

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, February 15, 1911



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Market Sq.
Philadelphia.... Harmonia Talking Machine Co., 1391
Arch St.
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ville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

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ARE DEALERS DEVELOPING TRADE PROPERLY?

An Analysis of the Situation in New York Demonstrates That a Great Number of Them Are Not Taking Full Advantage of Their Opportunities for Developing Trade in the Greatest Market of the World—This Statement Based Upon Practical Experience—Only Few Talking Machine Dealers Alive to the Necessity of Attractive Stores, Recitals and Advertising.

In any line of business, whether it be the selling of shoe-strings or the selling of locomotives, the main factor in ensuring success is the manner in which the seller can win the confidence of the public, and impress them with the fact that he is in a regular business and has the faith in the undertaking to stick to it.

How does that doctrine apply to the talking machine trade in the large cities, for instance in New York?

Take a score of dealers at random, who are located off Fifth avenue, and out of that number it is safe to say there are five who are taking full advantage of their opportunities for making and keeping their stores attractive.

The small confectioner or stationer, the butcher, the baker, the haberdasher and even the saloon keeper all realize the fact that the general appearance of their stores must be attractive if they are to win and hold trade, but the talking machine man in all too many instances feels that a few cheap signs over the door and a few dust-covered machines and records in the window, on rickety counters, or on shelves is all he need offer to capture the business.

The writer was greatly impressed by an experience of his in a talking machine store on the upper west side recently. He had passed along the street in which the store is located every day for perhaps three or four months before he was aware of the fact that a talking machine store was in the vicinity at all.

Close study of the exterior of the store and of the section of the interior visible from the street failed to offer any proof of great business ability of the owners and the writer thereupon took the opportunity of following a couple of casual customers into the store that he might get a line on the business methods of the concern.

One of the customers wanted a machine, and the excitement was intense. A \$17.50 model was taken down from the shelf, dusted off and started playing one of the more popular records of the day. The lady wanted something better and practically had to insist in seeing and hearing one of the more expensive styles selling at \$50.00. The effort of taking the machine from the window, removing two or three ounces of dirt and coaxing the mechanism, that had so long been idle, to work, actually seemed to pain the salesman, who in this instance happened to be a member of the company.

The lady seemed pleased with the machine, but discovered that it was badly scratched and appeared shopworn generally. There was no duplicate in stock and the dealer stated that it would be a week at least before he could get a new machine from the jobber.

The whole affair, including the lack of enthusiasm of the salesman finally got on the nerves of the customer, even though she was of the easily suited kind, and she left without buying or leaving an order for the machine.

Had that dealer been half awake and catered to the better class of trade, as urged by the factories and the successful members of the trade at large, he would have had several of that particular style of machine in stock, or, if he had sold out the balance suddenly would have seen to it that the remaining one was in salable condition. Admitting, however, that accidents will happen and that the machine was out of order, how many hours would it have taken for him to have ordered a duplicate from his jobber, located downtown as it happened, sent a messenger for it and delivered it to the customer's house? A little expense and trouble at this time would have meant the gaining of a customer.

The second customer brought in a list of seven

grand opera records, records that have proven popular since they were first introduced and which are considered in the light of staples by the wise ones. By accident more than intention two of the records were found in stock, though one of them looked as though it had been massaged with a hammer and sounded a great deal like it when played. The customer left with the two records and one other which she had picked at random from the catalog. Three records sold where at least six should have been disposed of without any trouble, and where half way decent salesmanship, coupled with a fair stock, would have meant the sale of a dozen or more; the woman was interested and had the money.

The writer took a chance on asking for a Tetravini record, feeling sure it wasn't in stock. He wasn't disappointed and consequently had a good excuse for walking out.

Sounds like the dream of a rarebit fiend, doesn't it?

And yet it all really happened in Little Old New York, the metropolis of the New World, among the men who claim that to live five miles away from Broadway and Forty-second street is simply camping out.

This particular type of dealer, we believe and know, is decidedly in the minority, but there are too many others who are close to the same stamp in the larger cities, not men who handle talking machines as a side line, and who consider a sale in that line as just so much velvet, but men who are supposed to devote all their attention to that business and depend for their living upon the profits it gives them.

If the dealer is disgusted with the business, why not get out of it altogether? If he is in the boat of business let him row or sit still, be a worker or a passenger; it's the fellow who leaves his oar in the water idle in order to complain who hinders progress. If one is only the "smell" in the game of automobile, it's a credit if he can be a good "smell."

It has been proven that recognized business methods are as necessary in the talking machine business as in any other line of retailing. A representative stock must be carried in the first instance and must be displayed and handled in the proper manner with a regard for general appearances and the convenience and accommodation of the customer. There is no real honest business from which one can gather profits without making a proportionate investment. A minimum amount of stock naturally means a minimum profit.

To carry a representative stock does not necessarily mean a large amount of money tied up in dead goods, it simply means that the live dealer drawing upon his knowledge of the business and the conditions which are to be met (and he should possess this knowledge if he is to succeed), must carry a stock which will be most likely to meet ordinary demands.

Customers who get the proper service in ordinary matters are willing to show forbearance when they desire some special machine or record and allow the dealer time to procure it for them from the manufacturer or jobber.

Being prepared at all times is a mighty big factor in any business, and what if a hundred dollars or so is tied up in stock for which there is little or no demand, if the business as a result of the preparedness which that stock proves shows a substantial increase during the year? The writer knows of one of the prominent druggists of the city who between his two stores destroys from \$5,000 to \$10,000 of drugs each year, drugs which must be renewed frequently to ensure their quality and

which, though expensive and little called for, must be carried in order to maintain the reputation of the stores for keeping everything in the line of drugs. The policy that has meant the keeping of this dead stock and the consequent loss each year has been the means of building up an immense business, wherein the value of the goods destroyed is only an insignificant item. So much for being prepared.

Another thing is advertising. Take any of the big New York papers and hunt for talking machine advertisements. Once each week or maybe twice, the big manufacturers take a liberal space for the general exploitation of their lines, and they have suggested that the local dealers profit by the big announcements by having their own cards inserted in the same issue of the papers so that the public may learn where the goods may be obtained in their own vicinity.

With this opportunity of making their inch or two card have the effect of a half page ad. perhaps three dealers take advantage of it. What about the rest?

The Sunday papers when delivered in the residential sections contain many advertisements of concerns in the neighborhood who do not feel that they can endeavor to reach all the readers in the city at heavy cost, but who through a little "money talk" with the newsdealer prevail upon him to slip a generous sized advertising sheet in each of his papers. The cost of the printing is insignificant, as is the newsdealer's tip, and the results are direct. We see small department stores, laundries, liquor stores and cigar stores advertised in this manner, but never a talking machine store.

What's the matter with the talking machine dealer?

We hear of dealers who get together and talk about the bad features of the business—how their records pile up and the difficulties met with in cleaning up dead stock—the mistakes made by the manufacturers and jobbers, etc. It's a good thing to get together and discuss these things. Admitted that the manufacturers and jobbers are not always right. They're only human. Grant there are bad features in the trade—there are in all lines of business. But why dwell upon the subject continually?

A grouch is a bad partner in business. Make it a silent partner during business hours and exercise it at odd times if you must. When the dealer is doing all he can to get more business and keep what he already has, studying the talking machine business as a business and acting accordingly, then he'll be too busy to spare time to kick.

TALKING MACHINE EXPORTS.

The Figures for October Presented—Reports Show Strong Gain in All Departments of the Industry—Some Interesting Figures.

(Special to the Talking Machine World.)

Washington, D. C., Feb. 3, 1911.

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 appear:

The total exports of talking machines, records and supplies for December, 1910, amounted to \$254,058, as compared with \$210,629 for the same month of the previous year. The twelve months' exportations of talking machines, records and supplies amounted to \$2,709,959, as against \$1,195,828 for the same period in 1909.

He who lifts his life successfully into his work must be a good business carpenter and joiner. His thought-tools must be sharp and to the point, and his tool-chest contain all modern thought-tools. His brain must be filled with constructive ideas. Then he who buys will be attracted to him who sells.

TRADE IN SOUTHERN CALIFORNIA.

The Busiest Holiday Season Ever Experienced by Talking Machine Men—High Priced Machines and Records of All Makes Have the Call—Working for Exposition—Prominent Record Artists on the Coast—Talking Machines for Los Angeles Schools.

(Special to The Talking Machine World.)

Los Angeles, Cal., Jan. 30, 1911.

Southern California has just passed the busiest holiday season yet experienced in these parts. The talking machine trade shows a great increase over all preceding times, and all dealers, notwithstanding the many newly established, have had far greater returns than were contemplated.

The popular demand was most entirely for high-priced goods, such as Victrolas, Amberolas and Grafonolas. This point seems to mark the passing of the horn machines, which are losing popularity very rapidly. The question of price seems a later consideration, for since the proposition of installment plan selling has become so well known there seems to be little demand for low-priced machines. Several of the larger dealers are conducting the talking machine business on the same principle as is applied to the piano trade, which shows very plainly that more dignity and interest is added to the line.

Sherman, Clay & Co. have had a great demand for the new Victrolas, which played an important part in the holiday trade. Edison Amberolas were shipped in large numbers from the Southern California Music Co.; the new Triumph, with Music Master horn equipment, also showed great popularity. The \$50 Favorite Grafonolas, although too late to arrive for the holiday trade, were an attraction to the Columbia dealers.

The proposition of an exposition for the celebration of the completion of the Panama Canal in 1915 is keeping most of California busy trying to pull it to the coast. San Francisco and San Diego are both working like Trojans, while Los Angeles is working like a beaver. Only a few days remain before Congress will decide on either New Orleans or San Francisco. Our northern sister has sent out great quantities of well-written literature, which set forth her many advantages, and spent much time and money in efforts to bring about co-operation on the part of all western cities. The music trade in general is deeply interested.

(Since this was written Congress has favored San Francisco in the exposition matter.)

Several famous record-making artists have appeared in concert in Los Angeles and Southern California towns during the last season, among whom are Sig. Antonio Scotti, Liza Lehmann, Jaroslav Kocian, Emilio de Gogorza, Mme. Ger-ville-Réache and Mme. Luisa Tetrazzini. Their records have been in demand. Sig. de Gogorza made an extended visit, spending several days at the aviation field during the recent meet.

The School Board of Los Angeles have adopted plans to install talking machines in the public schools for educational purposes. Miss Katherine Stone, who is in charge of music in schools, is a hearty enthusiast and has given the proposition her earnest support. Several months ago a Victrola and a splendid collection of records were presented to the Covina High School by F. S. Allen, the architect who designed and built the new building. Several other rural districts have been using the talking machine for educational purposes and great success has resulted. A Victrola is used in the music department of the new Polytechnic High School in this city.

A very important trade item is the removal of the Geo. J. Birkel Music Co. to their new building on Broadway, which is expected to take place within a few days. The new store will be, when complete, one of the finest in the West, having been very carefully planned. Many setbacks have been encountered in the completion of the building, which was to have been ready for occupancy early last November. The Birkel Co. had a holiday business unrivaled by any previous season.

The Wiley B. Allen Co. report their best holiday season, and find, as do most of the dealers, a popular demand for high-priced goods.

The Fitzgerald Music Co. are very much satisfied with the splendid holiday trade experienced. A great many Grafonolas were reported sold.

Irving Andrews, of Andrews & Son, wears a satisfied smile and says he is selling all the Tetrazzini records he can get hold of.

Los Angeles jobbers are having a hard fight for trade in the San Joaquin valley. A recent decision of the State Railroad Commission granted Los Angeles and San Francisco equal freight rates. This decision has been appealed by the northern jobbers, and a hearing will be given late in March. Steps are being taken to have Los Angeles adequately represented at the next hearing and to have the equal rates put in force immediately. The San Joaquin valley is one of the best fields in the State, is growing rapidly, and has many small towns. The new oil fields are situated in this section. The trade in general from these parts is worth \$15,000,000 to Los Angeles.

Mr. Pfafe, of the Angelus Talking Machine Co., was the busy man delivering Amberolas during Christmas week. Many splendid sales were made by the J. B. Brown Music Co., including Victrolas and table Grafonolas.

The Barker Bros. Furniture Co. was recently added to the list of Columbia dealers. They will handle a complete line of disc goods.

Hamberger's Department Store have discontinued their talking machine department.

The Los Angeles Music Co. is the name of a new concern located at Eighth and Hill streets. They are exclusive Victor dealers.

The Kennedy Talking Machine Co., on West Fourth street, have had a splendid Edison business.

There is much activity in the business phonograph trade at present, as several large deals are in view. W. W. Quantrell, of the Edison Business Phonograph Co., is in this city in the interest of his concern.

Mr. Volz, of the National Phonograph Co., is traveling in Southern California. His reports of trade conditions are very good.

W. J. Stidham, of the Columbia Phonograph Co. local wholesale branch, is now visiting the factory at Bridgeport. Mr. Farquason is in charge of affairs during his absence.

Mr. Purser, proprietor of the Brown Music Co.'s talking machine department, is one of the last year's debutantes who has done a surprising holiday business.

W. J. Reynard, of the Southern California Music Co., is making a very successful journey among the country dealers. Mr. Reynard is an Amberola

specialist and well deserves the name, after his splendid success with that instrument.

R. B. Johnstone, of Yuma, Arizona, is in this city investigating various lines of talkers. He expects soon to install a full catalog in his furniture store.

TO MAKE RECORDS AND MACHINES.

The Sapphire Record and Talking Machine Co. to Come Into the Market with a New Line—D. Tauber Becomes General Manager.

D. Tauber, who recently resigned as manager of and buyer for the talking machine department of R. H. Macy & Co., the well known department store of New York, has taken the general management of the Sapphire Record & Talking Machine Co., of this city. The latter concern are getting ready to come into the market with a vertical cut disc record and machines and other supplies. Their laboratory, just established, is in charge of Fred. W. Matthews, formerly of the Indestructible Record Co.

OPPORTUNITY NOT A KNOCKER.

Has to Be Trailed and Run Down, as is the Case with Any Game Worth the Hunting.

The man who waits for Opportunity to come knocking at his door will wake up some morning, discover that he has outlived his usefulness and grown gray doing it. He will discover that he has made nothing of himself and that the other fellows who started in life with him at the same time and who were not misled with the old libel about Opportunity being a knocker are flying around in the air ships and getting their pictures on the front page of the afternoon papers.

The man who wants success in any line to-day is the one who rolls up his sleeves, starts out with a club, a gun, a steel trap or whatever is most likely to catch the game, and himself lays in wait for Opportunity. He will be following Opportunity every minute he has. He will be striving and working, pushing and hustling. Sometimes he may lose sight of the game, but he will keep on and on.

When a man goes hunting in the woods, he tramps where game ought to be until he finds tracks. Then he follows the tracks. Maybe he gets a glimpse at the game occasionally, but he keeps on and on. Probably not more than once or twice in a while will he see what he seeks, but finally he comes upon it in the open and it is his. Just so with Opportunity.

Disk and Cylinder RECORD CABINETS

Our 1911 Catalogue Is Ready
SHOWS AN ENTIRELY NEW LINE

Be Sure and Get a Copy
Cylinder Cabinets with Clamps instead of Pegs
Disk Cabinets Equipped With
BROWN'S PATENT FILING SYSTEM

Attractive Prices to the Trade

If You Do Not Handle Our
"GRAND OPERA" NEEDLE
You Are Not Supplying Your Customers With The Best

Send For Samples and Prices

THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.
DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES.

The Columbia Demonstration Double-Disc Record is the answer to every "show me"; as a 10-cent investment for every possible record customer it is a sure "lead" to increased record sales and new customers.



Columbia Phonograph Co., Genl., Tribune Building, New York

ABOUT THAT FOREIGN CATALOG.

And a Few Other Things of Interest to the Talker Fraternity.

I found my old friend, the jobber, perusing the pages of a trade publication as I entered his sanctum, and motioning me to a seat, with a suggestive nod toward the cigar box, he remarked:

"Mighty glad to see you; you're just in time for the lecture."

"Pleased to hear it," I replied heartily; "I adore lectures."

"All right, son, unlimber your note book, for this is sure going to be a pippin."

When I was ready for the fray with fountain pen poised and cigar lighted, he began:

"I've just been looking at 'A Page of Good Resolutions With Which to Start the New Year,' on the cover of The Edison Phonograph Monthly, and there is one bit of logic there that reads like this: 'I shall explore the possibilities of the foreign catalogues.'"

"Take it from me, son, that's a mighty good thing to do. I know, for I've always done it, and the results were extremely satisfactory. The average dealer does not think it worth his while to burden his shelves with a lot of unsalable stock, as he terms foreign records, and consequently refuses to consider them to any extent. Right here is where he makes the one big mistake of his life, for this reason: A patron comes into his store and congratulates him upon the one or two beautiful harp solos in the domestic catalogue, and expresses the wish that there were more of them. Does the dealer open his foreign list to Mexican records, and explain how easily his customer may obtain as many harp solos as he desires? Does he? No! Emphatically no! He may not know there are any, but if he does, he will not go to the trouble to investigate, and thereby loses a sale.

"Occasionally the manufacturers list a foreign record in their domestic catalogue as bait, and the public would bite all right if the dealer would only do his part, but in nine cases out of ten he falls down on the proposition.

"The foreign lists abound with records of the harp, cello, mandolin, guitar, saxophone, etc., which are rare in the domestic catalogues, and if all dealers would do as I have done and push foreign records vigorously, they would not only gratify the wishes of their best customers, but add greatly to their profits as well.

"The poor foreigner who cannot afford the high priced operatic selections, is forced to be content with records of his native songs in a cheaper setting, and if the dealer would only create a demand for them by judicious advertising and keep them in stock in sufficient quantity and variety to interest this class of trade, he would gain by so doing.

"When I desire to boost a certain class of foreign records I get up an attractive poster emphasizing their value. For instance, if I'm booming the music of our friends across the Rio Grande I use something like this:"

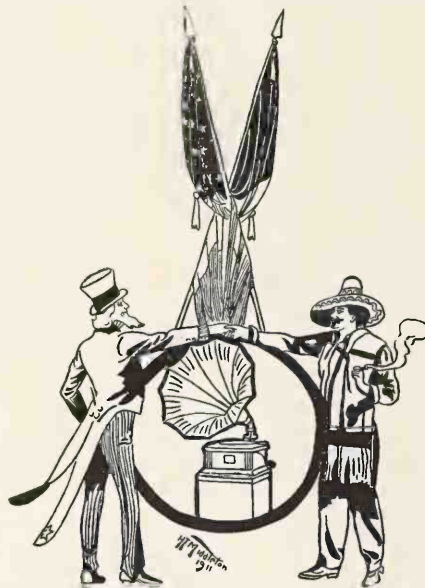
He laid before me a drawing showing Uncle Sam and Mexico clasping hands above a talking

machine, while over them, with folds intertwined, hung their respective flags.

"You see," he explained, tapping the sketch with his finger by way of emphasis, "it conveys to the talking machine trade the correct idea that we are on a footing of sincere friendship with these warm-blooded neighbors of ours, and that their music is appreciated here, as ours is with them. How cordially Mexican musical organizations are received in this country was proved by the great ovation tendered the Banda de Policia when it toured the United States a few years ago.

"Yes, son, you take it from me, foreign records are a mighty good proposition, and the dealer who neglects this part of his business is in wrong, and the sooner he realizes it the better.

"Another thing to stimulate trade, if the manufacturers could be induced to try it, would be to



make accompaniment records. I believe one concern has done a little along this line, but not enough to amount to anything.

"I have just read with much interest the article in the January Talking Machine World relative to accompanying songs on the talking machine with the player piano, but it would seem to me that the subject of accompaniment records is even more worthy of serious consideration.

"In the home where there is no piano, think of the satisfaction to be experienced by being able to furnish a charming orchestral accompaniment to a song. How often is an evening's enjoyment marred by the absence of a musical instrument, or, if there be an instrument at hand, by no performer being present to accompany the vocalist, who does not feel competent to sing alone? I have been in attendance upon many such occasions where there were several singers available who would have been only too glad to exercise their vocal talents but were forced to remain silent because of the lack

of a piano or other accompanying instrument, or in other cases for the lack of a musician. Talking machine concerts are interesting and entertaining, it is true, but would it not prove a welcome diversion to occasionally change from the "canned" (apologies to John Philip Sousa) to the real, especially when it could be enjoyed with all the harmonious background made possible by the music of a full orchestra at the singer's command?

"The average vocalist's repertoire includes such songs as "The Rosary," "Last Night," "Ashore," etc., and with a few accompaniment records of songs of this class on hand the owner of a talking machine could add to the enjoyment of his entertainments very materially.

"This is just a hint, son, but 'a word to the wise is sufficient,' so goes the old saying. Let us hope it may prove so in this case.

"There is just one more subject I want to take up with you before you go, and that is in regard to hornless machines.

"Do you know, son, that they are the one best bet?"

"I've just heard you say so," I replied, smiling, "and as usual I'm going to take your word for it."

"That's right, son, you're on."

The jobber selected a fat Marcello, bit off the end meditatively and after lighting it to his satisfaction, resumed:

"It doesn't matter whether your customer is De Swell or plain John Smith, sell him an —ola. He'll never regret it, for his ears will be tickled with a little more real melody than the horn talkers can furnish, and then for decorative purposes, the —olas are sure some show.

"Of course there are people who can't afford even \$50 for a 'hornless,' but they're rare. I proved that during the holidays when I sold more —olas than any machine in stock. When a man comes in here, be he retailer or consumer, I talk —ola first, and if I can't land him that high on the band wagon I gracefully descend to his level, of course, but the hornless machine is the big noise in the talker world at present, and I keep that noise booming in every way possible.

"Did you notice that poster in the window when you came in?

"Well, that's part of the noise. The —ola Girl is very popular just now. I'm sending post cards of her to all my prospective and actual customers; I'm putting here in the columns of our local newspaper, The Blanktown Herald, while the bill boards all over town are being decorated with lithographs of her charming figure, and she reciprocates by selling —olas for me."

"Well, I guess that's about all, son, so long."

Thanking my informant for his courteous interview I closed my note book and modestly withdrew.

HOWARD TAYLOR MIDDLETON.

The little things of life count. It is the scheme of creation. The brain is made up of the tiniest cells and all other matter is composed of atoms. A little point effectively made will often make a sale. David slew Goliath with a stone, but he knew how to throw the stone.

THE STORE FRONT AS A BUSINESS ASSET

An Entirely Different Proposition from the Window Display—How the Store-Front Alone May Be Made the Means of Attracting Public Attention—Arranging the Entrance to the Best Possible Advantage An Important Factor—Some Suggestions Well Worth Considering by Talking Machine Men Who Wish to Be Progressive.

While the store front is entirely a different proposition from the window display, yet the two things are intimately connected, and may be said to go together; the combination forming what may be called the store display.

The same store front is not equally adapted for all businesses, nor even for all businesses in the same line. The brilliant front of the millinery store on the chief thoroughfare, where popular goods are sold at popular prices, would only drive custom away from the select store on the quiet side street, where Parisian importations are sold at figures that would make the ordinary customer gasp. The same principle applies elsewhere—in respect to furs, jewelry and, in some sense, sporting goods, though in a lesser degree. The fact is, the very rich, millionaires and so forth, do not care to rub shoulders with other people—or, perhaps, a better way to put the point would be to say that, the goods these are after are not such as other people can afford to pay for. As a general proposition, it may be said that the more select the business and the more limited the class it appeals to, the less important the question of the store front becomes; indeed, some of these concerns, being almost exclusively confined to known and regular customers, personally introduced, are not housed in the stores at all, but in offices and even in private buildings.

This development—or perhaps it would be more accurate to call it this lack of development—does not concern or interest the average dealer, and if recalled here it is only to get at a real comprehension of the matter. For there is only one way of understanding a thing, and that is to know it thoroughly. In order to answer a question aright, we must consider the whys and the wherefores.

The store front may be said to stand at the beginning of the window display, which, indeed, it, in a fashion, determines, says the Sporting Goods Dealer. Hence arise various questions. Should the store front have the entrance in the center with a window on either side; or would it be better to have the door on one side, leaving the balance of the frontage for a window of extra size? Again, certain windows have a relatively short front parallel with the sidewalk, and a long raking side leading directly to the door. Is this a good arrangement, and what are the arguments for and against? Let us look at the matter in further detail.

The object of the store front, like that of the show window, is to display, and that show front is clearly the best which performs this purpose most thoroughly. Putting aside, as not germane to the issue, those businesses which by reason of their wide reputation, or any other cause, are not fairly available for purposes of comparison, let us limit the inquiry to the stores that make their appeal to the general public that circulate through the streets.

As an essential preliminary, we must know the width of the store front before we can attempt to answer the question whether the entrance should be in the center or at the side. If the frontage be but 25 feet, which is the width of the average building lot in most of our big cities, then manifestly there is no great room for a good entrance in the center, with a display window of any pretensions on both sides of it. By a good entrance we mean a doorway that is not only of fair dimensions in itself, but which is approached in a way that announces its purpose, and this can only be effected by giving a return rake, or interior slope, to the display windows themselves. A narrow, square entrance does not announce itself. It is little more than a recess, and is apt to be overlooked. When detected, it has a somewhat mean and furtive appearance about it, like the approach to a pawnbroker's shop. But, be it noted, this defect is greatly modified if the show windows are of but small depth themselves, for this brings the door

forward, and in some sense makes it part of the direct frontage.

For the reasons here given it would appear that for the store with a limited frontage the better plan is to have the entrance on one side. Where the width is ample, the advantage would be always with the central entrance. It should, however, be remembered that the interior arrangement of the store should have something to say in determining the point. For some stores two counters are better than one, and for others the contrary. A thing is never seen correctly unless it is taken in as a whole; this applies as much to the store front as to other matters.

One other objection to the central entrance to the store of narrow width remains to be mentioned. The window on either side of the doorway is too small to fulfil its purpose effectively, if anything remarkable or varied is required; and if the display is divided between the two windows in a way that allows a certain amount of overlapping, a customer who desires to examine the whole has to cross, and maybe recross, the entrance. In this way he is apt, or at least fears that he is, to draw attention to himself from the inside of the store in a manner that he does not desire. The one big window, beyond its other claims to consideration, avoids this objection; for under this arrangement the sightseer can shift its position at leisure and in a way as to take in all that is presented.

The above is the general rule as applied to the average store that desires to make its display as big and effective as possible. But to this, as to all generalizations, there are numerous exceptions. There are quite a number of businesses that do not aim at making a popular impression. These busi-

nesses are what are known as select. They are inclined to specialize, and the goods they place in their windows are few, but choice. In stores of this kind the double front may present some features of special value; then their owners do not particularly care for imposing entrances and deep windows. There are many highly profitable businesses of this character, especially in the more settled and older communities.

As to that curious arrangement of glass, occasionally to be met with, that presents a minimum of direct frontage to the street, and slides off at a long angle toward the door, there is little that can be said in its favor. Possibly the man who hit upon this tenuous contrivance expected to find customers drop into the store, gradually and by degrees, but surely, led on by the sliding display to the fate reserved for them. If so, it is doubtful if he figured out human nature aright. "Come into my parlor said the spider to the fly" is not the sort of music that the average purchaser takes kindly to, and when it is presented to him he is more apt to hurry on than to linger.

DON'T STAND IDLE.

Don't stand idle in the lonesome land;
Hop on the wagon with the biggest band!
Don't stand idle till the fast train goes;
Have your ticket when the whistle blows!
And still be ready to show your hand
When it's "All aboard for the Promised Land!"

BEING ACCOMMODATING.

It pays to be accommodating, but there must be a line drawn somewhere in every store. Remember that the more you do for your customers, the more it costs you to make sales. And also remember when you are selling goods that the more quickly you can deliver the goods after getting the money, the better satisfied the customer will be. In fact, it pays to study the interests of your customers at all times.



Won't You
Have a
Lesson in
Spanish?

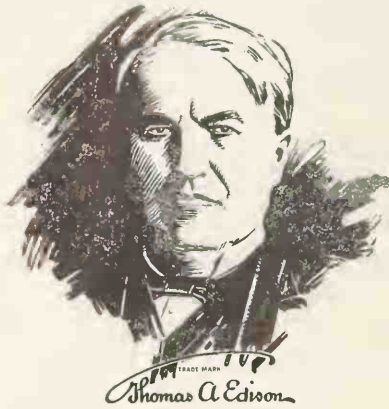
It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

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



Your Customers Know

that the greatest inventor of the age has spent much of his life in perfecting the greatest instrument of its kind—the Edison Phonograph.

They know that this instrument is capable of reproducing every character of entertainment with an exactness that preserves all the lifelike tone of the original, not only on the regular Edison Standard Records, but on the long playing (4 minute) Amberol Records as well—

That the remarkable Edison tone quality is produced by the rounded button shaped Sapphire reproducing point—

That this Sapphire reproducing point never needs replacing, nor does it wear out or scratch the records.

And they know that the instrument on which they can make records at home is the Edison Phonograph.

**National Phonograph
Company**

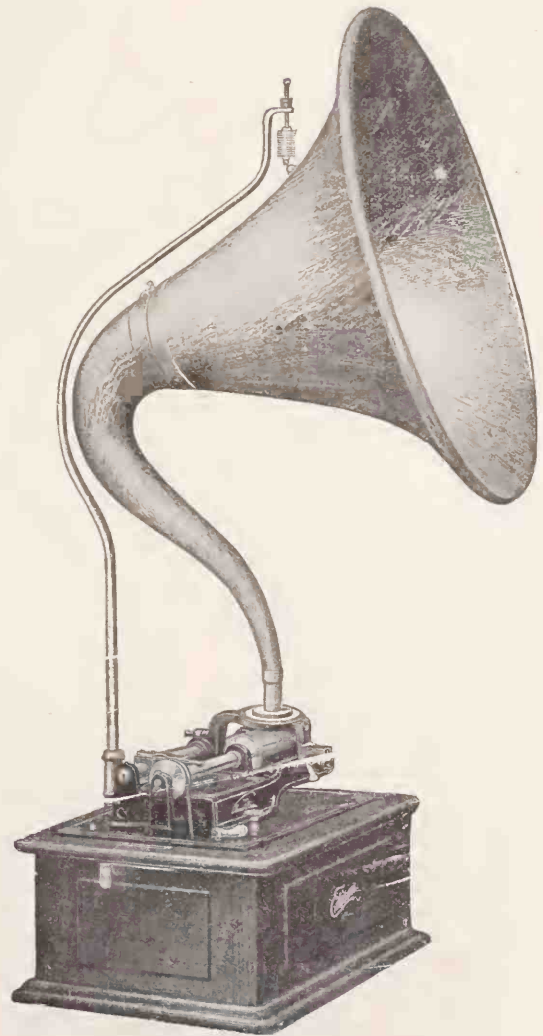
The EDISON PHONOGRAPH

Knowing that the Edison offers so much more than any other sound reproducing instrument *can* offer, will your prospective customers accept an instrument that gives them less?

Everybody knows the Edison, everybody wants it—and every Edison dealer can rake in his share of a lifesized profit if he just goes the way of least resistance and pushes the Edison line.

Write your jobber today.

**59 Lakeside Avenue
Orange, N. J.**





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NEW YORK, FEBRUARY 15, 1911.

NEW or ill-informed talking machine dealers, and even jobbers are wont to question the utility of the agreement exacted by the manufacturing companies owning basic inventions and process patents; in fact, a large percentage do not thoroughly understand the price agreement. Many look upon it as being somewhat dictatorial or as a scheme of the strong manufacturer to coerce the dealer into doing something for the sole gain of the former.

This feeling has now almost disappeared and the reputable dealer now sees the price agreement in an entirely different light and knows by practical demonstration that it is an instrument designed primarily for the good of the dealer, and that he is the greater gainer by its protection.

As a matter of fact the manufacturer gets comparatively little benefit, except in so far as it prevents the wholesale cutting of prices which ultimately would destroy the reputation of his product that would otherwise be maintained.

WHERE is there a person who doubts that a manufacturer now selling his wares under price agreement principles could sell more goods (and get just as much for them wholesale) if he should lay aside the price agreement?

And who is the real beneficiary under such a scheme?

It must necessarily be the one who sells the article to the retail customer and gets the fair profit which the price agreement guarantees.

Where there is no price maintaining agreement covering an article, it is most often, if

not always, sold by department stores at a reduction in price that the dealer cannot meet.

History proves that the price agreement has done more good for the legitimate talking machine dealer than anything else that has ever been discovered since price cutting became popular.

Of course, the benefit derived from such a measure depends largely, if not wholly, on its rigid maintenance, and it is the wise dealer who sticks to the manufacturer whose agreement affords him the greatest protection.

IN speaking on the subject of "Business Building" at a meeting of the Sales Managers' Association of St. Louis recently, Arthur F. Sheldon, founder and head of the School of Salesmanship at Chicago, defined business as the art of securing permanent and profitable patronage. He said: "Advertising as a factor in business building may be likened to the fire under the boilers of business. The man who advertises just a little and then says advertising doesn't pay, may be likened to the man that burned a match under a ten-gallon kettle of water and then swore that fire would not heat water."

These are true words, and in the talking machine industry we find plenty of examples of the fact that it is the constant advertiser who gets the business.

Constant advertising gives to a concern the reputation of stability.

It is necessary these days to have the confidence of the public in order to get its support. The public knows that advertising costs money. It can reason that if a firm has money to keep its advertising always going, it is a reliable concern.

Having created this impression among the readers, the advertisement has performed a service that no other agency could have done so well, and at so small a cost, to say nothing of the direct benefit due to actual orders obtained from the advertising.

Having created this impression in the minds of the readers, the latter are ready to buy, which is the objective point towards which all advertising is aimed.

IN this industry, not only dealers, but many jobbers are too largely indifferent to the importance of advertising. They somehow fail to realize that the great work accomplished by manufacturers of talking machines has been helped and maintained largely by judicious publicity.

The progress of the talking machine and the development toward perfection of the record, have been brought to public attention through well considered publicity and in this way the general character of the business has been advanced. Yet while all acknowledge what manufacturers have done in this respect, there is a most extraordinary indifference on the part of dealers to utilizing local papers in bringing the merits of their wares to the attention of the buying public.

We have preached sermon after sermon on the necessity of the dealer, and jobber for that matter, acquainting the local trade with the goods they carry, and why they

should be in the home of every person loving music—of everyone who desires to keep in touch with the great artists of the world—still the percentage of dealers who really are alive to the advertising proposition is comparatively small.

It is really unfair to expect that the manufacturers should do all the work in this matter of publicity.

How much more effective would it be were they aided in an enthusiastic and sincere manner by the dealers?

IT is a matter of comment that the men in the talking machine trade who are moving ahead—who are winning new records in the volume of their business—who are increasing their list of customers—are the men who believe in and practise advertising.

Of course, a chapter might be written in itself as to how the dealer may secure the best effects from publicity. This is not difficult, however, for if he does nothing else he should invite the public to visit his establishment weekly and enjoy recitals of "the latest records" on "the new style machines" to hand from the manufacturers.

As a matter of fact there are few businesses where there are such opportunities for putting forth interesting advertising as in this industry of ours. All that is needed is a little initiative, and we promise that the results will be satisfactory.

It is a well-known fact that it is the satisfied customers that make business and every plan along these lines is sure to help. Whenever a person finds that a dealer has an ample stock of machines and records on hand and a proper way of showing them, that person may be counted on as a supporter and a friend. There is no better way to get the customers to the store than by recitals.

TRADER for the past month has been unusually satisfactory, and manufacturers, jobbers and dealers all report most favorable conditions. The prospects are excellent and it is now up to those interested to secure the results. The pessimist has been relegated to oblivion and the optimist now takes his place on the band wagon.

THE value of window publicity is an old but always a "live" topic. While all the world despises the man who lives for appearances only, while we all are agreed that the habit of judging our fellows merely by appearances is vicious, still we are agreed also that appearances go a long way, and are often an important index to character. If a man persists in coming to business day after day without a tie, and if his waistcoat front is an advertisement of what he ate for breakfast, we come to the conclusion that he is shiftless and untidy.

So it is with your store; you pride yourself on its general appearance of neatness. You have it swept daily, or perhaps twice daily, and you insist that your salesmen have a smart and clean appearance and that they welcome your customers courteously. You want as fine a display of goods as your clientage will permit—all these things are a matter of course.

BUT do you make that last extra effort to attract your customers to your store? Do you make the first impression so inviting that when they turn into your street or glance at your store from across the way they pause and feel a desire to enter; or, if they go on, feel and remember that you have the very finest display in town?

Don't forget the value of first impressions.

As the eye of man is the window through which his character may be read, so, in literal truth, your show front is the window through which the character of your store may be read.

IT takes all kinds of people to make a world, and all kinds of people have all kinds of opinions. There is the old fogy merchant, for instance, who does not believe in the so-called up-to-date methods—up-to-date

store fixings and arrangements. He is afraid that any radical change will drive away the old-established and steady-going trade that the store has been years in building up.

Up-to-date means increased expenses to him; it is just a clever scheme to wheedle some of his cash away. He forgets that the old reliable trade will, in the process of time, if through no other cause, die off, and that unless new trade is continually added the days of his business are surely numbered.

In order to do a successful business, and keep it ever on the path of progress, the confidence of the public must be secured.

NOWADAYS people have little confidence in any business that does not make some pretensions to being up-to-date. They have an idea that the men who run it are themselves behind the times;

that they do not keep posted on styles, fashions and methods.

The appearance of the store has much to do with making a good impression, and an erroneous impression once formed is the hardest thing to overcome.

The bugbear of expense often stands between a man and success. Have you ever seriously considered what expense means?

Stocking a store with goods is an expense, and a pretty big one. Clerk hire is another large item of expense; so are rent, heating, lighting, advertising, etc.

The biggest amounts are usually dignified with the term "investment," the little fellows are simply called "expense," and every merchant cuts the latter as much as possible.

Call them all investments, treat them as such, and you will be more likely to get profitable returns.

TALKING MACHINE AND PLAYER.

An Interesting Contribution from M. A. Clark Showing How He Utilized the Talker and Player in His Educational Concerts.

Syracuse, N. Y., Feb. 4, 1911.

Editor Talking Machine World:

Dear Sir—We were very much interested to read in the last number of your excellent paper an interesting article entitled "Interesting New Field for Talking Machines," and it occurred to us that you would like to know about the work we have been doing along this line for the Board of Education of our city, as a close inspection of the enclosed program will show what has been done along this line.

