

The **TALKING** *AND NOVELTY NEWS*
MACHINE
WORLD

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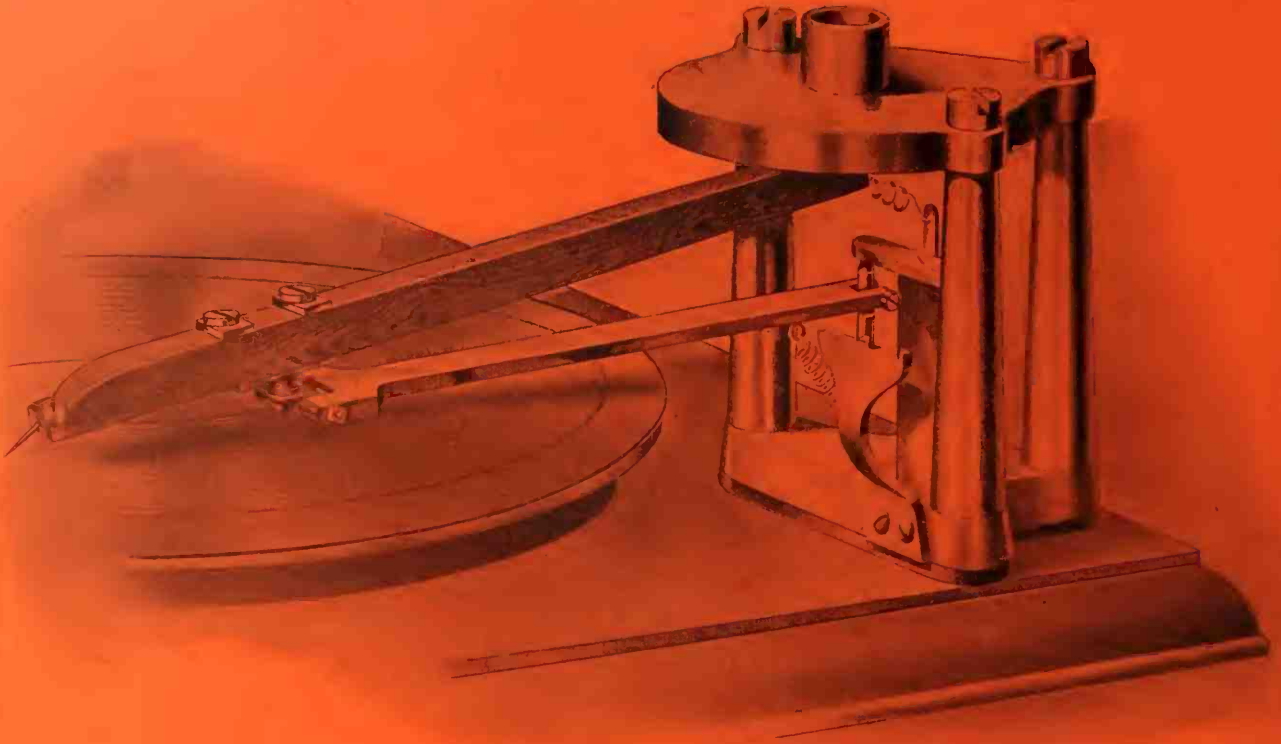


Victor-Victrola XVI, \$200
 Mahogany or quartered oak



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

The Vitaphone Reproducing Device



Used on all Vitaphone instruments introduces a

Non-Metallic Reproduction.

The sound waves pass through a vibrating arm, of solid wood, the most resonant material known.

The broad Vitaphone patents, covering a new scientific and mechanical principle, allow us to uphold and maintain an absolutely unassailable position from every patent standpoint and to insure every Vitaphone dealer the full benefit of the liberal trade discount allowed from our established catalog prices.

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 8. No. 11.

New York, November 15, 1912.

Price Ten Cents

TALKING MACHINE DISPLAY IN NEW AEOLIAN HALL.

Department Devoted to the Full Line of Victor Talking Machines in This Palatial Home of Music in New York Is as Complete as It Is Artistically Conceived and Furnished—Twenty Demonstration Rooms Afford Plenty of Conveniences to Supply Buyer Needs—Descriptions and Views Will Interest—Interesting Chat with Manager Bobzin.

