

# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, May 15, 1912



The best-known trade mark in the world

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces”—*Collier’s Weekly*.

# ZON-O-PHONE

## Double Record Discs

### 10-Inch, 65 Cents

THE WORLD'S GREATEST OBERCANTOR TENOR

This great tenor  
has made  
**Records**  
for the  
**Zon-o-phone**  
so that  
**His Wonderful  
Voice**  
may be heard  
all over the world

Fifteen new double side records of this great singer are ready for shipment. The price of these records is 75 cents. Send for catalogues.



Mr. Kwartin is the Cantor of the Kaiserin Temple of Vien, the largest and most beautiful in the world. This temple was built by a Kaiserin after hearing him, as a fit setting for his marvelous voice, and he has been Cantor there ever since.

His voice is of such texture as to place it on a level with the best in the world, and his records should be in the home of every music lover. Any Talking Machine dealer will gladly play them for you.

SAWEL KWARTIN

**Universal Talking Machine Mfg. Co.**  
Fourth and Race Streets PHILADELPHIA, PA.

WHERE YOU CAN OBTAIN THE ZON-O-PHONE PRODUCT:

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St. Louis.....D. K. Myers, 3889 Finney Ave.

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Hoboken.....Eclipse Phono. Co., 203 Washington St.

**NEW YORK**  
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New York.....Greater New York Phonograph Co.,  
310 Grand St.  
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**WISCONSIN**  
Milwaukee.....G. H. Eichholz, 552 13th St.  
Milwaukee.....Hoeffler Mfg. Co., 806 W. Water St.

# The Talking Machine World

Vol. 8. No. 5.

New York, May 15, 1912.

Price Ten Cents

## THE NEW OPTICAL PHONOGRAPH.

Interesting Details of a New Kind of Phonographic Method in Which the Sound Waves Are Recorded by a Moving Beam of Light—New Method Opens Up Many Possibilities—Leading Scientists Speak Highly of This New Apparatus.

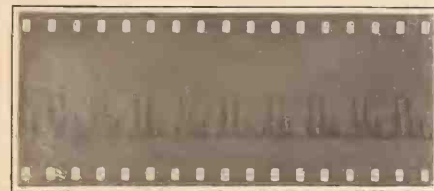
Although the invention of the phonograph dates back a good many years and the instrument has come into common use, some scientific men are still unsatisfied with the results obtained in sound reproduction and claim that there is still room for much further development along that line. The fact is that inventors have as a rule followed the beaten path and experimented with records made of wax, with the sound waves registered by means of a stylus, and have therefore been confronted with the same fundamental faults where same existed. In a recent article the Paris correspondent of the Scientific American says:

It seems probable that the most promising new developments must be looked for in some kind of a photographic method, in which the sound waves are recorded by a moving beam of light. Thus if

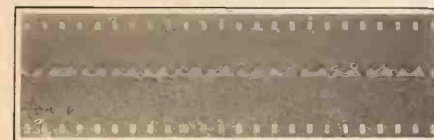
University of Paris, where, in collaboration with M. Victor Henri, he has worked out the ingenious apparatus illustrated in our engravings. This device, which was presented before the Academy of Sciences a short while ago, consists of a photographic recording device of the nature indicated above, and a separate instrument for reproducing the sounds. Both parts of the apparatus represent entirely new departures, the first working entirely by the photographic method, and the second making use of currents of compressed air to produce the imitation of the human voice. In the recorder any suitable membrane properly mounted to act as a diaphragm, for instance, a telephone diaphragm, may be used. A minute mirror is attached to the back of this, so that when the mouthpiece is spoken into, the mirror is set vibrating. The light of an arc lamp is thrown in a concentrated beam upon the mirror, and is thence reflected on to a screen, so that the spot of light performs upon the screen oscillations representing on an enlarged scale those of the diaphragm. The screen itself consists of a sensitized film such as is used in moving picture machines, so that when this band is drawn along rapidly in the field of the moving spot, a record is obtained of the sound vibrations impressed upon the diaphragm by the speaker. As a matter of fact, it is not a spot of light that is used, but a narrow line of light formed by transmitting the beam through a suitable slit in front of the lamp. The resulting record is therefore not a simple line, but a wavy band having a certain width, as shown diagrammatically in one of our illustrations which appear on this page.

In applying this record for purposes of reproduction, only a part of it is used, namely, the toothed upper edge of the band. More in detail, the mode of procedure is as follows: On developing the moving picture film a photographic negative is obtained. From this a positive copy is prepared on a film of gelatine treated with bichromate, all but the upper serrated edge of the band being blocked out in the usual way. The result of this operation, on developing the gelatine film, is a band perforated with a series of openings corresponding in size and arrangement to the peaks of the wave record, as shown in one of our accompanying illustrations. To use this record for reproduction, it is passed across an air jet, whereby a series of puffs is produced, varying in character and frequency according to the form of the record. For this purpose the reproducing apparatus is fitted with an air chamber fed with compressed air from a reservoir. This

chamber is provided with a slit, the length of which is such as to accommodate the maximum amplitude of the serration marks upon the perforated band. The record band is mounted upon rollers above and below the air chamber and is driven by a small electric motor at the rate of about six feet per second across the slit. As the perforations in the band pass the slit, they give a vent to the air in

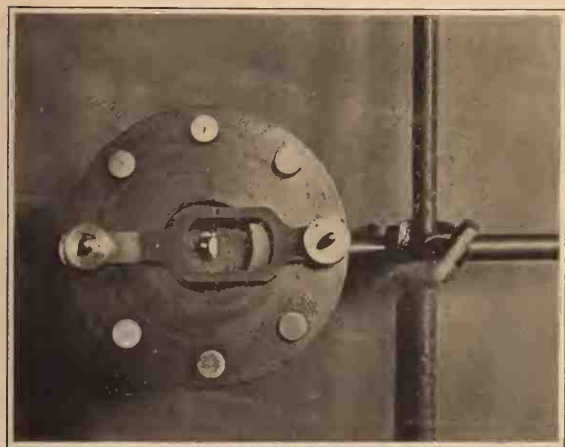


Light Record (Negative) of the Vowel "u."



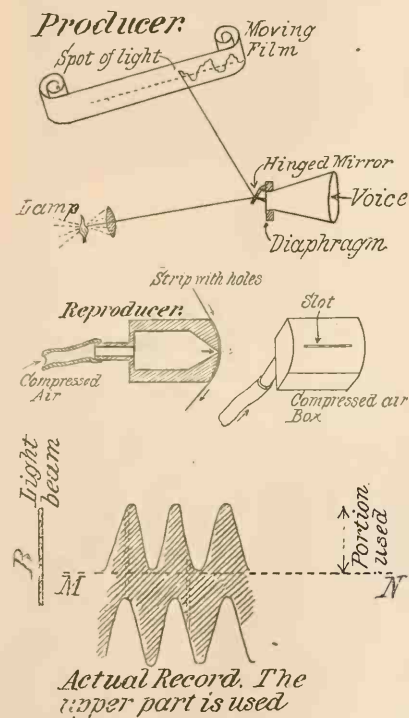
Light Record of Vowel "e." Perforated Positive Formed on Bichromate-Gelatine Film.

the air chamber, thus producing a series of impulses and giving rise to sound waves corresponding in pitch and character to those by which the record was prepared. It has been found by experiment that in this way a very fair reproduction of the human voice can be obtained. The invention is, however, still in its early experimental stages, and a good deal of work remains to be done in improving the apparatus. The method is quite novel



The Recorder—At the Center is Seen the Diaphragm Carrying a Small Mirror.

we have a mirror attached to a diaphragm and speak against this latter, while a beam of light reflected from the mirror is allowed to fall on a screen, the spot of light will trace upon the screen a path determined by the character of the sound wave. If the screen is made of a sensitized photographic film rapidly drawn past the field of illumination, a continuous record of the sound vibrations can be prepared in this way. So far the process presents no particular difficulties. The main problem arises when we seek to employ such record to reproduce the sounds by which it was formed, so that the apparatus constitutes, as it were, an optical phonograph. It is at this point that the ingenuity of a Russian scientist has stepped in with what appears to be a very promising mode of attack on a difficult problem. S. Lifschitz has succeeded in reproducing by his method the sound of the human voice. He began his experiments in Russia and subsequently continued them at the



Actual Record. The upper part is used

and very interesting, opening up new possibilities in a direction in which the resources of the common type of phonograph seem to be well nigh exhausted. Judging from the preliminary experiments, there seems to be every promise of important future developments, and we shall await with interest the further growth of this new invention.

Be sure to keep in mind the Jobbers' Convention at Atlantic City.

## GREATER NEW YORK PHONOGRAPH COMPANY

SOLE JOBBERS OF

## Zon-o-phone Machines and Records

IN GREATER NEW YORK

Best and promptest delivery in the country. Also Jobbers in Cabinets and Needles. Prices which will surprise you. Before buying any goods call to see our line.

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## CONVENTION DRAWING NEAR.

Secretary Roush Losing No Opportunity of Calling Members' Attention to Advantages to Be Gained by Visiting Atlantic City and Attending Meetings.

J. C. Roush, secretary of the National Association of Talking Machine Jobbers, is, as usual, decidedly active in boosting the coming convention at Atlantic City, July 1 and 2, and is leaving no stone unturned to bring out a record attendance of jobbers on that occasion. Mr. Roush has been keeping in touch with the members of the association through the medium of picture post cards, with trite sayings on the address side and alluring views of the City by the Sea on the back, and letters of a snappy nature that are calculated to be to the point in convincing the jobbers that attendance at the meetings is a privilege to be prized greatly. Mr. Roush's latest letter is captioned, "Look Out for the Tunnel," and reads as follows:

I saw quite a remarkable thing the other day.

Several hours out of Cincinnati, from the observation car, I was enjoying the beautiful Tennessee mountain scenery. The Pullman conductor came through, closed all the transoms, shut the door. This occupied about two minutes—then on snapped the electric lights.

Hardly ten seconds after the lights were on we shot into a tunnel. Then the same man opened the transoms and the door; the lights went out.

Twenty-two times this happened. I wondered at the exact precision. He never once seemed to look out of the windows or anywhere else particularly, but at each tunnel everything was ready and lights snapped on just ten seconds before we entered the darkness.

This almost instinct was born, of course, of long experience on that particular "run"—

Is your business like this?

If it is not—why not arrange to attend the Sixth Annual Convention and get in close touch with the many changes that have taken place during the past year?

If—it is like this—come any way—for it is just as necessary to keep in touch as it is to get in touch.

Another very important matter that will come up at the Annual Convention is the question of the Association establishing an Edison Transfer Bureau for the exchange among members of surplus Edison records.

It is believed that such a Bureau could be maintained at a very small cost and in six months practically every surplus record in the country could be exchanged.

Further announcement will be made in the next letter relative to the Victor Company's invitation to spend July 3 with them.

## TALKING MACHINE TELLS THE TIME.

The Home Telephone Co., of Spokane, Wash., has closed a contract for a talking machine which will, when installed, automatically give the time of day to all patrons of the company. The phonograph will tell the time twenty times a minute at intervals of three seconds. Any subscriber calling the number designated will be told the time four times before connection is cut off.

## THE TALKER AND EDUCATION

Some Excellent Ideas Held by a Los Angeles Clubwoman—Training the Child's Ear.

(Special to The Talking Machine World.)

Los Angeles, Cal., May 3, 1912.

Mrs. George Goldsmith, a prominent club woman of this city and who is greatly interested in all musical matters, is a firm believer in the excellent effect that the developed talking machine will have upon future education. For her own little girl Mrs. Goldsmith has purchased an expensive talking machine and large and selected library of records. The child has not begun to play her scales yet, but her mother wants to train her ear and her understanding.

"So many of the great writers, especially poets, have loved music, that it makes one realize what an elevating influence it has," said Mrs. Goldsmith. "In the future the preservation of great compositions, interpreted by great artists, certainly will have a wonderful educational effect. Milton had no ear for music, although he alludes constantly to it. What an added interest would be given to the allusions if we could hear his voice reading them!"

Glancing quickly through the paper she is preparing, Mrs. Goldsmith quoted from Martin Luther: "Music is the only art that can calm the agitations of the soul." Napoleon, musing at St. Helena, wrote: "Of all the arts, music has the greatest effect on the passions. A well-composed song stills and softens the mind." Huneker, the extremist of moderns, says: "Other arts give us definite pleasure, but music alone has the power of restoring us to ourselves," while to Balzac tones were definite ideas.

"If tones are really definite ideas—and I believe they are—think how marvelous their effect will be on the education of the future, when the talking machine is sufficiently developed to store away flawless records," said Mrs. Goldsmith. "If an absolute reproduction, for instance, of Elenora Duse's voice could be in every household, what an education it would be in beautiful voice production! I think, even apart from the historic interest, children of the future will benefit unspeakably from the talking machine which is now exercising a great influence."

## TRANSFERRED TO NEW DEPARTMENT.

John H. Gill and C. W. Phillips, who have long and successfully represented the phonograph department of Thomas A. Edison, Inc., will in future travel for the home kinetoscope department of the company. The transfer comes in the nature of a promotion and is in recognition of the salesmanship ability of the two men.

## CONCERTS IN PARKS THIS SUMMER.

The Park Commission of Memphis, Tenn., Arranges for Additional Features—Talking Machine Will Assist—First Concert in Which the Auxetophone Was Heard Occurred Late in April—Others Will Follow.

(Special to The Talking Machine World.)

Memphis, Tenn., May 7, 1912.

The park commission, of this city, has completed arrangements for a double system of public musical concerts for this summer. Through the courtesy of a local music house an auxetophone will be used to fill in the dates that the band cannot reach.

The new instrument is the latest invention in the phonographic line. It is run by electricity. The same records and needles used on a talking machine are used, but by the aid of pneumatics on the same principle as a pipe organ, the volume of tone is magnified about fifteen times.

Seven concerts will be given each week during the coming summer season. The program will be arranged so that there will be no conflict with the band. The band concerts will not begin for several weeks. In the meantime the first concert was given Thursday evening recently in Court Square, the instrument being furnished by the O. K. Houck Piano Co.

Through this source the voices of some of the greatest singers in the world will be brought to the public in open concert. The program will be full of first-class numbers by the Marine Band and other selections by Caruso, Homer and the Metropolitan Opera House chorus.

The program for Thursday night follows:

Old Faithful March.....	Holzmann
Played by Pryor's Band.	
"Absent".....	Metcalf
Tenor solo in English by Evan Williams.	
"Love and Music" from the opera "Tosca".....	Puccini
Soprano solo by Agnes Kimball.	
Selections from "Carmen".....	Bizet
Played by Sousa's Band.	
Sextette, from "Lucia".....	Donizetti
Sung in Italian by Tetrizzini, Caruso, Amata, Journet, Jacoby and Bada.	
"My Heart at Thy Sweet Voice Opens," from "Samson et Delila".....	Saint-Saens
Contralto solo in French, by Louise Homer.	
Manila Waltz.....	Chofre
Played by United States Marine Band.	
"Love is Mine".....	Teschmacher-Gartner
Tenor solo in English, by Enrico Caruso.	
Miserere, from "Il Trovatore".....	Verdi
Sung in Italian by Caruso, Alda and Metropolitan Opera House Chorus.	
"Lights Out," March.....	McCoy
Played by Pryor's Band.	

Cream rises to the top of milk. Cream is richer than milk. Cream men and women rise to top of the millions. Their minds and bodies are richer than the minds and bodies of the millions.

Ackerman & Co., Edison jobbers of Scranton, Pa., has removed from 523 Lackawanna avenue to 537 Linden street, that city.

## WRITE US FOR INFORMATION AND PRICES NOW

# EDISON

Headquarters for  
**NEW ENGLAND**  
MACHINES  
RECORDS AND SUPPLIES

Sound Box Controller for Victor Record Albums at Right Prices. A New Oak Disk Record Cabinet at a Very Attractive Price for Victrolas IV., VI. and VIII. :: :: ::

AND ABOVE ALL

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Distributors  
Largest, Most Complete Stock  
East of the Factory

YOU SHOULD KNOW ALL ABOUT OUR  
NEEDLES .. "Grand Opera" .. NEEDLES

## EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE

# Victor-Victrola

The corner stone of music trade prosperity

Around the greatness of the Victor-Victrola as a musical instrument and a commercial triumph centers the present prosperity of the music trade.

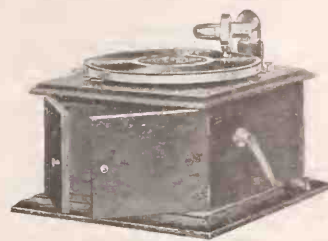
This wonderful instrument injected new life, new dignity into the musical industry, and built it up on a solid and enduring basis.

The Victor-Victrola has proved its sterling worth to dealers all over the world, and the best part of it is that the Victor-Victrola keeps right on ever increasing its sphere of influence and opening up new opportunities for every dealer.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor tone.



Victor-Victrola IV  
Oak, \$15.



Victor-Victrola XVI  
Mahogany or Quartered Oak, \$800.

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 Austin, Tex. . . . . The Talking Machine Co. of  
 Texas.  
 Baltimore, Md. . . . . Cohen & Hughes, Inc.  
 E. F. Droop & Sons Co.  
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 Bangor, Me. . . . . Andrews Music House Co.  
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 Talking Machine Co.  
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 Grand Rapids, Mich. J. A. J. Friedrich.  
 Honolulu, T. H. . . . . Bergstrom Music Co., Ltd.  
 Indianapolis, Ind. . . . . Wulschner-Stewart Music Co.  
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 Kansas City, Mo. . . . . J. W. Jenkins Sons Music Co.  
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 Lincoln, Neb. . . . . Ross P. Curtice Co.  
 Little Rock, Ark. . . . . O. K. Houck Piano Co.  
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 Memphis, Tenn. . . . . O. K. Houck Piano Co.  
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 Spokane, Wash. . . . . Eiler's Music House.  
 Sherman, Clay & Co.  
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 Koerber-Brenner Music Co.  
 St. Paul, Minn. . . . . W. J. Dyer & Bro.  
 Koehler & Hinrichs.  
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 Robert C. Rogers Co.

### THE TALKER'S PRACTICAL SIDE.

There Are Uses for the Talking Machine Outside the Realm of Amusement, Mr. Dealer, and You Should Acquaint the Public with the Facts—Some Valuable Suggestions.

Did it ever occur to you that the talking machine might be made to appeal even to that unique class (rare, but still existing) who seem to have no use for the greatest of all entertainers, by bringing within range of their skeptical vision its practical side? By practical side I mean its ability to be of service outside the world of sheer pleasure.

Vacation time is fast approaching and Philip and Mildred will soon be home from the academy. In all probability they have both taken a rather strenuous course in elocution during the school term just ended and have become quite proficient in the art of declamation.

Now, Mr. Dealer, here is the point I wish to drive home to you with emphasis: If those kiddies, Philip and Mildred, are to retain the oratorical knowledge they have gained through months of earnest application, coached by competent instructors, they must have a private tutor during the vacation period, and that tutor must be a fascinating fellow. He must hold a magnetic influence over his juvenile charges. He must, above all things, be versatile. His knowledge of things recitative must be boundless. He really should be all the leading speakers of the world rolled into one.

Now, tell me, Mr. Dealer, where upon the face of this funny old sphere can such a storehouse of oratory be found? Can even the Vanderpouls and the Astorbilts, with their uncounted gold, procure such a prodigy in human form to guide their children's footsteps up the ladder of fame? Can they acquire the services of a man or woman with the voices of Taft, Bryan, Hilliard, Davenport, Spencer, Bell, Terry or Bernhardt? The answer comes back crisp and brief as a Marconigram: "Nothing doing!"

You, Mr. Dealer, can solve the problem for them with the talking machine.



Teaching the Young Ideas.

Ask the public speaker the secret of his success. Question the brilliant after-dinner talker; confer with the lecturer; speak to the clergyman. Their replies will be in accord; expressed in one word: "Practice!" Therefore it behooves Philip and Mildred, with public careers looming ahead along life's highway, to add to their store of knowledge during the summer months by cultivating the acquaintance of that companionable instrument, the talking machine.

It is quite the proper thing just now for woman to acquire the ability to declaim, for she is fast forging ahead as a figure of prominence in public life. Mrs. L. B. Tague, who presides over the County Court of Eagle County, at Red Cliff, Colo., which court is now entirely manned by women, is a fluent speaker. All women who have risen to great heights, whose names and portraits appear in the public press through their social, political or philanthropic distinction, have some knowledge of declamation. They must have—it is part of the game.

Master Young America, just venturing into the kindergarten, his little brain reeling under the

weight of mysteries that confront him there, is greatly benefited by the talking machine. Nursery rhymes, simple child poems and stories, when recorded by a master voice and reproduced for him, are absorbed unconsciously, and his parents are much amazed when they hear their offspring, aged six, recite Jim Bludso with such gusto as to bring to their very ears the churn of the racing paddle wheels, and to their eyes the yellow flare of the sweeping blaze, foretelling the doom of the Prairie Belle and her gallant pilot.

They hasten to his teacher with expressions of deep and heartfelt gratitude and ask her how she did it.

"How can we ever thank you for making an elocutionist of Willie at the tender age of six?" they inquire breathlessly.

"Don't thank me," replies the schoolmarm, with all due modesty; "I must place the credit where it belongs," and she introduces them to the talking machine.

The schools are fast awakening to the gigantic possibilities of the talker as an aid toward higher education. In fact, nearly all the public schools in our great cities are equipped with one or more of the different types of 'phones or 'graphs and, therefore, the average boy or girl has grown accustomed to hearing great orators and golden-voiced singers. This being so, would it not be good business, Mr. Dealer, for you to speak to the mother and father of that boy and girl, through the advertising pages of your local paper, or in any way you deem fitting, explaining to them how at very slight cost their children may enjoy, during the vacation time, the same opportunities toward oratorical enlightenment as were extended to them in the schoolroom?

Impress upon their minds how great an expansion will take place in the minds of Philip and Mildred through their associations with the talker. Show them that instead of deteriorating during the months of freedom, as the brains of most school children do when the reaction from study sets in, theirs will progress rapidly onward toward a high position in some branch of public life.

The parents of every kiddie who swings a book satchel should have a talker, Mr. Dealer. Why not tell them so?

HOWARD TAYLOR MIDDLETON.

### A "PERFECT" PIANO RECORD

Can Be Made, According to C. H. Carr, if Sound Amplifying Qualities of Small Steinway Were Curtailed and Hammer Felts Made Softer.

Despite the rather remarkable talking machine records of famous pianists, which are now on the market, there are still a multitude of buyers, many of those musically gifted, who find the tone effects of piano records not entirely to their liking. In this connection C. H. Carr, of B. F. Carr & Son, practical piano makers and tuners of Chicago, Ill., writes The Talking Machine World under recent date as follows:

"Gentlemen—Being a practical tuner, repairer and builder of pianos and a talking machine dealer, I believe I am able to explain why we do not get as good piano records as when one hears the performer.

"The fault is in the piano alone. Everyone has noticed the tin-pannie effect. The piano from which those records are made is most likely the very best concert grand that can be obtained. The sounding board area is enormous, consequently the vibrating of the board is too much to make a good record.

"It would be impossible to get an artist to play on a piano specially constructed and voiced so that a perfectly natural record could be made, just because it would not sound natural to the performer while playing.

"I am confident that if I had a small sized Steinway upright piano and purposely cut down the full quality of its soundboard amplifying qualities and also voiced the hammer felts softer, a perfect record could be made."

The suggestion is passed along to the manufacturers of talking machine records for consideration.



## 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.

## What happens when a customer asks you for a Bispham record? If you haven't the goods you're stuck—stuck bad, because there's no substitute for Bispham.



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

### "OH, DO NOT BE DISCOURAGED!"

Despite the Howlers That Crop Up Each Presidential Year, the Country Is Not Going to the Dogs—Spellbinding Will Not Undermine Foundation of the Country.

There is an old hymn that for years has been lustily sung by tens of thousands in camp meetings and revivals, the opening words of which are, "Oh! do not be discouraged!" It is an invitation to hope, to the upward look, to an advance along optimistic lines. It is a hymn that might well be adapted to secular, to political, to business and to national things. There is nowhere a need of the dark forebodings and the dismal prophecies which are a fad among a class of bilious prophets to-day. They point miserably to the efforts made by a few to tear down and belittle, forgetting the fable of the fly on the wheel, who imagined that he was the wheel itself.

"About this season," to paraphrase the old almanac, "look out for the howlers." A Presidential election is pending, and the gentlemen who are out and desire to get in, and the gentlemen who are in and have no desire to get out, find themselves in need of issues about which the country must rally if it would be saved. It is nothing new. The country has been going to the dogs every four years since the days of Washington. The liberties of the people have been in danger, the ballot corrupted, the voters unfit to be trusted, the constitution tottering, the judiciary unfit, the old flag a fluttering reminiscence of heroic days, every time the platform orators have been let loose and the newspapers looking out for the city or country printing. They are sawing the air as usual to-day, and yet, brethren, isn't it a good time to strike up the old hymn and sing it with a will:

"Oh! do not be discouraged!"

The country is all right. The people are all right. The Constitution is built upon a rock as solid as it was in the days of our fathers. The old flag flies to-day over more free people; over people more secure in their freedom; over a wider area of the world; over more wealth employed in expansion and development; over labor that works less and is paid more; over a greater volume and a better assortment of human happiness, and more advanced intelligence and education than it or any other flag ever before, here or elsewhere, in the history of the world.

As the orator howled from a western stump some years ago: "This country, fellow citizens, are all right—and don't you forget it!" The sensible people are not forgetting.

### HELPS IN VOCAL TEACHING.

Clarence B. Ashenden, one of the leading voice teachers of the South, who occupies a studio in the Watkin building, Dallas, Tex., has installed a Columbia Grafonola and finds it a great help in illustrating certain pieces for his pupils.

Almost any kind of a bargain offering will attract buyers, but it takes quality in the goods sold to make steady customers.

### RECITALS AS TRADE GETTERS.

Some Excellent Work Being Done by the Abelowitz Phonograph Co. in Upper New York.

The Abelowitz Phonograph Co., 1353 St. Nicholas avenue, New York, is securing an excellent business by means of special Victrola recitals. All through April weekly concerts were given on Wednesday afternoons, and the printed programs contained twenty numbers which were admirably selected, appealing to every form of musical taste. The entire arrangement of the programs and the general plan of campaign were admirable and entirely in line with the suggestions which have appeared in these columns, from time to time, as best illustrating a progressive policy of doing business.

In discussing the programs which are distributed to patrons throughout the territory, the Abelowitz Co. states:

"In our new quarters, which we have opened recently, we have space to accommodate from forty to fifty persons. We issue new programs weekly and arrange to play about twenty selections. During the course of the recital our Chester Abelowitz describes to the audience the Victor in detail, which is certainly received with great interest. We are pleased to say that as a result of our first concert we sold two Victrolas. There is everything to lead us to believe that these recitals will draw us a good deal of business. Besides issuing programs, we announce the recitals in the local newspapers of our district. It is surprising to note the amount of letters we receive the day preceding the concert requesting us to reserve seats. Chester I. Abelowitz, who has recently joined our forces, is devoting a good deal of time and is very much interested to make these Victrola recitals an absolute success. Business for the opening month in our new salesrooms was more than expected, and with the amount of advertising we are doing we are bound to receive a good share of the Victor business in our locality."

### MUTES PRESENT AN OPERA.

Members of Cast Imitate Actions of Characters in "Il Trovatore" While Gramophone Furnishes the Voices.

Verdi's "Il Trovatore" was presented in full at the Vaudeville Theater in Paris recently with mute actresses as the "chorus," while a gramophone in the prompter's box supplied the voices as well as an orchestral accompaniment.

The principals as well as the chorus had nothing to do but to imitate the motions of singing to the notes of the gramophone. They were elaborately costumed, exactly as if the whole opera was being played under new conditions.

The performance was criticised on the ground that the voices supplied to the chorus from the gramophones were not sufficiently loud in comparison with those provided for the "singers" from the same source, while the different instruments were heard unequally. These defects, it is stated, will be corrected.

### TALKING AND SINGING DOLLS.

Something of the Claims of the Klingsor Works Regarding Talking and Singing Dolls—What Their American Representative Says.

In reference to a patent described in The Talking Machine World for March bearing upon talking and singing dolls, F. J. E. Isaac, representative in the United States for the Klingsor talking machine specialties, with headquarters in Chicago, writes The Talking Machine World as follows:

"I take the liberty of calling your attention to the fact that this particular patent represents nothing new. Our London Klingsor works, which, no doubt, are known to you, have long held patents for life-sized singing dolls and figures used for advertising purposes in all countries except the United States. The reason that the American public is so little, or not at all acquainted with singing dolls like the "Klingsor," which is nothing else but a talking machine in some other form, is to be attributed to the so-called "Berlin monopoly." The patents of this company simply prevented the manufacturing of this novelty elsewhere. Inasmuch as these Berlin monopoly patents have not expired, the singing dolls, as well as the "Klingsor Resonanz talking machines," will soon be introduced to the people of the United States. A clipping of our London catalog of 1908 is enclosed."

The enclosure referred to consists of an illustration and description of "Arnola," the wonderful talking and singing doll, clothed in an attractive and modish costume. There certainly should be a market for such a specialty as the talking machine doll in this country, particularly around the holidays.

### FORBIDDEN TO MAKE RECORDS.

Shuberts Issue Drastic Order to Principals of Winter Garden Company—Actors May Fight Decision and Court Proceedings Result.

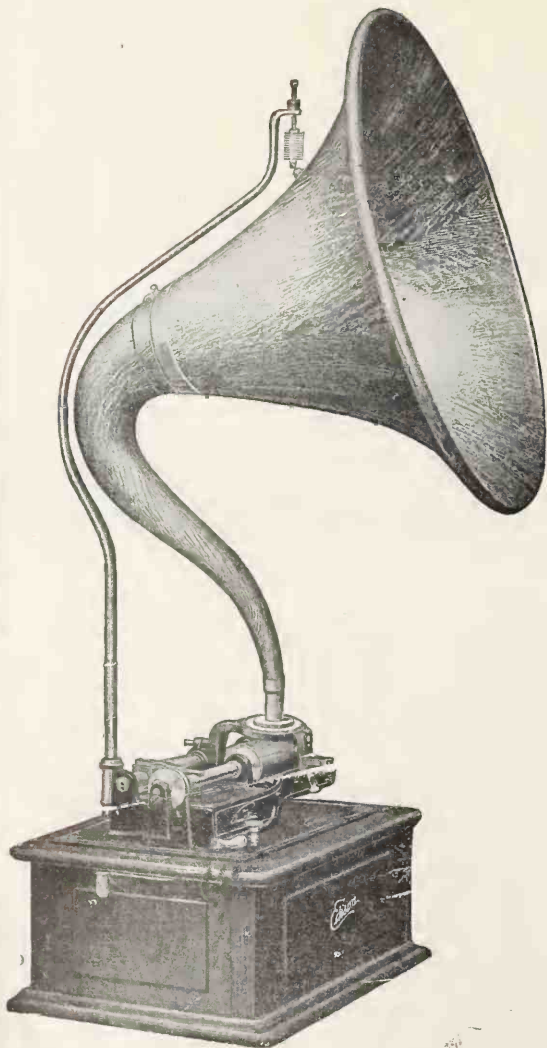
All of the principals of the Winter Garden company recently received an order from the Shuberts, it is said, forbidding them to sing for phonograph records. The Shuberts say that their contracts with the actors are for their exclusive services, and also that "singing into a talking machine is liable to injure the voice, as several grand opera stars have discovered." The players have found the making of records a profitable source of revenue, and some who have been most successful have been Al Johnson, Stella Mayhew, Jos Collins, Billee Taylor, the Courtenay sisters and Mildred Elaine. It is expected that the singers will resent the order and probably will let the question go to the courts for a decision as to a manager's right to prevent their making money this way.

When you really want to get ahead you quit criticising the bad things you see in your business and spend all your time creating good things. Build a backbone into your business.

The Equitable Phonograph Co., of 120 Delancey street, New York, has changed its firm name to Spiegel & Rodbar.

One way for you to corral the *extra* profits that are possible only to dealers who handle the Edison Phonograph is to play the home-recording feature for all you're worth.

This is one of the Edison's strongest features. It turns doubtful prospects into customers and by keeping up their enthusiasm boosts your sales of Standard and Amberol Records.



But aside from all that, the home record making habit means a continual profit on blank records and the shaving of blank records—a profit too big and too steady to overlook.

If you are not well stocked up on recording equipment and blank records—and if you have no shaving machine—order them from your jobber today.

*Thomas A Edison*  
INCORPORATED

59 Lakeside Avenue, Orange, N. J.



And another way to get all that *can* be yours is to sell an Amberol Attachment to everyone in your locality who ever bought an Edison Phonograph before Amberol Records appeared.

There's good money in the sale of Amberol attachments alone, but each one sold and installed has a far greater value to you than as a one-time money maker.

It brings the instrument to life—widens its scope of entertainment by adding all that Amberol Records can offer—gives it a new and powerful attraction for its owner and throws wide open another outlet for your stock.

Everybody knows about Amberol Records and everybody wants them because they play more than twice as long and give more than double the enjoyment.

Get your stock in shape to take care of this important end of the business. Write your jobber now.



*Thomas A Edison*  
INCORPORATED

59 Lakeside Avenue, Orange, N. J.



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Long Distance Telephones—Numbers 5892-5893 Madison Sq.  
Cable Address: "Elbill," New York.

NEW YORK, MAY 15, 1912.

TRADE stability is of vital interest to everyone connected with an industry, for unless the basic conditions of an industry be sound so that men feel confidence in them then the whole conditions may become seriously disorganized, so that after a little profits will be wholly lacking.

Bills have been introduced in Congress by Congressman Oldfield which, in our opinion, if enacted into law would seriously affect the future of many special industries, particularly the talking machine industry, for it would prevent manufacturers from fixing and enforcing retail prices on patented goods.

Some of our legislators feel that manufacturers of patented articles make abnormal profits and these bills are perhaps introduced to benefit the public; but, according to our reasoning this assumption is incorrect and the record of the talking machine industry would show it to be an absolute fallacy.

Outsiders, in the first place, have very little idea of the enormous amount of money expended in experimental work before even the patented article is produced.

In the talking machine field vast sums have been expended in experimental work of various kinds and it cannot be truthfully said that exorbitant charges for the finished products prevail.

On the contrary, the purchasing public has been enabled to secure the best products at prices thoroughly consistent with the values offered.

IF the manufacturers of patented articles are not afforded the right to restrict their prices, it is pretty sure that there will be conditions arising which will seriously interfere with the stability of the trade, and what we need for trade betterment is a policy of stability.

In the talking machine trade manufacturers have been enabled to control the situation to such an extent that irresponsible price cutting has not been indulged in; and, during the stress and storm of the years which have followed the panic of 1906, the talking machine trade has stood up marvelously well.

Does anyone for a moment figure that this condition could have existed if men could have, under pressure of needed finances, placed their stocks upon the markets and offered them at cut-rate prices?

As a natural sequence of disrupted business conditions there would be no profits for anyone engaged in the retail line who might be handling patented articles.

Dealers themselves would lose a certain confidence in those

products and would be loath to invest their money in stocks which might go tumbling down in value under price pressure at any time.

Of course, there are always variations of cost due to the operation of certain business laws; but, price cutting, broadly speaking, would seriously disrupt conditions in this trade and World readers everywhere should see to it that their influence is thrown towards maintaining price stability. Write to your congressmen.

IF we take other trades wherein price cutting has been indulged in to a large extent, it will be seen that disaster has been encountered.

The editor of this publication has just returned from a survey of the situation in Europe where price restriction has not been maintained.

In England and on the Continent it must be frankly admitted that the trade is in an exceedingly demoralized condition.

Some of the men who have made large investments in talking machine stock are perplexed as to the real value of their investments.

In other words, the entire situation is clouded with doubt and perplexity.

Then the question comes up as to the right to control the sale of accessories which go with patented articles.

IT must be admitted that the men who control the patents and create the products are the ones who established the industry and their pioneer work should receive its full share of reward, for, without their money, their brains, their inventive ability there would be no industry.

Therefore, it is fair that they should be safeguarded in a reasonable way so that certain restrictions may be placed upon the trade which they are selling in order that they may have something to say regarding the accessories which go with that product.

This publication has been a large financial loser by the operation of this law; but, the individual is nothing—the principle is everything.

When the Edison directors sent out their first edict regarding supplying their own horns as a part of the phonograph, we were doing a large special horn business with advertising clients.

In truth, the promulgation of the horn Edison doctrine swept away immediately large revenues from the paper.

We could have antagonized it, fought it, and, of course, in the end have created much annoyance and some trouble for the manufacturers, but after all, if we had worked along those lines our efforts would have been for purely a selfish purpose, because we felt that in laying down this policy the Edison people were simply controlling the sales of their own products to which they had a moral right.

Therefore, we simply accepted the situation without attempting to disturb conditions.

These things are not at all times pleasant for all men, yet the fact remains that without adequate protection, certain special business, the fundamentals of which are based on patents, should be afforded protection.

The history of special trades shows that the public has not been over-charged nor is there a desire on the part of manufacturers to abuse the position.

Of course, some men may differ with us regarding these views; that is their right and privilege, but that is the way the man at The World masthead sizes up the situation at the present time.

THIS trade newspaper institution not only exercises a powerful influence in talking machine circles in this country, but in other lands as well; and we have just concluded an important arrangement which will interest foreign clients.

Karl E. Diesing will represent The Talking Machine World exclusively in Germany and Austria. He has an intimate knowledge of the requirements of the talking machine trade in those countries and is himself a leader in the talking machine publicity field. All business matters coming from the countries indicated should be placed with Mr. Diesing, whose headquarters are No. 72 Ritterstrasse, Berlin.

**T**HAT there are big opportunities for talking machine development in Latin America is conceded by all who have given the subject even a superficial investigation.

For years we have been studying the question of trade development in those countries which lie south of us, and we have concluded that the only way to bring about a closer relation between the men who manufacture in American and European countries and the men who sell in Latin-America is to produce a publication which appeals to the jobbers and sellers in the Spanish towns. Hence, arrangements have been made to produce a Spanish publication entirely separate from The Talking Machine World, but one which will contain a vast amount of educational and instructive matter which will be calculated to aid talking machine development in all the countries which lie south of us.

This publication will be termed La Maquina Parlante Munoo. It will be entirely distinct from The Talking Machine World, but under the same management.

### A PUSHING EDISON HOUSE

Is the Eureka Phonograph Co. the Management of Which Is Now in the Hands of Wm. Hesseman, an Experienced Man.

(Special to The Talking Machine World.)

Eureka, Cal., May 5, 1912.

The management of the Eureka Phonograph Co., of this city, was recently taken over by Wm. Hesseman, who is seen at the entrance of his establishment in the accompanying photograph. This firm is one of the largest handlers of Edison goods in California outside of the larger cities, covering practically the entire territory north of Cape Mendocino and west of the Coast Range



View of Front of Eureka Phonograph Co. Store.

mountains. Besides its main store in the thriving lumber town of Eureka it has a branch at Fort Bragg, and its work extends back to the remotest mining camps of the Trinity county mountains and through all the isolated lumber and farming communities along the coast of Del Norte, Humboldt and Mendocino counties. At present the only communication which this district has with the outside world is by lumber steamer or stage, but a railroad into Eureka is rapidly being completed by the Northwestern Pacific, which will open up one of the finest lumber and agricultural districts and incidentally some of the finest scenery of California. Fort Bragg also will soon have rail connection with this line and a rapid growth of business is expected to result. Mr. Hesseman enjoys great personal popularity in Eureka, and under his management the company is making rapid growth.

### BUSY TIMES WITH UDELL.

The Well-Known Cabinet Makers Getting Out New Models—Working Nights to Meet Demands—D. G. Williams at Conventions.

Daniel G. Williams, who represents the Udell Works in Indianapolis, Ind., in the talking machine and piano trade, last week started on an extensive trip. He will visit Dayton, Columbus, Sandusky, Toledo, Detroit, Cleveland, Buffalo and Rochester and will arrive in Atlantic City in time for the convention of the piano merchants and manufac-

turers. He will make his headquarters at the Marlborough-Blenheim Hotel.

The Udell Works are getting out some new samples of cabinets to be included in the new catalog that they are now assembling. This will eclipse anything that they have ever before attempted, which, from their standpoint, is saying a great deal, as the literature that they have sent out in the last year pertaining to talking machine, sheet music and music roll cabinets is most striking and effective.

The Udell Works report being a little behind in filling orders this spring, owing to the unusually strong demand, but they have been running nights at their factory for the past six weeks and are now in pretty good shape to look after all orders placed with them with the utmost despatch.

### FOLLOWING UP DEBTORS.

The Successful System Adopted by One Credit Man to Secure Action from Delinquents.

As to the "follow-up" system, a credit man of experience said that he "had found that when a customer is behind, the simplest method to pursue is to send a mild request for payment, making two carbon copies of the letter, one of which goes to the regular file, and on the other is marked in pencil by the credit man, the date on which he expects to receive a reply; this carbon is brought out by the stenographer on that date with all other

This trade newspaper institution to-day is conceded to be the most powerful in the world relating to talking machine industries, and in this new enterprise we shall produce a paper which shall occupy just as strong a position in Spanish speaking countries as The Talking Machine World does in the lands where English is the fundamental tongue.