We find a very simple and satisfactory way of doing this is to throw off the solo lever of the player-piano, thus leaving the accompaniment for the player and the solo or air to be carried by the talking machine. The number indicated on the program was done very artistically this way. The pitch on the talking machine can be very easily adjusted by a turn to the right or left of the transposing key device on the player, and if any cuts are made by the artist on the talking machine, the same cuts can be made on the player by omitting to pump and allowing the motor to run so as to skip the same number of measures, bars or pages done by the soloist. You will also observe another interesting feature, that of using the harp in combination with the talking machine, which was most effective.

M. A. CLARK.

* * *

The program referred to by Mr. Clark is an interesting one, and shows how cleverly the talking machine may be utilized in educational programs, as an exponent of both the singers' and instrumentalists' art, as well as in conjunction with the player-piano.

A striking number in this program along the lines of the article in last month's World was Caruso's record of "Salut Demeure" (Faust), which was accompanied on the player-piano by F. J. Hamilton, and which made a most pleasing impression. There was also featured the Emma Eames record of the Bach-Gounod "Ave Maria," which was accompanied by Mr. Clark on the Irish harp.

The combination of the talking machine and player-piano in the home is destined to be a combination of no small importance from now on, owing to the increasing use and popularity of the two instruments, and we have been in receipt of a number of letters from our subscribers commenting most favorably on the article which appeared in the January World covering this new field.

A man with the big head is generally pretty well posted. That's usually what starts the gilded addition to his cupola.

PROVED A POTENT ENTERTAINER.

At the Annual Dinner of the Chamber of Commerce, in Spokane, Wash., the Columbia Grafonola Regent Was Used and Admired.

(Special to the Talking Machine World.)

Spokane, Wash., Jan. 31, 1911.

There were several hundred business men present at the recent annual banquet of the Chamber of Commerce, held in the Masonic Temple, this city. They were entertained by the Columbia Grafonola Regent, and with the use of the new reproducer the effect was marvelous. The audience was spellbound with the wonderfully clear tones that the instrument produced. This is the first time in the history of Spokane that any talking machine has been used in such a public affair.

Goble, Pratt & Robbins, Spokane's leading furniture store and exclusive agents for the Columbia line, conducted the concert. The concert has led to a number of large sales being made.

Willis S. Storms, manager of the local store of the Columbia Phonograph Co., in discussing business said: "Although January is generally known as a bad month for talking machine business we expect that our sales this month will surpass those of December. We attribute our great success to the new Columbia sound box."

READING FOR STIMULATION.

Care Should Be Taken by the Busy Man to Read Only That Which Will Prove Helpful as Information or Stimulation.

All men should read, but the reading time at a man's disposal is so small that he should be careful to read only those things that will be helpful. A man who wants to get ahead, who wants suggestions, and who is really looking for help can afford to give the time to two or three good magazines, and though there may be nothing in them that can be directly turned to profit, there will be stimulation, which, passed on to others as "ginger," will materially add to success.

A man said the other day in a magazine something to this effect: "Read this magazine for information, and if not for information, then for stimulation." Not only is this recommended, but it is recommended that by reading you become acquainted with the great workers of the age. Read everything you can get hold of concerning the business methods of men like Judge Gary, J. J. Hill, Hugh Chalmers, John Wanamaker and many others. Learn how they work. It will do no harm. It will do good even to the wise men in this and every other industry.

TALKING MACHINE DEALERS and JOBBERS

and dealers in other specialties, who desire to increase their business during the months when trade in most lines is dull, will find in

Regina Pneumatic Cleaners

the new line they have been looking for.

THOUSANDS of vacuum cleaners are being sold daily and the business is increasing by leaps and bounds. The dealer who handles the *right machine* is certain of a constantly increasing business with liberal profits.

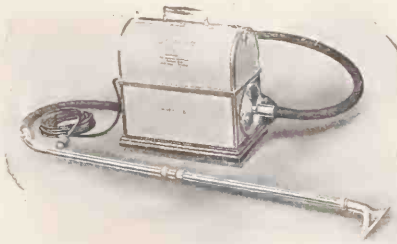
REGINA PNEUMATIC CLEANERS are the best sellers because they are the best cleaners. They have *double suction* pumps and should not be confused with cleaners of the ordinary type. Two pumps operating instead of one insure powerful, constant, unremitting suction. Made in our own factory by skilled workmen. Mechanically correct and fully guaranteed. Liberally advertised for the benefit of the trade, and sold at a reasonable price. We have electric and also hand operated models. Write to us for full particulars. The proposition is an inviting one.

THE REGINA CO.

Broadway and 17th St.
NEW YORK

DEPT. M.

215 Wabash Avenue
CHICAGO





U-S Junior \$30

This is this new U-S Junior Model. Its addition makes the U-S Line more attractive than ever. Read about it.



U-S Banner \$45

HERE is the new U-S Model you have been waiting for—the U-S Junior, retailing for only \$30, but possessing all the fine workmanship and unique mechanical superiority of the other machines in the great U-S line.

Perhaps the absence of a low-priced machine has caused you to defer taking on the U-S. Don't delay longer, for any dealer who is looking for a high class trade is losing money every day he does business without such a ready seller as our line has proved itself to be.

First we set about making the BEST PHONOGRAPH and RECORD the world has ever known. In the judgment of all who have tested the U-S in fair competition with all other kinds—we succeeded. We succeeded in bringing forth a perfect duplication of the human voice and all musical instruments—even to the elusive violin. We succeeded in bringing forth a matchless tone and secured freedom from hissing or scratching.

Then we set about to make the BEST PROPOSITION that had ever been offered to the TRADE. According to the many dealers everywhere who are interested in the U-S line, we have succeeded. We are able, first of all, to offer the greatest percentage of profits. We assure perfect selling co-operation, laying a foundation for ever-increasing sales. More than this, we place no unreasonable restrictions upon our dealers; we make them one of us.

The introduction of the Junior Model is only one more evidence of the progressiveness of the U-S organization, and its determination to give U-S dealers what they can sell.

FEB.

U-S Phonograph Co. 1013 Oregon Ave. Cleveland, Ohio

FILL OUT THIS COUPON

Gentlemen: Please send full particulars concerning the U-S Line of Phonographs and Records.

Name Address City State

PHONO



U-S Grand \$85



U-S Opera \$65



U-S Peerless \$200

The idea of **COMPLETENESS** also holds in our big line of records. We are sparing no expense to give our dealers all that is best in the music world, with the result that our list of records includes all the up-to-date selections, played and sung by the greatest artists in the land. There are popular airs from the latest comic opera and musical comedy. And there are classics from the masters. This makes the U-S line a quick and ready seller.

Besides, the U-S Records are indestructible. You can bang them and knock them and kick them, but it won't harm them at all. They are made of a substance that is not affected by weather or climate, long usage or accident.

Get in line with the U-S plan, if you have not already done so. It is the most attractive proposition before the trade to-day, from every point of view.

Use the coupon **NOW**.

V. S. Phonograph Co.
Cleveland, Ohio, U. S. A.

GRAPHS

“Exclusive selling rights is a Columbia policy that is becoming a bigger factor in the trade every month.” Printed that last year. Proved it ever since.



Columbia Phonograph Co., Genl., Tribune Building, New York.

WITH THE INDIANAPOLIS TRADE.

First Month of Year Satisfactory to Talking Machine Trade—New Retail Stores Established—Columbia Co. News—Records Most in Demand—Improvements Made in Store—Musical Echo Co. Featuring Caruso Records—Wulschner-Stewart Co. Increases Sales Force—Good Report—Other News Gleanings of Timely Interest to Trade at Large.

(Special to the Talking Machine World.)

Indianapolis, Ind., Feb. 6, 1911.

The talking machine business in Indianapolis and Indiana has been good for the last month, considering the fact that it was the first month of the new year. Taking it all around the jobbing business out over the State showed up better than the retail business in Indianapolis. The month has been remarkable for the number of new retail agencies established out in the State, and dealers report that talking machines are growing in favor in the rural districts.

Thomas Devine, manager of the Columbia Co. store, made a business trip to Terre Haute to visit the branch house. He reported a good business there.

The Columbia Co. store has been having an unusually good run on the "Madame Sherry" records, David Bispham records and Raymond Hitchcock records. In fact, they sold out in all of these. This was largely due to the fact that David Bispham appeared here recently in a play at the Murat Theater for the Indianapolis Boys' Club. The "Madame Sherry" opera was at English's Opera House, as was Raymond Hitchcock. Some of the new Alice Neilsen records ordered by the Columbia Co. were sold out within a few days after they were received.

Marion Dorian, auditor and treasurer of the Columbia Co., recently paid his semi-annual visit to the Indianapolis store.

Extensive improvements have been made in the Columbia Co. store in North Pennsylvania street. At the suggestion of C. P. Herdman, until recently of Cincinnati, and now assistant manager of the Indianapolis store, the rear wall of the front display window was torn out and replaced with a brass railing, and the floor space of the window was greatly enlarged and readorned. It is now arranged so that the display can easily be seen from Washington street, one-half block away.

The Musical Echo Co., who handle Victor machines, have been making a special display of Caruso records, since that famous tenor is to appear in Indianapolis soon under the management of Ona B. Talbott. An imitation peacock with large tail feathers and with the pictures of prominent musicians properly distributed, formed a part of the window of the Echo Co.

W. S. Barringer, manager of the talking machine department of the Wulschner-Stewart Co., is now putting on an enlarged city force in the Indianapolis city territory and will give much attention to the city both in a retail and a jobbing way. It is the plan to establish a number of retail stores. Mr. Barringer says the new year has started off excellently and that the January business was be-

yond the expectations of the company. The Victor trade is large.

C. L. Price, of the Victor Talking Machine Co., who has been assigned to Indiana territory, reports an encouraging business.

W. E. Ludlow, of the Wulschner-Stewart Co., has gone East and planned to visit the Victor factory while he was away.

The Aeolian Co. report that the Victor business has been quiet as compared with the large holiday business, but the start of the new year has been very encouraging at that. The sale on records has been good. The Aeolian Co. are advertising the Caruso records along with the other companies that handle the Victor.

Large crowds were attracted to that part of Massachusetts avenue where the Kipp-Link Co. are located by the sales that were conducted at the beginning of the year by the large Marott department store. The Kipp-Link Co. handle Edisons.

A. M. Stewart, head of the Wulschner-Stewart Music Co., was married last week to Miss Catherine Lee, of Indianapolis. Mr. and Mrs. Stewart went East on a wedding trip, to be away about two weeks.

OH, BE JOYFUL!

Joy Puts the Indian Sign on That Worry and Beats Pepsin for Aiding Digestion.

Away with lines of thought and furrows of care and worry! The best contentment is enjoyed by a loving, cheerful, joyful soul. Joy brings health and strength to its possessor. As a pleasurable emotion, it strengthens the nervous and muscular system and increases the activity of all vital functions. It removes fatigue and quickens all the powers of body and mind.

Joy acts powerfully upon all digestive processes and works a transformation upon the jaundiced dyspeptic. It expands the lungs which have been contracted, as though by the strong grip of a giant hand, through sadness or disappointment. The sigh of melancholy is changed to a song of gladness. With the change comes the deepening and expanding of those vital organs and the oxygenating and enriching of the blood. Thus, if one would be well and keep well, be happy. Laugh, and bid defiance to dyspepsia. Smile, and drink in health with every breath.

GRACE CAMERON AND THE EDISON AMBEROLA.



The accompanying interesting photo was taken recently in the Edison parlor of the Sampson Music Co., of Boise, Idaho, while Miss Cameron, one of the country's most popular vaudeville and musical comedy "stars," and a favorite Edison artist, was playing an engagement of her latest musical comedy success, "Nancy." Which of her several entertaining contributions to the two and four-minute catalogs of the National Phonograph Co., Orange, N. J., Miss Cameron was listening to

at the time the camera clicked the reports do not reveal, but it is very evident from the pleased expression she wears that she is satisfied both with her own effort and the reproduction it received. The enterprise displayed by the Sampson Co. in taking advantage of Miss Cameron's presence in their city to get this clever bit of publicity is as commendable as is the up-to-dateness of both parlor and stock. The atmosphere of the room is unmistakably Edison.

WALTER H. MILLER, Chairman
THE NATIONAL PHONO. CO.
C. G. CHILD
THE VICTOR TALKING MACHINE CO.
VICTOR H. EMERSON
THE COLUMBIA PHONO. CO.
E. LYMAN BILL
THE TALKING MACHINE WORLD
JOHN KAISER
THE U. S. PHONO. CO.
ERNEST BALL
THE MUSIC PUBLISHERS
R. B. CALDWELL
THE TALKING MACHINE JOBBERS

The Stanley Memorial Committee

JOHN KAISER, Treasurer
662 Sixth Avenue

New York, February 1st, 1911.

Dear Mr. Dealer:—

You no doubt have heard that the talent of the Talking Machine Business have banded together and arranged to give a Testimonial Performance in New York City, on March 8th, 1911, for the benefit of the family of the late Frank C. Stanley.

Owing to the fact that you are located many miles from New York, you will probably be unable to attend. We feel that you would like to co-operate with us and help swell the fund for this worthy cause. It was suggested that a large souvenir program be arranged for the occasion in which you can place your card for the sum of \$3.00, \$5.00 or \$10.00, according to your liberality.

Full page—8 inches by 11½ inches \$25.00
Space A—4 inches by 5¾ inches 10.00
Space B—2¾ inches by 4 inches 5.00
Space C—2¾ inches by 2 inches 3.00

We appeal to you to do your best and we assure you that the committee will gratefully receive your donation. We will ask you to fill out the form at the bottom of this page, mentioning the space you select and enclose your check or money order to John Kaiser, Treasurer, 662 Sixth Avenue, New York, N. Y.

It will be necessary, in order that the printing of the programs may not be delayed that your reply be in the hands of the committee not later than February 25th.

Thanking you in advance for your co-operation, we are,

Yours very truly,

THE COMMITTEE.

Enclosed find \$..... Please place my card in program in space.....

Name.....

Address.....

Town or City.....

State.....

**In class and quality every Columbia
monthly list of Double-Disc Records is
the best the trade is hearing. This is
a matter of common knowledge.**



Columbia Phonograph Co., Genl., Tribune Building, New York.

TRADE ON THE PACIFIC COAST.

Falling Off in Business After Holidays Causes Retailers to Complain—Dealers Replenish Stocks—Summary of the Situation—Pacific Phonograph Co.'s Anniversary—Improving Their Quarters—New Stores Opened—Babson Bros.' New Store Complete—What Other Houses Are Doing—Strong Demand Noted for Victrolas—Interesting Items of Personal Nature.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 6, 1911.

The talking machine business has fallen off materially in all departments since the holidays, and a good many of the city retailers are complaining of dull business. Except for the first week, disagreeable weather has prevailed throughout the month, and it has been difficult to get people to come out for shopping purposes. A dull period is expected at this season, however, and little disappointment is expressed over present conditions. Stock in general is rather scarce, having been pretty well cleaned up before the first of the year, and new shipments in some lines are rather slow in arriving. Most houses, however, are well supplied with records, for which there is probably a greater demand than a year ago.

The wholesale firms received quite a lot of orders early in the month, when retailers found it necessary to fill in their stocks, but now business is coming in slowly. The rain has greatly interfered with outside business, and traveling men find it difficult to get around, owing to numerous floods and damages to railroad tracks. Country retailers feel extremely optimistic, however, as good crops seem to be assured in every section of the Coast, and it is believed that a general buying movement in the trade will start as soon as the winter rains are over. Collections, as a rule, are more satisfactory than last year, though money is still rather scarce.

Walter S. Gray, Coast manager for the Columbia Phonograph Co., will return next week from his annual visit to headquarters. He has been absent the greater part of the month, being accompanied on the trip by the Los Angeles manager, William Stidham.

The Pacific Phonograph Co., under the management of A. R. Pommer, ended its first year January 10. Mr. Pommer is highly gratified at the progress made during the year, this company having gained a strong foothold all over California, as well as in southern Oregon, and says he will be happy if this year turns out as well as 1910. Since the end of the holiday rush the company has been working on some improvements to its quarters, laying a hardwood floor and putting some new fittings in the office. The lower floor, which was added to the space just before the holidays, will be kept, giving the company a much greater capacity for stock than last year, and this floor is now being equipped with improved fixtures for convenience in handling the stock. Mr. McCracken, the outside man, is making the Southern trip, being now at Fresno. Mr. Pommer reports a fair business for this month, the principal sales being of records, though the demand for Music Master

horns is still greater than the company can supply. Mr. Pommer is enthusiastic over the outlook, especially in the southern Oregon country. While this house gives more liberal terms than most other jobbers, Mr. Pommer is well satisfied with collections, and believes the retail trade in general is in a strong position. He reports large orders from the Sacramento store, and is just leaving for a visit to that place.

A few new Edison stores which have placed initial orders with the Pacific Phonograph Co. are John R. Lester & Co., of Sonora, Cal.; the Auburn Music Co., at Auburn, and the Gate City Pharmacy, at Maricopa, in the oil fields.

Mr. Voltz, who covered the territory from San Francisco to Los Angeles and into Arizona and New Mexico last year for the National Phonograph Co., has made arrangements to continue the work in that territory for the present year.

James Black, manager of the talking machine department of the Wiley B. Allen Co., reports a very fair post-holiday season. He reports some difficulty in getting enough Victrolas to supply the local demand, and a lot of these machines have been brought in from branch stores. The company now carries quite a large stock of machines at its various stores. The talking machine department at the Oakland store is now under the management of F. R. Blodgett, and has been doing extremely well for this time of year.

Babson Bros.' new store, in San Francisco, is now complete, with a full stock of Edison goods. For the benefit of the local retail business this house has started a daily talking machine concert, the novel feature of which is that it is held during the noon hour, when large numbers of office people in the vicinity are at leisure. Mr. Babson says this feature has been quite a success, the attendance being generally good, though he finds local sales rather slow at present. This company's mail order business on the Coast, however, is making rapid progress, and so far has amply justified the trouble of opening a branch here.

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., and manager of their small goods department, is now hard at work on the semi-annual inventory. He says that only two shipments of Victrolas have been received since the first of the year, the factory being apparently unable to supply them, and some sales are accordingly lost. Nevertheless, he finds the retail business at the local store far ahead of January last year. He says the new \$75 Victrola has not interfered with the sale of more expensive machines in any way, but its popularity is cutting into the demand for the old horn machines to a considerable extent. The city is now waiting, Mr. McCarthy says, for the decision on the Panama-Pacific Exposition, and if it favors San Francisco he will want ten carloads of Victrolas at once. Mr. McCarthy will leave for his regular winter tour of inspection of the northern branches about February 14, accompanied by P. T. Clay.

Peter Bacigalupi, the pioneer Edison dealer of San Francisco, announces the arrival of a new granddaughter—the daughter of W. B. Ackerman, manager of the business phonograph department. C. H. Pierce, of Eureka, Cal., has made a num-

ber of improvements in his establishment recently, moving his piano repair shop to another building to make room for talking machine parlors.

Harry Shelton, an Oakland talking machine man, formerly associated with Kohler & Chase, was killed January 9 in a collision of a local train with his automobile.

J. J. McBride, formerly with the Thomas Smith Music Co., at Vallejo, Cal., is starting in the business for himself.

Kohler & Chase have been advertising a special sale for the last week, offering a talking machine outfit at \$7.50.

MAX LANDAY ON LONG TRIP.

General Manager of Talking Machine Supply Co. Now on Annual Tour of United States and Canada—To Visit Fifty-six Cities—Will Introduce New Lines of Needles and Other Specialties:

To visit the office of Max Landay, general manager of the Talking Machine Supply Co., New York, and also a member of the house of Landay Bros., Victor distributors, early this month, was to gain the impression that a class in United States geography was in session, owing to the numerous maps of the country over which Mr. Landay was intently poring. Nothing serious, though. Mr. Landay was simply mapping out his annual business trip to the Pacific Coast, incidentally including the greater part of the United States and a big slice of Canada, in such a way as to preserve his reputation for keeping right up to schedule throughout the entire trip.

Mr. Landay left New York on February 4, and his itinerary includes fifty-six of the largest cities in the United States and Canada, where he will call on the leading jobbers for the purpose of introducing several new lines of imported talking machine needles packed in a new and original manner, and which he feels sure will appeal to the trade at large. He will also feature several specialties of value handled by his company and looks forward to some mighty big business.

Early last month the Talking Machine Supply Co. sent out a new catalog listing all their different makes and grades of imported and domestic needles as well as their other well-known specialties in order that the trade might check up their stock and fill in the open spaces. A numerical catalog covering the same line, is now in course of preparation and will be issued at an early date.

MORAL SOUNDNESS THE BASIS.

Upon the moral soundness of business relations largely depends the stability of credit and trade, the material welfare of the people, and in the final result their general moral standards. As are the morals of business, so are the morals of the nation; for the morality which reveals itself at the point of exchange is the working morality of the people. Widespread business immorality means not merely the undermining of prosperity, it means the triumph of injustice, the degradation of national ideas, and the destruction of some of the highest standards in the people's life.

ACTIVE TRADE IN PHILADELPHIA

During First Month of Year—Hard to Get Goods Fast Enough to Fill Demands—Activities of the Various Jobbers—Recent Trade Visitors—Dealer in New Location—Recent Victor Publicity—Busy Times with Columbia Phonograph Co.—H. A. Weymann & Sons to Rearrange Department—Other News of the Month Worth Recording.

(Special to The Talking Machine World.)
Philadelphia, Pa., Feb. 6, 1911.

During the month of January the talking machine business in Philadelphia was as active as during the holidays. There were not as many machines sold, but there was a tremendous business in records. The only complaint the dealers had to make was that they were unable to get the machines fast enough. This business has not alone been confined to the city, but from every quarter of the district good orders have been coming in and there has been a demand for a general line of machines, cabinets and records.

If every line of the trade in musical instruments was as glowing in the outlook as the talking machine trade in Philadelphia it would certainly be a happy situation, for it is the same story wherever you go; business away ahead of last year, the outlook is for a tremendous business from this on, and if we could only get the machines we would be able to do very much more business. At several of the large firms I was shown a large collection of orders for certain styles of talking machines, and with only five or ten machines of the character in stock with which to supply them. The dealers almost hate to see a machine go out these days, for it frequently leaves them minus a sample. It is to be hoped that the manufacturing situation will clear up shortly. It seems a pity now that the dealers have worked up so tremendous an interest in the talking machines that they are not able to get stock sufficient to keep them going.

Louis Buehn & Bro. report that their business was splendid in January, very much better than a year ago. Edmund Buehn says: "We would have had a phenomenal business had we been able to get all the goods we wanted. In Victrolas particularly we are very short, and the demand seems to be just as great as before the holidays."

Edmund Buehn had a new arrival at his house on Tuesday of last week. It was No. 1. A daughter, Miss Marguerite Buehn by name.

The Buehn business on the Edison business phonographs has also been very large in January and the firm are building up quite a heavy trade on these machines, and are giving that line of their business special attention.

Among the recent trade visitors were: T. O. Esibill, of Bridgeton, N. J., and E. C. Linck, of Williamsport, Pa. They report business in their section as being very good.

The Penn Phonograph Co. report that they have had the largest retail business in January of any month that they have had since they have been in the business, and their wholesale business was away ahead of any previous January. "We certainly would not know that Christmas was over the way people are buying machines," said one of the members of the firm. They, too, note the shortage in goods and feel that they would have been able to have done considerably better had they been able to supply all demands.

L. Zeben, the talking machine retailer, has changed his place of business from 704 South Fifth street to 523 South Fourth street, where he has found much more commodious quarters and with larger room for his increased business.

James Bellaks' Sons have removed their talking machine department from their second floor to the first floor, where they have built several very nice hearing rooms. They have had a very good talking machine business, and felt that they were somewhat handicapped by being up stairs.

The Victor Talking Machine Co. have just supplied the trade with a new catalog. They have also distributed among the dealers large framed pictures of eight of the great artists who sing for their company. These pictures are four feet high

and they will be displayed in the windows one at a time. They are sent to the firms at a price less than cost and have been attracting a great deal of interest. The Victor catalog is the handsomest thing of the kind that has ever been published.

Hepe reports that the business in their talking machine department has been good right along, but also complain of not getting goods fast enough. They have no general manager of their department just at present and are looking for a good man. They have orders at present for upwards of twenty-five Victrolas that they are unable to secure, and are thus very much handicapped.

It is rumored that there will be a change in the name of the firm of Sol Bloom, with fine talking machine rooms on Broad street. Mr. Bloom has not been connected with the firm bearing his name for some time, and report says that the firm will hereafter be known as the Talking Machine Co.

The Hepe firm have just received a fine line of cabinets and are expecting another carload in the course of a few days.

George W. Lyle, general manager of the Columbia Phonograph Co., was in Philadelphia at the end of last week. Saturday night was surely Columbia night at the Metropolitan Opera House, when four of the great artists, who sing for that company alone, were heard in the cast, these including Lipkowska and Constantino, Daddi and Aramonde.

The Columbia Co. report that business, has been very fine in January and it was double what it was last year. Frank Dorian, head of the Dictaphone department, was in this city last week. Richard Faulkner, manager of the Philadelphia Dictaphone department, has been away from the office sick. J. P. Scullin, of Atlantic City, has just opened a very fine store which he will devote to the selling of the Columbia exclusively. It is at 33 South Pennsylvania avenue.

The Columbia Co. have been meeting with splendid success with their new \$50 Favorite machine. They are entirely sold out on this style at present, and have a number of orders on hand which cannot be supplied at present.

The company have been having a great many concerts. This month they have concerts scheduled at St. Paul's Church, Fiftieth and Baltimore avenues; the Philadelphia Electric Co.; the Central Baptist Church, Palmyra, N. J.; the Penn Widows' Asylum; the Methodist Episcopal Church; the Poor Richard Club; the Church of the Epiphany, and at various other places still to schedule. The new Columbia records of songs by Alice Nielsen in English have been phenomenal sellers. Manager Henderson was down to Atlantic City several days last week assisting Mr. Scullin in getting his new store started.

H. A. Weymann & Sons start next week to make extensive alterations in their talking machine department. They will rearrange their entire wholesale department. All the racks will be changed and they will introduce the system now used by the New York Talking Machine Co.

The month of January has been a very good one with the Weymann firm. It has been very much of an improvement over last year, and opened up quite a number of new accounts.

PROMOTION FOR GEO. F. SCULL.

George F. Scull, who since May, 1910, has been assistant to General Manager Carl H. Wilson, of the National Phonograph Co., Orange, N. J., has been selected by Mr. Edison to manage his Edison Storage Battery Co., succeeding E. F. Dodge in that position. The plant of the battery company is also located in Orange immediately adjacent to that of the National Co.

NUMERICAL INDESTRUCTIBLE CATALOG.

The Columbia Co. have forwarded their dealers a new Numerical Indestructible catalog, containing all selections up to and including February, 1911, and the Numerical double disc catalog, containing all selections in ten, twelve inch, Symphony and Fonotipia records, up to and including March. These catalogs are intended for the convenience of their dealers in ordering and stocking records.

Something New—Just Out On The Market

The "Velvet Tone" Needle Balance

An attachment for Talking Machines to minimize the wearing out of Disc Records.

Retail Price \$2.00 Net

Either Nickel or Gold Finish

Style V, Full Size Fits Taper Arm Victor Machines, and Victrolas.

"Velvet Tone" Needle Balance

What it is and what it does:—



It balances the Sound Box and overcomes the resistance of the heavy weighted and dragging needle, and prevents the cutting of the record. Consequently, the strain on the motor of the Talking Machine is removed, for without this resistance the spring will run many more records at each winding and wear many years longer. The "Velvet Tone" Needle Balance is similar to a pair of weighing scales, as it lifts the excess weight of the sound box off the record, thereby permitting only a slight but sufficient pressure of the needle on the sound wave-lines of the record. This invention is wholly a saving device, and was originated for the purpose of preventing the destruction of records by playing, and eliminating the troublesome necessity of changing the needle every time a record is played.

The harder a tool is pushed against a revolving grindstone the greater the wear of both. This is exactly what occurs when Talking Machine needles are weighted down on the playing records. By eliminating the weight from the needle and allowing it to "float," so to speak, in the grooves of the revolving record, the wear is reduced to the faintest possibility—and as the record surface is harder than the soft steel needle, the little wear will be all with the needle. The slender point of a needle is continuously meeting with new surface on the spiral groove of a revolving record—it is therefore obvious why needle points became quickly worn and dangerously blunted when weighted with a heavy sound box.

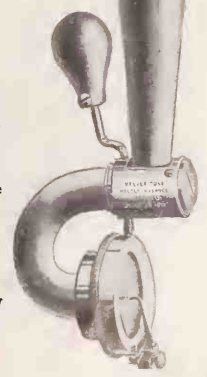
Only the diaphragms of Sound Boxes should vibrate in unison with record-sound waves, but all scratching and outside noises produced by the friction of heavy weighted needles against the record walls can be eliminated by use of the "Velvet Tone" Needle Balance.

Remedy

New Records will last almost indefinitely and become practically indestructible, if always played with the "Velvet Tone" Needle Balance Attachment.

Write for Trade Information and Prices.

A. D. Macauley
COLUMBIA PENNA.



“NEEDLES”

MR. JOBBER: Our Mr. Max Landay is now on a trip through the United States and Canada introducing a New Line of Imported Needles of the highest grade, packed in a new style box and at prices lower than what you are now paying for cheap, American made needles. Don't delay. Get our Samples and Prices at once.

AUXETONE NEEDLE
IS THE LOUDEST PLAYING OF THE WORLD. REFUSE IMITATIONS AND USE ONLY AUXETONE-NEEDLES.
PUT UP IN ENVELOPES ONLY.

DAUER-NEEDLES
THIS PAPER CONTAINS 50
ONE NEEDLE PLAYS 50 RECORDS.
IT IS THE BEST NEEDLE OF THE WORLD.
PUT UP IN ENVELOPES ONLY.

CLIMAX NEEDLES
THIS ENVELOPE CONTAINS 300
THE HIGHEST GRADE NEEDLE MADE
PUT UP IN ENVELOPES AND TINS.

LIGHTONE-NEEDLE
PLAYS VERY FINE AND SOFT ASK ONLY FOR LIGHTONE-NEEDLES.
PUT UP IN ENVELOPES ONLY.

OPERA-NEEDLES
THIS ENVELOPE CONTAINS 200
MADE OF THE BEST EUROPEAN CAST-STEEL-WIRE. THEY GIVE A MEDIUM AND CLEAR TONE.
PUT UP IN ENVELOPES AND TINS.

EXHIBITION-NEEDLES
THIS BOX CONTAINS 300
MADE OF THE BEST EUROPEAN MATERIAL.
PUT UP IN ENVELOPES AND TINS.

STAR NEEDLES
THIS ENVELOPE CONTAINS 300
HIGHLY REFINED AND UNSURPASSED IN QUALITY.
PUT UP IN ENVELOPES ONLY.

NOTICE
We have built a large business in selling the best needles.
WHY DON'T YOU DO THE SAME?

NOTICE
Get our prices on needles put up in your own Special Package with your own name on.
ADVERTISE YOURSELF

TALKING MACHINE SUPPLY COMPANY

400 Fifth Avenue, New York

THE TALKING MACHINE TRADE IN JAPAN.

Some Interesting Statistics Covering the Business in the Flowery Kingdom—Comments on the Developments and Difficulties of Local Enterprises—The Conditions to Be Faced in Retailing in Japan—Will Be Found Timely Reading for World Readers.

(Special to the Talking Machine World.)

Yokohama, Japan, Jan. 1, 1911.

Some time ago an export journal estimated that the world is spending about \$50,000,000 yearly on talking machines and accessories, and as the little island empire of Japan has taken such a prominent position in naval and military expenditures during the last few years it is interesting to note the comparison between what her people spend on luxuries and amusement against what they consider a necessity for the defense of their country. During the four years from 1905 to 1909 the yearly importation, as per customs returns, of talking machines and records amounted to approximately 60,000 records and 1,000 machines, or expressed in gold, about \$50,000; exceeding this amount in 1907 during the great boom after the war with Russia, and settling down to below this figure in 1908 and 1909. This amount for 50,000,000 people, it will be seen, is exceedingly small compared to large quantities sold in America, where the population is double.

That talking machines are considered a luxury in Japan is readily seen by the fact that they are so classified in the customs tariff, and have a 50 per cent. duty imposed thereon. With this excessive duty, and also the fact that nearly all of the imports referred to above was handled by one firm, the Sankodo Co., the prices paid by the Japanese were excessive. This firm had their head office in Tokio, with three branches, one in Osaka, one in Kyushiu, and one in Hokkaido.

Early in 1909, however, these people became involved in a lawsuit with a claim of 207,000 yen for unpaid accounts, and judgment being given against them, they were practically forced out of business, retaining only one of their stores. At the same time, an enterprising American started a

manufacturing company for the purpose of manufacturing talking machines and records in Japan. The plant was erected at a cost of \$125,000 and commenced turning out records in the latter half of 1909 and machines in the early part of 1910. The retail price was reduced to 25 yen (\$12.50) for a machine and to 1 yen (50 cents) for a record. Foreign competition was practically destroyed, but the manufacturing company soon found the market not large enough to run this plant on an economical basis. The investors expected by the reduction of prices that the machines and records would be purchased by a much wider range of people, and to some extent this was realized, but owing to the fact that the reduction of prices was so great they had to sell two or three times the number previously sold to realize the same amount of business. They have further met with great opposition from "dubbed" records, there being no law in Japan to prevent this practice.

Another difficulty experienced was the impossibility of finding dealers in the country districts to invest money in this business, even if they had the money on hand. Accordingly there was no way but to extend credit to these dealers, who were usually of the lower class, and the losses with these people were so great that the Nipponophone Co. had to open its own branches throughout the country. This they did, and they now have fifteen branches throughout the country: Tokio (three), Osaka (two), Otaru, Nagoya, Kobe, Kyoto, Okayama, Hiroshima, Hakata, Nagasaki and Yokohama, with sub-branches and agencies in smaller cities; and to stock all these branches called for a further investment of 350,000 yen (\$175,000).

Consequently this brings the total investment to over \$300,000 for the business, netting sales not

larger than one of our smallest States. The company have been compelled to go in for the manufacture of steam gages, valves, dies, drills and other small tools, as the plant run for the manufacturing of talking machines only was a failure. In looking over the available statistics in Japan for the last five years, one is at once struck with the fact that the great strides in the talking machine business, which have been so noticeable in other countries, are not at all perceptible here, notwithstanding the fact that a large sum of money has been spent in organizing a good sales system, and further in advertising broadcast in an effort to arouse the enthusiasm of the people.

This, however, is easily understood when it is borne in mind that the average family in Japan has a very small income. So small that even the purchase of a few yens' worth of records can hardly be thought of. As an indication of this, take the tax list showing incomes of 1,200 yen (\$600) per year or more, and one is surprised to find the number of such families in the empire is not more than 100,000. As it is out of the question for people with smaller incomes to purchase machines, it is quite reasonable that this small number of families spread throughout the length and breadth of the country not easy of access makes a very small field for a manufacturing plant to cater to.

These facts and also the extraordinary cost of managing the stores and branches, and also the excessive charges of advertising in the Japanese papers, and with losses from dishonest clerks and bad accounts, make it doubtful if manufacturing talking machines in Japan is at all a profitable business.

J. C. ROUSH A VISITOR.

Among the recent visitors to New York was J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa., and secretary of the National Association of Talking Machine Jobbers, who besides talking things over with association members and others in the city, found time to visit the factories.

INSURE YOUR RECORDS

Against A SCRATCHY SURFACE
UNNECESSARY WEAR—SHORT LIFE

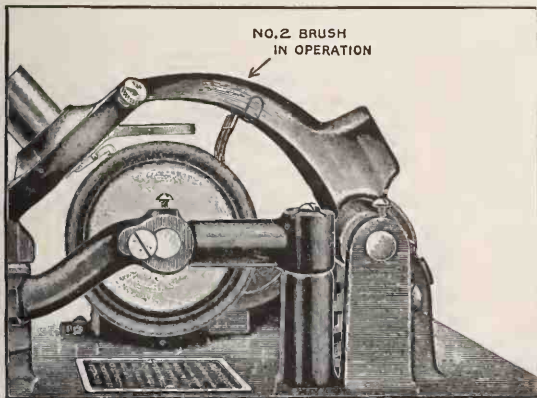
USE THE PLACE AUTOMATIC RECORD BRUSH

Patented Sept. 25 and Oct. 2, 1906, Sept. 10, 1907.

IT'S
THE BEST POLICY

FOR EDISON PHONOGRAPHS
LIST PRICE 15 CENTS

FOR VICTOR TALKING MACHINES
LIST PRICE 25 CENTS



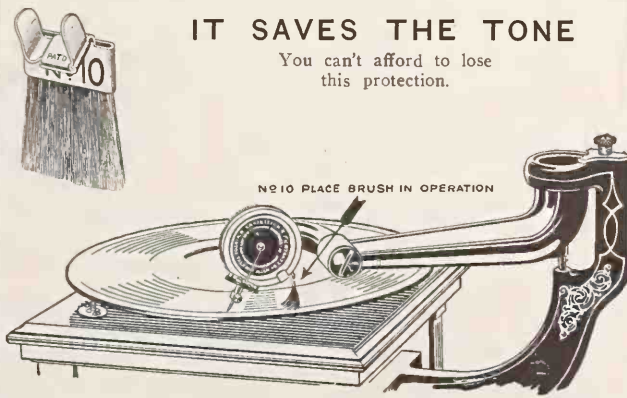
NO. 2 BRUSH
IN OPERATION



No. 1
Fits Triumph

No. 2
Standard and Home

No. 3
Gem and Fireside



IT SAVES THE TONE

You can't afford to lose
this protection.

NO. 10 PLACE BRUSH IN OPERATION

AUTOMATICALLY CLEANS

record grooves, insuring a smooth track for sapphire or needle. Reduces friction to minimum. Enables needle to wear better and play good all through the record. Keeps sapphires from wearing flat.

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them. **Write Now**

DEALERS are requested to get their supply from their regular Jobber. If he will not supply you, write us for the name of one who will.

MANUFACTURED
BY

BLACKMAN TALKING MACHINE CO.
97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"

The Talking Machine Trade in New England

BRIEFLETS FROM BANGOR, ME.

S. L. Crosby Co. Handle the Edison Line Exclusively—A Live National Co. Traveler—Good Victor Trade Reported.

(Special to the Talking Machine World.)

Bangor, Me., Feb. 10, 1911.

The S. L. Crosby Co. recently discontinued several talking machine lines and are now devoting their energies to the furthering of Edison goods. They report a very good business throughout their territory and are making an aggressive campaign for spring trade.

