 6, 1912.

If anyone were to make a tour of investigation of the talking machine houses in Philadelphia at the present time, they would be amazed at the conditions that exist there. I doubt whether there are any more busy beehives in this city. Even the most optimistic person regarding the talking machine of a few years ago, could not have foretold, even in his wildest imagination, that within such a short time so much business was going to be done in this line of instruments.

The business during November has simply surpassed all expectations. It has been limited only by the amount of goods that it was possible to get. There is not a store in Philadelphia to-day but is very short on certain lines of instruments and with orders on their desks that cannot be filled. In spite of every effort that the talking machine companies are putting forth, they cannot get goods fast enough, and undoubtedly many of these orders now in hand will never be filled. Naturally, the biggest business has been done in the Victors, but with that company swamped, other companies have been stepping in and have been getting a great deal of business at its expense.

Lit Brothers report that their talking machine department has been particularly fortunate in being able to get several large shipments of Victors lately, and they have a very good stock on hand, especially of the popular priced machines. They will make a number of changes in their department after the first of the year. At that time they will discontinue the handling of the Edison machines entirely. They are having a very fine window display of the Victor—the opera display that was first put on here at the Gimbel house. The Gimbels are continuing this display, and the Weymann firm is now showing it in its window. Charles Bonawitz, a clever musician, has been added to the selling force of the Lit department.

Gimbel Brothers have made a gain in their talking machine department during November. They are short of stock and are badly in need of more Victors Nos. 11, 14 and 16. They have been compelled to forego the building of their two additional talking machine rooms until after business slackens up after the first of the year. J. F. Souden is a new addition to the staff.

Manager Elwell, of the talking machine department at C. J. Heppé & Son, reports business running way ahead of last year. Among their visitors the past week were: Harry F. Cake, of Pottstown, Pa.; J. Harry Holt, of Mt. Holly, N. J., and Charles McLaughlin, Trenton, N. J.

H. A. Weymann & Sons have a very large stock of talking machines, and have been doing a very excellent business in machines and especially in records. F. K. Dolbeer, sales manager of Thos. A. Edison, Inc., was a visitor to the house—in fact, called upon all the talking machine people in this city. Mr. Dolbeer came to Philadelphia with his daughter, to attend the recent Army and Navy football game. The Weymanns have doubled up their rack space, and are carrying more than double the number of records they did at this time last year.

Louis Buehn & Bro. have been doing a very excellent business in November—considerably better than last year—but they could have almost doubled that of last year had they been able to get the goods. Record shipments from the Victor Co. they report as being very satisfactory.

Mr. Buehn says that the demand for the Edison Blue Amberol records has been so very big that it has been difficult to get enough stock. Indeed, the Edison business with the Buehn firm has been something phenomenal. They have just closed several large sales for Edison business phonographs with R. G. Dun & Co., and with the Bradstreet Co.

The Pennsylvania Talking Machine Co. reports that November was the biggest month it has ever

had. In the past two or three months, since Mr. Eckhardt has taken charge, this concern has been establishing on an average of two or three new dealers every day. It has been compelled to relax its efforts in this direction on account of its desire to do full justice to those already established. It is waiting patiently the arrival of the \$500 Columbia, and in consequence, has made no plans for its usual elaborate holiday window display pending the arrival of this instrument, which will be used for that purpose. Business with the Dictaphone has forged rapidly ahead. E. D. Easton, president of the Columbia Phonograph Co., called at the Pennsylvania Talking Machine Co.'s store last week and spent quite a time with Mr. Eckhardt. He marveled at the business being done here in the Columbia machine.

NUMBERED RECORD LISTS.

Thomas A. Edison, Inc., Introduces New System for Designating Supplements in Connection with the New Blue Amberol Records.

With the placing on the market of the new blue label records by Thomas A. Edison, Inc., the first list of which took the place of the regular November record supplement, the company discontinued the practice of designating the new record supplements according to month and will in future refer to them by numbers. The November list is known as supplement No. 1, the December supplement as No. 2, the January supplement as No. 3, and so on. It is expected that the new system will prove popular with the dealers in that it will not tie them down to dates in referring to record lists.

TO MAKE AN EXTENSIVE TRIP.

T. C. Schaffus, of the Schafford Album Co., 26-28 Lispenard street, New York, is planning an extensive business trip shortly after the first of the year, which will cover all the important spots between New York and the Pacific Coast. Mr. Schaffus is well acquainted with the talking machine fraternity and in many instances will be renewing friendships.

Unused floor space, or floor space used to poor advantage, is an expense, not an investment.

Stuck!

If you get "stuck" during the Christmas rush, remember that *we ship all goods the same day the orders are received.*

That's the kind of help that counts just now—the kind you'll appreciate every day in the year.

Victor Foreign Records

Our stock includes the entire Victor foreign list—ready for immediate delivery.

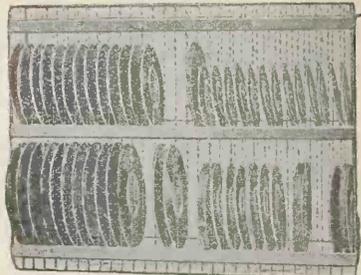
- | | | |
|-----------------|-------------------|-----------------------|
| Arabian | Greek | Norwegian |
| Bohemian | Gregorian (Latin) | Polish |
| Chinese | Hawaiian | Portuguese |
| Croatian | Hebrew | Roumanian |
| Cuban | Hungarian | Russian |
| Danish | Italian | Sistine Choir (Latin) |
| Finnish | Japanese | Slovak |
| French | Jewish | Spanish |
| French Canadian | Mexican | Turkish |
| German | Neapolitan | Welsh |

New York Talking Machine Co.

Successors to Victor Distributing and Export Co.

81 Chambers Street New York



You need the Heise System for the best keeping of your records.

Above is shown a small multiple of the system. Made for 10" and 12" records; built of heavy, strong wire, plated and lacquered. Furnished in 2 to 7 tiers, each tier holding about 250 records. Cost about \$2 a tier. An immense space saver; keeps records clean and accessible.

Write for 20-page catalog giving details and information on record systems.

The Syracuse Wire Works, Syracuse, N. Y.

THE EVOLUTION OF THE TALKING MACHINE.

Its Remarkable Progress, Its Inspiring Mission and Its Future Full of Promise, the Subject of a Keen and Able Review by George W. Lyle, General Manager of the Columbia Phonograph Co.—Says Business Conditions Are Excellent and the Industry Is on a Higher Plane, Commercially and Artistically, Than Ever Before in History.

George W. Lyle, general manager of the Columbia Phonograph Co., is always prepared to give substantial reasons for the faith he so abundantly manifests at all times in the future of the talking machine industry.

Having spent so many busy years of his life in the successful development of the industry, and having been so closely associated with the men who have contributed so largely to the mechanical and scientific growth of the art of sound recording and reproduction he is naturally in a position to speak authoritatively on the subject. The views which he expressed to our representative recently are therefore of great interest.

"It is now some years since perfected instruments for the reproduction of recorded sound compelled the recognition of cultured people everywhere," said Mr. Lyle. "Like all other truly great inventions, these instruments had to pass through a long period of development, and while at some stages the progress was slow and hampered greatly by prejudice, and, in some quarters, organized opposition, the fundamental merit, usefulness, and charm of the subject was too great to be overcome by obstacles of this character. Consequently, after years of persistent effort, lavish expenditure of time, intellect, money and patience, to say nothing of unflinching devotion on the part of several large companies, the industry emerged triumphant and strong.

"In countless ways the talking machine has demonstrated its right and its entire fitness to be reckoned one of the great necessities of modern civilization.

"As media for imparting instruction to students of vocalization; of instructing school children in the rudiments of music, and harmony; for acquiring languages, and for perpetuating folk songs and Indian and other languages and dialects which otherwise would become extinct in course of time, it has been extensively employed. This demonstrates its usefulness and utilitarian possibilities.

"As a musical instrument—in which capacity it has met with the strongest, bitterest opposition—its triumphs have been greatest, and its victories most noticeable and far reaching. In bringing to the homes of rich and poor alike all that is good in the music of all lands; in perpetuating for the use of this and succeeding generations the vocal and instrumental beauties of the world's greatest compositions rendered by the greatest artists of this generation it has conferred a benefit upon humanity which can not be estimated in dollars and cents or adequately portrayed in words.

How the Art Has Enriched the People.

"While achieving these triumphs for itself the art has vastly enriched the people by education; by demonstrating what is correct and what undesirable in music; by creating and fostering a love for higher ideals in things musical, and in familiarizing the people remote from the great centers with the beauties of grand opera as sung by the great artists.

"These are not idle achievements. They are too substantial to be ephemeral or fleeting. They make for permanency and durability. They impel and compel advancement and further progress. An art which has accomplished so much in so short a time cannot do otherwise but continue. An art which has contributed so much to the happiness, comfort and enlightenment of humanity will not be permitted by the world to fall into decay or to be neglected.

"The public—the supreme court of popular judgment—has approved of the talking machine and from that judgment no appeal can lie. The interests which a few years ago misguidedly opposed and derided it have not only seen the error but have become its most ardent supporters and advocates and not solely because of commercial reasons. They are enthusiastic admirers of the ma-

chine and the records for the very qualities inadequately described above.