We have concluded arrangements with Karl E. Diesing, who will be sole representative of La Mundo in Germany and Austria.

Mr. Diesing has a splendid knowledge of the requirements of the trade in those countries and will be able to handle the business in a most satisfactory manner.

In London, W. Lionel Sturdy, who has represented The World for the past six years, will continue in the same capacity for the new publication.

Advertisers in those countries who desire representation in this paper should communicate with the respective managers, who will immediately forward their instructions to the home office.

matters calling for that day's attention. If no reply has been received, a second and stronger letter follows, the carbon of the second being attached to the carbon of the first and put forward, as usual. Letters to each customer are kept separate. Thus matters are not neglected, and the earlier letters enable one to recall the facts and avoid errors. Requests for financial statements are treated in the same way, the result being that the records of the office are easily referred to, which means much in avoiding unending and profitless search. With a simple, easily worked system, the credit man undertakes his task with renewed strength and encouragement every day, for he feels that he is steadily marching toward the goal. The wheels are not forever becoming clogged."

### NEW LOFT FOR VICTOR CO.

Leases Quarters on West Thirty-seventh Street for the Accommodation of the Recording Laboratory in New York City.

The Victor Talking Machine Co. recently leased for a term of years a spacious loft in the building at 12-14 West Thirty-seventh street, New York, which will be given over entirely to the uses of the recording laboratory. The new quarters are larger and more convenient in many respects than the former quarters of the local laboratory, and are better fitted to meet the demands made upon that department.

## The DITSON Pledge

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

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

## The Fastest Victor Service

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

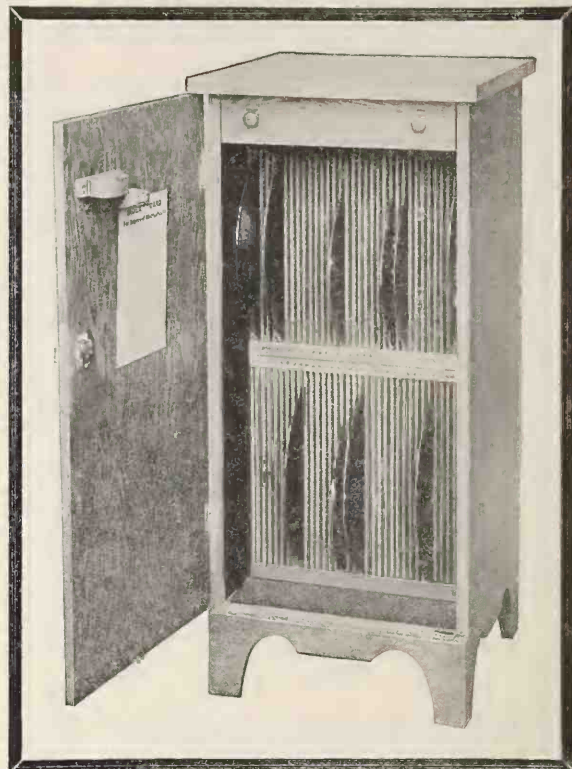
This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

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

**L OLIVER DITSON CO., Boston, Mass.**



No. 105. Top  $20\frac{1}{4} \times 24\frac{1}{4}$ . 34" High. Holds 110 Records. Fitted with Salter's Patent Felt Lined Shelves. Made Specially for Victors IX, X, and XI.



No. 106. Top 17 x 17. 36" High. Interior Has Felt Lined Shelves. A Very Attractive Low Priced Cabinet.

# SALTER MFG. COMPANY

337-343 NORTH OAKLEY AVENUE, CHICAGO, ILLS.

Exclusive Manufacturers of **Salter's Patent Felt Lined Shelf**

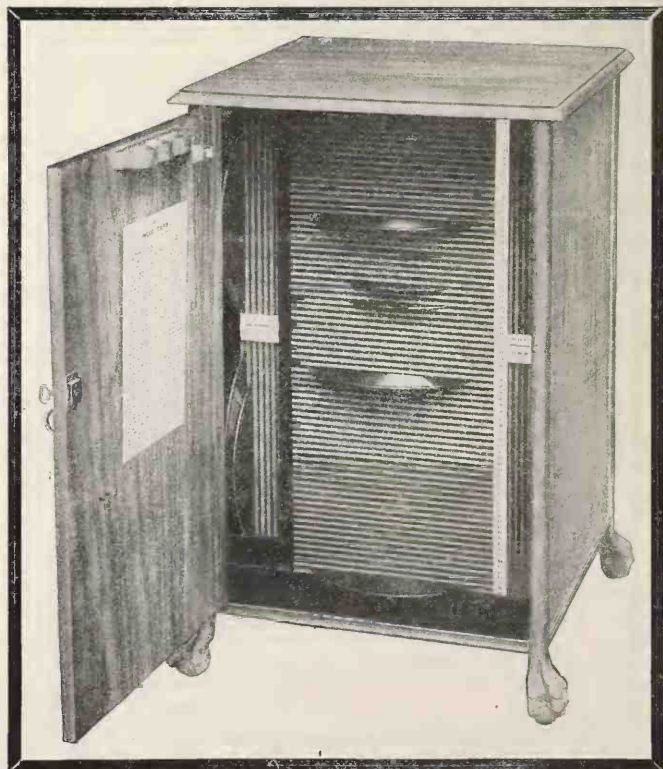
Our 1912 Catalogue is just out, ask us to send you one today

## CABINETS

If your jobber does not handle our line we can take care of you direct



No. 103. Top  $20\frac{1}{4} \times 24\frac{1}{4}$ . 33" High. Interior Has Felt Lined Shelves. Made Specially for Victors IX, X, and XI.



No. 102. Top  $21\frac{1}{2} \times 21\frac{1}{2}$ ". 34 $\frac{1}{2}$ " High. Holds 100 Records. Fitted with Salter's Patent Felt Lined Shelves. Made Specially for Columbia "Favorite" Machine.

## PACIFIC COAST CONDITIONS.

Trade Quiet but Healthy in San Francisco—Situation in Southern California Discussed by W. S. Gray—Mauzy Improvements—Daniels Withdraws from J. R. Smith Co.—E. W. Scott in New Quarters—J. J. Black in Automobile Accident—Wm. W. Wyper, of Australia, on Way to Edison Factory.

(Special to The Talking Machine World.)

San Francisco, Cal., May 6, 1912.

The talking machine dealers along the Coast have by no means been swamped with business during April, but as the month is usually a quiet one in this line there is no complaint, reports in most cases being better than for the same period last year. Just now sales of records are picking up again and the opening of the outing season is expected to bring out considerable activity in the cheaper classes of goods. Few changes have been made of late, as the local departments all completed their improvements earlier in the season and are now well equipped to handle all the business they can get. Dealers in some towns which have a large summer population are placing good-sized orders, but those in other parts of the country are inclined to hold off until the principal crops are harvested.

Andrew G. McCarthy, of Sherman, Clay & Co., states that, notwithstanding the apparent quietness of business in general, a comparison of the past month's Victor sales with those of April, 1911, shows quite an encouraging gain in both wholesale and retail departments. He has just received a large shipment of Victrolas, most of which are being shipped out without delay, and this brings the month's record up considerably.

W. S. Gray, Coast manager for the Columbia Phonograph Co., has just returned from a ten days' trip through southern California, having gone as far south as San Diego. On his way back he visited the towns of the San Bernardino valley, which he had not seen for five years or more, and says that all the towns of that district have made a surprising growth. He is well pleased also with conditions in all other parts of southern California. Since the first of the year the San Francisco office of this company has confined itself to wholesale business exclusively, and Mr. Gray is very well pleased with the results, stating that the volume of sales has never been as large as for the last four months. This policy has apparently resulted in a wider distribution, and with more dealers giving their attention to Columbia goods

they have made a very decided gain. H. L. Wilson, assistant general manager of the Columbia Phonograph Co., is expected to arrive at the San Francisco office about May 8 on his tour of the country. A. G. Farquharson, traveler for the company in the southern California and Arizona territory, has just started on a visit to the factory and central offices of the company. E. A. Parsons, who has been for years connected with the Dictaphone department of the Chicago office, has been transferred to San Francisco and is taking charge of that department here. Miss M. B. Brown, for some years past bookkeeper for the San Francisco office, was married a couple of weeks ago to Wm. R. Roblin.

Byron Mauzy has made some additional improvements in his talking machine rooms and is well pleased with the increase of business brought by the special attention he is giving to this department. The first two talking machine recitals, given when the new records appeared, were so successful that Herman Beck, the talking machine manager, decided to make the recital a daily event. Some advertising has been done in this connection and the little hall connected with the department has been crowded every afternoon for the last week. This has naturally brought out quite a lot of record business, as well as a good number of prospects for high-priced machines.

E. W. Scott, who handles Columbia goods in the Kohler & Chase store, is now comfortably settled in his new quarters on the balcony over the general offices and enjoying a much more active business as a result of his more prominent and accessible position. The rooms are about the finest in the city, the entire department being enclosed by glass walls, while the separate rooms also are of glass, in solid mahogany frames. A hallway between the front and the rooms excludes all outside sounds, and another passage between the rooms, with record racks on one side in the approved manner is located at the rear. Mr. Scott has a private office on the side next the street, the demonstration rooms being lighted by handsome electroliers, and the whole place is comfortably and handsomely furnished.

An important change has taken place in the J. Raymond Smith Co., R. A. Daniels having withdrawn from the organization and taken over its store on Market street, near the Ferry building, in which talking machine goods are a leading feature. While Mr. Daniels gives much of his attention to the piano end of the business he has efficient help on the talking machine end, and his improvements in the quarters and arrangement of stock have

shown quick results. This store catches practically all the commuters' trade, which is a big item in machines as well as records, and Mr. Daniels expresses great satisfaction with the location.

James J. Black, manager of the Wiley B. Allen Co.'s talking machine department, recently had his wrist broken in cranking his automobile, but is looking after business as usual. He is greatly pleased with the improvements recently made in his department, the new elevator between the ground floor and the rooms in the basement being a great time saver as well as a convenience to customers.

The Pacific Phonograph Co. reports quite a heavy demand for records this month, but has found the movement of machines rather light. The interest in the Edison Opera machine, however, helps to compensate for the dulness in other lines.

Mr. Grafton, who has charge of Benj. Curtaz & Son's talking machine business, has been putting in some very effective work of late. At his suggestion some radical improvements were made in the arrangement of the department, and further improvements are contemplated.

Wm. W. Wyper, managing director of Thomas A. Edison, Ltd., of Sydney, Australia, passed through San Francisco early in April on his way to the factory, and stopped for a visit to several local dealers.

The Wiley B. Allen Co. recently made one of the prettiest and most striking talking machine displays ever seen in San Francisco, the occasion being the production of the "Pink Lady" in a local theater. The display, of course, featured "Pink Lady" records, but the attraction was a life-size model in a handsome pink costume, which was borrowed from a local department store and placed in the window.

## MORE PRICE CUTTERS RESTRAINED.

Thomas A. Edison, Inc., Secures Restraining Orders in the United States District Court in Illinois Against Two Concerns in That State.

The United States District Court for the Southern District of Illinois, on April 10, handed down restraining orders against Robert Saxby, W. R. Saxby and Charles Saxby and against Clarence F. Brawley, on the charge of price cutting made by the New Jersey Patent Company and Thomas A. Edison, Inc. The action brought in Springfield is only in line with the policy of Thomas A. Edison, Inc., to insist upon the maintenance of the prices on Edison phonographs and records and indicates the light in which the courts regard price cutting on such products. The restraining orders referred to above were handed down by Judge Humphrey.

## ENGAGED, PHONOGRAPHS IT.

Girl's Odd Way of Making Announcement to Her Friends.

(Special to The Talking Machine World.)  
Leominster, Mass., May 8, 1912.

Miss Edith Lee Dewitt startled some friends whom she had invited to meet her brother's bride-to-be, Miss Otis of Medford, by having a phonograph announce her own engagement.

"We'll have a song on the phonograph," said Miss Dewitt to her guests.

She cranked up the machine and then came these words, in the voice of the young woman's father:

"Ladies and gentlemen, I beg to announce the engagement of my daughter, Miss Edith Lee Dewitt, to Vallery H. Tarbell, of No. 1293 Commonwealth avenue, Boston. Now get busy, for the next thing on the programme is the congratulations."

## WILL VISIT EUROPE.

Marc K. Mermod, head of Mermod & Co., 505 Fifth avenue, New York, sails in a week or two for a three month's sojourn in Europe, where he will divide his time between business and pleasure.

## COMING

# THE ALTO BRAKE

"IT KNOWS WHEN TO STOP"

An Automatic Mechanical Brake, for Talking Machines, built on new principles

*This is the only Brake on the market that does not require adjusting for every record*

Attached Without Altering Your Machine and Without Tools

**This Brake Works Slowly, Softly, Surely**

AN ATTRACTIVE PROPOSITION FOR DEALERS

## ALTO SALES COMPANY

1507 Humboldt Bank Building

San Francisco, Cal.



If you wish to reach the talking machine trade in Latin America do not fail to send in at once your order for space in La Máquina Parlante Mundo.

The first edition of TWENTY-FIVE THOUSAND COPIES will go forth within the near future to the lands which lie south of us.

They will be mailed to talking machine jobbers and dealers and to business men who are live prospects for future talking machine business.

They will also be forwarded in bulk to large distributors there.

La Máquina Parlante Mundo will be a splendid medium to reach talking machine men in all lines in the countries south of us.

No matter in what land you may be manufacturing talking machines or accessories this Spanish publication will bring you in close touch with interested parties.

**EDWARD LYMAN BILL, Editor and Publisher**

Main Offices, 373 Fourth Avenue, New York

CHICAGO, 37 South Wabash Avenue

LONDON, 1 Gresham Building, Basinghall Street

GERMANY, 72 Ritterstrasse

**KARL E. DIESING, Representative for Germany and Austria**

## Driving Dollars To Dealers—that's what the Columbia Saturday Evening Post campaign is doing—and it's the re-enforcing that does it. We supply that re-enforcement for the dealer to use.



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

### RAIN HELPS QUAKER CITY TRADE.

**Inclement Weather Creates a Demand for Indoor Entertainment—April Does Not Equal First Three Months of the Year in Volume of Business—Thomas K. Henderson Enters Piano Trade as Manager for Estey Co.—Sunday Evening Concerts in Columbia Ware-rooms—Emploees to Be Banqueted—What the Various Prominent Talking Machine Houses Are Doing in Philadelphia.**

(Special to The Talking Machine World.)

Philadelphia, Pa., May 6, 1912.

The talking machine business in Philadelphia during April was generally satisfactory; but it was not nearly as good as the first three months of the year. The machine and record proposition has eased up considerably in consequence, and the dealers are now pretty well stocked with both. A great many machines could have been sold during the first three months of the year if the dealers could have been able to have secured them, but when purchasers had to wait so long, they countermanded their orders and the dealers having sent in these orders they were supplied with machines which they are now holding.

For the past month we have had rain almost all the time, and that is usually a good time for the talking machine business, as people are kept in the house and must resort to some means of entertainment at home. For some reason that has not been the case with this rainy spell and the dealers do not exactly know how to account for the falling off of business and are more or less pessimistic as to the rest of the spring and the summer months. They are all preparing, however, for a big fall trade and are not worrying over the stock they have on hand, expecting it to help them out when the busy season comes.

Mr. Ellwell, manager of the talking machine department of C. J. Heppé & Son, reports that April ended a little dull with them, but they are ahead of last year by quite a tidy little sum. He says that they lost a number of sales on account of customers not being able to get the goods promptly and thereupon canceling their orders, but this has made the machine situation ease up somewhat. Among the visitors to the Heppé department were Harry F. Cake, of Pottsville, and J. Harry Halt, of Mt. Holly, N. J. Mr. Halt reports that he has been having a very nice business during April. Mr. Cake has opened up new quarters at Eighth and Market streets, having moved from 728 Market Street, where he has a much larger wareroom and where he can handle a much larger stock.

Thomas K. Henderson, for several years manager of the Columbia Phonograph Co.'s branch store in this city, has resigned and has accepted a position as manager of the Estey Co.'s Philadelphia store. Mr. Henderson has not been in the piano business, but his success in musical lines for a number of years warrants the opinion that he will succeed with the Estey line, where he will be manager over the various departments.

O. C. Dorian, who had been assisting Mr. Henderson, is temporarily in charge and he may be

appointed permanently. He is a son of the treasurer of the Columbia Co., Marion Dorian. The latter was a Philadelphia visitor the past week.

The Columbia business has been growing steadily and April was an excellent month. The company has a very attractive window display at present, not of instruments but of a fine model of the new French liner, which is attracting a great amount of attention, a crowd being around the window at all times.

The Columbia Co. is arranging to give some Sunday evening concerts at its warerooms, the programmes being made up of religious numbers and high class operatic selections. The out-of-town business of the firm is very good and the morning I called large orders had been received from Kirk Johnson of Lancaster, who has just moved into his new store, a large portion of which he will devote to the talking machine. Mr. Johnson is also an extensive dealer in pianos.

The Columbia Co. is in receipt of a number of the new models of the Favorite Grafonola. This machine, instead of having doors on it, has little shutters, which open on thumb screws. They are very attractive in appearance and the new idea seems to meet with general favor. These machines are sold for \$50.

The Columbia Co. is arranging a banquet for its employes which will be held on May 30th.

The Estey Co. will go into the talking machine business on an extensive scale. The department may not be opened until fall, but Manager Henderson, being thoroughly familiar with the business, will no doubt make a success of it. Both the Victor and Columbia companies' products will be handled. The Estey Co. has plenty of room for a fine display, and having a large concert hall, can make such a department most attractive.

Louis Buehn, head of the firm of Louis Buehn & Bro., reports that their April business has shown up very good. It was considerably better than last year and much better than Mr. Buehn expected it would be. However, it shows a falling off over March of about 60 per cent., but then it must be remembered that the firm's business this year during the first three months had doubled itself over last year. Their March business was almost as large as their December business, and their December was the biggest month they have ever had. Their Pittsburgh branch is doing very well. Their business there has run considerably ahead of what they had anticipated and by fall they contemplate considerably enlarging their store.

Lit Brothers' talking machine department is being admirably managed by Harry Hovey, who took charge several months ago. It looks like an entirely different department and he keeps it always in excellent shape and in every way up to date and in comparison with similar departments in other department stores. Within the last ten days another new room has been added to the department which they will use to demonstrate the Edison machine.

Gimbel Bros. has its plans drawn to add several new rooms to its talking machine department, but has decided that it will not put them in place before fall. Gimbel Bros. have sold Victrolas to a number of the Philadelphia public schools.

An entire change has been made in those in charge of the talking machine department at the Wanamaker store, the former head of the department, Mr. Holzbauer, being replaced by E. P. Cornell, a man well qualified for the work. The department is under the direct supervision of the piano department, but otherwise Mr. Cornell looks after all the details of the business. The department has been growing rapidly of late and they had a very satisfactory April business.

### PRESENTATION FOLIOS

**For Talking Machine Records and Adapted to Birthday and Wedding Gifts, Now Being Placed on the Market.**

Something new in talking machine circles is the Schafford Record Folio for birthday gifts, wedding gifts and gifts of remembrance. It seems that the inventor of this folio, T. C. Schafuss, noticed the many people entering talking machine stores and buying two, three or four records as a gift to some dear friend. He wondered if an attractive folio holding half a dozen records would not sell quicker than the smaller number sold in bulk, and therefore, created this folio. His idea proved correct, according to the orders received from dealers, who have found that they practically double their record business by putting the half dozen records into this folio.

Mr. Schafuss is head of the Schafford Album Co., 23-25 Lispenard street, New York, who manufacture this new folio, and he reports that over 3,000 of the folios were sold by their salesmen in New York City in three days, which certainly shows how strongly the live merchants of this metropolis have recognized the merits of the proposition. Elsewhere in this issue is an advertisement of this company which bears close perusal.

This concern also manufactures Schafford Record Albums in 10 and 12 inch size, each holding 16 records. The prices of these are about half of what are ordinarily charged and the album retailing for a dollar permits an 80 per cent. profit to the dealer. This is rather a startling amount of album profit—80 per cent.—when you consider that the album retails for \$1, but the Schafford Co. make them in large quantities and understand everything about record album construction. The head of the company is credited with originating the first album ever made for talking machine records. Both the albums and folios hold either Victor or Columbia records.

### "CATCHING FLIES WITH HONEY."

When the conduct of men is designed to be influenced, persuasion, kind, unassuming persuasion, should ever be adopted. It is an old and true maxim that a drop of honey catches more flies than a gallon of gall. So with men. If you would win a man to your cause first convince him that you are his sincere friend. Therein is a drop of honey that catches his heart, which, say what he will, when once gained, you will find but little trouble in convincing his judgment of the justice of your cause, if, indeed, that cause really be a just one.—Abraham Lincoln.

# The Talking Machine Trade in New England

## THE VICTOR IN BROOKLINE SCHOOL

Used to Play Accompaniments to Folk Dances of Children in Boston Suburb—Three-Day Celebration Arouses Much Interest.

(Special to The Talking Machine World.)

Boston, Mass., May 11, 1912.

One of the especially interesting events of the month in the talking machine domain has been the practical demonstration of a Victor machine given at the Lawrence School in Brookline, Mass., where on three days the latter part of April and the first part of May a program of folk dances was given. The musical end was in charge of W. J. Fitzgerald, of the Eastern Talking Machine Co., who was ably assisted by Miss Gladys White, who largely arranged the dances and proved herself an adept at the art of picturesque posing. The exhibition was held in the school hall, and the pro-



Dancing the Highland Fling.

the youthful dancers, who had been admirably trained, the occasion was one long to be remembered. As for the musical accompaniment, it proved a revelation to those unacquainted with the merits of Victors and Victrolas as to the practical uses that these machines can be put, and Mr. Fitzgerald at the close of the performance was showered with congratulations for the able manner in which he looked after his end of the program.

## CAREFUL PACKING OF NEEDLES.

How Duplexetone Products Are Put Up to Attract—Put up in Rustproof Paper.

W. H. Bagshaw, of W. H. Bagshaw, Lowell, Mass., manufacturers of talking machine needles for the trade, and as well the producers of Duplexetone Needles, was in New York recently on a business trip.

The many friends of W. H. Bagshaw will be glad to know that he has recovered from an attack of pneumonia and is again about the Lowell factories.

In this age of packing goods, it is noteworthy to note the progress made in the packing of talking machine needles by the House of Bagshaw. All Duplexetone needles and all other kinds, shapes and styles of talking machine needles are packed in envelopes of "rustproof" paper. This paper

is made specially for W. H. Bagshaw and it maintains the clean looking appearance of needles that is so characteristic of Bagshaw products.

To all dealers who will drop a card to W. H. Bagshaw, Lowell, Mass., mentioning the name of his jobber, a bunch of Duplexetone needles will go forward postpaid free of charge.

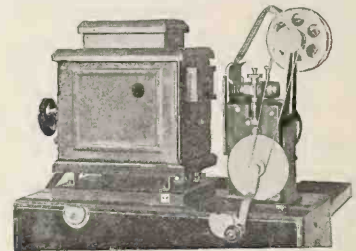
## THE EDISON HOME KINETOSCOPE

And Films Proving Popular with Talking Machine Dealers—Pardee-Ellenberger Co., New England Jobbers, Make Good Report.

(Special to The Talking Machine World.)

Boston, Mass., May 7, 1912.

The Pardee-Ellenberger Co., Boston and New Haven, report a number of dealers who have secured the representation of the Edison Home Kinetoscope and Films, for which they are the jobbers for New England. In creating a selling force, a dealer in a city of a certain size has to



Edison Home Kinetoscope.

secure two or three machines in order to qualify; and a city of double the size, a double quantity would be necessary. This number is narrowed down to the smallest amount in order to co-operate with the dealer.

Judging from the way New England dealers are taking hold of this new invention, it is destined to have a tremendous sale. Pardee-Ellenberger Co. are to be congratulated upon the energetic manner used in the introduction of this proposition.

## FROM VARIOUS PARTS OF THE STATE.

Quarters for Wardell in Lowell—Foster Expansion in Providence—Peabody Admires Edison Opera Style—Skelton's Extensive Tour Next Month.

Thomas Wardell, of Lowell, Mass., who is the exclusive Edison jobber in that city, is making arrangements to move into a new store on the same street, where he has been for twenty years. He hopes to be well settled in his new quarters by June 1. He is arranging the interior so that he will have several elegantly appointed booths for demonstration. The quarters are much larger than the old ones.

\* \* \* \*

Business with the J. A. Foster Co., of Providence, R. I., has been growing so steadily of late that John H. Massey, the department manager, says he will soon have to look around for larger quarters. The establishment is centrally located, and is well equipped for transacting business.

\* \* \* \*

Fred W. Peabody, who has large stores at Amesbury, Haverhill and Newburyport, Mass., and Portsmouth, N. H., is one of the most enthusiastic admirers of the new Edison Opera phonograph. Mr. Poor is in charge of the Haverhill store, Mr. Merridith is head of the Amesbury and Newburyport stores and Mrs. Hazlett manages the affairs of the Portsmouth establishment, and all these report business as splendid.

\* \* \* \*

H. R. Skelton, familiarly known as the "Edison Spoon," is planning an extensive tour during the next month. He will go through New Hampshire and Vermont and will proceed to stir up things in the trade.



Dancing the Tantoli.

gram consisted of many national dances by the fourth, fifth, sixth, seventh, eighth and ninth grades, and the music in each case had been especially selected by Mr. Fitzgerald. For instance, as in the pictures here reproduced, the Scotch Highland Fling was danced to the accompaniment of No. 17,001 of the Victor records, a Scotch folk dance, while the Tantoli, also here illustrated, was executed to the music of 17,002 in the Victor catalog, entitled "Reap the Flax." There was a large audience present and, with the handsome and characteristic costumes and the various movements of

**The Pardee-Ellenberger Co.**  
BOSTON, MASS. NEW HAVEN, CONN.

Announces that it has secured the jobbing privileges of the

**EDISON HOME KINETOSCOPE**

with motion picture films and lantern slides.

This machine retails at \$65 to \$88, and allows the dealer a good profit.

Be the first in your city to sell this wonderful machine. Very little money required.

Write To-Day For Full Particulars

**The Pardee-Ellenberger Co.**  
BOSTON, MASS. NEW HAVEN, CONN.



# FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., May 8, 1912.

Manager Arthur Erisman went down to Fall River the other day to make arrangements for adequate representation of the dictaphone of the Columbia Phonograph Co. A few days previous he was over in Worcester making similar arrangements, acting in both cases through the medium of the Office Equipment Co., which is proving of valuable assistance in placing good business propositions in good commercial centers.

#### Business Shows Increase.

Going into the Victor department of the Oliver Ditson Co. one will there always get the same cordial greeting from Henry Winkelman, manager of the department. Naturally a man of marked cordiality, he is more so when business is at the top notch of prosperity, which has been the case at these quarters now for some time past. Mr. Winkelman says that the April business was just 25 per cent. bigger than was the business for the same month the year before. Considering that the April, 1911, business was already very large, this is going some.

#### Severs His Connection.

The Boston trade was surprised at the beginning of the month to learn that Charlie Trundy had severed his connection with George Lincoln Parker in the Colonial building, with whom he had been for nearly two years. Mr. Trundy had been in charge of Mr. Parker's rapidly growing Victor department, which, because of its recent rapid development, had been moved over across the hallway into more exclusive quarters, so that Mr. Trundy had better equipped rooms than before. Mr. Trundy has been conceded to be a very able salesman. For the present this department of Mr. Parker's is in charge of Lawrence Davis, who has been with Mr. Parker some time.

#### William H. Beck a Visitor.

William H. Beck, president of the Eastern Talking Machine Co., has just been in town visiting E. F. Taft, secretary and general manager of the company. This was Mr. Beck's semi-annual visit, and while here he also called at the offices of the New England Telegraph & Telephone Co., in which he has an interest, besides being a close friend of President Vail, of the company. Mr. Beck is a prominent attorney of Washington, and is a man of many business interests.

#### Honor May Go to E. F. Taft.

There is considerable local interest being manifested in the forthcoming annual convention of the National Association of Talking Machine Jobbers, and the identity of the future president of the organization is being discussed everywhere with interest. E. F. Taft, secretary and general manager of the Eastern Talking Machine Co., who is vice-president of the national body, is being talked of for the presidency, and everyone who hears his name mentioned says he's just the man for such a post of distinction. According to present evidences Boston promises to send a very good representation to the convention.

#### Some Pointers on Efficiency.

Those who follow the fortunes of the dictaphone, which in Boston is distributed through the quarters of the Columbia Phonograph Co., are interested in a booklet which the Columbia Co. has put out bearing on the conclusions reached by the President's Commission on Economy and Efficiency which lately has shown how the Government can be saved as much as \$500,000 a year. One of the principal subjects of investigation by the commission was the handling of correspondence, and it was supplied with an equipment of dictaphones for use in the commission's offices, where they were severely tested. Subsequently, by request of the commission, thirty dictaphones were provided for a demonstration in the division of rural mails in

the Post Office Department. The result was an unqualified success in every respect, and the commission's recommendations have been directly and personally endorsed by President Taft. The booklet, which Manager Erisman is distributing to his friends, makes very interesting reading for those interested in this great labor saving device, which, by the bye, Manager Erisman is placing in a large number of offices throughout commercial Boston.

#### Weber & Fields Records Popular.

There is a cleverly executed colored drawing of Weber and Fields in the show windows of the Columbia Phonograph Co. which serves to call to mind the new records made by this talented pair of stage performers. Everyone is inquiring who did the picture, and Manager Erisman points with pride to Miss Bessie Langam, who is the company's

instalment ledger bookkeeper, and who is immensely clever when it comes to handling the brush and pencil.

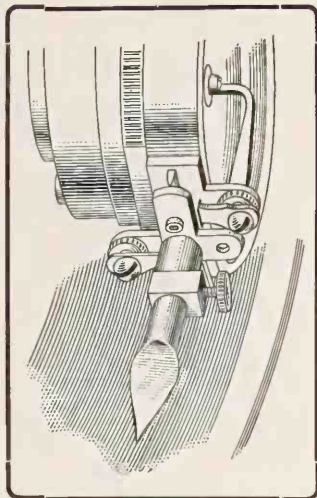
#### In Good Company.

Christie McDonald, who is playing at the Tremont Theater in "The Spring Maid," is finding good company just a few doors away, where in the windows of the Columbia Phonograph Co. a splendid testimonial to the work of the Columbia machines and their records is being conspicuously displayed.

Norman T. Mason, floor manager of the Columbia Phonograph Co., is receiving congratulations of the trade on becoming a proud father. His heir is a fine boy, which was born early in the month. Cigars, please, Mason.

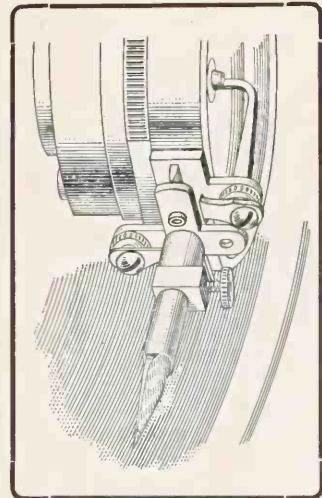
(Continued on page 18.)

## The Loud and the Soft of it



The view  
on the left  
Shows the  
LOUD  
Position

—  
On the  
Right is  
Seen the  
SOFT  
Position



Possible only with

# DUPLEXETONE NEEDLES

Inquires have come to us from all over the world for samples of Duplexetone needles, and the orders that have resulted show that the entire trade are most enthusiastic over the marvelous tonal results achieved by these needles.

For all this business in so short a time, there is but one answer, that the trade has found the Duplexetone needle the best one on the market.

No other needle so admirably fulfills the requirements of LOUD and SOFT tones with the same needle. The creation of Duplexetone needles is one of the big improvements in talking machine circles.

Want a sample package of Duplexetone Needles? Write us to-day, giving name of your jobber, and a generously filled envelope goes to you by return mail—postpaid.

**W. H. BAGSHAW, Lowell, Mass.**

**The Columbia "Favorite" met competition—stepped on its neck. The new "Princess" will do the same thing—but there's no competition. Get that? No competition! What are you doing about it?**



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

**FROM OUR BOSTON HEADQUARTERS.**  
(Continued from page 17.)

#### Ten Business Commandments.

Manager Arthur Erisman has been distributing some taking cards and leaflets pertaining to free demonstration of the Dictaphone. One is headed "Ten Business Commandments." Both show a business man sitting at a desk engaged in dictating into the machine.

#### R. H. White Co. Adds Talking Machines.

The R. H. White Co. is the latest of the large department stores to introduce a talking machine department. It has a fine location on the fourth floor and is being managed by George J. Krumschied, who formerly was associated with Louis Dederick at the Tel-Electric establishment. The department is fitted up with three sound-proof rooms for demonstration and all the appointments are most artistic. Although opened but a short time Mr. Krumschied has been meeting with marked success.

#### Victor Machine for Billie Burke.

Ubert Urquhart, manager of the Victor department for the Henry F. Miller Piano Co., in Boylston street, was over in New York the first of the month on a business trip. Francis T. White, of this same department, has lately moved from East Braintree to Brookline, which brings him within easy distance of his business quarters. This department made a fine sale of a Victor machine, cabinet and a quantity of records lately to Miss Billie Burke, the well-known actress, who was playing a successful engagement at the Hollis Street Theater. Miss Burke expressed herself as more than pleased with the machine and its wonderful achievements.

#### Eastern Talking Machine Associates Meet.

The members of the Eastern Talking Machine Associates held their usual monthly meeting the latter part of April and talked over plans for the summer outing which it was decided should take place on June 17 at one of the several desirable resorts down the Providence River, using the city of Providence as a starting point. The members also talked over some projected plans for rearrangement of the interior of the store.

#### Shows Gain of 60 Per Cent.

The business at the Columbia Phonograph Co. was up to the usual mark during April, that is to say, it showed an improvement of 60 per cent. over the corresponding month last year. Manager Erisman has one competitor among the Columbia headquarters and that is Manager R. F. Bolton, of the Chambers street, New York office, and these two are having a neck and neck friendly race to see who can produce the most business. One month Bolton is a little ahead, and the following month Erisman gets in the lead, and thus it goes.

#### Eastern Co. Rearranging Stock.

The Eastern Talking Machine Co. is just now engaged in rearranging its large stock and discarding the "cut-outs." All the records are being put into new stout envelopes and when the work is finally completed the stock will be so arranged that it can be more expeditiously handled than ever before.

#### Making Good Report Anent Business.

Samuel Katz, who has two stores in this city, one at 9 Portland street, the other at 95 Stanford street, says he is having a large call for all the goods which he carries, the Victor, Edison and the Zonophone lines. Both his stores are well equipped in every way for the quick handling of business.

#### Columbia Machine as a Therapeutic.

Manager Erisman lately has been negotiating with the heads of several of the insane hospitals with a view to installing Columbia machines by way of entertaining and diverting the patients suffering from mental ailments. Outfits have been placed in the Medfield Insane Asylum and the physicians and attendants are giving careful study to the effects upon the patients, for it is thought that these machines can be made the instrument for the most beneficial curative results. Outfits also have lately been installed in a number of schools. The Carr School in Somerville has been equipped and the Samuel W. Mason School in Roxbury has had one put in.

#### Featuring the Edison Kinetoscope.

Manager Silliman, of the Pardee-Ellenberger Co., is very busy these days getting ready his quarters in Batterymarch street so that he can accommodate the Edison Home Kinetoscope which lately has been given several demonstrations in Boston, with the greatest success. All the jobbers about Boston have seen this wonderful home device and they are most enthusiastic to handle it. Mr. Silliman has rearranged one large space to be given over to a sort of demonstration room. This will mean that in order to take proper care of the Edison talking machine business additional room will have to be taken in the building. Mr. Silliman says that his quarters are swamped with orders for the Kinetoscope, but he hopes to be able to make deliveries by the 20th of the month.

W. O. Pardee, president of the Pardee-Ellenberger Co., was in Boston the first part of the month and remained here several days.

#### Thos. W. Lawson Buys Dictaphones.

Thomas W. Lawson is one of the latest business men in Boston to become converted to the value of the Dictaphone as a labor-saving device. He lately placed an order for several of the machines and he uses part of them at his downtown offices and some of them in his home.

#### Victor in New Steinert Providence Store.

The Arch street Victor headquarters of the M. Steinert & Sons Co. is experiencing the usual delay in getting sufficient goods to supply the demand. Manager Herbert L. Royer has been much interested in the completion of the new Providence store of the Steinert Co., for in that new establishment the Victor goods are going to have a special department where they can be handled in a suitable manner. The Victor department of that handsome Westminster street establishment will be on the second floor and a feature will be a concert hall which will be admirably adapted to demonstrations. Mr. Royer has been down to Providence several times lately.

#### J. S. Coughlan Head Salesman.

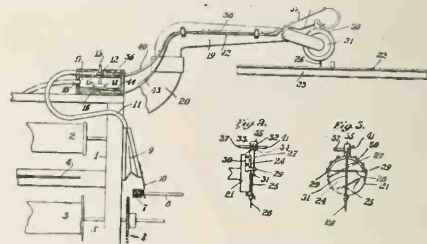
John S. Coughlan is now the head salesman at the Columbia department of the Henry Siegel Co.

Mr. Coughlan formerly was with the talking machine department of Houghton & Dutton. Mr. Reisman, who has come over to Boston from New York, is the buyer for this department of the Siegel Co.

#### PLAYER-PIANO AND PHONOGRAPH

To Operate Automatically, Just Patented by Philip J. Meahl—Patent Assigned to Aeolian Co.—Some Interesting Details.

Philip J. Meahl, Bayonne, N. J., the well-known inventor of devices and improvements in connection with player-pianos and music rolls for same, has just received a patent (No. 1,025,200) on a combined player-piano and phonograph, which he has assigned to the Aeolian Co., by which the music roll on the player-piano is thrown into opera-



tive connection with its driving gear by means of a contrivance actuated at the proper time by the record element of the phonograph. According to the claims made for the invention, the stylus of the phonograph controls through a lever, the valve actuating a special bellows in the player-piano, which in turn serves to throw into operating position the mechanism controlling the movement of the music roll.

In the accompanying drawings in which like letters of reference indicate like parts in all the figures Figure 1 is an elevation, partly in section and partly broken away, showing parts of the music box, parts of the phonograph record, and illustrating one embodiment of my invention. Fig. 2 is a detail side view of the phonograph transmitter showing the means on the same for starting the music sheet driving coupling mechanism. Fig. 3 is a face view of the transmitter showing the same parts as shown in Fig. 2.

#### TO HANDLE TALKING MACHINES.

Krausgill Piano Co., Louisville, Ky., Will Probably Install Line of Victor and Edison Machines and Records in the Fall.

(Special to The Talking Machine World.)

Louisville, Ky., May 10, 1912.

It has been announced by Arthur G. Krausgill, president of the Krausgill Piano Co., of Louisville, that a line of "talkers" will probably be taken on by that concern in early fall. The Krausgill Piano Co. is one of the most prosperous concerns in the local music trade, having been formed only a little more than a year ago and later incorporated with a capitalization of \$50,000. Mr. Krausgill has not yet decided as to what lines he will carry, but will probably sell Edison and Victor instruments.

**STRONG FIGHT BEING MADE FOR PRICE MAINTENANCE.**

**Talking Machine Manufacturers Active Factors in the Fight Now Being Carried on in Congress Against the Revision of the Patent Law Proposed by the New Oldfield Bill—Waldon Fawcett Cleverly Sums Up the Situation at Close Range—Representatives of Thomas A. Edison, Inc., The Columbia Phonograph Co., and the Victor Talking Machine Co., Attend the Hearings—Some of the Arguments Offered for the Defeat of This Unpopular Bill.**

The leading men of the talking machine industry in the United States are just now engaged in a spirited fight to preserve what might almost be denominated the foundation stone—the vital principle of the industry—namely, that of price maintenance. The menace to the custom of enforcing a standard, uniform price for talking machine products has arisen all of a sudden—a bolt out of a clear sky, it might be denominated. Indeed, this crisis has been precipitated so suddenly that it is safe to say that there are many men in the trade, jobbers and retailers alike, who will not be aware until they read this issue of the Talking Machine

machine manufacturer or maker of records will have the right to hold dealers to the one-price system as at present. Furthermore the license system upon which the trade now operates will be knocked out. When a machine or a record is once sold that ends all control of it in so far as the manufacturer is concerned. The firm or individual who buys it can lease it or resell it, fixing any price he sees fit and the manufacturer or jobber will have absolutely nothing to say in the matter.

Now any talking machine man with half an eye can see what will be the result of this letting down



**E. B. Moore.**

The latest portrait of the U. S. Commissioner of Patents, who is the real author of the proposed new patent law. Special pose for The Talking Machine World.

ered by men in the trade may nevertheless do much good, for they bring the manufacturer's side of the question to the attention of the hundreds of other Senators and Representatives, each of whom will have a vote on the measure when it comes up for passage.

But to get back to the mail order and department store proposition, it may be noted that the severest arraignment was made by Frank L. Dyer, president of the Thos. A. Edison, Inc., in an address which he made before the Congressional Committee a few days ago. Said he, in part: "The mail-order houses have been most anxious to get hold of our goods without restrictions. They want to list our products in their catalogues at a cut price on the theory that when a man opens a catalogue and sees an Edison phonograph quoted at a cut price he believes that clothing and furniture and shoes and everything else in that catalogue is also sold at a cheaper price. These mail-order houses are the persons who have given the manufacturers trouble. They go out in the open market and buy goods at the full retail price and sell them either at the retail price or actually below the retail price."