J. W. Scott, and we pause here for a second to add, known as "Scottie," because someone might hesitate and say "who is J. W. Scott?" the Maine traveling representative of the National Phonograph Co., has been here calling on the dealers. The Crosby Co. are enthusiastic over the way things commence to move when "Scottie" is around, adding: "The Edison is the only machine that can be seen after he has traveled over his territory."

Mr. Romaine, expert repairman from the National Co., is also in Eastern Maine tuning up all Edison machines.

M. H. Andrews, the Victor jobber in Bangor, reports a good seasonable volume of business in both wholesale and retail branches.

TRADE GOOD IN SPRINGFIELD.

Various Lines of Machines and Records Have Live Representation in Massachusetts City—Flint & Brickett Co. Close Out Line—What Other Concerns Are Doing.

(Special to the Talking Machine World.)

Springfield, Mass., Feb. 9, 1911.

This city is rated as one of the cleanest and prettiest communities in the country. It is full of large and varied manufacturing interests; has an extensive park system; municipal buildings; is the home of many noted men and is about half way between Boston and New York on the N. Y., N. H. & H. R. R.

In the talking machine industry it is quite active with a number of strong, energetic dealers. Prominent among these is Taylor's Music House, F. G. Howe, proprietor, who handles the Victor

line. He has a fine wareroom in the Y. M. C. A. Building, with a big following of trade.

Flint & Brickett Co., who at one time were factors in the field, have closed out this line, but are still actively engaged in their other business.

M. Steinert & Sons Co. have an excellent Victor department.

The Columbia Phonograph Co. have fine headquarters in this city; are giving the people a lot of knowledge anent the value of the Columbia, and in every way are piling up sales records to a remarkable degree.

QUALITY POINTS IN NEEDLES.

How the Needle Business of W. H. Bagshaw Has Developed with Quality as a Basis—Plan Increased Output.

(Special to the Talking Machine World.)

Lowell, Mass., Feb. 7, 1911.

The three links of point, temper and polish are the units that, interpreted into talking machine circles, represent the long established and well known house of W. H. Bagshaw, the big needle manufacturer. Starting at the very inception of the industry, they have done in their way, great things for the development of good talking machine music, as it is admitted that a needle is an important factor in a machine. Both members of this concern believe that 1911 will witness a magnificent growth of talking machine trade, and with the courage of their convictions, preparations are under way that will make it possible to create a larger output of their "quality" needles.

SELLS EDISONS IN "COMB CITY."

(Special to the Talking Machine World.)

Leominster, Mass., Feb. 10, 1911.

This is the home of the comb industry in the United States; in fact, it is one of the three large comb centers in the world. The change of styles in women's hair dressing, so it is reported, is responsible for the rather quiet business conditions. There are about eighty comb factories in the town, and comb making, of course, is the main employment.

R. B. Andrews is quite a hustler in the talking machine field and is the retail distributor of Edison goods.

BUSINESS GOOD IN NEW BEDFORD.

Outlook Also Excellent—C. F. Spooner, Edison Dealer, Satisfied with Conditions—What Columbia and Victor Representatives Report Regarding Business Generally.

(Special to the Talking Machine World.)

New Bedford, Mass., Feb. 11, 1911.

General business is reported as good for this season of the year with an outlook that is encouraging.

C. F. Spooner, the piano dealer, handles the Edison line exclusively. In a conversation with The World representative, Mr. Spooner said that trade has slowed up some since the holidays, although he made a small gain over a similar period of last year. He adds that February, March and April are exceedingly good months and looks forward to making a strong showing then.

The C. F. Wing Co. are spending considerable money in exploiting the Columbia line, for which they are exclusive dealers.

As is usual with New England cities of prominence, M. Steinert & Sons Co. have a Victor department at their piano headquarters.

FURNITURE HOUSE TAKES ON COLUMBIAS

(Special to the Talking Machine World.)

Westerly, R. I., Feb. 7, 1911.

The Westerly Furniture Co. are another big New England house to secure the Columbia Phonograph Co.'s exclusive representation, starting off with a good sized initial order and a good local advertising campaign.

A LIVE BRATTLEBORO DEALER.

(Special to the Talking Machine World.)

Brattleboro, Vt., Feb. 10, 1911.

Brattleboro is the home of one of the most live talking machine dealers in the six States, and he is L. H. Barber, the piano dealer. He is highly regarded here; is a business man of wide experience and sells a lot of talking machines. Mr. Barber handles the three lines, Columbia, Edison and Victor, and expressed himself as highly pleased at the way 1911 is making good.

TO HANDLE COLUMBIAS EXCLUSIVELY.

(Special to the Talking Machine World.)

Fitchburg, Mass., Feb. 8, 1911.

Kidder & Davis, the big exclusive furniture house, has taken the exclusive Columbia phonograph representation; installed a spacious department with a complete line of Columbia goods, and are going "right after" the talking machine trade.

DITSON CO.'S VICTOR ADVERTISING.

(Special to the Talking Machine World.)

Boston, Mass., Feb. 11, 1911.

Some remarkable Victor advertising is being done by the Oliver Ditson Co. covering the four new Caruso records, 150 new double-faced records and new language records. Large space is used, putting forth the merits of these new goods in a clear, strong manner. A particularly interesting statement is: "A complete stock of new machines, including every style manufactured, and not a single old type machine to be found in our stock." Manager Henry Winkleman reports a very satisfactory February business.

BIG DEMAND FOR "PURITONE" NEEDLES.

(Special to the Talking Machine World.)

Putnam, Conn., Feb. 7, 1911.

Charles E. Dean, of John M. Dean, the big needle factory, reports a fine demand for "Puritone" Needles, which are extensively sold all over the country. These are produced by a special process, which accounts for their unusual pure tonal interpretation of music. These are also manufactured in special envelopes, printed with the jobber's name and address at practically no advance in price.

First in Quickness!

First in Completeness!

First in the hearts of
New England dealers!

The Fast Exclusive Edison Jobbing Service

OF THE

BOSTON CYCLE & SUNDRY CO.

48 HANOVER STREET,

BOSTON, -MASS.

We have won the above transposition of the "National-Service" leader, George Washington, whose birthday we celebrate this month, by our new record breaking service—plus the compound element of "dealers' co-operation."

Telephone, telegraph or write us for an outline of our noted plan. Submission of this won't obligate you in the least and it may mean hundreds of extra dollars for you.

FROM OUR BOSTON HEADQUARTERS

ROOM 12, 178 TREMONT STREET, G. W. HENDERSON, MANAGER.

(Special to the Talking Machine World.)

Boston, Mass., Feb. 9, 1911.

Averaging January's reports of wholesale and retail business, they are indeed gratifying. This month, naturally, slows down from the previous month's achievements, but a noticeable feature this year is that the percentage of "quietness" is a great deal less than former years. Practically everyone reports rounding up additional business over last year, this to go right down the line of machines, records, cabinets and supplies, with every factor increased.

February has opened remarkably well. The past nine days has reaped a volume of talking machine business that is very pleasing, doubly so because the opening of the month's business was problematical from a voluminous standpoint. This statement does not mean to imply that there was any existing pessimism, as, of course, the trade were encouraged from the satisfactory January totals, but they did not have any idea that the trade would break so heavily.

Retail instalment collections were dull during January, but are now beginning to show good signs of life. Following the holidays collections drop considerably, owing to gift purchasing, but a vigorous following of these delinquents is prolific of the proper results.

Columbia Line for Carl Fischer Store.

The Carl Fischer music store—uptown on Boylston street—has created a talking machine department by securing the Columbia line. All their styles of machines and line of records are displayed at Fischer's.

Victors for Moving Picture Theaters.

At the Kozy Theater, Salem, and the Pastime Theater, West Lynn, both managed by H. E. Messenger, the music to go with the moving picture exhibitions consists of Victor talking machines. This idea has proven a very profitable innovation, as the audiences are delighted with the music—judging from the filled houses—and the contingent saving of the orchestra expense makes the management happy.

Player Salesman Makes Record Selling Victrolas.

Harold Speare, with Geo. Lincoln Parker, the Victor dealer (department managed by Charles P. Trundy), shows that there is real business in himself and the goods by slipping up to Lebanon, N. H., and disposing of four Victrolas and a bunch of good records for cash. And by the way, Mr. Speare is not a talking machine man, as he is on the player-piano end of Mr. Parker's business, but it shows how the "hustle" qualities will sell Victors.

Mr. Parker had a Victor exhibit at the Motor Boat Show, doing so because he is a firm believer that a motor boat is not completely equipped without a Victor.

Harry Rosen's Distinctions.

Harry Rosen, the School street dealer, probably is the only dealer in the country who can say that he is the youngest dealer at the same time occupying a store in the oldest building in the city. He handles the Victor, Edison and Columbia lines.

Meets Success with Edison Line.

F. H. Day, 683 Main street, Worcester, Mass., an exclusive Edison exponent, is featuring this line with marked success. He is an able talking machine man; understands just what the people of Worcester want, and from the totals of his business it is evident that his efforts are appreciated.

H. R. Skelton, the Edison "Spoon."

If you happen to alight in a Massachusetts city and notice a general activity; visit the Edison dealers and discern great briskness, it is sufficient to assume that H. R. Skelton, the Edison hush-destroyer in this territory, has just left town. A dealer rightly nick-named him "Spoon," giving as his reason therefor that H. R. is the best "business stirrer" visiting his store. "Spoon" understands

thoroughly all phases of talking machine merchandising, wholesale and retail, and dealers highly prize his co-operation. Moreover "E-d-i-s-o-n" is his alphabet, spelling which makes him so enthusiastic.

Getting Ahead of Last Year's Marks.

Business with the Eastern Talking Machine Co., Edison and Victor jobbers, continues to march away from last year's totals in every department. E. F. Taft, general manager, adds that they are gaining a little in Victrola deliveries, but he reluctantly admits that they are nowhere near what can be accomplished. Mr. Taft is arranging to attend the special meeting of the National Talking Machine Jobbers' Association's executive committee, to be held at Chicago on February 19 and 20.

The E. T. M. Associates are planning a minstrel show to occur in April, when the two irresistible end men, Messrs. Brown and Fitzgerald, will get a chance to set off some laugh explosions.

"The Boston Talking Machine Co." now adorns the outer door sign and office door of this local company on West street.

Finds Business Good with Dealers.

Charles R. Cooper, manager of the Edison end of the Boston Cycle & Sundry Co., made a recent trip to the Edison factories. Mr. Cooper says that business is showing good signs of life with their different dealers in New England, with new ones being added every week—dealers who appreciate quick and substantial service. In their advertising, Mr. Cooper hit upon a novel slogan for this month's copy, which is a revision of a well-known saying, as applied to George Washington, and it will pay live dealers to read it, and incidentally consider!

Guy R. Coner, the traveler of this company, has been rolling up some fine business since he undertook the exploitation of the "Boston Cycle" Edison service.

A Puzzling Policy of Management.

Far be it from anyone to criticize methods of concerns, but it is interesting to notice how a certain department store runs its talking machine department. It's a sort of a "tag, you're it," proposition with the managers of this department. One week there will be a manager; next week, none, ad libitum. A bright man takes the job; the store thinks he makes too much money; the man is fired,

the sales fall with him, and this occurs at every "change of policy." The latter is d.s. for "you are discharged," and this week is an off week for the managerial chair. In off weeks, the writer has found the upholsterer man in charge; another week, the sporting goods man; also the book buyer had a turn, with no one knowing the entire list. From what can be learned, a good man (like some they have had), who knows the talking machine game, could develop a tremendous business in a few months' time.

Featuring Columbia Demonstration Record.

The Columbia Phonograph Co. have just been able to feature at retail (10c. each) the new Columbia demonstration record. So great was the demand of dealers for this record that the supply was only adequate to fill wholesale orders. Since the displaying of these in the Columbia windows they have sold hundreds, or rather given hundreds away, as 10c. for a record of this character is a gift to the machine owner.

Local Columbia Co. Personals.

Arthur C. Erisman, manager of the Boston headquarters, attests some remarkable wholesale and retail business, the former consisting of good big orders on the exclusive Columbia plan.

W. E. Getchell, formerly special collector, has been appointed traveling representative to cover New Hampshire and Northern Massachusetts.

E. A. Kingsley, formerly voice teacher in the public schools of Lynn, Mass., and a graduate of the New England Conservatory of Music, has taken charge of the grand opera department of the local Columbia warerooms.

Frank E. Flightner, the Columbia traveler in Western Massachusetts, is pulling off some good, strong deals in that territory.

George W. Lyle, general manager, was a recent visitor to Boston.

NEW MANUFACTURING CONCERN.

(Special to the Talking Machine World.)

Boston, Mass., Feb. 9, 1911.

The Boston Talking Machine Co. is the name of the Boston concern undertaking the manufacture of machines and records, as indicated by the recent inscribing of this name on their offices.

A Bagshaw Needle Talk

POINT, TEMPER and POLISH

are united in the highest possible degree in all Bagshaw Needles.

Our long experience and large manufacture have resulted in the attainment of these three absolute essentials.

The same trio are truly exemplified in all the Needles of our manufacture.

As 1910 was a good business year with those handling our products, so is 1911 BOUND to be an excellent year for our representatives.

You have the right spirit of progress if you deal with

W. H. BAGSHAW

Oldest and Largest Manufacturers of Talking Machine Needles

LOWELL, MASS.

**The Columbia "Favorite" is the *first*
hornless graphophone ever offered at
\$50—and we believe it's the *best* that
can ever be offered at that price.**



Columbia Phonograph Co., Genl., Tribune Building, New York.

LOWER DUTY ON SAPPHIRES.

The Board of United States General Appraisers on February 7 affirmed the claim of the Wells Fargo Co. et al. for a lower duty on sapphires, overruling a 50 per cent. ad valorem rate applied by the Collector in favor of a 10 per cent. assessment. The matter involved an importation of

small pieces of sapphire, cylindrical in shape, intended for ultimate use in the construction of phonographs, but it was conceded at the hearing before the board that in the form imported they are not parts or accessories of such instruments. The Collector classified the importation as "articles composed wholly or in chief value of semi-precious stones, not specially provided for." The

protestants maintained that the merchandise in question was dutiable as precious stones "cut but not set, and suitable for use in the manufacture of jewelry."

RECORD BRUSHES ON MACHINES.

National Phonograph Co. Arrange to Equip Several Models of Edison Phonographs with Brushes Licensed Under Blackman Patent.

It is generally realized that the talking machine owner does not get the best results from his records, whether they are of the cylinder or disc type, if the sound grooves are filled with dust or other foreign matter and numerous efforts have been made to keep the records free from dirt or to clean them before playing. The most successful method has proven to be the placing of specially constructed brushes at such points on the machines as will cause them to pass along the grooves and clean them out before the passage of the needle or jewel. Among the best known of these brushes are the Place brushes, made and marketed by the Blackman Talking Machine Co.

It is now announced that in the near future the National Phonograph Co. will equip several of their more expensive models of Edison phonographs with record brushes, licensed under the Blackman patents, and it is felt that the innovation will prove very popular with both the trade and the public. In any event it will make for more perfect reproduction of records and tend to make them more satisfactory in the long run.

\$11,000 FOR VICTOR TURKEYS.

As an illustration on what a great scale the Victor Talking Machine Co., Camden, N. J., does things, the presentation of Christmas turkeys to their small army of employes may be cited. Sixty days before Christmas the purchasing agent of the Victor Co. began looking around for the best turkeys that it was possible for money to buy, with the hope of securing the very highest grade of birds in quantities sufficient to present one to every employe of the company. Turkeys were very high, but the determination to have only the best necessitated placing an order for about 41,000 pounds of turkeys at 28 cents, a total of over \$11,000. These turkeys were all delivered at the Victor factory three days before Christmas and each turkey critically examined for quality; then placed, with two quarts of the finest cranberries, in a heavy manilla bag which could be slung across the shoulder and carried home. Forty-nine barrels of cranberries were required to supply the 3,000 employes of the Victor Co.

It was indeed a sight to see the thousands of employes of the Victor Co. on their way to their homes the Saturday before Christmas, and no matter where you happened to be in the city of Philadelphia or Camden or on the suburban trains running out of these two cities, you were sure to meet someone with a Victor bag containing a turkey and the cranberries for the Christmas feast.

CARUSO RENEWS CONTRACT WITH VICTOR CO.



Under his former contract with the Metropolitan Opera Co. Signor Caruso received \$2,000 for approximately 100 appearances here and in Europe. This arrangement expires this spring, the new agreement, already entered into by the same company for three years, becomes effective in the fall, and for singing 60 or 70 times in this country Caruso will be paid \$2,200 whenever he sings. His

European engagement will be under other management. Besides appearing in the Metropolitan Opera House in New York, the world's greatest tenor will be on the bills of the Philadelphia, Boston and Chicago opera houses during the season 1911-12. As noted elsewhere, Caruso has renewed his exclusive contract with the Victor Talking Machine Co., Camden, N. J., for 25 years.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

LONDON TRADE IN FINE CONDITION.

Growing Respect for Talking Machine Among Music and Piano Dealers—Trade Outlook Bright—Why Not a British Talking-Machine Convention?—J. E. Hough, Ltd., Make Great Sales Record—King's Coronation Speech Could Be Reproduced by Talking Machine Records—George V. Considering Matter—A Wonderful German Dog—Parliament Will Take Up Copyright Question—Professor Sylvanus Thompson on Sound-Reproduction—12-inch Disc Popularity—January Gramophone Records—Bach as a "Plantation" Melodist—Phonograph for Teaching Convicts—Aviator Moissant Once a Phonograph Seller—Edison January List—Pathe Publications—Talking Machines Among Japanese Lepers—Klingsor Progress—Beka Co. to Feature High-Class Selections—Honor for Conductor Wood, of Orchestral and Gramophone Fame.

(Special to the Talking Machine World.)

London, E. C., Feb. 4, 1911.

Talking machine trade in this city opened up extremely well after the holidays, and throughout the month of January conditions have been somewhat more steady than is expected at this particular season, although at the time of writing dealers' sales are just beginning to decline. The pace is kept going right enough by the manufacturers, but with the advent of fine weather and the approach of Easter many of the distributors' preparations for the development of the cycle business, are unfortunately allowed to seriously affect that interest and activity, which must always be foremost in connection with the successful handling of musical instrument goods. It is good to reflect, however, that as season succeeds season we can proportionately dispense with the cycle man, for the musical instrument trade proper no longer looks upon talking machines as rivals to the sale of pianofortes and sheet music, with the result that he finds it to his interest to carry a fair stock of cylinder or disc goods. This trade should be handled by music shops, and it is a pleasant sign of the times that this channel of distribution is becoming wider and bigger altogether by reason of the vast improvement in records and machines in recent years. It is a fact that a few years ago your musical instrument trader would rather have put up the shutters than sell those "awful talking machines," to-day he is proud to sell them because they have reached such a state of perfection that leaves him no possible room for excuse.

Trade may perhaps decline gradually from now onward, but for all that future prospects are exceedingly bright. One or two new lines of a startling nature are promised, and in this respect 1911 should be a very historic year. That it will be a good trading year is the general belief among men whose opinions carry substantial weight. It will be a much better year if some solid attempt is made to grapple with the many difficulties and evils which beset and hamper healthy trade development. In the pianoforte industry a commencement is to be made in this direction by the inauguration of an open meeting or convention, to be held next May, whereat traders will meet to discuss and formulate plans for the removal of the many injurious trading methods associated with their industry. Why not such a convention for the talking machine trade? The preliminaries could be arranged at a fairly representative meeting of the leading traders, a committee formed to carry through the initial work, send out invitations and generally plan a sufficiently good program that would induce an attendance of at least fifty. Once make a start, be it ever such a small gathering, and it would of its own

power grow each year as the idea became more widely appreciated. Will not someone take up the suggestion?

Increase in Expenses Noted.

From the figures reported before by certain firms one is forced to the conclusion that, although 1910 trade was exceptionally good, expenses were comparatively heavier than in 1909, which was anything but a good year. On the other hand, some houses doubled their turnover the previous year as against '09, at a proportionately even cost. But generally speaking, to meet the very keen competition which existed last year entailed heavier expenditure upon advertising, publicity literature, postage, additional employes, and other items, than was the case in 1909.

An Excellent Half Year Record.

Messrs. J. E. Hough, Ltd., report the very gratifying fact that during the six months ending December 31 they sold more than double the number of disc records than in the whole previous twelve months, and their turnover in value showed an advance of seventy per cent. pro rata, which is decidedly pleasing.

Gramophone to Carry Coronation Message.

One of the most practical suggestions made in connection with the coronation ceremonies of H. M. King George V. emanated from an unknown correspondent, who has suggested that the coronation message which His Majesty will address to his faithful subjects should be promulgated by means of a gramophone record. In view of the perfection with which the human voice can now be reproduced, the idea is that this would prove an eminently suitable medium for the purpose. No such method was adopted in the case of the late King's coronation, although the instrument was extensively used for the promulgation of the royal message to his late Majesty's Indian subjects, audible translations of which, in twelve different native dialects, were by this means delivered in all parts of our Indian empire. But in 1902 recording was not what it is to-day, and even had the idea been mooted, it is very certain his late Majesty would never have allowed an imperfect reproduction of his voice to be issued. Present day methods of recording the human voice are sufficiently perfect to justify the belief that if it is compatible with royal dignity, King George will not hesitate to orally address his subjects by means of the gramophone. Through his secretary the King has signified his consideration of the matter, and the whole trade will await the result with intense interest for, should the suggestion materialize, its importance to this industry is obvious. For such a crowning of testimony to the manifold uses and advantages of the talking machine would shed a lasting benefit upon the whole industry, and incidentally raise the prestige and dignity thereof. Let us hope the seed will germinate.

Talking Dog Makes a Record.

No doubt when next we meet him, the famous dog will still be looking wistfully into the trumpet, listening in mute wonder to the voice of the master he has not seen for many a long day, but the fact remains that Don—that's his name—has at last spoken. More than that, he has made a record, in language and pronunciation completely resembling the sounds produced by the human voice. It is vouched for by eminent German scientists, who have subjected Don to a stiff examination. They found that the setter utters the words "Haben" (want), "Hunger" (hunger), "Kuchen" (cakes), "Ja" (yes) and "Nein" (no) clearly and unmistakably, and pronounces his name Don with the utmost plainness. The commission emphasizes that Don's words are not growls or barks, but constitute for all practical purposes actual speech. So impressed were the scientists that they got Don to speak into the recording horn, and, says the report, the animal did not fail at any point. Of course, Don was in his ele-

ment there, and it isn't to be expected that he would lose the only opportunity to send a message to his master. Funny though that Don should have chosen the phonograph, but he did!

To Consider New Copyright Bill.

The new Parliament meets shortly, and one of their first considerations will be the new copyright bill held over from the last Parliament. Ratification of the findings of the Berlin Conference necessarily involves wider changes in the law of England than in that of other countries, the latter being more up-to-date in this regard. Moreover, our copyright law requires simplification and much alteration, which entails delicate questions between England and her colonies. Not only will the bill introduce amendments and extensions, but it consolidates twenty different acts of Parliament and brings our copyright entirely under the statutory law.

An Important Announcement.

Messrs. Craies & Stavridi, of this city, makers of the "Apollo" instruments, have given publicity to the fact that they will in future equip all their gramophones with tapered tone-arms!

"Twins" Are Well Fed.

The "Twins" February list is, as usual, replete with all the latest and best, and includes among others, such popular pieces as "The Chocolate Soldier Waltz," "Country Girl," and "La Poupee," selections, "Nobody Knows, Nobody Cares," "Beautiful Garden of Roses," "Rocked in the Cradle of the Deep," "The Diver," etc. It is by such fulfilment of the demands of the record public that the "Twins" have become so popular. So far this season their sales have reached a figure which leaves the whole sales of the previous season in the shade. It's very difficult to control those "Twins," for they grow so fast!

Talking Machines Illustrate Lectures.

The recent lectures on Sound by that eminent authority, Professor Sylvanus Thompson, were not only interesting, but highly instructive to his audience, and caused a deal of attraction in the press. For the purpose of demonstration, the Professor used both the phonograph and a gramophone, and in the course of his remarks referred to Von Kempelen, who, in 1791, produced a machine which by means of a keyboard could be made to say various simple words. But these attempts at the artificial construction of syllables one at a time were in the wrong direction. The scientific method was the reproduction of actual vibrations, and the question arose whether the

The STROH VIOLIN

¶ A new instrument possessing a VIOLIN quality of tone of great beauty and remarkable power.



¶ The "Stroh" is constructed largely of aluminum but the absence of any metallic quality of tone is another notable feature.

¶ All interested should write for an illustrated booklet to the Sole Makers.

GEO. EVANS & CO. 94 Albany St. London, Eng

OR
in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street
BOSTON

NEW YORK and
PHILADELPHIA.

FROM OUR LONDON HEADQUARTERS—(Continued.)

waves marked in gramophone records were really the same as those which vibrated the sensitive membrane of the ear. That question, continued the Professor, had been definitely answered in the affirmative by an experimenter who, by connecting a small mirror with his own ear drum, had been able to obtain photographs of the sound vibrations which agitated it, and they were identical in form with others artificially registered under similar conditions. Discussing further the improvements effected in talking machines, Professor Thompson maintained that the disc was superior to the cylinder record. Authorities are not generally in agreement on this point, though.

Cultivating Twelve-Inch Disc Trade.

It looks as though my forecast last month that the leading manufacturers would sooner or later cultivate a 12-inch disc trade is materializing. There is the Gramophone 12-inch single, the Columbia-Rena 12-inch double disc, the Zonophone 12-inch single, the Beka 12-inch double, and now comes news that J. E. Hough, Ltd., will introduce a new 12-inch phono-cut double disc. This, I learn, is not to be put on the market yet awhile, as the firm are desirous of offering the trade a reasonable catalog of titles, which necessarily involves careful choice, and much preparation. The disc, however, will be quite ready and in good time for next season's trade. If it approaches the quality of the Velvet Face record, then dealers will indeed have a line worth handling. But leave it to J. E. H.!

To Exhibit at Leipzig Fair.

The Leipzig Fair commences March the 6th this year and runs on until the 18th. Many English traders contemplate going over, but the list is as yet too incomplete for publication.

Flex Diaphragms for New Edison Model "O."

Always up to date, Mr. Daws Clarke has just introduced one of his well known Flex diaphragms to fit the new Edison model O reproducer. He aptly describes it as a winner, and we are able to fully endorse that opinion.

Records by Schumann Quartet.

The Schumann Quartet—harp, violin, viola and flute—is responsible for six classical selections listed in the current Edison Bell catalog. Messrs. Hough, Ltd., write that never before have the beauties of these fine toned instruments been submitted in such perfection, absolutely free from interfering surface noises. You see, they are Velvet-Face records!

Large Gramophone January List.

A phenomenally fine list of records was issued by the Gramophone Co. in January, apart from the ordinary supplementary issues. We have four selections from the "Quaker Girl"—"Come to the Ball," sung by Mr. G. Carvey; "A Quaker Girl," by Miss Gertie Millar; "Just Like Father Used to Do," by Mr. Harry Carlton, and the waltz song, "Come to the Ball," by the Bohemian Orchestra. Miss Gertie Millar also sings "Moonstruck" and "In Yorkshire," from "Our Miss Gibbs." From "The Chocolate Soldier"—"That Would Be Lovely" and "Sympathy," duets by Miss Jerome and Mr. R. Pembroke.

Madame Melba has recently made two new records, and five other records of some of her most famous numbers, which the company say it has been imperative to have remade owing to the improvement in recording since the time when Madame Melba first made them.

The ordinary supplementary list for February is one of the most interesting and important ever issued. It teems with popular selections and is as follows: "La Mascotte," selection (Andran); "Preciosa Overture" (Weber), and "The Sorcerer," selection (Sullivan), by the band of H. M. Coldstream Guards; "Spirit of Pageantry March" (Fletcher), Black Diamond's Band; "The Soldiers' Chorus, Faust" (Gounod), La Garde Republicaine; "Choral des Epies, Faust" (Gounod), by La Garde Republicaine; "Wedding Dance Waltz" (Lucke), Herr Gottlieb's Orchestra; "As Once in May" (Lassen), Mme. Kirkby Lunn; "Molly Bawn" (Lover), Mr. John McCormack;

"Ingemisco, Requiem" (Verdi), Mr. Evan Williams; "The Rosary" (Nevin), Mr. John Harrison; "De Sun Is a-Sinkin'" (Bohannon), Mme. Eleanor Jones-Hudson; "Peter" (Scott-Gatty), Miss Margaret Cooper; Gems from "The Mikado" Part I and Part II (Sullivan), the Light Opera Company; "Click, Clack" (Scott-Gatty), quartet by the Minster Singers; "Adagio Cantabile" (Tartini) the Renard Trio; "Ave Maria" (Schubert), 'cello, by M. Jacques Renard; "The Message Boy" (Lauder), Mr. Harry Lauder; "The Belle of the Barber's Shop" (Cohan), by the Two Tingles, and "In the Springtime" (Pelissier), Mr. W. H. Berry.

That Plantation Melody!

During the recent visit paid to London by Mr. Sousa and his band considerable appreciation, it may be remembered, was evoked by the violin playing of Miss Nicolene Zedeler. But this artist was not able to elicit from any of our critics praise to equal that which her performances inspired in one who heard her play at Winston-Salem (U. S.). What of this, for instance? "Miss Nicolene Zedeler, as violinist, was superb. Three times she yielded to encores, once playing 'Dixie' with a multitude of variations. Finally she played some sort of plantation melody that snacked of a corn-shucking in the mountains, with the boss fiddler on the job and feeling fine." It is worth adding as a detail that the "plantation melody" was a Bach Gavotte!

Praise for Edison Bell Velvet-Face Record.

Professor Sylvanus Thompson, the eminent authority on sound, in the course of a recent lecture, made use of the Edison Bell Velvet-Face record for purposes of demonstration. So delighted was he with the general excellence of the disc that he expressed his opinion in a letter to J. E. Hough, Ltd., under date of December 23, 1910, as follows: "The Velvet-Face disc well fulfils its name, for it is wonderfully free from any scratching or scraping sound. If this condition of freedom from that prevalent drawback can, as you say, be

ROYAL APPRECIATION
"HIS MASTER'S VOICE"
THE GENUINE
GRAMOPHONE



To H. M. the KING OF ITALY



BY APPOINTMENT
 To H. M. QUEEN ALEXANDRA



To H. H. the KHEMIVE OF EGYPT



HIS MASTER'S VOICE



To T. M. the KING and QUEEN OF SPAIN



To H. M. the SHAH OF PERSIA

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21 CITY ROAD, LONDON

- FRANCE . . Cie. Francaise du Gramophone, 15 Rue Bleue, Paris
- GERMANY . . Deutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
- ITALY . . . Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
- EGYPT . . . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
- SCANDINAVIA . . Skandinavisk Grammophon Aktieselskab, Frihavnen, Copenhagen Appelbergsgatan 52, Stockholm

- RUSSIA . . The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow Fontanka 58, Petersburg
- Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis
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- INDIA . . The Gramophone Co., Ltd., 139 Belleghatta Road, Calcutta

ENGLAND'S LARGEST FACTORS!



The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. It is by the judicious handling of "just those goods that sell"—coupled with a perfect and prompt despatching system, that The House of Murdoch stands where it is today—England's largest factors.

EXCELSIOR

The Perfect Singing Machines
14 models from £2/2. to £16/16. retail.

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

2 minute series 1/. each. 4 minute series 1/6 each. American and English selections. Lists free.

Telegrams "Putiel London."

Special shipping terms.

TOURNAPHONES

The Ideal Disc Machines
27 distinct models, from 11/9 to £12/12 retail.

PETMECKY MULTI-TONE NEEDLES

The finest needles made. We also control the Angelus Duplex Tone, Empire Spear Point, and Tournaphone needles.

Catalogues and samples mailed free.

JOHN G. MURDOCH & CO., Ltd., 91 & 93 Farringdon Rd., LONDON, ENG.

produced regularly and with certainty, you have got hold of an important and real improvement." Well, it is a real improvement, and the trade knows it, for they have given the V.-F. disc a splendid reception, which, in view of the popular titles listed each month, bids fair to develop the sales enormously. Among the recent offerings are such selections as "The Chocolate Soldier," two selections and waltz from the new "Quaker Girl" opera, and "The Count of Luxemburg," "Beautiful Garden of Roses," and all the best piano hits, etc. The V.-F. needs only to be demonstrated to your customers, Mr. Dealer, and the rest follows.

Correspondence Courses for Convicts.

An interesting experiment in prison reform is about to be made by the Home Office. A number of convicts serving long sentences and lads in the Borstal institutions are to be given courses of instruction by correspondence through the medium of the International Correspondence Schools. The innovation is the outcome of an experiment undertaken by the authorities of the International Correspondence Schools during this year in regard to twelve inmates of the Borstal institution at Lincoln. That this experiment has shown good results is proved by the expressed determination of the commissioners to extend its application to the other branches of the penal system. The schools are also prepared to teach those who desire to study languages by means of their system with the Edison phonograph. Those prisoners who may be allowed by the authorities this privilege will be furnished with records which will teach them proper pronunciation. They in turn will speak into the machine, and thus the staff at headquarters will have excellent means of marking their progress.

Good Business with Murdoch's.

A recent call at the House of Murdoch leads to the conclusion that business is remarkably good for January, and indeed this was more than borne out by the statements of their manager, who instanced the splendid demand for their unbreakable cylinder record and series of Tournaphone machines. Both the home and export trade returns show a big increase over even time last season, and this satisfactory progress was noticeable in all the lines they handle. Dealers abroad desirous of maintaining trade connections with this country can obtain almost anything in the talking machine line from the great House of Murdoch, who handle practically every make of disc and cylinder records, disc and cylinder machines, sound boxes, needles and every accessory imaginable.

Long Distance Telephony.

Discussing the great progress made in long distance telephony and the possibility of being able to hold ordinary conversation over distances of 3,000 miles or more, in the future, a prominent postoffice electrical engineer says: "The problem to be solved is one of many complexities and difficulties, but one of the most hopeful signs of progress lies in the abandonment of the standards of commerce, and to adopt those of the laboratory in recording the values affecting the efficiency of telephone circuits. The matter is one which must be left entirely to the scientific experts. To the average individual the telephone—like the tele-

graph, electric light, the phonograph, and many other commonplaces of modern existence—is still a mystery. We avail ourselves of the facilities they afford, but how much does the 'man in the street' know of the why and the wherefore of the hundred and one scientific miracles which he employs as a matter of course in his daily life?"

Aviator Moisant's Early Career.

The late John B. Moisant of "flying" fame was one of the first to introduce the Edison records into South America, and to this is attributed the foundation of the fortune of the Moisant Brothers.

Death of Two Prominent Artists.

News is to hand, I regret to say, of the death of two prominent record artists—Frank C. Stanley and Madame Amelia Talexis. Their loss has occasioned profound regret in talking machine circles here, where they were known and respected as much for their vocal ability as for themselves. Mr. Stanley, who died at the comparatively early age of forty, will be remembered as one of the best baritones ever listed on Edison, Victor and Columbia records. A leading Italian operatic soprano, Madame Talexis, was exclusive of the Fonotopia records, of which she is responsible for a goodly number.

The Latest Edison Record List.

The National Phonograph Co. draw attention to the fact that for the last month or so they have been increasing the monthly issues of grand opera records, and point out that selections by the splendid new talent recently secured enables dealers to supply the wants of every lover of operatic music. The advance list for March includes some of the well known arias from popular operas by artists of the first magnitude. Here are the titles: *Grand Opera Amberol Records*.—"Faust—Gegruesset sein" (All hail, thou dwelling), (Cavatine), (Gounod), sung in German by Leo Slezak; "Mignon—Styrienne" (I know a poor maiden) (Thomas), sung in French, Selma Kurz; "Gloconda—Cielo e mar" (Heaven and Ocean) (Ponchiette), sung in Italian, Florencio Constantino; "Aida—O cieli azzurri" (Nill Aria) (O sky of azure) (Verdi), sung in Italian, Marie Rappold; "La Bohème—Ah! Mimi, tu piu" (Ah! Mimi, false one) (Puccini), sung in Italian, Giorgini and Beneditti; "Martha—M'appare" (Ah! so pure) (Flotow), sung in Italian, Aristodeino Giorgini; "Traviata—Sempre libera" (The round of pleasure) (Verdi), sung in Italian, Maria Galvany; "Pagliacci—Prologo" (Prologue) (Leoncavallo), sung in Italian, Carlo Galeffi, and "Giroffè-Giroffè—Brindisi" (Drinking Song) (Lecoq), Blanche Arral. *Edison Amberol Records*.—"Thy Voice Is Near," march (T. Bennett), National Military Band; "Drake Goes West" (Wilfred Sanderson), David Brazell; "Taking My Father's Tea" (Hargreaves), George Tormby; "Fall in and Follow Me" (Mills and Scott), Stanley Kirkby; "Put on Your Ta-Ta, Little Girlie!" (F. W. Leigh), Miss Florrie Forde; "Les Papillons Polka" (L. Wenzel) (concertina solo), Alexander Prince; "Early Closing Day" (F. Harworth), Arthur Osmond "Nirvana" (Stephen Adams), Samuel Hemsall "Liza 'Ad 'Old of My 'And" (Alex. Kendall), Jack Pleas-

ants; "The Picnic" (H. Lauder), Harry Lauder; "My Hero"—from "The Chocolate Soldier" (Oscar Strauss), Miss Marie Florence; "Napoleon's Last Charge" (Ellis-Paull), New York Military Band; (a) "A Dream" (J. C. Bartlett), (b) "Last Night" (H. Kjerulff), Frank Ormsby; "Barcarole," from "The Tales of Hoffman" (Offenbach), Metropolitan Quartet; "Where the River Shannon Flows" (J. I. Russell), Will Oakland and chorus; "Lo! Hear the Gentle Lark" (F. Lax), Stanzone and Finkelstein and Edison Concert Band; "Those Songs My Mother Used to Sing" (H. W. Smith), Miss Elizabeth Spencer; "Hear me, Norma" (V. Bellini), Miss Inez Barbour and Miss Elizabeth Spencer; "General Heywood and Our Glorious Banner Marches" (W. H. Santelmann), United States Marine Band; "I Hope I Don't Intrude" (W. H. Delephanty) (Bell Solo), Charles Daab; and "Jolly Fellows Waltz" (R. Volstedt), Sousa's Band. *Edison Standard Records*.—"They All Love Jack March" (Adams) (Knight), National Military Band; "When the Lights Are Low" (H. E. Darewski, Jr.), Stanley Kirkby; "I'm Coming Back to Siam" (Haynes, Carter and Meher), Miss Florrie Forde; "Do What You Can for Ninencep" (Alf. Ellerton), Arthur Osmond; "Ready Every Time" (Bowker Andrews), Peter Dawson; "Hobomoko—An Indian Romance" (E. Reeves), Sousa's Band; "Just a-Wearyin' for You" (C. Jacobs-Bond), Miss Elizabeth Spencer; "Teach Me to Pray" (J. M. Jewitt), Anthony and Harrison; "Nightingale" (G. W. Meyer), Premier Quartette, and "Dance of the Merry Larks" (J. Heller) (xylophone solo), Charles Daab.