The Future Full of Promises.

"In the history of this art one thing stands out very prominently and is a guarantee of the future. As has happened with respect to many other great discoveries so with respect to this one it was the "pee-pul"—the great majority—who were its first supporters and champions. They have never faltered in their allegiance to the talking machine and they never will, because it offers them the one in-



George W. Lyle.

comparable means of enjoying in the truest sense those pleasures which music alone affords and which would otherwise be unattainable.

"Its popularity is not confined to that class alone, however, but is now quite as much in evidence among that other portion of society where economy is not so formidable a word. This latter class are quite as enthusiastic and quite as extensive users of the machines and records, but are more exacting as to the appearance and embellishments of the

machines and more critical as to records and the artiste by whom sung.

"This condition has opened up a market which is constantly growing in importance wherein machines and records de luxe are most in demand—a demand which the manufacturers are striving to meet. The rivalry for control of this market de luxe is of a character to compel closest attention to quality in every detail. It has been responsible for the production of a number of machines of artistic and decorative excellence not even conceived of in the earlier years, and the movement in this direction is only fairly under way.

"Every great artist of renown is under contract with one or the other great companies and as new stars appear in the firmament they are secured and placed under contract to cater to the amusement and edification of the eager public always ready to acquire the new selections issued by the manufacturers.

Industry on a Higher Plane.

"The introduction of these more elaborate machines and these more artistic records has had an effect upon the industry as a whole not unexpected. It has lifted it upon a higher plane commercially and artistically and increased its prestige enormously. Houses which formerly felt themselves commercially too important to cater for the trade of talking machine patrons and users now rival each other in the magnitude and elaborateness of the display of machines and records stocked, in the prominence and frequency of their advertisements of this line. This condition of affairs is growing stronger day by day. The more desirable instruments and the more artistic records are being shown the preference in constantly increasing volume notwithstanding the greater expense involved. This is indicative of a healthy growth of the industry and an awakening of the public's appreciation of the better product offered which can mean but one thing—increasing demand for the product and augmented profits for those who have the forethought and the judgment to profit by it."

A VALUABLE POINTER.

A very excellent item of value to dealers appears in the current issue of The Voice of the Victor, and that is a table showing the concert engagements of the Victor artists on tour. In this way dealers are apprised in advance of the coming of prominent artists to their locality and thus they can prepare special recitals or window displays to augment interest in the records which they carry of the voices of these celebrities.

The NEEDLE with MONEY in It!

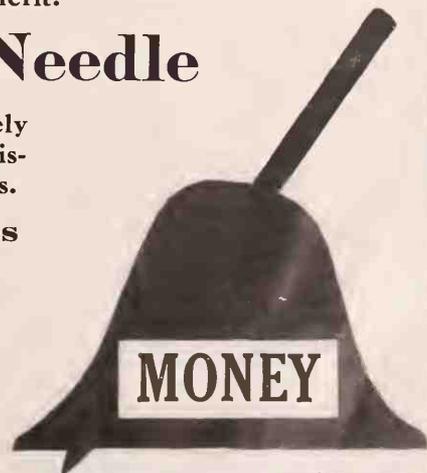
Money for the dealer.
It's easy to get; and there's
more of it than in any other
needle. People are willing
to pay for real merit.

Bell-Hood Needle

purchasers are not merely
the rich; they are the dis-
criminating of all classes.
25c and 50c Boxes

Write your jobber for samples
and attractive proposition.

BELL-HOOD NEEDLE CO.
777 Chapel Street,
NEW HAVEN, CONN.





Nothing but the moving picture business ever grew as the Columbia has been growing this good year. But we shall never be satisfied until our friends who have not yet seen their way clear to take on this beautiful, money-making line of musical merchandise have all seen **both** sides of the dollar.



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

A MONTH OF ACHIEVEMENT IN CLEVELAND.

No Matter Where One Visits or What Line Is Handled Talking Machine Men Are as Busy as Can Be Endeavoring to Meet the Needs of Their Customers—Complaints Heard on All Sides of Shortage of Machines and Records—Puzzled How to Supply the Unparalleled Demand, Which Is Overwhelming in Its Volume and Continuity.

(Special to The Talking Machine World.)
Cleveland, O., Dec. 7, 1912.

A survey of the local field clearly demonstrates that the talking machine trade is in a prosperous condition, notwithstanding the universal complaint of a shortage in the Victor line of goods, especially of the four new types of Victrolas. It is anticipated the holiday business will be the largest in the history of the trade, many sales already having been made for Christmas delivery.

Dealers in Columbia goods are well supplied to meet the activities of the holiday season, but it is more than likely their stocks will be depleted by the first of the new year.

The new Edison disc machine is in high favor and is meeting with universal commendation, though their inability to meet the demand will curtail the sales. The Edison Blue Amberol records are meeting with meritorious favor and large sales are reported.

An evidence of prosperity in the trade is in the fact that the leading talking machine dealers are substituting automobiles for horse delivery wagons. Some of the motor vehicles are of most elaborate character.

C. A. Routh, in charge of the educational department of the Columbia Phonograph Co. here, has made sales of several fine equipments to the Cleveland public schools. He says he has never witnessed any business increase so rapidly as the sale of Columbia goods to schools. Mr. Routh, who has been a supervisor of public school music, is thoroughly competent to give the teachers practical information and demonstrations of the value of Columbia machines and special records.

F. B. Guyon, for a long time in charge of the talking machine department of the B. Dreher's Sons Co., has severed that connection, and is now with the Lewis Jewelry Co. in the Colonial Arcade.

Arthur L. Parsons, formerly with the Eclipse Musical Co., is now with the W. H. Buescher & Sons Co.

The Hall Music Co., Warren, O., gave a talking machine recital in their new store on Saturday, November 30. The company has just put in a full Columbia line of goods and is introducing them to the public by a series of recitals.

Frank A. Bowman, local agent for the Columbia machines and records at the suburban town of Collinwood, installed a Grafonola at South School recently. He says the faculty were pleased, the teachers enthusiastic, and the pupils delighted with the demonstration. The principal decreed that the Columbia should remain the property of the school, which, of course, pleased Mr. Bowman.

Conditions at the Columbia Co.'s store are reported in the highest degree satisfactory. Geo. R. Madson, manager, says November was the best month in the history of the Cleveland store. "During the past month," he said, "we were com-

pelled to enlarge our wholesale quarters and clerical force, as our business is constantly increasing."

Business is also reported very good at the Collier & Sayles Co., where Miss Bessie M. Grabler is in charge of the talking machine department.

The department of the talking machine line of Wm. Taylor Son & Co. is doing fine. The manager stated good sales of Victrolas were being made daily. The company makes a fine display of machines and the demonstration rooms are visited daily by scores of customers.

T. H. Towell, of the Eclipse Musical Co., reports business as good as could be expected, considering the shortage of machines. P. J. Towell, brother of the president of the company, and manager of the wholesale department, is finding it difficult to supply the demands of the dealers, but his ever-smiling countenance and jovial manner always keeps the dealer hopeful and free from the grumbling stage.

Fred E. Lane, who has recently taken charge of the retail department of the Eclipse Musical Co., has been giving lectures in the Cleveland public schools on the use of the Victor in the schools, and has met with much success. On the evening of November 27 he gave a concert demonstration of the new December records in the parlors of the Eclipse Co. As it was the night before Thanksgiving the attendance was not large, but those who were present were very appreciative. Mr. Lane expects to make several sales as an outcome of the demonstrations. He is going to continue the concerts each month, as he says he knows of no better way to reach the prospective buyer.

At the Edison jobbing house of Laurence A. Lucker business is rushing. A. O. Peterson, manager, said that with the advent of the new Edison disc machine he was overwhelmed with orders for the machines and the Blue Amberol records. He stated orders from dealers were coming in steadily, in increasing numbers, preparatory for the holiday trade.

Trade conditions with W. H. Buescher & Sons Co. are reported very satisfactory in all respects.

The Hart Piano Co. reports business is good, and considering the difficulty in procuring goods, is doing as well as could be expected in the talking machine line. The company handles both the Victor and Edison lines and is giving close attention to the department.

That the dictaphone has enthroned itself thor-

oughly within the last few years is an established fact. It has been adopted by the principal big business offices in this city where time counts along with dollars. It has come into decisive favor with the railroad systems, and within the past month thirty additional instruments were installed in the local general offices of one of the principal railroads. During the past week the Columbia store gave a fine, large window demonstration of the hundreds of products of the Mechanical Rubber Co., of this city, who recently equipped its office with dictaphones. G. J. Probeck, manager of the dictaphone, says it is coming to be appraised by business men at its true value as an up-to-date office equipment as a time and money saver. The work of the instruments, as daily illustrated at the company's offices, is little short of marvelous.

The music department of the Bailey Co. is one of the busiest spots in the city. The demonstration rooms are all almost constantly in use, the piano rooms also, and with the small musical instruments being tested, one can get any shade or color of musical entertainment he desires. Mr. Friedlander stated the volume of business in the talking machine department was never so large as at present. He has just added the Columbia line of goods, and with the Edison Home Kinetoscope and the new Edison disc machine, he is submerged in the multiplicity of his activities.