Taking up another phase of this same question, Mr. Dyer pointed out that the Edison corporation never interferes with the private citizen—the customer who buys a machine or records for his own use. "The only people we bother with," he said, "are the pirates—the men who seek to get into this business in an irregular way; men who know all about our contracts, but who urge our different dealers to try to violate contracts. For instance, we had a large department store in Pittsburgh which we had to bring suit against for handling our goods without license. We found that they had persuaded a man to set up a store in a small place, signing a dealer's agreement with us, and he got these goods and scratched the price off and turned them over to this department store. These are the kind of people we have to contend with, many of whom know all about the conditions; know all about the agreements; and yet try to break into the business and cause the dealers to violate their contracts."

One of the most interesting statements made by the head of the Edison interests was that to the effect that the successful patentee at the present time is the man who goes into the business of manufacturing his patented invention. Continuing, he said: "In the case of Edison, if you put on one side of the ledger all the money he has received for his patents as patents and on the other side of the ledger all the money he has spent to obtain the patents, and to litigate them, and to prevent infringements on the patents you will find that he has spent more money than he has taken in, and at the present time he is only a manufacturer of patented goods." The Congressman before whom Mr. Dyer appeared asked him a great many questions with regard to the Edison business and in the course of his replies he stated that the Edison concern now has a total of 111 jobbers and 11,130 dealers located in all parts of the country. New York State leads with 819

(Continued on page 20.)



**U. S. Patent Office, Washington, D. C.**

Exclusive new photo of the famous building where talking machine patents are handled, on first floor of left wing.

World that there is a cloud on the business horizon that threatens to revolutionize their whole method of doing business.

This unpleasant state of affairs arises from the proposal to enact a new or rather a revised Patent Law at Washington. Bills providing for such revision have been introduced in the United States Senate and the House of Representatives and there is some chance that they will pass unless there is very vigorous opposition by the talking machine trade and others interested. These new bills, as originally drafted, provide for a number of changes in the laws governing patented articles, but the Congressmen who are sponsors for the bills have about given up hope of securing legislative sanction for all these innovations. Consequently they are concentrating on one provision and will attempt to secure its adoption, to the exclusion of all the rest.

Unfortunately for the talking machine trade this one "reform" that is being sought is the very one that would most seriously disrupt the trade should it become a law. It is nothing less than a taking away of the privilege of allowing a manufacturer of patented articles to dictate the prices at which such articles shall be sold at retail. If this revolutionary measure becomes a law no talking

on the so-called "fire sales" and on job lots and other expedients for placing new or slightly damaged records on sale at prices that would tend to demoralize the whole local market.

The harm done by the mail-order houses and the department stores, if given the opportunity, has, within the past few days, been most forcefully brought to the attention of Congressmen at Washington by officers of Thomas A. Edison, Inc., the Columbia and the Victor companies.



**Transcribing the Testimony**

Given by the manufacturers at the Congressional hearing on the proposed new patent law.

The officials of these concerns are making a most energetic fight against this attempted legislation. They have sent appeals to every jobber and dealer on their lists urging each and every one to write at once to his own Congressmen protesting against the passage of the bill. And the officers themselves have been at Washington appearing personally before the Committee on Patents of the House of Representatives, which has been holding public hearings, to ascertain the temper of the public before reporting a bill for passage by Congress. It must be admitted that most of the members of this Patent Committee seem to be in favor of this new legislation, but the speeches in opposition which are being deliv-



**Conveying Books and Records**

To the headquarters of the U. S. Congressional Committee on Patents for use at the public hearing on the proposed new patent law.

**Dealers who take our Saturday Evening Post campaign half as seriously as we do, stand to make as good a thing out of it as we do—and that's considerable good.**



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

**STRONG FIGHT FOR PRICE MAINTENANCE.**  
(Continued from page 19.)

dealers; Illinois has 551 dealers and there are 452 retailers in Minnesota. The Edison Company, he said, was wedded to its present plan of marketing its goods through dealers and he ventured the claim that every one of the dealers was heartily in favor of the principle of price maintenance—the policy that gives the smallest dealer in the most out-of-the-way location the same opportunity to do business as is enjoyed by John Wanamaker or the large mail-order houses.

Another big man in the trade who has been at Washington fighting valiantly for a continuance of the present method of conducting business is Mr. M. Dorian, treasurer of the American Graphophone Company and its selling agent, the Columbia Phonograph Company, General. Mr. Dorian made a most favorable impression by his frankness in disclosing details of the Columbia business in reply to the leading questions that were fired at him. For instance, he turned over to the committee of Congressmen copies of the various Columbia dealers' contracts and discount sheets and in summarizing the terms offered he said: "We have three classes of discounts. We have one to the small dealer who buys two or more machines—a discount of 40 per cent. To the dealer who buys initially an order of \$500 at a time and undertakes to purchase a minimum quantity during the next 12 months we allow 40 and 10—what we call the purchaser's quantity. To a jobber who purchases \$2,000 worth and who is handling the goods only as a jobber or distributor, we give 50 per cent. discount as to some types."

Mr. Dorian stated that the factory at Bridgeport now gives employment to more than 2,000 persons and that the Columbia Company maintains about fifty stores of its own throughout the United States, in addition to offices or branches in Europe and throughout the world. He added that the heaviest export business of the firm is with Mexico, South American countries, China, Japan and Australia. In answer to an inquiry, he said: "Our company has owned at different times two hundred to three hundred different patents, but those under which we are actually operating now probably number only twenty or thirty. There is one patent on which we have been paying royalties for the past eight years and we have not manufactured new machine under this patent in three years and we are not likely to, either, because that invention is passé."

The Columbia representative explained, too, that his concern does not make any machines in Europe—all of the machines are made in this country and shipped abroad and the factory in London is used exclusively for making records. And speaking of records, it may be added that Mr. Dorian's testimony gave some interesting side lights on the subject of the record business. For instance, he stated that his factory was now unable to turn out copies of the "Stop Kickin' My Dawg Aroun'" record rapidly enough to supply the demand, whereas in two months from now it may be that they could not give those records away. "On the other hand," said he, "we have another record called 'Herd Girl's Dream,' which has been popular for

four years and is just as popular to-day as when we brought it out." He explained, too, how careful the company is to go through its catalog every now and then and cut out obsolete and unpopular selections and told of the exchange arrangements open to dealers—particularly the new scheme of a flat exchange of record for record which has been put into effect this spring. Mr. Dorian laid stress upon what his company is doing for the dealers through the medium of general advertising and told of spending \$8,000 for the recent two-page advertisement in one issue of the Saturday Evening Post, which has attracted so much attention in the trade.

The Columbia representative, like the president of the Edison corporation, told of the troubles resultant from price cutting. Said he: "At the present time we are practically free from price cutting. But I can cite a recent case of a merchant at Frederick, Maryland, who buys through our Baltimore store. He bought something like \$2,000 worth of goods and was doing a nice business with them when a dealer in similar lines, who had never handled our particular product, got hold of some of our records, a small quantity, and began to advertise a cut price. Our merchant notified us and we got busy on the proposition right away. We found out the source of supply of this price-cutting dealer and cut off his source of supply, and then gave him the option of promising not to cut the price any more or to stand suit, and he thought it would be a wise course to say he would not cut the price any more. In fact, he had no more goods on which he could cut. This is a recent case which has just come to our attention." In conclusion Mr. Dorian expressed the fear that if the new bill became a law it would enable the department stores and large private buyers to make it impossible for the small stores to sell a supposedly one-price article at all, because the smaller dealer could not afford, even though he bought as cheaply, to sacrifice his profit on the article. Nor could he afford to carry the stock on his shelves until the department stores withdrew the cut price.

Horace E. Pettit, the eminent attorney, appeared at Washington in behalf of the Victor Talking Machine Company. He made an able and exhaustive argument, but it had largely to do with the legal phases of the subject. He did take occasion, however, to emphasize that in the talking machine field it is the retail dealers who reap the greatest benefits from the policy of price maintenance.

Mr. Pettit said further that most patent attorneys would prefer to see the law stand than have the Oldfield bill passed. He said it has taken a vast amount of litigation to prove just what the present law is and all that would have to be gone over again. Furthermore, he said, he opposed any provision which tends to deny to the patentee the privilege of retaining all rights to his patent. He said the statutes have given a patentee a monopoly and this has been guaranteed by the Constitution. To cut off any privilege would be unconstitutional. He thought that Congress would have to give the patentee a monopoly for one or five years at least, after which a condition could apply.

Mr. Pettit's opposition to the bill was presented

in a most forceful and able manner and was based chiefly on the argument that Congress under the Constitution had no power to limit the rights and privileges of the inventor under the patent law, and he backed up his argument with much convincing data.

**RED SEAL RECORD CATALOG**

Just Issued by the Victor Talking Machine Co.  
Is a Most Complete Publication.

Recent catalog productions of the Victor Talking Machine Co. have been designed along the most complete and interesting lines, and the latest issued in this connection—a catalog of Victor Red Seal records—takes its place as among the most artistic and effective of the many admirable examples of Victor literary effort on file.

No attempt has been made to furnish an elaborate catalog, but rather give a most complete and comprehensive arrangement of Victor Red Seal records in a dignified and convenient form.

To enable one to instantly turn to any artist's list of records, or any particular record, an alphabetical index of the artists has been made on page 3, while on pages 108 to 116, inclusive, there will be found an alphabetical index of the operas, titles of selections, etc.

The book is illustrated with portraits of the artists with a condensed and interesting synopsis of the artists' public career. The volume is printed throughout in two colors, red and black, and will prove a veritable *vade mecum* for those desirous of having a complete key to the library of famous voices.

The volume should give an impetus to the Red Seal record business. Copies are now being shipped to distributors so that they may be sent to dealers about May 15 and shipments to far Western distributors to reach their destination about June 1.

**INCREASING DEMAND REPORTED**

By the Condon-Autostop Co. for Its Popular Automatic Disc Stop for Talking Machines—  
Messrs. Scott Sinclair and Geo. G. Blackman Representatives of This Company in New York Territory.

The Condon Autostop Co., 26 Front street, New York, report a very large volume of business and an increasing demand for their automatic stop for disc talking machines from representative houses throughout the country. The demand from jobbers would indicate that this stop is proving a big seller with the dealers.

The very artistic advertising carried by the Condon-Autostop Co. in the Saturday Evening Post and Collier's Weekly, two of the leading magazines of the country, is proving most helpful in stimulating sales of autostops.

The Condon Autostop Co. states that W. W. Aube is no longer in its employ, having been succeeded by Scott Sinclair; also that George G. Blackman, formerly with the Blackman Talking Machine Co. is now representing the Autostop in New York territory in addition to Mr. Sinclair.

Get the fast-selling U. S. Line

# More Profit

**Exclusive Features that will appeal to you as they do to the public.**

**The Silent Motor**

Positive and long running. Can be wound without hitch or interference while record is being played.

**The "Duplex" Reproducer**

permits playing two minute or four-minute records with equal facility. A simple turn of thumb-screw, to right or left respectively, engages the proper feed-gear.

**The Flexible Tone Arm**

An exclusive feature of the U-S PHONOGRAPH; made of metal (not rubber) and it gives the exactly proper amplification to the sound waves. It means the correct impact of sound which carries naturally and without mechanical loss of tone-roundness.

**Sapphire Reproducing Points**

of hardest jewelled Sapphire. Need no replacing and never wear out. They last like the jewels of a watch—forever.



**No loss through breakage--- a feature that adds to your profits.**

**Demonstrate them as often as you like---the music is *everlasting*---no loss in tone values or salability.**

**Popular Prices**

for a positively permanent entertainment.  
 Grand Opera Records—United States 75 cents; Canada 90 cents.  
 Four-Minute Records—United States 50 cents; Canada 65 cents.  
 Two-Minute Records—United States 35 cents; Canada 40 cents.

**Popular Selections**

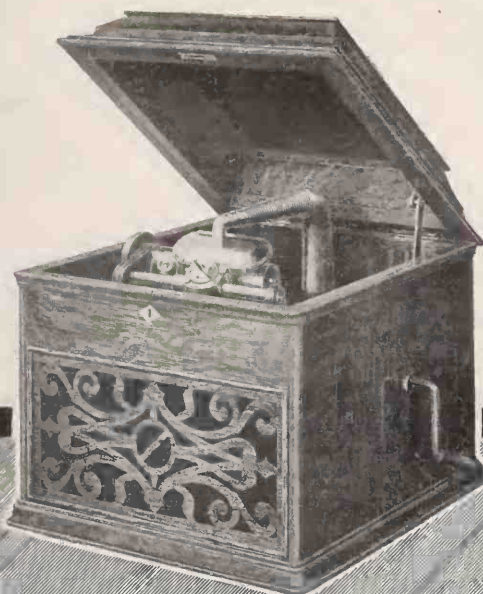
by the highest talent of the day, reproducing the very latest and best there is in Opera, Oratorio, Concert, and Sacred Music, as well as Band and Instrumental Music, Vaudeville, and all the popular entertainment from metropolitan centers.

**No needles to destroy the tone value--or wear out the records.**

The absolute freedom from any adjustment whatever stamps the U-S PHONOGRAPH as a leader. The Sapphire Reproducing Points neither wear the record or need replacing—they are as permanent as the keys of a piano.

**A Big Line**

that means satisfaction to your customers and to yourself. They buy U-S EVERLASTING RECORDS which they can enjoy forever, and you have no broken or worn-out stock to discount from your profits.



**June List Now Ready**

**Send for Catalog and Dealers Proposition**

**The U-S Phonograph Company**

Associated with

**The Bishop-Babcock-Becker Co.**

1013 Oregon Ave.

Cleveland

The U-S Phonograph Company

1013 Oregon Avenue  
Cleveland, Ohio

Send at once full information and literature regarding your proposition to Dealers.

**BRANCHES**

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| Chicago, - 219-225 W. Washington  | New York, - 5-7 Union Square      |
| Boston, - Portland & Chardon Sts. | St. Paul, - 338-340 Minnesota St. |
| Atlanta, - 58-60 W. Mitchell St.  | Albany, - 368-370 Broadway        |
| St. Louis, - 210-12 S. Broadway   | Dallas, - 1106 Commerce St.       |

Name \_\_\_\_\_  
 Street \_\_\_\_\_  
 Town \_\_\_\_\_  
 State \_\_\_\_\_

### THE SITUATION IN ST. LOUIS.

April Business Proves Rather Disappointing to the Majority of Talking Machine Houses—Rainy Weather Holds Up Sales—Houn' Dawg Record Proves a Ready Seller—Reports from the Flooded Districts—Interesting Personal Items—New Styles of Machines in Demand—Uses Edison Record to Deliver Absent Speech—Victor Co.'s Newspaper Campaign.

(Special to The Talking Machine World.)

St. Louis, Mo., May 10, 1912.

Talking machine men hereabouts are not especially proud of April business. Some dealers exceeded last year's April totals by a narrow margin, but the margin was not in keeping with others of previous years.

The weather was very bad for business, it being much too rainy to expect persons to keep appointments, and to make sales at all it was almost necessary to send machines out on approval. Also the floods in a part of St. Louis territory were embarrassing and the late planting of early crops was discouraging. Collections have been fair in town, but woefully slow in a large part of the St. Louis jobbing district. But May starts with different prospects. The floods have passed and there is going to be time to plant any crop the farmers care to, the edge has been taken off the extremely high prices of vegetables, the winter crops have come out wonderfully, and orchard owners, except the peach men, are convinced that they have bumper harvests ahead of them. All of this tends to better feeling and things are going to move forward, unless all concerned are poor prophets.

That "Houn' Dawg" record is the wonder of the day with dealers. It is selling and reselling and none can guess why, unless it is a spirit of patriotism. The three big record houses made it and supplied all agencies and retailers on first shipment, order or no order. After the dealers had played it they placed the records for return, but the demand came in unexpected quantities and now it is expected to last through the campaign. Harry Levy, of the Aeolian Co., says: "We ordered the 'Dawg' by name and are selling it on the name for first sales, but heaven only knows why the re-sales." Mark Silverstone, the Edison jobber, says: "It is patriotism pure and simple and I expect the patriotism to last through the campaign." Anyway the "dawg" has proved a good advertising card whether there is music about it or not, chiefly not. The cardboard "dawg" looks attractive in an otherwise somber window and the joke of the thing appeals.

Manager Robinson, of the Thiebes Piano Co., used a picture of the "dawg" to a good advantage in a Sunday ad. He had the "dawg" looking at the Victor dog and remarking: "They aint never kicked you aroun'." It was a new note to connect the two dogs.

C. C. White, of New Madrid, Mo., wrote to the Silverstone Talking Machine Co. that water was three feet deep in his store during the height of the flood, but that he was doing business at the old stand, and while the people could not work they needed entertainment. He enclosed an order for \$300 worth of machines and records as an evidence that he was in need of stock and gave round-about shipping directions that ended with a boat trip. The great drawback in Mr. White's case was the slowness of collections. It was difficult to get about and see the folk and likely most of them would not be at home, or if they were likely they had forgotten to bring the pocketbook up from the lower story when they moved upstairs. He got the goods all right.

Retail Manager Byars, of the Columbia Phonograph Co., says that that company will start May with a view of promoting sales of the Princess machine, keeping in line with the national advertising campaign of the company. "We find it very easy to promote many sales following this advertising and our success with the Favorite during the running of those ads was remarkable. We had some difficulty with deliveries and possibly lost a few sales, but we have a shipment arriving now that will probably place us even with the game. We like the Princess, as the table proposition is a very

good one, and that idea of a machine is popular with the best trade." Mr. Byars says that the trade has been very good and that the quality average was very high.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., Victor jobbers, reports that his company is in pretty good shape on deliveries of both records and machines and has a fair reserve stock of most of the models most in demand. "We have had some trouble with special finishes of sixteenths," he said, "but otherwise we are in splendid shape. The record situation is much improved and we are filling orders almost complete."

The Koerber-Brenner Music Co. has welcomed back L. A. Cummins, who recently quit their service in the local field to go to Colorado on account of Mrs. Cummins' health. Mrs. Cummins is much improved, but will remain in Colorado for a time, and Mr. Cummins will travel in Missouri and Illinois for Koerber-Brenner. While in Colorado Mr. Cummins did considerable free lance sales work for the firm and opened some good accounts for talking machines and small musical merchandise. Guy Hawkins, recently with the Koerber-Brenner Co. as salesman, is not now traveling for that firm.

Harry Levy, talking machine manager for the Aeolian Co., was preparing for a southern trip the first of the month. He says that the jobbing trade has been holding up very well and that he expects from reports to find conditions vastly improved since his trip of a month ago. "We are still having our troubles with machine distributions," he said, "and we find a retail inventory very difficult because of the number of machines outstanding awaiting delivery of certain styles. The XVI continues the feature of the trade, both retail and wholesale. The record situation is vastly improved and we are enlarging our racks and hope within a few weeks to be prepared to stock sufficiently to carry us through any further stringencies. The quality of the retail trade recently has been excellent."

Miss Elizabeth Carpenter, saleswoman for the Silverstone Talking Machine Co., has been off duty several weeks because of a seriously injured foot. She is recovering.

Mark Silverstone, of the Silverstone Talking Machine Co., says the Edison trade is running largely to opera machines in the local field. "And the machine deserves its popularity," he declares. "We are enjoying a very good business in the dictating machine department and hope soon to have this feature of the trade established on its deserved popularity. Our retail trade has been fair and the wholesale trade has been holding up finely. We closed a good month and expect May to be a better one." Mr. Silverstone has not yet concluded to add the moving pictures to his line.

"We have been running very largely to Victor Sixteenths," said Manager Robinson, of the Thiebes Piano Co. "Our trade has been fair and of fine quality. We anticipate good results from the advertising campaign of the Victor Co. The improved jobbing service has helped largely in relieving the situation as to both records and machines."

The A. F. Mengel Music Co., 4300 Olive street, has greatly enlarged the talking machine department of that store and is making a good fight for general business. New demonstration parlors have been added for record demonstrations.

The Grand Leader Department Store is showing renewed interest in the talking machine game and the first ad in several months was printed early this month. The talking machine department is being

1866

1912

# NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Dictaphones, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The finest Oil Made. You can see it's better at a glance and when you have once tried it you know that it has no equal.

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



## NYOIL

Absolutely Prevents Rust.

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE  
NEW BEDFORD, MASS.

allowed to share the recital hall, and some good music is to be heard there in concert style. The dollar down and dollar a week plan is being followed. A. E. Robinson, of Cleveland, O., a brother of Manager Robinson, of the Thiebes Piano Co.'s talking machine department, has been installed as manager for the Grand Leader Department Store and with him comes some new ideas and a general revival is promised. Mr. Robinson is an experienced salesman, but has recently turned to talking machines, believing it to be the most promising line on the market at present.

The Zeigenheim Furniture Co., of East St. Louis, the opening of whose talking machine parlors was announced as to occur last month, has suffered a series of delays, but will be ready within a few days. This company will be equipped equal to any in this section for handling the best trade and expects to make a determined fight for the trade which the large stores have drawn across the river. Several firms in the East Side have handled talking machines, but not on a pretentious scale, and this effort with the Victor line is something of an experiment.

The Silverstone Talking Machine Co. made a special six-minute record on an Edison dictating machine for William F. Saunders, secretary of the Business Men's League, who had been invited to deliver an "absent speech" at the annual banquet of the Oakland, Cal., Ad Men's Club. Mr. Silverstone said that he enjoyed the work very much because of the amount of advertising information Mr. Saunders put into his short talk. The dictating machine was used because of the longer speech possible. The record was tried out and responded excellently.

The Victor Co.'s advertising campaign is meeting with excellent support by the local dealers, and there was quite a scramble to contract with the newspapers for the preferred positions in the mortises. The Aeolian Co., of course, got the inside place, and in the principal morning paper Bollman's landed the next best. In the most popular afternoon paper the Thiebes Piano Co. scored. Other advertisers joining with cards are Val Reis Piano Co., Schaper Bros., Reliable Furniture Co., J. H. Buettner & Co. and A. F. Menger Music Co.

## Write To-Day

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

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

*Just the player for the better class of places*

**GOOD NEWS FROM DETROIT TRADE.**

The Max Strasburg Co. to Secure Additional Quarters to Handle Growing Business—Big Increase Reported by Grinnell Bros.—New Store in Polish District—Cigar Dealers Make Good in Talking Machine Retailing—The Month's News in Brief.

(Special to The Talking Machine World.)

Detroit, Mich., May 9, 1912.

The Max Strasburg Co., the Victrola shop, will soon have the additional space so earnestly desired. Mr. Strasburg stated to-day that negotiations for the store adjoining the Victrola shop on the north had been practically completed. The bargain was held up a couple of months ago by a hoist in price that Mr. Strasburg felt he could not meet. Persistent parley has resulted in a compromise, aided by the fact that the Victrola corner is increasing in value daily, owing to the rapid growth of the new business district east of Woodward avenue.

The additional space will give the Strasburg company three more demonstrating rooms. The company already occupies the basement under the north store, three demonstrating rooms being located there. The present lease holder wants ninety days in which to move out, and the Strasburg company probably will take possession about August first.

"April was a dandy month for us, in spite of the fact that it was the month that people spend a pile of money buying new Easter habiliments," said Mr. Strasburg. "It was equal to March, which is saying a good deal for April, because for some inexplicable reason April almost always is a slack month in the talking machine business in Detroit. May is opening up with a rush that promises to make it the best month in our career.

Grinnell Bros., state jobbers of the Victor line, report that twenty-two of their twenty-four branch stores have shown a considerable increase in business in the first four months of the year and the other two have at least broken even with the

former record. Port Huron, Flint, Saginaw, Bay City, Kalamazoo, Jackson and Lansing are the best centers of the business up-state.

The Grinnell store in Detroit had a business in the first four months of 1912, exceeding that of the similar period of 1911 by fifty-one and one-half per cent. Manager Harry Rupp attributes the phenomenal increase to the growing demand for the high priced machines, brought on by the fact that men who are able to buy the two hundred dollar phonographs are learning the virtues of the talking machine. The multiplying call for medium priced machines must not be overlooked, however,

K. M. Johns, manager of the Columbia Phonograph Co. general store in Detroit, is still out of the city. He is in Providence now, and will go to Chicago and some other cities before returning. Auditing is the business which keeps him out on the Columbia circuit, and he is pretty good at it. In his absence Samuel E. Lind is holding down two jobs, his own and Mr. Johns', and is getting away with it in first class style. Witness the following excerpt from a letter he received to-day from Mr. Johns:

"I have not had time previously to say 'good work' on the excellent month you closed for April. The wholesale result is particularly interesting, indicating that you did not find it necessary to neglect your people to take care of my desk."

The "good work" that called forth this congratulation was a 30 per cent. increase in April over March, and with the Columbia, as well as the other companies, March generally is a better month than April.

Mr. Lind this week opened a new branch store on Canfield avenue, in the largest store in the Polish district. He put in a complete series of Polish records. Another new branch also was opened, but Mr. Lind does not care to announce the name this month.

The wholesale business in Detroit is particularly gratifying. For the hundred and fifty and two hundred dollar machines April has been the best month since December.

The history of the Goldberg Phonograph Co. is

a testimonial to the way the talking machine is making its own way in this part of the world. The Goldberg Company a couple of years ago was a cigar and tobacco house, with a large patronage. Mr. Goldberg put in a "talker" more for the entertainment of his customers than anything else. It was so entertaining that he sold it in short order and then put in another. That was the beginning of the end of the cigar business. Mr. Goldberg discovered that all that was necessary to do to sell a talking machine was to demonstrate it. Faster and faster he sold them—always to people who came to buy his other wares and who did not know what a talking machine could do. Presently the cigars took the back end of the store and finally were forced out altogether. The Goldberg Phonograph Co. now does as large a business as any store in the city except the two big state jobbers, the Columbia Co. and Grinnells. Mr. Goldberg carries both Columbias and Victors.

**TO ATTEND CONVENTION.**

Geo. P. Metzger Will Attend Gathering of Advertising Men in Dallas, Tex., and Later Visit Columbia Agents in South and West.

George P. Metzger, the energetic and capable manager of the Columbia Phonograph Co., will attend the national convention of the Association of Advertising Clubs, to be held at Dallas, Tex., May 19. Following the convention, he will visit a number of the leading Columbia agents in the South and West and get in close touch with conditions in this territory. As Mr. Metzger oozes enthusiasm, a visit from the Columbia publicity promoter cannot fail to stimulate the greatest degree of activity at all points where he touches.

**THE MAN WORTH LISTENING TO.**

Any one can tell you what a poor hand you hold. The only man worth listening to is the man who can tell you how to play what cards you have to the best advantage.

# Stop Looking and Listening for the end of the record. It is bad for your nerves.

The Condon-Autostop will shut it off at the end quietly and effectively. It cuts out the disagreeable noises at the end of the record. These noises have long been the bane of the talking machine

In the hurry to shut these noises off, many records have become scratched, cracked and broken. By eliminating this hurry and hustle the records are saved.

The Condon-Autostop makes the record fit tighter to the table of the machine, making the tone much smoother. It is an

**AUTOMATIC STOP**

to any disc talking machine and to broken records. It lifts the needle from the record and prevents any chance of the record becoming damaged or scratched. There can be no wear to either the machine or to the stop as it stops the machine in the natural way.

These self-selling devices appeal to all talking machine owners. By using the Condon-Autostop a dealer is enabled to attend a number of machines at the same time, increasing his selling capacity.

We are preparing an extensive advertising campaign, the first of which has already appeared in the Saturday Evening Post and Collier's Weekly.

The Condon-Autostop comes either nickle or gold-plated to match the mountings of the machine. It retails for \$3.00 and \$4.00. Write for circulars and samples.

**CONDON-AUTOSTOP COMPANY, 26 Front St., New York**

CANADIAN OFFICE: 126 Sparks Street, OTTAWA

Prices in Canada, \$3.50 and \$4.50.

# Two New Pooley Record Cabinets

RETAILING FOR

**\$18.00 AND \$25.00**

To insure July 1st delivery, place your Quantity Orders with your Jobber immediately, as we already have orders taxing our manufacturing capacity.

The distinct advantage of the Pooley Record Cabinets is the simplicity and perfection of the Pooley Filing System with its new and original principle of filing and locating records. They are the most desirable and practical Disc Record Cabinets produced.



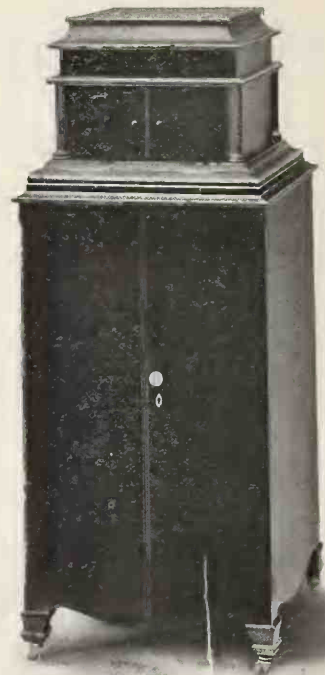
No. 18

Size of Top, 19½" wide, 21" deep.  
Capacity 75. (50 active)



Other styles retailing at

**\$40 \$50 \$60**



No. 25

Size of Top, 21" wide, 22½" deep.  
Capacity 150. (110 active)

**Pooley Furniture Co.,** 16th and Indiana Ave. **Philadelphia**



**WINS SUCCESS IN A DECADE.**

**Past Month Marks the Tenth Anniversary of the Establishment of the Blackman Talking Machine Co.—Rapid Progress Made—Interesting Business History of J. Newcomb Blackman—Entered Business on His Own Account When Sixteen Years Old—Strict Adherence to Set Policies Produces Results—The Value of Co-operation Between Employer and Employee.**

The month of May has a particular interest for the Blackman Talking Machine Co., the prominent Victor distributors and Edison jobbers at 97 Chambers street, New York, owing to the fact that it marks the tenth anniversary of the establishment of the business by J. Newcomb Blackman. In the course of a single decade the business has been developed from a minimum jobber's stock occupying a store 25 x 40 feet, to a point where the total space occupied is equivalent to that contained in a six-story building 25 x 75 feet in size. Withal, the growth of the business has been normal and conservative and the expansion has always been with a view to meeting conditions rather than in anticipating them.

The business history of Mr. Blackman, although comparatively short in point of years, is long in experience and full of action and should prove decidedly interesting, not only to those connected with the talking machine trade, but all those who appreciate what is accomplished by hard and persistent work, confidence in the outcome and strict honesty of purpose.

Mr. Blackman began his business career in his fifteenth year as an office boy, after having refused to enter the employ of his father, a prominent flour merchant and a member of the Produce Exchange, stating that he wanted to make his own way, and after working in that capacity for a year, and later as a bill clerk, entered into partnership with H. B. Newcomb, a manufacturer of chain lubricants for bicycles. A year later in 1898, Mr. Blackman was elected secretary and treasurer of the house of Barkeley & Kent, jobbers in bicycle sundries at 26 Broadway, and at once introduced a stock of talking machines and records, the "stock" in this particular case consisting of an Edison Home machine, a Standard machine and about 150 records.

The Edison phonograph had only been on the market for a short time and attracted much attention, with the result that the phonograph business, in a few months, practically crowded out the bicycle sundries.

The real beginning of the present business of the Blackman Talking Machine Co. was when Mr. Blackman resigned from Barkeley & Kent and went into business as an Edison phonograph jobber in a small store at 19 Beekman street. He believed that it was the proper time to get in on the ground floor as a talking machine jobber, and though his capital was small, he refused several offers of employment and capital to branch out on his own account. The first six months proved rather uncertain for the new store, but then there

was a change and before the end of the first year the trade was firmly established. Since that time the progress has been continuous and rapid. The requirements of the business which first demanded the services of two employes now occupy the full time of over a score of employes. Frank Roberts, who was the first man employed by Mr. Blackman, is still actively connected with the house. An interesting fact in connection with the growth of the house of Blackman is that the business transacted during the past year was ten times that done during the first year, the volume of business during December being just twice that for the first twelve months.

In the beginning of his business career Mr. Blackman laid down certain policies to which he has adhered strictly at all times. At times the Blackman policies have been criticized by some, and condemned by others, but they have not been shaken and in the end have generally triumphed. At all events they have not been changed throughout the ten years and still obtain to-day.

In speaking of the rules that have governed and



J. Newcomb Blackman.

still govern the Blackman business, and to which he ascribed a large part of his success, Mr. Blackman said: "When I first went into business on my own account I adopted the golden rule as my principal guide, and have always endeavored to treat all those with whom I come into business contact with fairness and impartiality, while at the same time insisting upon an absolutely square deal from them. I have not only lived up to the letter of my agreements with the manufacturers regarding prices, but on cabinets and other accessories, where the prices have not been fixed I have set a price which I considered would leave me a fair profit and give the dealer a chance, and then adhered to that price absolutely. Confidence enters into every business transaction. It may be misplaced, but it must be there in the beginning to make the sale possible, and there is nothing that is so sure

to destroy confidence as price cutting. I have lost business, much of it, have offended business and personal friends and laid myself open to ridicule as a result of the strict one-price policy, but in the end the firm stand has usually been appreciated and the loss has only been temporary.

"The elements of business success are buying well and selling well—to buy nothing that has not a real value and in which the dealer can place confidence and support, and to sell it at a price that is fair, a price that allows a profit and which can be maintained constantly, even in the face of strong competition. The business man owes it to himself and those who extend credit to him to so conduct his business as to keep it on a solid basis at all times and this can only be accomplished by selling goods in which he can feel confidence and in selling them at a fair price.

"When the business has grown it has been the rule of the Blackman Talking Machine Co. to expand conservatively and to an extent that would not prove embarrassing if a lean year should happen along. We have never grown so fast that we have not been able to discount every bill and the only times that we have asked accommodation of the banks has been when such accommodation would permit us to discount large bills and make money on the deal."

Mr. Blackman believes with many modern and progressive business men in cultivating a better understanding and confidence between employer and employe and does not confine his theories to flamboyant writing on the subject or to loud talk, as is too often the case, but actually puts the idea into practice. He has filled every position in his business from office boy to head, and has combined his knowledge of the problems that confront the different employes with a practical appreciation of those problems. In 1909 the Blackman Talking Machine Co. put the business on a profit-sharing basis, on the theory that if the business was good or bad the employes were largely responsible for the outcome and should share in the profits that were earned by their labor. All those who have been in the employ of the company for over a year receive a bonus at the annual outing given each summer, the bonus being determined by the position held by the employe and his term of service. Friction between employes is discouraged at all times as interfering with the operation of the business.

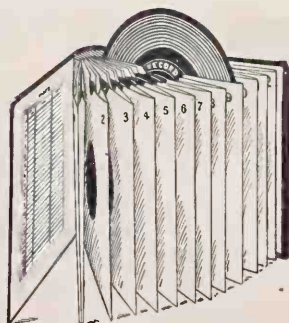
There are many similar factors in the Blackman business and the policies controlling it, that go far to explain the success that has been achieved during the first decade of its history.

**THE VICTOR LINE IN PITTSBURGH.**

Henry Kleber & Bros., the prominent piano dealers of 513 Wood street, Pittsburgh, Pa., have taken on the complete Victor line of machines and records and have devoted the entire first floor of their store to that department. The store is handsomely decorated and the equipment includes four soundproof demonstrating parlors.

J. C. Van Horn, formerly of Wanamakers, New York, is now located in San Francisco.

**Retails for a Dollar With 80% Profit to You—  
The Most Profitable Record Album on the Market**



\$1.00 RETAIL

**Schafford Albums**

Are made by the best of album makers. They possess qualities found in no other and the prices are the lowest. Think! Better albums at lower prices.

New York City dealers bought 3,000 in one week.

Schafford Albums are for Victor or Columbia Records and are made in many sizes and styles.

If your order is sufficient you can have a special cover, and stamped in gold with your name and trade-mark without extra charge.

Send for Folder "T," and learn more about increasing your album sales and profits.

**THE SCHAFFORD ALBUM CO.**  
23-25 Lispenard Street New York

**Something New—"Record Folios" for  
Birthday, Wedding and Remembrance Gifts**

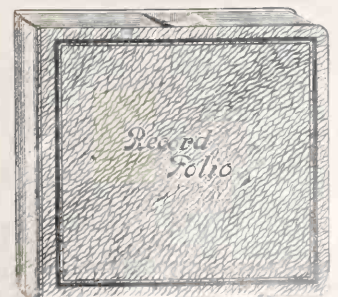
The Schafford Record Folios hold 6 records, either 10-in. or 12-in. People who buy 3 or 4 records will now buy six and a Record Folio. It increases your record business and your sales profits.

The Record Folders are bound in Vellum de Luxe, in Viennese Imitation Leather, and in Imperial Silk Cloth. Each packed in a box. Sold at popular prices.

Special folios furnished with your own advertisement at no extra cost, if your order is large enough.

Send for our new illustrated brochure "P," telling all about this "Record Folio" and how to increase the sale of your records 25 to 50 per cent.

**THE SCHAFFORD ALBUM CO.**  
23-25 Lispenard Street, New York





# We Are 10 Years Old (1902-1912)

TEN YEARS AGO on May 1, 1902, after a previous experience of five years in the Talking Machine Business, J. NEWCOMB BLACKMAN established the BLACKMAN TALKING MACHINE CO. as a JOBBER at 19 Beekman Street, New York.

He started in a Modest Way, in a Small Store, with Small Capital and Two Employes, but with a Firm Conviction that he would succeed and that no work would be too hard that would make success possible.

A BIG BROAD POLICY was adopted, supported by very little "WISHBONE," but a determined "BACKBONE." It was a policy of "A SQUARE DEAL FOR ALL." A policy not to attempt too much at once, to be honest and conservative in buying and selling and not to "plunge."

The confidence of everybody was sought, and Mr. Blackman decided not to sell any goods he could not stand back of.

The first six months was "HARD SLEDDING," but at the end of the first year success was assured and each year since has shown a STEADY and HEALTHY GROWTH.

The sales for last year, ending April 30, 1912, are 10 TIMES those of the FIRST YEAR, and those of the one month only, DECEMBER 1911, were DOUBLE the ENTIRE FIRST YEAR'S SALES.

We believe this indicates that the "BLACKMAN POLICY" is a good one and that the trade that supports such a Policy is a good trade. We want the "BEST POLICY" and therefore complaints and suggestions will always receive careful attention.

"BLACKMAN SERVICE" must always be the BEST we know how to make it.

J. NEWCOMB BLACKMAN, the founder, head and controlling owner of the business, tenders his sincere thanks and appreciation to all patrons, creditors, employes and others who have contributed to the success of the business, and pledges himself to continue the "BLACKMAN POLICY" of the last 10 years, or any Policy that will make for "Honest Dealing" and "Reciprocity Square Deal" for all.

## BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET - - - NEW YORK

EDISON PHONOGRAPHS and VICTOR TALKING MACHINES

## TRADE NEWS FROM GERMANY.

**Business Generally on the Continent Very Active—Caruso Interested in New Record Company—New Record-Lending Library in Berlin and How It Is Operated—Talking Machines in Theaters—Austrian Dealers Form Association—Statistics from Various Countries—Some Big Dividends Declared.**

(Special to The Talking Machine World.)

Berlin, Germany, May 4, 1913.

Conditions in the talking machine trade in Germany and throughout the Continent generally are flourishing and there is apparently no diminishing of the interest of the public in either machines or discs. Of course, the hornless model is now the accepted type, while equal progress has also been made in the records, which are now offered in a larger list of titles and are generally of superior reproductive quality.

#### Caruso Interested in New Company.

Much interest is shown in a new company recently registered in this city, the Pianissimo Record, owing to the fact that Signor Caruso, the famous grand opera tenor, is heavily interested in the new venture. The new company plans to make records up to 41 cm. (about 16 inches) in diameter, and it is claimed that they will be of particularly high quality.

#### Record-Lending Institute in Berlin.

Berlin has now its lending institute for talking machine discs. A former venture of this kind, which was intended to cater mainly for restaurant proprietors, proved a failure owing to the discs soon becoming useless through wear. The new undertaking has profited by the experience of the old and is restricting its attention to private users. Three styles of discs are carried. The cheapest subscription is three and a half marks for six discs. The same number of the most expensive discs cost five marks a month. Arrangements have also been made to furnish 10 discs a month at prices ranging from 4.20 to 6.75 marks a month and discs for from 5 to 8 marks. For 24 double discs per month the price varies between 6 and 10 marks, according to the kind of disc. Any disc can be exchanged against other discs of the same kind during the whole duration of the subscription. The exchange can be effected daily, weekly or monthly at the option of the subscriber. The subscriber can also exchange the discs singly or all at once. No doubt this idea of unlimited exchanges will be the greatest attraction to subscribers. And yet it would seem to be a perfectly sound offer and one which entails no risk to the venture, because it must always be borne in mind that only in very few cases will a subscriber exchange his discs every day. It seems safe to calculate that on an average subscribers will keep discs for at least a week.

If this venture proves a success it means severe competition for the dealers in discs and records and many of them will be compelled to follow suit. On the other hand, it should certainly greatly increase the popularity of talking machine. It will, therefore, be interesting to watch developments in this direction.