H. J. Cullum Honored by Employees.

Mr. H. J. Cullum, head of the well known factoring house of Lockwoods, this city, was recently the object of a pleasing demonstration of esteem on the part of his numerous staff of employes, who presented him with a beautiful silver salver bearing a suitable inscription. Mr. Cullum expressed his gratitude of this kindly mark of good feeling, and incidentally referred to his recent trip to the continent. He admired the enterprise of the Germans, but thanks to an efficient staff, they

The FLEX Patent DIAPHRAGM

LOUD SPEAKING

Edison Size "C" or "H", post free - \$.50
For Edison Model O. - - - 1.00
Exhibition, or larger sizes, " " - 1.00
Patent Needle Tension Attachment
for Concerts and out of doors, for
Exhibition Sound Box, can be
affixed in a few seconds - - .40

Wanted reputable agents for these goods in U. S.
A. and Canada. Liberal terms.

DAWS CLARKE,
5 Longford Place,
Rusholme, Manchester, ENGLAND.

FROM OUR LONDON HEADQUARTERS—(Continued.)

had little to learn from that quarter, for at the present rate of progress his business would in a few years compare with the greatest houses in the trade, especially in the shipping department. Certainly the progress of Lockwoods has been phenomenal.

Pantomime Hits on Columbia List.

The Columbia-Rena list for February gives no less than eighteen popular pantomime hits—to say nothing of the medleys by the Band of the Scots Guards.

Latest Pathe Record List.

The Pathe 10-inch list for February has no less than twenty-eight splendid selections, among which we might mention are records by the famous band of H. M. Scots Guards, cornet solos by Sergeant Leggett, banjo and bell solos and a very fine record by the old favorite, Miss Florence Venning, "Love's Old Sweet Song" and "Whisper and I Shall Hear." Billy Merson, who has taken Brighton by storm in the pantomime, gives his famous Russian burlesque, "Wallapazink," and coupled with same is "The Gay Cavalier," while Arthur Leslie, the inimitable mimic, contributes a lifelike reproduction of "I Want to Sing in Opera," Wilkie Bard's latest, coupled with "He Was More Like a Friend Than a Husband."

In a Japanese Leper Hospital.

Miss Mary Martindale, writing from Kumamoto, Japan, contributes to the Church Army Gazette, a vivid account of the Christmas entertainment in a Japanese leper hospital—an account, which, pathetic as it is, is still an intensely interesting description of a party that seems of all things the most incongruous. For, says the writer, of all sad people on God's earth, one would surely think that a leper would be of the saddest. He is an outcast indeed, a dead man while he still moves about among the living, carrying with him the terrible visible signs of decay and corruption.

The building is situated in a remote part of lovely Japan, and is called the Hospital of the Resurrection of Hope. It is the Christmas season, and the lepers are going to have a party. There is a Christmas tree and gifts for all, and the poor disfigured fragments of humanity show their delight in no uncertain fashion at each development.

But, says Miss Martindale, the happiest thing of all was to hear the lepers laugh—yes, really laugh with the heartiest enjoyment. This happy result was brought about by the graphophone, which suddenly burst out with a rendering of the old Italian patois song, "Funiculi-Funicula," with a laughing chorus, and such an infectious one that soon the leper men and women were joining in with all their hearts. Other tunes followed, and the stirring marches and choruses thoroughly appealed to them.

One little lad, sitting in the front row, enjoyed the music amazingly. His poor little body was swollen till he looked like a little image of Buddha; yet how happy he was, nodding his head and waving a gloved and crippled hand to the tune.

Activity at Klingsor Works.

Business at the Klingsor Works is decidedly encouraging, taken as an index of the new year conditions. January sales have exceeded by a long way the company's expectations, and it is a healthy sign of the time that export trade is considerably improving week by week. The Klingsor instruments are in much favor here and abroad, and their suitability for the tropics is a direct outcome of the solid construction of the cabinets, rendering them impervious to varying temperature. Put up in various and artistic designs, the cabinets present a handsome appearance, and may be obtained in oak, mahogany or walnut at prices within the reach of all purses. Another line of special interest to foreign buyers

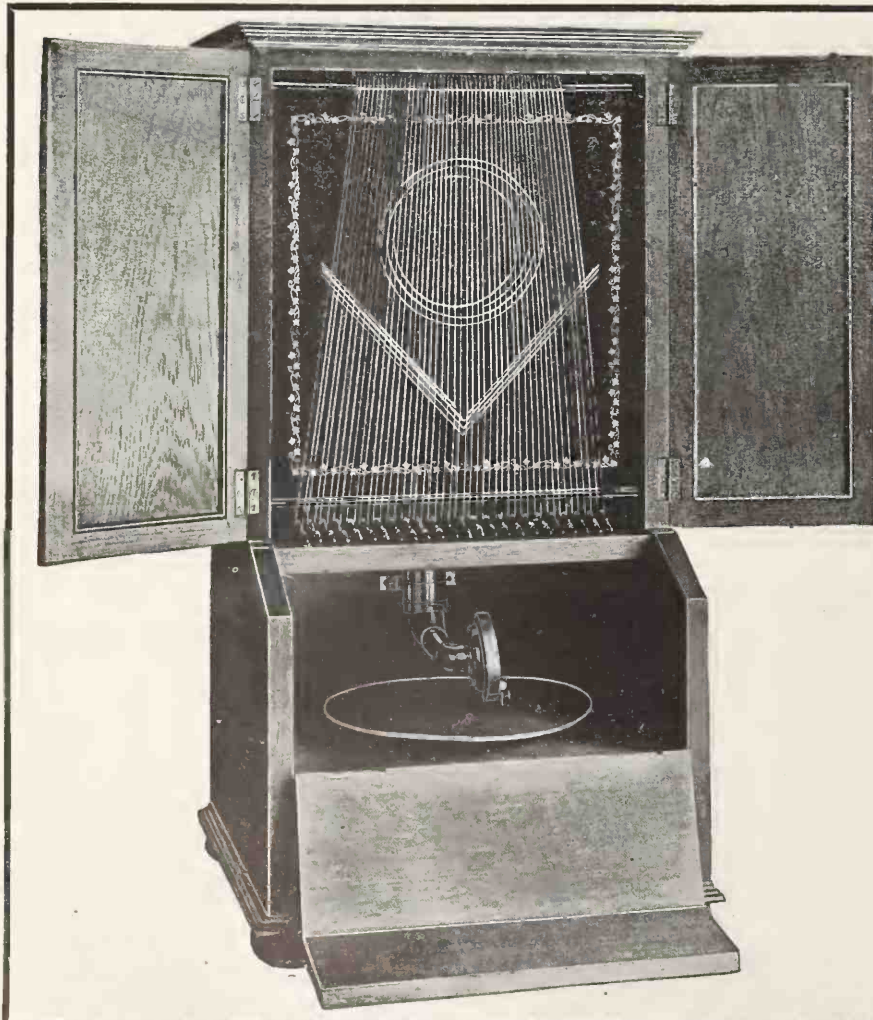
is the 10-inch double Klingsor record, for it is of pleasing tonal-quality throughout, and is sold at a competitive price which leaves a fair and reasonable profit to dealer-agents. The titles cover every phase of vocal and instrumental music, and include all the latest and best selections. Special attention, too, is centred upon the choice of artists, who include such well-known names as Harry Bluff, Guy Linton, Harry Trevor, Miss Bessie Abelson, Balalaika Band, Klingsor Symphony Orchestra and the Band of H. M. Irish Guards, to mention only a few. Undoubtedly the Klingsor specialties merit the close investigation of all talking machine dealers overseas, and a line to the Klingsor Works, Tabernacle street, London, E. C., will have immediate attention.

A Peculiar Advertisement.

For advertising in the "Wanted" column of the Evening News, "Gramophone, hornless preferred, tailor is willing to make clothes to measure for same," "S. 856" is awarded one of "John Bull's" famous biscuits.

Tend Towards High-Class Records.

In view of the increasing public taste for better-class music—operatic and selections of a classical nature—the Beka Record Co. intend to make special provision for the demand in this direction, and will list each month selections from some of the most popular operatic music; indeed, it is their intention to record a complete set of the Sullivan operas among others. The recording will, of course, be spread over a period of time, a commencement having been made in January. This month's (February) impression contains among other good selling titles, the following: (386) Selections from "The Yeoman of the Guard," Part I and II (Sullivan); (387) Andante and Allegro from "William Tell" (Rossini) and (389) "Sourire d'Avril" and waltz from "Faust"



KLINGSOR TALKING MACHINES

The ONLY Musical
Talking Machine

Various Designs and Prices
Second to None in Reproduction

Klingsor Record
10 inch D. S.

The acme of perfection in the art of recording. Will appeal to all lovers of music. For lists and monthly supplements, also terms, etc., apply to

Klingsor Works
22-24 Tabernacle St., London, E. C., England
Cables: Defiatory, London

(Gounod), all splendidly rendered by the Beka London Orchestra. Record 390 is a quartette rendition of "Regular Royal Queen" from "The Gondoliers" and "Strange Adventure" from "The Yeoman of the Guard" (Sullivan). Harry Thornton is responsible for "Long Ago in Alcalá" and "In Old Madrid," (393) Billy Whitlock offers his "Laughing Song" and "Billy Whitlock's Party," while (394) contains "Children's Carnival" and "The Hayrick Dance," by Max Witte with his "Fairy Bells."

Now, Sir Henry J. Wood.

His Majesty King George has bestowed the honor of a knighthood upon the famous conductor of the Queen's Hall Orchestra. It is well deserved, and we tender our hearty congratulations to Sir Henry, who we believe is more or less indirectly associated with our leading talking machine concern—the Gramophone Co., Ltd., of this city.

Gramophone Mentioned in Legal Cases.

Occasionally in the law courts references are made by counsel to the Gramophone, sometimes of an instructive, sometimes of an amusing nature, as the case may be. In the latter category a good example was furnished by counsel for defendant in the famous Millennium case. Reference had been made to the opening of a mythical bank, and counsel was cross-examining plaintiff as to the opening ceremony. In a letter which plaintiff had written he stated that it was necessary that a lady should perform the opening, and he went on to suggest that Ellen Terry or Madame Patti might consent to open by telephone. Counsel: How could they open it by telephone? You mean gramophone, don't you? The lady would speak into the gramophone, and you would reproduce it? Plaintiff (quickly): Yes, that is the way. (Laughter).

In another case we had the opinion of the Lord Chief Justice on the musical value of the gramophone. Speaking of a cinematograph show, Justice Avory said: "There was an automatic piano played at one of these exhibitions." Counsel: Or a gramophone. Justice Avory: It might be said that the strains of a gramophone or automatic piano are not music (laughter). Lord Chief Justice: I think they are very good music myself. And so say all of us.

February Zonophone List.

The February Zonophone records, as usual, show a high degree of quality, both as regards titles and artists, not to say anything of recording. To mention a few: "Gipsy Life," by the Black Diamonds Band; "Beloved, It Is Morn," by Miss Violet Elliot; "The Charmed Cup," by Peter Dawson; "The Battle Eve," duet, Ernest Pike and Stanley Kirkby; "John Mackay," by Harry Lauder, and "I Wonder If You Miss Me Sometimes," by Miss Florrie Ford.

Coronation Music and Records.

The musical portion of the ceremonies in connection with the coronation of King George and Queen Mary is to be of a particularly elaborate nature, more so, it is said, than in 1902, the year of our late King's coronation. The arrangement and definite details of the music have yet to be selected, and the information may not be available for some time. But apart from the religious music and marches which will be specially composed for the occasion, it is certain that the list will contain many compositions of the old school available for recording purposes. There will be a big demand for this music, and as soon as the chosen selections are published it is tolerably sure that our manufacturers will need no stimulant to offer records in the shortest possible time.

American Engineer Retained as Adviser.

Dugald Jackson, the well-known American electrical engineer, and for several years—1887 to

1891—connected with many important Edison interests, has been retained by the British Government to advise upon the value of certain telephone property shortly to be taken over by the post office authorities.

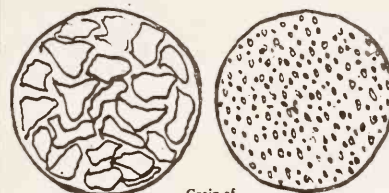
TRADE GOOD IN THE PROVINCES.

Talking machine and record sales throughout the provinces have held up remarkably well during January, and, indeed, in some quarters trade was quite brisk. The factors reports would seem to suggest that this is not a little due to the exceptionally large number of songs which have found favor with the pantomime public, and since practically all of them may be obtained on cylinder and disc records, it is perhaps only natural that trade in this direction should be exceedingly satisfactory. Machine trade has eased up somewhat, but a fair amount of business prevails, especially in the medium-priced article. Cycle dealers, many of whom have handled the goods of this industry the last month or so, are getting restless. Shortly they will be having the new cycle models in stock, and then good-bye to the talking machine. What stock is on hand will, in many cases, be jobbed off at cost price or less, while other cycle dealers will just stack their machines and records out of the way, to make room for the cycle. 'Tis true, 'tis pity; pity 'tis, 'tis true, as the poet says, but the fact remains that the secession of interest in the propagation of talking machine trade which prevails about this time of the season in the ranks of the average cycle dealer is largely responsible for any decline in sales noticeable after Christmas. The present-giving season over, it is only natural that talking machine sales slacken up a little, yet if the dealers would but maintain and exert their best endeavors to promote trade, and by keeping fair stocks instill the public with confidence, the one great barrier to an all-the-year trade would be breached. It remains for provincial factors to lose no opportunity to impress their dealers in this wise, and develop a line of argument which, it is to be hoped, will have some little effect in staying the hands of those cycle distributors who are likely to job off their talking machine stocks or neglect to give that attention so vitally necessary at this time of the season to maintain a level sales average.

The Sousa tour throughout the chief provincial centers has had a big effect on Gramophone and Edison record sales. The demand has been greatly stimulated by the good advertisements put out by both companies, and despite the apparent lack of co-operation on the part of many dealers, enormous sales have resulted everywhere. Lockwood's Manchester branch is showing increased returns each week, and the Perophone machines are gaining in popularity throughout the North generally. Daws Clarke, of Manchester, reports that he has recently introduced a new Flex diaphragm for the new Edison model O reproducer, and business so far is very satisfactory.

The chief makes of machines and records enjoy a good demand in Lancashire and the northern counties, and judging by the amount of orders received in London, Columbia, Edison-Bell, Twins, Beka, Zonophone, Pathé and other lines sales are certainly keeping up well. The Glasgow and Edinburgh factors are doing good business with the new Edison Lauder records, and the special Scottish titles recently listed are selling freely. The talking machine trade is holding up fairly well in Yorkshire, but unfortunately there are not wanting faint signs of a disinclination to replenish stocks. From reports to hand several dealers are already selling off their goods at a little above cost price. Belfast way, Edens Osborne, as usual, is doing well. In December alone his output was £250 above that of even time the previous year, and January trade is proportionately as good.

Don't Buy Needles That Damage Records



Grain of
Bad Needles Cleopatra Needles

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

Finest Reproduction, No Ruin of Record.



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

Sole Distributor

H. R. H. NICHOLAS
258 Broadway, Room 615
NEW YORK

MR. RECORDER, do you know my **WAX "P,"**
the best existing recording material for Berliner- (Gramophone-) cut? If
not write for free sample to

CHEMISCHE FABRIK E. SAUERLANDT **FLURSTEDT**
bei Apolda i. Th. Germany
The largest manufacturing plant in the world devoted exclusively to the
manufacture of Master-Waxes for Gramophone and Phonograph

Hearing is believing—as our magazine advertisements have often repeated. About 225 new Columbia dealers and thousands of new Columbia customers are hearing and believing.



Columbia Phonograph Co., Genl., Tribune Building, New York

ROOSEVELT ON SUCCESS.

The Colonel Gives a Few Hints as to How the Young Man Can Land in the Roosevelt Class.

It has always seemed to me that in life there are two ways of achieving success or of achieving what is commonly called greatness. One is to do that which can only be done by the man of exceptional and extraordinary abilities. Of course, this means that only this one man can do it, and it is a very rare kind of success or of greatness.

The other is to do that which many men could do, but which, as a matter of fact, none of them actually does. This is the ordinary kind of success or kind of greatness.

Nobody but one of the world's rare geniuses could have written the Gettysburg speech, or the second inaugural, or met as Lincoln met the awful crisis of the Civil War. But most of us can do the ordinary things, which, however, most of us do not do. My own successes have come within this second category.

Any fairly hardy and healthy man can do what I have done in hunting and ranching if he only really wishes to and will take the pains and trouble, and at the same time use common sense.

Any one who chooses could lead the kind of life I have led, and any one who has led that life could if he chose—and by "choosing" I mean, of course, choosing to exercise in advance the requisite industry, judgment and foresight, none of them to an extraordinary degree—have raised my regiment or served in positions analogous to those in which I have served in civil life.

PROGRESS ON THE RANGE.

[San Antonio music dealers report that cowboys are using phonographs to quiet the cattle on the range.]

It useter be we charmed 'em
 (Anyway, we never harmed 'em)
 A-chantin' in the moonlight Sam Bass or Old
 Black Joe;
 But machinery's wheeze and rattle
 Seems to suit these modern cattle,
 And they act plum sore and restless when the
 phonograph won't go.

Start that new contraption goin'
 Or a stampede will be growin'—
 Put in a Sousa record, or look out fer forty rows;
 On the cowboy's field of glory
 Life's another sort of story
 Since Melba and Caruso took to singin' to the
 cows.

So throw in a chunk from Pryor,
 When the West has lost its fire;
 Set the stars from op'ry houses yowlin' and raisin'
 hob;
 The lullabies we sang 'em
 Didn't suit the brutes—gosh hang 'em!—
 The demon of invention's put the cowboy off the
 job.

—Arthur Chapman in Denver Republican.

McGREAL OF MILWAUKEE.

Appreciation of the Well-Known Talking Machine Jobber Which Appeared in the Milwaukee Supplement to The Music Trade Review, February 4, 1911.

As stated in the introduction to the Milwaukee supplement, a music dealer can buy practically everything he wants to sell in Milwaukee. Law-



LAWRENCE M'GREAL.

rence McGreal conducts one of the most extensive businesses in the wholesaling of Victor and Edison supplies in the country. He is a great believer in the fact that piano dealers can handle talking machines to excellent advantage. During his career he has had some experience in handling pianos and knows whereof he talks.

Mr. McGreal "broke into the talking machine business," as he expresses it, in 1897, while connected with the Conroy Piano Co., of St. Louis, which company at that time took on the jobbing of Edison goods. He became connected with the National Phonograph Co. in 1899, as Western representative and traveler and remained with them until he resigned to open a business of his own in Milwaukee. This was in 1902, and on September 1 of that year he opened what is said to have been the first exclusive phonograph store in the West at 173 Third street. He soon went into the jobbing business and has built up a very extensive business on Edison and Victor goods in Wisconsin, northern Michigan, parts of western Iowa, southern Minnesota and northern Illinois. On May 1, 1907, Mr. McGreal leased a large building at 174 and 176 Third street, directly opposite his former location. Two years ago he discontinued the retail, selling it to Miss Gertrude Gannon, who had been manageress of that branch of his business for

several years. He occupies the entire and very spacious fourth floor and half of the third floor for jobbing purposes, and sublets the balance of the building.

Mr. McGreal is a good man to do business with. He knows the retail business and is always willing to lend his aid to his dealers in the way of advice, suggestions for sale campaigns, arrangement of stock, etc.

In a series of articles calculated to show the development of the music trades in Milwaukee, some figures showing the distribution of Victor and Edison machines in the city of Milwaukee year by year come in particularly pat. They are compiled from reports obtained from various dealers and from other sources. Here is the list:

Sept. 1.	No.	Sept. 1.	No.
1903.....	1,240	1907.....	6,610
1904.....	2,675	1908.....	7,992
1905.....	3,912	1909.....	9,220
1906.....	5,130	1910.....	11,140

The New Idea Cabinet Co., which is owned and operated by Mr. McGreal, manufactures a line of disc cabinets, with interchangeable tops, adapting them at will for the various types of machines, thus enabling the dealer to carry a limited num-



M'GREAL'S MILWAUKEE HEADQUARTERS.

ber of cabinets, and yet be in a position to meet all the demands of his trade. Cylinder cabinets of unique designs are also made. The new line of special disc cabinets for Victrolas X and XI are meeting with the most gratifying approval by the trade. Orders have been received from several jobbers for a large quantity.

BIG PURCHASE IN SPOKANE.

Graves Music Co., of Portland, Ore., Buy Out Two Phonograph Companies for \$35,000 and Will Establish Permanent Branch in Spokane with W. H. Goodwin as Manager.

(Special to the Talking Machine World.)

Spokane, Wash., Jan. 21, 1911.

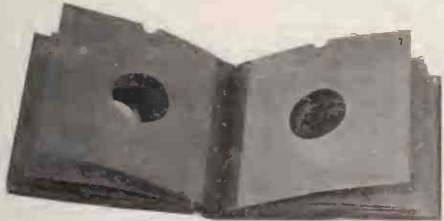
The Graves Music Co., with main offices in Portland, Ore., have purchased the entire stock and fixtures of the Spokane Phonograph Co. and the Inland Phonograph Co., paying \$35,000 for the stock and good will. The new company have taken over the wholesale warehouse at Second avenue and Browne street and the store at 7 Post street.

The Graves Co. are one of the largest wholesale and retail importing houses in the Northwest, and it is the intention of the company to establish an up-to-date branch in Spokane, carrying all lines of musical instruments and sheet music. Arrangements are now being made to ship a complete stock to this city. W. H. Goodwin is in charge of the local house, which is the first to be established in the Northwest, outside of the main house in Portland.

LIBRARY IDEA FOR DISC RECORDS.

Some of the Improved Features in the New Line of Echo Record Albums Just Introduced to the Trade.

The new "Echo" Record Album advertised on another page is a distinct advance over the original Record Album put on the market a couple of years ago by the inventor, L. J. Gerson, now talking machine buyer for the Wanamaker stores. The latest Record Album as manufactured by the Echo Album Co., of Philadelphia, Pa., has a number of new points which are worthy of more than passing interest, as will be noted in the detailed description.



THE ECHO ALBUM.

The new "Echo" Album also has a flexible back that will allow the Album to be pressed flat when without records to one-tenth its usual thickness, which allows it to be easily mailed or a quantity packed in small bulk for shipment. The Albums when filled also open out flat when on a table, so that every part of the album is horizontal. A leather pull or "tab" on the back being an improvement over the scratchy brass ring (which will easily ruin fine woodwork), has been adopted to enable the "Echo" Album to be withdrawn easily from a shelf. These "Echo" Albums are made in two sizes to accommodate either 10 or 12-inch records of any make. They are sold by all Victor distributors here and in Canada.

NEW COLUMBIA CO. STARS.

Exclusive Engagement of Nordica and Fremstad of Grand Opera Fame, Announced by the Company.

The double-page announcement concerning the exclusive engagement by the Columbia Phonograph Co. General, of Nordica and Fremstad, the world-celebrated operatic stars, whose names and eminent artistic standing are known everywhere, is of more than passing importance. This applies not only to the trade but the public at large. The facts stated in connection with the engagement of these great vocalists should be carefully considered, as these exclusive Columbia contracts were secured only after the company's records had demonstrated to Mmes. Nordica and Fremstad that the Columbia laboratory could produce recordings that would be faultless reproductions of their voices.

EXECUTIVE COMMITTEE TO MEET.

To Handle Various Matters of Direct Importance as Well as Arrange the Final Details for the Convention in July—Indications Are That There Will Be a Record Breaking Attendance at the Convention.

The executive committee of the National Association of Talking Machine Jobbers will meet at the Congress Hotel, Chicago (the Auditorium Annex), on February 19-20, for the purpose of taking up and discussing a number of matters of great importance to the members of the association. The final arrangements will also be made for the convention in Milwaukee in July, which, by the way, promises to be the most successful in the history of the association. Being the first convention held in the West since the national association was formed in Buffalo, there is a tremendous interest already manifested in the occasion and there are already indications that the attendance will break all records. At the meeting of the executive committee a program will be outlined that will provide for a line of discussion that will prove of most benefit to the jobber and will send him home feeling that the time and money spent in attending the meeting has been well spent.

At the meeting of the committee there will be present practically all the members, Messrs. Blackman, Buehn, Taft and Roush having already signified their intention of being present on that occasion.

EDUCATING THE DEALER.

The Duties of Jobbers Defined by G. W. Henderson in the Course of an Interesting Address at the Recent Meeting of the Eastern Talking Machine Associates.

At the recent monthly meeting of the Eastern Talking Machine Associates, an organization formed by and composed of the members of the Eastern Talking Machine Co., Boston, Mass., for the betterment of the general business, an address was made by G. W. Henderson, The World representative in that city. It makes pertinent reading. He said:

"In the general run of commercialism the jobber seems to be getting eliminated, but in the talking machine field it seems that he is getting stronger and stronger. He is the backbone of many dealers. The jobber goes into a city, arouses enthusiasm into a new man and before we know it a new dealer is created. The new dealer starts in, confident in the thought that all he has to do is to open his store doors mornings and the people will flock in. This will be particularly true if the jobber has pictured a glowing account of the case in securing wonderful profits selling machines and records.

"What is the result if the dealer is left to his own efforts and the jobber confines his interests to saying: 'I hope Mr. Jones will get along all right.' Now you will admit that there are quite a few dealers in New England, and I presume the same conditions exist to a more or less extent right through the country, who have started in with a brass band noise and to-day are not making any more noise than a tin whistle. I hear the statement again and again as to why some of the old dealers do not display the same enthusiasm as they did when they started in. The reason for it is that the talking machine business is a science; to be a successful dealer one must know as much about talking machines as a druggist about drugs, and when a jobber starts a new man apparently under the best conditions and after a few months withdraws his support, so to speak, and by 'support' I mean his tuition, the new dealer gets discouraged at the many phases of the new business and sort of lets things go along as they will.

"What the new dealer needs is education. Who must teach him? The jobber. The jobber's salesman must not only be salesman, but they must be business advisers. They should be trained to act as the new dealer's counsel; advise him about the technical features of the machines; instruct him on the scope of the records and their value as a

permanent monthly income; assist him in writing advertisements and in the promotion of business; help him secure a firm footing on the rocky ledge of credits; show him about window displays; about repair work and in the sale of small specialties; and, in fact, aid him in a hundred and one ways for the successful growth of his business.

"When you consider what a jobber's salesman must be able to do, or what they should be able to do, is it any wonder that the position is an exacting one. He must be trained as a talking machine specialist. When all jobbers and jobbers' salesmen will remember that there is a great deal more than the bare sale to the dealer, there will be but very few non-energetic or lazy dealers. Why? Because the jobber will not waste ten minutes with him; the dealer must be a live one and stay alive, and he will get every encouragement. Further expansion of the general industry will occur when the 'weeds' are hoed out, which will be of immense benefit. And when you reflect what the jobber's salesman must be and that he must be a scientific talking machine and business man, it certainly is a high honor to be able to successfully occupy that chair."

PIANO HOUSES AND TALKING MACHINES.

The entrance of Wm Knabe & Co., the widely known piano manufacturers, into the talking field, by taking on the line of the Columbia Phonograph Co. in their New York warerooms, the particulars of which are published on another page, will doubtless arouse a great deal of interest in the trade at large. It may also be said that The World is authoritatively informed that other piano houses of prominence are also contemplating the talking machine proposition in a serious way. As has been before stated in The World, the various manufacturers have always considered the music trade second in importance to the exclusive dealers as an avenue of distribution for their products.

William Mermød, of William Mermød et Cie' St. Croix, Switzerland, manufacturers of talking machine specialties, is now in this country and will remain for some time. He is the son of the senior Mermød, deceased, and is the largest stockholder in the company.

The Jacot Music Box Co., New York, have surrendered their privilege as distributors of the Victor Talking Machine Co. and will hereafter handle the line as dealers only.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, who has been on a Southern trip, visited Baltimore, Washington, Birmingham and Chattanooga. He was accompanied by his daughter, and returns to-morrow (February 16).

No man is as stupid as he who is unsuccessful and stubbornly persists in holding to the methods that make him so, refusing to try up-to-date methods because he "does not believe in them."

WOOD DIAPHRAGMS

What is more important to a reproducer than a good diaphragm?
Wood possesses the element that beautifies the reproduction of sound, and we have produced a

Built Up Wooden Diaphragm

which imparts so sweet and natural a tone that it never fails to charm the listener.
You will marvel over the vast difference between wood and metal diaphragms.

They improve the tone, increase the volume of sound and articulate clearly.
Made for Edison "G", "H", "O" and "R" reproducers and Victor Exhibition Sound Boxes.
Dealer's price, \$3.00 per dozen. Retail 50c. each.
We would be pleased to receive a sample order.

S. B. DAVEGA CO., 126 University Place
NEW YORK

NORDICA — COLU

Two More Great to the List Columb



Copyright Dupont.

The only thing necessary to say about Nordica and Fremstad is that no other word is necessary. Everybody knows those wonderful voices.

But you may be interested to learn this one fact: Both these great artists have continually received *and rejected* requests to make talking machine records. And these exclusive Columbia contracts were secured only after our test records had demonstrated to Mmes. Nordica and Fremstad that the Columbia laboratory could produce recordings that would be faultless reproductions of their voices—which they regarded as impossible for any laboratory to do.

The titles and numbers of these records will be announced at the first possible moment.

COLUMBIA PHONOGRAPH C

Dealers Wanted—Exclusive selling rights

COLUMBIA — FREMSTAD

Names Just Added Exclusive Artists

Do you realize that only through the Columbia Phonograph Company can you offer to your customers records by:

OF THE SEVEN GREAT TENORS:

Zenatello*, Constantino, Bonci*, Anselmi*, McCormack*, Bassi*.

OF THE NINE GREATEST BARITONES:

Bispham, Amato*, Sammarco*, Baklanoff, Campanari, Gilbert, Blanchart, Van Rooy, Stracciari*.

OF THE THREE GREATEST BASSOS:

Mardones, Journet, Didur*.

OF THE SEVEN GREATEST SOPRANOS:

Nordica, Destinn*, Fremstad, Nielsen, Cavalieri, Russ*, Boninsegna.

OF THE ONE GREATEST GERMAN LIEDER SINGER:

Alexander Heinemann.

OF THE WORLD'S GREATEST VIOLINIST:

Kubelik*, the only true successor to Paganini.

OF THE MOST RENOWNED COMPOSER-PIANIST:

Xaver Scharwenka, who has made the only faultless recordings of pianoforte music.

(* Fonotipia artist.)

Your business needs Columbia Double-Disc Records and Columbia Grafonolas and Columbia horn Graphophones, if the one perfect process of recording and the one incomparable line of instruments, together with Columbia exclusive selling rights, mean anything to your business development.



Photo. by Otto Sarony Co.

COLUMBIA COMPANY, Gen'l, Tribune Building, New York
 where we are not actively represented

MAKING A RECITAL HALL OF A STORE



The accompanying illustration shows the manner in which an Illinois dealer, C. O. Fenn, of Bloomington, manages to give talking machine recitals in a comparatively small store. The settees, of course, are removed when the concerts are not in progress.

On Mondays, Wednesdays and Fridays from 2

to 4 p. m. Edison concerts are given, while the same hours on Tuesday, Thursday and Friday afternoons are devoted to the Victor. While no further details are at present available, the mere facts stated above stamp Mr. Fenn as a live wire, whose efforts are no doubt yielding fruitage in an excellent business.

FOUND CONDITIONS GOOD.

F. K. Dolbeer, Sales Manager of the National Phonograph Co., Thus Reports Upon Return from Visit to Western Jobbers.

F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., who was in Pittsburgh, Cleveland and Detroit, calling on the trade, reported for duty at the factory Monday morning. Of his trip he said: "I went out for a hurried visit to some of our jobbers on a special matter and found everything very satisfactory so far as business is concerned. Orders are now not so

For Sale or Trade.

5,000 brand-new double-faced Zon-o-phone Records; jobbing stock; complete catalog, well assorted. Also 20 Zon-o-phone Machines, latest models, assorted types. Original packages. Will sell at a price or trade for Edison Records and Machines. "RECORDS," care Talking Machine World, 1 Madison Ave., New York City.

Phonograph Man Wanted.

WANTED.—First-class man to take charge of talking machine department; one who understands Victor and Edison lines thoroughly; good position to the right party. CHAS. I. DAVIS, 418 Euclid Ave., Cleveland, Ohio.

WANTED—REPAIR MAN, for talking machines and moving picture machines; one who can spell and figure correctly. Good salary to right man. TALKING MACHINE CO., 2007 2d Ave., Birmingham, Ala.

Salesman Wanted.

CLEVER outside retail talking machine salesman wanted to follow up live prospects. Must be a man of good character and habits, accustomed to handling high-class trade and who is effective in closing sales. State age, nationality, references, experience and salary. BAUMER PIANO CO., New Rochelle, N. Y.

For Sale to Edison Dealers Only.

5,000 2-minute records, 14 cents each, or will trade for Disc records. DENINGER, 835 North St., Rochester, N. Y.

large as during the holidays, but nevertheless they represent a surprising volume of trade for this season of the year. The factory is fully engaged and we are sure the spring sales will come up to expectations."

REHEARING OF CASE REFUSED.

The petition of the Victor Talking Machine Co., Camden, N. J. for a rehearing of the case against the American Graphophone Co. (Columbia Phonograph Co.) was denied recently in the United States Circuit Court of Appeals, sitting in New York. There was no argument nor any opinion written. The order for a dismissal of the case and the bill for costs in both the lower and final courts had previously been filed and a motion for a stay had also been refused. This is the contempt suit in which the defendants had been charged with infringement of the Berliner patent and fined \$1,000, the finding being reversed on review.

The order for an appeal in the case of the American Graphophone Co. against the Victor Talking Machine Co., involving the charge of an infringement of the Jones patent, decided adversely to the complainants on a demurrer recently, was signed and the argument will be heard in the United States Circuit Court of Appeals, Philadelphia, in March or April.

A LIVE PROPOSITION.

The shrewd man takes advantage of his opportunities. The keen-eyed sees them where others see nothing. These two elements were combined in a merchant out West.

When he came to business one morning he saw the store on the left of him placarded:

"Great Bankrupt Sale!"

The store on the right had up a big banner:

"All Goods Going at a Bargain!"

The merchant telephoned to a painter. In an hour an immense sign was over his own door:

"Main Entrance!"

SOUND BOX REPAIRS.

Recent Literature Covering Repairs on the Victor Exhibition Box.

(Special to the Talking Machine World.)

Philadelphia, Pa., Feb. 6, 1911.

It must be admitted that the methods of the Victor Talking Machine Co., Camden, N. J., are along the best possible lines, so far as effective publicity goes. Every phase of their marvelous business is exploited in a manner that cannot help but appeal to their trade in the most convincing manner. For example, their latest announcement is made relative in their booklet, "Instructions for Repairing the Victor Exhibition Box," a detail, presumably, but very much up to the minute.

In this particular the company say: "You should know that the correct reproduction of Victor records depends primarily on the sound box. This fact has prompted us to prepare a booklet minutely describing and illustrating the proper manner of assembling and adjusting Victor exhibition sound boxes. These instructions should be kept permanently in the repair department; for we feel sure that they will be the means of saving you a lot of aggravation, time and money in making repairs. We have illustrated the necessary tools in this booklet which our own experts use in assembling sound boxes, and we urge that every dealer secure a complete set. Poor tools make poor workmen."

COLUMBIA MERCANTILE CO.

The Latest Addition to the Talking Machine Stores of Milwaukee Is the Foregoing.

(Special to the Talking Machine World.)

Milwaukee, Wis., Feb. 10, 1911.

The Columbia Mercantile Co. have just opened their new store at 829 Winnebago street and are drawing most of their stock from the Kunde store. Mr. Ballash is in charge of the new branch.

"Business is very good," said A. G. Kunde. Trade is decidedly better than at this time a year ago and we have plans under way by which we hope to increase our trade each coming month."

Just as soon as Mr. Kunde closes the deal for the renewal of his lease at 516 Grand avenue, steps will be taken for the installation of a new store front.

L. C. McChesney, advertising manager of the National Phonograph Co., attended the joint convention of the Association of American Advertisers and the National Association of American Advertising Managers, at Chicago, recently, before which he head a paper.

Henry J. Hagen, the recording agent of the Universal Talking Machine Manufacturing Co.'s laboratory, is now in Cuba. As Mr. Hagen is acknowledged one of the finest recorders in his line the Universal company are looking forward to listing a list of records of the Spanish-American type that ranks with the best executed.

Recently Henry Siegel, widely known as president of the Siegel chain of department stores in New York, Boston and Chicago, ordered, through Mr. Feinberg, a Grafonola Regent in Circassian walnut, to be placed in his home, "Driftwood," at Mamaroneck, N. Y.

The "Peacock" window display No. 21 of the Victor Talking Machine Co., Camden, N. J., is believed to be one of the most effective of the series. "The Peacock," with its gorgeous array of colors, is one of the most unique and striking attractions for a centerpiece that it is possible to conceive. The bird is made of papier-maché, hand colored true to life, and is a trifle larger than life size, the body being thirty inches high, while the tail is five feet high and five feet six inches wide. Attached to this tail are seven Red Seal records with record rings, and hand-colored pictures of Caruso, Melba, Farrar, Tetrazzini and Gadski.

WITH THE TRADE IN GERMANY.

Disc Record Manufacturers Demand Protection of Leipzig Chamber of Commerce Owing to Increase in French Tariff on Records—Taxing Talking Machines in Prague—Discussing the Matter in Berlin—Popularity of the Hornless Machines—Itinerant Dealers Hurt Holiday Trade—Other Comments.

(Special to the Talking Machine World.)

Berlin, Ger., Jan. 28, 1911.