W. H. Hug, representative of Thomas A. Edison, Inc., spent a week the first of the month demonstrating the new disc machine. Daily concerts were advertised and were largely attended. Everyone pronounced a favorable opinion of both the machine and records, and a number of sales were made.

O. E. Kellogg, secretary of the H. E. McMillin & Son Co., is indisposed with nervous breakdown, induced, he states, chiefly on account of the Victrola shortage and also a shortage of Vose player-pianos. He is recovering and will soon be himself again.

Wm. G. Bowie, now in charge of the talking machine department of the B. Dreher's Sons Co., reports business very satisfactory, demand being excellent for both machines and records.

The talking machine business is reported satisfactory by the Caldwell Piano Co. The manager stated he was making sales of large numbers of Victrolas and that the record trade was fine. The company handles the Edison Home Kinetoscope, for which a considerable demand is anticipated.

QUESTION AND ANSWER.

A dealer in a town of about 400 population asked the best method of advertising for his store. Several volunteered the information that his show windows ought to take excellent care of that.

CHEMISCHE FABRIK **E. SAUERLANDT** bei Apolda 1. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for
Gramophone and Phonograph Recording
Sole Manufacturer of Wax "P," the best recording material for Berliner-cut.

WINDOW DISPLAY DRAWS PUBLIC.

The Victor Automatic Window Display Is Proving a Big Interest Catcher at the New York Talking Machine Co.'s Establishment.

The New York Talking Machine Co., 83 Chambers street, New York, is deriving considerable valuable publicity from its recent installation of the Victor Automatic Window Display, which is attracting large crowds to the company's show window each day. This display, which was first introduced in Gimbel's Philadelphia store last month, is one of the handsomest and most attractive window displays ever shown. It achieved remarkable success in Philadelphia, where it received considerable attention from the daily newspapers, and according to Manager Williams, of the New York Talking Machine Co., it is one of the most valuable displays ever introduced.

This latest acquisition to the extensive Victor line of window displays presents scenes from grand opera, light opera, and scenes which suggest the best of band music, dance music and vaudeville. There is a proscenium arch in miniature with a full orchestra and detailed arrangements of a high-class opera house. In the construction of this unique display the closest attention was paid to every detail, regardless of its relative importance.

As a result, a display has been evolved which holds the attention in addition to being attractive, and whose advertising value cannot be questioned, as it serves as an excellent illustration of the versatility and wide range of the Victor line of records, which is noted for its completeness and meritorious attributes.

The New York Talking Machine Co. has always paid particular attention to its window arrangements and is known throughout the trade for the unusual good taste and perfect balance evident in all of its displays, but this latest window display surpasses anything shown in recent years.

CANNED VOICES IN THE SUBWAY.

They Are to Announce What the Train Is and "Watch Your Step!"

You "watch your step" in the subway station these days to the order of a mechanical caller out. They are "trying it on the dogs" at the place of greatest rush, the Grand Central Station, at Forty-second street.

There, if you happen to be around when the canned voice is at work you will see above the platform what looks to be a double-ended megaphone. One big opening points in the direction of the express trains, and the other toward the locals.

When a train appears the canned voice apparently starts up of its own accord, and requests the passengers to mind their steps, announces the Broadway, Bronx Park, or whatever the train is. The calls are not spontaneous, however, but are telephoned up to the machine. At present it is a great source of amusement to both the station men and passengers.

The new announcer, or at least one of them, is a magniphone. There are two or three companies trying for the contract of putting them in, and so far the instruments have not been able to make themselves heard at any distance above the roar of the station traffic. Another one is to be tried later, hoping to have better results.

MANY INQUIRIES FROM SCHOOLS.

The educational department of the Columbia Phonograph Co., which is under the capable management of Prof. Frederic Goodwin is accomplishing excellent work in the realm of school-room music. "Our national advertising campaign is bringing us splendid results," states Prof. Goodwin in a chat with *The World*. "We are receiving many inquiries from school principals and teachers in every section of the country, and our policy of impressing upon the teachers that we want to assist them in their work is gaining us many friends in the scholastic world."



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

**MUSIC
MASTER**
Solid Wood Horn



REGISTERED

More Beautiful
More Artistic
Unequaled Tone

The greatest feature about these horns is the unequalled tone which has given the

MUSIC MASTER

supremacy and success. Having brought this horn to a point where not even the most critical could ask for improvement.

Sometime, Somewhere, Someone "MAY" make the equal of the horn; NEVER, ANYONE, ANYWHERE will make a better one. There is a reason.

Only Horn Guaranteed.

Write for samples, giving name of Jobber.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

EXPORT TRADE PUBLICITY.

The Minute Shine Co., of Providence, R. I., manufacturers of the Dustoff talking machine record cleaners, has recently issued an export circular written in four languages for distribution in their active export campaign. The new circular illustrates the two models of the Dustoff in addition to their regular line, which includes outfits for many purposes. The Minute Shine Co. is paying particular attention to the development of their export clientele and their progressive and energetic work is bringing excellent results.

THE PHONOGRAPH IN RESEARCH.

The high usefulness of the phonograph in the study of primitive languages and primitive music is commented on by Charles S. Myers in the *Musical Antiquary*. Mr. Myers has investigated the chants of the Veddahs of Ceylon and of the Murray Islanders, and declares that without the phono-

graph it is impossible even for the accomplished musician to transcribe with sufficient accuracy the exact pitch and tempo of the tunes heard in the field. The phonograph enables him to listen repeatedly to the song at his own convenience, and to gain such familiarity with it as is unobtainable by other means. It enables him—though with more difficulty, and perhaps with greater chance of error—to analyze music which he has never heard in its native atmosphere. For example, the analysis of the Veddah songs which is given in Mr. Myers' article has only been possible by means of phonographic records, obtained by Dr. and Mrs. Seligmann in the course of their ethnological research in Ceylon, which they transferred to the writer upon their return to this country.—The Phonogram.

"What are you crying for, my poor little boy?" said a man to a crying boy. "Pa fell downstairs." "Don't take on so, my boy. He'll get better soon." "That isn't it. Sister saw him fall—all the way. I never saw nuffen."

THE SHORT-CUT IN HANDLING CORRESPONDENCE.

The Dictaphone System as an Efficiency Means Conserves the Time and Energy of the High Official, Executive, Clerk and Typist Alike.

By J. C. BUTTON, Asst. Mgr. Dictaphone Department, Columbia Phonograph Co., Gen'l.

There is a continued and ever-increasing activity in modern and up-to-date business organizations with a view to raising the individual efficiency of executives and employes and thus effecting economy in administration. The great demand for effective facilities for accomplishing this end has necessitated the introduction of all kinds of labor-saving devices and office machinery designed to make detail work as far as possible mechanical and automatic. In fact, this demand has brought into existence one of the greatest industries of which our country can boast.

Carefully worked out filing systems and equipments for their operation are indispensable in modern business organizations. The adding machine, letter duplicating devices, addressing machines, and many other similar appliances are to be seen in use in every busy office, and each one is a substantial factor in reducing operating expense through its ability to save the time of employes.

Perhaps the most efficient office system, however, is that which eliminates the time wasting method of handling correspondence through shorthand note-taking. The Dictaphone system, unlike other office appliances, for the reason that it conserves the time and energy of the high official, executive, clerk and typist alike, is undoubtedly one of the greatest time and money saving systems in use to-day.

The advantages of the Dictaphone system over the shorthand method in handling correspondence are many and obvious. Shorthand is an imperfect and at times dangerous system, and if used, accompanied as it usually is, with annoying delays and inconvenience for the dictator, and on the part of the stenographer the dead loss of time consumed in taking notes followed by the nervous strain of reading imperfectly and hurriedly written arbitrary signs, cannot possibly be productive of high efficiency, and must soon be entirely discarded and replaced by the dictating machine system in every carefully operated business where correspondence is an important part of the work.

To the uninitiated it may be explained that the Dictaphone itself is a small, compact phonographic instrument composing three fundamental parts.

The heart of the instrument, so to speak, is a cleverly designed carriage which encloses a mica diaphragm holding two sapphires; one the recording jewel with a keen edge, and the other the reproducing ball ground round and smooth. By the use of a remarkably small number of parts, controlled by a single lever, this mechanism accurately records the human voice on the surface of a wax cylinder, instantly and clearly reproducing it at the will of the operator. The transmission of the voice is accomplished either through a mohair covered tube equipped with a sanitary and removable glass mouthpiece, or a metal horn attached to a swivel joint, which permits it to be placed at any angle for the dictator's convenience.

This recording and reproducing carriage is driven by a feed screw which is so geared that although the screw itself is machined only 67 threads to the inch the cylinder is engraved 160 threads to the inch. Each cylinder surface, therefore, will take approximately ten minutes of dictation which, at ordinary speed would make a total of 1,200 to 1,500 words. After the cylinder has been transcribed it can either be retained for future reference or be shaved and re-used as many as 125 times.