#### Talking Machine as Aid in Theater.

Talking machines are often used with success in theaters, being set up behind the scenes, for instance, to imitate the cries of a crowd, of a chorus, etc. They were recently employed for a novel purpose in the Royal Opera House in Berlin. In Josef Lauff's work, "The Great King," which was given as a gala performance on January 26, in commemoration of the 200th anniversary of the birthday of Frederick the Great, the ringing of the bells of the Garrison Church at Potsdam is heard during the last scene, which takes place in the park at Sanssouci. A wonderful imitation of the peal of bells was effected by means of a gramophone disc prepared by the German Gramophone Co. to order of the management of the Royal Theater. So true to nature was the reproduction by the auxetophone of this really magnificent record that it certainly created the impression that one was listening to the actual bells of the Garrison Church. This disc will also be placed on the public market.

#### Austrian Dealers Organize.

Word comes from Austria of the formation of a strong association of the Austrian talking machine

dealers for the purpose of regulating various trade matters of direct interest to their business. The officers of the new association are: Herr Pickler, chairman; Herren Pick and Arlett, vice-chairmen; Herren Wieder and Hornyak, secretaries, and Herr Czadel, treasurer.

#### Statistics of Austro-Hungarian Trade.

The statistics of the Austrian and Hungarian talking machine trades for 1911 show imports amounting to 5,106 cwts., of a value of 8,169,600 kronen, against 5,680 cwts. (value 9,088,000 kronen) imported in 1910. This fall in imports of some 600 cwts. of a value of about 918,000 kronen, seems to suggest that the now large home industry is receiving increasing support. The exports reached 616 cwts. (value 739,200 kronen), against 638 cwts. (value 765,600 kronen). Of the imports by far the greater volume came from Germany, this country contributing 3,480 cwts., or some 68 per cent. of the total. France sent goods to the amount of 272 cwts., Great Britain 151 cwts. and Switzerland 227 cwts. On the other hand, of the exports Germany takes 36 per cent., the remainder being distributed between Bulgaria, Roumania, Servia, Russia in Europe and Switzerland.

#### Form Limited Liability Companies.

A large number of the manufacturing and retail talking machine houses in Germany have recently been converted into limited liability concerns for the purpose of facilitating the transaction of their growing businesses.

#### Declare Big Dividends.

The extent of the talking machine business in this country is to be realized when the earnings of the Carl Lindstrom Co. for the past year are considered. The net earnings of the company are given as 492,529 marks, and the Beka Record Co. and the Fonotopia Co. paid dividends of 12 per cent. and 20 per cent., respectively. The Lindstrom Co. paid dividends of 20 per cent. on 2,000,000 old shares and 10 per cent. on 1,500,000 new shares.

The International Talking Machine Co., of Weissenau (Germany), owned by the Fonotopia Co., declared dividends of 100 per cent.

#### China a Poor Market.

Notwithstanding a population of some 400 millions, China is still only a small buyer of talking machines. The figures of the imports for 1910 show that they totaled only 163,386 taels (a tael equals about half a crown). Nevertheless this is a 50 per cent. increase over the figures for 1907. In this market curiously enough the German exporter has not got it all his own way. He has never reached a higher position than third place, which is that he occupied in the year in question. On the other hand, Canada and the United States, who in previous years accounted for about half of the whole of the imports between them, only accounted in 1910 for 17 per cent. of the total. The actual distribution was France 17 per cent., Belgium 13 per cent., Germany 11 per cent., Russia 11 per cent., Canada 9 per cent. and the United States 8 per cent.

#### PERFECTS TALKING PICTURES.

**Professor William Stirling, of London, Succeeds in Inventing Means for Synchronizing Operation of Cinematograph and Gramophone and Gives Interesting Demonstration of the Process at the Royal Institution—Separate Motors of Identical Pattern Used to Produce the Effect—Calls New Invention the "Chronophone"—Americans Will Be Interested.**

A dispatch to the New York Times gives an interesting report of a demonstration given at the Royal Institution, London, on May 10 by Prof. William Stirling of an invention by means of which cinematograph films and gramophone records taken of a public man making a speech can be presented simultaneously with the sounds and movements in perfect unison. Prof. Stirling said that the invention, which is due to the ingenuity of Leon Gaumont and his collaborator, comprised two electric motors of identical pattern for driving the gramophone and the cinematograph. There is a special arrangement by which any want of accord between the sound and the movement can be immediately rectified.

A demonstration of the "chronophone," as it is called, was given two years ago, but was then not

quite perfect. Since then the inventors have overcome all difficulties.

A distinguished gathering of scientists and others witnessed the demonstration. On the screen one saw Ian Colquhoun and heard him recite "The Clampherdown." M. Gallipaux acted a comic monologue, illustrating the humor of an irate telephone subscriber who cannot get his number, and this was followed by a lion tamer coving loans that roared and leaped about him. The next was a banjo player, and a one-act comedietta, which had a railway carriage for its scene, concluded the program.

The prelude to the entertainment was a wonderful living picture of a rooster that crowed. It appeared on the screen brilliant in its natural coloring, for all the "chronophone" pictures are in natural colors, so that one saw the bronze sheen of the plumage, the red comb, and pale yellow spurs. It flapped its wings, rolled its eyes, thrust its neck upward and forward, and from its wide-opened beak there came the triumphant crow. The whole audience could watch the characteristic movements of the rooster just as if it were real and living before them.

The picture of the lion tamer in his den was even more remarkable, for here there was a mixture of sounds, the man speaking, the crack of his whip, the thud of an iron bar falling on the floor of the cage, and the terrible snarls and growls of the lions, all so lifelike that it seemed impossible that the actual lion cage had not been somehow spirited into the room.

The possibilities of the invention are obvious. At election times, for instance, a great leader can be seen and heard simultaneously in every constituency. The records of famous people will go down to posterity as they appeared and talked. Every town will be able to have its "chronophone" opera house.

#### FORM EFFICIENCY COMMITTEE.

**New Committee of Columbia Phonograph Co. Will Visit Branches and Inaugurate New and Improved Methods.**

In line with their usual progressiveness the Columbia Phonograph Co., General, New York, has formed what is in the future to be known as an efficiency committee. The head of the committee is H. L. Willson, assistant to General Manager Lyle, of New York. Mr. Willson is at present in the West and will pay visits to all of the larger branch stores of the company, going as far West as California. His route calls for the Western trip through the Northern sections of the country and returning via the Southern route.

The object of the above-mentioned committee is to promote efficiency in the branch stores, inaugurate new and more economic methods of management in both the selling departments and the manufacturing. It is easy to see that the committee has prospects of doing much good service in the interest of the Columbia company.

The Farrand Co., of Detroit, Mich., has arranged to handle the Victor talking machine in its new store in Detroit next month.

## Salesmen Wanted

**WANTED—Three salesmen. Must have experience at selling Victor Talking Machines at retail. Permanent position and good salary to the right men. Apply promptly by letter only, giving full particulars, to Max Landay, general manager, Landay Bros., 563 Fifth Avenue, New York.**

# ANOTHER COLUMBIA



This is the way we featured the new Grafonola "Saturday Evening Post" of May the fourth. The design, another Columbia instrument that will meet

Read this advertisement and you will see that we would follow throughout our 1912 campaign of business to the dealers' doors.

The "Princess" is going to be as big a winner of substituting for it. That looks pretty good for the

Are you one of us? If not, come in. There policy is the open house policy.

## \$84.30 for this new Columbia

including the "M 10" series of Columbia Double-Disc Records and Record Album

Until July 1, delivered ON APPROVAL by 7500 dealers, payment terms \$7 a month—no interest, no extras—and subject to a guarantee of full satisfaction.

Or \$75 flat for the instrument alone. No other upright instrument has ever been offered for less than \$100, with NO records.

This new Grafonola "Princess" is a beautiful mahogany table, ready at all times to serve all the purposes of such a table, worthy of its place in any part of any room in the house, yet likewise ready to provide music of any class you happen to desire, and capable of all the quality of tone of any instrument by which you may happen to judge it.

This newest musical instrument, with the "M 10" outfit of records—a total of 24 different selections, sufficient for an entire evening's delightful entertainment, together with an album to contain them—costs you just \$84.30, and until July 1st, may be paid for at the rate of \$7 a month, and will be delivered on approval by your dealer. Besides the "M 10" series of records, do not miss the opportunity of hearing this most versatile of all musical instruments render selections by Lillian Nordica, Olive Fremstad, Mary Garden, Emmy Destinn, Alice Nielsen, Zenatello, David Bispham, and any of the other great artists whose voices appeal to you.

### Go To Your Nearest Dealer

The nearest one of 7500 dealers will place this complete outfit in your home on free trial, giving you an opportunity to combine an evening's entertainment with a thorough demonstration, and guaranteeing the outfit to be exactly as advertised or money refunded.

If by any chance there is no dealer in your neighborhood who is prepared to supply you, drop us a line and we will see that your inquiry is attended to.

## Columbia Phonograph Company, General

Tribune Building, New York

TORONTO—McKinnon Building.

(Prices in Canada plus duty.)

Dealers Everywhere, but the fast increasing Columbia demand affords splendid opportunities for MORE DEALERS. Write in for trade particulars. Exclusive selling rights granted where we are not actively represented.

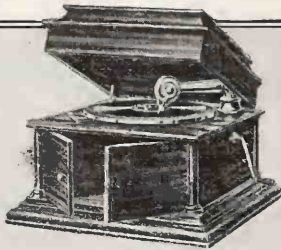


With lid and tone-shutters closed—a completely concealed musical instrument, serving as a handsome small table.

The tone shutters are opened or closed by turning this little knob.



Columbia Hornless Graphophone "Lyric"—\$25



Columbia Grafonola "Favorite"—\$50



Columbia Grafonola "Nonpareil"—\$150



Columbia Grafonola "Regent"—\$200

# COLUMBIA EXCLUSIVE

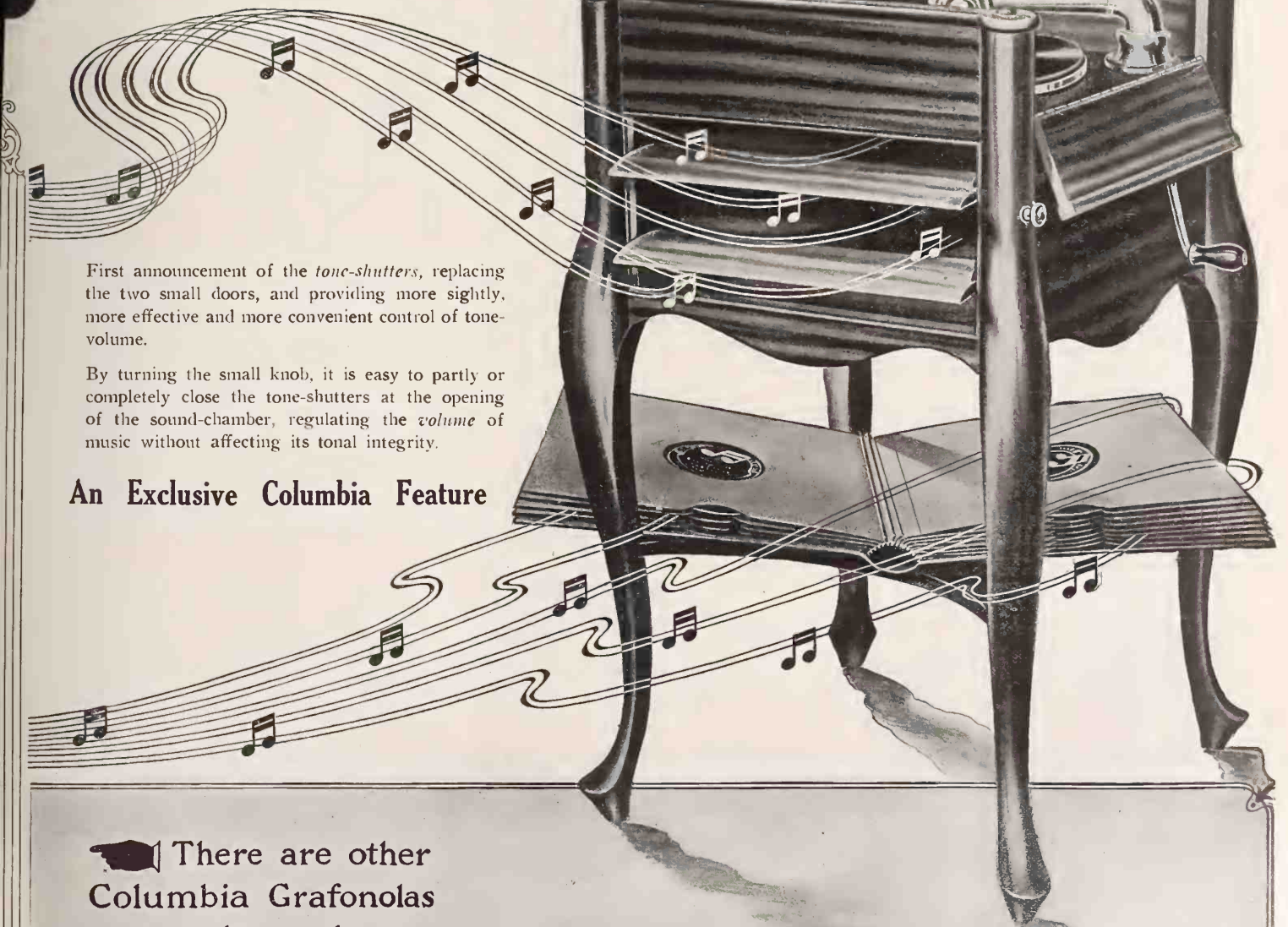
"Princess" in our double-page space in the "Princess" is another Columbia exclusive and without competition.

still following the policy which we told you straight sales talk calculated to bring the

the "Favorite." There will be no possibility of a Columbia dealer, doesn't it?

reason why you shouldn't. The Columbia

Columbia  
Records



First announcement of the *tone-shutters*, replacing the two small doors, and providing more sightly, more effective and more convenient control of tone-volume.

By turning the small knob, it is easy to partly or completely close the tone-shutters at the opening of the sound-chamber, regulating the *volume* of music without affecting its tonal integrity.

## An Exclusive Columbia Feature

There are other  
Columbia Grafonolas  
at other prices

(Graphophones from \$17.<sup>50</sup> up)

**It's carrying goods that people want and can't get elsewhere that brings the profits. The Columbia "Princess" for instance: Fremstad's records for instance.**



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

## STRONG ARGUMENT AGAINST PATENT REVISION BILL.

Made by the Treasurer of the American Graphophone Co. Before the Committee on Patents of the House of Representatives—Shows in a Most Detailed Way Why the Provisions of Sections 17 and 32 of the Oldfield Bill Are Harsh and Oppressive and Work a Distinct Injury to the Interests of the Trade and Kill the Maintenance of Prices So Essential to Its Health and Development—Why the Bill Should Be Opposed.

We present herewith the argument recently made by M. Dorian, treasurer of the American Graphophone Co. before the committee on patents of the House of Representatives in opposition to the harsh and oppressive provisions of sections seventeen and thirty-two of the Oldfield bill introduced in the House of Representatives to codify, revise and amend the laws relating to patents.

To the Committee on Patents, House of Representatives:

*Gentlemen*—The American Graphophone Co. is a manufacturing corporation organized under the laws of the State of West Virginia. Its principal factory, located at Bridgeport, Conn., gives employment to 2,000 people. Its output consists of graphophones and gramophones—two types of so-called talking machines—and sound reproducing records for use thereon.

All of its output is manufactured under letters patent of the United States owned or controlled by it. All of this output is marketed through its sole selling agent, the Columbia Phonograph Co., which organization maintains about 50 stores throughout the United States, in addition to having a large number of dealers and distributors.

Neither the American Graphophone Co. nor its selling agent, the Columbia Phonograph Co., is a member of any pool, combination or syndicate for the control or regulation of the business in which it is engaged.

It fixes the retail price at which its products may be sold by a dealer's contract or price maintenance agreement, of which copies are herewith submitted for the information of the committee.

It is vitally interested in the bill now under discussion and requests consideration of the views herein expressed.

While many paragraphs of the bill affect it seriously it confines its present argument to two sections only—17 and 32—which it regards as particularly objectionable and unjust, and which it opposes for the reasons which follow:

### SECTION 17.

*Working.*—Paragraph 2 of Section 17 provides that if at any time during the term of the patent, except the first four years, it shall not be manufactured to an adequate extent any person demanding it shall be entitled to a license, etc.

This is what is commonly known as the "working" provision, and in most foreign statutes a simple, relatively inexpensive, but effective procedure is provided which is in great contrast to the drastic, mandatory and oppressive one proposed here.

Under the English statute of 1907 the inventor is given a reasonable time *after notice* within which to manufacture in adequate measure or show cause why he does not. If he makes a proper showing he is entitled to a further period of 12 months in which to comply with the law.

The notice to the inventor emanates from the Patent Office and his showing is made there, where he can appear in person, if he so elects, or by an attorney. Even if he employs an attorney the expense is small and the procedure simple.

Compare this rational, humane and simple provision with the one proposed in the pending measure.

Without preliminary notice of any kind the inventor is cited to appear before the district court and show cause why he should not be compelled to grant a license to, perhaps, his principal rival in business or his bitterest personal enemy.

It is no answer to say that the Court may not award the license. The inventor cannot appear before the Court in his own proper person. If he does he has a fool for a client. He must retain patent counsel and they are an expensive class of counsel. He must fight a long drawn out and costly suit involving many pages of typewritten testimony, printed briefs and records and numerous other items of cost incident to even ordinary litigation.

He may be too poor and friendless to do these things and the case goes against him by default. He is ruined. He may have impoverished himself and his family in bringing his invention to the point where it could be covered by an application; he may find it necessary to improve and perfect it, and may, in fact, have reached the point where he has succeeded in doing this and is ready to begin the actual manufacture, but is at the end of his resources for the moment. Just at that psychological moment comes this summons to appear and show cause why he should not be compelled to grant a license. It may be, and in many cases will be, a fact that the summons has been craftily timed for just that moment; that there will be a number of them either as the result of a well laid conspiracy or pure accident. Just when the poor inventor sees an end to all his struggles and sacrifices and success within reach, he is smothered, annihilated, by a storm which carries him and all belonging to him to destruction.

This is not exaggeration. It will occur and frequently if this provision of your bill is enacted.

It is the most expensive, protracted and oppressive method which could be devised. It affords a legalized means of persecution which will be unscrupulously invoked by business rivals and enemies to ruin where they cannot coerce or cozen.

Give the inventor a chance. Minimize the danger of oppression. Be more just and provide a simpler, less expensive method. The public can be protected just as effectively.

*Compulsory License.*—The same paragraph of Section 17 contains another provision which is on a plane with that of the court procedure for oppressiveness.

I do not wish to convey more than that both provisions will be utilized by the unscrupulous as a means of coercion and oppression. They will employ them to harass and ruin if they cannot make them serve as instruments of blackmail.

Why legislate in favor of the schemer, the wrecker and the blackmailier? What justification can there be for entering into a combination with this class and against the inventor? Is it upon the mistaken theory that the public, the people, will be the gainers? Quite the contrary, because the inventor, who is a useful productive member of the family, will be discouraged and disheartened.

After one such experience he will either invent no more or will keep his inventions secret as long as he can and never disclose them to the public.

What justification can there be for depriving the inventor of any part of his rights and conferring them upon another for the mere asking? Why not impose upon that other some obligations and conditions? Why not compel him to enter into an undertaking to the State to do and perform that which he alleges the inventor has failed to do? He wouldn't give such undertaking. He would be a fool to do it in view of the fact that any person can obtain a license in the same way he secured his, but if no restrictions are imposed upon him who has contributed nothing to that particular invention or discovery and who is actuated solely by mean motives—of greed, spite or destructiveness—why impose them upon the man who has added something to the world's fund of knowledge, has produced something useful and good?

In the effort to curb or regulate some abuses which have crept into or become grafted upon our patent system our legislators appear to have gone astray; to have laid aside their wonted calm deliberativeness and customary cool judgment and to have engaged in a frantic assault upon the whole fabric of our latent law and practice. Nowhere is this more apparent than in this proposed provision of compulsory license. The idea is borrowed bodily from the English statutes, but without the safeguards of the English law. This provision may fit in well with English needs and conditions, although there is room for doubt as to that, but is entirely out of place in

the United States and will not produce the results anticipated or promised.

Its introduction into the English law was an attempt to give the British manufacturer and the British workman an advantage over his foreign rivals; to confiscate for their benefit the inventions, discoveries and processes of their more progressive and inventive American and German trade rivals. It was aimed at the British patents issued to these foreign inventors, to acquire which by confiscation was the purpose of the law.

During the discussions which preceded the act of Parliament of 1907 the English newspapers were full of editorials and special articles making clear that this was the end in view. I was living in England at the time and was naturally very much interested in the whole subject matter, as I was representing an American company which owned a number of British patents, some of which we were "working" in England and some of which we were not.

The newspapers and trade journals freely discussed the probability that many valuable inventions and processes owned by American and German manufacturers would be abandoned and would fall into the laps of the British. Later these same papers declared that many products manufactured abroad under equivalent foreign patents would have to be produced in England, thus affording employment to British workmen. This did come to pass, but not to the extent anticipated, because the Germans have an abiding distrust of the British workmen, and when they erected plants in Great Britain, as some of them did, imported German workmen to operate them.

Great Britain, being a free trade country, was undoubtedly at a disadvantage, and this, coupled with the fact that their manufacturers and workmen are less inventive and progressive than the American or German, afforded some justification for the efforts of the government to help by legislation.

No such conditions exist or are ever likely to prevail in this country. The American manufacturer and inventor have never up to the present trailed any other. They lead. They are being followed pretty closely by the Germans just at present. The hope is we can continue to lead, but a few more jolts like this proposed measure will put the American in the "also ran" class and give the German the advantage. He will not need urging to profit by it. The German government is mighty careful of its manufacturers, and no legislation adversely affecting them can get on the statute books until it has passed through many tests.

We have had the same idea in this country for many years, especially in the matter of patent legislation, but we seem to be getting away from it in this bill.

The man whom the framers of our patent laws have always had in mind until the present day is the man in whose brain the "idea" germinated—the man behind the invention—the inventor.

He seems to have been left out of the present measure entirely; to have been replaced by some imaginary being who is hideous and repulsive, someone or something to be attacked, hampered, hindered and crippled, affrighted and discouraged.

"Any person demanding it shall be entitled to a license." Mandatory and confiscatory. Not mere annulment of the patent, a donation of it to the public so that all may use and enjoy it, but only that the owner has his property confiscated, and that property turned over to his business rivals and enemies for *wrecking*.

Once the inventor is forced to grant these indiscriminate licenses his control over the invention is gone forever. What was once a valuable property or capable of being made such, soon becomes a valueless, discredited thing fit only for the discard.

Not one of the great inventions of the last twenty years but would have been arrested short of development to the point of practicability by the enforcement of such a provision. Not one of them was sufficiently developed within four years from the date of the original grant of letters patent to have achieved commercial success. Had such a provision been a part of our patent law not a single one of all the marvellous discoveries which have made American inventors and scientists famous in the past twenty years would have progressed beyond the stage of discovery, because it would have been impossible to finance the experiments and the exploitation necessary to develop and perfect them. Timid capital will not embark

in a frail craft. With such a possibility confronting him as a compulsory license feature no inventor could interest capital—no invention which was not complete and perfect at the date of grant of patent could command any support.

All, or nearly all, really great inventions are crude, immature, unripe things in the beginning, requiring to be made useful and practical by the expenditure of time, money and patience. The ability to grant exclusive rights in exchange for the necessary capital is imperatively essential to this development and perfecting. Take away this possibility by compelling the granting of these indiscriminate licenses and the incentive to develop and perfect is gone. Many highly useful inventions possessing great potentialities for good will "die unborn."

In 1878 the Committee on Patents of the United States Senate in a report on the patent system recognized that it had been the foremost agent in promoting the progress of the useful arts, and in discussing changes used this language:

"No change should be made in the patent law to weaken the inducement which it offers to those who will successfully invent, and to those who by perseverance and expenditure will perfect the inventions and the machines in which they are embodied, and push their introduction so far as to put the public in possession of perfectly working machines, or perfectly finished product."

There is nothing remarkable about that paragraph except its homely, everyday common sense. The same kind of common sense which the gentlemen of this committee bring to bear upon their own business problems. I venture the assertion that if any one of you were approached by an inventor to finance his discovery your first point of investigation after its merits would be that of freedom from attack during the period of development which you would know had to be gone through.

#### SECTION THIRTY-TWO.

**Price Maintenance.**—Paragraph 2 of Section 32 is another provision of this measure which, if enacted, will work incalculable harm. It grants to the purchaser of a patented machine or manufactured article powers which nullify completely and effectively all the essential terms of the grant of letters patent. It makes not only possible but probable the destruction of all control of the invention, and turns into just the terms "exclusive right to make, use and vend the invention or discovery throughout the United States."

The paragraph provides that any purchaser of a patented machine, manufacture, or composition of matter shall have the "unrestricted right to vend, or lease to others to be used the specific thing so purchased without liability to action for infringement."

This is not alone inconsistent with the grant to the inventor. It is destructive of it. It is a mockery because "unrestricted" right to vend means unrestricted right to vend, and that is putting it beyond the power of the inventor to fix or maintain an established price on his article, reasonable or otherwise.

It is a long step backward and a blow at a large number of very deserving and very important people in this country. I mean the country merchants and the small storekeepers in the towns and cities. Some of them may be inventors, but I am considering them only as merchants and storekeepers. They are vitally interested in this feature of the bill, and if enacted in its present form it will hit them hard. I will show you how later, but first permit me to remind the committee very briefly of one or two fundamental principles underlying our patent law.

First.—The inventor is the absolute master of his idea, his discovery, or his process *only so long as it has not left his brain*. Once he discloses it or publishes it the public acquires immediate rights in it.

If his idea be one which can be utilized by him secretly and need not be disclosed to be made productive to him and his successors there is no power on earth which can compel its disclosure and he might go on enjoying the monopoly indefinitely.

Second.—The Government, wishing to give the people the ultimate property in these ideas, inventions and discoveries offers an inducement to inventors to refrain from keeping their ideas and discoveries secret.

It says, in effect, disclose them; make them known so that all may ultimately be enriched, and you will be rewarded and compensated by a grant, under solemn seal and pledge of the Government, of the exclusive right to make, use and vend the invention or discovery for a term of seventeen years.

Third.—At the end of the prescribed term the monopoly terminates, and the idea or discovery falls into the common or public domain and anyone may use it.

It is a contractual right which the inventor enjoys. The law says to him that if he will communicate his discovery so that the public may benefit by it he may take in exchange for it this exclusive right for the prescribed period.

That, briefly, is the whole story in a nutshell. On that basis and upon those simple terms and conditions we

## FOR SALE

Talking machine business established seven years on West Side of New York City. Residential section. Address "Retirement," care Talking Machine World, 373 Fourth avenue, New York City.

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6,000 Zon-o-phone 10-inch records, 15 cents each; 5,000 Edison 2-minute records, 10 cents each. DENINGER, 335 North St., Rochester, N. Y.

have been operating for a hundred years. It has placed this country far in advance of all others in the development of the liberal arts; made American machinery, tools and appliances the standard of excellence all over the world. That solemnly pledged protection which the patent has always heretofore afforded induces the patent owner—and is all that will induce him—to disclose his discovery and to expend time, energy, money and patience in perfecting it.

To fasten upon his grant the proviso or condition referred to is farcical because he then no longer enjoys the protection which he bought by his disclosure.

The reason is simple and easily comprehended. To make his product, be it machine or composition of matter, profitable he must create a market for it and he must maintain and protect that market. If his article be a necessity, it is perhaps easier but even then he has to create his market. If his be an article in which there is competition the creation of that market is a matter requiring years of unremitting effort, and constant vigilance lest it be taken from him.

In the maintenance of his market one of the strongest, if not the strongest, factor in his favor is the stability of his article. Stability as to quality and price. Quality he must have but if he have quality alone and no stability of price he fails inevitably in creating or retaining a market. If his article be sold at one price to-day and another price to-morrow, or at one price in Washington and another price in Baltimore, it may be accepted as a fact, that no large stocks of his article will be found on the shelves of merchants.

If the article is one which can be sold by department stores, and they are allowed to offer it at a bargain price no small storekeeper or country merchant will stock it at all.

Price maintenance, therefore, is as essential to success as quality, and sometimes more so. The right to fix a uniform price and to maintain that price is as vitally important to the inventor as the right to make, use and vend his invention.

This right has been recognized by our Courts for more than 16 years. Not as a right which a strained or distorted interpretation of the law would produce, but as a right which is of the essence and spirit of the law. A right which the public is under obligation to respect and protect.

This is the interpretation given by the Circuit Court of Appeals of the Sixth Circuit in which Judge Taft, now President of the United States, and Judge Lurton, now an Associate Justice of the Supreme Court, both concurred, and has been repeatedly cited with approval of the Supreme Court of the United States.

There are numerous other decided cases which adopt this same interpretation.

The paragraph under consideration would destroy utterly such control of the established price. It would place it in the power of a competitor to utterly discredit an article no matter how great its merit. It would enable the department store or the large private buyer to make it impossible for the small storekeeper to sell that article at all because the small dealer could not afford, even though he bought as cheap, to sacrifice his profit on the article. Nor could he afford to carry it on his shelves until the department store withdrew the cut price in the hope of eventually getting his investment out of it.

All over this country the small merchants, such as stationers, druggists, etc., rely upon the sale of articles on which the manufacturers maintain a uniform price for a large per cent. of their profits. Articles which are in constant demand and which they can supply to their customers as readily as the department stores and cut-rate drug stores solely because a uniform price is maintained.

Take away this protection by the enactment of this provision and all that trade will inevitably be diverted from the small merchant to the big one and there it will stay. The public may buy cheaper but that is a doubtful advantage if it results in driving many good men out of business.

#### A LITIGIOUS BILL.

Had the entire Patent Bar of the United States met in convention and solemnly deliberated as to ways and means to promote litigation between patentees and owners of patents—assuming that the Patent Bar could so demean itself—to the end that patent counsel and patent experts might wax rich and powerful, no more powerful and fruitful medium could have been evolved than this same bill, had they deliberated for months.

If this bill be enacted into law the crop of new suits will be appalling. The courts will be choked with litigants. Years must pass before we will begin to see light out of the obscurity of many clauses and sections.

Had it been desirable to wrest from the small storekeeper and the country merchant the last measure of protection which has stood between him and annihilation at the hands of the department store syndicate, the cut-rate drug store and the mail order house, no more effective, sure and swift means could have been devised than the abolishment of the price maintenance agreement which this bill proposes.

#### CONCLUSION.

The subject is too vital to the welfare of the Nation to be hastily disposed of. It is physically impossible to do it justice in the limited time at the disposal of your committee.

A commission should be appointed and authority given it to consider all phases of the question, to summon witnesses and experts, take testimony and report to Congress its findings, conclusions and recommendations. That way only safety lies.

Respectfully submitted,

AMERICAN GRAPHOPHONE COMPANY,

M. Dorian, Treasurer,

# NOTICE

Owing to the large increase of our imported needle business, we have **REMOVED** to larger quarters at

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**THE  
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### THE COLUMBIA IN THE SCHOOLS.

How Manager Walthall, of the Louisville Store of the Columbia Phonograph Co., Succeeds in Introducing Machines into the Schools of That City—Putting the Matter Up to the Teachers and Awaiting Results.

(Special to The Talking Machine World.)  
Louisville, Ky., May 10, 1912.

In line with the recent announcement that part of the musical education of the children of Louisville, received in the public schools, is to be administered through the medium of the talking machine, the Louisville store of the Columbia Phonograph Co. is definitely presented with the prospect of selling sixty-five Columbia Grafonolas.

There are sixty-five schools in Louisville, including the grammar and primary institutions. To the principal and teachers of each school E. B. Walthall, manager of the Louisville Columbia store, has addressed a letter, calling attention to the fact that Miss Caroline Bouregard, supervisor of music in the local system, has sanctioned the use of the phonograph in improving the juvenile idea of harmony and tone.

Mr. Walthall has made it a point not to appeal to the Board of Education for an appropriation to cover the cost of instruments for the schools. He has put the proposition directly to every school itself, together with a special price and payment plan which will easily permit of each corps of teachers securing funds for the proposed purchase.

Mr. Walthall's idea of selling talking machines to the schools themselves is greatly simplified through the existence of Parent-Teacher Associations throughout the city. These organizations work toward the benefit of the institutions with which they are connected, and it has proved to be an easy matter for the association, through entertainments, popular subscriptions, etc., to raise enough money to cover the cost of an instrument. Although the local Columbia campaign has been

pushed for only a week, two Grafonola sales have been completed outright.

Mr. Walthall has extended himself in affording every possible conclusive demonstration to the principals and teachers that a phonograph is really a *sine qua non* in the public school. A special salesman has been engaged to wait upon the scholastic trade, showing the values of phonographic music in the children's marches from one class-room to another, in keeping primary classes good-humored and in inculcating an appreciation of really good selections throughout the school.

Special assortments of records are provided with the school phonographs. A new Columbia selection, "Peek-a-Boo," has proved to be just suited to the primary grades, being composed of simple melodies which are easily caught by the youngsters. The records are scaled upward to meet the requirements of the various grades until the high school students are found enjoying "Aida," "Lohengrin" and "Tannhauser," as opposed to the raucous but popular strains of "Everybody's Doing It" or "Alexander's Rag-Time Band."

The Louisville Columbia store expects to extend its system of school phonograph sales through the twin cities of Jeffersonville and New Albany, Ind., as soon as Louisville is covered.

### OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., May 6, 1912.

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

APRIL 16.

Antofagasta, 4 pkgs., \$202; Callao, 5 pkgs., \$265; 100 pkgs., \$485; Chemulpo, 4 pkgs., \$207; Colon,

4 pkgs., \$113; Cristobal, 9 pkgs., \$293; Guayaquil, 10 pkgs., \$295; Havre, 5 pkgs., \$232; Kobe, 11 pkgs., \$661; La Guayra, 5 pkgs., \$106; Manila, 68 pkgs., \$4,007; Santo Domingo, 4 pkgs., \$211; Santos, 34 pkgs., \$3,334; Sydney, 4 pkgs., \$184; Valparaiso, 17 pkgs., \$661.

APRIL 23.

Berlin, 31 pkgs., \$996; 13 pkgs., \$285; Buenos Ayres, 11 pkgs., \$855; 251 pkgs., \$19,695; Callao, 8 pkgs., \$355; Copenhagen, 44 pkgs., \$2,148; Corinto, 10 pkgs., \$458; Guantanamo, 66 pkgs., \$552; Havana, 39 pkgs., \$1,403; Kingston, 5 pkgs., \$132; La Guayra, 3 pkgs., \$113; Liverpool, 2 pkgs., \$355; London, 29 pkgs., \$1,251; Manila, 65 pkgs., \$2,258; Para, 19 pkgs., \$787; Vera Cruz, 50 pkgs., \$917; 53 pkgs., \$1,691.

APRIL 30.

Antwerp, 40 pkgs., \$1,238; Caracas, 3 pkgs., \$100; Guayaquil, 10 pkgs., \$549; 5 pkgs., \$107; Havana, 10 pkgs., \$250; Havre, 1 pkg., \$1,450; Para, 7 pkgs., \$347; Parta, 7 pkgs., \$283; St. Johns, 14 pkgs., \$176; Trinidad, 5 pkgs., \$105; Valparaiso, 7 pkgs., \$305; Vera Cruz, 42 pkgs., \$3,251.

MAY 6.

Barranquilla, 2 pkgs., \$167; Berlin, 27 pkgs., \$900; 5 pkgs., \$109; Buenos Ayres, 88 pkgs., \$2,531; Callao, 8 pkgs., \$1,027; Colon, 14 pkgs., \$155; Guayaquil, 3 pkgs., \$123; Havana, 7 pkgs., \$246; 42 pkgs., \$926; Liverpool, 4 pkgs., \$423; London, 161 pkgs., \$6,195; Manila, 36 pkgs., \$2,266; Melbourne, 765 pkgs., \$11,593; Montevideo, 51 pkgs., \$5,947; Rio de Janeiro, 40 pkgs., \$2,057; Singapore, 11 pkgs., \$590; Valparaiso, 27 pkgs., \$417; Vera Cruz, 85 pkgs., \$3,276; Vienna, 8 pkgs., \$545.

True loyalty in business means "to stand up for your own opinions before your employer, and for your employer, and for your employer's opinions before the world."

By the appearance of your store will you be judged, by its cleanliness and good order; judged not only by your customers and competitors, but by those from whom you ask credit as well.

## TWO DISC

## RECORD

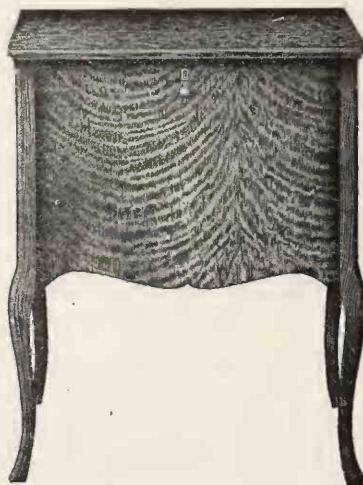
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## LOUIS F. GEISSLER DISCUSSES NEW PATENT BILL.

Sees Commercial Catastrophe if Congress Prohibits Maintenance of Fixed Prices—Issues a Strong Statement to the Trade in Which He Points Out the Unsoundness of the Attacks Upon the Fixed Price Principle—Bill Before Congress Would Demoralize Trade at Large and He Makes Earnest Plea to the End That Merchants Everywhere Protest to Congress Against the Proposed Legislation—Action Should Be Taken at Once and by Everyone.

Louis F. Geissler, general manager of the Victor Talking Machine Co., in discussing the bill now before the Legislature in Washington, for the purpose of revising the patent law, and which prohibits the manufacturer from giving protection to the dealers against price cutting on patented goods, has uttered the following very timely and pertinent words, which should appeal particularly to dealers so that they may at once get in touch with their representatives in the National Senate and House of Representatives to the end that their views may become known. Mr. Geissler said:

There is placed in jeopardy, by a proposed legislation now before the Congress of the United States, the whole system of distribution through a price maintenance system of any article of merchandise; the proposed legislation, through a revision of the patent laws, is aimed at patented articles, but the result must be that any price control or price agreement on any article between the manufacturer, the dealer and from the dealer to the public, will be annulled.

We believe that every dealer—and the great public itself—will agree with us, after deliberate thought, that such a condition would be nothing more nor less than the greatest possible commercial catastrophe, and it would seem almost impossible to anybody dealing in merchandise (and every man, woman and child has something to sell and is a salesman of his commodities or his talents) that any law could be passed which would prevent any person in control of any article—and especially a patented article—from making an open and above-board agreement to sell this article at a minimum fixed price.

Practical merchants and observers, whether they be merchants or exclusively consumers, know that the very foundation upon which low prices are built and through which the lowest of prices are quoted, is the business principle of "one price" and "fixed prices" marked in plain figures.

These very conditions are a guarantee that in 99 cases out of 100 the "fixed price," the "plain figure price," is the lowest price that the manufacturer or merchant is able to quote with any kind of an assurance that he can live.

In the first place, he knows that by thus establishing prices his business is an open book to all competition; the price is established so low that he believes there is little probability of anyone being able to sell the commodity at a lower price and live for any length of time.

Twenty years or so ago it was, generally speaking, the custom for merchants to mark their goods in cipher, and the purchaser was compelled to inquire the price of every article he handled. In the largest cities, where competition was extremely keen, merchandise soon found its proper level, but this left 49 out of 50 cities in America which might charge—and did charge—the purchaser any exorbitant profit that they might feel able to obtain; the purchasers in smaller towns were astounded by the lower prices at which the same commodities might be purchased in larger cities.

The wiser and more experienced merchants in larger cities soon saw the possibilities of increased trade by reaching out, with their one price system and their illustrated and fixed price catalogs, into this profitable and uneducated territory.

The influence of so-called "mail order" business extensions undoubtedly caused the reduction of prices by the smaller dealers in smaller towns on all wares that were known to be identical with those in the catalog.

Admitting that the above is substantially correct—as we know you will—this first illustration proves the advantages to the purchasing public of the advertised "fixed price" system, as emulated by the largest merchants and catalog houses, but higher up and behind the catalog houses lies the most potent influence for low retail prices and stability

of values—that mostly sought after quality in all affairs of life—in the manufacturer, he who adopts a selling system embodying fixed prices to the dealer and to the public.

To insure his own permanent success, this manufacturer must go about this in the following manner:

Primarily and constantly does he consider the interests of the purchasing public. The prices which he places upon his goods must be attractive, they must be unassailable. He does not dare for one moment to fix a price one cent higher



Louis F. Geissler.

than he feels would leave him safe from constantly threatening competition. He knows that the moment his goods appear upon the market at a fixed and uniform price, imitations and inferior replicas will appear almost instantly, and having decided to adopt a uniform fixed price throughout the United States, or the world, he must, of necessity, fix that sum so low that, having created a demand for same, and established deposits and merchants for its distribution throughout the country, the interests so involved and the capital invested are not likely to be seriously assailed by an imitation, at a somewhat less price.

This manufacturer is next concerned with the creating of a nation-wide demand for his wares. Largely in advance of any accrued profits from the sale thereof, hundreds of thousands of dollars of capital are invested in advertising the wares for sale at fixed minimum prices throughout the United States. A demand usually follows good advertising and good quality.