The representatives of the talking machine industry at Leipzig have petitioned the Chamber of Commerce of that town to use its influence to safeguard their products, the sale of which in Germany is said to be endangered through the activity of Pathé Frères, of Paris. This step was instituted because France recently increased the import duty on German discs in its new tariff from 30 to 60 francs per 100 kilograms. This action will kill the disc export trade, which was hitherto flourishing. Germany levies only a duty of 3 marks per 100 kilograms, which stimulates the importation of foreign discs. The Chamber of Commerce has taken action on the facts furnished regarding this flourishing branch of the industry, and submitted them to the Imperial government, proposing as a means of protecting the industry and staving off the impending ruin that these Pathé Frères discs should be taxed at 40 marks per 100 kilograms in the same way as are the parts of other kinds of musical instruments and the necessary articles to play them, like violin bows, which are also taxed at the same rate as the instruments themselves.

Records That Make History.

The talking machine record plays a most important role in anthropological and ethnographical science. The Vienna Academy of Sciences has begun a collection of records which already amounts to more than 1,000. In the department devoted to this purpose hangs a big map on which the districts from whence these phonographical reproductions have already been designated, and they are marked with small flags. This gives a clear indication how the phonograph of the scientific traveler has already penetrated into the most distant parts of the world; in brief, into deserts and mountain retreats of barbarous people. The last acquisitions are dialects from lower Austria and from Sweden, in the form of speech and song, and records of the voices of African Bushmen. After the fierce calls of savages one hears on the records voices in connection with art; one hears Sonnen-thal and Levinsky speaking. Furthermore, the voices of all the members of the Imperial House of Austria are here perpetuated. The catalogs, which fill a big bookcase, contain the words taken phonographically, with the recording date of each.

Taxing Machines Now the Vogue.

House owners in Prague have received a request to declare which of their tenants possesses a grand piano, upright, harmonium, gramophone, phonograph or orchestration, etc., and whether such an instrument is used for amusement only, or for giving instruction thereon. The answers to these questions will be used to prepare statistics, on the strength of which a tax by the municipality might be levied on all instruments which are used for pleasure purposes only.

In Berlin the question of introducing a tax on public amusements has not yet been decided. At a meeting of the town councillors the whole question was handed to a commission to prepare a schedule for such a tax. Unfortunately, in respect of this question no information has yet been furnished the commission by the different talking machine manufacturers who have branches in Berlin. If one considers how energetically the organizations of other branches of trade tackle any question vital to their interests and reads their exhaustive pamphlets, then one cannot do otherwise than regret that the Association of the United Berlin Mechanical Music Manufacturers have shown such a lack of unity and activity. But, unfortunately, the same thing is now happening at Munich, although the town is already preparing a tax on public amusements, from which naturally the orchestrons and talking machines would suffer most.

It is true a big meeting has been called to protest against such a proposal, but those who sent out the invitation to attend the meeting are only the unions of the hotel and cafe keepers, musicians and owners of cinematographs and small theaters, while the unions of the mechanical music branches are holding aloof, though their interests are in a great measure at stake. Their presence would certainly have been desirable, if only from the view of agitation, because the others present numbered several thousand.

Hornless Talking Machine Now in Favor.

In the talking machine trade the hornless instruments are coming more and more to the front, and they may be now classed among the most salable goods. Cheaper types have appeared lately which enable the dealers to sell to customers of moderate means. The dealer finds that these cheaper lines do not make any intending buyer hesitate long before he actually concludes his bargain. The hornless instruments are easier shipped and therefore also more salable than those with horns. It was especially this part of a talking machine which was often a great source of annoyance to the dealer, as it was easily damaged, even with the utmost care.

A Disagreeable Development.

In the disc business there has appeared, especially during Christmas, a most disagreeable development, which was, however, in evidence before, only was not so prominent. Many shops, which were otherwise empty, are, for the present taken by the so-called "occasional" dealers, who try to do business by offering discs at specially cheap prices. It is unnecessary to say that these double-sided discs, which are sold at 1.10 marks (25 cents), cannot be classed with the best goods. These "occasional dealers" try to sell, at the same time, the cheapest machines. This reacts again and the public is not disposed, at least for the present, to touch any talking machines at all. The chief drawback with these cheap machines arises from the fact that they have a comparatively short spring, which prevents the execution of a disc of any size. Further, they have generally an inefficient sound-box, which gives an impression that the manufacturers are not able to produce perfect machines. Steps should be taken by reputable dealers to expose the tricks used by these unscrupulous "occasional dealers," and explain the difference between reliable and inferior machines.

UNCLE HIRAM TO HIS NEPHEW.

Learn to Listen, Good Advice for One Starting Out in the World.

"The little piece of advice that I would give you this morning, Stephen," said Uncle Hiram to his hopeful young nephew, "is this: Learn to listen.

"We all think that our own experiences are the most interesting that ever were, that the things that have befallen us are the most wonderful; but don't monopolize the conversation, Stephen.

"As a rule, what happened to you doesn't interest the other man at all; what happened to him is what interests him most, and if you are wise you will let him tell you about it; and beware of trying to match his experience with something greater out of your own, which, however greater it may have been, will only make him think less of you, for naturally it belittles him, and that is something that you want always to avoid.

"So let the other man do the talking, Stephen, while you listen. Your interest in what he says will commend you to him as a person of intelligence and appreciation. As he talks on he will have a higher and higher opinion of himself, and as surely, as you listen, a better and better opinion of you.

"Stephen, learn to listen. At your age you should not be talkative, anyway; reticence is a fine trait in any man and especially to be commended in the young; and if to that you can add the grace, indeed the rare grace, of being able to listen with earnest attention you will get on. Many a man has prospered in this world by letting some other man do all the talking.

"That will be all, Stephen, this morning."

The man who is satisfied with things as they are never makes them better.

J. F. BOWERS REVIEWS CONDITIONS.

Popular Official of Lyon & Healy Summarizes Results in the Chicago Music Trade During the Past Year for the Tribune of That City.

James F. Bowers, of Lyon & Healy, and former president of the National Talking Machine Jobbers' Association, has just contributed the following review of trade conditions for the past year to the Record-Herald, of Chicago:

"The year 1910 has been an excellent one in the musical instrument industry. It has been especially noteworthy for the demand for goods of the better class. The time has gone by when Chicago was not to be considered seriously as a producing center of musical instruments. The standard harp of the world, so recognized by its use in practically all the great European orchestras, is made here in Chicago, and now the same factories are producing a high-grade piano which is being accepted everywhere by the best authorities.

"Nearly all the piano factories in Chicago and in the near-by towns have been busy during the year and many of them have worked overtime for the past three months.

"Player-pianos—that is, the pianos which may be played by means of a paper roll—have gained greatly in favor, owing to the better type of instrument produced. The latest player-pianos now have the piano. The music is cut very accurately now and an 88-note scale, and, therefore, play every note in there has been a decided improvement in the matter of expression-controlling devices, so that very artistic effects are possible.

"The harp, mandolin, guitar and banjo are enjoying widespread favor. Practically every college and school has its glee and mandolin club and the growth in the number of amateur orchestras is responsible for the largely increased number of harps now being sold.

"Talking machines have continued to increase in favor, especially the higher-priced instruments made in the form of a cabinet. These instruments, in connection with beautifully made records of the voices of great operatic artists, furnish never-ending pleasure in any home circle.

"The sheet-music and book business is about equal to the preceding year. The new copyright law by which the composer receives a royalty upon every player-piano roll and talking-machine record, as well as upon the sheet music, has added materially to the income of American writers."

HUNG IN A PROMINENT STORE.

Some Instructions to Clerks That Possess Real Value—Touch Vital Points.

All clerks will please give strict attention:

"Don't fail to know what goods are in your stock, and where to find them quickly.

"Don't permit a customer to leave the store dissatisfied or offended, before sending for some one higher in authority.

"Don't argue or contend with business associates in the presence of customers.

"Don't take an address for goods to be sent, a c. o. d. order, or a charge, without being positive that you take it correctly.

"Don't always show the cheapest goods first; sales are sometimes lost in that way.

"Don't get excited in times of rush, or any other time. It shows the customers that you are inexperienced, and unaccustomed to an active business.

"Don't be discourteous. It is a fault that cannot be excused.

"Don't disregard instructions from those higher in authority; and never say, 'I was not hired to do that.'"

Without enthusiasm a man is only a statue.

Recently Geraldine Farrar, the operatic prima donna, visited the talking machine department of the Aeolian Co., New York, and expressed her satisfaction with the harmony displayed between the tones of the great organ in the recital hall in connection with the playing of a Caruso record on the Victrola. The great artist said it was marvellous.

HOW THE "VICTOR" HELPS WINDOW DISPLAYS

A Special Department Which Turns Out New Display Every Month—What Conditions the Display Must Fit—A Specially Successful July Exhibit—Interesting Observations.

By ELLIS HANSEN in Printers' Ink.

About four years ago Printers' Ink, in a well written article under the heading of "Window Wisdom," said: "Neglecting one's show window is the greatest of the seven deadly advertising sins."

A well dressed show window may be compared with a friendly greeting to a prospective customer. Everybody looks into the windows, either consciously or unconsciously, and retail dealers should be educated by manufacturers to realize how many friends a store gains through well dressed and interesting window displays. A dealer pays one-half of his store rent for location and window space, and it was to aid Victor dealers in deriving all the possible benefits from their windows that the Victor Company inaugurated its window display department.

While the Victor Company is probably not alone in realizing the tremendous influences that good windows exert in stimulating trade, they, nevertheless, have had the courage of their convictions, and are maintaining a large and costly department for designing and building exclusive Victor trims, and exclusively demonstrating how this important method of retail advertising can be converted into a national advertising proposition of great magnitude.

About ten years ago, when I entered the music business as a window designer, I was instantly drawn toward the talking machine. The Victor appealed to me like a modern Aladdin's lamp, and offered to the designer a field as wide as the entire world of music, and the opportunity of arranging timely windows for any and all seasons.

Fortunately, my firm, Sherman, Clay & Co., of San Francisco, did not restrain me in regard to designing and planning these displays, and in a short time the window devoted to the Victor became the most popular of all our windows, and requests for photos came from everywhere.

Even before I called to Camden to take up the work for the Victor dealers in general, the Victor Company had for years advised their dealers to take proper care of their show windows, and to give window displays more attention, even offering prizes for the best Victor windows. They followed closely the window advertising of Lyon & Healy, and of Sherman, Clay Co., the window displays of these two stores proving to them that all Victor dealers should be educated into this method of advertising.

It was the original intention to have me travel around the country, build displays for each dealer upon whom I called, talk the value of window trimming, and to arouse sufficient enthusiasm in each dealer to make him realize the real value and importance of his window. With the assistance of an artist and a boy and in a very small room in one of the factory buildings, I designed six windows, photos of which I expected to leave with each dealer for their future guidance after I had arranged one display for him.

Then, after the six windows were completed, we advanced to the idea of cataloguing these displays and offering to sell the material to our dealers at cost price. It took us several months to get the department ready, but during that time the idea of ready-made window displays was thoroughly exploited in the Victor house organ, The Voice of the Victor, and when we issued our catalogue success was instantaneous. The orders have rapidly increased each month, and at the present time we have a large force of assistants and helpers, and occupy the entire floor of one of the large Victor buildings.

These displays are sold at actual cost. Our dealers were quickly convinced that the very low price we asked was not an expense, but a first class investment, and we now have the confidence of many hundred dealers throughout the country, to the extent that they have signed our standing orders for all Victor displays issued during the next twelve months. We sell most of the windows for five dollars, but if they were made singly they could

not be prepared for many times that amount, for we have in our employ some of the best artists and show-card writers to be found, and insist that these designers take all the time that their work requires.

To design and manufacture window displays in quantities is by no means an easy task. In the first place, these displays must be striking. While most persons are fascinated by a pretty window, beauty alone is not enough to make a successful display. Each window must not only tell an interesting story, one that will be understood without too much mental effort, but it must, like all other advertising, create a new desire to possess the article displayed. The buying public is too busy to linger in front of a show window, but if



ELLIS HANSEN.

your point is well illustrated, so that it can be understood at a glance, it will unconsciously create sufficient interest in most people to cause them to stop, and that is the first and main object of a show window.

On the other hand, these displays must be inexpensive. It would be unfair to the smaller dealers to design and manufacture expensive displays that only the larger stores could afford to buy.

Another hard problem is to prepare displays for shipment. When it is taken into consideration that we are not only shipping window displays to nearly every point in the United States, but to Europe, South America, Canada, Hawaiian Islands, and even to China and Japan, it will readily be seen that if the material is too bulky or too heavy the cost of transportation will be entirely out of proportion to the entire cost of the display. We issue these news displays every month, and great care is taken to make them as compact and as easy to assemble as possible.

A large show window, containing electric lights and everything else that goes to make up a modern show window, is erected in our shop; we, therefore, see each new display just as it will appear in Victor dealers' windows.

The success of the window display plan, however, depends largely on the co-operation of the dealers, many of whom have written us, offering valuable suggestions.

Nearly all dealers who originally bought our displays have bought again and again, and have shown a great deal of interest and patience in setting up our display windows of odd shapes. Our displays have been so simplified that it requires very little effort to put them together, but at first we underestimated the difficulties with which many of our dealers had to contend.

I have often been asked how the ideas for the

many displays we issue originate, and while it is impossible to put down any set rules for window ideas, it is not a hard matter to make attractive and interesting displays; for instance:

In our Fourth of July window, shown herewith, I took advantage of the leading magazine and newspaper crusade urging the celebration of the Fourth in a sane and safe way, and we presented this window to our dealers with an illustrated circular describing the Fourth of July window in this manner:

The background consists of two large American flags, draped fan shape. In the center is what appears to be a full-sized cannon; the wheels and tail pieces are not different from the real cannon, but the body consisted of a Victor with the horn for the cannon proper. In front of the display is this sign:

THE NEW AND SAFE WAY OF
CELEBRATING THE FOURTH.

Between the two flags is a large shield with the following copy:

ON THE GLORIOUS OLD FOURTH

Bombard your friends and neighbors with patriotic music from the cannon horn of your VICTOR.

They'll enjoy it immensely—and so will you.

We'll be glad to furnish the ammunition by supplying all VICTOR records you may wish.

Come in and let us fire off a few records for you NOW.

And directly below, coming from the cannon horn of the Victor, which has just discharged a Victor record, is a cut-out card, illustrating not the smoke of battle, but the musical burst of a national song.

Back of the cannon is a little girl, her foot on the trail piece, and she has supposedly just fired off the record in her patriotic enthusiasm. She has a canteen hung from her shoulder on which appears:

I bought VICTOR RECORDS
Instead of Fireworks.

showing that she has been taught how to celebrate in a sane and safe manner. Directly in front of the girl are six Victor records built in cannon-ball fashion, each being a record with the name of a good patriotic air on it. The knapsack suspended from the stacked guns bears the words, "Victor Record Ammunition," with lists of patriotic records.

The drum resting beneath the knapsack bears strong copy on its head, showing that "You Can Face the Music in Perfect Safety," etc., and the entire window making an effective display, as shown in the reproduction.

This window could not help but impress the fact that there is another way of celebrating the Fourth of July other than by fireworks and danger, and this is, the Victor way and safety.

Some Victor dealers carried the idea still further. One dealer issued a package, which in appearance was exactly like a firecracker, and when directions were followed and the package opened it revealed a copy of the July Victor advertising of new records. This, in connection with similar newspaper advertisements, made the dealer's store "the talk of the town," and brought in considerable business.

I have also designed several window displays along the lines of the Victor National advertising, and I am, at the present time, working on a display that was suggested by one of the recent magazine ads., and this display promises to eclipse all my former efforts.

Only a few months after we sent out our catalogue of the first six ready-made windows, the plan was introduced in Europe by the Gramophone Company, Ltd., and on my recent trip abroad I had the satisfaction of seeing some of these displays not only in England, Germany and France, but in smaller countries like Norway and Denmark. In the United States, several firms have taken up the idea, and one company is closely following out the plan inaugurated two years ago by the Victor Co.

Yes, Printers' Ink is right. "Neglecting one's show window is the greatest of the seven deadly advertising sins," and, of course, to my mind, it is the greatest.

RETURNS FROM JAPAN.

J. O. Prescott, Who Has Taken a Prominent Part in Talking Machine Affairs in Japan During the Past Year Returns to New York Owing to Effect of Japanese Climate on His Health—Great Opportunities in Land of the Mikado According to Mr. Prescott.

J. O. Prescott, a well-known expert recorder, who has been connected with laboratory work for many years, returned from Tokio, Japan, January 18. A year ago he went to the empire of the Setting Sun to take charge of a talking machine plant known as the Japan-American Phonograph Manufacturing Co. as general manager. He intended to stay the full term of his contract, namely, three years, but the climate was against him and he came back very nearly an invalid, and has been recuperating since at his home in Summit, N. J.

In a pleasant chat with *The World* last week he said: "If my health had permitted, I should have stayed, but the atmosphere of Japan does not always agree with an American. It lacks ozone and the air is so humid that you soon fall into a condition of lassitude difficult, if not impossible, to overcome. To be sure, if you can adapt yourself to Oriental ways; that is, take things as they come in an indifferent, easy-going way, perhaps one could manage. An active American, coming from home full of life, snap and ginger, and wanting to take hold and accomplish something the way we do it here, is forced to give up or become Orientalized. Excuse me, I am not built that way.

"Perhaps I worked too hard getting the plant in proper shape and on a paying basis, which I did—at it day and night—that I became completely prostrated and I had to give up or take the consequences, not pleasant to contemplate. Japan is a wonderful country for the talking machine and it is a great future market. I will probably get into harness here again and re-enter the field at an early day. I believe the next couple of years will witness the introduction of many improvements that will show greater progress than has ever been known in the talking machine trade. My brother, F. M., is now in Europe, but what he is doing I have not the faintest idea."

GOLD GOT BY PHONOGRAPH.

A Gold Coast Cook Who Turned Modern Science to Account.

"I was reminded by a story I saw the other day," said a soldier of fortune, "of some of my experiences on the Gold Coast, when I had a negro cook who had the same fondness for cats as the cook mentioned by another traveler. My cook was named Quace Mensch, and he had an interesting career.

"He was an Accra, and he had been trained by some Englishmen, who had taken him to London. There he had got into a fight of some kind, for which he had spent a year in jail, but he had learned to cook well, and that is something that is worth while in that part of the world.

"Quace Mensch served me so faithfully one year that when I went to England I asked him what I should bring him on my return. He said there was nothing he would like so much as a phonograph, into which he could talk and make records of his own. I thought this was an odd preference, but when I went back to the Gold Coast I took a machine with me, and Quace Mensch was delighted. He served me faithfully for a while, and then he suddenly disappeared. I learned that he had taken to the bush. It was a long time before I heard from him again, and then one day he turned up loaded down with deeds to land which was suspected of bearing gold.

"I asked him how he got the deeds. He grinned. I cannot attempt to give his dialect, but he said the phonograph was responsible.

"I talked into the machine in the Fanti language," he said. "I said, 'Chief, this man is a big juju man, and a friend of mine. You must give him your whole place if you want me to be good to you.'"

"I went to village after village, carrying the



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

MUSIC MASTER

Means extra \$ DOLLARS \$ in profits to the dealer who handles the MUSIC MASTER WOOD HORN.

This horn transforms the Talking Machine or Phonograph into a Musical Instrument. Owners of these machines buy it eagerly. With it they realize their fullest expectation in the reproduction of both instrumental or vocal music. The MUSIC MASTER is more than a horn—it is a sounding board; constructed of solid wood.

It has tone quality which is impossible in horns of metal or veneered wood.

Should your dealer be unable to supply you, write us, and we will send you a sample line of OAK, MAHOGANY or SPRUCE, DISK OR CYLINDER HORNS on approval. If you are not perfectly satisfied with the merits of the MUSIC MASTER, you can return them for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

talking machine, and saw chief after chief. I would place the phonograph so they could not see what it was like, and then I would say to the chief that I was a juju man, and I was prepared to prove it. He would not believe me, but when I had got him quiet I would turn on the phonograph and tell them that the great juju was speaking. Of course, they had not heard of a talking machine, and when they heard this voice coming from a little horn they would get scared and would beg me to take all they had if only I would promise to get the great juju to look after them. I always promised and they would make haste to deed to me any piece of land that I asked for.

"That negro, of course, had no such thing as a conscience, and you can see what civilization had done for him. I have heard recently," said the narrator to a Sun reporter, "that he is now the richest man on the whole Gold Coast, and he got all he has out of the phonograph I gave him."

Enthusiasm is just plain brain juice, squeezed out and reduced to its highest action power. And

the harder the squeezing the greater the enthusiasm. Squeeze!

DEFINING A PRIVILEGE.

How One Concern Prevails Upon Help to Work Overtime Cheerfully.

There is a business concern not far from New York City that never hires a man, woman or boy, without making it plain that for six days in the week the office hours are from eight in the morning until five at night. As a matter of fact, the office closes at noon on Saturdays.

That is, if a cheerful willingness is shown by the employes to remain at work all or a part of Saturday when the stress of business demands it. If on such occasions an unwillingness to remain as long as needed is shown by even one employe of any importance, the whole force is kept at work for full time on the Saturday next succeeding. As a result, no employe ever advises another to object. "We give Saturday afternoons as a privilege, not a right," says the manager.

TRADE NEWS OF THE MONTH FROM CLEVELAND

Business Keeps Up in Very Satisfactory Manner—Various Indications of Prosperity Among Jobbers and Dealers—Talking Machine and Moving Pictures in Advertising—Recent Visitors—Eclipse Musical Co. Lease New Quarters—Columbia Co. Buy Out G. J. Probeck Co.—How the U-S Phonograph Co. Is Progressing—Other Items of Interest.

(Special to the Talking Machine World.)

Cleveland, O., Feb. 8, 1911.

Satisfactory conditions in the talking machine trade continued throughout the month of January, from the viewpoint of both the Cleveland jobbers and retailers, and February is making a showing of still further advancement. Expansions, improvements and removals to more elaborate quarters is evidence of general prosperity in the trade and confidence on the part of the dealers in the future possibilities of profitable business.

It is remarked by the dealers that there is a broadening demand for the higher grade machines and operatic records, and in comparing the present taste and artistic attitude of the public with those of its former indulgences, one cannot but realize that the standard has shifted very noticeably in an upward direction. The people are joining with the manufacturers in elevating the status of the talking machine in its more elegant design and mechanical perfection, as well as the perfect reproductions of the records resulting in a wonderful versatile musical instrument.

The February Victor, Columbia and Edison lists of records are attracting many purchasers. "For You Alone," in English, by Caruso, and two solos by Constantino, with the soprano and tenor duet, "Alma, Where Do You Live?" by Spencer and Ormsby, are leading features.

For the first time, probably, the phonograph has been made one of the causes of a divorce suit. The wife of a Cleveland citizen has just secured a divorce and, among other allegations, she testified that every time she had company her husband went to sleep and that he also deprived her of the use of her phonograph.

The Alhambra, a new theater recently built on Euclid avenue, was formally opened January 14. An innovation is the installation of an organ. The fact that a good organ is a good orchestra in small compass which can be played by a single person instead of a small army, and that it therefore possesses economic advantages as well as artistic ones over the usual small theater orchestra, is coming gradually to be recognized. If the Alhambra experiment wins the public favor it will be an example for other theaters, as well as for the town halls of music-loving villages, too far from the center of population to hear the great orchestras.

Cleveland now has 250 motion picture theaters, according to the report of the building inspector. During the year 1910 a total of twenty-five new theaters were constructed in the city, besides a number in the suburban towns. Applications for permits for a number of others are filed for this year.

The value of the talking machine and motion picture exhibitions as attractive advertising features has been recognized by the Cleveland Illuminating Co., who have purchased the latest model Edison kinoscope, which it is using in connection with the phonograph to throw pictures upon a screen in the show window of the company's exhibit room. The pictures show devices in actual use of notable electrical installations and some of the wonders and novelties of electricity. It is the intention of the company to use the kinoscope and talking machine, in connection with lectures on the subject of electricity, which will be given before various clubs and societies in Cleveland.

One of the most welcome visitors in talking machine circles of Cleveland is Henry H. Schwenger, traveling expositor and repair expert of the Victor Talking Machine Co. He spent a few days the first of the month with the different dealers exemplifying the construction and mechanical detail of the Victor, illustrating, with proper tools, the simplicity of repairs. He certainly is a great talking machine evangelist and his trail is lined with converts.

F. K. Dolbeer, general manager of sales of the National Phonograph Co., who was in town the first of the month, was pleased with business con-

ditions as he found them in his travels. He intimated a distributor for Edison goods would soon be appointed for Cleveland.

A. F. Peebles, who was for several years with the Columbia Phonograph Co. in Cleveland, is now with the Diamond Rubber Co., 1876 Broadway, New York, in the adjusting department. He visited here last week with relatives and a host of friends.

Thomas F. Green, traveling salesman of Ohio for the Victor Talking Machine Co., spent several days in Cleveland and vicinity the latter part of January and first of February. The dealers gave him a hearty greeting and he rounded up a good bunch of orders. Mr. Green said the business was in a good healthy condition throughout the territory he covers.

Geo. D. Ornstein, manager of the traveling department of the Victor Co., was a guest of the dealers last week. One of the most popular men in the trade, he was given a hearty greeting.

E. R. Burley, formerly with the Eclipse Musical Co., of this city, now with the Neal, Clark & Neal Co., Victor and Edison distributors of Buffalo, spent a few days in the city recently. He was soliciting orders here and said he found trade good in all the towns he had visited.

J. C. Roush, of the Standard Talking Machine Co., of Pittsburgh, was also a visitor the first of the month.

A Splendid New Talking Machine Store

One of the most desirable storerooms in the new fourteen story athletic club building located at 1130 Euclid avenue, in the heart of the shopping district, has been leased by the Eclipse Musical Co. for a long period, and has been fitted up in elegant style. The artistic decorations, with a color scheme of white and gold, the commodious full length plate glass booths most conveniently arranged and the large and beautifully furnished reception hall, all brilliantly electrically lighted, impresses one as being about the finest and most modern combinations in the way of a talking machine salesroom to be found in the country.

The wholesale department will be located in the same building, and T. H. Towell, the president of the Eclipse Co., states that "opening day" will be Saturday, February 18. Cleveland may well be proud of such enterprise. The company will handle the Victor and U-S Phonograph goods exclusively.

The Talking Machine Co., under the management of S. A. Mintz, is doing a thriving business. The company handle the Victor and Edison goods.

Charles I. Davis says every day is an advance over the previous day's sales of both machines and records. He is building up a fine trade in Edison goods as well as Victor.

One of the recent events in talking machine circles has been the sale of the G. J. Probeck Co.'s store to the Columbia Phonograph Co. The transfer was made February 1, under the supervision of Marion Dorian, treasurer of the Columbia Co. Geo. R. Madson has been appointed Cleveland manager, and it is his intention to greatly extend operations, making this city more of a distributing center than heretofore. With this end in view, he is negotiating for a large store in the vicinity of Euclid avenue and Ninth street, which will be fitted up in the most modern style with all the attractive accessories at the command of the company.

Geo. J. Probeck will continue in charge of the Dictaphone department and will have his office specially equipped for the business in the new store.

A. W. Robertson, who has been with and of the company for a number of years, will remain in the business office.

Miss Violet Voelker, who has been with the Columbia folks for the past six years and who is one of the most inductive demonstrators, will continue with the company.

Viewed by the citizens of Cleveland as among the more important enterprises of the city are the phonograph and record manufactories of the U-S

Phonograph Co. The new year is reported to have started off with a fine volume of business. The company has just placed a new low priced model of its machine on the market. It is called the U-S Junior, and will have all the improvements shown on the higher priced models, playing both the two and four minute records. There has been a large demand for such a machine and this announcement will be of particular interest to all talking machine dealers, as they can now supply an improved machine which will give the most select quality of music at a moderate price.

The U-S record department has just been installed in larger and more suitable quarters. This was found necessary by reason of the steady and increasing demand for the U-S Everlasting record—the record which absolutely overcomes all "loss from breakage," and which has become noted for its natural quality of tone reproduction.

"The impetus in business during December, especially as regards Victrolas, continued throughout January," said W. H. Buescher, of Buescher & Sons, "and to-day we have several sold for immediate delivery. Business has kept up remarkably well and our record sales are fine. Admirers of Caruso are enthusiastic in praise of his new records, and rarely leave the store without the purchase of one or more. Prospects are very encouraging."

Phil Dorn, manager of the talking machine department of Collister & Sayle, exclusive Victor distributors, said he was very well pleased with conditions of trade in both the wholesale and retail departments, the only drawback being his inability to obtain sufficient Victrolas to supply the large demand. The large sales of machines during the holidays is reflected in the present excellent demand for records, especially, said Mr. Dorn, for the Caruso and Red Seal records.

John Reiling thinks that the Cleveland report of the talking machine business would not be complete without mentioning him. He is building up a fine Columbia business on the West Side and securing a large clientele for records in the different foreign languages, as well as English.

"We are very busy in all departments," said O. E. Kellogg, sales manager of McMillen's. "Our January business made as good a record as that of December and continues to be quite as good as at any time in the past two months. The demand for Victrolas and Amberolas and Edison grand opera records is fine. The piano trade is excellent. We have just taken the agency for the Ahlstrom piano and which is for the first time represented in Cleveland."

During the past month the May Co. have been making special efforts in the sale of talking machines and have had on exhibition in one of their large windows the various machines and records, making a very attractive display. John I. Kearns, in charge of this department, said trade was good and exceptionally so in the record line.

Mr. Friedlander, of the Bailey Co., stated the most satisfactory conditions prevailed in his department, and that he had been busy during the past month re-ordering both machines and records, and yet had been unable to fully replenish the stock. The record trade, he said, was especially active, largely for Red Seal and grand opera productions. The offer of a \$100 due bill, payable in merchandise, to every purchaser of a piano, it was stated, had proven popular, and had resulted in a large number of sales.

HEAVY VICTOR TRADE

Reported by Landay Bros., New York—How Consistent Advertising Pays.

Max Landay, of Landay Bros., the well-known Victor distributors, in speaking of the business in the Victor line for the first month of the new year, said: "We have had the best January in our history, and the business is steadily on the increase. We ascribe this large trade chiefly to advertising, inasmuch as we back up the manufacturer's liberal advertising with continuous local publicity. We believe in a consistent advertising policy and are represented every day in three of the leading newspapers, contracting for the space in advance."

WIN PRICE CUTTING CASE.

Privy Council of British Empire, the Court of Last Resort, Reverses Findings of Lower Courts in Australian Case, and Hands Down Decision in Favor of the National Phonograph Co. of Australia—A Long Fight.

A price-cutting case of more than usual significance and weight was decided by the Privy Council of the British Empire recently on an appeal from the Supreme Court of New South Wales, Australia. The litigation was instituted by the National Phonograph Co. of Australia against Walter T. Menck, a dealer of Sydney, New South Wales. The court of original jurisdiction decided against the National Co., the finding being sustained on appeal to the highest court. Then the matter was taken up to the Privy Council, which is equivalent to the Supreme Court of the United States, and Monday the National Phonograph Co., Orange, N. J., received a cablegram that the Australian courts had been reversed and their position maintained.

The case has been in the courts since 1907, and the appeals to the intermediate court and the tribunal of final resort was carried forward on law points only. While the company have not as yet received any particulars, it is probable the British Privy Council have followed the rulings of the United States courts relative to the monopolistic right of a patent owner to the absolute control of the invention in its manufacture and sale.

No suit of this kind has ever reached the Supreme Court of the United States, and therefore this is the first decision ever rendered by a court from which there is no appeal. It is therefore likely similar action would follow here should occasion arise, according to the opinions of the attorneys of the companies most directly concerned.

Another case before the Supreme Court of New South Wales was decided adversely to the defendant, R. H. Hunter, who was "perpetually restrained from selling or offering for sale, directly or indirectly, Edison phonographs or parts thereof at prices less than current list prices unless authorized to do so by the plaintiffs in writing." This final decree of the highest court of the province was issued September 9, 1910. Comment is unnecessary and superfluous.

WILLIAMS IN REMINISCENT MOOD.

General Manager of the New York Talking Machine Co. Talks of Conditions in the Trade When He First Entered It Ten Years Ago—When the Western Electric Co. Secured the Jobbing Agency for Edison Phonographs.

After the usual exchange of news with The World about business conditions, which he said were excellent, and diversified trade chat, G. T. Williams, general manager of the New York Talking Machine Co., 81 Chambers street, New York, was reminded by a passing remark of how he became a talking-machine man. Mr. Williams is a skilled, practical electrician, and for a long period was connected with the Western Electric Co., both in the East and West, and for a while was the "boss" of a telephone gang in the field, and therefore knows what is what in connection with the service from A to Z. But that is a separate story, though his connection at the time led to his introduction to the talking-machine trade, of which he said:

"Possibly it was about ten years ago when I was with the Western Electric Co. and our relations with the Edison people were naturally very close. At that time the National Phonograph Co. were getting into the market with their wax records and our company thought they saw such a great future for the phonograph that they accepted the jobbing agency for the line and also opened a retail store at Thames and Washington streets, New York. This was brought about by A. S. Martin, president of the Tea Tray Co., Newark, N. J., who was enthusiastic over the proposition. Just think of having a store in that neighborhood! Extreme lower New York.

"I went to the factory in Orange to get posted in the business, staying a week and spending a day

or two in each department of the factory, making daily reports. Finally I was placed in charge of the phonograph branch of the Western Electric Co. Subsequently our Philadelphia house also took on the line. I can remember the time when the gold-moulded records came out, and the manner of making the exchange with the wax goods. It was great!

"Later we got into the disc business and our stock was seven-inch records only, and when the ten-inch goods came along we thought that was the limit, and they were none too plentiful. We also induced Bradshaw to make needles—pins they were called then—and an order for ten thousand was considered big. Our first manager was the best-natured prevaricator—that's better than the shorter and uglier word—and what he did not say about sales were a caution. Hawthorne & Sheble were then getting into the field and contemplated making needles, and one day Hawthorne came in and asked if we were selling many needles. The manager said coolly: 'Just took an order for 8,000,000.' 'Eight million?' was Hawthorne's surprised inquiry. 'Who from?' 'Oh, to go to South Africa.' In fact, everything of an unusual kind in sales, either of records, machines or anything, went to South Africa, according to the cheerful statements of our manager.

"In those days everybody 'dubbed' and no one thought anything about it apparently. Our record stock was arranged in piles of one hundred each, and if you wanted a particular one the whole lot had to be sorted over until it was found."

At this point V. W. Moody, interrupted to say: "And let me tell you that some dealers even to this day keep their record stock in the same way. And as for 'dubbing,' I can remember when the Chicago Talking Machine Co. had a long bench rigged up with 'dubbing' machines."

"Well," continued Mr. Williams, "we certainly accumulated a lot of junk. As for record sales, if a dealer ordered ten at one time we thought we were doing a big business. Now we sell him 2,000 in a single order and think nothing about it. That is the way I came into the talking-machine trade and that was long before I became connected with the present concern. But my experience was great and it makes me laugh whenever I consider the present advanced state of the business. Also the progress which has been made, the perfection of the Victor product, the tremendous investment involved, which has created a really new and staple line of trade. Likewise the volume of sales, not to say anything of the great interest in the talking machine—a misnomer, by the way, though it is possibly too late now to substitute a better, more descriptive or adequate name—shown and developed by the public in its possibilities as one of the finest and best musical instruments ever invented."

S. B. DAVEGA ON WESTERN TRIP.

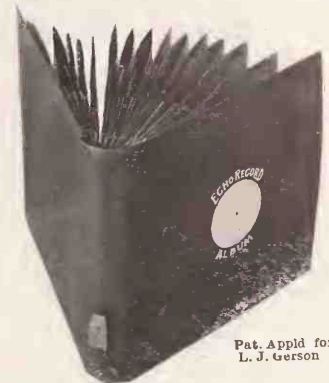
President of S. B. Davega Co. Now on His Way to Look After Real Estate Investments in Seattle, Wash.

S. B. Davega, president of the S. B. Davega Co., New York City, left on February 10 for a trip to the Pacific Coast. Mr. Davega, while visiting the Alaska-Yukon-Pacific Exposition in 1909, was so impressed with Seattle, its commercial possibilities and rapid increase in population, that he made a real estate investment, one of the lots purchased being on Second avenue, which is Seattle's main business thoroughfare. It is because of this investment that he visited Seattle in 1910, and is making another trip this year, his object being to keep in close touch with the real estate situation in order that he will know when the time is right for improving the property. Mr. Davega further states that his interests in Seattle will not in any way interfere with his long-established jobbing business in New York City, and that during his absence (which is not expected to be longer than a month) his son, Harry S. Davega, will assume the active management of the concern.

The satisfaction of undertaking a difficult task and accomplishing it successfully is the greatest incentive to good work.

JUST OUT "ECHO" New Record Albums OF 1911 STYLE.

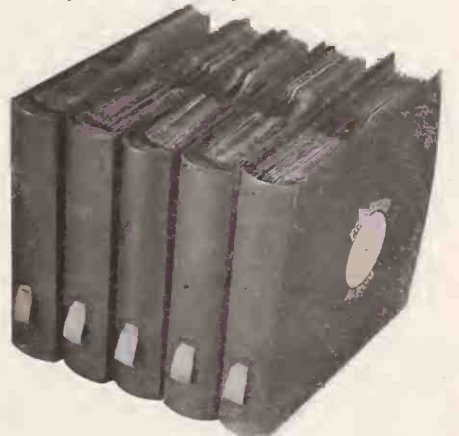
16 Numbered Pockets—Flexible Backs—Leather Pulls



Pat. Appld for L. J. Gerson

The "Echo" Album is collapsible, a 1911 improvement permitting them to be packed flat and take up less space for shipment. They can be mailed easily.

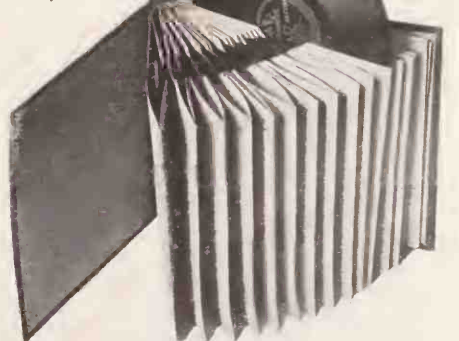
The leather pull or tab on the back of the "Echo" Album allows it to be easily pulled out of the Victrola, bookcase, or cabinet shelf. This is an improvement over the brass rings which scratch cabinet doors or ruin polished table tops when Albums are opened out flat.



A record collection properly classified in record albums lettered A, B, C, D, etc., is the only systematic way of keeping them so that they are available on the instant you want them.