While the Dictaphone can be supplied either with spring or electric motor, the electrically driven type is more satisfactory for office work. The electrically driven Dictaphone is equipped with an 8-inch Westinghouse motor built especially for this machine and operating on either direct or alternating current. This motor has been found very efficient for its purpose, and the small amount of current required to run it satisfactorily proves it

a most economical proposition. A Dictaphone may be run continuously for an eight-hour day at a cost of a fraction over one cent.

In the operation of the Dictaphone system the dictator turns to the machine by his side, at any moment he is ready to dictate, raises the speaking tube to his lips and talks naturally and easily as to a telephone. When his cylinder is filled he places it, together with the correspondence if he chooses, in a nearby rack and proceeds with the next cylinder.

The dictated cylinder is given to the typist who places it on her machine, hangs the hearing tubes lightly in her ears, presses the foot control and begins typewriting. When the dictation goes too fast for her she releases the foot control until she catches up.

One business man will best appreciate the Dictaphone as a means of getting through his regular mail earlier; another as an amanuensis that is ready at his elbow every minute; another as a money-maker and a time saver pure and simple; another as a producer of better letters; another as a godsend in work that has to be done overtime, early or late; and still another as a means of supplementing his work at the office with dictation at home, night or day. Its advantage in accommodating occasional dictating by one or two, or a dozen men to one operator is equaled by its opposite advantage of submitting all day's dictation by one dictator to several operators.

Beyond the increased efficiency of the dictator, through the saving of his time by the elimination of delays, re-reading of letters, etc., and the unmistakable 50 per cent. increase in the number of letters produced per typewriter due to the fact that the operator is typewriting all day from the moment the first cylinder is ready, the one feature of interchangeable transcribing is a most important one in many establishments.

As is true with many labor-saving devices and systems, so to speak, still in the infancy of commercial development, the Dictaphone encounters some prejudice; and, strange as it may seem, oftentimes on the part of men who pride themselves on their ability as scientific managers, as well as stenographers, clerks and private secretaries. Unfortunately, the busiest man, who feels that he hasn't the time to discuss the merits of such a system, is the very man who probably is in direct need of an unflinching accurate amanuensis at his elbow every instant, while the clerk, after careful deliberation, cannot fail to realize that production is what earns the salary, and, given the choice of two systems, both of which are simply the means to an end, the wisest decision is to grasp the facilities which will be the best means for increasing his or her usefulness.

It will be interesting to cite a few actual instances where the installation of the Dictaphone system has been responsible, not only for greatly increased efficiency, but a substantial reduction in the payroll of the correspondence department.

In the office of W. J. Wright, auditor of freight receipts of the Missouri Pacific Railway, St. Louis, seven Dictaphone transcribers are to-day producing 100 per cent. more work than ten stenographers

formerly turned out; netting a saving of \$235 per month or \$2,820 per annum.

A certain department in the Central Railroad of New Jersey up to the time the Dictaphone system was installed maintained an average turn-out of sixty letters per day per operator. Shortly after equipping the department with Dictaphones the number of letters per operator increased to 120.

The latter part of last year, at the request of President Taft's Commission on Economy and Efficiency, the Dictaphone system was installed in a branch of the rural free delivery department of the post office in Washington. After a very careful record of the work done with the aid of the machines as compared with the results obtained by the former shorthand method in his recommendation that the machines be purchased, George C. Thompson, then superintendent of the division of rural mails, said: "With the installation in this division of a suitable number of dictating machines at a cost of less than \$2,500, I can reduce the force of my division immediately by six persons, which will effect a saving in salaries of about \$6,000 per annum."

An installation of 121 Dictaphones was made in the freight claim department of the Illinois Central Railroad in Chicago. There, in line with the methods used by the Dictaphone railroad experts, all the typists were segregated under the supervision of an efficient head operator who assigned the dictated cylinders in such a way as to distribute the work evenly among the force. A dictating machine was given to each correspondent so that immediately he had finished gathering his data, etc., from the vast amount of correspondence which usually accompanies each claim, he could turn to his machine and dispose of the matter without any of the delays which formerly necessitated the re-reading of many of the letters. Under the able supervision of Freight Claim Agent C. M. Kittle, recently appointed assistant to the president, the cost of letters turned out from that department formerly by 34 stenographers was reduced from 5½c. each to 2¼c., and the monthly output increased from 35,000 to 55,000, after a reduction in the typing force to twenty operators, the claim clerks themselves disposing of 40 per cent. to 50 per cent. more claims per man with two-thirds as many operators.

The Westinghouse Co. shows its endorsement of the Dictaphone system by the fact that, through-out its organization, it makes daily use of over 500 Dictaphones.

DECEMBER VICTOR PUBLICATIONS.

The advertising department of the Victor Talking Machine Co. is sending out to its extensive dealers list proofs of the Victor advertisements which will appear in the local newspapers during the month of December. The advertisements scheduled for the first four weeks of the month bear the familiar and catchy headline, "Will there be a Victrola in your home this Christmas?" As was the case with the November advertisements, cuts of the various models of the Victrola appear in one section of the advertisement; and, according to the Victor dealers, this style of advertisement has brought excellent returns during the month of November. The advertisement scheduled for the last week of the month bears a different heading than the others owing to the passing of Christmas, but the headline is equally as attractive as that used in the other four weeks of the month.

Write To-Day

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

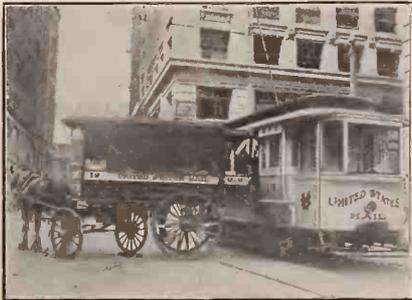
for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market. 88 note, with automatic expression device and mandolin attachment.

Just the player for the better class of places

THE PARCELS POST AND THE TALKING MACHINE TRADE.

Evident That a Large Proportion of Men in the Talking Machine Trade Have Not Yet Awakened to a Realization of How the Parcels Post Will Further Their Interests—Will Be of Special Utility in Supplying Stock to Dealers Who Handle Small Musical Instruments as Well as Player-Piano Rolls, Talking Machine Records, Sheet Music, Etc.—Interesting Analysis of the Situation Written for The World by Waldon Fawcett.

The new United States Parcels Post is to begin operations on January 1 next and the interim before that date is none too long for the preparations of manufacturers and merchants who desire to take advantage in the fullest measure of this important new method of distribution. The very system on which the parcels post is to operate—



Transferring Parcel Mail from Wagon to Trolley Car.

rates varying as to distances—will necessitate a close study of local and national geography by firms and individuals that desire to make the most advantageous use of the new institution, whereas a close comparison of parcels post rates with existing express rates will be essential if a shipper is to put himself in a position to pick the most economical service at all times.

Trade Not Yet Awakened.

There is reason to suspect that a large proportion of the men in the music trade have not as yet awakened to a realization of how much the parcels post can do to further their interests. Indeed, some piano merchants have been heard to say that



Postman with Parcel Mail.

since the parcels post with its eleven-pound limit cannot handle pianos or player-pianos, nor yet any of the principal individual parts that enter into the manufacture of these instruments, they cannot see how the new postal utility can be of much use to them. Now this is an erroneous and short-sighted view of the situation, even in the case of a dealer handling only pianos and players. And how many dealers thus restrict themselves in this progressive age? Nine chances out of ten your representative dealer handles in addition to pianos and players, one or more of the important supplementary lines, such as small instruments, talking machines, disc and cylinder-records, player-piano rolls, sheet and folio music, etc., etc. And if any or all of these are carried, either as side lines or as the main stock, it ought not to take half an eye to foresee how the parcels post is going to benefit the purveyor in the music trade.

Shipments of Piano Parts and Player Rolls.

But let us look at the situation first, supposedly, from the most unfavorable angle and take as a case in point the situation of a retailer who restricts himself absolutely to the piano line. Ad-

mittedly the parcels post as it is inaugurated can do nothing to further the delivery of instruments but who knows what may happen some day, if the plan is the success that is anticipated. In some foreign countries parcels post packages are allowed in all weights up to 110 pounds and should the limit be thus extended here and manufacturers meanwhile pursue their present policy to produce smaller and smaller organs and baby grand pianos and boudoir players for use in flats and apartments who can predict what may come to pass some day. But seriously, in the meantime, the exclusive piano dealer can receive much aid from the parcels post. It will afford quicker and more economical carriage for all manner of small parts and for player piano rolls and it will facilitate interchange on these items not only between dealer and customer but also between dealer and factory.

Great Help in Emergency Wants.

This last is one of the significant possibilities of the parcels post and one that seems to have been strangely overlooked by the business community in general. You will find plenty of people in various lines of trade who are enthusiastic over the prospects of the parcels post as a marketer of



Parcel Postal Delivery in Winter.

manufactured goods, either direct from producer to consumer or via the usual manufacturer-jobber-retailer channel, but comparatively few have awakened to the aid that the parcels post can give as a connecting link between manufacturer or jobber on the one hand and retailer or sales agent on the other. And it is just here that the music trade stands to be especially benefited. The very character of many musical commodities is such as cause the customer to be impatient for prompt delivery. A new string for a violin; the latest popular "hit" in sheet music, talking machine record or player-roll form; an operatic libretto; an instrument to complete a band outfit—all these and a



The Postoffice Department at Washington, D. C.—Headquarters of New Parcels Post.

dozen other classes of articles of everyday demand are in the category that most emphatically are wanted when they are wanted. Theoretically, of course, the dealer ought to have all these in stock all the time but practically it is all but impossible and the parcels post is going to serve as the next best thing.