Whatever profit there is between the cost of manufacture and the fixed low minimum retail price is divided between the dealer and the manufacturer, by far the larger percentage going to the former to pay for the cost of distribution and the capital invested, the manufacturer being content with the smaller manufacturers' profit in consequence of volume and concentration of business and usually prompt collections.

We must next consider the practical working out of the "fixed price" system upon goods either well known and protected by a reputation or upon goods with a well advertised trademark or upon goods manufactured under a patent, presuming that they are all sold at advertised prices, fixed by the manufacturer or proprietor.

The dealer is far better satisfied to sell goods

for which there is a demand, at even a small profit, than to invest his money in articles, the sale of which is very doubtful or dependent entirely upon his own comparatively meagre efforts to dispose of same.

The safeguard to the public, however, in advertised fixed prices is the impossibility of the dealer advancing these prices to the great majority of buyers who live in the smaller towns and in the country. No merchant has the temerity to overcharge his customers when they are aware of it or likely to learn of it.

No influence has been so powerful towards the lowering of costs on merchandise to the purchasing public as the fixing of prices by the manufacturer or proprietor, whose every interest is served by having the consumers' price fixed at the lowest possible point which will permit of distribution of the goods.

The point is that the manufacturer is concerned only with the interests of the public. If they are served and the public is pleased, his goods will be sought after and found, no matter how far removed may be the source of supply; the dealer and jobber being only too anxious to engage in the distribution of his wares to supply a demand already created.

A manufacturer seeks to safeguard his article by the fixing of a retail price, and perhaps surrounding it with other conditions of sale only that one dealer may be as fairly treated as another, and, to protect dealers against the illegitimate assault of piratical price cutters and those who would pull down hundreds of structures, if only they could profit temporarily by a so-called "cut price" article or sale, and surely no fair-minded person would wish to see, throughout the country, up and down the main streets of their cities and in their most reliable stores all the chaotic conditions of a Monday morning "bargain counter sale" in a department store, for that must eventually lead into a similar state of chaos in their own industry and private interests, no matter what that be.

"Patent Monopoly" is being considerably ranted about at present. There is practically no such thing as patent monopoly. Competitive patents appear in the field almost instantly with the original; evasions, modifications, improvements and exact copies make their appearance immediately after any invention secures much attention.

No sooner has any original conception been made known to the public than that special field of labor is immediately developed and the most harrassing piratical attacks immediately follow the exploitation of any successful patented article.

The patentee must shoulder all the ordinary difficulties of exploiting and finding a market for his new conception, besides which, at once, he is required to defend himself legally from attack on all sides from those who would usurp his field.

We cite as an instance our own experience with the Berliner fundamental patent, for which we paid \$800,000; spent more than that in defending and trying to sustain it and only succeeded in so doing three years before the term of the patent expired. There was not a moment during all these years that infringing goods were not being sold throughout America by a number of our competitors.

This is simply typical of the situation of any business based upon patents and than which there is certainly no more harrassing calling in the field of manufacturing and merchandising endeavor.



The patent laws of the United States should be strengthened in favor of the patentee rather than weakened.

The term of the life of a patent, in justice to the owner, should commence upon the date that it is finally adjudicated in the courts of the country, for, up to that time, he has had no exclusive rights in it.

This view is taken by most patent attorneys and is held by many eminent jurists, but no organized effort has been made to secure this palpably just situation to the patentee.

We might say that the patent laws, as well as the trademark and copyright laws, are susceptible

(Continued on page 34.)

 **Destinn, Fremstad, Nordica, Garden, Nielsen, Gay, Pasquali, Zenatello and Bispham. People want these records. Do you carry them? They're some of the Columbia exclusives.** 

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

**L. F. GEISSLER DISCUSSES NEW PATENT BILL.**

*(Continued from page 33.)*

of infinite argument; we are neither capable nor desirous of going deeply into the matter, but the fundamentals that we are concerning ourselves with in this letter and regarding which the agitation in our legislative chambers at Washington is being made are too important to every consumer, dealer and manufacturer in this country of ours to be ignored; each dealer must take them to heart and do what he can to see that the proper information is disseminated and that the favorable sentiment of every consumer is aroused in their behalf. They are these.

First—That the privilege of the present patent law, to fix the price at which his article shall be sold, both at wholesale and retail, must not be taken from the patentee.

Second—That his present right to sell or not to sell his patented wares to whomsoever he pleases must not be questioned.

It surely must be plain to you that to enact any law interfering with the above constitutional rights of a citizen would be to attempt to interfere with the inherent rights of every one and should meet with the most vigorous and outspoken objection from every voter in America.

This is a very, very, vital question and to lay this matter aside without making an attempt to defend yourselves and your interests from such an interference with our present patent laws would stamp you as being utterly dead to the best interests of yourselves and your customers.

**FRANK L. DYER TO EUROPE.**

President of Thos. A. Edison, Inc., to Spend a Couple of Months in Europe—To Visit Headquarters in Berlin and Paris—W. W. Wyper Also Leaves for the "Old Country."

Frank L. Dyer, president of Thomas A. Edison, Inc., accompanied by Mrs. Dyer, sailed Wednesday morning last on the Lusitania bound for a few months' visit in Europe. Mr. Dyer was given a great send-off at the pier by the managers and heads of departments. He is planning to visit the Edison offices at Berlin and Paris, thus combining a little business with pleasure.

Sailing on the Lusitania, too, was W. W. Wyper, managing director of Thomas A. Edison, Inc., in Sydney, N. S. W., who has been at the Edison plant for the past few weeks. This is Mr. Wyper's first trip to the United States since he went to Australia six or seven years ago to assume his managerial duties. As reported in last month's World, he was tendered a dinner by his associates on leaving the Antipodes for the United States and Europe.

**JOHN WANAMAKER AND SUCCESS.**

I think I could succeed as well now as in the past. It seems to me that the conditions of to-day are even more favorable to success than when I was a boy.—John Wanamaker.

**WANT A TWO-PRICE SYSTEM.**

The Talking Machine Retail Dealers' Association of Philadelphia, Discusses the Desirability of Separate Prices for Cash and Instalment Sales—Call on the Victor Co.

*(Special to The Talking Machine World.)*

Philadelphia, Pa. May 11, 1912.

At the last meeting of the Talking Machine Retail Dealers' Association of this city, much time was given to the discussion of means for inducing the manufacturers to fix separate prices for goods sold for cash and those sold on the instalment plan. It was claimed that there was an increased price announced and charged on goods sold on the instalment plan it would induce many people to take the advantage of the lower cash price with the consequent saving and thereby give the dealer a better chance to carry his business. It was pointed out that the dealers were expected to pay their bills on a thirty-day basis no matter on what terms they sold their goods.

Considerable complaint was also made regarding the practise of the department stores in securing the jobbers privileges, with the greater profit and then advertise particular low instalment rates on high-class machines.

The officers of the local association, including Wm. Gibson, president; John A. Popp, vice-president; M. A. Goetz, a member of the by-laws committee, and M. Goodstein, recently called upon Louis F. Geissler, general manager of the Victor Talking Machine Co., and spent some time in the discussion of the two-price system with promising results.

**300 PER CENT. INCREASE IN MONTH.**

Excellent Sales Record Claimed by the Louisville Store of the Columbia Phonograph Co.—Some Personal Items of Interest.

*(Special to The Talking Machine World.)*

Louisville, Ky., May 10, 1912.

The Louisville store of the Columbia Phonograph Co. has announced with justifiable pride that its sales during April aggregated 300 per cent. more than those of the corresponding period in 1911. The phenomenal increase, according to Manager E. B. Walthall, may be attributed to the popularity of Columbia Grafonolas, from \$50 upwards in price, with the better classes in Louisville which are becoming accustomed to purchase talking machines just as readily as they buy pianos and player-pianos.

T. A. Laurie, an assistant auditor of the Columbia Phonograph Co., with headquarters in New York City, recently paid a visit to Louisville, expressing himself as being extremely gratified with current trade in the South.

U. J. Chambers, for several years connected with the Columbia store in Memphis, Tenn., has joined the retail sales staff of the Louisville headquarters of the same company.

H. E. Jones, manager of the Columbia Dictaphone Department of the Columbia store in Louisville, recently supplied full business phonograph

equipment to the Delker Brothers Buggy Co., of Henderson, Ky., one of the biggest vehicle manufacturing concerns in the Western portion of the Bluegrass State.

**A NEW VICTOR RECORD CATALOG.**

Advance Copies of the May Subject and Alphabetical Catalog of Victor Records Just Sent Out to the Dealers—January Edition of the Catalog Accorded Enthusiastic Reception.

The Victor Talking Machine Co. has just issued to the Victor dealers advance copies of the May Subject and Alphabetical Catalog, which will be ready for distribution within a few days. In the letter to the dealers, which accompanied the new catalog, the Victor Co. says:

"The January edition of this great catalog was accorded just the reception we thought it would receive from distributors, dealers and the great army of Victor owners. Never has any catalog ever published been so unanimously endorsed, or brought forth so many interesting letters of appreciation.

"We are convinced that the influence of this catalog on the sale of Victor records was instantaneous, and we can assure you that all the little errors and omissions of the January edition have been corrected in this May issue and you will also find many new subject headings and pronunciations following titles, names, etc., right in the body of the catalog. A short story of the composers is also one of the new features

"You cannot afford to allow a single copy of this catalog to be wasted or remain idle. We want you, as you receive your supply, to make it your personal business to see that a copy is placed in the hands of every Victor owner."

**A CLEVER WINDOW DISPLAY.**

A window display which attracted much attention to the Field-Lippman store in Maryville, Mo., was recently arranged by R. H. Hancock, the manager of the store, and represented a miniature touring car made entirely of Victor-Victrolas. The wheels were made of turntables. Two cabinets made the body of the machine. The seat was made entirely of needle boxes, the winding key was the crank. A beautiful doll occupied the seat and the "Victor doggie" sat beside her, all attention to "His Master's Voice."

**NEW LINE OF FINISHES READY**

Columbia Phonograph Co. jobbers are now in position to fill dealers' orders for the popular "Mignonette" Grafonola in Fumed and Golden Oak finishes, as well as mahogany. The various finishes which it is now possible to obtain in this machine should be a big boost toward making the instrument even more popular than ever. The "Mignonette" combines the machine and record cabinet as a unit.

It is a mighty fine thing to train oneself to regard the unpleasant things that bob up now and then as mere punctuation marks in a long paragraph of pleasure.

# FROM OUR CHICAGO HEADQUARTERS

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

Slight but Seasonable Lull Noticed in the Talking Machine Trade in the West—What the Various Prominent Houses Are Doing—The Talking Machine Co.'s Modern Methods—New Salter Cabinet Catalog Soon—Recitals Producing Results—Successful Protest Against Advanced Freight Rates—Handsome Quarters of the Talking Machine Shops—Elaborate Interior Decorations—Wurlitzer Co. Pushing the Victrola—Specialties in Strong Demand—Great Educational Campaign Being Conducted by Manufacturers and Jobbers Alike—Personal Items of Timely Interest That Are Worthy of Record.

(Special to The Talking Machine World.)  
Chicago, Ill., May 10, 1912.

The talking machine business is now experiencing its annual seasonable lull. This is the word given out by the principal dealers in talking machines along Wabash avenue. April was not an exceptionally good month, although March preceding it was not so bad. However, when compared with the general piano business, the talking machine business has been good and it is a notable fact that dealers who have handled the two lines together have had the best business for the past two months. It would seem unusual at this time that the sales in talking machines should run mostly to the more expensive instruments, but it is true according to the dealers, who say that the burden of their sales in April was in the \$200 line.

The talking machine department of Rudolph Wurlitzer Co. has been conducting a special rush on the \$15 Victrola. In discussing this proposition Fred A. Siemon, who devotes his time to the talking machine department in Wurlitzer's, said to The World:

"We push the small machines at this time of the year not so much for the profit we get out of them but because they have proved to be feeders in the long run for sales on the more expensive machines. We consider that when one of these machines goes from our salesrooms it means a sale of a higher priced one in a few weeks or a few months at least. We are certainly satisfied to do business in this way, for their is a small profit on these machines and since they mean extra sales later we reap two profits.

"I expect," said Mr. Siemon, "that business from now until fall will be about as it has been for the two months past. This is the dull season in the talking machine business. However, it is no duller this year than it has been in years past."

Davidson brothers, of the talking Machine Shops in the Steger building, say the bulk of their sales for April was on the \$200 machines, with a special run upon records. A few numbers of the Red Seal records were especially in demand. Among these were, the "Elegie" by Mme. Gluck; the violin obligato by Efreim Zimbalist and "Il Segreto di Susanna." In the cheaper lines the Missouri dog song has led the list.

#### Vital Educational Work.

Too much importance cannot be ascribed to the developmental work being done by the Talking Machine Co. of this city. Take for instance the methods they are pursuing in aiding the dealers whom they establish in expanding their business. They have a trained force of men whose business is not simply to get orders, but to aid the dealers in landing prospects and in working them up. They have a series of letters which they will send direct to a selected list of customers in the territory with the direct purpose of getting high grade Victrola sales and doing it, of course, through

the local dealer whose name is always mentioned. They also have a number of sales plans and those of them which particularly apply to the dealer's locality will be furnished them without charge. An important branch of this work is the care which they have lately taken in the development of propaganda for the use of piano dealers. The Talking Machine Co. believes that the piano dealer can handle talking machines to peculiar advantage. This department will not only swell the sales profit but will also be an important feeder for the piano business. They would be pleased to write a letter to any piano dealer who does not handle talking machines at present, telling them how a profitable department can be inaugurated.

#### New Salter Cabinets.

The Salter Manufacturing Co. of this city, manufacturers of talking machine record and music roll cabinets, has now in press a new catalog which shows some most attractive styles of talking machine record cabinets now put on the market for the first time. Several of these will be found illustrated in the company's page advertisement in this issue. They also have had great success with their patent corners for cabinet tops, which were illustrated in the last issue of the World and which enable the dealer to adopt a cabinet to various sized machines. This device has now been patented. The company is having an unusually fine trade and are greatly encouraged regarding the outlook in the talking machine trade.

#### Restaurant Uses Victrola.

As an extra feature of entertainment for the patrons of his restaurant, A. J. Meves of Portland, Ore., recently installed a Victrola in his establishment. The machine was furnished by the Eilers Music House, and each day during the luncheon hours a programme is given. Mr. Meves, who is himself a great lover of music, allows nothing but classical selections to be played and his excellent eating establishment is gradually getting an enviable reputation for that reason.

#### Believes in Recitals.

In taking advantage of the advertising campaign being conducted by the Columbia Co. on its Grafonola Princess through the Saturday Evening Post and local newspapers, Miller's Grafonola Shop, 1126 East 63d street, this city, arranged a special concert to patrons this week. Attractively printed invitations were sent out broadcast by Mr. Miller. The invitations bore the following inscription:

"Selections to suit everybody, including the children, will be played Tuesday evening, May 7, commencing at 7:30 o'clock. Come, bring your friends, and don't forget to bring the kiddies." It is this sort of push that has enabled Mr. Miller to so increase his business. He is known as one of the most energetic and up-to-the-minute dealers in the trade.

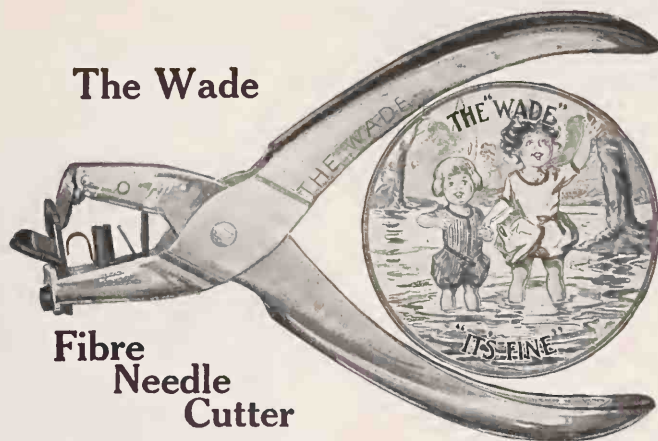
This plan of interesting both present and prospective customers will be followed up from week to week.

#### Successful Protest Against Advance.

While in the East last week as chairman of the Transportation Committee of the National Association of Talking Machine Jobbers, L. C. Wiswell, manager of the talking machine department of Lyon & Healy, appeared with other representatives of the dealers' association before the Official Classification Committee of the railroads.

The meeting was used by the dealers to protest against certain railroad freight rate classifications which make a distinction between talking machines with horns and those in cabinets. A number of freight inspectors have been putting the cabinet talking machines in the same class with furniture, which make the shipping charges upon them almost one-half more than upon talking machines with horns. This was deemed unfair, and in fact excessive, the rate on horn machines to Chicago from the factory being \$2.55, while on cabinet machines

(Continued on page 36.)



## The Wade

### Fibre Needle Cutter

The Fibre Needle was one of the revolutionary departures in the talking machine trade, but it remained for the WADE FIBRE NEEDLE CUTTER to make it thoroughly practical. Repointing fibre needles is a joy—a positive diversion when the Wade cutter is used.

It works like a pair of scissors or pliers. Has a triangular guide for holding the needle in position while repointing, and other unique and practical features.

**PRICE ONLY \$1.50 LIST**

Ask Your Jobber or Write Us for Name of Nearest Jobber

**WADE & WADE**

1227 East 46th Street, CHICAGO, ILL.

## FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 35.)

it was approximately \$1.35 more, when there is, so far as shipping rates are concerned, no difference in the two instruments. Had the classification which the inspectors enforced been allowed to stand, the talking machine business in Far Western States would have been practically a money-losing proposition, owing to the high freight rates which would have made the cost of shipping a single machine from the factory to Montana about \$22.

When the dealers' side of the matter was explained the new classification was ordered nulled, Mr. Wiswell says, and a saving of thousands of dollars a year to dealers was accomplished.

**Attractive Talking Machine Quarters.**

Davidson Brothers, proprietors of the Talking Machine Shops, have now completed the interior finishing of their ware and sales rooms on the fourth floor of the Steger building. A complete stock of all styles of talking machines is carried on the floor and is displayed to extra advantage because of the fine general appearance of the room and excellent light that comes in from two sides of the building—the south and west. In accordance with their plans outlined in the World of last issue they have stocked their demonstration booths with lines of machines all in one finish. For instance, one booth contains all of the different styles of instruments in the mahogany finish; another those of golden oak finish. This gives the booths

one of the most attractive window displays advertising the Victor that has appeared recently on Wabash avenue. A hunter's camp in the woods with all out-door-life utensils and accoutrements has been reproduced and prominent in the foreground of the scene is a much used Victrola and selection of records. The window is so attractive that there is a crowd in front of it from morning to night.

**Have Good Exhibit.**

The Chicago office of the Columbia Phonograph Co. has a most attractive exhibit at the Chicago household show which is in progress at the Coliseum this week. They are showing practically all types of their machines and are doing a nice business.

**A Universal Service.**

Lyon & Healy are not only able to give dealers a splendid service on Victor and Edison goods and talking machines auxiliaries of all kinds, but can also supply them with everything in the musical line, including Lyon & Healy and Washburn pianos and player-pianos from their own great factory, band instruments, small goods, sheet music and music books, etc. It constitutes a great, unified service which the trade should not lose sight of.

**Good Auto-Stop Trade.**

Mr. Carlton, the Western representative of the Condon-Auto Stop Co., is meeting with great suc-



F. D. Moses.

Beloit, Wis., he put in vacations and a good deal of time during school terms at the talking machine store of Alva Snider and proved himself a young man of initiative and a high degree of ability. He is an athlete, was instructor in boxing and wrestling at Beloit University, and was an expert baseballist and footballist. From his appearance he evidently realized the ideal of a sound mind and a sound body, and with the remarkable facilities furnished travelers by the Talking Machine Co. to visit dealers in their plan of sales promotion on Victor goods should get a splendid trade and make a great success in his new connection.

**AD SERVICE FOR THE SMALL DEALER.**

Trade Producing Assistance Offered by the E. C. Plume Advertising Agency—Combating the Mail Order Houses Successfully.

(Special to The Talking Machine World.)

Chicago, Ill., May 8, 1912.

Throughout the country Edward C. Plume, head of the E. C. Plume Advertising Agency, of Chicago, is becoming noted as an enemy of the mail order store and a champion of the interests of the small town merchant. His company was organized to furnish an advertising service to the small merchant which will enable him to secure the



New Quarters of the Talking Machine Shops.

a very pretty appearance. On the main floor of the display rooms a number of instruments in different finishes and styles have been placed effectively.

The floor has been carpeted to match the finishing of the woodwork and what furniture there is in the room, all of which is mahogany. In contrast with the dark richness of the woodwork are the ten demonstration booths grouped around the south and west walls, all of glass and white enameled woodwork. As soon as convenient a few additions are to be made to this room in the way of record cabinets. It is the intention of the Talking Machine Shops to carry a complete line of records on the floor. At least one of every number in the catalogue will be in this stock, while the reserve stock has a place to itself in the rear of the quarters near the repairing and shipping rooms.

The interior photo shown herewith is a view of the quarters from the elevators with the camera pointing towards the southwest. The picture includes most of the booths, a number of the machines and the elegant furniture and appointments of the room.

**Wurlitzer's Victrola Advertising.**

Very attractive advertising is being used by the Chicago store of the Rudolph Wurlitzer Co. to push the \$15 Victrola, upon which they are now making a special run. The ad calls attention to the fact that Music is no longer a luxury, but a necessity and that "the Victor brings all the Music of all the world to you." In connection with the newspaper advertising campaign Wurlitzer's have

cess on the company's specialty which automatically stops the record at its conclusion. They are selling large quantities of these devices to the jobbers and is doing good missionary work with the dealers whose orders he takes but turns over to the jobber of their selection.

**Fibre Needle Cutter Sales.**

Wade & Wade, manufacturers of the Wade fibre needle cutter, have been getting some remarkably large orders from jobbers. The ease with which this cutter is handled and the accuracy of its work commends it to the trade at large.

**Visitors and Personals.**

E. D. Eastman, president of the Columbia Phonograph Co., was in Chicago last week on his way to the Coast. He reported the Columbia factories very busy, and says the outlook for the talking machine trade, and particularly for the Columbia product, is very promising.

H. L. Willson, assistant to General Manager George W. Lyle, of the Columbia Co., was a recent visitor to the Chicago office, of which he was manager some years ago. He talked very optimistically regarding business.

W. C. Fuhri, district manager of the Columbia Phonograph Co., returned this week from a trip to the head office in New York.

**New Traveler for Talking Machine Co.**

F. D. Moses, the latest addition to the Talking Machine Co.'s traveling force is a young man who will undoubtedly be a success in his work, which will be the State of Wisconsin and Northern Michigan. Mr. Moses is by no means new to the talking machine trade. While attending Beloit University,



E. C. Plume.

business in his own community that rightfully belongs to him. A few years ago it would have been practically impossible to sell a bill of goods by mail order to the rural consumer, but with the advent of peculiarly seductive advertising methods which especially characterize the mail order schemes the business has now grown to an enor-

(Continued on page 38.)

# PROOF-CONVINCING

**Cable Piano Company**  
 The Talking Machine Co.,  
 Chicago, Ill.  
 Dear Sirs:  
 We wish to have this opportunity of expressing our appreciation of the quick service and universally clean fresh notes as have been getting from you on our orders for Victor Talking Machines.  
 Yours very truly,  
 THE CABLE PIANO COMPANY  
 Wm. S. Cable, Cashier

**Byron Maury GOLD MEDAL PIANOS**  
 The Talking Machine Co.,  
 137 N. Wabash Ave.,  
 Chicago, Ill.  
 Gentlemen:  
 I wish to thank you for the prompt attention given my machine and related orders.  
 When I am unable to obtain goods from other jobbers, all orders placed with you have been shipped immediately. Hoping 1912 will prove a prosperous year for you, I beg to remain  
 Very respectfully yours,  
 Byron Maury

**Adam Christy Pianos**  
 The Talking Machine Co.,  
 137 N. Wabash Ave.,  
 Chicago, Ill.  
 Gentlemen:  
 We take this opportunity of thanking you for the prompt manner in which you have taken care of our orders for Victor Talking Machines and Records. We wish to assure you that the service given is all that can be expected. Hoping you continued success, as remain  
 Yours very truly,  
 Adam Christy

**Geo. P. Bent Company MANUFACTURERS ARTISTIC PIANOS Chicago, U.S.A.**  
 The Talking Machine Company,  
 Chicago, Ill.  
 Gentlemen:  
 Now that the holiday rush on Victrola machines and records has abated somewhat, we wish to take this opportunity of expressing appreciation and thanking you for the very fine service you have given us during that time.  
 The service you have extended to us has always been prompt and complete, and we cannot help but repeat again the same especially as, in what would ordinarily be a very trying season for most Victrola dealers.  
 Very truly yours,  
 GEO. P. BENT COMPANY  
 Geo. P. Bent, Retail Manager

**Bentley & Son**  
 The Talking Machine Co.,  
 137 N. Wabash Ave.,  
 Chicago, Ill.  
 Gentlemen:  
 Your favor of the 13th inst. at hand, and we can say without hesitation that your service has been perfect.  
 You have always filled our orders for machines promptly—and for records, we have been able to get ninety-eight percent of our orders.  
 Hoping you continued success, as remain  
 Very truly yours,  
 BENTLEY & SON  
 Bentley & Son, Cashier

**KESSLER'S FURNITURE**  
 The Talking Machine Co.,  
 Chicago, Ill.  
 Gentlemen:  
 We are in receipt of your telegram, and wish to thank you for your promptness, in reply as well as for the quick service on the two \$15's.  
 Selling the two machines after Friday evening after ten o'clock, and delivering same here to our customers before ten o'clock Monday evening is pretty good work.  
 Hoping to be able to send you the additional \$16 orders in the coming.  
 Yours very respectfully,  
 S. I. & H. Kessler.

**B. H. Anderson WEBER PIANOS**  
 The Talking Machine Company,  
 Chicago, Ill.  
 Dear Sirs:  
 When we expect your Mr. Hill, we wish to place a large order for records and also an order for March.  
 It is not our policy to divide up our business with two or more houses. We appreciate the treatment you have given us and the care you have used in modifying our account and in handling our orders and we hope will be pleased elsewhere unless it is absolutely necessary for us to do so.  
 We would like to take this opportunity also to commend your Mr. Hill.  
 Yours very respectfully,  
 B. H. Anderson

## Satisfactory Service

A Few Testimonials From Our Files

If You're Not One of Our Dealers—Be One  
 Sign coupon below, mail to us, and it will bring you an interesting bit of news.



**The Talking Machine Co.**  
 (Wholesale Exclusively)  
 137 N. Wabash Avenue, Chicago, Illinois

THE TALKING MACHINE CO., 137 N. Wabash Ave. Chicago, Ill. 1912  
 Gentlemen:—Please send us the interesting bit of news you speak of. Also enclose contract.  
 Name.....  
 Address.....  
 Yours truly,

FROM OUR CHICAGO HEADQUARTERS.  
(Continued from page 36.)

mous size and the number of large mercantile establishments that are thriving at the expense of the unwary out-of-town customer and his own striving local storekeeper is steadily increasing. Mr. Plume has realized that the only way to combat the mail order proposition is to use as a weapon against the mail order houses the same means they use in securing their following—that is, advertising. With that end in view he has originated a service of newspaper salesmanship for the country merchant, and in speaking of his plan he says:

"Without it you cannot hope to win or hold your own against such mighty odds. By ignoring it you are hastening the day when smaller town stores will be a rarity, when post offices will have to employ express wagons to carry the rural mails laden with orders filled by the great mail order concerns who will flourish on the business you are now permitting to slip from you."

The E. C. Plume Co. also manufacture the Pyro single incandescent bulb electric street light, which is an effective but inexpensive advertising feature for the country dealer.

### SPRING RUSH IN MILWAUKEE.

Talking Machine Dealers Much Pleased with the Outlook—Crop Conditions Excellent—Collections Show Improvement—Dealers Preparing for Summer Resort Business—Lawrence McGreal Joins Junket of Merchants and Manufacturers Association—Activities of the Various Dealers—Recent Visitors of Record—Other Interesting News.

(Special to The Talking Machine World.)

Milwaukee, Wis., May 10, 1912

The spring business has opened with a rush in Milwaukee and about the State, and talking machine dealers and jobbers believe that the result will be one of the most successful seasons in the history of the trade. While conditions in some lines, particularly in the iron and steel industry here, are hardly satisfactory, the talking machine situation is indeed bright. People seem to be buying just as many machines and records as though the country was not in the throes of a big political campaign, with a Presidential election only a few months away.

Conditions about the State are especially hopeful. It has been many seasons since the crop outlook has been so good as it is this year. The heavy snow of the past winter put the soil in excellent condition, and a heavy yield in all lines is predicted by crop experts. Money is plentiful in all the smaller cities and town about the State, and talking machine dealers believe that they ought to get their share of the prosperity.

Collections in Milwaukee are showing considerable improvement and very few repossessions of instruments are reported. Conditions in general are taking on new life with the spring revival, and money is not quite so "tight" as it has been. Dealers say that the demand for high grade machines is still strong.

Talking machine dealers all over Wisconsin are now busy in their preparations for the big summer resort business that is anticipated this season. Wisconsin and Michigan are both well-known summer resort States, both being dotted with hundreds of attractive little lakes. Dealers have been pushing along this trade each season, educating the people to the enjoyment that may be gained from taking a talking machine with them on their outings. The result has been that this phase of the business has shown a remarkable growth, and the prospects all point to a larger trade this season. One enterprising young dealer has conceived the plan of selling people a smaller Victrola to be taken on the summer outings, in order that a fine collection of records need not lie idle during the hot summer months, just because the owner does not like to cart his big Victrola to his summer home or into the wilderness.

Miss Gertrude F. Gannon, head of the Wiscon-

sin Talking Machine Co., jobber for the Victor line in Milwaukee and about the State, sailed from Liverpool on May 3, and is expected to arrive in Milwaukee some time before the middle of the month. Miss Gannon, in company with a party of friends, has been spending several months in touring the Holy Land, Egypt and other countries, returning through Europe, where she visited England, Ireland and Scotland.

Friends of A. G. Kunde, Columbia jobber and retailer, will not know his downtown store at 516 Grand avenue, after the work of remodeling the establishment has been completed. The entire store is being redecorated and enlarged, and several new sound-proof booths are being installed. Seven booths will be in readiness for the trade within a few days. It is only a few months ago that Mr. Kunde erected a new store front, and when the improvements now under way are completed, the establishment will be one of the finest in the downtown section.

Mrs. A. G. Kunde, wife of the Columbia jobber and retailer, who is associated with her husband in the business, spent a few days at the Chicago office of the Columbia company recently.

George D. Ornstein, sales manager of the Victor Talking Machine Co., stopped over in Milwaukee a few days recently while on his way to the Pacific Coast. Milwaukee is the old home of Mr. Ornstein, and two of his sisters live in this city. Mr. Ornstein reports that the prospects are bright for a good spring and summer trade in the Victor field.

Lawrence McGreal, president of the National Association of Talking Machine Jobbers and Edison jobber for Milwaukee and Wisconsin, will again be a prominent member of the party of Milwaukee business men, members of the Merchants and Manufacturers' Association, who will enjoy the annual junket of the organization. This year's trip, which will be taken from June 3 to 9, will cover the leading trade centers in Southern, Central and Northern Wisconsin and points in Northern Michigan. Mr. McGreal, as usual, will take several machines and a large supply of records with him on the trip, and will make himself one of the most popular members of the party as a result. Mr. McGreal will call on his dealers and he expects that the trip will be a successful one for him from the standpoint of both business and pleasure.

Among the recent visitors in the Milwaukee trade were Roy J. Keith, of The Talking Machine Co., of Chicago, and Daniel G. Williams, of the Udell Manufacturing Co., well known cabinet concern of Indianapolis, Ind.

Miss Elsie Meiser is still in charge of the talking machine department of the Hoeffler Manufacturing Co., 306-8 West Water street. Miss Meiser, who was placed in charge of the department when J. H. Becker, Jr., resigned to accept the management of the new Victor store at 1120 Walnut street, is making a big success of the business.

Emil O. Schmidt, 310 Grand avenue, the "one price" piano dealer of Milwaukee, who took over the agency for the general Victor line some months ago, is still without a manager for his talking machine department. Otto F. Leidel, former manager, resigned some time ago to become connected with the Milwaukee branch of the F. G. Smith Piano Co. Mr. Schmidt reports several good Victrola sales.

Harry W. Krienitz, enterprising young talking machine dealer, carrying the Edison and Victor lines, 439 National avenue, is planning on moving into new quarters at 326 Grove street. The entire interior of the new store will be remodeled, and he will have one large salesroom and three sound-proof booths.

J. H. Becker, Jr., in charge of the new Victor store at 1120 Walnut street, is paying particular attention to the sale of Victrolas IV and VI for installation in summer homes of Milwaukeeans. Mr. Becker has found that many Victor records lay idle during the summer months, while the owners were at their summer homes, and he came to the correct conclusion that it was because owners of Victrolas XIV, XVI and other large machines did not like to move them to their summer residences. Now

he is finding that these people are willing and anxious to buy the Victrolas IV and VI to take along with them to the country. Mr. Becker believes that this is an opportunity for good business that every Victor dealer should make use of. Mr. Becker is not neglecting the Victrola XVI, however, and reports the sale of several of these large instruments during the past two weeks.

Mr. Becker is following his plan of window exhibits, with which he made such a success at the Hoeffler store. Just at the present time Mr. Becker has an attractive window, advertising the "Dawg Song," while the new Victor card, depicting the stage setting of the "Tales of Hoffmann," is attracting much favorable attention. Mr. Becker has arranged a new flashlight illumination in his windows that will be sure to bring him much new business.

Joseph Gannon, assistant manager of the Wisconsin Talking Machine Co., Wisconsin jobber for the Victor line, is ill at the home of his father in Dixon, Ill., where he went for a few days' visit. His condition is not regarded as serious.

William P. Hope, traveling representative of the Thomas A. Edison, Inc., in Wisconsin and Upper Michigan territory, spent a short time in Milwaukee recently while on his way to Western Wisconsin.

The William A. Kaun Music Co. has finally decided to drop the talking machine line with the view of paying particular attention to the sheet music and musical merchandise departments. Mr. Kaun carried Victor machines and records.

Some good Victrola sales are reported by Joseph Flanner, who now carries a complete stock of Victor machines and records.

### VICTOR RECITALS MAKE GOOD.

Plan Worked Out by the O. K. Houck Piano Co. for the Purpose of Demonstrating Victor Goods Proves Successful.

(Special to The Talking Machine World.)

Louisville, Ky., May 15, 1912.

That the Bluegrass policy of phonographic demonstrations is being enthusiastically advocated further in the Southland is evidenced by news recently received in this city from Nashville, Tenn., where the O. K. Houck Piano Co. has been featuring the Victor line through periodic concerts. The Houck Company, one of the best-known in the Tennessee capital, has been using the Victor operatic stage in presenting scenes from well-known grand operas, accompanied by corresponding selections upon the Victrola. Two concerts per day at regular intervals during the past month have been given, admission being secured only through coupons appearing in the Houck newspaper ads. The demonstration stunts have proved to be thoroughly practicable in boosting Victor business for the Nashville dealers.

### CARRYING A BIG LINE OF SUPPLIES.

One of the important distributors of talking machine supplies is Mermod & Co., 505 Fifth avenue, New York, who sell spring motors, turntables, tone arms, sound boxes and original constructions for inside and outside horn types, its specialty being to furnish these materials to houses who want to build their own talking machines. This company guarantees the quality of its goods to be A-1 in every respect, even to the motors, which is an unusual thing for a supply company to do and shows its faith in Mermod specialties. The head of this house is Marc K. Mermod, who has been in and about the talking machine arena for years, and to those who are large enough and are interested in building their own machines, Mr. Mermod will be glad to send some information that will show how to be a talking machine builder.

The Whitney Central Trust & Savings Bank and W. C. Soria, receivers of the National Automatic Fire Alarm Co., of Louisiana, who handle Victor talking machines and Edison phonographs in New Orleans, report total liabilities of \$65,129.38 and total assets of \$46,559.98. These figures are based on the appraisal of the appraisers appointed by the court.

# DEALERS!

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2—All records are guaranteed fresh and in the very best of condition, just as received from factory;

3—A trained and efficient corps of clerks and order fillers is always ready to attend to your demands; no orders too small and none too large to get immediate attention;

4—A separate shipping-room which handles talking machines and records exclusively, insuring you against delays;

Write today for our proposition. Our special terms will interest you.

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*World's Largest Combination  
Talking-Machine Distributors.*

**LYON & HEALY**  
CHICAGO

**Each Columbia instrument you sell means dividends and investments simultaneously. They who buy come back for new records—and to-day the best records are being made by the Columbia exclusive artists.**



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

### ACTIVITY RULES IN CINCINNATI.

**Business During April Keeps Up to Mark Set by Preceding Months—Joseph Krolage Co. Opens Talking Machine Store in That Arcade—What the Various Department Managers Have to Report—Better Grade Machines Have the Call—The News of the Month.**

(Special to The Talking Machine World.)

Cincinnati, O., May 4, 1912.

The members of the trade appear to be in a very good frame of mind. Business during April, according to accounts, was a repetition of the good results obtained in March. The houses are spending more money in newspaper advertising than has been customary. It appears to be a case of one firm trying to tell the public that it has talking goods for sale in just a little better tone than the other fellow. It's just like a continuous show.

One of the prospective important developments of May may be an announcement by the Joseph Krolage Co., on Race street, of the opening of a talking machine store in the Arcade. The concern has secured an option on a store there and has until June 1 to exercise the same. As it is known that the company has been buying pretty heavy in the Victor and Edison lines there is every reason to believe that the deal will go through. Mr. Krolage said it was impossible to sell a record at the same time a customer was trying out a piece of sheet music on a piano. Then, too, the talking machine department is now in a basement, which is not a satisfactory arrangement.

The R. Wurlitzer Co., in chatting of trade conditions, said: "The month of April showed a big increase over the same month of the past year. The business was rather light in the beginning of the month, and the latter part of the month extremely heavy. Outfits for summer homes are already being sold and from the present outlook the Victor Victrola is going to be an essential requisite in every well-equipped cottage and summer camp. The demand for the May records was the heaviest in local history, and judging from the number of active record buyers the record season will run through the summer with very little diminution. Shipments of Victrolas are not as yet any way near equal to the demand, but they are coming through in better shape and have brightened the outlook very considerably. It will still be some time, however, before the shipments will be equal to the demand."

Manager Ahaus, of the Victor department of the Aeolian Co., made the following statement: "We had an exceptionally good month and found it quite a task to keep stocked up, particularly in records. Our feature sales were to several public schools. Mr. Robinson, of this department, devotes two afternoons each week at the various schools and we are getting the results. The educational campaign of the Victor Co. has been of great assistance to all our salesmen."

The Columbia Phonograph Co. reported a continuance of their very large and satisfactory March business in April, Manager R. J. Whelen stating: "The arrival of new goods continually keeps both

retail and wholesale departments stirred up and alive to the fact that they have to keep busy to be up to date. The 'Princess Regent' at \$75 has made the decided hit of the season and it met with immediate favor, as there is no other reproducing instrument that stands on the floor independent of a separate base that sells for less than \$100, and this \$100 instrument is the famous Columbia Grafonola 'Mignonette.' Special records have been more than interesting, the new records by Weber & Fields attracting unusual attention from all Columbia customers. Post card announcements of these records have been sent out to the trade. New records are also on sale by Zenatello, Alice Nielson and Pasquali, which have been enjoyed and appreciated by our music loving patrons. The May Festival in Cincinnati May 7 to 11 was the usual gorgeous musical treat. Ellison Van Hoose and Alessandro Bonci, two of the Columbia Co. popular singers, appeared.

The Dictaphone department came in for its share of a satisfactory month's business in April, C. M. Beckett, of Springfield, placing a number of Dictaphones with the American Seeding Machine Co. of that city, while the Cincinnati manager has placed a large number in several departments of the Big Four railroad offices of this city.

A. W. Roos, one of the Columbia Phonograph Co.'s auditors, was a welcome visitor at the Cincinnati store this month.

### NEW AGENCIES IN BALTIMORE.

**Rosenstein Piano Co. and the Hub Piano Co., Both Newcomers in the Field, Handle the Full Columbia Co. Line—Governor of Maryland Buys a Victrola—Various Houses Making a Strong Bid for Business—General Happenings of the Month.**

(Special to The Talking Machine World.)

Baltimore, Md., May 6, 1912.

Two things characterized the talking machine trade in this city during the past month. The first was the establishment of two new Columbia agencies with two new comers in the talking machine and piano field and the fact that the sales for the month of April showed up better than for the same period last year. The new comers into the local field are the Rosenstein Piano Co. and the Hub Piano Co., who have just gotten started in a business way during the past month. Both of these firms are carrying a full line of Columbia machines and records and are making attractive displays with them.

That the trade as a whole has been in excellent shape during April is shown by the general statements made by all of the dealers. Each and every one of them report good sales and a heavy demand for both the Red Seal and popular air records.

One of the best sales recorded during the month was that of a \$200 Victrola to Governor Goldsborough, of Maryland, by the H. R. Eisenbrandt Sons Co., Inc. Charles E. Stran is in charge of the talking machine department, and he also reports that the Chief Executive of Maryland made an elaborate purchase of Red Seal and popular

records along with the Victrola. Mr. Stran also reports a nice demand for Victrolas from the Naval Academy at Annapolis, Md.