GOOD HOUSEKEEPING

demands that records will be no longer kept carelessly in the old style cabinets, or laid here and there in piles on tables, mantel-pieces or window sills. Records are "sound engravings of music," and should be as carefully arranged and kept as a library of books.



THE EDUCATIONAL VALUE

of musical records is not to be denied. The real pleasure of owning a Talking Machine or Victrola is enhanced a thousand times when you can pull out a certain volume in your album collection of music and turn the pages to a particular record without the trouble and fuss, or the risk of damaging Records, liable under the old method.

The "Echo" Record Album is manufactured out of the best materials. The covers are made of strongest bookbinders' board and covered with the best quality of cloth. There are 16 pockets, numerically indexed, for the Records, each made of extra strong tag-manilla paper and each secured to the flexible back of the Album by means of extra heavy fabric. It is impossible to weaken the "Echo" Album through usage, and despite of the weight of the records, positively no damage to them can occur even if the Album should accidentally drop.

SOLD BY ALL JOBBERS AND DEALERS. Send for a sample album, and write for prices to the

ECHO ALBUM CO., Manufacturers
926 CHERRY ST., PHILADELPHIA, PA.

Before we get through we are going to be sure that all your customers know that Columbia Double-Disc Records outlast any others on the market. Keep that statement where you can see it. It's true.



Columbia Phonograph Co., Genl., Tribune Building, New York.

VELVET TONE NEEDLE BALANCE.

A New Specialty Announced—Some of Its Advantages Set Forth.

The "Velvet Tone" needle balance, as it is called, is a new invention to which many advantages are ascribed in the playing of disc records. In fact, it is referred to as an ingenious attachment that will prevent needles from prematurely destroying records. The manufacturer, C. A. Macaulay, Co-



VELVET TONE NEEDLE BALANCE IN POSITION

lumbia, Pa., in describing the "Velvet Tone" needle balance more fully in his advertisement elsewhere, says the harder the tool is pushed against a revolving grindstone the greater the wear of both. This, he adds, is exactly what occurs when the needle is weighted down with a heavy sound-box on the playing record. The "Velvet Tone" device, according to the inventor, obviates this, preserves the sound lines and improves the tone quality.

EXCHANGE EXTENDS TO CANADA.

The Provisions of the National Phonograph Co.'s Exchange Are Practically the Same as In This Country.

It will be noted in the February number of the Edison Phonograph Monthly, in connection with the new record exchange proposition therein announced, that the statement is made that it does not apply to the Canadian trade. This is not true at the present time, although it was a fact when the Monthly went to press, the proposition having been extended to Canada by bulletin dated January 25. The Canadian provisions are practically the same as in this country, the exception being the last clause relative to the September 15, 1910, exchange giving Edison owners the privilege of returning two standard records as part payment of one Amberol, which exchange was never operative in the Dominion.

The opinions of jobbers and dealers relative thereto are quite typical of the expressions reaching us from all parts of the country. The company are therefore convinced from the enthusiasm which it has awakened that the problem has at last been solved.

GRAFONOLA FOR ATTORNEY-GENERAL

Of the Philippine Islands Purchased During Senor Villamor's Visit to Washington.

Washington, D. C., Jan. 10, 1911.

The manager of the Columbia's store in this city last week had the pleasure of selling a Grafonola

Elite, No. 2, and records and supplies enough to make up an outfit of \$146.41 to Ignacio Villamor, of Manila, Philippine Islands. This gentleman is in this country on business connected with the United States Government, and has the honor of being the Attorney-General for the Philippine Islands. As his name will indicate, he is a Filipino, but a gentleman of great education and fine discernment in the way of grand opera music.

GOOD NATURE AN ASSET.

Makes Friends in Business and Holds Customers—Breeds Confidence and Optimism.

"In my opinion the greatest natural asset a man can have," said a dealer, "is that of good nature. And I am speaking entirely from a business point of view, too. Aside from the happiness that good nature brings to the individual himself, it has distinct business advantages that should not be lost sight of for an instant. In the first place, the good-natured man has lots of friends, and the value of friends who may be made customers, or who may be depended upon to give one of the benefits of anything good they may have, is in itself a good thing. Then, too, the good-natured man is one who is confident, optimistic, and willing to take a bigger chance in the course of his daily work than the suspicious and ill-tempered individual, and since all business is the taking of a chance, to a greater or less extent, this is another resource that should be taken into account."

RETURNS FROM MEXICAN TRIP.

Walter Stevens, manager of the export department of the National Phonograph Co., Orange, N. J., who has been in Mexico looking after his special interests since October 17 last, returned home recently. He found business very satisfactory, notwithstanding the reported political disturbances. Although he was in direct contact with the insurgents at one time in the capital. Mr. Stevens said business with him was brisk.

PERSONAL REFERENCE.

Photogravures of celebrated Victor artists have been made by the Victor Talking Machine Co., Camden, N. J., for sale to their dealers. The size of the picture alone is 33 x 45, on 450-pound steel plate paper, and with the 3/8-inch oak frame they are about 40 x 52. They include Caruso as "Vasco Gama," in "L'Africaine"; Calve as "Carmen"; Gadski as "Brunnhilde" in "Walkure"; Homer as "Amneris" in "Aida"; Schumann-Heink as "Fides" in "La Prophete"; Sembrich; and Tetrizzini as "Lakme." They are sold only to Victor dealers.

F. B. Smith, president of the Wolverine Mfg. Co., Detroit, Mich., was a caller at the executive offices of the Columbia Phonograph Co., General, New York, recently. In connection with their fine exhibit in the current exposition at the New York Furniture Exchange, fifth floor, they are also displaying a number of Grafonolas.

LEWIS H. CLEMENT VISITS THE VICTOR PLANT



SNAPSHOT OF MR. CLEMENT ON HIS WAY THROUGH THE NEW VICTOR MOTOR FACTORY.

En route to Washington, D. C., to attend the National Merchant Marine Congress last month, L. H. Clement, president of the Whitney & Currier Co., Victor distributors and dealers, stopped off at Philadelphia for the purpose of visiting the mammoth plant of the Victor Talking Machine Co., Camden, N. J.—his first visit. The accompanying cut shows Mr. Clement, who, by the way, is also president of the National Piano Dealers' Association, going through the factory buildings under the guidance of H. C. Brown, manager of the Victor Co.'s advertising department. The snapshot is of the two gentlemen in the new motor plant.

NEW SUPPLEMENTARY LIST

Supplementary list No. 2 to the general catalog of the Universal Talking Machine Mfg. Co., Philadelphia, Pa., including the Hebrew bulletin, has recently been issued. The double-disc selections cover a wide range, including a number of the late Frank C. Stanley's renditions.

TIMELY TALKS ON TIMELY TOPICS

While the manufacturers and distributors of the talking machine product have apparently not manifested so active an interest as other industrial lines, notably the piano people, in the development of the American merchant marine, it is evident they are concerned as well. The leading record and machine manufacturers have accomplished more in foreign fields, as the official figures clearly demonstrate, than the entire music trade throughout its history in this country. Possibly there may be room for an argument here, but the preponderance of evidence is with the talking machine trade, and every section of the civilized and not a few segments of the barbarous world offer indubitable proof of this assertion. However that may be, the trade, doubtless as an entity, will approve the passage of the ship subsidy bill by the United States Senate February 2.

This provides for a mail service under a subvention to not only South American Atlantic seaports, but also to the Pacific steamship lines. The measure, known as the Gallinger bill, now goes to the House of Representatives, where Congressman Humphrey, the author of similar legislation, will move the substitution of the Senate proposition. Speaker Cannon has expressed his warm approval of the bill and has said there is a possibility of its passage by the House. President Taft is also urging its enactment. If the bill does not pass at this Congress there is said to be no possible chance for it in the incoming House, with its change of political compliance, already arrayed in hostile attitude.

The Victor Talking Machine Co. are to be felicitated upon the renewal of their exclusive contract with Caruso, the world-famous operatic tenor, to sing only for the Victor records for a long term of years. The Caruso records have been accepted as the highest expression of the tenor voice as an interpretation of the music with which his name has been inseparably connected since his entry into grand opera. His records have also been the means of delighting and entertaining thousands who neither have the money nor the opportunity of hearing him otherwise. If Caruso has made the Victor records famous, they doubly returned the compliment by making him known and admired in every hamlet and home throughout the land. So honors are about even!

Saturday last—February 11—Thomas A. Edison was sixty-four years old. As his associates and business intimates know, his vigor and energy have not abated in the slightest. On his sixtieth birthday announcement was formally made that from thence on Mr. Edison would, in a measure, cease his activity in the sense in which it was understood since he became a world figure. That he would devote his time chiefly to original investigation and research—always his life work—and become more the philosopher and less the man of affairs. In other words, he would henceforth "take it easy." Perhaps he has, but in the world at large he has attracted more attention, if possible, than ever.

That is to say, he is not devoting the major part of his valuable time to the phonograph, though its development has never ceased to be a hobby and he is keenly alive to its future. Maybe he has a further surprise in store—well, be patient; wait and see what occurs, as a little bird says, later on. At present, mum is the word. Mr. Edison is a many-sided man, and he is a student as well as a philosopher and he blazes his own way—original and oftentimes startling—to the average man. Just now he is giving expression to his views on immortality, and they have aroused much acrimonious argument on the part of old school believers. Be that as it may, the "Wizard" has recently made a deliverance on economic conditions which differs from anything ever said before on the subject. He has given great thought and study in the past few years to this important and vital subject,

and his opinions are received with the respect and consideration due their famous author. As to his ability to work, that is one of the wonders of the age. The World felicitates Thomas A. Edison on his latest birthday, and wishes him many further years of usefulness to mankind and continued happiness. The date, it may be added, is also suggestive of another event of which considerable may be heard during the current year.

It is boldly predicted that within two years the sapphire needle or reproducing point for the vertical line record will be superseded by an iridium pointed steel needle, everlasting and indestructible. The prophet responsible for this declaration says he knows whereof he speaks, and is perfectly willing to accept a few substantial wagers, not to mention "side bets," on the correctness of his vision.

In The World's letter from Tokio last month by J. O. Prescott, formerly general manager of the Japan-American Phonograph Co., reference is made to the interpretation placed on the Japanese copyright law by the native courts. He points out that the judicial ruling is that the "singer has a copyright in his peculiar way of singing the song without filing an application for it. Further that when a singer accepts payment for singing for a talking machine company he thereby transfers his copyright for the song as sung by him on that particular occasion." This position of the courts, according to Mr. Prescott, put an effective stop to "dubbing," which had been so rife that these naturally cheaper price records almost ruined the market.

Elsewhere another correspondent, whose interesting letter from Yokohama appears on a near page, makes a diametrically opposite statement regarding "dubbed" records, and who says there is "no law in Japan to prevent this practice." As Mr. Prescott is reputed in recording laboratory circles in this country as generally knowing what he is talking about, and gives facts and figures to prove his contention, perhaps he will be good enough to throw more light on the "dubbing" situation in the empire of the Rising Sun. Japan is not so far but the same reprehensible practice could be followed with the high price American-made records exported to that part of the world, and which might find their way back here to the detriment, if not demoralization, of the home market.

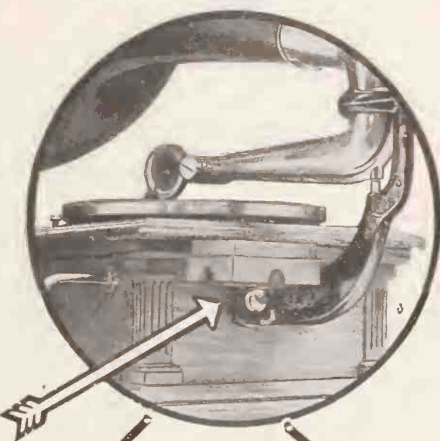
It will be remembered that when the existing United States copyright act was under discussion, an effort was made to incorporate in the text a provision that would protect the particular manner in which a specific musical composition was rendered or interpreted by a singer. Ingenious arguments were adduced to gain this point, but without avail. The "dubbing" proposition in this country, however, subsequently received a knock-out blow in the decision of Judge Chatfield, United States Circuit Court, Brooklyn, N. Y., when a nest of "conspirators," as they were termed in the accompanying documents, who aimed to cripple the business of the largest record-making companies, whose investments represented millions of dollars and years of costly experiments and unremitting work, were placed in the down and out class. They have never peeped since.

While Americans are becoming better acquainted with Japan and the Japanese, there are still a great many things in the empire of the Rising Sun which remain mysteries to this day. Travelers have an interesting collection of tales to relate when returning from that country, of which quite a few are not altogether complimentary to or relished by Americans. It is said the Japs have a latent antipathy to Americans visiting their territory, and say—in their own language, so they will be understood by their own countrymen only who are "in" on the so-called joke—and do things which are not fit to print. However that may be, the American talking machine has been welcomed

with open arms and with genuine admiration and heartiness.

Following the taking over of the talking machine by the deservedly famous Aeolian Co., not only in their main establishment in New York, but also in their branch houses in Chicago, Cincinnati, St. Louis, Indianapolis, Dayton, and Fort Wayne, the equally celebrated firm of piano manufacturers, Steinway & Sons, New York, has been approached with a similar proposition. It was not revealed whether the party working on this "prospect" was a manufacturer or a jobber, and in chatting with The World about the incident the chief of one of the main departments said: "Personally the talking machine is a good proposition to take hold of, and is entirely creditable for the firm proper to handle, but you know the Steinways are very conservative and it does not appeal to them."

The Mexican trade of the National Co. is now being handled direct from the factory.



Handy
Convenient
Necessary

SIMPLEX
NEEDLE BOXES

Every Victor owner wants one.
If you don't handle them, write at once to the nearest distributor listed below for full particulars:

Phillips & Crew Co.—Atlanta, Ga.
Cohen & Hughes—Baltimore, Md.
H. R. Eisenbrandt Sons—Baltimore, Md.
M. Steinert & Sons Co.—Boston, Mass.
Lyon & Healy—Chicago, Ill.
Knight-Campbell Music Co.—Denver, Col.
Philip Werlein, Ltd.—New Orleans, La.
Blackman Talking Machine Co.—New York, N. Y.
I. Davega, Jr., Inc., New York, N. Y.
Chas. H. Ditson Co.—New York, N. Y.
New York Talking Mach. Co.—New York, N. Y.
Silas E. Pearsall Co.—New York, N. Y.
Ben J. Switky—New York, N. Y.
Eilers Piano House—Spokane, Wash.
The Aeolian Co.—St. Louis, Mo.
K. B. Pierce Music Co.—Beaumont, Tex.
Mason & Risch Piano Co.—Calgary, Canada.

S. B. DAVEGA CO.
126 University Pl. New York

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to the Talking Machine World.)

Washington, D. C., Feb. 10, 1911.

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

JANUARY 10.

Baues—3 pkgs., \$158; Callao, 8 pkgs., \$419; 4 pkgs., \$343; 7 pkgs., \$177; Colon, 3 pkgs., \$162; Corinto, 2 pkgs., \$142; Havana, 7 pkgs., \$319; 9 pkgs., \$483; 11 pkgs., \$598; Iquique, 5 pkgs., \$149; Kingston, 4 pkgs., \$300; London, 549 pkgs., \$7,730; Melbourne, 6 pkgs., \$306; Milan, 11 pkgs., \$734; Santiago, 4 pkgs., \$267; Trinidad, 4 pkgs., \$135; Vera Cruz, 165 pkgs., \$2,241; 68 pkgs., \$2,387.

JANUARY 17.

Amapala, 4 pkgs., \$394; Azul, 6 pkgs., \$131; Barcelona, 2 pkgs., \$134; Cape Town, 137 pkgs., \$2,822; Cienfuegos, 3 pkgs., \$1,403; Colon, 2 pkgs., \$115; Frankfort, 16 pkgs., \$2,609; Guayaquil, 4 pkgs., \$258; Hamburg, 84 pkgs., \$3,104; Havana, 16 pkgs., \$885; Las Palmas, 5 pkgs., \$267; London, 290 pkgs., \$4,812; 17 pkgs., \$1,325; 13 pkgs., \$1,400; 147 pkgs., \$3,053; Manila, 59 pkgs., \$3,160; Milan, 16 pkgs., \$1,262; Para, 14 pkgs., \$697; Port of Spain, 2 pkgs., \$112; Rio de Janeiro, 29 pkgs., \$2,835; 78 pkgs., \$5,585; Savanilla, 19 pkgs., \$2,264; Vera Cruz 460 pkgs., \$11,406.

JANUARY 24.

Berlin, 59 pkgs., \$1,916; Buenos Ayres, 143 pkgs., \$6,804; Callao, 3 pkgs., \$279; Chemulpo, 4 pkgs., \$213; Colon, 12 pkgs., \$202; 14 pkgs., \$626; 4 pkgs., \$110; Havana, 15 pkgs., \$852; 4 pkgs., \$171; Kingston, 4 pkgs., \$225; Liverpool, 21 pkgs., \$3,575; London, 47 pkgs., \$2,399; 217 pkgs., \$5,472; Macoris, 3 pkgs., \$148; Montevideo, 36 pkgs., \$5,521; Para, 49 pkgs., \$3,461; Port au Prince, 14 pkgs., \$580; Puerto Mexico, 8 pkgs., \$146; Rio de Janeiro, 7 pkgs., \$263; 14 pkgs., \$782; St. Petersburg, 6 pkgs., \$701; Vera Cruz, 100 pkgs., \$3,078.

JANUARY 31.

Acajutla, 3 pkgs., \$111; Bombay, 10 pkgs., \$255; Buenos Ayres, 129 pkgs., \$5,101; Cape Town, 21 pkgs., \$564; 3 pkgs., \$126; Colon, 2 pkgs., \$386; 9 pkgs., \$201; Fredericksted, 6 pkgs., \$105; Havana, 4 pkgs., \$278; Havre, 262 pkgs., \$3,490; 40 pkgs., \$830; La Paz, 4 pkgs., \$180; London, 133 pkgs., \$3,658; 2 pkgs., \$185; Rio de Janeiro, 21 pkgs., \$887; Trinidad, 1,532 pkgs., \$9,000; Yokohama, 8 pkgs., \$359.

FEBRUARY 7.

Berlin, 62 pkgs., \$160; Bluefields, 6 pkgs., \$180; Bombay, 5 pkgs., \$224; Buenos Ayres, 3 pkgs., \$136; Callao, 7 pkgs., \$1,005; Cartagena, 4 pkgs., \$180; Ceara, 3 pkgs., \$247; Cienfuegos, 6 pkgs., \$168; Colon, 27 pkgs., \$378; Corinto, 5 pkgs., \$128; Curacao, 3 pkgs., \$142; Iquique, 4 pkgs., \$258; Limon, 9 pkgs., \$132; London, 268 pkgs., \$4,896; Manila, 83 pkgs., \$7,954; Montevideo, 9 pkgs., \$715; Rio de Janeiro, 138 pkgs., \$12,962; 39 pkgs., \$3,427; Valparaiso, 13 pkgs., \$160; Vera Cruz, 10 pkgs., \$406; 54 pkgs., \$660.

WORTH OF SALESMANSHIP

In a Retail Store Not Considered Wholly from Point of Profits to Be Gained.

The worth of the salesmanship employed in the distribution of goods from a retail store is not dependent or hinged entirely upon what profits may be gained at the present time. The wages paid clerks should not be made to depend upon what business was done during some other period. The cost of selling is a more or less fixed cost, and cannot be gauged by the profits made at any time. If three good clerks are more than the business of the store can afford, then it may be well to allow one to go, but it is not sensible or businesslike to attempt to lower the wages of the three or replace all three with lower-priced help. Two good clerks are far superior to four cheap ones, for they retain not only the trade the store has, but are able to assist greatly in gaining new trade.

WM. KNABE & CO. SECURES COLUMBIA LINE.

The Great New York Piano House Has Exclusive Selling Rights for Columbia Grafonolas, Graphophones and Records Made by the Columbia Phonograph Co.—Intend to Give These Instruments a Magnificent Representation—An Active Advertising Campaign Will Soon Be Started.

News which is sure to prove of great interest to the talking machine trade of the country is contained in the announcement made that the great house of William Knabe & Co. have entered into an exclusive contract with the Columbia Phonograph Co. Ben Feinberg, the special representative of the wholesale department of the Columbia Co., initiated and carried through all the details of this transaction, delivering the signed contract to the head office Friday of last week. Wm. Knabe & Co. are to handle the Columbia line and have secured exclusive Columbia selling rights for the Fifth avenue territory.

It is evident that the Columbia Phonograph Co.'s policy of exclusive selling rights is receiving a splendid indorsement. It is also quite clear that the Columbia Phonograph Co.'s now familiar claims concerning the Grafonola when it was first placed upon the market—claims which have been reiterated consistently ever since—were well founded. Reports say that Wm. Knabe & Co. have been in a receptive mood for some time, and the selection of the Columbia line was determined upon only after the most exhaustive tests and comparisons of product and a most thorough estimate of present and future conditions in the trade.

Wm. Knabe & Co. are planning an extensive Columbia sales campaign. With their thorough knowledge of the music business and the tendencies of the music-loving public, which have in no small measure helped in the wonderfully successful business now enjoyed, they are determined to spare no efforts to make this new charge as successful and as much a vital and typical part of the Knabe business as the famous pianos themselves. Wm. Knabe & Co. are consulting with architects, and arrangements are now under way for the furnishing of elaborate sound-proof demonstration booths and fittings in harmony with the general scheme and character of the Knabe premises, and when these are completed the Columbia will be exclusively represented in this section of New York upon a scale that will be impressive even to a Fifth avenue clientele.

Wm. Knabe & Co. propose pushing this new branch of their business with all the progressiveness and thoroughness that have characterized their usual activity in the musical world.

It is understood that the Columbia instruments will be featured prominently in all the advertising the company puts out, and that a special campaign

of Columbia advertising will soon be started by Wm. Knabe & Co. in the New York newspapers.

The first public announcements are expected to appear about March 1, when the alterations to the Knabe premises will be completed. A series of Grafonola concerts and recitals will probably mark



KNABE HALL WHERE THE COLUMBIA LINE WILL BE FEATURED.

the opening of the department and will figure among the future attractions of the company's great piano warerooms.

The manager of the department has not yet been selected from among the long list of applicants, but it is certain that he will be one of the experts in the talking machine business.

Plans are also being completed for placing the Columbia in the Knabe branch at Baltimore.

Wm. Knabe & Co. will carry a strong line of special art Grafonola case designs, and also in standard cabinets, in harmony with their highest grade pianos, to meet the demand of the people who visit Knabe Hall. This part of the business has been under consideration for some time, and when the arrangements were finally completed this feature of the contract was given particular emphasis. This really means a new departure in the handling of talking machines by music houses, whose field of operations is much broader in strictly musical circles, both professional and lay, than that of the average dealer.

When your clerks are not otherwise employed—keep them busy clearing and re-arranging stock.

DEALERS SHOULD WATCH CREDITS.

The Standing of Instalment Customers Should Be Carefully Investigated Before Sales Are Closed in Order That Prompt Payments May Be Assured—Thus the Dealer Can Keep on the Jobber's Good Books by Settling His Bills Promptly—An Interesting and Timely Chat on This Subject by J. Newcomb Blackman.

"One of the most important duties of the talking machine dealer at the present time, if he expects to last, is that he watch both his credits and his credit. This sounds somewhat cryptic, but the idea I wish to convey is that the standing of instalment customers should be carefully investigated before sales are closed, in order that prompt payments may be assured, and that the dealer in his turn should endeavor to keep on the jobber's good books by settling his own bills with reasonable promptness." Thus said J. Newcomb Blackman, president of the Blackman Talking Machine Co., in a recent talk with a representative of The Talking Machine World.

"The apparent tendency of a number of dealers is to order heavily and with abandon, but to acquire a deep reserve when it comes time to meet their bills. When pressed by the jobber they say something to this effect: 'Awfully sorry, but you see I have had to sell the machines on instalments and have had difficulty in making collections. You'll have to let that bill go for a little while.' And it's the same story next time. The whole trouble is that in all too many cases the dealer tries to do a business wholly out of proportion to his capital, and the first thing he knows he is over his head in debt, with his chief assets, consisting of instalment accounts, being liquidated at the rate of a dollar a week and often less.

"The main point is the fact that such a dealer fails to realize that he is engaged in a real business in which every detail must be studied and modern methods adopted if he is to remain in the trade. The first thing he knows he is in competition with a big and up-to-date dealer or department store carrying a large and complete stock, and immediately gets the idea that he can meet such competition with his limited capital and poor equipment. The result must be failure. He tries to brace up his stock by ordering in large quantities, and when the jobber's bills are to be met, say at the end of thirty days, he is compelled to ask for an extension of time. Then if the jobber is insistent, and he must be to avoid embarrassment himself, the dealer goes to the wall. The jobber has to meet his obligations to the factories with reasonable promptness, or gets no more goods, which means failure for himself, and very often for the dealers doing business with him.

"There is a great deal besides the mere question of service in the relations of the talking machine jobber and the dealer. In signing up, the dealer should assure himself, first, that he can get the goods when he wants them, and secondly, that the jobber with whom he is going to contract conducts his business along sound lines that will make for his success. In other words, if the jobber looks after the financial end of the business, or rather the credits, very carefully, the dealer in his turn should make it a point to meet the jobber's bills with promptness, for by doing that he contributes to the success of all parties concerned.

"We will say, for instance, that two jobbers, doing business in a certain territory, pursue different methods. One extends liberal, but not unreasonable credit, wants his bills met at the time they are due, and does not endeavor to carry on a banking business for the benefit of his clients. The other jobber, on the contrary, offers as an inducement to the dealer unlimited credit, often regardless of his financial standing. What is the result? The second jobber finds that the amount of his capital tied up in outstanding accounts with dealers precludes any possibility of his doing business on even a fairly profitable basis, and he proceeds to close up his affairs. Here is where the dealer suffers, for the jobber is under no obligation to be lenient with him with a view to holding his future trade, and demands prompt settlement of the account. In the effort to effect such a settle-

ment the dealer is either badly tied up and his business suffers severely, or he is forced to close up his affairs entirely.

"The jobber who insists on prompt settlements, in a great number of cases does so, not alone to protect his own interests, but to save the dealer from himself, and keep the latter's affairs in a condition where they are not liable to swamp him upon any sudden call. The dealer who wants the protection of a sound jobbing house should be willing to pay for that protection by making prompt settlements, as in this branch of the talking machine business, as in any other line, one must pay for quality and the security that quality represents. If the Twentieth Century Limited, with its wonderful equipment, would carry a passenger from New York to Chicago for the same fare as the twenty-six-hour train, how many passengers would travel by the slower and less comfortable train? In the better train they are paying for quality.

"Every time a jobber or dealer goes to the wall, while it means a lesson to the remaining firms and may teach them to avoid pitfalls, nevertheless it has a bad effect upon trade at large. Thanks to the realization that modern business methods are essential in this trade as in any other, the tone of the whole business was never better than at the present time. The weak, careless, and I might perhaps say, ignorant, dealers are being weeded out gradually, and, when the field is clear of them, we may all look for better things."

MUSIC OVER THE 'PHONE.

Prominent Financiers Hear Demonstration of New Invention in Connection with the Telephone.

Half a hundred financiers and officers of corporations dining in the Waldorf one night last week as the guests of George R. Webb, the owner of a new telephone invention, heard, coming from the corners of the room, first a solo by Caruso, then a deep voice calling out trains about to depart, then a shrill soprano paging guests in a hotel, and again a deep bass voice announcing train orders.

Mr. Webb, who organized the Maryland Telephone Co., explained that his invention was designed to keep the telephone busy in dull hours, as the night letter now keeps busy the dull hours of the telegraph wire. The apparatus he used, small enough to carry in a coat pocket, reproduced bits of opera, popular songs, gave stock quotations and did other things that a well-behaved telephone has not yet learned to do.

In other words, with Webb's invention, if one person wants to instruct or deliver a message to fifty others he simply says what he has to say into his phone, and at the other ends of the wires the telephone talks the message without the intervention of an ear piece. At any hour a subscriber may call up the exchange and ask for any piece of music and then, hanging up the receiver, he or she may sit down and listen to the melody. Among those at the dinner were several railroad officials who are considering the use of the machine for delivering train orders.

THE STANLEY TESTIMONIAL.

A Great Array of Talent Engaged for Benefit to Be Given for Widow and Family of the Late Frank C. Stanley—How Talking Machine Men Can Help.

On another page appears the page announcement of the testimonial benefit to be given for the widow and family of the late Frank C. Stanley (W. Stanley Grinstead) at the New Amsterdam Opera House, New York, on March 8. The committee of arrangements—consisting of Walter H. Miller, Victor H. Emerson, C. G. Child, John Kaiser and Ernest Ball—held their last meeting at the recording laboratory of the U-S Phonograph Co. and the plans for what will be a successful affair and a credit to the deceased's many friends among the "talent" is assured.

Tickets, costing \$1 each, are now in the hands of the dealers and posters giving the details of the event were distributed last week. A complete and correct list of the artists, some were unintentionally in The World for January, who have volunteered their services and will positively be present follow: Harry McDonough, Wm. F. Hooley, Byron G. Harlan, Henry Burr, Golden and Hughes, Manuel Romain, Elizabeth Spencer, Peerless quartette, Al. Benzler, Harry Anthony, Al. Campbell, Len Spencer, Lucy Marsh, Will Oakland, Billy Murray, Edw. Meeker, Walter Van Brunt, Murray K. Hill, Ed. M. Favor, Marie Narelle, American quartette, Chas. D'Almaine, J. F. Harrison, Vess L. Ossman, Chas. Prince, Marguerite Dunlap, W. H. Thompson, Arthur Collins, Irving Gillette, Frank Coombs, Charles Daab, Elise Stevenson, Edith Chapman, Premier quartette, Harvey Hindermeyer, Steve Porter, Ada Jones, Ernest R. Ball. The program, judging from these names, will be one of exceeding interest.

For further particulars and information address John Kaiser, treasurer of the committee, 662 Sixth avenue, New York.

Suppose You Should Have A Demand For A Record Cabinet?

Have you samples on the floor?

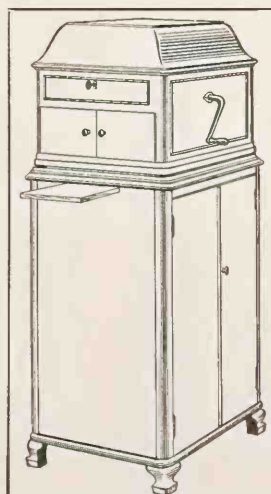
Have you Catalogs and Prices?

Are you agitating the Cabinet question when selling a machine?

Don't you realize that a Talking Machine Outfit is incomplete without a Cabinet?

Are you making the proper effort to sell Cabinets that there is money in for you?

Are you aware that in addition to a splendid range of price and pattern in Disc and Cylinder Record Cabinets—



This is No. 442 Cabinet which has the Victrola Eleventh on top. We furnish the Cabinet in mahogany or oak. It will hold 190 12-inch discs records in envelopes. Can be had with perpendicular wooden divisions or horizontal shelves as desired.

we have brought out special designs for Victrolas Tenth and Eleventh?

Did you know that these can be had in either Mahogany or Oak?

Have you the Catalog which illustrates Udell Cabinets?

Are you going to write for it?

When?

THE UDELL WORKS

Indianapolis, Ind.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Business for the Past Month Has Been Most Active—Some Interesting Comments on Use of Talking Machine with Player-Piano—Reference to Music Rolls Specially Made for Use in This Connection—Interesting Chat with Chas. D. Allen Who Has Given This Matter Considerable Attention—Clever Victor Exploitation with Ernest Johns as Impresario—Columbia Co.'s Handsomely Arranged Quarters—Wiswell's Eastern Trip—Executive Committee and Officers of the National Jobbers' Association Meet in Chicago February 19 and 20—Reasons Why Talking Machine Co.'s Quarters Are Such a Magnet for Talking Machine Men Found in Illustration on Adjoining Page—Other Items.

(Special to the Talking Machine World.)

Chicago, Ill., Feb. 9, 1911.

January was a great big surprise to the majority of the Chicago jobbers and to those elsewhere in the West, so far as your correspondent has come in contact with them. Trade moved along lines which proves conclusively that there had not only been a large holiday trade, but that stocks had been reduced to a minimum.

Creating Music Roll Accompaniments.

Chicago has cultivated initiative as a habit, and this applies to the talking machine and allied lines, as well as to everything else.

Charles Duncan Allen, who for the last two or three years has been representing player-piano concerns on the road, giving recitals, as well as meeting with great success from a selling standpoint, found that great interest was always excited whenever he found a place for the Victor machine in his program, playing the accompaniment on the player-piano. He found it very difficult, however, to get especially arranged accompaniments from the manufacturers of perforated rolls. He has now started out to remedy this lack. He recently took the matter up with the Q. R. S. Co., which is the music roll cutting branch of the Melville Clark Co., manufacturers of the Apollo player-pianos, with factories at DeKalb, Ill., and general offices at Chicago. In co-operation with Ernest Clark, who is in charge of the music-roll cutting department, Mr. Allen has secured a number of music roll accompaniments, which he is using with great effect. From Mr. Allen has been obtained the following list of music rolls specially made for accompaniments to Victor records, and which are now available:

Q. R. S. CO., CHICAGO.

Roll.		Record.
70099	Rigoletto Quartet	96000
70060	Fraumerel (Maud Powell)	64134
70036	Veì che sapete (Melba)	83067
70114	The Rosary (Schumann-Heink)	83105
70094	Questa O Quella (Caruso)	64069
70095	Celeste Aida (Caruso)	83127
70100	La Donna Mobile (Constantino)	64072
70096	Sextette from "Lucia"	96200

MELOGRAPHIC ROLL CO., BUFFALO, N. Y.

0549	La Donna Mobile (Caruso)	87017
01217	Sextette from "Lucia"	96200
0550	Caro Nome (Melba)	88078

The Universal Music Co. have a few accompaniment rolls arranged for this work, but they are not listed in their catalog.

There are some twenty rolls being prepared now by the Q. R. S. Co. which will be on the market very shortly.

Mr. Allen is now in charge of the exploitive work for the Schaeffer Piano Mfg. Co., who produce a player-piano containing their own patent pneumatic action. He is a thorough musician, has studied abroad, and for many years was a pipe-organist and director of boy choirs. He says that he knows of many instances in which he has aroused a realizing sense of the musical value of both the Victor machine and the player-piano in the minds of people in his audiences who were previously apathetic as to both instruments. At a recital in Indianapolis the other day he secured a perfect ovation at the start of his program by introducing the Victor "Rigoletto" record, accompanying it on the player-piano.

Chas. D. Allen's Views.

In a chat with The World Mr. Allen remarked: "Accompany the talking machine with the player-piano? Why not? The wonderful records of the world's great singers and instrumentalists are infinitely more beautiful when accompanied by the piano, and as only the few who have spent years in the study of music can play these accompaniments manually, why not the player-piano? Someone has dubbed the records of the great artists' voices as 'canned music,' and possibly the suggestion of combining two varieties of 'canned music' may arouse another brain storm, but what difference if the results obtained justify the means? And when one stops to consider the manifold advantages and pleasures to be derived from this perfectly normal combination of music producing devices, one cannot but be convinced of its great possibilities.

"Many musicians of sterling qualities are but indifferent accompanists, because of insufficient practice in this work, and besides, to accompany well, one must not be hampered by technical difficulties. The highest musicianship consists of something more than mere ability to execute difficult passages correctly, but should rather manifest itself in temperamental interpretation. We must not allow ourselves to confuse the words musician and technician, for they are not synonymous, and many player-pianists, with practically no technical knowledge of music, have developed a far greater musical knowledge and interpretative ability than is commonly realized. To these is opened a new field, rich with beauties, and one in which the possibilities are unlimited.

"For the budding musician one cannot imagine a better educational means, one which will develop him in the broadest sense, than this delightful pastime of accompanying the work of a great master sung by a world-famous artist. Were it necessary for the student to read and execute this accompaniment from the score it would be next to impossible without years of hard work and great expense. If, on the other hand, one's taste leads them to the songs of our childhood, or to the simpler ballad, these, too, are at the command of the merest amateur.

"One should not imagine that the ability to accompany the talking machine requires no practice, but one is well repaid for the time and effort spent in acquiring this ability, and each new endeavor is easier than the one before. The modus operandi is extremely simple; the leading manufacturers of rolls for player-pianos are showing their interest and are at present issuing these accompaniments, and it is to be hoped that this is only a beginning, and that the work will develop to its fullest fruition. It means to the real music lover great pleasure, and furnishes the means for a wonderful musical education for his family and friends."

The "Victor Theater."

The "Victor Theater," which has just closed a month's successful run at Cincinnati, will make its Chicago debut next Monday afternoon at Victor Hall, Lyon & Healy. It consists, as The World readers know, of admirable set scenes, with "tableaux," production of operas and concert recitals by Red Seal artists. The voices issue forth, of course, from Victors and Victrolas, and the stage lights are managed in the most scientific manner, producing most realistic results. Mr. Johns, the stage manager of the theater, and who accompanies the performances by illuminative pictures, is here completing arrangements. The Victor Theater will be on at Lyon & Healy's afternoons and probably evenings for a month. At any rate, both matinee and evening performances will be given all of next week. Handsomely engraved invitations will be sent out to Lyon & Healy's friends for each performance, different lists being used, according to the limits of Victor Hall, until all have had an opportunity to enjoy this remarkable entertaining and educational medium.

A. V. Chandler III.

The trade will regret to hear that A. V. Chandler, the popular and efficient representative of the National Co., is ill at his home in this city with what is feared is incipient pneumonia. Mr. Chandler, however, is a man of excellent physique, and no doubt is entertained by his friends here but that he will successfully weather the storm.

Candidate for Judiciary Honors.

C. N. Goodwin, a prominent Chicago attorney, who was at one time connected with important talking machine litigation, is a candidate for judge of the Superior Court. He is a man of distinguished ability and will honor the high position should he be successful, as he no doubt will be. Mr. Goodwin is a brother of C. E. Goodwin, manager of traveling salesmen for the National Phonograph Co.

Columbia Notes.

In their new headquarters at Washington and Wabash avenues the Columbia Phonograph Co. occupy as handsome, well arranged and equipped quarters as can be found anywhere in the country. The company have had great success locally with the new ten-cent demonstrating record, which has been liberally advertised in the local papers, and has been the means of familiarizing vast numbers of people with the excellence of the Columbia product and is securing many new customers. The demand has exceeded the supply. C. F. Baer, manager of the Chicago office, is enthusiastic regarding this latest exploitive method adopted by the company.