It is a foregone conclusion that for such emergency wants the new postal carrier system is going to prove speedier than the express route. Especially is this likely to be the case during "rush seasons" such as the Christmas holiday when, with all due respect, the postal service of the



Tri-Car for Postal Delivery.

country does not get quite as hopelessly congested as the express service. Furthermore the fact that city post offices are open at almost all hours of the day and night will facilitate the dispatch of such emergency orders as compared with the routine that would be followed were it necessary to await the collection of the parcels by an expressman on his regular round of the business district where the shipment originates. And while on the jobber-wholesale end of the proposition it may be added that the parcels post is liable in many instances to have an advantage over express service as a means of placing in the hands of the dealers



Modern Mailing Room for Packing and Mailing Parcels.

bundles of circulars or catalogs designed for local distribution. Especially will this be the case with reference to special circulars, new lists of music, etc., which it is desired to get into the hands of the buying public just as promptly as possible after they come from the hands of the printer.

As has been said the obvious mission of the parcels post is as a distributor of merchandise to the "ultimate consumers." And many music men will be surprised when they discover what a variety



Delivery of Parcels by Post.

of their standard items of trade may be transmitted in this fashion. Violins, mandolins, guitars, horns, drums, flutes, all the smaller models of talking machines, light-weight piano stools, music racks, etc., are a few of the eligibles in addition to the already-mentioned indispensables—rolls, rec-

(Continued on page 52.)



All the way from Orville Harrold on the front to the Columbia "Regal" on the back page, the Columbia January list will be as sure a money maker as the mint.



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

THE PARCEL POST AND THE TALKING MACHINE TRADE—(Continued from page 51).

ords, folios and sheet music. All these latter have heretofore been admissible to the mails in weights up to four pounds, but under the new system there will be a proportionate saving in the cost of carriage and the tremendous convenience of being able to place in one package all the items of any ordinary order.

Parcel Post as Sales Aid to Trade.

Considered as a sales aid in the talker trade the greatest virtue of the parcels post lies not so much in what it will do as in where it will go, if it may be expressed in that way. The new system ought to convert into live customers throughout the year millions of people whose purchasing power has been more or less dormant for weeks or months at a time. Reference is made, of course, to the farming class of the community, particularly the rural residents not located in close proximity to any town, and to such more or less isolated music lovers as miners, lumbermen, ranchers, etc.—persons who have money to buy what they want if only they had the opportunity to make purchases. It has been easy enough since the establishment of rural free delivery, for most of these persons to order by mail any small instruments, music, rolls or records that might be desired to help beguile the weary hours of winter isolation. But to get possession of purchases has usually been quite another matter. If the weight of the musical merchandise ordered exceeded four pounds it could not be transmitted by mail but must needs come by express. This latter is apt to mean all sorts of inconvenience. In the country districts or in the sparsely settled districts (for example in the South and West) the nearest express office is likely to be located many miles from the home of the long-range musical customer and to secure a package that has come by express thus involves a long, cold drive—an ordeal that may, worse yet, devolve into a fruitless quest if the customer has been misinformed as to the time an express package should arrive. In many localities the country roads are virtually impassable for long periods so that a trip to the express office is out of the question whereas on the other hand during active season such as the spring planting time and the autumn harvest season all hands are so busy that it is equally out of the question to spare time or the use of a team for a trip to the express office.

Getting Close to the "Ultimate Consumer."

The result of these conditions, as many musical men well realize, is that farmers have simply given up the attempt to order staples such as rolls and records at the very time when their interest would be keenest and when, having the most leisure to enjoy mechanical music, they might be expected to order most liberally. But with the advent of the parcels post a transformation should be worked. This means an era of mail delivery as well as mail-order business. With the farmer, the rancher, the miner, the lumberman or other isolated resident enjoying the boon of the delivery of his purchases at his very door, there will be no reason why his indulgence in this line should not extend to the

limitations of his pocketbook, provided the merchants in the music trades will reach out after such business. And to help this new trade cause there is the circumstance that the parcels post system is to have the C. O. D. feature. Heretofore all business of this kind had to be done on the cash in advance plan but under the parcels post scheme a customer need not pay until the goods are delivered at his door. Uncle Sam will charge a little extra for this service, but it will be well worth it to the merchant if it stimulates trade, as it undoubtedly will.

Helps Trade at Winter and Summer Resorts.

What the parcels post will do to encourage a mail trade in winter in the farming and isolated districts it will accomplish in like measure in the resort region and the vacation country in summer. Musical instruments have, thanks to the liberal advertising of the past few seasons, been placed in the position of indispensables for summer camps and cottages and yachts and houseboats. Only heretofore, the dealer has usually had to content himself with such business as could be garnered ere the vacationist set out for his summer headquarters. Not so in future, however. The parcels post will carry musical merchandise to the depths of the wilderness; into the mountain fastnesses or to the most remote seashore village; and a steady flow of orders may be expected if the exiles on pleasure bent be kept informed of the "new things" that appear during the dog days.

Specializing on Rules and Conditions.

There can be no doubt but that every music house which expects to do a volume of business worthy of the name under the parcels post system will do well to detail one or more employees to specialize on the rules, regulations and conditions obtaining in this new field. For there will be many pitfalls for the unwary, the penalty of which will be those delays in delivery which are almost as serious as an outright loss of trade. By way of illustration of the points to be borne in mind by shippers it may be pointed out that aside from the general rule that no parcel shall exceed 72 inches in length and girth combined, there will be regulations regarding the amount and character of packing that can be used. These latter regulations have not as yet been formulated by the postal officials, but will be in due course. It will also be exacted that metal parts, etc., can be sent by parcels post only when so wrapped that there is no possibility that they will do injury to any postal employe or to other pieces of mail in transit. Yet another point to be watched is that the regular issues of postage stamps must not be used on parcel mail. Special parcels post stamps are to be placed on sale at the opening of the new year and these must be affixed to parcels deposited in the mails. Shippers will also be called upon to decide in the case of each parcel dispatched whether or not it is desired to insure the package. The parcels post law provides that Uncle Sam may reimburse shippers for articles lost or damaged in transit but at this writing the postal officials incline to the belief that a small addi-

tional fee should be charged for this insurance feature, just as in the case of registered mail at present, and consequently it will be up to the shipper to decide in each instance whether or not to invoke the safeguard.

Some Suggestions Worth Noting.

Aside from all these details to be ever borne in mind the parcels post shipper should have always before him a large scale map, or, better yet, a mental map, that will familiarize him with limitations of the various "zones" of our parcels post territory. For, as all our readers doubtless know, the parcels post is not to be operated on a flat rate per pound basis as is the case in so many foreign countries but on a zone plan whereby the postage charge on each package will be determined not only by the weight but also by the distance it is to be transported. The law prescribes seven zones with radius respectively of 50, 150, 300, 600, 1,000, 1,400 and 1,800 miles. In reality, though there are nine zones, for everything outside the 1,800 mile zone (including the Philippines and all our new possessions) forms another zone added to those above listed and there is a special low rate for delivery within the limits of the city where a parcel is mailed or delivery on any rural mail route leading out from such city so that each local community in the country will, in effect, constitute a parcels post "zone" for the business men of that particular locality.

This special rate of five cents for the first pound and one cent per pound for additional pounds for local delivery is likely to prove a boon to local music houses everywhere and particularly those having a heavy trade in the agricultural districts surrounding their city. Just by way of suggestion of the possibilities imagine what it will mean to both farmer and dealer when the former can call up the latter on the rural or long-distance telephone in the morning and receive by parcels post that same afternoon a package of talking machine records or player-piano rolls, selections which, mayhap have been decided upon in equally up-to-date manner, namely by listening to them over the telephone when the order was given in the morning. Some dealers, in anticipation of the parcels post are already preparing special cartons or containers to be used as receptacles for parcels post packages and the idea is assuredly an excellent one, especially where, as in the music trades, the commodities would be liable to damage in transit unless properly prepared.

A lamentable spectacle in business to-day is the routinist, who likes to do things the same old way, is averse to change, detests innovation and goes to seed mentally. Why? Because he finds routine easy and comfortable, while it is wearing and exhausting to grapple with the fresh problems and formulate a new and better system of doing things.

H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., is at present away on a short trip through the New England territory.

RECORD BULLETINS FOR JANUARY, 1913

VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.
Earl Cartwright and Victor Light Opera Co.