Wm. Knabe & Co. is making a big effort in the talking machine field with its line of Columbia machines and records, and thus far it has had pretty good results. This week one of the most attractive displays consists of thin streamers fluttering around the window display of Columbia machines by means of an electric fan. The arrangement is such as to attract the curiosity of all passers by. S. A. Butler, who possesses considerable artistic ability, is the one who arranges these displays and he is now making preparations to have a miniature camp life display with all the necessary equipment that goes in connection with camp life.

S. A. Dennison, manager of the local branch store of the Columbia Phonograph Co., believes in boosting, and he now offers a fine new hat to each and every one of his salesmen who make sales of \$300 and over within a specified time. All of the men on Mr. Dennison's staff are working hard for these hats and the indications are that all of them will be sporting new head gear before long at the expense of their manager. Mr. Dennison reports a good steady trade for April in all branches of the Columbia line.

E. F. Droop & Sons Co., Victor and Edison representatives, is making enthusiastic reports as to the local trade for April. Manager Roberts says that as far as he can see there are no indications of a let up and he has every reason to believe that a steady demand will be in progress all during the summer. He says that Baltimoreans want talking machines and all the latest records and that they are not bothering very much whether they get them in the summer or in the winter time.

A good month with the Victor line was also experienced by Cohen & Hughes. Manager M. Silverstein states that things have been moving along nicely from a sales standpoint and that he has no complaints to make. He declares that everything looks good for a splendid late spring trade and that he has reasons to believe that there will be more doing than usual this summer.

Thomas Gordon, manager for the talking machine department of the Kranz-Smith Piano Co., and Albert Bowden, manager for this department for Sanders & Stayman, both of which firms handle the Victor and Columbia lines, speak well of trade conditions during April and make similar predictions to those of the other dealers as to the prospects for the late spring and summer season.

### A GOOD IDEA OF THE SQUARE DEAL.

I believe in paying for overtime in taking stock, but not for trimming a window or working one or two nights. I had six people out sick at one time and yet I paid them all. It amounted to a great deal of money and I believe that something should be done to regulate the length of the sick period, says a merchant. One stenographer worked for me twelve years and has not been out sick for one day during all this time. I think this sort of service should be rewarded.



**POINTERS ON RECORD SELLING.**

Some Valuable Suggestions Based on Long Experience, the Basis of a Very Interesting Talk by Raymond Stotler, Manager of the Milner Musical Co. of Cincinnati.

(Special to The Talking Machine World.)  
Cincinnati, O., May 9, 1912.

Manager Raymond Stotler, of the Milner Music Co., who is one of the live wires in the Cincinnati talking machine colony, has some views on the selling of talking machines which might be of interest to the general trade. In this connection he said yesterday:

"The realization of the seriousness of the record end of the talking machine business usually comes to a dealer abruptly. He finds that the placing of orders left to intelligent but incapable employes has resulted in far too healthy a stock of records remaining on hand, that is, records least in demand, usually there is a shortage on the popular ones. To eliminate this unsatisfactory condition two things are necessary: First, to reduce the stock on hand, and second, to place the future orders intelligently.

"The solution of the first problem lies with the record salesman, referring to the record sales force as distinct from the talking machine force. The average talking machine salesman is too impatient to sell records—the proposition looks too small and takes too much time, taking the amount of the sale into consideration. He may be right, for time is required to sell records. When a customer has selected a machine let him be turned over to

a skilled record salesman or saleslady, one who has studied the supplement and other data; one who can by intelligent suggestions sell good substantial selections; one who knows what and where your overstock is.

"Every customer should be handed the latest supplement and list of records (not the general catalog), for invariably when the customer turns to the selecting of records he asserts that he wants the 'very latest.' By thus indicating his willingness to assist in this selection the salesman inspires instant confidence. Of course it is necessary to have a complete stock of the latest records, that is, records included in the newest supplement, on hand; for nothing disappoints a customer more than to be informed that some record he imagines he would prefer is 'out' and he is liable to become skeptical. It is an easy matter to keep an entire stock of at least one month's records.

"When a certain selection is called for the salesman should play it. There are then two openings for suggestions that will appeal strongly to the customer. One is the rendition of the particular selection itself and the other is the artist or artists making the record. Victor record No. 17055 (May Supplement) is a good sample. This piano rendition of 'The Rosary' is a 10-inch D. F. record. When called for it offers a splendid opportunity to play three 10-inch S. F. records of the same selection and a splendid chance to sell a \$3 R. S. record. It also offers an introduction to Paderewski, Bachaus, LaForge and others. The salesman who interests his trade in the higher-priced records is usually favored

with the steadiest increase in business. He should be able to explain every record and awaken an interested, intelligent anticipation in his customer before playing the record. The hearing of the \$3 Red Seal record of 'The Rosary' acquaints the customer with that splendid artist, Mme. Schumann-Heink. The salesman then has this interesting singer and all of her beautiful records in the limelight. The customer will get a splendid value in any of them. Does the salesman know where the over-stock is in this series? In order to make the above effective the new supplements must be studied by every clerk each month and all records suggested by the new list noted.

"By going carefully over past sale records and reorders the demands of your trade can be learned. You have, no doubt, been surprised already to find that the largest portion of your records sales has been confined to comparatively a few selections. Do you sell mostly minstrel and march song records? Does your trade prefer standard instrumental and vocal numbers? Which artists do they call for most? These are things that should be known.

"Before placing a new order it is not bad policy to visit the sheet music departments in several stores in your city and learn from the sales people there what the 'hits' are, which ones they are pushing, how the sales on certain 'hits' are holding up, etc. You will find that in each sheet music department the big sheet music publishers who control them concentrate and push one 'hit' at a time, furnishing the theaters with slides, singers with professional copies, etc. This might be a good suggestion for the record department in advertising and pushing the new records each month; it would certainly help solve the problem for the talking machine dealer.

"The artists and theatrical attractions that are to visit your city the coming month must also be considered. They mean an unusual opportunity to attract customers and to aid in anticipating a demand. If these few things are carefully remembered you will find not only the good sellers in stock in the middle of the month when the demand comes, but also at the end of thirty days an even and well-balanced stock of new records."

**INDIAN MUSIC FOR HISTORY CLUB.**

The City History Club of New York held its annual meeting at the Colony Club last Wednesday evening at 8 o'clock. Mrs. A. Barton Hepburn, Mrs. Malcolm Stuart, Dr. George F. Kunz and Reginald Pelham Bolton reported the year's work. Dr. Joseph K. Dixon, leader of the expeditions sent out by Rodman Wanamaker to study and record the manners and customs of the North American Indians, delivered an illustrated lecture on "The Farewell of the Chiefs." Incidental Indian music was played on the talking machine.

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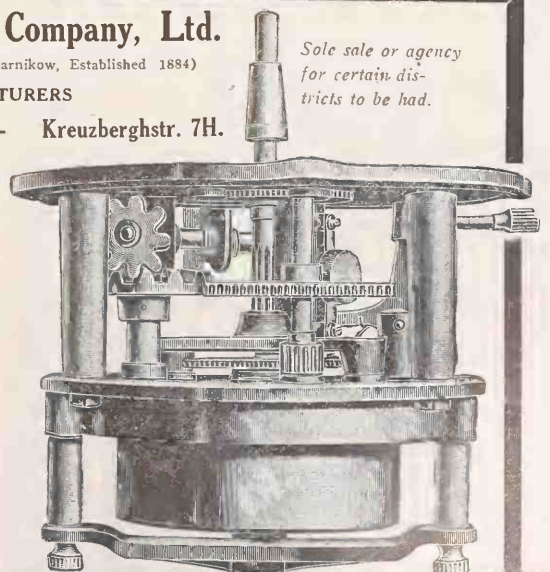
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# FROM OUR EUROPEAN HEADQUARTERS

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

While the Coal Strike Troubles Are Over Business Is Still Dragging Somewhat Throughout Great Britain—Manufacturers Planning to Spend Large Sums in Publicity During the Next Few Months—If the Dealers Co-operate This Should Act as a Great Stimulus in Opening Up Trade—Columbia Phonograph Co.'s London Factory Totally Destroyed—Bulk of the English Record Matrices Saved—Factory to Be Rebuilt—Regulations of Copyright Law—Gramophone Co. Urging Dealers to Develop Summer Trade—Great Demand for Columbia-Rena Ragtime Music—German Patent Law Changes—News of the Month Chronicled by Our Correspondent.

(Special to The Talking Machine World.)

London, E. C., May 5, 1912.

Fortunately the coal strike is now a thing of the past, but it has left with us a sufficiently unpleasant state of things to warrant the belief that its trade-disturbing effect will be noticeable throughout the next month or so, particularly in relation to commodities other than those which constitute absolute necessities. But all circumstances considered, and given an absence of labor disputes in the immediate future, I believe that talking machine sales, while perhaps not up to the average of last summer, will, however, make a fair showing; this in view of the optimistic and energetic spirit which seems to pervade the ranks. The leading manufacturers, too, have planned to spend a substantial sum in publicity during the next few months, and things will doubtless shape out not unsatisfactory, especially if dealers and factors co-operate and adopt the many excellent suggestions propounded by the manufacturers.

#### Columbia Co. Factory Burned.

As reported elsewhere, the Columbia Co. has unfortunately experienced perhaps the most disastrous fire known in the history of the trade this side. Practically the whole of their up-to-date factory was razed to the ground. But even a disaster of such magnitude has its silver lining, for it must have been a source of keen gratification to the Columbia officials to be the recipients not only of sympathy from the whole trade, but to receive practical offers of assistance from their competitors. It is eloquent testimony of the fine spirit of comradeship which exists among record manufacturers, despite the keenness of competition. The cause of the fire, by the way, is unknown. Elsewhere is published a statement as to the damage to matrices, etc.

#### Final Phase of Copyright Act.

The Board of Trade Statutory rules and orders concerning the collection of royalties have now been issued, and an advance verbatim report is given hereunder. Leading members of the record manufacturing fraternity have accepted the official plans with equanimity, confident in the belief that the protective measures which they have adopted will effectively safeguard their interests.

It is asserted that some of the clauses embodied in the following regulations will need to be interpreted liberally, and not always in conformity with the strict letter of the law. But as to that time alone can determine. Here is the official memorandum which I received from the Board of Trade:

#### Preliminary.

1. These Regulations may be cited as the Copyright Royalty System (Mechanical Musical Instruments) Regulations, 1912, and shall come into operation on

#### NOTICE.

2. The notice required by Section 19 (2) of the Copyright Act, 1911, shall contain the following particulars:

- (a) The name and address of the person intending to make the contrivances.
- (b) The name of the musical work which it is

intended to reproduce, and a description sufficient to identify it.

(c) The class of contrivance on which it is intended to reproduce the musical work (e.g., whether discs, cylinders or music rolls).

(d) The ordinary retail selling prices of the contrivances; the maximum number which, until further notice, it is intended to make for sale at each price and the amount of the royalty payable on each contrivance in respect of the musical work.

(e) The earliest date at which any of the contrivances will be offered for sale.

(f) If any other work is to be reproduced on the same contrivance with the musical work specified in accordance with paragraph (b), the name of such work.

3. The notice shall, not less than 14 days before any contrivances on which the musical work is reproduced are offered for sale, be sent by registered post or published by advertisement as follows:

(a) If the name of the owner of the copyright, or his agent for the receipt of notice, is known or can with reasonable diligence be ascertained, the notice shall be sent to such owner or agent at his address, if known (if such address is not known and the musical work has been published) at the address of the publisher.

(b) In any other case the notice shall be advertised in the London Gazette; such advertisement shall give the particulars required by paragraphs (a) and (b) of Regulation 1 and shall also state an address from which a copy of the notice described in Regulation 1 may be obtained.

4. If at any time it is desired to make additional copies of the contrivances in respect of which notice has been duly given in accordance with Regulations 1 and 2 further notice shall be given in the same manner, but as regards the particulars required by paragraphs (a), (b), (c) or (f) of Regulation 1, it shall be sufficient in such further notice to refer to the previous notice and to state that the particulars given herein remain applicable, if such is the case.

#### Payment of Royalties.

5.—(a) Unless otherwise agreed, royalties shall be payable by means of adhesive labels purchased from the owner of the copyright and affixed to the contrivances.

Adhesive labels of the required denominations shall on demand be supplied by the owner of the copyright, from some place within the United Kingdom, at a price equal to the amount of royalty represented thereby, and subject to these regulations no contrivances shall be delivered to a purchaser until such label or labels denoting the amount of royalty payable have been affixed thereto.

(b) If the owner of the copyright neglects or refuses to supply within a reasonable time after demand adhesive labels of the required denominations in cases where royalties are payable by means of labels, the contrivances specified in the notice may be delivered to purchasers without having labels affixed thereto, and the amount of the royalties shall be a debt due from the person making the contrivances and payable on demand made by the owner of the copyright.

(c) When royalties are by agreement payable in any other mode than by means of adhesive labels, the time and frequency of the payment shall be such as are specified in the agreement.

(d) The adhesive label supplied as aforesaid shall be an adhesive paper label, triangular in shape, each side being not greater than  $\frac{3}{4}$  inch in length.

#### Ordinary Retail Selling Price.

6. The ordinary retail selling price of any contrivance shall be calculated at the marked or catalogued selling price of single copies to the public, or, if there is no such marked or catalogued selling price, at the highest price at which single copies are ordinarily sold to the public.

#### Inquiries.

7. The inquiries referred to in Section 19 (5) of the Copyright Act, 1911, shall be made by letter sent by registered post to the owner of the copyright at his ordinary address and containing:

(a) A statement of the name of the musical work in respect of which the inquiries are made, and a description sufficient to identify it.

(b) A statement of the name and address of the person making the inquiries.

(c) An allegation that a contrivance has previously been made by means of which the musical work may be mechanically performed, with a description of such contrivance.

(d) An inquiry whether the contrivance so described was made with the consent or acquiescence of the owner of the copyright.

8. The prescribed time for reply to such inquiries shall be 14 days after the date when the letter making the inquiries would be delivered in the ordinary course of post.

#### Interpretation.

9. In these Regulations the expression "owner of the copyright" has the same meaning as in Section 19 (2) of the Copyright Act, 1911.

#### Universal Copyrights, Ltd.

As the outcome of the meeting of talking machine manufacturers, previously reported in these columns, a new company has been formed, having for its object the protection of the rights and interests of those who are responsible for the payment of the royalties. The company, which is a private one, is registered under the title of Universal Copyrights, Ltd., with a nominal capital of £10,000 in £1 shares, and its registered office is at 32, Poultry, E.C. The subscribers, who comprise practically all the record manufacturers, have appointed Sir George Croydon Marks, M.P., chairman, and Paul H. Cromelin (National Phonograph Co., Ltd.), and Louis Sterling (Columbia Phonograph Co., General), as directors. Hugh Cumming Rabbidge is the secretary.

In the memorandum of association a summary of the objects of the company as set forth are in part:

3.—(A) To acquire copyrights, musical, dramatic, artistic, etc., and to sell, lease, or deal with the same.

(B) To enter into agreement with any person or firm in any part of the world for dealing with or exploiting the right of production anywhere.

(C) To act as publishing agents and to undertake the collection of royalties, etc.

(D) To act as agents between publishers or authors and mechanical, etc., reproducers.

(E) To publish and produce any literary, etc., work.

(F) Foreign registration.

(G) To protect members against infringement of copyright, etc.

(H) To procure information for members.

(I) To consider questions relating to copyright, and to promote and oppose legislation, etc.

#### International Copyright.

In the House of Commons, in reply to Sir G. Baring, Mr. Buxton said that the Berlin Copyright Convention of 1908 had not yet been ratified by his Majesty's Government. Of the 16 countries which were members of the Berne Copyright Union at the date of the International Conference held at Berlin in 1908, 12 had up to the present ratified the Berlin Copyright Convention.

#### Dealers Form Society Against Price Cutting.

The query as to whether a trader is entitled to sell goods below the price stipulated by the manufacturer remains to all intents and purposes a matter of opinion, and sometimes a matter of circumstance. There are those who hold that freedom in this regard is imperative to commercial existence, because while not always desirous of

(Continued on page 43.)

underselling, it is a matter of necessity when the trade locally is not cut up by competitors as to render maintenance of full prices absolutely useless. Many straight-dealing talking machine retailers are in this unhappy position. They have to stand by and see their trade decline, and pass to the benefit of local competitors who do not hesitate to offer the public records at prices which leave little or no margin of profit, hoping, however, to make good on other lines. A sprat to catch a mackerel, a kind of fishing which, figuratively speaking, more often than not destroys the net in the finish. In the meantime your hard-working dealer finds his endeavors to maintain prices impossible. He, too, must cut in order to save the fast departing vestige of what was once a prosperous business. It is a really deplorable situation, and the remarkable thing is that the manufacturers' efforts, such as they are, do not indicate the slightest check on this ever-growing evil.

Things have reached such a serious, not to say grave, aspect that certain of the dealers themselves have moved in the matter, with the result that a society has been formed under the style and title of the British Gramophone and Phonograph Dealers' Protective Association.

The chairman is W. E. S. Wilcox, 33, Oxford street, W., and Henry Seymour, Kelvin House, 1, Richmond Crescent, London, N., has been appointed honorary secretary and treasurer pro tem.

As set forth in the provisional memorandum, the objects and rules are as hereunder:

Objects.—To vindicate the principle of price maintenance in the sale of gramophone and phonograph goods; to prevent "cutting" and other forms of unfair competition, and to protect the interests of the trade generally.

**What May Be the Real Object.**

Doubtless the real object of the association, always providing that the membership is sufficiently strong, is to bring pressure upon the manufacturers

with a view to forcing them to take more vigorous action against known price-cutters. Alone, I have no great hopes of the association ever reaching that strength and influence so necessary to the successful carrying out of their plans, but if they can only obtain the active co-operation of the manufacturers then their future should be a brilliant one. The manufacturers are the fountain source of supply, and as such they and they alone should devise and put into effect measures of sufficient practicability to ensure control of their output. Perhaps something of this nature may result from the action of the little gallant band of dealers, who have at any rate shown earnest recognition of the necessity for immediate action against those who if allowed to continue their operations unhampered much longer will surely drive all respectable dealers out of the business.

**Details of the Columbia Co. Fire.**

An exciting and destructive fire broke out on Saturday morning, April 20, in the factory of the Columbia Phonograph Co. at Bendon Valley, Earlsfield, London. The firm occupy a range of buildings of two or three floors, covering an area of something like 150 feet by 150 feet, and fortunately, when the alarm was given, all the men and girls on the premises, numbering about 200, were able to get safely out. A grinder named William Cole, however, was unfortunately burned on the face and arms, but this was the only case of injury. The outbreak was first discovered in a room known in the works as the "Black Hole," where mixing and grinding processes were carried on. Spreading quickly to the inflammable materials used in the manufacture of records, the fire developed too rapidly for the staff to cope with, and the alarm was given. On the arrival of the brigade in strong force, hydrants and steamers were set to work at every possible point, but the fire had by this time gained such a hold that the whole place seemed doomed. By strenuous work the firemen were able

to restrict the area of the damage to about two-thirds. In the remaining portion effective work was performed by the members of the London Salvage Corps. The loss of valuable machinery and materials, it is said, will run into many thousands of pounds sterling.

**Statement by the Company.**

We are glad to learn from the company that they believe the bulk of the English record-matrices were saved. They have issued a notice to the trade saying that pending the rebuilding of the factory, they are making temporary arrangements for manufacturing and hope to be in a position in a fortnight or so to start delivering records again. It will, however, be some weeks before any machine deliveries can be made.

**Spurring Dealers to Summer Activity.**

"A word in time" is the slogan of the Gramophone Co.'s initial appeal to their dealers regarding the opening-up of summer trade. They promise dealers an extra amount of advertising support and many other advantages. And there is little doubt but that, given normal conditions in the land, they will conjointly make things hum.

If the excellent bill of fare offered each month has any bearing in this regard, and who can doubt it? there can be no question but that the program for May is extra special and will considerably assist to stimulate dealers to renew their efforts towards ensuring a record trade this coming summer. Signor Franz, the leading tenor of the Paris Opera House, is the newest acquisition. He has signed an exclusive contract to record only for "His Master's Voice." The complete list of titles for May is as follows:

"Egmont Overture" (Beethoven), New Symphony Orchestra; "La Bohème" fantasia (Part I) (Leoncavallo), and "La Bohème" fantasia (Part II) (Leoncavallo), Mayfair Orchestra; "Mickey's Birthday," two-step (Joyce), and "Dreaming,"



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

# 'His Master's Voice'

Trade Mark is recognized the world over as the

## Hall Mark of Quality

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

RUSSIA: The Gramophone Co., Ltd., 33, Alexanderstrasse, Riga; 58, Fontanka, St. Petersburg; 9, Golovinsky Prospect, Tiflis; Warsaw.  
 SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Apellbergsgatan, Stockholm.  
 EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.  
 EAST AFRICA: Payley & Co., Lourenzo Marques, 8 Beira.  
 SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; MacLay Bros., Rissik St., Johannesburg; MacLay Bros. & McMahon, 443 West Street, Durban; Ivan H. Haarburger, Maitland street, Bloemfontein.  
 INDIA: The Gramophone Co., Ltd., 139, Ballighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.  
 AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.  
 GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD LONDON, E. C.



## FROM OUR LONDON HEADQUARTERS—(Continued.)

waltz (Joyce), Joyce's Famous Orchestra; "Bronze Horse Overture" (Auber); "America-Egyptian Serenade" (Lincke); "A Southern Wedding" (Part I), and "A Southern Wedding" (Part II) (Adolph Lotter), Band of H. M. Coldstream Guards; "Large"—"Rest" (Handel), Mdme. Kirkby Lum; "The Distant Shore" (Sullivan), John Harrison; "Molly Brannigan" (Stanford), Percy Whitehead; "Because" (Cowen), Thorpe Bates; "Reuben Ranzo" (Eric Coates), Harry Dearth; "Nymphs and Shepherds" (Purcell), Miss Ada Forrest; "Douglas Gordon" (Killie), Mdme. Edna Thornton; "The Last Watch" (Pincuti), Miss Ruby Helder; "Chanson Meditation" (R. Cottenet) (violin), Fritz Kreisler; "Barcarolle" (Offenbach) (cello), W. H. Square; (a) "Etude—G Flat (Chopin), (b) "Bee's Wedding" (Mendelssohn) (piano), Miss Irene Scharrer; "Everybody's Doing It Now" (Irving Berlin) (from the "Empire Revue"), Robert Hale and Miss Ida Crispi; "Paper Bag Cookery" (H. E. Pether), Harry Fragon; "Lucia di Lammermoor" (Donizetti) (sextette), Grand Opera Company. Celebrity Records (12/6) "O Ma Charmante," Battistini; "Aida"—"O Celeste Aida" (Verdi), and "Carmen"—"Air de la fleur" (Bizet), Signor Franz; and (9) "Czardas Die Fledermaus" (Nightbirds) (Strauss), Mdme. Selma Kurz.

**Gramophone Co. Dividend Declared.**

An interim dividend at the rate of 10 per cent per annum, less income tax, on the ordinary shares for the past quarter, has been announced by the Gramophone Co., Ltd.

**New Offices for National Gramophone Co.**

The National Gramophone Co., Ltd., has announced their occupation of new offices and recording rooms at 15 and 17 City Road, London, E. C.

**New Company.**

Whiner Record Co., Ltd.; capital £100 in 11 shares. Disc record manufacturers. Registered office, Willowbrook Grove, Camberwell, London, S.E.

Copyright Protective Society (Mechanical Rights), Ltd. Limited by guarantee. No address given.

**A Tall Yarn.**

An American lady who did not wish to receive a newspaper representative sent her gramophone to speak to him instead. This clever idea is not likely, however, to appeal here, as there is still a something in the timbre of a gramophone which does not adequately represent an English lady's voice.

Nevertheless, says the *Bystander*, there is a great deal to be said for substituting a gramophone for oneself on certain occasions. If some dull people are calling, for example, or the tax collector, and you don't personally want to meet them, but you want to say something to them that will prevent them calling again, what could be more useful?

There are lots of golfers we have met who would be far happier if they sent a gramophone to do a round for them instead of going themselves. The gramophones would, in some ways, be more effective, too, for you can't really always say what you want to when you are hot and annoyed.

**Change in German Patent Law.**

From time to time attention has been drawn to the fact that there is a need for alteration in the existing laws of this country, so that invention may be encouraged. It is also worth noting here that during the year a change was made in the German patent law, which now brings it into line with that existing in this country. A German patent can now be revoked if the working is being effected either exclusively or principally outside the German Empire or its colonies.

**Announces Change of Address.**

Dans Clarke, maker of the famous Flex diaphragm, announces a change of address. His new quarters are located at 14 Lorne Grove, Fallowfield, Manchester, England.

**Feature "The Pink Lady" Records.**

As a foreword to their supplementary list of titles for June the National Phonograph Co. refer to the records they have issued of selections from that successful musical comedy, "The Pink Lady," which is meeting with an exceptionally hearty reception at the Globe Theater, London. The selec-

## INJUNCTION REFUSED TO NATIONAL PHONOGRAPH CO.

in Its Action Against the National Gramophone Co., Ltd., of Great Britain, to Restrain the Latter from the Use of the Name "National"—Defendant's Claim That They Only Desired and Intended to Trade in Gramophones, Upheld by Court—Some Interesting Points Raised in the Testimony Offered in Connection with the Trial of the Suit.

(Special to The Talking Machine World.)

London, Eng., May 6, 1912.

In the Chancery Division on Wednesday, 24th April, before Mr. Justice Eve, the action by the National Phonograph Co., Ltd., v. the National Gramophone Co., Ltd., was dismissed with costs. The plaintiffs claimed an injunction restraining the defendant company from carrying on under the name of the National Gramophone Co., Ltd., the business of manufacturing, selling, or dealing in talking machines and accessories thereto, or any other business carried or likely to be carried on by the plaintiff company. The defense was that they only dealt in and intended to deal in gramophones and gramophone records, in accordance with the Packman patents acquired by them, whereas the plaintiffs or the American company for whom they were agents, only dealt in phonographs and phonograph records. The defendants further denied that the plaintiff or the American company had commenced to manufacture or deal in gramophones or gramophone records. They declared that the plaintiff's goods were always known to the trade and to the public as Edison goods, and they denied that confusion was likely to arise.

The plaintiffs were represented by Mr. E. Clayton K.C., and Mr. Cyril Hartree (instructed by Mr. R. O. Reed) and the defendants by Mr. P. O. Lawrence K.C. and Mr. D. M. Hogg (instructed by Messrs. Roger Sudd & Stollard). The plaintiffs case occupied three days. Mr. E. Clayton K.C. opened the case. The plaintiff company, he said was registered by Messrs. Young & Sinclair, in 1902 without authority of the American Co., called the National Phonograph Co. of America. In 1902 Sir George Croydon Marks as attorney for the American Co. brought action against Messrs. Young & Sinclair to restrain them from using the name of National Phonograph Co., Ltd. In that action an affidavit was filed by Mr. Young, in which he swore that having heard other persons were about to register the company with the plaintiffs' title he wrote to the plaintiff company at Antwerp to know whether they had any objection to his registering the title of National Phonograph Co., Ltd., and said that unless he heard to the contrary by return, he would proceed to do so; and not receiving any reply after waiting a month, he registered the company for the protection of plaintiff company and that he was ready and willing to transfer to the plaintiff company the title and registration upon reasonable and proper

terms. That action was settled by the plaintiff company paying costs of action and registration and taking over the benefit of the company registered by Mr. Young.

The plaintiff company were now sole agents for the American company. The defendant company was registered in June, 1911, and Mr. Lewis Young became a party to the contract for sale to the defendant company, as trustee. Counsel suggested that the title of the defendant company was chosen at the instigation of Mr. Lewis Young and that this was a repetition of what had occurred in 1902.

Continuing plaintiffs' counsel stated that the plaintiff company was commonly called the National Co. Their goods were known as genuine Edison goods, but it was very common to speak of them as "National" goods. And he argued that if he was able to satisfy the court that the title of defendant company was chosen with intent to deceive or that the use of such title was calculated to deceive or probably lead to confusion, the plaintiffs were entitled to succeed.

Plaintiffs' counsel further explained that the plaintiff company had up to the present time only dealt in phonographs and phonograph records, but that for some time past they had been experimenting in gramophones and gramophone records and that in July, 1911, an announcement was made in the Talking Machine World that it was the intention of the American company to introduce into the market, gramophone disc records. And he suggested that the title of defendant company was adopted for the purpose of obtaining the benefit of the plaintiffs' good will.

Sir George Croydon Marks was called. He said that since 1902 he had been attorney for the American Co. The American Co. dealt in phonographs and cylinder records, but not in disc records. He explained that the only distinction between disc and cylinder records was the shape of the article and that Mr. Edison's patent covered both records. The words "phonograph" and "gramophone" had no particular meaning except in relation to talking machines and the words were interchangeable among the public. The American Co. had been manufacturing disc records ever since November, 1910, and in October, 1911, they were ready for the market.

By Mr. P. C. Lawrence K.C. cross-examining: The plaintiff company only supplied the trade and the trade knew the difference between phonograph and gramophone.

tions are "My Beautiful Lady," sung by Miss Elizabeth Spencer; "By the Saskatchewan," by Frederick Weld and chorus, and "The Pink Lady" selection, by the American Standard Orchestra.

Attention is also directed to the June Amberol Concert Records, which, by the way, have found much favor this side. In the list under notice two new and exclusive Edison artistes deserve mention. Eleonora de Cisneros has sung the contralto roles in almost every important opera, and the Hoffmann Quartet, which has acquired a very high reputation in the musical world, will be recognized as the representative instrumental quartet of Boston, U. S. A. The former artiste has recorded the famous "Ben Bol," and the latter are responsible for "Molts Lento", quartet, Op. 17, No. 2 (Rubenstein). Other records in this supplement are as follows: *Edison Amberol Records*—"Regimental Marches" (No. 1, Brigade of Guards), National Military Band; "Meet Me To-night in Dreamland" (Friedmann), Glandon Roberts; "Keep on Toddlng Along" (Godfrey and Williams), Billy Williams; "God Save Ireland" (T. D. Sullivan), David Brazell; "See What Percy's Picked Up in the Park," Miss Rose Hayes; "When Your Luck Is In" (Ellerton and Mayne), Stanley Kirkby; "The Charge of the Light Brigade" (Lord Tennyson), (recitation), Bransby Williams; "March of the Cameron Men" (Campbell), T. F. Kinniburgh; "Silly Ass" (David and Arthurs), Jack Charman; "Selection from Iolanthe" (Sullivan), H. M. Irish Guards Band; "The Count of Luxembourg"—"Waltzes" (F. Lehar), American Standard Orchestra; "God Is Love, His Mercy Brightens" (C. Kreutzer), Miss Agnes Kimball, Reed Miller and Frank Croxton; "Happy Days" (A. Strelezki), Venetian Instrumental Trio; "Do You Remember the Last Waltz?" (Bennett Scott), Irving Gillette; "So So" polka (xylophone duet), (P. Fahrback, Jd.), Chas. Daab and William Dorn; "Say Au Revoir But Not Good-bye" (H. Kennedy), Will Oakland and chorus; "Boston Commandery March" (T. M. Carter), Edison Concert Band, and others.

**Ragtime the Rage.**

Abundant evidence of the present demand for

ragtime music is the issue of a special supplement of Columbia-Rena records embracing four new ragtime hits—and this exclusive of the double-record in the current monthly supplement which gives us the "Mysterious Rag" and the "Chanticleer Rag." The ragtime numbers on this special Columbia-Rena supplement include a band record of "Alexander's Ragtime Band" and "That Mysterious Rag," and a vocal record of the big ragtime number from which the Empire Theatre revue takes its name, "Everybody's Doin' It." Opportunity is taken to enumerate all the previously listed ragtime numbers on Columbia-Rena, and we may be sure that the dissemination of this timely supplement and the records it offers will only serve to intensify the ragtime boom.

## STROH VIOLS

VIOLIN, VIOLA, ETC.

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




One String Fiddle

**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

Violin

He admitted that some hundreds of companies were registered with the word "National," but he claimed the exclusive right to the use of the word "National" in connection with talking machine goods. He would not object to a title, such as the National Talking Machine Co. Plaintiff company had never used the word gramophone in connection with their goods. The plaintiffs never referred to their goods as "National" goods.

They were emphasized as Edison goods, with the trade-mark "Thomas A. Edison." Counsel put in several advertisements and catalogs issued by the plaintiff company, in which their goods were described as Edison goods, and the company as the Edison Co. He also put in cylinder records upon which the name of the National Phonograph Co. did not appear at all, but the name Edison or signature "Thomas A. Edison" appeared on every record.

Sir George agreed that the gramophone could not be taken for the phonograph and that the gramophone records could not be used for the phonograph. He disagreed with the opinion of Mr. Justice Parker in the gramophone case and stated that the general public did not distinguish between gramophone and a phonograph. Witness' attention was drawn to the statement appearing in the Talking Machine News in September, 1911, where it was stated that any announcement as to the introduction of gramophone records by the plaintiffs was premature and unauthorized.

Sir George contended that Mr. Lewis Young registered the plaintiff company before there was any time for a reply to be sent to the letter he had written; the company, however, was not registered for a month after the letter. He did not make any affidavit in response to that filed by Mr. Young in the proceedings referred to and the action was settled by the payment of Mr. Young's costs and the expenses of registering the company.

Mr. Cromelin, managing director of the plaintiff company said that since May, 1911, he had known that the American Co. had been engaged in the manufacture of disc records. He had heard rumors to this effect before May. No samples had ever been shown in this country. The word "National" had become a distinctive part of their title. They had spent millions in advertising (presumably dollars) and not one per cent. of the public knew the difference between phonograph and gramophone and the only difference was that one was designed for a disc record and the other for a cylinder record.

Cross-examined by Mr. G. M. Hogg: The new departure in disc records was an interesting event in the trade. No notice appeared in any trade journals before July, 1911. His happening to know before that date was the result of making special inquiries. There were no disc machines or disc records manufactured by the American Co. anywhere on the market. He did not know that a "National" record was already on the market and had never seen before the "National" record, which was now shown to him in court. He had been in this country since June, 1911.

Plaintiffs advertised their goods as Edison goods and he could not give any instance where the goods were advertised as "National." The dealers also advertised as the National Phonograph Co., and being the only company with the word "National" it had become convenient to call the company the National Co. Witness believed that the plaintiffs were entitled to the exclusive right to use the name "National." The plaintiffs' records were known to the public as "Edison Records" and nothing else and that was what they wished. The trade generally understood the difference between the gramophone and the phonograph and was familiar with the plaintiffs' goods. They were not genuine unless the signature "Thomas A. Edison" appeared thereon.

Mr. J. G. Murdoch, managing director of J. G. Murdoch & Co., Ltd., Farringdon Road, E.C., said they always referred to the plaintiff company as the "National Co." They always called their goods the "Edison product." They were not called by any other name that he was aware of. He first heard of the defendant company at Leipzig Fair in March last. Many months before May, 1911, Mr. Graf told him that the American Co. were manufacturing disc records. This had been discussed for two years, but he had not seen any on the market yet.

Cross-examined: He had never heard the plaintiff company called the Edison Co.

Mr. A. Ficker, manager of the new Polyphone Supply Co., Ltd., of 2 Newman street, said he had ten years experience with the plaintiff company. In talking of plaintiff company he would simply say "National People" or "National Goods." He had heard in September, 1910, that plaintiff company were bringing out a disc machine. He did not think it had been widely discussed, because there were no such goods to offer to the public.

Cross-examined: He knew what an Edison record was; and that no goods were genuine without the trade-mark "Thomas A. Edison." The goods of the company were described as Thomas A. Edison or Edison goods. If a dealer ordered Edison records he would inquire if the dealer meant an Edison Bell record, Thomas A. Edison record, or a National record: Edison goods were confused with Edison Bell goods. He had never seen any document in which plaintiffs' goods were described as National goods. They advertised them as Thomas A. Edison goods.

Mr. A. W. Gamage, of A. W. Gamage & Co., Ltd., said

his company dealt in all the different makes of gramophones and phonographs and they had dealt with the National Phonograph Co. from the beginning. He had got to know it as the National Phonograph Co. He also knew it as the Edison Co. The goods were generally spoken of as the National Phonograph goods or National goods. The word phonograph was not always put with the title as it was rather a long word. If he heard the National Co. mentioned he would think it referred to the National Phonograph Co. with reference to Edison products.

Plaintiffs' goods were spoken of a 'National' to distinguish them from "Edison Bell." He heard of defendant company some months ago.

Cross-examined by Mr. P. O. Lawrence. He did not sell in the shop himself, except that he might do so occasionally. He knew Edison goods, but the words "National" generally appeared thereon. He would not be surprised if his salesman did not know what record was referred to if he were asked for a "National" record. The gramophone was more popular than the phonograph. His firm sold more of the former.

Mr. R. J. Ross, manager for Messrs. Stockalls, Clerkenwell Rd., E. C., also gave evidence in support of plaintiffs' case.

Cross-examined he did not read the Talking Machine News, but agreed it was a well-known paper. Messrs. Stockall always used the word "Edison" in their advertisements relating to Edison goods. They did not use the words "National" and their factors and dealers advertised in the same manner. It was also well known to the trade and to anyone who dealt in plaintiff company's goods that no goods were genuine unless they bore trade-mark "Thomas A. Edison." He invoiced Edison goods as standard or Amberol records. He knew the distinction between gramophones and phonographs and that the plaintiff never supplied gramophones.

Mr. Wilcox, 23 Oxford street, retail dealer, and Mr. Dawson, manager of Messrs. Brown Bros., gave similar evidence, as did Mr. Brian, of Croyden, and C. B. Woolton.

Mr. A. J. Paskell, carrying on retail businesses as Paskell's & Key's, gave evidence to the same effect.

Mr. Cyril Hartree having addressed the court in support of the plaintiffs' case.

Mr. P. O. Lawrence, K.C., submitted that there was no case for the defendants to answer. In his argument he pointed out that no evidence had been given in support of the allegation that Mr. Lewis Young had improperly registered plaintiff company in 1902, or that the registration of the defendant company was a repetition of what had occurred in 1902. He pointed out that Mr. Young had given notice to the American Co. of his intention to register the National Phonograph Co., Ltd., for their own protection and did not proceed to register it for a month, after notice was given. After the action was brought against Mr. Young the latter offered to give the plaintiffs the benefit of registration, which was accepted, the plaintiffs' paying costs of the action and of the registration.

Mr. Lewis Young had no connection whatever with the defendant company and took no part in its incorporation. He was a stranger to all the parties interested in the defendant company, except Mr. Packman, the patentee. The only evidence connecting Mr. Young with the defendant company was that he acted in a nominal capacity, and he so acted on a request of Mr. Packman and no other person could so act.

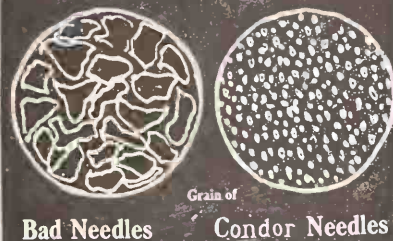
Dealing with the allegation that the defendants were aware that the plaintiffs intended to introduce gramophone records upon the English market, and adopted the title National Gramophone Co., Ltd., with the object of acquiring the plaintiffs' good will, counsel pointed out that defendant company was registered in June, 1911, and the title must have been fixed some time before that date. While the first intimation of the plaintiffs' intention to use gramophone discs appeared in an American paper, in the following July. The plaintiffs up to the present time had not introduced gramophone discs to the market and it was not known whether such records were to be introduced at all. Counsel further pointed out that the plaintiff company were referred to in the trade journals as the Edison Co.; that they were known in the trade as the Edison Co., and that the records were always advertised both by the plaintiffs and their dealers as Edison records and were not genuine unless the trade-mark Thomas A. Edison was upon them, while the defendants' records were prominently marked with the title National Gramophone Co., Ltd., and the trade name Marathon had been applied for with the object of placing it upon their goods. Finally plaintiffs only dealt in phonographs and phonograph records, while the defendants only dealt with gramophone records, and the products of one company, not possibly be mistaken for the goods of the other company.

Mr. Justice Eve intimated that whatever his opinion might be of the plaintiffs' case, having regard to the view of the Court of Appeal, he was not prepared at the present stage to withdraw the case; but thought the defendants should proceed.

Mr. Lawrence then called Mr. P. J. Packman, the inventor of the patent gramophone record acquired by the defendant company. In the course of his evidence he

(Continued on page 46.)

## Don't Buy Needles That Damage Records



Bad Needles Condor 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 *Condor 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

CHEMISCHE FABRIK **E. SAUERLANDT** bei FLURSTEDT Apolda i. Th., Germany  
 The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for  
**Gramophone and Phonograph Recording**  
 Sole Manufacturer of Wax "P," the best recording material for Berliner-cut.

stated he was one of the vendors of the company of the improvements of the patent. He said that gramophones were more popular than phonographs, and larger sales replaced this preference. The witness proceeded to explain that the title of defendant company was fixed in April, 1910, by himself and his co-vendors, and he told how the title came to be decided. The word gramophone was chosen instead of the general term talking machine, as the former denoted the class of goods to be dealt in by the new company. First of all he suggested "International" but this was objected to by the other parties interested, because it was the intention to sell the foreign rights and it was thought more appropriate to use the word "National." The witness stated that he knew Mr. Young about 9 years ago, but had only seen him six or seven times during the nine years. Mr. Young had taken no part whatever in fixing the name of the defendant company, or in its registration. At this stage Mr. Clayton, K.C., intervened and stated that his clients had instructed him that having regard to the views expressed by the learned judge, they did not desire to continue the action and accordingly withdrew. Mr. Justice Eve thereupon directed that the action should be dismissed with costs.