W. C. Fuhri, district manager for the Columbia Co., is now on a trip, including New Orleans, Little Rock, St. Louis and other Southern branch house and distributing points.

Among the visitors at the Columbia headquarters here the past few days were H. H. Niehaus, successor to Phelps & Niehaus, Columbia dealers of Quincy, Ill.; M. Nassau, East Chicago, Ill.; J. C. Randall, Geneva, Ill., and Tom Butler, Marion, Ind.

Wiswell's Eastern Trip.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned a week ago from a trip to the Victor and Edison factories, both of which he found enjoying a fine business. The past month was the best January that the talking machine department of Lyon & Healy has ever known, and Mr. Wiswell and the officers of the company look forward to a most excellent year. The company's new stock cabinet for dealers is meeting with a most excellent demand.

Visitors.

Geo. Ornstein, manager of travelers of the Victor Co., has been in Chicago for several days. He was led here by Sam Goldsmith, who has charge of the travelers in this district, and also by Mr. Baisch, who has formerly traveled in Minnesota and the Dakotas. He will now cover Iowa in place of Mr. Fiss, who has resigned from the service.

James Pickens, head of the John Hoyt Piano Co., Davenport, Ia., a large talking machine dealer, is in Chicago this week.

Large Talking Machine Co. Business.

The Talking Machine Co. is another concern which had a record-breaking January. February has opened up with vim and vigor, and the company entertain large expectations for 1911.

Among the visitors who called at the company's headquarters during the automobile show were the following: A. P. Griggs, Davenport, Ia.; John Onken, Chapin, Ill.; August Peters, Benton Harbor, Mich.; Chas. E. McLeran, Mt Pleasant, Ia.; Mr. Butler, of Butler Music Co., Marion, Ind.; Mr. Bergh, of Bergh Piano Co., La Crosse, Wis.; A. V. Lyle, Janesville, Wis.; Mr. Schaeberle, of Schaeberle & Son, Ann Arbor, Mich.; Henry Hahn, Dalton, Ill.; Wm. J. Voss, Appleton, Wis.; F. D. Watson, Leland, Ill.; J. E. Wixon, Mendota, Ill.; A. D. Swanson, Galesburg, Ill.; C. A. Fenn, Bloomington, Ill.

(Continued on page 44.)

"XMAS JUST A STARTER"

January, February and March our biggest months.

Wire us, "at our expense" *that order you have been delayed on.*

Don't these views spell *S-T-O-C-K—clean stock—WHOLESALE STOCK?*



The Reason:—

We sell our goods to *dealers* only!

Not a dollars worth at retail!

If it is in the house, you can have it!

The Talking Machine Co.

72-74 Wabash Avenue,
Chicago, Illinois.

FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 42.)

Executive Committee Meeting.

The executive committee and officers of the National Jobbers' Association meet in Chicago on the 19th and 20th of this month. This meeting is largely preparatory to the annual convention which is to take place in July at Milwaukee. Lawrence McGreal, the well-known jobber of the Wisconsin metropolis, has about completed his part of the arrangements and will submit them to the meeting for final approval.

A Fair Octette.

Readers of The World have noticed ere this that Arthur D. Geissler, general manager of the Talking Machine Co., is a very appreciative man, and one always glad to give full credit to his associates

World has had a good deal to say from time to time regarding the company's male contingent, and the trade by this time is pretty thoroughly conversant with the countenances and faces of Messrs. Keith, Creed, the travelers and other young men who have been factors with Mr. Geissler in building up the business. The World representative has not failed to notice, during his visits to the company's headquarters, that the young women there employed are not only worthy of notice, because of their handsome appearance and many feminine graces, but because of their efficiency in the duties respectively assigned to them. He casually mentioned to Mr. Geissler the other day that a group picture of these young women might not be out of place in The World. The photograph was duly forthcoming, and here it is, together with an index to its fair contents.

and that the formation of certain life partnerships was in contemplation. However, no break in the ranks has yet occurred. Mr. Geissler attributes this to the fact that the young women are loath to leave the environment which they have so long graced. One who is familiar with the spirit of harmony and positive friendship which characterizes the entire Talking Machine Co.'s corps will not question this statement. However, we shall see what we shall see.

SOMETHING BESIDES MONEY.

A man that is in business just for money, will soon find that the business is running him rather than himself running the business. A concern that renders a service, sells a device or material



Lower row (left to right)—Miss Grace Holly, telephone operator; Miss Carla Johnson, head of billing department; Miss Genevieve Farrar, stenographer to Mr. Creed (credit department). Second row.—Miss Anna Schueler, head filing clerk; Miss Ella Katzman, head of the order department. Third row.—Miss. A. S. Wolbrecht, head bookkeeper; Miss Agnes McGeary, stenographer to Mr. Keith (sales department); Miss Hallie Boniwell, statistician.

and employes in the remarkable wholesale talking machine business of which he is the head. The

In one sense it is a "strictly business" bouquet that is here presented. Courteous but dignified are adjectives that may be applied to them all. They are all enthusiastic regarding the line with which they are connected, and a moment's conversation with any one of them will show conclusively that she has taken pains to post herself far beyond the requirements of the specific duties which she performs. The positions which they fill are indicated by the lines under the photograph. Miss Genevieve Farrar ranks first in point of years of service with the company, with which she has been connected for the last eight years. It may be stated, incidentally that she bears quite a striking resemblance to her almost namesake, Geraldine Farrar, the famous opera singer and Red Seal artist. Misses Boniwell and Katzman have each given seven years of competent service to the company. Miss Wolbrecht has efficiently "bookkept" for them for six years. Miss Schueler has been there four years, Miss McGeary three years, Miss Johnson two years, and Miss Grace Holly, she of euphonic name, while calculating her service with the company by months rather than by years, is also proving a most valuable member of the staff. For some time there have been rumors to the effect that some of the places occupied by about half of the feminine staff would shortly know them no more; that the subtle god, Cupid, was getting very busy,

where quality is the ideal does not place money as the first consideration, yet the money return is large and certain. As some one put it: "Idealize your life, but you must make a living in order to live a life."

Originality and initiative are nothing more or less than getting one hundred per cent. action into things before someone else comes along and does what you intended to do.

THIS IS THE FAMOUS "TIZ-IT"

All-Metal Horn Connection for Phonographs

WE WANT EVERY DEALER TO HANDLE THIS FAST SELLING ARTICLE. PRICE 50 CENTS.

Regular Discount to the Trade.

Send for descriptive Circular and printed List of Jobbers who carry "TIZ-IT" in stock.

If your Jobber does not handle this Connection yet we will supply you.

One dozen lots, prepaid, \$3.60

Free sample to Jobbers

Manufactured by
KREILING & COMPANY
1504 North 40th Avenue
Cragin Station Chicago, Ill.

60 YEARS' EXPERIENCE

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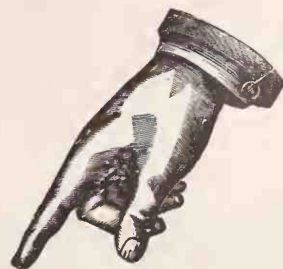
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Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.

MUNN & Co 361 Broadway, New York
Branch Office, 525 F St., Washington, D. C.



Lyon & Healy

S E R V I C E

Filling Orders Accurately

Filling Orders Completely

Filling Orders Same Day as Received

Have You Tried this Service?

It Will Pay You

Lyon & Healy

DISTRIBUTORS OF

Victor Talking Machines and Edison Phonographs

C H I C A G O

RECITAL OF VICTOR AND PLAYER.

Interesting Photograph Showing Ernest McGill, Seated at a Chase & Baker Player-Piano Accompanying Caruso's Voice on the Victrola—Effective Talking Machine Exploitation Which Should Interest Trade.

(Special to the Talking Machine World.)

Topeka, Kan., Jan. 31, 1911.

The picture herewith shown was taken while



Ernest McGill, of the Chase & Baker Co., was playing an accompaniment on the Chase & Baker player-piano to Caruso's singing of the "Arioso" number from "Pagliacci," on the Victrola. The gentleman standing just to the right of the Victrola in the picture is J. C. Emahizer, at the head of the Emahizer-Spielman Furniture Co., Topeka. The audience present filled the seating capacity of

the recital hall, and very enthusiastically showed its appreciation. Many were converted to the possibilities of the player-piano, who were before somewhat skeptical of its possibilities.

The instrumental solos rendered by Mr. McGill were "A la bien aimee," by Schuetz, and "Whispering Flowers," by Blou-Rosenbecker. Other artists appearing on the program were Miss Leavitt, soprano, who sang with pleasing grace, accompanied first by Miss Hazlerig and then by the Chase & Baker player-piano. Miss Waller, a well-known local violinist, gave violin solos which met with

much applause. The violinist was first accompanied by Miss Tinker and then by the Chase & Baker player.

The Victrola came in for its share of the entertainment by giving orchestral numbers alone—and by reproducing the voices of Caruso, Schumann-Heink and other artists with player accompaniment.

TRADE NOTES FROM BALTIMORE.

Business for the First Six Weeks of the New Year Has Been Most Satisfactory in Monumental City—The Expensive Machines Are Most in Demand—Good Reports from the E. F. Droop & Sons Co.—Columbia Co.'s Excellent Trade—Other News in Tabloid.

(Special to The Talking Machine World.)

Baltimore, Md., Feb. 6, 1911.

"It might sound to you fellows on the outside like mere talk when I say that there has been no let up in the excellent showing of the talking machine business in this city which characterized it during the better part of 1910 and especially during the month of September, but, nevertheless, it is an actual fact. Of course, January has not been as good as December, and none of those engaged in the business expected it to be. But, compared with January of the several preceding years, it has been a corker and I feel thoroughly convinced that the same delightful business conditions will prevail for the most part during the present year."

This statement was made by one of the prominent dealers in Baltimore the past week and is in line with the remarks made by the majority of those who follow the trade here. And judging by the number of customers seen in the various stores by a casual visitor there is no reason to believe that the statements are otherwise than true.

The expensive machines continue to be more popular than ever and many sales of Victor Victrolas and Columbia Grafonolas are reported by the various dealers. Only during the past week Albert Bowden, manager of the talking machine department of Sanders & Stayman, announced that among the many sales made during January he disposed of two Columbia Grafonola Regents to one of the best known business men of this city, while he also reports the sale of a number of Victrolas. Another machine that has pleased the Baltimore

public is the Columbia hornless "Favorite" and many of these have found their way into the homes of persons of more moderate circumstances, where they have afforded much amusement and pastime during the winter evenings. Manager Laurie, of the local branch store of the Columbia Phonograph Co., is responsible for this statement and he is highly pleased with the reception accorded this instrument. He also states that January has been an excellent month for the trade, far ahead of the showing made during January of 1910, and, except December, compared favorably with all the other months of last year.

Manager Roberts, of E. F. Droop & Sons Co., is one of Baltimore's greatest optimists and he says that he has good reasons for being such. He declares that the firm's business has kept up in fine shape and that the excellent showing made during December continued during January and indications are that the same conditions will prevail in February. Like most of the other dealers, he announces that his firm has had splendid results from the higher grade instruments, the demand for the Victor Victrolas being undiminished. "The only trouble I am having these days," declared Mr. Roberts, "is to keep enough machines in stock to satisfy my customers." The high class records are also more to the liking of Baltimoreans, according to Mr. Roberts. This no doubt is due, especially at this time, to the fact that the opera season is on and the excellent renditions heard by the accomplished artists each week appeal to the musical tastes of the residents of the Monumental City, who are great opera lovers.

During the last week Manager Laurie, of the Columbia Phonograph Co., had as his guest Frank Dorian, manager of the Dictaphone. Mr. Dorian reported business with the Dictaphone to be of the record breaking order.

Another dealer who says nice things about the condition of trade is Maurice Silverstein, manager of this department for Cohen & Hughes. Both the Victors and Edisons are having good runs, according to Mr. Silverstein.

A THESIS ON ADVERTISING.

Every Little Letter Has a Meaning of its Own—An A B C Book for the Business Man.

The word Advertising is composed of eleven units representing ten letters of the alphabet, or five-thirteenths of the total. It shows us that advertising is not quite the whole thing. The letter "I" alone occurs more than once in advertising. It is used fore and aft of the letter "S" to remind us of the Solicitor, who always keeps both eyes on the dollar sign.

A stands for Always, and suggests that all should advertise all the time in all the ways available; if anyone doubts this, let him ask any solicitor and be convinced.

D stands for "Dough"—the more you spend for advertising, the more you get. This has been proven over and over again by the solicitor who persuades the advertiser to dig up. It also stands for a lot of other things, but they do not count like the "Dough," and need not be mentioned here.

V stands for Valvoline, a high-grade oil, which easily brings the Dough when used by the expert solicitor. It also stands for Vacuum, to remind the advertiser of his bank account before the returns come in. The other virtues of the letter "V," if it has any, are immaterial in this connection.

E stands for Easy, and follows V to signify that a liberal use of oil and some earnest work will produce results every time.

R stands for Remorse, which usually overtakes the advertiser when he has been too easy. It also stands for Rum and Rebellion, and while these terms hold no terrors for the solicitor, they are sometimes cultivated by his victim.

T stands for Time, to show that Advertising bills must be paid on time, and that it takes time to get results from advertising. It also stands for Trade. Being the sixth letter, it shows that the advertiser should not expect profitable returns until after the sixth year of constant advertising.

I, in the first place, stands for Ink, which is the principal item of expense to the "Ad." publisher, and explains why space rates vary from one cent to seven dollars per line; it all depends on the quality of the ink used. No advertiser should ever allow his publisher to use cheap ink.

S stands for Success. It is the eighth letter and was placed there to show that only one advertiser out of eight makes good. It also stands for Salve to heal the wounds of the other seven, and Sorrow for the man who doesn't advertise at all.

I, in the second place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Incidents, which is the second largest item of cost to the "Ad." publisher. This may seem strange to the novice, but those who have enjoyed the hospitality of the "Ad." solicitor appreciate the fact perfectly.

N stands for Nothing. It is put near the end of advertising to remind us of the old adage, "Nothing ventured, nothing gained," and to teach us that advertising should not be lightly regarded.

G stands for Gold and also for Glory, and was placed at the end of Advertising to show us that consolation awaits the faithful advertiser in one form or the other.—"Dad" Vernicke, in The Macey Monthly.

Rev. Gustave Truenet, a popy Catholic priest of Anacortes, Wash., after purchasing a Victrola from H. L. Dodge, of that city, wrote him the following letter, in part as follows: "I have heard the most beautiful bands and orchestras of Europe. many times I have listened to the grand operas of France and Italy, and I would not hesitate to say that the reproduction of these masterpieces of music, as given by the Victor talking machine, is above praise; it is not only an echo—it is the thing itself."

The Portland (Ore.) Photograph Co., Victor dealers, have had such an increase in business that two more demonstrating rooms have been added. Esther Cohen has been added to their selling staff.

1866 **NYOIL** 1910
FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL
Now Sold Everywhere By All Hardware Men
WILLIAM F. NYE
NEW BEDFORD, MASS.



WANT MORE GOODS IN CINCINNATI.

Dealers Complain About Difficulty in Getting Stock—Co.ombians Honor Arrival of Talking Machine—Victor Department of the Aeolian Co. to Move to First Floor—Big Fire Destroys Machines and Records—What Various Concerns Have to Report.

(Special to the Talking Machine World.)

Cincinnati, O., Feb. 4, 1911.

What's the matter with the manufacturers? That is the query being put forth by some of the local dealers, who, since January 1, have been unable to supply the demand for popular hits. The trouble lies not with the jobbers, according to the investigators, but the producers. It is a well known fact that the talking machine business is centered in certain seasons of the year and the dealers who are complaining believe the manufacturers should prepare themselves accordingly. As a result of conditions in January much business was lost in this city.

Professor John L. Shearer, of the Ohio Mechanics' Institute, this city, unconsciously gave the talking machine business quite a boost in his talk on "South America" before the Cincinnati chapter of the American Institute of Architects at the January meeting. He showed a scene in Colombia, on a railroad between Porto Colombia and Barranquilla, where the town's entire population had assembled about the little depot, all in holiday regalia. Upon asking the conductor the cause for the assembling of the populace the American was told the gathering was brought about by a desire on the part of the people to do honor to the arrival of a talking machine. This had been imported for use in a festival which was to take place a few days hence. The incident brought forth much laughter from the audience. Why?

The Victor department in the new quarters of the Aeolian Co., 25 West Fourth street, will be located on the first floor. Mr. Ahaus, who has charge of this department, yesterday stated arrangements had practically been made for an entire suite of perfectly ventilated sound-proof rooms, with the prettiest electrical appointments possible. The Aeolian hustlers have already made up their minds not to permit any one interested in talking machines overlooking or not hearing of the Victor department in the new quarters. Last month's business was satisfactory from all standpoints, there being a substantial gain over the preceding month.

Strange things happened to the stock of records of the Joseph Krolage Co. in the fire which took place last Monday night, the conflagration playing havoc with some 4,000 of the cylinder and disc types. The condition of the records showed that the trouble was caused by water and not heat. Those of the ten-inch type, apparently in good condition, have lost all their tone qualities. Others fall to pieces upon being touched. The same is not true of the cylinder records. These are made

of a different composition and went through the fire without being damaged. The disc records were warped and are practically useless. The Krolage Co.'s loss is estimated at \$3,500.

Manager R. J. Whelen, of the Columbia Phonograph Co., reports a splendid January business, in all departments, being particularly pleased over the sales of Grafonola Regents and Favorite, and at no time during the month were they able to supply the demand for these two types.

In the wholesale department the dealers have shown unusual activity in re-ordering goods to replenish their stock sold out during the holidays, and in these re-orders a very noticeable increase is felt in the demand for Grafonolas, and they now fully realize the wide field that is opened up to them by these high-grade instruments, and the new and opera records. The Alice Nielson records have been received with great enthusiasm.

Marion Dorian, of New York City, one of the high officials of the company, was a visitor the 1st of February, and was very much pleased with the conditions of business in all departments.

The tremendous volume of business done in talking machines during the month of January gives an exceptionally bright outlook for the future, and has resulted in increased enthusiasm on the part of everybody connected with the talking machine department of the Rudolph Wurlitzer Co., both retail and wholesale. Practically all of the petty features which formerly gave both the wholesale and the retail salesmen annoyance, have been eliminated with the advent of the Victrola, and the better class buyer. The business, both to retail and wholesale, consists mostly of big deals that are clean business in every way.

During the past month the retail department of The Rudolph Wurlitzer Co. has been featuring Mr. Johns, of the Victor Co., who has been giving daily concerts in connection with his theater, showing in tableaux various scenes from the opera as they are reproduced faithfully and true to the original scenery and artist. The crowds grew daily, till it was impossible to accommodate those who wished to attend the concerts. The last concert was given January 28, and although numerous requests were received for a continuation of the concerts, Mr. Johns was unable to accede to these requests on account of previous engagements and datings.

At the expressed request of the Rotary Club, an organization of Cincinnati business men, a special concert was given at 8 o'clock, on February 1. The entire list of members were present, with the exception of two, who were out of town on that day. This is an exceptional showing, and tends to bring home the fact that the Victrola is one of the biggest drawing cards in the musical line to-day.

Marked interest is being shown by prospects and Victor owners in the list of Red Seal Records. The demand for selections by artists, who formerly were in little demand, has grown until it now embraces practically the entire list of Victor Red Seal artists.

A recent sale was that of a Victrola XVI. to Mr. Herrmann, concert master of the Cincinnati Symphony Orchestra. Mr. Herrmann especially favors the Instrumental Victor records, and is a frequent visitor to the talking machine salesrooms of the Wurlitzer Co.

John Arnold, the Elm street dealer, is more pleased than ever with his present location, claiming each month's business shows an increase over the corresponding period last year. The wood Cygnet horn of the National Co. is quite popular with his visitors and he is using it exclusively in his demonstrating rooms. Arnold experienced some difficulty in securing the big hits last month and believes his business might have been doubled had this not been the case.

Four Victrolas were among the sales of J. E. Poorman, Jr. in January. His record trade was phenomenal and highly pleasing. During the month thieves broke into his store and evidently thought watches were more valuable than talking machines, for they secured \$75 in tickers.

H. B. Drabelle, of the talking machine department of the R. Wurlitzer Co., is no longer a bachelor. The plunge into the ranks of the Benedicts took place on January 26, the bride being Miss Katherine Reedy. They are now domiciled in a cozy home in Hyde Park.



Stop sending business to your competitors!

That's what you do every time a customer comes into your store, asks for something you don't have, and then walks out again.

Suppose, instead of going to another dealer, the customer consents to wait until you send to your jobber for what he wants. Then suppose your jobber is slow in filling your order, and the customer comes in two or three times and the goods haven't arrived. You surely couldn't blame him for going to another dealer.

Of course, the ideal way is to always have just what people want. The next best thing is to have a jobber who can give you anything you want immediately, if you don't happen to have it.

We can supply you immediately with everything you need in Victors, Victor-Victrolas, Victor Records, record cabinets, fiber cases, horns, needles, repair parts and accessories of every sort. We send the goods the same day the order reaches us—whether you are in a rush or not.


That kind of service is worth more to you than that of a slow-go-easy jobber, and yet it doesn't cost you any more. You might as well have it and not run the risk of losing customers.

Write today for our latest catalog and our booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to

Victor Distributing and Export Co.

83 Chambers Street  New York



THE USE OF "TALKERS" IN SCHOOLS.

To Receive the Special Attention of Mrs. Frances E. Clark, for Some Time Supervisor of Music of the Milwaukee Public Schools and Who Has Now Joined the Forces of the Victor—A New Departure in Talking Machine Exploitation That Should Meet with Success—Something of Mrs. Clark's Plan.

(Special to the Talking Machine World.)

Milwaukee, Wis. Feb. 9, 1911.

Milwaukee talking machine circles are highly interested in the announcement that Mrs. Frances E. Clark, supervisor of music in this city's public schools, resigned on February 1 to accept a position with the Victor Talking Machine Co., at a salary of \$3,000 per year, an increase of \$1,000 over her present salary. In her new position Mrs. Clark will have charge of the development of the use of the talking machine in schools. She will prepare exercises for the various grades, with special reference to the kindergarten and primary classes, and will then travel about the country assisting in starting the new system in cities where it is adopted.

Mrs. Clark has been supervisor of the music in Milwaukee schools for the past eight years, and she is regarded as the originator of the idea of making use of the talking machine in teaching music in the schools. Her success in her endeavors in this line has been watched with interest all over the country and is of course largely responsible for her excellent offer from the Victor company.

Mrs. Clark's ideas on the use of the talking machine as an aid in the teaching of music in public schools can best be illustrated by quoting from an excellent address which she made on the subject before the last gathering of the Wisconsin State Teachers' Association, held in Milwaukee. She said in part:

"Modern science has come to our relief in the perfecting of the talking machine. It is necessary to reconstruct our old ideas of the wheezy, blaring, blatant, brassy thing we have known in the days ago. The new talking machine with its wood horn, its bamboo needle and the wonderful records obtainable is a joy and a delight—an artistic success. It has come to be an added power in teaching music in the school, conservatory and the home.

"In many schools where the supervisor is unable to sing well, or where the work must be done by the grade teacher, who often possesses a most unmusical voice, it is a priceless boon to thus be able to teach songs correctly. We may speak of a head tone, but the children do not understand by telling; but let them hear a pure head tone as given by Melba or Sembrich, and it becomes clear. We speak of the opera—children have never heard opera—their parents, perhaps, have never heard opera—they do not understand what we mean. But give to an eight grade or a high school chorus the story of "Il Trovatore," or "Ernani," then turn on the record as sung by our great artists, arias, choruses, duets, orchestra and all, and the whole subject is illuminated.

"In our rural schools, villages and smaller cities it is impossible for children of even high school age to hear more than occasional artists. The great singers do not visit the small places. What then must it mean in the education of the youth of our land to be able to bring into every eighth grade and high school, no matter how remote from the great art centers, the reproductions of the voices of the greatest singers the world has ever known?

"We have the talking machine in nearly thirty of our Milwaukee schools. They are giving entire satisfaction to the teachers and principals.

"As yet there are few records made of songs suitable for classes lower than grammar grades. The need of having records suitable for kindergarten and primary classes is immediate. Could we have records of the little classics of child words it would fill the same place in the lower grades that it is now doing in the grammar grades and high schools."

Indications are that the talking machine may become an instructor in the normal schools of Wisconsin as an aid in teaching music. At a recent

meeting held in Milwaukee of the presidents of the various normal schools, with members of the faculties and board of regents, Miss Helen M. Cundiff, teacher of music in the Oshkosh Normal School, made a strong plea for the use of the talking machine. The talking machine, said Miss Cundiff, would serve a splendid purpose in musical instruction, inasmuch as the best trained voices are now recorded on the records.

If the regents give consent to the use of the talking machine in the normal schools of the State, Miss Cundiff urged that records to the worth of \$500 at least be purchased. These records, she said, could be sent to each school, thereby permitting each individual educational institution to avail itself of the benefits of all the records.

The suggestion of the Oshkosh Normal School teacher was received with smiles momentarily by the heads of the various institutions and members of the board of regents, but the humor quickly disappeared as Miss Cundiff explained her suggestion and showed how the talking machine could

be utilized for excellent purposes in the normal schools. Attention was called to the wonderful success which the talking machine has achieved in the Milwaukee schools, and it is believed that as great success can be secured in providing musical training for the future teachers. Theodore Kronshage, a Milwaukee member of the normal board of regents, seems to be favorable to the proposition and urges that the board give the matter careful consideration.

The attention of various cities about Wisconsin has been attracted by the success achieved by the talking machine in the department of music in the Milwaukee schools under the direction of Mrs. Frances E. Clark, and it is expected that before the year is over many of the up-State schools will have adopted the system. Professor Theodore Winkler, superintendent of musical instruction in the Milwaukee public schools, is advocating the use of the talking machine in teaching music and expects to have the system installed in his school before many weeks.

CAN YOU GUESS WHO THIS IS?

The Latest Prize Contest in the Trade—A Prize in the Form of Large Packages of Fine Imported Needles Will Be Presented to the First Fifty Jobbers or Dealers Who Send in Correct Answers to The Talking Machine World.

BACK SOON

On or about _____

M.L.

A list of great names, a catalog of great records and a line of instruments unsurpassed—the whole reinforced with Columbia exclusive selling rights—that is the Columbia proposition before the live dealer to-day.



Columbia Phonograph Co., Genl., Tribune Building, New York.

GOOD BUSINESS IN MILWAUKEE

For the Talking Machine Men During January—Money Easier and Collections Improve—What the Upstate Talking Machine Dealers Have to Report—High Priced Outfits Have the Call—Victrolas in School Concerts—Items of a Personal Nature—Talking Machine Makes Good in Hospital for the Insane—Executive Committee of the Jobbers' Association to Meet in Chicago to Perfect Convention Plans—Other Trade News of the Month Presented in an Interesting Way.

(Special to the Talking Machine World.)

Milwaukee, Wis., Feb. 10, 1911.

Judging from the manner in which the talking machine business has been improving in and about Milwaukee since the opening of the new year, 1911 ought to be a winner. Jobbers and retailers are unanimous in saying that the total volume of trade since January 1 has been far in excess of that of the corresponding period a year ago. It is nothing unusual to find conditions rather dull just at this time, but conditions are certainly satisfactory this year. One bright feature of the situation is the fact that collections have been showing steady but sure improvement. Since early last fall there has been a tendency for people to hang on to their money, figuratively speaking, but the outlook is now brighter and money is moving more freely.

Local retailers feel that they have cause to be thankful over the fact that conditions in the local machinery field are showing decided improvement. Next to the manufacture of the amber-colored fluid that has made Milwaukee famous, the city is noted for its manufacture of heavy producing machinery of all kinds, and when conditions in this field are satisfactory it means better business for everybody. Since before the holidays there has been a depression in the local machinery and steel field, but now genuine improvement is taking place in this field and people are breathing more freely and are again loosening their purse strings. All the leading machinery concerns report a big increase in their bookings and are gradually increasing their working forces.

Reports from up-State talking machine retailers are to the effect that money is more plentiful in the smaller cities and towns of the State and that prospects for 1911 are especially bright. Just to show that they are sincere, retailers are placing some fine orders with Milwaukee jobbers for machines, records and supplies. In fact, local jobbers say that their business shows signs of a big increase during the month of February.

As is usually the case in Milwaukee, demand is especially strong for the high-class machines, and most of the local dealers report some fine sales. It was noticeable during the past year that the business was conspicuous, not so much for an increase in the number of sales, but in the quality of the trade.

A Victrola, furnished by Lawrence McGreal, the local jobber, and operated by Walter Timbrook, is proving to be one of the leading attractions at the moving picture entertainments which are being given at the various public school buildings by the Milwaukee Journal. These entertainments are at-

tended by the children and their parents and the idea is to instill into the minds of the people that greater use should be made of the school buildings as neighborhood gathering places. Mr. McGreal always sees to it that a fine line of records is on hand for these entertainments and sometimes there is a question as to which is appreciated most, the moving pictures or the Victrola.

F. A. Fritch, a young man aged 20 years, had a narrow escape from death recently at the establishment of Lawrence McGreal, when an explosion of gasoline in the elevator pit at the McGreal store burned him about the face and hands. Fritch was forced to spend some time at the hospital, but is about once more.

Milwaukee talking machine men are much amused over a story that is going the rounds at the expense of Theodore Borup, president of the Wisconsin Humane Society, and a woman member of the organization. Mr. Borup was sitting in his office recently, when the lady in question called him up in a most excited manner.

"Oh, Mr. Borup," said the lady, "I have a most atrocious case that you must investigate right away. It's perfectly terrible. You know, last night, I attended the theater and saw 'The Nigger,' and in one part of the play someone on the stage tortures a number of dogs terribly to make them bark and howl when they are supposed to be chasing a negro who has committed an awful crime. Why, they must stick pins into them or do some other terrible thing to make the poor things cry so."

Mr. Borup at once called upon Harry Singer, manager of the theater in question, and asked why such an outrage should be permitted.

"Why, we have no dogs on the stage," explained the manager. "The effect of the barking, baying hounds is produced by two big talking machines. If you will step back upon the stage I will be very glad to give you a demonstration."

Dr. M. J. White, superintendent of the Milwaukee Hospital for the Insane, at Wauwatosa, suburb of Milwaukee, is putting the talking machine to rather a novel use. It has long been the belief of Dr. White that music properly selected is a balm

to the troubled soul, and he has taken up the method of curing people with troubled minds by the use of music. His theory that music is a cure for insanity has proven practical and it has been a great success at the county institution where he is in charge.

The attendants and nurses who have aided Dr. White in making his observations unite in testifying to the beneficial effects music has on the mind of a patient. It is found that certain airs, such as the hymn, "I Know That My Redeemer Liveth," did not have a very good effect on those who are insane on religious subjects. Dr. White discovered that some of the fine old songs, "Flow Gently, Sweet Afton," "Dixie," "The Last Rose of Summer," and others, had a tendency to calm a patient who became violent. In the course of the experiment it was found that the "Dead March From Saul," "In the Hour of Trial," "Ben Bolt," and "We Are Tenting To-night," had most injurious effects.

"It is only a modern application of an idea that worked wonderful cures in the days when the world was young," said Dr. White. "The ancient Hebrews knew well the power of music. Especially was it true in nervous diseases and maladies of the mind. Witness the tale of the cure wrought on Saul by the sweet playing of the shepherd, David."

The meeting of the arrangement committee of the National Association of Talking Machine Jobbers, which was to have been held in Milwaukee, January 11, 12 and 13, to complete plans for the coming convention of the association, which will be held in Milwaukee July 11, 12 and 13, was postponed and will be held in Chicago February 19 and 20. There will be a meeting of the executive committee of the association held at Chicago on the same date. Lawrence McGreal, of this city, who is a member of both committees, will be in attendance. Judging from letters received by Mr. McGreal, this year's convention at Milwaukee will be largely attended.

A. G. Kunde, Columbia jobber, 516 Grand avenue, is living up to his record of opening one new Columbia branch store in Milwaukee each month.

Linoid Recording Horn

The recording possibilities of the phonograph which have been especially emphasized lately have given the sale of recording accessories a big impetus.

The Linoid Recording Horn is made of pure linen, without seam or joint, and, owing to its construction and its peculiar acoustic properties, is best adapted for recording purposes.

Order Through Your Jobber.



Handsomely finished in black enamel and gold striped
RETAIL PRICE, \$2.00

96-104 State St.,

THE PARDEE-ELLENBERGER COMPANY

NEW HAVEN, CONN.

TRADE NEWS FROM ST. LOUIS.

Talking Machine Men Well Satisfied with Business for the First Month of the Year—E. B. Walthall Loses Father—Two Victrolas for Brewer—Interesting Personal Items—What the Various Houses Are Doing.

(Special to the Talking Machine World.)

St. Louis, Mo., Feb. 6, 1911.

The talking machine business for January was up to the season of the year, some concerns reporting that their trade showed an improvement over the same period a year ago.

E. B. Walthall, manager of the Columbia Phonograph Co., was called to his home in Kentucky by a telegram on Dec. 21, his father having died suddenly. He returned here on Jan. 6. During his absence C. L. Byars looked after the business in a very able manner.

William M. Todd, accountant of the Columbia Phonograph Co., left Jan. 21 to enter the account-

ing department of the company at their Bridgeport, Conn., factory. He is succeeded by B. F. Moore, formerly with the National Bank of Commerce here.

C. Kauffman, traveler for the Columbia Phonograph Co., is making his regular trip through southwest Missouri, and is having a good business.

The Aeolian Co. report having had a very active trade in their wholesale department, and that they had a good business in their retail department, with a large run on the new Caruso records.

C. O. Thompson, in charge of the wholesale talking machine department of the Aeolian Co., has resigned. Mr. Thompson had made himself very popular with all whom he had come in contact with by his very agreeable and obliging ways. All his friends wish him the best of success.

L. A. Cummins, traveler for this concern, is now on a trip through Illinois and Kentucky.

The Silverstone Talking Machine Co. report having had a seasonable month. They completed their new Grand Opera booth on Jan. 15. It is encased in art glass and handsomely decorated, presenting a very attractive appearance.

The Koerber-Brenner Music Co. report their January trade as being well up to the season. W. A. Brenner, secretary of this concern, will return the latter part of February from a six weeks' trip to the coast.

J. J. Clegg, traveler for this concern, is now on a three months' trip through the Southwest. A. M. Page, traveler for the same concern, is on a three months' trip through the North.

D. K. Myers, the well known Zonophone jobber, reports trade for January as being fair with improving prospects.

The Thiebes Piano Co. report the sale of two Victrolas to a prominent local brewer, who bought one for his sister-in-law. He also had a selection of \$200 worth of records sent with each instrument on approval. The records were so satisfying that he thanked the firm for the nice selections and kept them all. This firm reports a good January trade.

The Bollman Bros.' Piano Co. report their talking machine business quite satisfactory for the month.

O. A. Gressing, manager of the talking machine department of the Aeolian Co. at New York and branches, is expected here shortly on a visit.

"Doc" O'Neil, the globe trotter of the Victor Talking Machine Co., spent a few days here recently on his way home from a trip to the Orient. The doctor had some very enthusiastic audiences listening to his entertaining tales of his trip.

J. M. Means, formerly assistant manager of the talking machine department of the O. K. Houck Piano Co., Memphis, has been made manager of the same department.

S. W. Goldsmith, traveler for the Victor Talking Machine Co., from the home office, spent a few days here recently calling on the trade.

William Vedder, of the Excelsior Co., Cape Girardeau, Mo., a talking machine dealer, was a recent visitor here.

WHERE CLOCKS SAVED TIME.

With Time Always in Sight Employes Did Not Have to Stop Work and Begin Gossiping.

Every employe who watches the clock is losing time. Yet clock watching is necessary in planning work. Employes watch clocks because they are set at tasks and want to keep posted on the passing of time as their work progresses through the day.

The superintendent of a big city office was annoyed by the constant interchange among employes of information touching the date and the hour, says System. To eliminate these inquiries he installed a large wall clock at each end of the office and arranged all desks so that everyone could see one or the other. Under each clock he placed a large calendar—the largest he could get. Over each calendar he placed an electric lamp that was lighted at dusk. Thus at a glance, any employe could learn the date, hour, minute and second, without disturbing anyone else in the process.

The clocks cost \$24 a year; the lights were estimated at \$3 a year for current and maintenance; the calendars were supplied gratis by a firm whose imprint they bore. The manager saved the entire year's investment during the first month in employes' time that had formerly been wasted.

Fifth and last. When you come to your place of business each morning have the determination in view that you will earn your salary that day, and when you leave at night be sure that all orders which have been given you have been looked after properly. Thus you will increase your employer's business, secure your own advancement, and make yourself a man to be desired, and one who is never out of a good position.

WHICH ARE YOU—LIFTER OR LEANER?

There are two kinds of people on earth to-day;
Just two kinds of people, no more, I say.

Not the sinner and saint, for it's well understood,
The good are half bad and the bad are half good.

Not the rich and the poor, for to rate a man's wealth,
You must first know the state of his conscience and health.

Not the humble and proud, for in life's little span,
Who puts on vain airs is not counted a man.

Not the happy and sad, for the swift flying years
Bring each man his laughter and each man his tears.

No; the two kinds of people on earth I mean,
Are the people who lift and the people who lean.

Wherever you go, you will find the earth's masses
Are always divided in just there two classes.

And oddly enough, you will find too, I wean,
There's only one lifter to twenty who lean.

In which class are you? Are you easing the load
Of overtaxed lifters, who toil down the road?

Or, are you a leaner, who lets others share
Your portion of labor and worry and care?

—Ella Wheeler Wilcox, in *The Cosmopolitan*.

GEO. P. METZGER'S CAREER

As Published in *Tabloid Form* in *Printer's Ink* Recently.

Among the interesting paragraphs appearing in *Printer's Ink* recently in connection with the publication of the portraits of a number of the contributors to that magazine during 1910 were the following facts connected with the career of Geo. P. Metzger, advertising manager of the Columbia Phonograph Co., New York, who has recently written a number of interesting and able articles on advertising for that publication:

"George P. Metzger, advertising manager, Columbia Phonograph Co., was born in Kansas in 1871, but came East while very young. He was a 'printers' devil' on the Lynn, Mass., Bee, until it failed, and then became proofreader on the Springfield Republican. Determining to learn selling he got a factory experience with a typewriter concern and later started a bicycle business of his own. He later traveled for 'Vim' tires and got started in advertising through writing catalogs. Mr. Metzger's next experience was in connection with the Wanamaker Book Club. After having served as advertising manager of *Everybody's Magazine* he became the chief member of the Hampton's Advertising Agency staff and continued there until he formed his present connection."