No. Size
5871 Natoma—Vaquero's Song (Harp by Lapitino) Victor Herbert 10
Victor Light Opera Co.
31875 Gems from "Merry Countess" (Fledermaus) Unger-Anderson-Strauss 12
35263 Souvenir de Beethoven—Fantasia (Arr. Moses-Tobani) Arthur Pryor's Band 12
Crème de la Crème—Fantasia (Arr. Moses-Tobani) Arthur Pryor's Band 12

DOUBLE-FACED BLUE LABELS.
Frank La Forge, Pianist.
5530 Adagio from 5th Concerto, Op. 73 (Beethoven) with orchestra Frank La Forge 12
Scarf Dance—Air d'Opérette (Pas des Harpes) Op. 87. (Chaminade) Frank La Forge 12
17200 Irish Names (Ludlow-Hilton-Turvey) Reinald Werrenrath 10
Out on the Deep (Cowan-Lohr) Frank Croton 10
National Spirit March (Hager) Drum effects Arthur Pryor's Band 10
Let Me Like a Soldier (Arthur Pryor's Band) (with drums) Arthur Pryor's Band 10
17202 You're Just as Sweet at Sixty as You Were at Sweet Sixteen (Heelan-Helf) (with Quartet Chorus) Walter J. Van Brunt 10
Oh, You Silvery Bells (Jingle Bells) (Havez-Botsford) Arthur Pryor's Band 10
17203 I'm Wearing Awa' (Nairn-Footo) John B. Wells 10
Daddy (Behrend) Elizabeth Wheeler 10
17204 Where the Moonbeams Gleam (Jones-Daniels) Albert Campbell-Henry Burr 10
Mocking Bird Rag (Walsh-Straight) American Quartet 10
Row, Row, Row, Row, from "Follies of 1912" (Jerome-Monaco) Ada Jones 10
I've Got the Finest Man (Creamer-Europe) Ada Jones 10
17206 Spanish Dance, Op. 58, No. 1 (Rehfeld) Violin Maximilian Filzer 10
Petite Valse (Hollman) Violoncello Rosario Bourdon 10
17207 When the Rainbow Shines Bright at Morn (Bohannon) Wm. F. Hooley with Male Chorus Tennessee Moon (Mahoney-Werlich) Heideberg Quintet with Will Oakland 10
17213 The Funny Little Melody (Berlin) Walter J. Van Brunt-Maurice Burkhardt 10
You May Be Irish, Murphy, but I Think You're in Dutch (Bryan-Fischer) Billy Murray 10
17214 Waiting for Me, from "Two Little Brides" (Jerome-H. Von Filzer) Eddie Morton 10
Fables (Brannen-Helf) Arthur Pryor's Band 10
17215 Bahy's Sweetheart—Serenade (Corri) Conway's Band 10
A Farmyard Caprice (Thurban) Conway's Band 10
17216 Samson and Delilah—My Heart at Thy Sweet Voice (Saint-Saens) Cornet American Quartet 10
Michele Rimaldi and Vessella's Band
(1) Farewell to the Forest (Mendelssohn); (2) Spring Song (Pinsuti) Victor Brass Quartet 10
17217 'Tis But a Little Faded Flower (Howarth-Thomas) Anthony and Harrison 10
Emmett's Lullaby (J. K. Emmett) with Will Oakland Heideberg Quartet 10
17219 Temple Bells, from New York Hippodrome production "Under Many Flags" (Klein) Lyric Quartet 10
Rosalie (Weslyn-Spencer) That Girl Quartet 10
17220 A Little Girl at Home, from "Lady of the Slipper" (Marguerite Dunlap & Harry Macdonough) Bagdad, from "Lady of the Slipper" Billy Murray 10
35264 Tennessee Minstrels, No. 24. Victor Minstrel Co. 12
College Overture (Tobani) Arthur Pryor's Band 12
35265 Rondo Capriccioso (Mendelssohn) Vessella's Italian Band 12
idida—Grand March (Verdi) Vessella's Italian Band 12
35266 Say Not Love is a Dream—Vocal Waltz, from "Count of Luxembourg" (Hood-Lehar) Olive Kline 12
Oh! Oh! Delphine Medley Waltz (Caryll) Victor Concert Orchestra 12

PURPLE LABEL RECORDS.
60090 Fascinating Base-Ball Slide Elsie Janis 10
60091 Fo' de Lawd's Sake, Play a Waltz. Elsie Janis 10
Florence Hinkle, Soprano.
60092 From the Land of the Sky-Blue Water, from "American Indian Songs" Cadman 10
Ada Sassoli, Harpist.
70088 Valse de Concerto Hasselmanns 12

RED SEAL RECORDS.
Titta Ruffo, Baritone. In Italian.
88391 Barbiere di Siviglia—Largo al factotum (Barber of Seville—Room for the Factotum) Act I, Scene I. Rosini 12
88392 Paggiacci—Prologo, Part I—Si puo' (A Word) Leoncavallo 12
88393 Paggiacci—Prologo, Part II—Un nido di memorie (A Song of Tender Memories) Leoncavallo 12
88394 Gioconda—Barcarola, "Pescator, affonda l'escar" (Fisher Boy, Thy Bait be Throwing) Act II, Scene I. Ponchielli 12
88396 Gioconda—O monumento! (Oh, Mighty Monument!) Act I. Ponchielli 12
88395 Dai canti d'amore—Canzone (Ballad—"A Song of Love") Ettore Titta 12

NEW RED SEAL RECORDS.
Enrico Caruso, Tenor. (In Italian).
88346 Ballo in Meschera—Ma se m'e forza perderti—Romanza (Forever to Lose Thee!) (Preceded by recitative, Forse la soglia—"This Affair Must End!") Verdi 12
88390 Comin' Thro' the Rye (Scotch Air) Charles Dalmores, Tenor 12
88397 Griseldis—Ouvres-vous sur mon front, portes du Paradise (Open Now to Mine Eyes) Prologue. In French. Massenet 12
Ignace Jan Paderewski, Pianist.
88401 La Campanella. Aida. Soprano. Paganini-Liszt 12
87111 Manon—Gavotte, "Obseissons, quand leur voix appelle" (The Voice of Youth) Act III, Scene I. In French. Massenet 12
88399 Contes d'Hoffmann—Romance—Elle a fui (Tales of Hoffmann—The Dove Has Flown) Act IV. In French. Offenbach 12
Herbert Witherspoon, Bass.
74327 Mary of Allendale James Hook 12
Maud Powell, Violinist.
74325 Have Pity, Sweet Eyes! (Air by Antonio Tenege, 1860) (Accomp. by Falkenstein) John McCormack, Tenor. 12

64253 A Child's Song, from "A Masque." In English. Ernestine Schumann-Heink, Contralto. Moore-Marshall 10
88400 (1) Barbchen (2) Schlafliedchen. In German. Hermann 12

EDUCATIONAL RECORDS.
17208 How Lovely Are the Messengers (Mendelssohn) Lyric Quartet 10
A Merry Life ("Funiculo, Funicula") (Denza) from "Laurel Music Reader," C. C. Birchard & Co. 10
17209 Over Hill, Over Dale, from "Midsummer Night's Dream" (Mendelssohn) (from "Natural Music Reader") Elizabeth Wheeler-Marguerite Dunlap-Elsie Baker 10
Summer Now Hath Come Among Us (Pinsuti) Elizabeth Wheeler-Marguerite Dunlap 10
17210 (1) I Wish You a Very Good Day (Hall-Palmer); (2) The Wishing Stone, from "Every-Day Songs and Rhythms" (Hall-Palmer); (3) Young Night Thought, from "Thirty-Six Songs for Children," C. C. Birchard & Co. (Grant-Schaefer) Elizabeth Wheeler 10
(1) See-Saw, Margery Daw (Grant-Schaefer); (2) Boat Song, from "Thirty-Six Songs for Children," C. C. Birchard & Co. (Grant-Schaefer); (3) Nursery Song (Badlan-Bullard) piano accomp. Elizabeth Wheeler 10
17211 Gently Fall the Dew of Eve, from "Melodic 4th Reader," American Book Co. (Verdi) unaccomp. Elizabeth Wheeler 10
E. Wheeler-Marguerite Dunlap-Elsie Baker 10
Lift Thine Eyes, from "Elijah" (Mendelssohn) (from "Melodic 4th Reader," American Book Co.) E. Wheeler-Marguerite Dunlap-E. Baker 10
17212 Sleep, Little Baby of Mine (Dennee) Elsie Baker 10
Slumber Sea (Chisholm) Elsie Baker 10
17218 Golden Slumbers Kiss Your Eyes, from "Harmonic Second Reader." Elizabeth Wheeler-Marguerite Dunlap-Elsie Baker 10
Swing Song (Bingham-Lohr) piano accomp. Elizabeth Wheeler-Marguerite Dunlap 10
35254 Gypsy Life (Schumann) Lyric Quartet 12
Oh, Italia, Italia, Beloved (Donizetti) Victor Chorus 12

GERMAN RECORDS.
65007 (a) Andalusische schöne Frauen (Walzer von F. Schneider-Bopy) Apollo Orchester 10
(b) Träume süß—Intermezzo Apollo Orchester 10
65008 (a) Sternen—Marsch Apollo Orchester 10
(b) Standartengruss Apollo Orchester 10
65009 (a) Fascination (Walzer von Marchetti) Apollo Orchester 10
(b) Mein Schätzchen braucht nicht reiten (Lied von Paul Lincke) Apollo Orchester 10
65010 (a) Im Volkston (Folk Song) Op. 13, No. 2 (Hildach) Albert Janpolski 10
(b) Gute Nacht, du mein herziges Kind (Good Night, My Child) (Franz Abt) Albert Janpolski 10
68352 (a) Tannhäuser—Lied des Hirtenknecht und Chor der Pilger (I. Teil) (Shepherd's Song and Pilgrim's Chorus, Act I, Part I) (Von Wagner) Gertrud Runge, Weimar, und Nebe-Quartet, Berlin 12
(b) Tannhäuser—Lied des Hirtenknecht und Chor der Pilger (II. Teil) (Shepherd's Song and Pilgrim's Chorus, Act I, Part II) (Von Wagner) Gertrud Runge, Weimar, und Nebe-Quartet, Berlin 12

COLUMBIA PHONOGRAPH CO.