#### National Co. to Change Its Name.

As a direct result of this case I am given to understand that the National Phonograph Co., Ltd., will trade under a new name in the near future. It has in contemplation the adoption of some such title as the Thomas A. Edison Co., Ltd.

### GRAND RAPIDS DEALERS ORGANIZE.

Talking Machine Men Form Association for Mutual Protection.

(Special to The Talking Machine World.)

Grand Rapids, Mich., May 5, 1912.

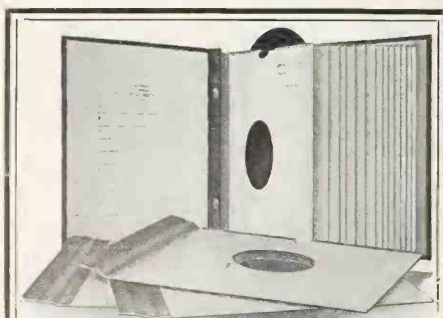
Talking machine dealers of the city met at the Livingston one evening recently and formed a talking-machine association for the purpose of mutual benefit and protection. The Friedrich Music house will be headquarters of the association and J. A. J. Friedrich will act as temporary chairman, with John Bodbyl secretary.

A collection system and exchange bureau for machines will be installed with the following firms affiliated: J. A. J. Friedrich, Young & Chaffee Furniture Co., Heyman Co., John Bodbyl, Winegar Furniture Co., L. E. Phillips, Herrick Piano Co. and M. M. Marrin & Co. Meetings will be held monthly.

### REPOINTING OLD NEEDLES.

Ten thousand dollars will be put into the business of repointing worn talking machine needles by a Japanese firm at Los Angeles, Cal. Yoichiro Sugimura and Y. Teraoka are in receipt of letters patent on a new invention for this purpose and the company will be incorporated immediately with the above mentioned capital.

Take the Trouble—It Will Pay You. One of the secrets of the success of this business is the general willingness to "take the trouble"; to do each detail in the best possible manner.



PATENT APPLIED FOR.

#### Standard Loose Leaf Holders for Disc Records

Each leaf affords a separate compartment for the perfect protection and preservation of the record. By our loose leaf method records can be arranged to suit the user, making them easy and quick to find. Leaves can be added at any time, and in any quantity desired. Name of record read at a glance. Write for dealers' terms and discounts.

Adams, Cushing & Foster  
168 Devonshire Street BOSTON, MASS.

### THE SOUTHERN CALIFORNIA TRADE.

General Reports of Trade Conditions Most Satisfactory—Columbia Grafonolas for Pasadena Music Co.—New Company to Manufacture Device for Illustrating Disc Records Automatically—An Instance of Chinese Politeness—News from the Smaller Towns.

(Special to The Talking Machine World.)

Los Angeles, Cal., May 5, 1912.

Many dealers in the city and the surrounding country report that trade for the month of April was very gratifying in all grades of machines and records. The new Columbia Princess is showing itself to be a good seller for such a short time on the market.

Los Angeles can be proud of the fact that it is again the chosen city for the great gathering of Shriners, who are now gathering and whom we so cordially welcome.

Ed. Borgum, who has spent many years along the coast in the talking machine line, is now engaged in the manufacturing business of the new improved lift and force pump.

The Pasadena Music Co. has recently installed a complete line of Columbia Grafonolas. Mr. Campbell, who is in charge, is an enthusiastic admirer of the table grafonola. He and his chief assistant, Harry Vejer, have already sold quite a number of these instruments in Pasadena.

The San Diego branch of the Southern California Music Co. is enjoying an excellent boom in the talking machine line. This is due to the untiring energy and hard work of Mr. Dible, who is manager of this department. His courteousness and endeavors to please commend themselves to all who meet him.

A. Friedman, distributor of the Hiles & Thahammer automatic electric record-stop, reports a good demand for this specialty.

The Eilers Music Co. has added several more sound-proof rooms to its talking machine department, thus being able to accommodate more customers.

W. A. Voltz, the representative of the Thomas A. Edison (Inc.), is making calls on dealers of the suburban towns, both in the valley and along the coast.

A new company has been incorporated under the laws of California called the International Phonoscope Co., to manufacture an instrument that can be attached to any disc talking machine for the purpose of illustrating disc records automatically by means of colored or plain film slides, made up on the order of the moving picture film. This instrument has aroused a great deal of interest among all who have seen it operated, which gives it the name of a perfect song illustrator. It will be moderate in price. Henry Seeman is the inventor.

C. W. Phillips, representing the Thomas A. Edison (Inc.), was in Los Angeles for several days demonstrating the Edison Home Kinetoscope, which he had no trouble convincing dealers of its merits as to popularity and success.

H. B. Hinman, the well known manager of J. B. Brown's talking machine department, has engaged the services of Mr. V. B. Chatter, formerly of Fletcher Bros. of Vancouver, B. C. He is well versed in both Victor and Columbia lines.

The Southern California Music Co. has been successful in securing the jobbing agency for the Edison Home Kinetoscope. A department has been fitted up with dark rooms with all the comfort possible for the demonstration of this special machine. O. A. Lovejoy, manager of the talking machine department, also has charge of this new department, for which he predicts a most wonderful trade in this line, which opens up entirely a new field for the dealers.

Messrs. Shireson Bros., of Los Angeles, relate a story which well illustrates the inherent politeness of the sons of the Celestial Empire, or, should we say republic. A vigorous advertising campaign has lately been undertaken by Shireson Bros. in the Chinese newspapers, and the results have been extremely profitable. In addition to the numerous applications for machines and records, the follow-

ing answer was received one morning (written in Chinese, of course):

"Esteemed Ones—It is my great and never-dying hope that you will ever live in happiness and prosperity, etc., etc. I have read your gratifying advertisement in the newspaper and admire it beyond praise. I unfortunately already own a talking machine, so will not need to buy one.

(Signed) "Ting Lee Hop."

The above is a free translation, but shows the true spirit. Were advertising results ever more gratifying?

### SOME STRIKING PUBLICITY

On Behalf of Landay Bros., Inc., in the New York Papers Wins High Praise.

Some of the most remarkable retail advertising in promotion of Victor talking machines and records is that which has been running and is now appearing in the New York papers over the name of Landay Bros., Inc. This copy is bringing good results to that house, as indeed good copy should. The illustration at the top always fits in admirably with the headline of the text, and the selection of type faces is pleasing to the trained eye and easily seen by the readers of the papers. For clean-cut modern retail advertising of the Victor, the Landay publicity is worthy in every respect of great praise. These advertisements are prepared under the direct supervision of Max Landay of this company, at the uptown offices and warerooms, 563 Fifth avenue, New York. The other Landay stores, as the trade know, are at 400 Fifth avenue and 27 West 34th street.

### RECORDS BY CELEBRITIES

Just Issued by the Columbia Phonograph Co. Should Interest the Trade.

The June supplement of Columbia Double-Disc records is out and in the hands of the dealers. Featured in this latest supplement to the Columbia catalog of January, 1912, are many of the famous artists of the present day. Among those to whom special space in the supplement is devoted is Georgette Leblanc Maeterlinck, who has won much fame since her entree into American operatic affairs. The first two Maeterlinck records are from Carmen and Thais. New records by David Bispham, Olitzka, Barron Berthald and the popular comedians, Weber and Fields, are listed.

### ADVERTISE FOR IT, OF COURSE.

"Will you allow me to ask you a question?" interrupted a man in the audience.

"Certainly, sir," said the lecturer.

"You have given us a lot of figures about immigration, increase of wealth, the growth of trusts and all that," said the man. "Let's see what you know about figures yourself. How do you find the greatest common divisor?"

Slowly and deliberately the orator took a glass of water.

Then he pointed his finger straight at the questioner. Lightning flashed from his eyes, and he replied, in a voice that made the gas jets quiver:

"Advertise for it, you ignoramus!"

The audience cheered and yelled and stamped, and the wretched man who had asked the question crawled out of the hall a total wreck.

See the point?

### Talking Machine Manager Wanted.

Talking Machine Manager to take charge of a very large Victor retail business located in one of the largest cities in the country. In answering give present employer, references and details about personal habits, etc. State salary desired. Excellent opportunity for advancement. Address V.E.C., care of The Talking Machine World, 373 Fourth Ave., New York.

## TRADE CONDITIONS ACTIVE

In Cleveland and Locality—Hart Piano Co. Buys Stock of Talking Machine Co.—Manager Madsen Makes Cheery Report Regarding Conditions with Columbia Co.—B. Dreher's Sons Co. to Have Larger Quarters on Euclid Avenue—Buescher & Sons Co. to Locate in the New Sweetland Building—Dealers Well Pleased with Present Conditions and Prospects.

(Special to The Talking Machine World.)

Cleveland, O., May 7, 1912.

With the advent of beautiful spring weather a livelier aspect is presented in the talking machine stores and sales are multiplying rapidly. Distributors of Victor goods complain that they are still unable to obtain sufficient of some kinds to meet the demand; however, they are handling a large volume of business and are hopefully looking forward to the time when supplies will be ample for all requirements.

The gratifying volume of trade during April, and which has continued without abatement since the first of this month, is very satisfying to the dealers, who have reason to be pleased with the business now in evidence. There is a very satisfactory percentage of gain reported compared with the same period last year, while the prospects are of the most flattering character, from the fact that general business is good.

A notable feature in talking machine circles has been the removal of the B. Dreher's Sons Co. from the old-established quarters in The Arcade to the new and elegant store on Euclid avenue, and the heads of departments are now busy arranging the goods in the various departments.

On the first of June the W. H. Buescher & Sons Co. will move to the new Sweetland building, 1016 Euclid avenue, a few doors from the present location. The rooms are now being fitted up and it is claimed will be as fine as any in the country. When the company has moved the talking machine business will be largely centered in that locality.

Charles I. Davis has remodeled his store, putting in new and enlarged show windows, show cases and shelving, making a most attractive and useful improvement. He now has three large demonstration rooms and is strenuously pushing the talking machine department of his music business.

The Hart Piano Co. has purchased the stock of the Talking Machine Co., 42 The Arcade, and has moved the goods across the way into the piano store. The company has fitted up two fine demonstration rooms and will handle Victor and Edison goods.

Conditions at the Columbia store are very satisfactory. "Business," said Mr. Madsen, "is fine and is increasing every month. April showed the largest volume of business since the opening of the Cleveland branch. We credit the increasing business to the elaborate advertising campaign of our house, and the new types of Grafonolas, which keep up the dealers' enthusiasm and simply makes them hustle for business." There are several new faces in the Columbia store, among which is Sig. Olindo Marscvlia, a talented young musician, with a thorough knowledge of operatic music, who is in charge of the retail department, and Miss M. A. Brown, saleswoman formerly with the U-S Phonograph Co. Mr. Madsen says business throughout Cleveland is excellent, new dealers being signed up each month.

The Eclipse Musical Co. reports business continues, as it was throughout April, of the most prosperous character. Mr. Towell, manager, stated the volume of business was constantly expanding and would be much larger if supplies could be more promptly obtained. The company is busy in both the wholesale and retail departments.

Phil Dorn, manager of the talking machine department of the Collister & Sayle Co., stated that business was very good, fully up to normal at this season of the year, in both the wholesale and retail departments. He said the demand at present was largely for the Victor IV and the cheaper



SOLID WOOD (NOT VENEERED)

*Mr. Dealer!*

The MUSIC MASTER is still in demand.

**M**usic  
Master  
Solid Wood Horn



All the  
Name  
Implies

**"OF ALL MY DREAMS OF EARTHLY BLISS  
THERE IS NONE THAT SEEMS SO REAL AS THIS"**

The magic of the Music Master Solid Wood Horn is it is built right—its shape, its dimensions are the result of universal public approval, the most costly shape to manufacture, but the public prefer it and it produces the best results of any wood horn or hornless machine on the market to-day.

Have you got samples to demonstrate?

Isn't it a fact that you do not know a good horn until you hear one?

It is the only horn guaranteed.

Should your jobber be unable to supply you, write us.

**SHEIP & VANDEGRIFT, Inc.**  
PHILADELPHIA, PA.

styles of Victors and that the record sales were good.

The H. E. McMillin & Son Co. are doing an excellent business in the talking machine department. The company features the entire Edison line as well as the Victor and are building up a nice, large business. The company's store was entered on the night of April 28 by a burglar, who broke open the safe and took \$100. He over-looked \$275 right at hand.

Business is moving along prosperously with the local Edison distributor, Lawrence A. Lucker. A good, steady demand for machines and records, both locally and from the outlying districts, keeps the manager and force busy six days a week.

The W. F. Frederick Piano Co. is doing a remarkably fine business in its talking machine department. N. H. Cook, manager, is pleased with the patronage already secured and in prospect, both here and at the Canton store. The Victor department is now in full operation and has opened under the most flattering auspices.

All the retail dealers in the city are making daily

satisfactory sales of both machines and records and express themselves pleased with the business they are doing.

## TALKING MACHINE EXPORTS.

The Figures for March Presented—Reports Show Falling Off for the Month.

(Special to The Talking Machine World.)

Washington, D. C., May 8, 1912.

In the summary of exports and imports of the commerce of the United States for the month of March (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for March, 1912, amounted to \$176,369, as compared with \$224,456 for the same month of the previous year. The nine months' exportation of talking machines, records and supplies amounted to \$2,019,873.

Every time a Weber and Fields record  
is played somebody laughs—and a  
Columbia dealer capitalizes the laugh.  
What do *you* make on that laugh?



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

### GO THOU AND DO LIKEWISE.

The Letter Sent by M. J. Roth Protesting Against the Changes in Patent Laws Affecting the Fixing of Retail Prices Contains an Excellent Resume of the Situation from the Dealer's Standpoint—Worth Simulating.

Talking machine dealers have been earnestly urged by manufacturers to communicate with their representatives in the Senate and in Congress with the object of protesting against the passage of hasty laws prohibiting the fixing of retail prices on patented articles.

A very excellent letter in this connection was sent Senator O'Gorman and Congressman Kindred by M. J. Roth, talking machine dealer and general merchant at 1495 Third Avenue, New York. It is a model well worth simulating and covers the various points at issue in a very exhaustive and interesting way. Mr. Roth is to be congratulated for his good work in this connection. The letter follows:

"Dear Sir—I am informed that several bills are before Congress affecting our patent laws. Among these are House Bills No. 23192 and 23193, introduced by Congressman Oldfield, to prevent manufacturers and patentees from fixing selling prices on their products.

"As one of many retail merchants directly affected by such restrictions, I must respectfully request you to use your personal influence towards preventing any hasty and radical changes which may have far-reaching and retarding effects on our commercial prosperity. The matter requires consideration and thorough study by the hearing of all parties interested pro and con. Our patent laws may need revision to suit modern conditions, but hasty action by our legislative bodies is liable to cripple or ruin many lines of industry without benefiting anybody in particular.

"The wonderful progress of our country is directly traceable to our liberal patent laws, which put a premium on human ingenuity and its exploitation. The great bulk of articles now sold at fixed prices have gained their popularity by unremitting energy and perseverance on the part of their manufacturers. They have become the standard of their kind through the law of 'survival of the fittest.' Vast capital is at work to keep them at the top. The very fact that they have a fixed value and are sold at the same price to all, maintains their standard (the same as our dollar represents 100 cents and not 79). Articles retailed at fixed prices are continually in the public's eye and must meet its final judgment as to their quality and value.

"A patentee or manufacturer marketing his product at a fixed price can count on a fair and certain percent of profit. He will constantly endeavor to improve his goods or reduce his production cost and selling price to gain new fields for his output. He not only benefits himself, but more so his employes by being able to pay liberal wages and by opening new channels for their ambition. He benefits his selling agents, distributors and dealers handling his goods, which may number thousands scattered all over the country, by

giving them protection against price cutting and illegitimate competition, securing them a living profit tending towards general prosperity. He benefits the consumer by giving him a standard article, the best that can be produced, with the manufacturer's guarantee, at a price which he can well afford and is willing to pay. He gives the public intelligent, expert service, through interested selling agents. Unrestricted imitations and cheaper substitutes act as a constant check against unreasonable profits and exorbitant prices.

"Take off restrictions and make the fixing of retail prices by the manufacturer unlawful and you open the valve wide for illegitimate competition. Big concerns, combination of retailers and mail order houses will seize the opportunity to slaughter standard, popular articles for a while, using them as cheap advertising mediums, the profit loss on which the public has to pay for otherwise. Small dealers, not able to sell at a loss, will gradually be driven out of business. The manufacturer, finding his output diminishing on account of the false standard of value created in the minds of the public through price cutting and the crippling of his channels of distribution, will soon find himself at the mercy of these big retailers and will be compelled to market his wares at their terms.

"Another step towards favoring concentration of merchandising against which these measures are supposed to be aimed. Another step towards suppressing individuality. Another step towards reducing the army of small, independent merchants, who constitute a great part of the intelligent middle class, the strength and sinews of the nation.

"Arguments for the maintenance of fixed prices on articles of merchandise could be multiplied indefinitely, far outweighing the doubtful temporary benefits which a few consumers may gain by prohibiting price protection. I therefore ask your special interest for the subject and the dangers of any law that may prove a serious check on profitable industries and commercial progress."

### NEW HEARING TUBE SUPPORT.

A Progressive Feature of the Edison Dictating Machine.

As if to prove that their limit of mechanical perfection is never reached, the Edison people at frequently recurring intervals add some brand new improvement to their dictating machine, which seems for the time being to complete the measure of usefulness and attractiveness of that most excellent office appliance.

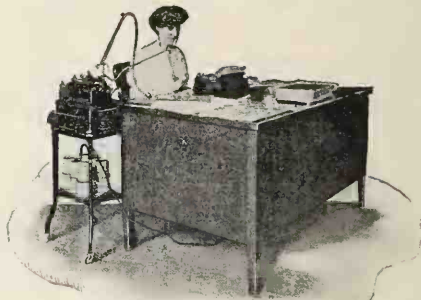
Their latest addition, while not so much of an invention, is without question a great convenience and as such will be appreciated by transcribers, for whose exclusive comfort it has been designed. It is a support for the improved aluminum hearing tube.

The new device removes whatever "drag" of the tubes on the transcriber's ears there may have formerly been. This will unquestionably insure the popularity of the improved metal hearing type design, which it is already recognized possessed features that recommended it to instantaneous popularity.

The new hearing tube support, as the accompanying illustration shows, consists of a support arm of brass (attached in a bracket in the machine), which acts as a sound conveyor and takes the place of the same length of rubber tube. It carries twelve inches of rubber tube at the machine end where it connects with the sound modifier and reproducer, and at the end toward the transcriber eighteen inches of tube which connects the arm with the hearing tube.

An ingenious little spring support extending from the support arm into the rubber tube at the transcriber's end prevents the tube from closing, even slightly, and thus insures an unobstructed passage for the reproduction at all times.

The new device will be appreciated by transcribers



Support for Hearing Tube.

not alone because it removes practically the entire weight of the tubes from the ears, but for its convenience in other directions. The support permits the tubes to be dropped from the ears and to hang within easy reach, where they can be taken up again with no trouble, or it can be pushed up, as shown in the dotted lines of the illustration, and out of the way until wanted, obviating entirely the possibility of breaking the aluminum tubes.

The support, following the idea of universality which obtains in each and every improvement to the Edison machine, can be applied to machines now in use. Any regular hearing tube can be divided into the lengths mentioned (18 and 12 inches) and attached to the support. It will hereafter be supplied, at no additional cost, with transcribing outfits where regular hearing tubes are ordered.

### MAIL ORDER TRADE IN RECORDS.

The Will A. Watkin Co., Dallas, Tex., writes The World that the Southwestern Talking Machine Association has announced that the four most popular records in Texas are "Red Wing," "Dixie," "Rainbow" and "Turkey in the Straw." In this connection we may say that the Watkin house is carrying on a great post card campaign and in this way an immense mail order trade for talking machine records has been built up. This emphasizes afresh the fact that the men who are going after trade energetically and persistently are winning out.

"If you must blow your own horn, don't use too much hot air."



## TRADE IN INDIANAPOLIS.

Slight Slowing Up in Business—The New Edison Kinetoscope Being Featured by the Kipp-Link Co.—Daily Papers Giving More Attention to Talking Machine Records, Thus Helping the Local Dealers—Activity with the Columbia Co.—Other Trade Gleanings.

(Special to The Talking Machine World.)

Indianapolis, Ind., May 10, 1912.

The replenishing of the coal pile may be responsible for the slight slump in the talking machine business in Indianapolis; at any rate, the talking machine men here are wishing that the man in charge of the weather would not prove so tardy in his spring delivery. Business is good, but April did not measure up, with one or two exceptions, to the record set in February and March, even though the weather has been of the kind that is dealt out in those months.

The local talking machine houses, and also those throughout the State, are appreciating a monthly feature introduced by the Indianapolis Star, one of the daily papers. Each month this paper gives more than a half column of space to the new records in the different talking machine houses. The readers of the paper look forward to the announcement of the new records each month. While the companies are not backward in their use of the advertising columns of the papers, they appreciate the value of space in the reading matter columns.

With the coming of spring the talking machine companies are paying more attention to the lighter ballads. The Kipp-Link Co., State agent for the Edison machine, announces three new I. O. O. F. records. The first of these gives the opening and closing odes, the second the initiation and installation odes and the third the funeral ode. They are given by a male quartet, accompanied by the organ.

The kinetoscope, the invention of Thomas A. Edison, has been on exhibition at the Kipp-Link store, and the interest resulting from the exhibition leads the local Edison house to believe that a large number of the machines will be sold. The machine on exhibition is the only one, so far, that has been brought to Indiana. A. G. Buck, of New York, had charge of the machine. The exhibitor emphasized the educational value of the machine. Mr. Buck explained that pictures have been made to be used in connection with public school text books up to the high school grade. The machine, Mr. Buck said, would bring the motion picture into the home.

Thomas Devine, manager of the local branch of the Columbia Co., has recovered from the injuries received in the traction wreck recently, and is now in charge of the store again. Mr. Devine says the store has had a good trade in the last month, but that business was not quite as good as it was in February and March.

A. W. Roos, assistant auditor of the Columbia Phonograph Co., paid his first official visit to Indianapolis recently. Mr. Roos has been with the Columbia Co. for a number of years, having been stationed at St. Louis, Chicago and Rochester.

H. H. Meyers, formerly with the Columbia and Victor companies, but who is now selling land in Louisiana, was in Indianapolis not long ago and visited the local talking machine men and talked over the prospects. Mr. Meyers has not lost his interest in the talking machine business.

Reed Miller and Harold Jarvis, tenor soloists, who sing for the Columbia Co., gave a recital in Indianapolis recently and the local store made a special display of their records, boosting their sales considerably.

Mr. Devine has just received a stock of Weber and Fields records. They are proving to be big sellers.

Albert Janpolski, who sings for the Victor Co., visited the Victor department of the Wulschner-Stewart Music Co. recently. W. S. Barringer, of the retail department, reports a good retail business. The sales of April this year exceeded considerably the sales of the same month last year. Mr. Barringer says the Victor department of the Wulschner-Stewart Co. has grown wonderfully in the last year or so.

Willis M. English, traveling representative for the Victor Co. in Indiana, says that the summer and fall trade will be good. Mr. English has been pleasing the local house by turning in large orders from all parts of the State.

H. O. Socy, of the Victor Co., Camden, N. J., visited the talking machine department of the Aeolian Co. recently. Miss Wiltzie, in charge of the department, says that the Aeolian Co. had a better talking machine business in April than in the preceding month.

Harry H. Nagle, who has had charge of the library of the Aeolian Co., has been transferred to the Victor department and will look after outside prospects.

## NEW USES FOR FILM SHOWS

Taken Up by Preachers, Teachers, Railroads and Clubs.

A Louisiana teacher changed the entire character of picture shows in her town by asking the manager to co-operate with her in class work. When her pupils in literature were reading "The Vicar of Wakefield" the manager exhibited a picture film of that classic. When the geography class began to study about Switzerland the manager secured films showing Alpine climbing.

The Iowa Federation of Women's Clubs has started a movement to induce moving picture managers to show Red Cross films and other hygienic subjects throughout the State. The senior class of the high school at Florence, Colo., has made the introduction of high grade films into the local picture houses their year's work in civics.

The Woman's Municipal League of Tecumseh, Neb., made an arrangement with the manager of the Lyric Theater of that city to give them a percentage of one day's receipts each week, and exhibit certain films illustrating the civic needs and work of the city, according to the Woman's Home Companion. This has brought manager, patrons and social workers closely together for the city's good.

The president of the Great Northern road is encouraging immigration to the Northwest by sending out twenty thousand feet of special films showing industrial and agricultural life along its route. These are displayed in cities where congestion should suggest the slogan "Back to the Farm." The Tarrant County Medical Society, Ft. Worth, Tex., has started an educational campaign by showing in moving pictures how to keep food clean and pure, the care of milk, sanitary dairies, etc.

The New York State Board of Charities wished to interest the public in the work and methods pursued in various State institutions. It had a film company take moving pictures in orphanages, reformatories, hospitals, schools for the blind and the crippled, homes, etc. These are now exhibited in commercial clubs and at conventions and county fairs.

The Rev. Walter Burr, pastor of the Congregational Church at Olathe, Kan., found that he could not induce people to come to his church during hot weather. On summer Sunday nights he rented the local airdome, showed religious films and talked to enormous gatherings. C. B. Vickery, general secretary of the Missionary Educational Movement, is doubling and trebling the attendance at his meetings by introducing films showing phases of foreign life which missionaries aim to alleviate.

## TEACHING AIDED BY PHONOGRAPH.

Keeper at Milwaukee's Zoo Has Great Hopes for His Class of Ten Chattering Birds.

Teaching magpies to talk is one of the pleasant tasks Keeper Edward H. Bean, of the Washington Park Zoo, in Milwaukee, Wis., has taken upon himself. Ten of the birds were donated to the aviary recently by the Washington Park Zoological Society, and for experiment Mr. Bean will endeavor to teach at least a few of them to speak.

Mr. Bean proposes to use phonograph records. By leaving the talking machine in the cage for a few weeks he hopes he will be able to develop several magpie linguists.



## Our flag is nailed to the mast

We're after the business of every Victor dealer who wants "real" service.

We have one hard and fast rule that always insures his getting it—all goods shipped the same day the order is received.

That's why we never fail our customers; why we get more customers all the time.

What about your jobber? Is he delivering the goods and keeping you in right with your customers?

If not, you know the answer. Whatever your needs in Victors, Victor-Victrolas, Victor Records, record cabinets, needles, repair parts, fiber cases, horns and other accessories, we have them right here all the time and a call from you will bring them on the jump.

Give us a trial order and you'll say "Fine," for you'll get the goods as fast as wheels can turn.

A card brings our booklet, "The Cabinet That Matches," and our latest catalog.

## New York Talking Machine Co.

Successors to  
Victor Distributing and Export Co.

83 Chambers Street

New York



## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

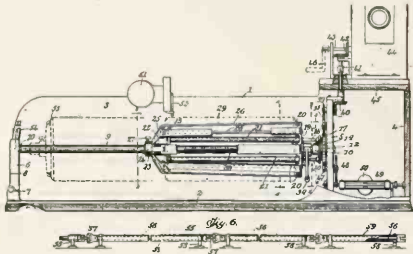
(Special to The Talking Machine World.)

Washington, D. C., May 7, 1912.

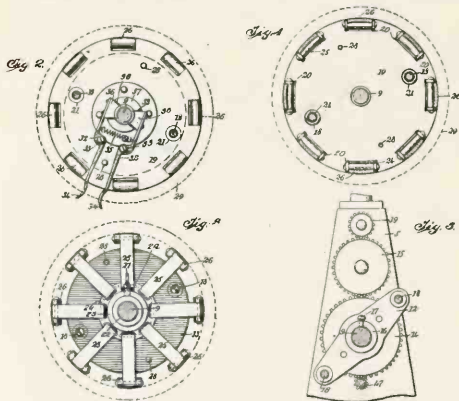
PHONOGRAPH ATTACHMENT FOR KINETOSCOPE.  
Peter John Mukautz, Kansas City, Mo. Patent No. 1,020,362.

The invention relates to record holders for phonographs used in connection with kinetoscopes, the phonograph supplying the lines for the actors in the pictures projected by the kinetoscope.

Fig. 1 is a side elevation of the machine, certain parts of which are shown in section and broken



away; Fig. 2 is a cross section on the line 2-2 of Fig. 1 and upon an enlarged scale; this view illustrates especially the construction of a clutch by means of which the record holder is thrown in or out of operation; Fig. 3 is a section on the line 3-3 of Fig. 1 and further illustrating the construction of the record holder; this view is also upon an enlarged scale; Fig. 4 is a cross section on the line



4-4 of Fig. 1 and further illustrating the construction of the holder; this view is upon an enlarged scale; Fig. 5 is a cross section on the line 5-5 of Fig. 1; this view is upon an enlarged scale, and Fig. 6 is a side elevation illustrating a shaft connection which is employed where the phonograph is located at a distance from the kinetoscope; this view is upon a reduced scale, and certain parts are broken away and shown in section.

PHONOGRAPH. Harry B. McNulty, East Cleveland, O., assignor by Mesne assignments to the United States Phonograph Co., Cleveland, O. Patent No. 1,020,151.

The object of the invention is the provision of a phonograph that will be adapted to operate, as desired upon records having threads of different fineness, as for instance, upon records having 100 and 200 threads to the inch, or as they are commonly known "two minute" and "four minute" records. Such adaptation involves a change in the rate of the movement of the sound-box along the record to correspond with such thread-fineness, and a corresponding shifting of the stylus, since a stylus suitable for playing or cutting one thread, as for example, the finer thread, will not work satisfactorily in the case of the coarser thread, and vice versa. The present invention is designed to supply simple and conveniently operable means for correlating and simultaneously effecting these two adjustments.

The annexed drawings, certain mechanism embodying the invention, such disclosed means constituting, however, but one of various mechanical forms in which the principle of the invention may be used.

In said annexed drawings: Fig. 1 is a front elevation of a phonograph embodying the several improvements; Fig. 2 is a transverse sectional view thereof with parts appearing in elevation; Fig. 3 is a similar transverse sectional view of a part

only of the device, the sound-box and adjacent parts alone appearing and being shown in a different operative position from that of Fig. 2; Fig. 4 is a view similar to Fig. 3, but showing the parts in question in yet another operative position; Fig. 5 is a plan view of the sound-box carriage with parts broken away to show certain operating details; Fig. 6 is a transverse sectional view of a phonograph corresponding to that of Fig. 2, but showing certain modifications in construction; Figs. 7 and 8 are similar sectional views, showing the sound-box and adjacent parts only, such latter appearing in different operative positions from that of Fig. 6; and Fig. 9 illustrates, by a corresponding section, the adaptation of the invention to a slightly different type of sound-box.

PHONOGRAPH REPRODUCER. Thos. A. Edison, Llewellyn Park, West Orange, N. J., assignor to Thos. A. Edison, Inc. Patent No. 1,020,485.

This invention relates to phonograph reproducers and has for its object the provision of an improved mounting for the stylus lever in order that the same may have great freedom of movement in tracking the grooves of the sound record, and in order that the defects due to inertia of the moving parts may be obviated.

More particularly, the object of the invention is to provide a mounting for the stylus, which shall permit the latter to be used in connection with records having two hundred threads to the inch, and track the same faithfully and without injury to the record or the stylus. While the stylus mounted in the manner of the invention is equally well adapted for use in connection with records having one hundred or some other number of threads per inch, the requirement of great facility of movement of the stylus lever both in a direction parallel to and transverse to the record groove, is particularly important in the case of the two hundred thread record or other record having a great number of threads per inch, owing to the thin walls between the record grooves, which might be broken down or jumped across by a stylus, the parts moving with which have considerable inertia, and owing to the character of the record grooves generally. Accordingly, a stylus mounting of the greatest freedom of lateral movement and the least possible inertia is very desirable. This is provided for in the invention by mounting a comparatively light member pivotally on or in a recess in the floating weight, so that the said member may be free to rock upon its pivot in a plane nearly parallel with that of the diaphragm, the said pivotally mounted member carrying the stylus lever pivoted thereto on a horizontal pivot. The stylus lever is thus free to oscillate in a plane at right angles to the plane of the diaphragm in response to the undulations of the record groove, and also is free to move laterally with the member to which it is

pivoted with the very slight inertia belonging to the very light pivot member above referred to. It is to be noted that the floating weight to which this member is pivoted is itself mounted for a limited movement in planes substantially parallel to and crossing at right angles the plane of the diaphragm, as is common in the art. It is preferable to pivotally mount the member which carries the stylus lever at a point not far distant from the pivotal point of the floating weight.

A further object of the invention is to provide yielding means by which the pivot member and the stylus lever carried thereby may be normally held in a central position axial to the record groove tracked by the stylus.

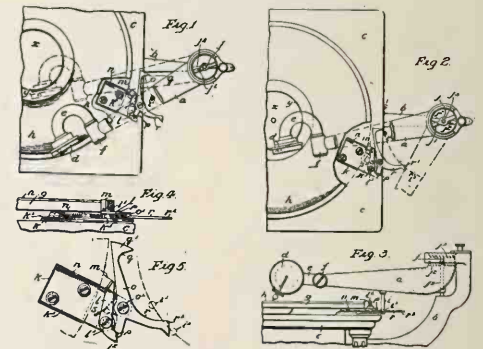
Fig. 1 is a central vertical section through a reproducer equipped with the invention. Fig. 2 is a bottom view thereof.

AUTOMATIC BRAKE FOR TALKING MACHINES. Theodore Birnbaum, London, England, assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,021,756.

The present invention relates to an improved automatic brake for talking machines.

According to this invention a brake is provided which will automatically stop the machine when the selection has been played and the brake may either be operated by putting sidewise pressure on the sound arm as it reaches the end of the selection, in the manner proposed with other known constructions of automatic brake, or this sidewise pressure may be dispensed with and the record furnished with an auxiliary spiral, in well known manner, running from the end of the sound line to a circular track around the center of the record.

A further feature of the invention is that the



brake can be taken off, so as to start the machine running, by bringing the sound arm back to the starting position, that is, the position which will bring the reproducing needle to the commencement of the sound line.

This invention is illustrated in one form in the accompanying drawings.

Fig. 1 is a plan view of part of a disc talking machine fitted with the improved brake, the brake being shown in the off position. Fig. 2 is a similar view, but with the brake on. Fig. 3 is a side elevation of Fig. 2. Figs. 4 and 5 are side elevations (partly in section) and plan, respectively, of the brake on an enlarged scale. Fig. 6 is a top plan view of a modified form of this invention, and Fig. 7 is a fragmentary front elevation of a portion of the same, looking in the direction of the arrow in Fig. 6.

PROCESS FOR MAKING SOUND RECORDS. Frank L. Dyer, Montclair, N. J., assignor by Mesne assign-

ments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,021,973.

This invention relates to phonograph records and more particularly to processes for manufacturing the same, and the object is to provide an inexpensive and efficient form of record in a novel and efficient manner.

This invention is an improvement on the invention disclosed in an application of Jonas W. Aylsworth, filed June 5, 1909, Serial Number 500,415, entitled "Phonograph record and methods of making the same," this invention differing in certain details from that of said Aylsworth.

The improvement is particularly directed to the provision of a secure connection between the outer or record film and the inner or backing cylinder.



Attention is hereby directed to the accompanying drawing, forming part of this specification and representing a vertical longitudinal section through a form of apparatus in which the improved process may be carried out, a record being shown in position therein.

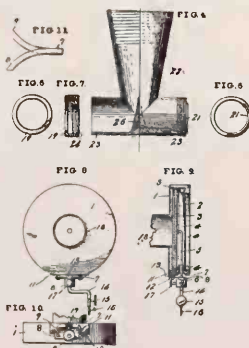
**REPRESSING DISC SOUND RECORDS.** Thomas H. Macdonald (deceased), Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,022,100.

This invention relates to disc sound-records and has for its object to utilize old disc records. In the manufacture of disc records by the American Graphophone Co., two materials are employed known, respectively, as ingredient No. 1 and ingredient No. 2. These ingredients consist of the ordinary material or stock employed in making such articles, namely, earthy matter and a binder consisting of a gum or gums. What we call ingredient No. 1 contains a considerable amount of shellac, which is desirable for giving the proper surface to the sound record; whereas ingredient No. 2 contains little or no shellac, but has the equivalent thereof in the form of a cheaper gum or gums as the binder. Ingredient No. 2 is employed for the main body of the disc, and ingredient No. 1 constitutes the surface.

**TALKING MACHINE.** John B. Browning, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,022,180.

The objects of this invention are to provide in a talking machine a plurality of sound boxes arranged to reproduce either simultaneously or separately the same tones from a single record, and to arrange the said boxes so that the operator is enabled to change the volume and quality of the sound at will, by raising one box while the other continues playing; to provide means whereby a pair of independent sound boxes may be supported by a single sound tube, and to provide other improvements, as will appear hereinafter.

In the accompanying drawings Fig. 1 is a plan view of a talking machine constructed in accordance with this invention; Fig. 2 a side elevation of the same; Fig. 3 an enlarged plan and partial end view of a detail of the same; Fig. 4 an enlarged top plan view one-half in longitudinal central section of a detail of the same; Fig. 5 a side elevation of one portion of Fig. 4; Figs. 6 and 7



are a side elevation and a longitudinal central section, respectively, of a detail of the same; Figs. 8, 9 and 10 are a rear, a fragmentary central sectional and a fragmentary bottom view, respectively, of an improved sound box forming a part of this invention, and Fig. 11 is a diagrammatic view of a detail of the same.

**POSITIVELY-FED DISC GRAPHOPHONE.** Thomas H. MacDonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,008,605.

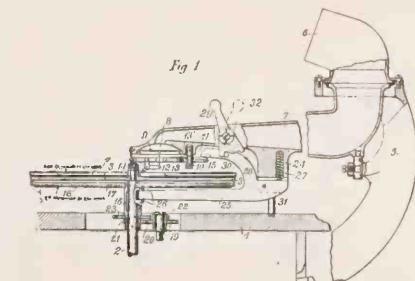
This invention relates to talking machines employing a sound record in the form of a disc, and preferably having the record groove of the up-and-down type rather than of the usual zigzag type.

The object of the invention is to provide for such talking machine, positive means for feeding the sound box across the face of the record disc. sound record having double, or more than, the usual number of convolutions to the inch.

With the ordinary form of disc sound-record, where the record-groove is of the so-called "zigzag" type, of substantially uniform depth, the side walls of the groove serve to propel or feed the sound-box, besides vibrating the stylus and its diaphragm; but a record-groove of the vertically undulatory type, with varying depth, owing to the comparative shallowness of the groove, and the comparatively gentle slope of its side walls, would not suffice to feed the sound-box with certainty. Again, by providing a positive feed, the machine may be employed, with a suitable recording-stylus, for making the original recordings upon a tablet of suitable material; and such recording-stylus may be mounted to vibrate either longitudinally of its axis (to and from the tablet) or laterally, to produce either the vertically-undulating or the laterally undulating type of sound-record.

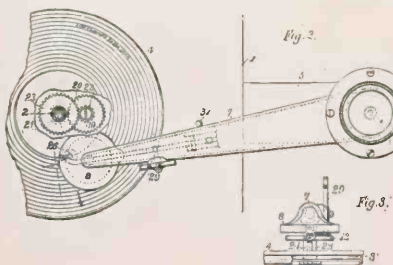
One feature of the invention consists of providing a spiral thread or feed-screw beneath the turntable that carries the disc record and concentric therewith, and in co-operation with said screw a guide-pin on an arm connected to the sound-box, whereby the feed-screw will propel the sound-box (substantially radially) across the face of the record-disc.

Another feature of the invention consists in locating the spiral feed-screw upon an independent disc separate from the record-carrying disc, and giving the feed-screw a comparatively coarse pitch, while providing reduction-gearing whereby the comparatively-slow rotation of the comparatively-coarse feed-screw will feed the sound-box at the proper rate across the face of a record-disc provided with a comparatively-large number of convolutions per inch.



Still another feature of the invention consists of means for disengaging the reproducing-stylus from the record-groove, and for disengaging the feed-arm from the spiral feed-screw, the two actions being preferably performed simultaneously.

The invention consists of one or more or of all of the foregoing features, and also of the vari-

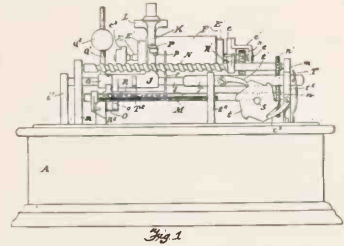


ous details of construction and arrangement to be hereinafter pointed out and claimed.

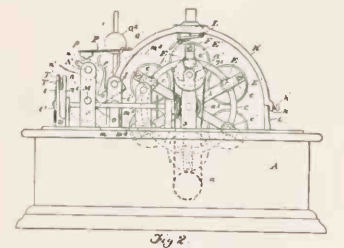
In the drawings Fig. 1 is a vertical section through a portion of a disc graphophone, illustrating a preferred embodiment of the invention; Fig. 2 is a plan view of the same, partly broken away, and Fig. 3 is a detail, viewed from the left in Fig. 2.