A. O. PETIT IN NEW COMPANY.

A. O. Petit, formerly head of the Edison Co., Newark, N. J., and well-known in the talking machine trade, is the head of the Petit Realty Co., recently incorporated in that city with capital stock of \$100,000 for the purpose of acting as real estate dealers, builders, contractors, etc.

You positively cannot succeed now with any kind of salesmanship but the honest kind. No other sort is scientific, practical, or useful in any way. It would not seem that there is need to reiterate such a statement, but one meets constantly with young men who have yet to learn that straight honesty in selling is of paramount importance.

SONORA

The Instrument of Quality

Highest Class

Talking
Machines



and
Records



Styles O and P, \$25 list.

Other Machines \$40, \$50, \$60, \$75, \$100 and \$200
Stands and Cabinets, \$10, \$30 and \$50

We are happy to be able to say that we now have a most desirable line of records to sell with our machines, and that we will add to the list at the rate of about 40 titles per month, all of the highest grade of their kind. They are all hill and valley (sapphire), cut for use with sapphire point. SAPPHIRE RECORDS AND SAPPHIRE POINTS ARE PRACTICALLY INDESTRUCTIBLE. Think of these advantages calmly and conclude what they mean.

Our TONE MODERATOR, AUTOMATIC STOP, INVISIBLE HORN and other points of favorable comparison make Sonora goods exceedingly attractive.

That you, Mr. Dealer, are reading these lines may indicate to you that we are still doing business, and that bluster alone does not constitute facts. We are very much alive, and will be heard from effectively in many ways before many days.

1911 will not be very far gone before you will be glad to be a "Sonora man," or wish you were.

We want general agents of good standing and responsibility.

Sonora Phonograph Co.
78 Reade Street, New York

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially Prepared for The Talking Machine World.)

Washington, D. C., Feb. 10, 1911.

DIAPHRAGM FOR SOUND REPRODUCERS. Nathan Stowell Wakefield, Los Angeles, Cal. Patent No. 980,713.

This invention relates to a diaphragm designed especially for phonographs, telephones, or other sound-reproducing instruments, and the principal object of the invention is the provision of an extremely simple and inexpensive diaphragm possessing superior sound-reproducing properties.

Another object of the invention is to provide a diaphragm of the chambered type consisting of a novel arrangement of discs fastened together to form a unitary structure, and so designed as to reproduce the delicate tones or sound shades as well as accurately reproducing the volume and register of the original sound without disagreeableness, as is the case with diaphragms commonly in use.

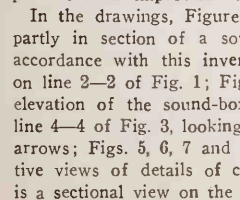
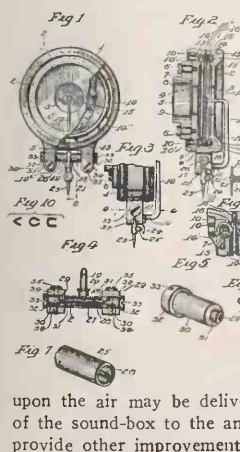
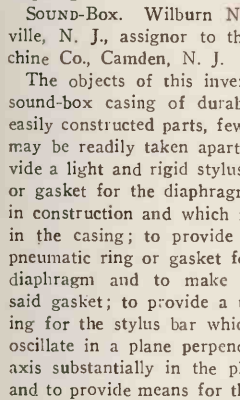
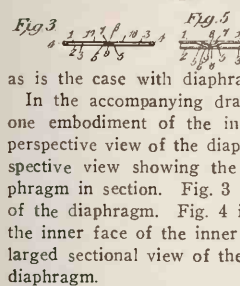
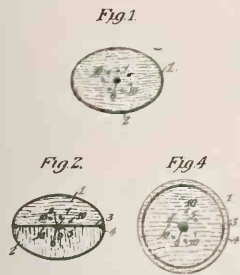
In the accompanying drawing, which illustrates one embodiment of the invention, Figure 1 is a perspective view of the diaphragm. Fig. 2 is a perspective view showing the inner disc of the diaphragm in section. Fig. 3 is a diametrical section of the diaphragm. Fig. 4 is a plan view showing the inner face of the inner disc. Fig. 5 is an enlarged sectional view of the central portion of the diaphragm.

SOUND-BOX. Wilburn N. Dennison, Merchantville, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 978,566.

The objects of this invention are to provide a sound-box casing of durable form consisting of easily constructed parts, few in number, and which may be readily taken apart or assembled; to provide a light and rigid stylus bar; to provide a ring or gasket for the diaphragm which is symmetrical in construction and which is securely seated within the casing; to provide an improved form of pneumatic ring or gasket for the mounting of the diaphragm and to make provision for inflating said gasket; to provide a torsional spring mounting for the stylus bar which restrains said bar to oscillate in a plane perpendicular to and upon an axis substantially in the plane of the diaphragm, and to provide means for the convenient and accurate adjustment of the tension upon said spring; to provide means for equalizing the cushioning effect of the atmosphere upon the opposite sides of the diaphragm and to prevent the loss of energy by the leaking of air past the diaphragm in order that the full effect of the action of the diaphragm upon the air may be delivered through the outlet of the sound-box to the amplifying means; and to provide other improvements.

In the drawings, Figure 1 is a front elevation partly in section of a sound-box constructed in accordance with this invention; Fig. 2 a section on line 2-2 of Fig. 1; Fig. 3 a fragmentary side elevation of the sound-box; Fig. 4 a section on line 4-4 of Fig. 3, looking in the direction of the arrows; Figs. 5, 6, 7 and 8 are enlarged perspective views of details of construction, and Fig. 9 is a sectional view on the line 9-9 of Fig. 2, and

Fig. 10 shows modified forms of hollow stylus bars.



TALKING MACHINE DIAPHRAGM. William W. Young, Springfield, Mass. Patent No. 982,197.

This invention relates to improvements in reproducing diaphragms for talking machines, and consists of a more or less porous material impregnated and permeated and surface treated with a filling material or materials of suitable character, hardened, and provided with a raised portion or integral protuberance, if desired, all as hereinafter set forth. This diaphragm is exceedingly compact, hard, and tough, although thin, has smooth and even surfaces, and possesses a uniform thickness throughout, excepting in the center, where may be located the above-mentioned protuberance.

As is well-known, it is not possible to obtain the best results with reproducing diaphragms made of mica or sheet-metal, these, especially the former, being the kind commonly used in talking machines, and besides the mica disks or diaphragms are extremely fragile and also expensive because of the waste incident to procuring discs of the proper size, and the primary object of the invention is to produce a substitute for mica, sheet-metal, and other varieties of diaphragms, which substitute possesses the necessary or desirable features outlined in the preceding paragraph, and in addition is resilient and resonant, is impervious to moisture and unaffected by climatic changes, and is capable of giving out clear, loud and distinct tones of great depth and volume, of evenly distributing the sound waves and quickly, completely and perfectly recovering its stable equilibrium, and of lessening to a great extent, if not eradicating altogether, all alien and discordant noises such as blasts and scratching sounds which are so frequent with the ordinary diaphragm.

Figure 1 is a side view of a diaphragm which embodies the invention, and Fig. 2, a cross-section, on a large scale, of said diaphragm.

STOP FOR GRAMOPHONES. John A. Johnson, Sauk Center, Minn. Patent No. 982,138.

This invention relates to gramophones and particularly to brakes for the same which will stop the rotation of the turn table when the extremity of the record has been reached.

It also contemplates the construction of a device of this type which may be retained from operation while the same is being set.

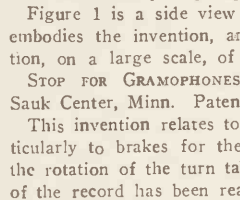
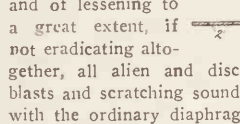
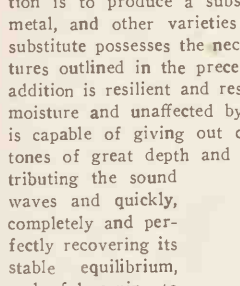
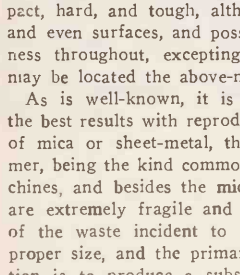
A further object is the provision of a means whereby the records may be gauged and the brake set to conform with the size of the record.

Figure 1 is a top plan view of a gramophone embodying the present invention, illustrating the box and turn table diagrammatically; Fig. 2 is a central longitudinal section of the brake operating mechanism; Fig. 3 is an interior elevation of one of the operating shaft engaging levers; Fig. 4 is an end elevation of the brake operating shaft illustrating the co-operation thereof with the gramophone shaft.

METHOD OF MAKING ACOUSTIC DIAPHRAGMS. Wm. W. Young, Springfield, Mass. Patent No. 982,027.

This invention relates to improvements in methods of manufacturing acoustic diaphragms for talking machines, telephones and the like.

The object of this invention is to produce an acoustic diaphragm, of the class indicated above, which possesses in a marked degree not only the



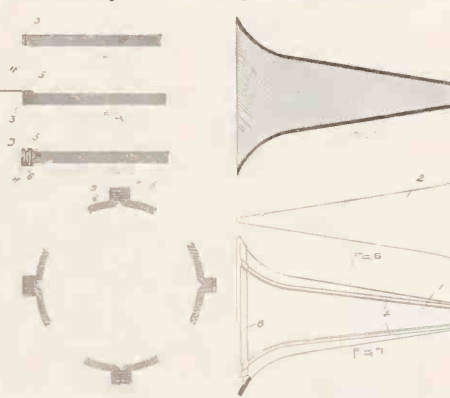
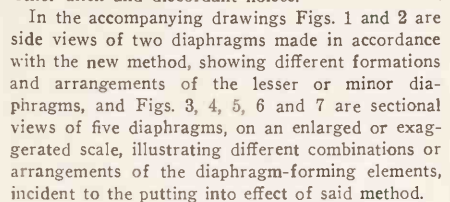
essential but the desirable characteristics and qualities of a device of this kind, such as durability and stability, resiliency and resonance, capability of giving out clear, loud and distinct tones of great volume and depth, and of evenly distributing the sound waves, and quickly, completely and perfectly recovering its stable equilibrium, and immunity from blasts and scratching sounds and other alien and discordant noises.

In the accompanying drawings Figs. 1 and 2 are side views of two diaphragms made in accordance with the new method, showing different formations and arrangements of the lesser or minor diaphragms, and Figs. 3, 4, 5, 6 and 7 are sectional views of five diaphragms, on an enlarged or exaggerated scale, illustrating different combinations or arrangements of the diaphragm-forming elements, incident to the putting into effect of said method.

TALKING MACHINE HORN. Wendell Hess, Jr., Troy, N. Y. Patent No. 981,648.

The invention relates to improvements in talking machine horns.

Figures 1, 2, 3 and 4 are sectional views illustrating successive steps in the securing together of plies of cloth in the manufacture of my improved phonograph-horn. Fig. 5 is a central, vertical, longitudinal section showing the cloth-body stretched upon a horn-shaped form. Fig. 6 is a



plan view of one of the segmental blanks of cloth used in the manufacture of the horn. Fig. 7 is a view in side elevation of the horn with a portion of the edge broken away and shown in central, longitudinal section.

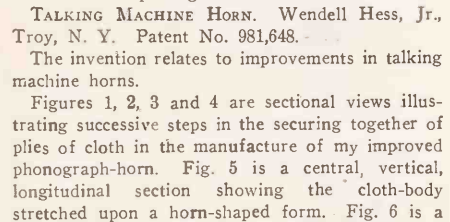
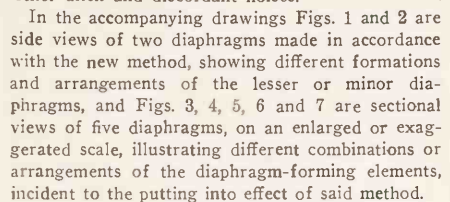
ELECTRIC BRAKE FOR GRAPHOPHONES. John E. Means, Oil City, Pa. Patent No. 981,935.

This invention relates to improvements in electric brakes for graphophones, and the prime object

is to provide an improved construction of electric brake mechanism for graphophones whereby the machine will be automatically stopped.

Another object is to provide means whereby the circuit closing mechanism of the electric brake releasing mechanism may be adjusted to operate the brake when the needle has reached any desired place on the record.

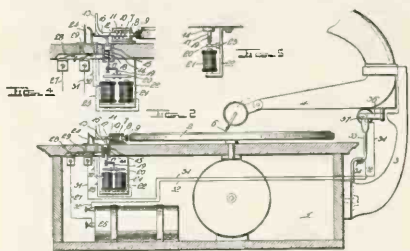
In the accompanying drawings: Figure 1 is a plan view of a disc graphophone with parts broken away and showing the application of the invention; Fig. 2 is a vertical section of the same on the line 2-2 of Fig. 1; Fig. 3 is a rear view; Fig.



The more you realize that in the future of this business the best results are yet to come, the more freely you must admit that the Columbia is the only line worth the investment of your time, your energy, and your capital — because Columbia exclusive selling rights protect you.

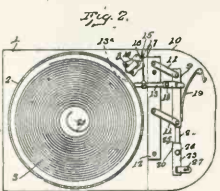
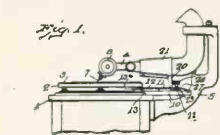
Columbia Phonograph Co., Genl., Tribune Building, New York

1 is a vertical section of a portion of the machine showing the brake releasing mechanism on an enlarged scale, and Fig. 5 is a similar view showing



an end elevation of the electro-magnets for operating the brake releasing devices.

AUTOMATIC STOP FOR TALKING MACHINES. Delphos C. Nelson, Marion O. Patent No. 982,293.



This invention relates to automatic stops for talking machines, and the object of the invention is to provide means for automatically stopping the movement of a record support when the sound-reproducing device has reached the end of the record, and to provide adjustable means for controlling the actuating mechanism for the stop.

In the accompanying drawings, Figure 1 is a side elevation of a talking machine equipped with this invention, and Fig. 2 is a top plan view of the same, with the sound-reproducing device and its support removed.

COLUMBIA EXCHANGE PLANS.

Some of the Details Set Forth That Will Interest the Talking Machine Trade.

The Columbia Phonograph Co., General, recently notified their trade of the "One-for-one exchange of cut-out disc records," effective January, 1911. The essential portion of this decidedly interesting document is appended:

"To the Trade—The attached list represents all cut-out records announced from time to time since our last record exchange. In view of the advance notice given we presume many dealers have taken advantage of the opportunity thus given to sell their stock, but for benefit of the trade that still have a stock on hand the following exchange is authorized:

"First. Records returnable—Records from the attached list may be returned for full credit upon the following conditions being fully complied with.

"Second. Records not returnable — Broken, cracked or worn records, or records not appearing on the list of cut-out records attached will not be

accepted under any condition. This includes records broken in transit.

"Third. Order required—One new record must be ordered for every old record returned. It may be a record of any selection or price taken from our current double-disc catalog. If the record ordered is of a higher price than the record returned a charge for the difference in price will be made.

"Fourth. Credit—Credit for records returned will be given only upon an equal number of new records being ordered and shipped, and will not be applied on a dealer's account or against any other order for records than the order which must accompany notice of the returned shipment."

Particulars as to notice of shipment and shipping instructions are given. The company also adds:

"No retail exchange is authorized. Any records returned under the terms of this proposition must be all sent in one shipment, on or before February 15, 1911. Positively no records will be accepted or credit allowed for records returned after that date.

"The acceptance of the conditions herein specified must be fully agreed to and carried out, otherwise we reserve the right to refuse the privilege of this exchange to any dealer not complying with the said conditions. The shipment or return of records to us will be considered as an acceptance of all the terms and conditions of this exchange proposition, which is open to bona-fide Columbia dealers only."

SECTIONAL RECORD CABINETS

Are Being Placed on the Market by the Columbia Phonograph Co.

A new departure has been made by the Columbia Phonograph Co. in their record cabinet line. Within a week or so they will place on the market what they call a bookcase cabinet, familiar to the public as sectional book cases. This Columbia book case cabinet is arranged to accommodate disc records BN, BNW and BII. The cabinet is to sell for \$25 and \$30 list. The \$25 cabinet is equipped with racks for albums, while the \$30 cabinet will accommodate nine albums, bound in substantial cloth, with gold lettering to suit, fitting ten and twelve-inch disc records, with a capacity of 100 records. The cabinet work is in golden oak to

harmonize with the machine outfit of the same finish.

As an introduction, only two cabinets, with a high base, will be offered, and later other sections will be marketed with the usual low, solid base.

NATIONAL CO.'S PROMOTION PLAN.

The promotion plan for increasing the sales of Edison phonographs and records, which has been in operation since July last, has been greatly stimulated by the holiday sales; and as a result Edison dealers are now applying themselves to its exploitation more aggressively than ever before. The sales department say that promotion certificates have been reaching them since the holidays from dealers who previously thereto had been skeptical of the merits of the plan and had therefore refrained from pushing it to any extent, but who have since become impressed with its possibilities and are now actively circulating the promotion literature and special record catalogs among Edison owners. One instance is mentioned of just such a dealer in the East who had done absolutely nothing with the plan, but who since the holidays has sent in eight promotion certificates to Orange, N. J., representing sales made during and since the holidays as a direct result of the plan. Sales Manager Dolbeer is sanguine of big things for the plan, now that the Edison trade generally is waking up to its possibilities.

Every customer who enters your store is impressed with the manner in which you conduct your business, the greeting he receives and the courtesies extended him by every one employed in the store. Your personal appearance and the appearance of the store go a long way toward making of him a permanent and profitable customer.

Recently Ben Feinberg, special road representative of the Columbia Co.'s wholesale department, after a very successful short trip, was admitted to Lodge No. 1 of the Elks, New York city. This popular traveler, who lands great orders for his company, is besides a member of the Blue Lodge in Freemasonry, and a member of the uniformed rank Knights of Pythias, and maybe a Knight of Malta and a Granger. At any rate, he is right on the job irrespective of time and place. The latest is Mr. Feinberg landed an order in New York city this week exceeding \$25,000.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC-PLAYERS

MADE BY

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

RECORD BULLETINS FOR MARCH, 1911

VICTOR TALKING MACHINE CO.

No.	Artist/Title	Size.
3182	Arthur Pryor's Band. Hungarian Rhapsody No. 12 (Rhapsodie Hongroise).....Liszt	12
5,819	Loving (from New York Hippodrome Production).....Klein	10
TWO NEW RECORDS BY REED MILLER.		
5820	Kathleen Mavourneen..... Crawford-Crouch	10
5821	Beauty's Eyes..... Weatherly-Tosti	10
5822	Rockin' in de Win..... Neidlinger	10
5823	Teach Me to Pray..... Graff-Jewett	10
5825	Dixie Rose..... Dave Reiz	10
5826	Gallagher (You Can't Keep "That Girl" Quartet, with Orch.)..... Sterling-H. Von Tilzer	10
5827	Put Your Arms Around Me, Honey..... McCree-A. Von Tilzer	10
31811	Gems from "The Serenade"..... Smith-Herbert	12
31814	Gems from "Babes in Toyland"..... Macdonough-Herbert	12
BLANCHE RING'S LATEST HIT.		
60032	Come, Josephine, in My Flying Machine..... Bryan-Fischer	10
DOUBLE-FACED RECORDS.		
16705	Oh, That We Two Were Maying (Kingsley-Nevin)..... Mr. and Mrs. Wheeler	10
16708	Put Your Arms Around Me, Honey (McCree-A. Von Tilzer)..... Collins and Harlan	10
16709	Full Surrender ("I Surrender All") (Pollard-Fowler)..... Trinity Choir	10
16712	Think it Over, Mary (Grav Piantadosi)..... Trinity Choir	10
16713	Norine Maureen (Devere-Fox)..... Stanley & Burr	10
16714	Last Night (Kjerulf) (Schmucht)..... Helen Clark	10
16715	Aida Selection (Verdi)..... Arthur Pryor's Band	10
16834	Some of These Days (Shelton Brooks)..... American Quartet	10
16836	Under the Yum Yum Tree (Sterling-H. Von Tilzer)..... Collins and Harlan	10
35143	Minstrels, No. 18—"A Hot Time in the Old Town," "Good-Bye, My Lady Love," "Dar's a Watermelon Spoilin' Down at Johnson's"..... Victor Minstrel Company	12
35145	Nanon Selection (Genca)..... Arthur Pryor's Band	12
16835	Spring Voices (Frühlingstimmer) (Strauss)..... Guido Gialdini	10
16836	Birds of the Forest Gavotte (Waldvogel) (Adolfs)..... Guido Gialdini	10
NEW RED SEAL RECORDS.		
87072	Cavalleria Rusticana—Siciliana ("Thy Lips Like Crimson Berries")..... Mascagni	10
89049	Trovatore—Mal reggendo all' aspro assalto ("At My Mercy Lay the Foe")..... Verdi	10
THE GREAT AMNERIS-RHADAMES SCENE BY CARUSO AND HOMER.		
89050	Aida—Duet, Amneris-Rhadames, Act IV—Part I. Gia i sacerdoti adunansi (The Priests Assemble)..... Verdi	10
89051	Aida—Duet, Amneris-Rhadames, Act IV—Part II. Aida a me togliesti (Aida Thou Hast Taken)..... Verdi	10
88278	Carmen—Habenera (Love is Like a Wood-Bird)..... Bizet	10
64162	Faust—Le parole d'amor (Flower Song)..... Gounod	10
74211	Romeo et Juliette—Chanson de Stephano (Page Song)..... Gounod	10
87080	For You Alone (In English)..... O'Reilly-Geehl	10
37071	Otello—Ora e per sempre addio (Now Forever Farewell) (In Italian)..... Verdi	10
88279	Pagliacci—No, Pagliacci non son! (No, Punchinello No More)..... Leoncavallo	10
88280	Good Bye (Addio)..... Tosti	10
THE NIGHTINGALE RECORD.		
64161	Song of a Nightingale..... Gounod	10
COLUMBIA PHONOGRAPH CO., GENERAL		
10-INCH DOUBLE-DISC RECORDS.		
A960	The Butterfly—Moreau Characteristic—Theo. Bendix. Flute and Clarinet Duet, orch. accomp. Marshall P. Lufsky and Thos. Hughes	10
A961	Tarry with Me—O Nicolai. Baritone and Tenor Duet, orch. accomp. Harrison and Anthony	10
A962	In Old Madrid—H. Trottere. Baritone Solo, orch. accomp. Vernon Archibald	10
A963	Robin Hood—Armorer's Song—De Koven. Bass Solo, orch. accomp. William McDonald	10
A964	Dreams, Just Dreams—Berlin and Snyder. Tenor Solo, orch. accomp. James Reed	10
A965	Think it Over, Mary—Al. Piantadosi. Tenor Solo, orch. accomp. Byron G. Harlan	10
A966	Come, Josephine, in My Flying Machine—Al. Bryan and Fred Fisher. Tenor Solo, orch. accomp. Harry Tally	10
A967	Cyrus Pippin's Wedding Day—Wm. McKenna. Tenor Solo, orch. accomp. Byron G. Harlan	10
10-INCH DOUBLE-DISC BLUE-LABEL RECORDS.		
A968	Song Without Words (Chanson sans paroles)—No. 2—J. Dubcz. Harp Solo. Charles Schuetzke	10

A969	The Longest Way Round is the Sweetest Way Home—Kerry Mills. Counter Tenor Solo, orch. accomp. Will Oakland	10
I	Love the Name of Mary—Chauncey Olcott and Ernest R. Ball. Counter Tenor Solo, orch. accomp. Will Oakland	10
A970	Way Down East—Joe Young and Harold Norman. Vocal Quartet, Male Voices, unaccomp. Columbia Quartette	10
A5251	Darkest's Schooldays. Vaudeville, orch. accomp. Columbia Quartette	10
A5252	To Thee—Waltz—Waldeufel. Dance Music. Prince's Orchestra	10
A5253	The Flying Dutchman (Der Fliegende Holländer)—Overture—Wagner. Prince's Military Band	10
A5254	Faust—Ballet Music—1st Movement, "Allegretto, Mouvement de Valse"—Gounod. Prince's Orchestra	10
A5255	Faust—Ballet Music—2d Movement, "Adagio Gounod. Prince's Orchestra	10
A5256	Nadeschda—My Heart is Weary—A. Goring. Contralto Solo, orch. accomp. Miss Mary Desmond	10
A5257	Beloved, It Is Morn—Florence Aylward. Contralto Solo, orch. accomp. Miss Mary Desmond	10
A5259	Samson and Delilah—Mon coeur s'ouvre a ta voix (Softly awakes my Heart)—C. Saint-Saens. Contralto Solo, sung in French, orch. accomp. Miss Mary Desmond	10

A5251	Darkest's Schooldays. Vaudeville, orch. accomp. Columbia Quartette	10
A5252	To Thee—Waltz—Waldeufel. Dance Music. Prince's Orchestra	10
A5253	The Flying Dutchman (Der Fliegende Holländer)—Overture—Wagner. Prince's Military Band	10
A5254	Faust—Ballet Music—1st Movement, "Allegretto, Mouvement de Valse"—Gounod. Prince's Orchestra	10
A5255	Faust—Ballet Music—2d Movement, "Adagio Gounod. Prince's Orchestra	10
A5256	Nadeschda—My Heart is Weary—A. Goring. Contralto Solo, orch. accomp. Miss Mary Desmond	10
A5257	Beloved, It Is Morn—Florence Aylward. Contralto Solo, orch. accomp. Miss Mary Desmond	10
A5259	Samson and Delilah—Mon coeur s'ouvre a ta voix (Softly awakes my Heart)—C. Saint-Saens. Contralto Solo, sung in French, orch. accomp. Miss Mary Desmond	10
NATIONAL PHONOGRAPH CO.		
EDISON AMBEROL RECORDS.		
620	Napoleon's Last Charge..... New York Military Band	10
621	(a) A Dream, (b) Last Night..... Frank Ormsby	10
622	Barcarole, from "The Tales of Hoffman"..... Metropolitan Quartet	10
623	Where the River Shannon Flows..... Will Oakland and Chorus	10
624	Lo! Hear the Gentle Lark..... Stanzone & Finkelstein and Edison Concert Band	10
625	Those Songs My Mother Used to Sing..... Elizabeth Spencer	10
626	Down on the Mississippi..... U. S. Marine Band	10
627	My Ramapo—Indian Novellette..... American Standard Orchestra	10
628	I Feel Religion Comin' On..... Arthur Collins	10
629	Hear Me, Norma, Inez Barbour and Elizabeth Spencer	10
630	General Heywood and Our Glorious Banner..... U. S. Marine Band	10
631	Gee! But It's Great to Meet a Friend from Your Home Town..... Billy Murray and Chorus	10
632	John Anderson, My Jo..... Irving Gillette	10
633	I Hope I Don't Intrude..... Charles Daab	10
634	Before the Dawn..... Berrick von Norden	10
635	(a) The Son of God Goes Forth to War, (b) Nov. the Day Is Over..... Edison Mixed Quartet	10
636	Jolly Fellows Waltz..... Sousa's Band	10
637	Let Me Call You Sweetheart..... Arthur C. Clough	10
638	The Jingle of Jungle Joe..... Premier Quartet	10
639	Meet Me To-Night in Dreamland, Medley-Waltz..... New York Military Band	10
EDISON STANDARD RECORDS.		
10476	Hobomoko—An Indian Romance..... Sousa's Band	10
10477	Just A-Wearyin' for You..... Elizabeth Spencer	10
10478	Way Down in Georgia..... Collins and Harlan	10
10479	When the Roses Bloom..... Leon Rice	10
10480	Berceuse..... Victor Herbert and His Orchestra	10
10481	Dreams, Just Dreams..... W. H. Thompson	10
10482	Teach Me to Pray..... Anthony and Harrison	10
10483	Cyrus Pippin's Wedding Day..... Byron G. Harlan	10
10484	Nightingale..... Premier Quartet	10
10485	Dance of the Merry Larks..... Charles Daab	10
EDISON GRAND OPERA AMBEROL RECORDS.		
40041	Faust—Gegruesset sei mir (All hail, thou dwelling) (Cavatine) (Gounod)..... Leo Slezak, Tenor	10
35016	Gioconda—Styrienne (I know a poor Maiden) (Thomas)..... Selma Kurz, Soprano	10
30038	Gioconda—Cielo e mar (Heaven and Ocean) (Ponchielli)..... Florencio Constantino, Tenor	10
30039	Aida—O cieli azzurri (O sky of azure (Verdi)..... Marie Rappold, Soprano	10
35017	La Boheme—Ah! Mimi, tu piu (Ah! Mimi, false one!) (Puccini)..... Giorgini and Beneditti, Tenor and Baritone	10
30040	Martha—M'appari (Ah! so pure) (Flotow)..... Aristodemo Giorgini, Tenor	10
85018	Traviata—Sempre libers (The round of pleasure) (Verdi)..... Maria Galvany, Soprano	10
50041	Pagliacci—Prologo (Prologue) (Leoncavallo)..... Carlo Galeffi, Baritone	10
35019	Girofle-Girofla—Brindisi (Drinking Song) (Lecoc)..... Blanche Arral, Soprano	10
40042	Manon—Le Reve (The Dream) (Massenet)..... Karl Jörn, Tenor	10
NEW AMBEROL RECORDS BY HARRY LAUDER.		
12260	Queen Among the Heather (Lauder).....	10
12277	Breakfast in Bed (Lauder).....	10
12288	The Picnic (Lauder).....	10

When in need of
Talking Machine Needles

go to
FR. REINGRUBER
Schwabach, Bavaria

who manufactures every kind,
without exception, at prices
that will surprise you, and of
the Best Quality only.

UNIVERSAL TALKING MACHINE CO.

NEW ZON-O-PHONE DOUBLE RECORD DISC.
10 inch.
Zon-o-Phone Concert Band.
5680 A—Con Amore. B—St. Edmund March
(Continued on page 54.)

- 5681 A—Kaisermarch. B—Der Weg Zum Herzen (The Way to the Heart).
- 5682 A—Home, Sweet Home, Waltz. B—Patrol—Continental Guards Parade.
Zon-o-Phone Orchestra.
- 5683 A—Clarabella. B—Real Reels.
- 5684 A—Santarella, Waltz. B—Seeing Paris, Two-Step.
- 5685 A—Jamais, Valse Lente. B—O Sole Mio, Waltz.
Vocal Selections with Orch. Accomp.
Henry Burr.
- 5686 A—At Twilight. B—Fiona.
Billy Murray.
- 5687 A—Jimmy Valentine. B—Think it Over Carefully.
Frank C. Stanley and Henry Burr.
- 5688 A—Oh, That Moonlight Glide. B—The Bloom Is On the Rye.
Miscellaneous Vocal Selections with Orch. Accomp.
- 5689 A—Come, Josephine, in My Flying Machine.
Ada Jones and Billy Murray
- B—Playing School.
Ada Jones
- 4690 A—Rambler Minstrels No. 19.
Arthur Collins
- B—I Love It.
- 5691 A—Curly Head.
Byron G. Harlan
- B—Sweet, Miss Mary.
William Wheeler
- 5692 A—Way Down in Georgia.
Arthur Collins and Byron G. Harlan
- B—Rambler Minstrels No. 18.
- 5693 A—Answer.
Alice C. Stevenson
- B—A Dream.
Thomas Chalmers

KEEPING UP SALESMEN'S SPIRITS.

Sales Act as a Tonic to the Man Who Is After Business—How to Avoid or Counteract the "Blue Devils."

"Sales," says a man who has managed traveling salesmen for the most of his business life, in the Hardware Dealers' Magazine, "are to the salesmen what applause is to the actor. When they are difficult and far apart this is bound to react on the seller. Only those who have seen it know how a big, strong man can suffer at such time—or a small, nervous, energetic one.

"Some of the standard remedies for blue devils are those of the salesmen who cure themselves. They have learned that nervous energy runs in periods. Instead of blindly battering themselves against difficult situations on adverse days, they go off and take a rest."

An old hardware salesman whose route card carries him into certain parts of Pennsylvania has for years made it a rule to avoid any territory that is upset by strike, a flood, a mine disaster, or other local disturbance. He says that under such conditions the trade is not worth looking after. So he dodges around the afflicted towns and takes to the others.

How does the "blue day" begin? Perhaps with a customer's complaint about goods previously sent him. Perhaps when he leaves for his office, a batch of unusually heavy household bills have come in. His breakfast has been heavy, or he was up too late the night before.

When he goes out to sell he is not in the mood to do a thing, and usually does not earn his salt while the blue devils are on his back.

What does the sensible salesmen do under such circumstances? He takes an afternoon off, goes to the theater; sits down somewhere with an entertaining book. The next day he goes out with new vigor, and makes a hit.

INSTALMENT SALES PLAN

Inaugurated by the Columbia Co. for the Purpose of Stimulating Sales of Records.

In order to aid and stimulate record sales the Columbia Phonograph Co., General, have evolved a new instalment sales plan, which they have placed before the trade in a recent circular letter, in part as follows:

"This is the season of all others when record sales can be legitimately pushed. The enormous sale of talking machines over the holidays naturally suggests that the first outfit of records will, by this time, be rather familiar to the owner, and he is ready, according to all the results which have been checked up in past years, to add to his record collection. We believe that a great many of these owners can be approached for the sale of a very large additional outfit of records, instead of one or two new records if they are permitted to make the same payments to you which they would if they only bought two or three records, and are permitted to take possession of the complete outfit at once.

"This is, of course, merely an instalment method of selling records—which has never been worked out yet and should prove extremely profitable to your store. The proposition is one which will give you the best and most profitable sales through your store trade and we do not wish to pay agents or canvassers commission, therefore the sale should be promoted through advertising the store, and by any and all of a half dozen different ways except such as would require your paying a commission to agents or canvassers.

"See what use you can make of this advertisement (copies of which were enclosed) and plan of selling records. If your appropriation does not admit of it make a request for such as you think will be needed. Until further notice this plan of selling records may be used over the months of January, February and March, and under the above terms may be sold at regular list price without adding the usual 10 per cent."

J. B. Lane, who has been in charge of the talking machine department of Fred'k Loeser & Co., the premier dry goods emporium of Brooklyn, N. Y., has severed his connection with the firm and C. Hamilton, in charge of the piano section, is now assuming the duties. Possibly this arrangement may be permanent, though a few "stars" in the line are looking up the job.

Opportunity has no set "calling days." But it is both good form and good business to be about the house when the Old Fellow does slip around.

Never wink at the overcharging of a customer. Reprove a clerk as quickly for an error in your favor as for one in favor of the customer.

AN ECONOMICAL BILLING SYSTEM.

A Method That Cut Down Expenses Nearly \$7,000 Annually Described in "System."

In a certain office eight men and four girls were engaged in the work of figuring, copying, extending, adding and verifying bills. To add still further to the complexity of the department's work, press copies of each were made for the files and for the accounting department.

This is how \$6,680 was chopped off this company's payroll.

An entirely new billing system was installed by which machines were used for the work. With one writing were made the original bill, the duplicate for the customer, the office copy, the file copy and the ledger entry. The figuring, of course, had to be done on the order, but this was necessary in any system while the verifying was done before the invoice was made out.

Two men took the orders as they came through and figured them. Turned over to machine operators, these were copied and all records were made at one writing. Accumulators on each machine added one or a dozen columns and proved the work as they went along. To prove the addition the operator noted the columns in the accumulator as the total was copied on the sheet. If it stood at zero in all columns, the addition was correct, and the amount verified.

Previous to the change, much night work had been necessary, and the department rarely caught up with the shipments. Mistakes were made constantly, while the billing department was very expensive. With the installation of machines, only half the floor space was required, half the furniture, fewer printed forms and less stationery. Instead of twelve employes the department was conducted better with six. The cost of the equipment—\$1,000—was saved again and again during the first year. Six thousand, six hundred and eighty dollars were saved on the salary account, although the pay of those who remained was raised.

NATIONAL CO.'S SELLING AND SHIPPING DATES.

The selling and shipping dates of the National Phonograph Co., Orange, N. J., during 1911, follow: Shipping—January, February, March and April on the 24th of the month, May and June on the 23d, July and August on the 24th, September on the 23d, October and November on the 24th, December on the 22d. Selling—With the exception of June, which will be on the 24th, and December on the 23d, the other months will be on the 25th. The company also cautions the trade that any jobber or dealer who anticipates the date and the hour (8 a. m. on each day named) of shipping and selling specified, violates the terms of his agreement.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

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

VICTOR and EDISON JOBBERS



PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

D. K. MYERS
3839 Finney Avenue ST. LOUIS, MO.
Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
We Fill Orders Complete Give us a Trial

JOHN M. DEAN

Makers of Puritone Needles—the fastest-selling needle on the market.
Daily capacity of plant, 2,000,000 needles.

Jobbers! Needles put up in printed envelopes bearing your advertisement. Special low price for this service. Write us.

PUTNAM, CONN.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the March list.

Leading Jobbers of Talking Machines in America

The Oliver Ditson Company

are the LARGEST VICTOR TALKING MACHINE DISTRIBUTORS East of Chicago.

Stocks always complete
Deliveries always prompt

MACHINES and RECORDS
always in prime condition

Our turn-over is so large that accumulations of defective Machines and Records are impossible.

We would value your business and invite correspondence.

OLIVER DITSON COMPANY

150 Tremont Street, BOSTON, MASS.
CHAS. H. DITSON & CO. 8-10-12 East 34th St. NEW YORK, N. Y.
J. E. DITSON & CO. 1632 Chestnut St. PHILADELPHIA, PA.

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order
Victor Machines and Records
... of ...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving in Transportation Charges

VICTOR DISTRIBUTORS
WASHINGTON, D. C.
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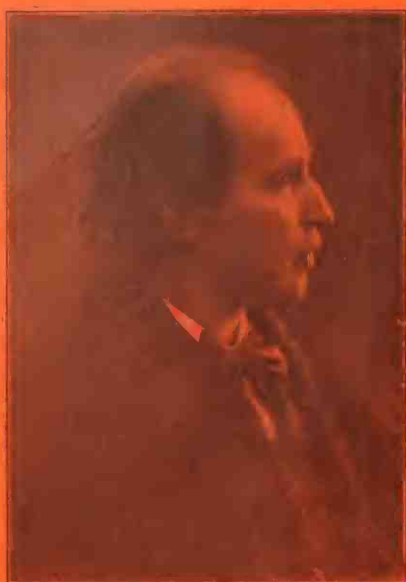
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