SYMPHONY DISC RECORDS.

Double. Single.
A5432 Martha (Flotow). "Ah! So Pure." Orville Harold, Tenor. English, with orchestra 36425
L'Elisir d'Amore (Donizetti). "Una furtiva lagrima" (A Furtive Tear). Orville Harold, Tenor. In Italian, with orch. 36424
A5431 Nocturne in E Flat (Chopin-Sarasate). Kathleen Parlow, Violinist.
Lichesfreud (Kreisler). Kathleen Parlow, Violinist.
A5429 Grand Waltz (Venzano). Part 1. Adagio Contabile. Bernice de Pasquali, Soprano. In Italian, with orch. 30813
Grand Waltz (Venzano). Part 2. Mouvement de Valse. Bernice de Pasquali, Soprano. In Italian, with orch. 30874
A1235 Paggiacci (Leoncavallo). "Vesti la giubba"; (On with the mattoley). Giovanni Zenatello, Tenor. In Italian, with orch.
Cavalleria Rusticana (Mascagni). Siciliana (Oh, Lola, fair as the flowers). Giovanni Zenatello, Tenor. In Italian with orch.
A1234 La Bohème (Puccini). "Musetta's Waltz Song" (As Down the Street I Merrily Stray). Fely Dereyn, Soprano. In French, with orch.
Manon (Massenet). "Je marche sur tous les chemins" (Gayly I March On My Way). Fely Dereyn, Soprano. In French, with orch.
A5428 Sapho (Gounod). "O me, l'ère immortelle" (Oh lyre immortal). Rose Oltzka, Contralto. In French, with orch. 30995
Agnus Dei (Lamb of God) (Bizet). Rosa Oltzka, Contralto. In Latin, with orch. 30837

12-IN. BLUE-LABEL DOUBLE-DISC RECORDS.
A5427 Lohengrin (Wagner). "Elsa's Traum" (Elsa's Dream). Gertrude Rennyson, Soprano. In German, with orch.
Tannhäuser (Wagner). "Diech Theure Halle (Oh, Hall of Song and Joy). Gertrude Rennyson, Soprano. In German, with orch.
A5430 Tosca (Puccini). Te Deum and Monologue of Scarpia—Act I. Cesare Alessandrini, Baritone and Grand Opera Chorus. In Italian, with orch.
Thais (Massenet). Selections. Prince's Orchestra.
10-IN. BLUE-LABEL DOUBLE-DISC RECORDS.
A1230 The Harp that One Through Tara's Halls (Words by Moore). Charles W. Harrison, Tenor, orchestra accomp.
Lament of the Irish Emigrant (Dempster). Harry McClaskey, Tenor, orch. accomp.
A1231 That's How I Need You (Piantadosi). Manuel Romain, Counter-Tenor, orch. accomp.
Always Think of Mother (Hall and Stafford). Manuel Romain, Counter-Tenor, orch. accomp.
10-IN. DOUBLE-DISC RECORDS.
A1236 Take Me to That Swanee Shore (Muir and Gilbert). Byron G. Harlan, Tenor, and Arthur Collins, Baritone, orch. accomp.
Ilitchy Koo (Muir, Gilbert and Abrahams). Byron G. Harlan, Tenor, and Arthur Collins, Baritone, orch. accomp.
A1237 When I Get You Alone To-Night (Fischer). Ada Jones, Soprano and Walter Van Brunt, Tenor, orch. accomp.
Come Back to Me, My Melody (Berlin). Walter Van Brunt, Tenor, orch. accomp.

A1232 Temple Bells, from New York Hippodrome production "Under Many Flags" (Klein). Harry La Forge, Tenor, and Columbia Mixed Chorus, orch. accomp.
Sweetheart Lets Go A-Walking, from the New York Hippodrome production, "Under Many Flags" (Klein). Miriam Clark, Soprano, Harry La Forge, Tenor, and Columbia Mixed Chorus, orch. accomp.
A1233 California For Mine (Armstrong). Peerless Quartet, orch. accomp.
Here's Love and Success to You (Ball). Henry Burr, Tenor, orch. accomp.
A1240 On a Beautiful Night with a Beautiful Girl (Edwards). Peerless Quartet, orch. accomp.
Good-bye, Evrybody, from "Modern Eve" (Gilbert). Henry Burr, Tenor, orch. accomp.
A1238 Auld Lang Syne (Words by Robert Burns). Columbia Mixed Chorus, orch. accomp.
A Jolly Sleigh-Ride Party (Chwatal). Descriptive number, Prince's Orchestra.
A1239 Fireflies (Idyll) (Lincke). Prince's Orchestra.
Aloha Oe (Waltz) (Lilioukalani) Prince's Orchestra
A1229 Waiting for the Robert E. Lee (Muir). Guido Deiro, Accordion Solo.
12-IN. DOUBLE-DISC RECORD.
A5433 Die Walküre (Wagner). Ride of the Valkyries. Prince's Band.
Toreador and Andalusian (Rubinstein). Prince's Band.

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FOUR-MINUTE RECORDS.
1597 The Dixie Belle and the African 400. U.S. Military Band
1591 'Till the Sands in the Desert Grow Cold. Elsie Baker
1557 I Will Love You When the Silver Threads are Shining Among the Gold. Manuel Romain
1595 Where the Edelweiss is Blooming. Agnes Kimhall, Harry McClaskey and Chorus
1206 Love's Last Word. U.S. Peerless Orchestra
1519 The Girl I'll Call My Sweetheart Must Look Like You. Will Oakland
1594 Keep Away from the Man Who Owns An Automobile. Ada Jones and Chorus
1590 The Brookside Inn. Edward M. Favor
1542 Forever I'll Call to Thee. Geo. W. Ballard
1592 Kuyawiak (Concertina Solo). I. Piroschnikoff
1604 Grand Selections of Scottish Melodies.
1546 Murmuring Zephyrs. John Barnes Wells
1589 You're Just as Sweet at Sixty as You were at Sweet Sixteen. W. H. Thompson
1551 Tell Mother I'll be There. Henry Burr and Chorus
1573 Legende (Violin Solo). H. L. Spitalny
1609 Row, Row, Row. Collins and Harlan
1602 When I Get You Alone To-Night. Jones & Van Brunt
1596 Ideal and Ripples of the Allegheny (Bells and Xylophone). Albert Benzer
1588 Uncle Josh's Arrival in New York. Cal Stewart
1599 That's How I Need You. Mable Barney
1593 Sounds from England. U.S. Concert Band

TWO-MINUTE RECORDS.
514 Moonlight Dance. U.S. Peerless Orchestra
515 Iffa-Saffa-Dill—Xylophone. A. Benzer
516 The Admiral March. U.S. Military Band
517 Who's Going to Love You When I'm Gone. Burr and Campbell
518 Let's Buzz. Arthur Collins
519 Somebody Else is Getting It. Arthur Collins

SWEDISH AND ITALIAN FOUR-MINUTE RECORDS.
21578 Tafang Onskan (Swedish). Arvid Asplund
21579 Sangaren pa Vandring (Swedish). Arvid Asplund
21142 Non Ti Scorda (Italian). P. Lega
21143 Tom Ti Scorda Di Me. P. Lega

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No. 3.
BLUE AMBEROL CONCERT.
28101 Barcarole "The Tales of Hoffman" (Offenbach) Soprano and baritone, orch. accomp. In English. Marie Rappold and Thimas Chalmers
28102 Meditation—"Thais" (Massenet). Violin solo, piano accomp. by André Benoit. Albert Spalding
BLUE AMBEROL GRAND OPERA.
28113 Il Trovatore (Verdi). Baritone solo, in Italian, orch. accomp. Riccardo Martin
28114 Cavalleria Rusticana—"Voi lo sapete"—Racconto di Santuzza (Mascagni). Soprano solo. In Italian, orch. accomp. Maria Labia
28115 La Traviata—"Di Provenza il mar" (Verdi). Baritone solo, in Italian, orch. accomp. Carlo Galeffi
28116 La Gioconda—"Cielo e mar" (Ponchielli). Tenor solo, in Italian, orch. accomp. Carlo Albani
28117 Der Freischütz—"Wie nahte mir der Schlummer" (von Weher). Soprano solo in German, orch. accomp. Marie Rappold
28118 Thais—"Alessandria" (Massenet). Baritone solo, in Italian, orch. accomp. Giovanni Polese
28119 Tannhäuser—"O du mein holder Abendstern" (Wagner). Baritone solo, in German, orch. accomp. Fritz Feinhals
28123 La Sonnambula—"Come per me sereno"—Cavatina (Bellini) Soprano solo, in Italian, orch. accomp. Maria Galvany
28124 Die Meistersinger—"Preislied" (Wagner). Tenor solo, in German, orch. accomp. Heinrich Knotte
28125 Mignon—"Polonaise" (Thomas) Soprano solo, in French, orch. accomp. Blanch Arral
28126 Prophète—"Ah! mon fils" (Meyerbeer). Contralto solo, in French, orch. accomp. Marie Delna
28127 L'Africana—"O Paradiso" (Meyerbeer) Tenor solo in Italian, orch. accomp. Carlo Albani

EDISON'S DAUGHTER TO WED.