**MULTIPLE-RECORD PHONOGRAPH.** Richard B. Smith, Sydney, N. S. W., Australia. Patent No. 1,023,047.

This invention relates to phonographs wherein is employed means for carrying a plurality of records, say, four, six or more, each of which is adapted to be brought into co-operative relation to a reproducer in such manner that the record will remain in place and be rotated axially while the reproducer travels along said record, after which the next record is brought into position with relation to the reproducer, so that the aforesaid operations may be repeated, and so on throughout the number of records used in the machine.



The machine embodies a carrier for the desired number of records, means for holding the carrier at rest, means for rotating one record while the carrier is at rest, a reproducer, and means for imparting traversing motion to the producer.



One feature of novelty of the new machine consists in an automatic feed mechanism for the record carrier. This mechanism includes a shaft geared to the record-carrier, a sliding member, a pawl and ratchet device actuated by the sliding member for operating the aforesaid shaft and means for moving the sliding member. In connection with the shaft and the record carrier there is provided a locking mechanism which holds the carrier at rest, but which is releasable automatically at the period of moving the carrier, so as to present a new record to the reproducer.

Another feature of this apparatus is a means for returning the reproducer automatically to its starting position after said reproducer shall have traversed one of the records. In addition to the common feed screw, this machine is equipped with a coarse thread feed screw which is suitably driven, and the traveler is equipped with two nuts or nut sections which are adapted to respectively engage

60 YEARS' EXPERIENCE

# PATENTS

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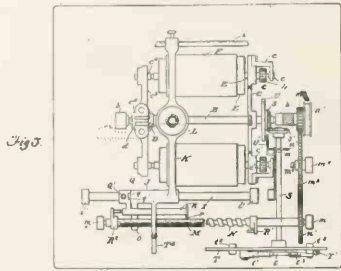
Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

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with the feed and return screws. A shiftable tension arm is associated with the traveler so as to hold it in one position or the other, in order that the feed nut or the return nut may have engage-



ment properly with the feed screw or the return screw, according as one or the other is in operation. Combined with this tension arm are tripping devices, one on the feed screw and the other on the return screw, said devices being so related to the arm as to automatically shift the same when the traveler reaches the limit of its motion in one direction or the other.

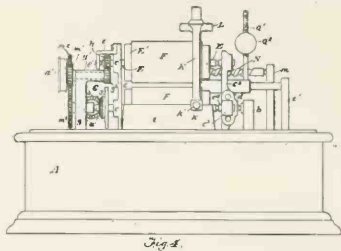


Fig. 1 is an elevation looking at the rear of a multiple record phonograph, constructed in accordance with the invention; Fig. 2 is an end elevation looking at the right hand end of the machine shown by Fig. 1; Fig. 3 is a plan view of the invention, parts being broken away and in section, in order to more clearly represent other parts, and

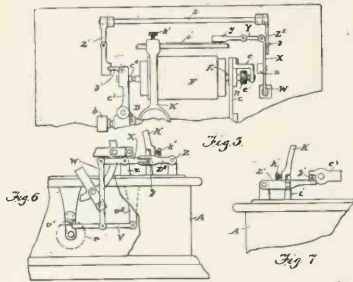


Fig. 4 is an elevation looking at the front side of the machine; Fig. 5 is a plan view of a part of the machine illustrating automatic stop devices by which the record carrier may be arrested at the end of the reproduction on each record or at every record or third record; Fig. 6 is an elevation looking at one end of the devices shown by Fig. 5, and Fig. 7 is a view looking at the other end of Fig. 5.

**AMPLIFIER FOR SOUND-REPRODUCING DEVICES.** John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,022,582.

This invention relates to sound reproducing devices and particularly to those devices which are used to augment or amplify the sounds which are being reproduced from a record of sound, the present application being a division of a prior application, Serial No. 326,827, filed July 19, 1906.

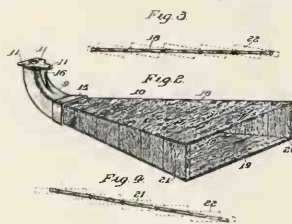
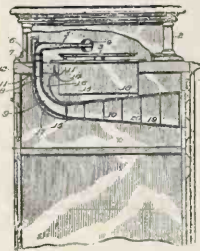
One object of the invention is to dispense with the ordinary megaphone, sound amplifying trumpet or horn which is usually used to amplify the sound reproduced by talking machines and the like and to increase the volume of the tones by means of an amplifier having sounding boards which are caused to vibrate in sympathy with the air enclosed by the same to which the sound waves are conducted from the reproducer of a sound reproducing machine.

A further object of the invention is to provide the amplifier with a portion or section whereby the vibrations are conducted from the swinging arm or conveyer and are amplified to some extent and to allow said vibrations to emerge from said portion or section between sounding boards.

A further object of the invention is to provide an amplifier with a rigid hollow portion or section which shall also act as a rigid support for the vibratory portion, whereby the vibratory portion is rigidly supported from one end only and whereby the sounding boards, by means of which the sound is further amplified, are free to vibrate substantially throughout their entire area and to vibrate in sympathy with the waves of sound conducted in proximity with the same.

A further object of the invention is to make the sounding boards or sounding surfaces used in connection with the sound amplifying device resonant or capable of being readily set into vibration by sound waves.

In the accompanying drawings forming a part of this specification in which similar parts are referred to by the same reference characters, Fig. 1 illustrates a sound reproducing device or talking machine provided with improved amplifier, the main portions of the same being shown in cross section; Fig. 2 is a perspective view of the improved sound augmenting device; Fig. 3 a diagrammatic view of the method employed to make the sounding boards of the sound amplifying device resonant, and Fig. 4 is a view similar to Fig. 3, showing the method of constructing the sides of the vibratory portion of the amplifier.



**NEEDLE FOR SOUND-REPRODUCING MACHINES.** Benard Tendler, Schulenburg, Tex. Patent No. 1,022,515.

This invention relates to improvements in needles for sound reproducing machines, and relates more especially to needles used in connection with the gramophone type of reproducing machine.

The object of this invention is to provide a needle which will, when turned for adjustment at various positions within its socket, produce tones of any desired volume.

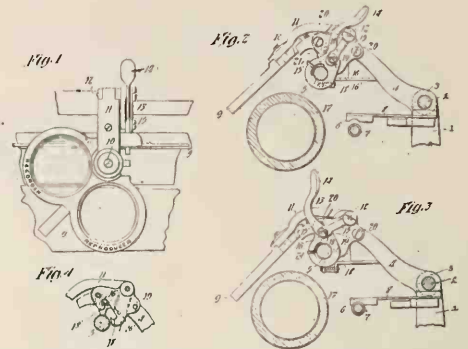
A further object is to provide a needle which will give a true, clear toned reproduction free from objectionable, harsh, mechanical noises made by most of the needles now in use.

Figure 1 is a side elevation of a socket with one of the needles in place within; Fig. 2 is a side elevation of the needle, on an enlarged scale; Fig. 3 is an edge view of a needle on an enlarged scale; Fig. 4 is a sectional view taken on the line 4-4 of Fig. 2; Fig. 5 is a longitudinal sectional view of the needle within the socket; Fig. 6 is a sectional view taken on the line 6-6 of Fig. 5, and Fig. 7 is a view similar to Fig. 1, except that the needle is shown in a different position.

**PHONOGRAPH.** Charles L. Hibbard, East Orange, N. J., assignor by Mesne assignments, to Thomas A. Edison, Inc., West Orange, N. J. Patent No. 1,023,250.

This invention relates to phonographs and more particularly to phonographs of the general type shown in United States patent No. 772,485, granted October 18, 1904, to Weber and Hibbard.

This invention has for its object the provision of improved means for raising and lowering the arm which carries the reproducer or recorder or both. This arm is lowered to bring the reproducer or recorder stylus into contact with the record and is raised to remove the same therefrom in order that the record may be changed.



By this invention a simple and effective lifting device is provided, which is self-locking in each of its extreme positions, and which is thrown by gravity into either extreme position without the necessity of using springs.

Referring to the accompanying drawings disclosing one embodiment of the invention, Fig. 1 represents a plan view of a portion of a phonograph equipped with the invention. Fig. 2 is an end elevation of so much of a phonograph as is necessary to disclose the invention, the carrier arm being shown in raised position. Fig. 3 is a similar view of the carrier arm, the same being shown in lowered position, and Fig. 4 is a detail view showing the various positions of the stop and locking pin on the lifting arm corresponding to the movements of the latter.

### THE VICTROLA AND THE FLOOD.

Interesting Story of the Flooded West Appearing in an Omaha Paper.

An interesting story from the flood districts of the West recently appeared in the World-Herald of Omaha and told of an unique sale of a Victor-Victrola as follows:

"Many sidelights on the flood condition of the Union Pacific are given by Assistant General Passenger Agent W. K. Cundiff, who was at Fremont during the big congestion of trains there.

"Mr. Cundiff tells of a Milwaukee millionaire, John E. DeWolf, who had been called to his home office from California on a very important piece of business. Mr. DeWolf tried in every way to get out of Fremont to Omaha, but finding it impossible, settled down to make the best of a bad bargain. He was a great entertainer. He bought a handsome Victrola from J. C. Acton and had handbills printed advertising a big show in the observation car of his train in the Fremont yards, all delayed passengers being invited. The program was given Tuesday night and lasted four hours, swarms of marooned travelers streaming in and out of the car, where refreshments were served at Mr. DeWolf's expense. Mr. DeWolf is in the investment and bond business at Milwaukee. His fellow-passengers gave him a vote of thanks."

### COLUMBIA LINE IN PROVIDENCE.

Among the more recent piano houses to install the Columbia line are the John Shepard Co., Providence, R. I.; Heidelberg Piano & Organ Co., New Orleans, La.; Hub Piano Co., Baltimore, Md.; Pasadena Music Co., Los Angeles, Cal., and the Craft Piano Co., of Richmond Va. All of the above have placed a large initial order for machines and records.

Polish your sales organization. They are the point of contact between your establishment and the buying public. Smooth them down so that friction between your store and your public will be at the minimum.

RECORD BULLETINS FOR JUNE, 1912

COLUMBIA PHONOGRAPH CO., GEN'L.

12-IN. SYMPHONY DISC RECORDS.

- Double A5379 **Le Cid—Pleurez, pleurez mes yeux** (Now let me weep)—Massenet. Contralto solo in French, orch. accomp. R. Oltzka 30839
- Orfeo—Che Faro Senza Euridice (I have lost my Euridice)—Gluck. Contralto solo in Italian, orch. accomp. R. Oltzka 30847
- A5377 **Off in the Silly Night—Words** by Thomas Moore. Baritone solo, orch. accomp. David Bispham
- The Banks of Allan Water—Arr. by Chas E. Horn. Baritone solo, orch. accomp. David Bispham

10-INCH SYMPHONY DISC RECORDS.

- A1153 **Carmen—Air des Cartes** (Card Scene)—Bizet. Soprano solo in French, orch. accomp. Georgette Leblanc Maeterlinck
- Thais—L'Amour est une vertu rare (Love is a virtute rare)—Massenet. Soprano solo, in French, orch. accomp. Georgette Leblanc Maeterlinck

10-IN. DOUBLE-DISC BLUE LABEL RECORDS.

- A1144 **The Minstrel Boy—Keene**. Tenor solo, Orch. accomp. Reed Miller
- Come Back to Erin—Claribel. Tenor solo, orch. accomp. Harrison
- A1145 **Baby Mine—Johnston**. Counter-Tenor solo, orch. accomp. Will Oakland
- Peek-a-Boo—Scanlan. Counter-Tenor solo, accomp. Will Oakland
- A1151 **Rustling of Springs—Sinding**. Piano solo. Hans Hanke
- Butterfly (Papillon)—Grieg. Piano solo. Hans Hanke

12-INCH DOUBLE-DISC BLUE LABEL RECORDS.

- A5380 **Martha—Vocal Gems—Flowt**—Arr. by C. A. Prince. Operatic selection, orch. accomp. Columbia Light Opera Company
- Martha—Selections—Flowt. Prince's Orchestra
- A5381 **Faust—Trio and finale, Act IV—All 'erta**, all 'erta (Hasten) or I Leave You—Gounod Soprano, tenor and baritone trio in Italian. Italian, orch. accomp. Irma Wright-Heims, Carlo Carica, Cesare Alessandroni
- Faust—Selections—Gounod. Played by Prince's Orchestra
- A5382 **Lohengrin—Lohengrin's Farewell—Mein Lieber Schwam** (Swan Song)—Wagner. Tenor solo in German, orch. accomp. Barron Berthald
- Die Walkure—Introduction and Siegmund's Love Song—Winter sturme wichen den Wonnemond (Now winter storms are waning)—Wagner. Tenor solo in German, orch. accomp. Barron Berthald

10-INCH DOUBLE-DISC RECORDS.

- A1146 **Brass Band Epiraham Jones—George W. Meyer**. Tenor and baritone duet, orch. accomp. B. G. Harlan & A. Collins
- Way Down East Where I Belong (Rube Song) Wm. McKenna. Tenor solo, orch. accomp. Byron G. Harlan
- A1147 **Rum Tum Tiddle**—Madden and Schwartz. Baritone solo, orch. accomp. Arthur Collins
- Trolley Car Song—Barron and Grant. Baritone solo, orch. accomp. Ed. Morton
- A1148 **A Life on the Ocean Wave—Henry Russell**. Baritone solo, orch. accomp. Andrea Sarto
- Dublin Bay—Barker. Vocal quartet, male voices, orch. accomp. Columbia Quartet
- A1149 **Red Pepper Rag—Lodge**. Xylophone solo. El Cota
- The Gaby Glide—Hirsch. Prince's Orchestra
- A1150 **They Gotta Quit Kickin' My Dawg Aroun'**—Cy Perkins. Tenor solo, orch. accomp. Byron G. Harlan
- King Chanticleer—Nat D. Ayer. Prince's Band
- A1152 **Dolores—Waltz**. Accordion solo. Guido Deiro
- La Spanola—Waltz. Accordion solo. Guido Deiro

12-INCH DOUBLE-DISC RECORDS.

- A5378 **Hery Girl's Dream—Lubitsky**. Violin, flute and harp, trio. G. Stehl, M. P. Lufsky and Chas. Scheutze
- A La Bien-Aimee (To My Best-Beloved)—Waltz—Edward Schutt. Prince's Orchestra
- A5384 **Oh, Holy Night** (Cantique de Noel) Adam. Baritone solo with quartet chorus, orch. accomp. R. Daddum and Columbia Mixed Quartet
- Silent Night—Christmas Carol—Tyrolese Hymn). Trio, mixed voices. Metropolitan Trio

THOMAS A. EDISON, INC.

AMBEROL CONCERT RECORDS.

- 28917 **Ben Bolt**.....Eleonora de Cisneros
- 28018 **Molto Lento—Quartet, Op. 17, No. 2**.....The Hoffman Quartet
- 28019 **My Dreams**.....Thomas Chalmers

AMBEROL RECORDS.

- 1015 Buffalo Bill's Farewell March. N. Y. Military Band
- 1016 **The Chambermaid**.....Irene Franklin
- 1017 **Texas Tommy Swing**.....Bily Murray and Chorus
- 1018 **Do You Remember the Last Waltz?**.....Irving Gillette
- 1019 **Seated Around An Oil Stove**.....Murry K. Hill
- 1020 **The Darkies' Ragtime Ball**.....Collins and Harlan
- 1021 **"So So" Polka—Xylophone Duet**.....Charles Daab and William Dorn
- 1022 **Say "Au Revoir" but Not "Good-Bye"**.....Will Oakland and Chorus
- 1023 **They Gotta Quit Kickin' My Dawg Aroun'**.....Byron G. Harlan and Chorus
- 1024 **Jimmy Trigger—Soldier**.....Golden and Hughes
- 1025 **Pucker Up Your Lips, Miss Lindy**.....Campbell and Gillette
- 1026 **Boston Commandery March**.....Edison Concert Band
- 1027 **Golden Deer**.....Metropolitan Quartet
- 1028 **Bring Back My Lena to Me—He Came from Milwaukee**.....Maurice Burkhardt
- 1029 **I Long to See the Girl I Left Behind**.....Manuel Romain
- 1031 **Everybody's Doing It Now**.....Premier Quartet
- 1031 **A Woodland Serenade**.....Edison Concert Band, (reed only)
- 1032 **Gypsy Love Song—The Fortune Teller**.....Frank Croton and Mixer Chorus
- 1033 **Never the Maiden Dreamed—"Mignon"**.....Charles W. Harrison
- 1034 **Long, Long Ago—with variations** (flute song).....Julius Spindler
- 1035 (a) **Recompense**; (b) **Roses in June**.....Edison Mixed Quartet
- 1036 **Dreams of Galilee**.....Edison Mixed Quartet
- 1037 **The Ameer—Selection**.....V. Herbert and His Orchestra
- 1038 **A Song of Love**.....Charles R. Hargreaves
- 1039 **Carmena—Vocal Waltz**.....Frank Croton Quartet

STANDARD RECORDS.

- 10556 **Our Band March**.....New York Military Band
- 10557 **Absent**.....Elizabeth Spencer
- 10558 **Good-Night, Mr. Moon**.....Campbell & Gillette
- 10559 **They Gotta Quit Kickin' My Dawg Aroun'**.....Byron G. Harlan
- 10560 **Ragtime Violn**.....Premier Quartet

VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

- | No.   | Title                                                                                                                                                                            | Artist                 | Size. |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------|
| 17047 | Nothing to Do Until Tomorrow (Drislane-Meyer)                                                                                                                                    | Billy Murray           | 10    |
|       | Matrimonial Troubles—Darky Comedy                                                                                                                                                | Golden and Hughes      | 10    |
| 17058 | Here's to the Friend in Stormy Weather (Elk's Song) (Havez-Botsford)                                                                                                             | Arthur Pryor's Band    | 10    |
|       | Elk's Reunion March (Shafer)                                                                                                                                                     | Arthur Pryor's Band    | 10    |
| 17069 | Harbor of Love—Medley Waltz (for dancing) (Blake-Schmid)                                                                                                                         | Arthur Pryor's Band    | 10    |
|       | Head-Lights Medley Overture (Arr. by Schulz)                                                                                                                                     | Victor Military Band   | 10    |
| 17070 | I Would Like to Try It (But I'm Just a Bit Afraid) (Brown-A. Von Tilzer)                                                                                                         | American Quartet       | 10    |
|       | Don't Leave Me Now (Dillon-H. Von Tilzer)                                                                                                                                        | Collins and Harlan     | 10    |
| 17071 | Lingering Love (Reed-Armstrong)                                                                                                                                                  | Ada Jones-Billy Murray | 10    |
|       | The Last Shot Got Him (The Great Blooie Song) (Mack-Smith)                                                                                                                       | Ed. Morton             | 10    |
| 17072 | Listen to Me, from "The Opera Ball" (Clare Kummer)                                                                                                                               | Edna Brown             | 10    |
|       | Good Bye, Rose (Burkhardt-Ingraham)                                                                                                                                              | Walter Van Brunt       | 10    |
| 17073 | Your Smile (Simpson-Foster)                                                                                                                                                      | Elsie Baker            | 10    |
|       | Since Lassic Went Awa' (Strickland)                                                                                                                                              | R. Miller              | 10    |
| 17074 | The Honeymoon (Kiburz) (Piccolo with Pryor's Band)                                                                                                                               | John F. Kiburz         | 10    |
|       | Cousinchen Waltz (Hollaender)                                                                                                                                                    | Guido Giardini         | 10    |
| 17075 | Snap Your Fingers. (H. Von Tilzer)                                                                                                                                               | Al Jolson              | 10    |
|       | I Want to be in Dixie (Berlin-Snyder)                                                                                                                                            | Collins and Harlan     | 10    |
| 17076 | Take Me Back to the Garden of Love (Goetz-Osborne)                                                                                                                               | Walter Van Brunt       | 10    |
|       | Oh, Mr. Dream Man, Please Let Me Dream Some More (Manaco)                                                                                                                        | Ada Jones              | 10    |
| 17077 | The Gaby Glide (Piler-Hirsch)                                                                                                                                                    | Billy Murray           | 10    |
|       | Baboon Baby Dance (Oppenheim-Cooper)                                                                                                                                             | Collins and Harlan     | 10    |
| 17078 | My Rose of the Ghetto, from "Louisiana Lou" (Douglhey-Burkhardt-Jerome)                                                                                                          | Maurice Burkhardt      | 10    |
|       | Lead Me to that Beautiful Band (Goetz-Berlin)                                                                                                                                    | Billy Murray           | 10    |
| 17079 | King Chanticleer—March—Two-Step (Ayer)                                                                                                                                           | Arthur Pryor's Band    | 10    |
|       | Texas Tommy Swing, from "Ziegfeld Folies" (Harris-Brown)                                                                                                                         | American Quartet       | 10    |
| 35223 | Lucia Sextet—Transcription. (Pianoforte)                                                                                                                                         | Ferdinand Himmelreich  | 12    |
|       | Caprice Espanol (Moszkowski) (Pianoforte)                                                                                                                                        | Charles Gilbert Spross | 12    |
| 35224 | Fortune Teller Selection                                                                                                                                                         | Arthur Pryor's Band    | 12    |
|       | Auld Scotia—Selection of Lauder Songs "Bonnie Leezie Lindsay," "There's a Wee Bit Land," "When I Get Back Again to Bonnie Scotland," "Stop Your Fieking Jock," "I Love a Lassie" | Arthur Pryor's Band    | 12    |
| 31861 | Song Medley No. 3—"Weber-Fields Winners" (The Hits from the "Weber-Fields Jubilee")                                                                                              | Smith-Stromberg        | 12    |
|       | Rosario Bourdon, 'Cellist.                                                                                                                                                       |                        | 12    |
| 31862 | Nordische Romanze Op. 329                                                                                                                                                        | Behm                   | 12    |
|       | Lucy Isabelle Marsh, Soprano—Purple Label                                                                                                                                        |                        | 12    |
| 70071 | Messiah—I Know that My Redeemer Liveth.                                                                                                                                          | Handel                 | 12    |

RED SEAL RECORDS.

- Frances Alda-Josephine Jacoby-Enrico Caruso-Marcel Journet—12-in.—In Italian.
- 95207 **Martha—Siam giunti, o giovinette** (This is Your Future Dwelling). Scene from Act II, Part I. Flowt
- 95208 **Martha—Che vuol dir Gio** (Surprised and Astonished) Scene from Act II, Part II. Flowt
- 95209 **Martha—Presto, presto** (Spinning wheel quartet). Scene from Act II, Part III. Flowt
- 93210 **Martha—Quartetto notturno** (Good Night Quartet) Scene from Act II, Part IV. Flowt
- Alma Gluck, Soprano—Louise Homer, Contralto 10-in.—In English.
- 97107 **Whispering Hope**.....Hawthorne
- Mischa Elman, Violinist. Piano accomp by Percy B. Kahn. 12-in.
- 74292 **Air for G String**.....Bach
- Vladimir de Pachmann, Pianist. 12-in.
- 74293 **Nocturne Op. 15, F Major**.....Chopin
- John McCormack, Tenor. 12-in.—In English.
- 74296 **Like Stars Above**.....McDonald-Squire
- Alma Gluck, Soprano. Violin Obligato by Efreim Zimbalist. 12-in.—In French.
- 83358 **Le Nil**.....Fernand-Levoux
- Fritz Kreisler, Violinist.—10-in.
- 64202 **Aubade Provencale**.....Couperin
- 12-in.
- 74294 **Scherzo**.....Dittersdorf
- Margarete Matzenauer, Mezzosoprano. 12-in. In Italian.
- 83363 **Favorita—O, mio Fernando** (Oh, My Ferdinand!) Donizetti
- 88365 **Robert le Diable—Robert, o tu che adoro** (Oh, Robert, My Beloved) Act IV.....Meyerbeer
- Johna Gadski, Soprano—Otto Goritz, Baritone. 12-in.—In German.
- 88369 **Magie Flute—Bei Mannern, welche Lieben fuhlen** (La dove prende) (Smiles and Tears) Act I.....Mozart
- Margarete Matzenauer, Contralto—Pasquale Amato, Baritone, with Metropolitan Opera Chorus. 12-inch.—In Italian.
- 89062 **Favorita—Ah! l'alto ardor** (Oh! Love) Act II Donizetti
- John McCormack, Tenor—Red Seal. 12-in.—In English.
- Directed by Victor Herbert.
- 74295 **Natoma—Paul's Address** (No Country Can My Own Outvie) Act II.....Redding-Herbert
- Reinwald Werenrath, Baritone—Purple Label, 10-in.—In English. Directed by V. Herbert.
- 60072 **Natoma—Serenade** (When the Sunlight Dies) Act I.....Redding-Herbert

VICTOR ROUMANIAN RECORDS.

- (10-in., double-faced).
- 63634 (a) **Foaic Verde de Tulpina** (Piano accomp.)...S. Silverbush 10
- (b) **La Fantana** (piano accomp.)...S. Silverbush 10
- 63635 (a) **Mesterul Manole** (piano accomp.)...S. Silverbush 10
- (b) **Ciobanul Nenorocit** (Piano accomp.)...S. Silverbush 10
- 63636 (a) **Ardeleana** (Piano accomp.)...Dr. Jozsef Kalman 10
- (b) **Stii tu?** (Piano accomp.)...Dr. Jozsef Kalman 10
- 63637 (a) **Fetito din acel Sat** (Piano accomp.)...Dr. Jozsef Kalman 10
- (b) **Vezi Randunelele se due** (Piano accomp.)...Dr. Jozsef Kalman 10

BOHEMIAN RECORDS.

- (10-in., double-faced).
- 63644 (a) **"Bai-Kai-Lai"—Pochod** (Pospisil).....Victor Kapelou 10
- (b) **Cardas** (2 Opery Netopyr) (Johan Strauss) (s. provodem orkestru).....Ianna Foerstrova 10
- 63645 (a) **Sokol's Triumphal March** (vitezny Pochod Sokolu) (Turner's Triumphal March) (Dvareck).....Kryl's Bohemian Band 10
- (b) **Laska a zivot ve Vidni** (Love and Life in Vienna Waltz) (L'Amour et la vie a Vienna (Karl Komzak).....Kryl's Bohemian Band 10

GERMAN RECORDS.

- (Double-faced, 10-in., and 12-in.)
- 63638 (a) **Heinrich der Vogler—Op. 56, No. 1** (Carl Loewe) (piano accomp. by Charles Albert Baker).....Arthur Van Eweyk 10
- (b) **I. Ungluck liche Liebe** (Arr. by Reiman), 2. **Der Kuss-ariette Op. 128** (Beethoven) (piano accomp. by C. A. Baker) A. Van Eweyk 10
- 63639 (a) **Hab' mein Wagen vollgledert** 2. **Bonn—Op. 37, No. 6** (Bungerl) (piano accomp. by Charles Albert Baker).....Arthur Van Eweyk 10

(Continued on page 54.)

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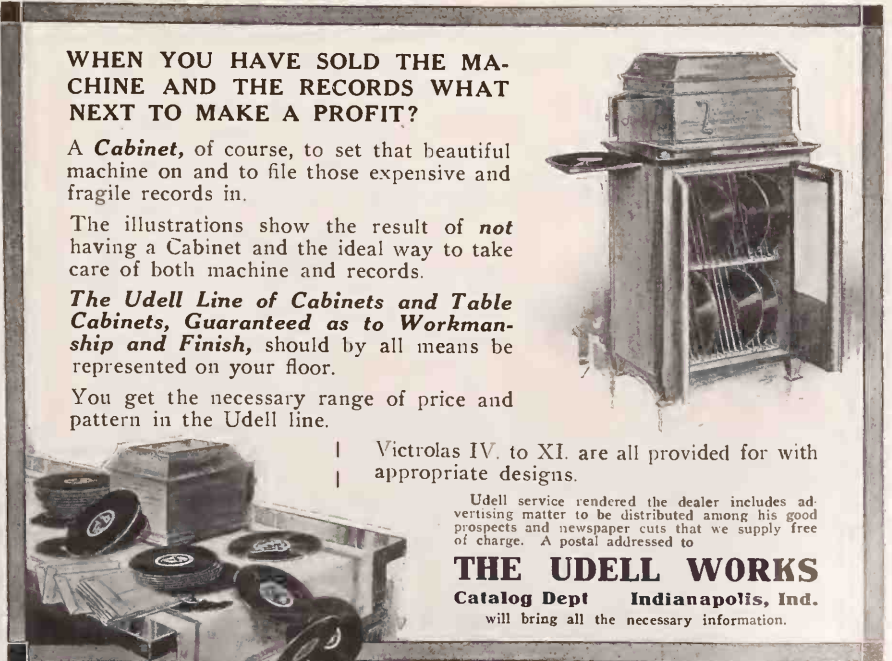
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## RECORD BULLETIN FOR JUNE 1912.

(Continued from page 53.)

- (b) Hinunter (Drinking Song) (Karl Schnabel) (piano accomp. by Charles Albert Baker).... 10  
 68327 (a) Die beiden Grenadiere—Op. 49, No. 1 (Schumann) (piano accomp. by Chas. Albert Baker) 10  
 (b) Das Erkenne—Op. 65, No. 2 (Carl Loewe) (piano accomp. by C. A. Baker, A. Van Eweyk) 12  
**VICTOR CROATIAN-SERVIAN RECORDS.**  
 (10-in., double-faced.)  
 63631 (z) Onam, Onamo (uz pratnju Tamburice).... Andras Tavik-Ilkic Draga 10  
 (b) Serajevski Kolo (uz pratnju Tamburice).... Andras Tavik-Ilkic Draga 10  
 63632 (a) Miletic (uz pratnju Tamburice).... Andras Tavik 10  
 (b) Pesnuti Pjevam (uz pratnju Tamburice).... Andras Tavik 10  
 63633 (a) Di Si, Di Si (uz pratnju Tamburice).... Andras Tavik 10  
 (b) Sto se cuje (uz pratnju Tamburice).... Andras Tavik 10

**SWEDISH RECORDS.**

- (10-in., double-faced.)  
 63646 (a) Sten Stenstson Stéen (1 akt—8 scen) (af John Wigfors).....Elis Olson-Ellis 10  
 (b) Sten Stenstson Stéen (1 akt—14 scen) (af John Wigfors).....Elis Olson-Ellis 10  
 68328 (a) Sten Stenstson Stéen (2 akt—3 scen) (af John Wigfors).....Elis Olson-Ellis 12  
 (b) Sten Stenstson Stéen (2 akt—15 scen) (af John Wigfors).....Elis Olson-Ellis 12  
 68329 (a) Vartan—Skansk Ballad (Olson-Ellis) (piano accomp.).....Elis Olson-Ellis 12  
 (b) Det gjorde mamma nar mamma var flicka. (Gustave-Olson-Ellis) (piano accomp.).....Elis Olson-Ellis 13

**VICTOR RUSSIAN RECORDS.**

- (10-in., double-faced.)  
 63642 (a) Asra (piano accomp.).....Misha Ferenzo 10  
 (b) Diwnyie otshi (piano accomp.).....Misha Ferenzo 10  
 63643 (a) Rashbitioje serdze (piano accomp.).....Misha Ferenzo 10  
 (b) Lubit nie Lubit (piano accomp.).....Misha Ferenzo 10

**VICTOR SLOVAK RECORDS.**

- (10-in., double-faced.)  
 63640 (a) Isol bi ja dovas (piano accomp.).....A. Losinski 10  
 (b) Ja do Lésa, ne idzem (piano accomp.).....A. Losinski 10  
 63641 (a) Zazenaj, zazenaj (piano accomp.).....A. Losinski 10  
 (b) Na Havrane (piano accomp.).....A. Losinski 10

**POLISH RECORDS.**

- (10-in., double-faced.)  
 63647 (a) I ta, co smy eskim (Kuplety) (Milloeker) (piano accomp.).....(S. Smoczinski) 10  
 (b) O! zegnaj Lube Stone.....Chopin Conservatory Male Quartet 10  
 63648 (a) Abos my to jacy tacy (Klonowski).....Chopin Conservatory Male Quartet 10  
 (b) Hejze ino! fijoieczku lesny (Piesn Ludowa) (J. Gall).....Chopin Conservatory Male Quartet 10  
 68330 (a) Sny Milosci Walz (Kratzer).....Roza Kiolbassa Kwasigroch 12  
 (b) Mazurko z Op. Duch Wojewody (Grossman).....Roza Kiolbassa Kwasigroch 12

**U-S PHONOGRAPH CO.****FOUR MINUTE.**

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 1402 My Sweetheart When a Boy.....Geo. Wilton Ballard  
 1405 The Day Is Ended.....Henry McClaskey  
 1432 Please, Oh, Please.....Ada Jones  
 1432 Lingering Love—A Conversational Song.....Ada Jones and Walter Van Brunt  
 1435 In Maytime (and) The Red, Red Rose.....John B. Wells  
 1443 Air by Bach.....J. Louis von der Mehden, Jr. and His Orchestra  
 1449 Heaven Is My Home.....Edmund A. Jahn  
 1450 Brass Band Ephraim Jones.....Collins & Harlan  
 1467 Take Me Back to Babylon.....Lillian Homesley  
 1476 Violets—Waltz (Frühlingsskinder).....J. Louis von der Mehden, Jr. and His Orchestra  
 1479 Haviland's Happy Hits, No. 2.....U-S Military Band  
 1486 March of the Men of Harlech (Welsh National Hymn).....Peerless Quartet with orch. accomp.  
 1498 Gee, But I Like Music with My Meals.....Bob Roberts  
 1515 That Society Bean.....W. Van Brunt (orch. accomp.)

**TWO MINUTE.**

- 442 In Old Quebec—March (Vivela Canadrenre and O Canada).....U-S Military Band  
 451 "Serenade".....Wm. Edw. Foster  
 452 The Rolling Stone.....Chas. E. Wheeler  
 466 Driving Home the Cows from Pasture.....Geo. Wilton Ballard and Wm. H. Thompson  
 472 Who Wants to Meet Me After School Lets Out?.....Mabel Howard  
 481 Capitol City—March, Two-Step (Xylophone Solo).....Albert Benzler with orch. accomp.

**UNIVERSAL TALKING MACHINE CO.****ZON-O-PHONE DOUBLE RECORD DISCS.**

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 B—Marche Militaire No. 1.....Franz Schubert  
 5903 A—The Gaby Glide—Two-Step. From the New York Winter Garden Success.....Louis A. Hirsch  
 B—Valse "Dolores".....Emil Waldeufel  
 Zon-o-phone Orchestra.  
 5904 A—Angela—Intermezzo Two-Step.....Paul Durand  
 B—Soupirs d'Amour—Valse.....Jean Bouilly  
 Banjo Solos, with Orch. Accomp.  
 5905 A—Black Diamond—A Rag Sparkler (Fred Van Eps).....Henry Lodge  
 B—The Lambs' Gambol—Dance Characteristique (Fred Van Eps).....Theo. Dendix  
 Miscellaneous Vocal Selection, with Orch. Accomp.  
 5906 A—My Sumurun Girl (Walter Van Brunt).....L. Hirsch  
 An introduced in the great Winter Garden success, "Whirl of Society."  
 B—When I'm With You (Mrs. Edith Chapman Gould and Wm. Wheeler).....Geo. A. Nichols  
 5907 A—Oh, Mr. Dream Man, Please Let Me Dream Some More (Ada Jones).....J. Monaco  
 B—I'll Share All My Play Toys with You (B. G. Harlan).....Art. Lindeman  
 5908 A—A Winter Lullaby (Miss Jennie Kerr).....R. de Koven  
 B—Dear Old Rose (Harvey Hindermeier).....Geo. W. Meyer  
 5909 A—When You're Married (Billy Murray).....Ryan-Gumble  
 B—Cradle Song (Miss Elsie Baker).....Kate Vannaf  
 5910 A—Beans! Beans!! Beans!!! (Arthur Collins).....Chris Smith  
 B—If I Only Had the Nerve (W. Van Brunt).....Vincent Bryan

- 5911 A—Do You Remember the Last Waltz? (Harry McClaskey).....Bennett Scott  
 B—Florian's Song—Chanson de Florian (Miss Florence Ethel Smith).....Benjamin Godard  
 5912 A—A Wee Little Drop of the Cruiskeen Lawn (W. H. Thompson).....J. Fred Helf  
 B—Maloney and the Brick, "Did Maloney Strike McCarty with His Fist or with a Brick?" (Steve Porter).....M. F. Carey  
 5913 A—I'm Afraid, Pretty Maid, I'm Afraid (Ada Jones and Billy Murray).....Irving Berlin  
 B—Adopted Child (Rob Roberts).....Tom Lemonier  
 5914 A—That Precious Little Thing Called Love—The Riddle Song (Arthur Collins and Byron G. Harlan).....Smith-Mack  
 B—My Ain Folk—A Ballad of Home (J. F. Harrison).....Laura G. Lemou  
 5915 A In Jaytown, Ohio—Country Sketch (Byron G. Harlan and Steve Porter).....Geo. Botsford  
 B—Clover Blossoms (Henry Burr).....Floyd Thompson

**EDISON HOME KINETOSCOPE.**

The Famous Inventor Has Perfected a Tiny Machine with Non-Inflammable Film, Which Throws a Picture 2 x 11-2 Feet—Would Use It in the Schools—In This Way Many Topics Like Geography Would Become More Interesting and Innumerable Stories Could Be Told in An Effective Way.

Thomas A. Edison, the veteran inventor, sent over two of his assistants to the Astor House last week to demonstrate for the instruction and edification of a group of experts and reporters the actual workings of his very latest—the Home Kinetoscope. This invention, which is the product of a great deal of labor and a great deal of money, is simply a miniature moving picture machine, a biograph that a child can handle, and that an ordinary living room can hold. Its chief difference from the ordinary commercial kinetoscope lies in the fact that it is very simple, very compact and that its films are non-inflammable.

Parlor L in the old downtown hostelry was devoted to the demonstration, and the little machine, about as large as a talking machine, was set up about twenty feet from an aluminum screen, a film, not much larger than a narrow typewriter ribbon, was adjusted, the connection was made with the nearest chandelier socket, and off started the story on the screen.

The pictures shown vary in size, according to the strength of the lens used, the size of the machine and the distance from the screen. The ones produced were about two feet by a foot and a half. The machine will project a picture on your visiting card, held close. It will project on a screen sixty feet away. The best home results, however, are obtainable at a distance ranging from fifteen to twenty-five feet, but a perfectly distinct and satisfactory series can be run off with the machine and the screen only ten feet apart.

The films, both as to their size and their material, presented the most knotty problem Mr. Edison had to deal with. So far all those prepared for demonstration, have been made by reducing from films already prepared for commercial use. Mr. Edison has a system of reversing the ordinary photographer's process of enlargement, and his result is a tiny, thin ribbon of film, eighty feet at the longest, which carries in infinitesimal proportions the material for moving pictures that take sixteen minutes to operate.

This reduction is brought about, both by a contraction of the actual pictures on the film and a tripling of the pictures on a given film length, for each film has three rows of pictures which are run off successively. A tiny white spot appearing on the picture, and therefore on the screen, is the

warning to the operator that one row is nearly finished, and that it is time to reverse the course of the turning.

The three rows are run off without an objectionable break, and the space saving is considerable, for a single foot of the Home kinetoscope film will contain 210 pictures, seventy in each row. The eighty feet of film corresponds to a thousand feet of commercial film. The reversing process needed for this space-saving enables the facetious operator to have a vast amount of amusement by reversing the film at the wrong time so that the reporters were diverted by the sight of whirling, agile people falling into, instead of out of, trolley cars, and particularly by the vision of Niagara Falls falling toward the sky.

According to Mr. Phillips and Mr. Gill, the two demonstrators who showed the invention, the films have withstood all tests of their non-inflammability and their non-explosiveness.

But Mr. Edison's great dream is one of education by moving pictures, and, according to Mr. Phillips, the children in Public School 155 are saving up to buy one of the new machines for their own edification. A text book publisher is already on the road looking into the possibilities, and he is arranging to have scenarios made from school books.

**SIGNS FOR COLUMBIA DEALERS.**

Publicity Plans Perfected by Columbia Phonograph Co. in Order to Help Their Dealers—Opportunity of Securing an Army of Silent Salesmen.

The Columbia Phonograph Co., General, New York, is launching a new departure in up-to-date advertising. In a letter and circular mailed to the trade on April 23 the company outlines a sales promotion plan for the benefit of its dealers. The plan in brief is this: The Columbia Co. will supply one hundred steel signs, printed in colors, of the "Roadside" variety, the dealers name and town will be printed on each sign. The signs are made of the best government thirty gauge steel and are good for at least three years. The wording is lithographed directly onto the steel and embossed, and each sign is punched so it can be wired to any fence or nailed to any suitable surface.

This plan offers the dealer an opportunity of securing an army of hustling silent salesmen. The signs well posted on the highways will constantly impress the dealer's name, business and location upon the minds of the purchasing public. The arrangement should appeal particularly to the dealers who are desirous of reaching suburban trade.

The offer of one hundred signs, printed and ready for posting for \$10.75, is worthy of much serious consideration. The company announces that May 25 is the last day which they will accept orders for the signs. They will be shipped about June 25.

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