Miss Madeleine Edison, daughter of Thomas A. Edison, the inventor, is to be the wife of an inventor, John Eyre Sloane, son of Dr. and Mrs. T. O'Connor Sloane, of South Orange.

Mr. Sloane is a young man, but he has already obtained a number of important patents, from which he derives an income. He worked for some time with Edison, but met Edison's daughter in a conventional social way.

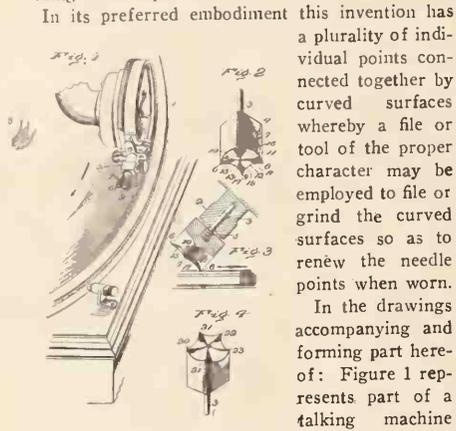
Miss Edison is an earnest worker in the Orange Methodist Church, while her prospective husband is a devout member of the Roman Catholic Church.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., Dec. 9, 1912.

NEEDLE FOR TALKING MACHINES. Walter B. Nichols, Lexington, Ky. Patent No. 1,045,593. This invention relates to improvements in needles for use in talking machines, and the object of the invention is to provide a needle which may be made of wood or fibrous material and at the same time have a number of needle points, thereby providing a multiple needle.



In its preferred embodiment this invention has a plurality of individual points connected together by curved surfaces whereby a file or tool of the proper character may be employed to file or grind the curved surfaces so as to renew the needle points when worn.

In the drawings accompanying and forming part hereof: Figure 1 represents part of a talking machine having a needle made in accordance with the invention connected with the sound-box thereof. Fig. 2 is a perspective view of the needle detached. Fig. 3 is a view partly in section of the multiple needle in a sound-box. Fig. 4 is a view of a modified form.

PHONOGRAPH-REPRODUCER. Thos. A. Edison, Llewellyn Park, Orange, N. J., assignor to Thos. A. Edison, Inc. Patent No. 1,046,159.

This invention relates to reproducers for phonographs and more particularly to that type which is adapted to operate upon a sound record in the form of a groove having elevations and depressions corresponding graphically to the original sound waves.

The object of the invention is to secure a louder and more perfect reproduction than can be obtained from the ordinary form of reproducer, or to secure a reproduction of equal loudness with less wear upon the record.

With this end in view there is employed a pair of reproducer styluses arranged one slightly in advance of the other, with respect to the record groove.

In an application for letters patent filed concurrently herewith, there is described and broadly claimed a reproducer constructed on this principle and specifically claimed that form in which both styluses are carried by a single lever which is mounted on a single floating weight.

The present invention relates to an improved reproducer in which the two styluses are mounted upon separate stylus levers, which are mounted preferably upon separate floating weights, pivoted so as to have independent movement, and said stylus levers may be connected either to the same point of a single diaphragm or to different parts

of a single diaphragm, or they may be connected to separate diaphragms if desired.

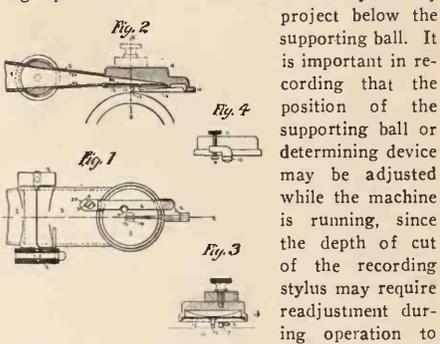
Fig. 1 is a side elevation, partly in section, of a reproducer constructed in accordance with the invention, and showing the two stylus levers connected to different parts of a single diaphragm; Fig. 2 is a bottom plan view of the reproducer of Fig. 1; Fig. 3 is a similar view of a reproducer in which the two stylus levers are connected to the center of a single diaphragm; Fig. 4 is a plan view of the diaphragm of Fig. 1, and Fig. 5 is a section on line 5-5 of Fig. 4.

PHONOGRAPH DETERMINING DEVICE. Thos. A. Edison, Llewellyn Park, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,046,414.

This invention relates to determining devices for phonographs or talking machines, this application being a division of application Serial No. 180,998, filed November 13, 1903, for apparatus for recording sounds.

The object of the invention is to provide a device for supporting the body of a phonograph recorder upon the surface upon which a record is being made, and to provide suitable means for adjusting the relative position of the supporting device and the body of the recorder while the machine is in operation and the record surface is revolving.

The supporting device is preferably a ball of sapphire or other jewels. It is understood that the weight of the recorder is borne by this ball which rides upon the surface of the rotating record blank, the depth to which the recording stylus may enter the surface of the blank depending upon the maximum distance the stylus may project below the supporting ball.



It is important in recording that the position of the supporting ball or determining device may be adjusted while the machine is running, since the depth of cut of the recording stylus may require readjustment during operation to conform to the varying conditions which may be met.

Fig. 1 is a bottom plan view of a record showing the preferred form of this improved determining device. Fig. 2 is a sectional view thereof taken on line 2-2 of Fig. 1. Fig. 3 is a sectional view taken on line 3-3 of Fig. 2; and Fig. 4 is a front view of the body of the recorder.

SOUND RECORD TABLET. Jacob B. Moses, Dallas, Tex. Patent No. 1,046,418.

This invention has reference to improvements in sound record tablets and is designed to provide a sound record tablet in which the sound grooves may be in the form of a volute and in which space for a label is provided without interfering with the extension of the volute groove close to the center of the tablet.

In accordance with the present invention the tablet is made substantially square; that is, either with right angle corners or with rounded or cut-off corners, while the record receiving surface on either one or both faces of the table, which latter is made thin and flat, is so disposed that all the space within a circle nearly or quite reaching the sides of the tablet may be utilized for the sound record groove while the label may be applied to or produced in the spaces between the outer edges of the sound record zone and the corners of the tablet. Such a tablet cannot roll when set on edge and the labels are more readily observable than when located within the inner turn of the sound record groove. The inner turns of the record groove may approach much closer to the axis of rotation of the tablet than is possible with the form of sound record tablet where the label is in-

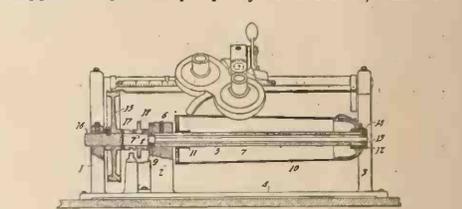
terior to the sound record groove zone. Such a form of sound record tablet is especially adapted to be lodged in a suitable case or cabinet or other holder, said tablets may be brought into close and parallel relation and by being arranged in spread count order the labels are readily visible at all times, making it unnecessary to remove the tablets in order to observe the labels.

Figure 1 is a face view of a square sound record tablet made in accordance with the present invention, showing the corners of right angle shape. Fig. 2 is a similar view showing the corners rounded. Fig. 3 is a detail section through a portion of a tablet of one form. Fig. 4 is a detail section through a portion of a tablet of other construction than that shown in Fig. 3.

PHONOGRAPH. Chas. L. Hibbard, East Orange, N. J., assignor by mesne assignment to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,046,188.

This invention relates to phonographs, and more particularly to that type of phonograph in which the use of an end gate is dispensed with.

The principal object of the invention is the provision of novel and efficient means for supporting the mandrel of a phonograph with sufficient rigidity without the use of an end gate. In conformity with this object, a rigid stationary tube is supported outside the mandrel of the phonograph and extends therethrough, the mandrel being rotatably supported upon the periphery of said tube, while at



the same time the driving shaft to which power is applied to rotate the mandrel extends through the stationary tube and is connected to the mandrel rigidly or otherwise to drive the latter preferably beyond the outer end of the stationary tube.

Referring to the accompanying drawing, forming part of this specification, the figure represents a vertical longitudinal section through the mandrel of a phonograph equipped with the invention, certain parts of the phonograph being shown in side elevation.

CATALOG IN PORTUGUESE.

The Columbia Phonograph Co.'s export department has just issued a handsome Portuguese catalog of 160 pages for distribution in Portugal and Brazil. The first 41 pages are devoted exclusively to Portuguese records, and the remaining pages to Spanish, Portuguese and operatic selections. A prominent feature of the catalog is the combination alphabetical and classified index that occupies several pages in the back of the booklet, and which is of great value to Columbia dealers. The catalog is adequately illustrated and is an admirable example of Columbia export literature.

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