Aeolian Hall, the beautiful new home of music on W. 42d St., opposite Bryant Park, New York, can boast of many handsome rooms, but there is none that can claim superiority to the magnificent talking-machine department situated on floor A, one floor below the street level. Hundreds of talking-machine men have visited the new department since it was formally opened to the public last month,

beautiful surroundings they are given in. Many sales have resulted from these demonstrations, and they may be continued indefinitely.

The talking-machine department is under the management of Charles Bobzin, who is also manager of the retail music-roll department. Mr. Bobzin is greatly pleased at the success accorded his floor, and is looking forward to a record-

hear them. I have received many expressions of commendation on the perfect acoustics of this floor, and many visitors have assured me that there is no demonstration room in the city that can compare with the Aeolian rooms in this respect. We carry the most complete line of Victor records to be found in the city, as we have every record in stock that has ever been published by the Victor company. This enables us to offer the public the very best service at all times, and allows prospective purchasers to have the widest possible choice of Victor records. One of the noteworthy features of our recent business is the large number of sales of the higher-priced instruments, ranging from \$200 upwards. These are meeting with remarkable success, and the call for them is steadily increasing. Last week we sold several Victrola No. XVI in circassian walnut, which retails at \$250, and this week we disposed of a handsome Vernis Martin style instrument which sells for \$400. Another sale of special interest was that of a \$700 machine to Mrs. Vanderbilt. This machine was inlaid with gold, and was exceptionally beautiful. These are but two examples of high-grade sales that occurred recently. We are having a steady and rapidly growing call for machines of more than ordinary beauty."

PARCELS POST RULES.

Special Stamps and the Sender's Return Card Will Be Indispensable.

Postmaster Morgan invites the special attention of the public to the following features of the proposed domestic parcels post regulations, which go into effect on January 1 next:

That distinctive parcels post stamps must be used on all fourth-class matter beginning January 1, 1913, and that such matter bearing ordinary postage stamps will be treated as "held for postage."

That parcels will be mailable only at post offices, branch post offices, lettered and local named stations, and such numbered stations as may be designated by the postmaster.

That all parcels must bear the return card of the sender; otherwise they will not be accepted for mailing.

It is of the utmost importance that these requirements be observed in mailing parcels post packages in order that such packages may be promptly handled and dispatched, as failure to so comply will result in inconvenience and annoyance to the public.



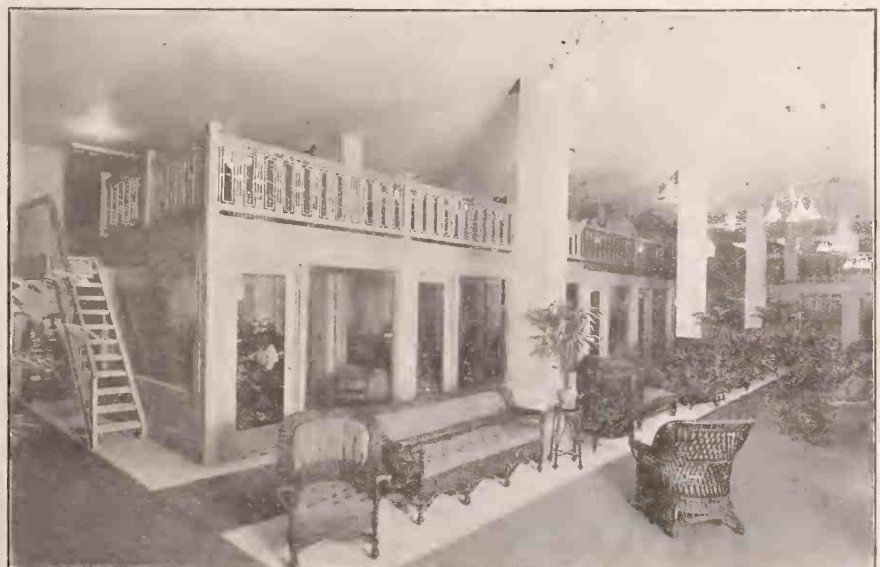
Talking Machine Department in New Aeolian Hall.

and they have all expressed their admiration in glowing terms.

Some idea of the beauty of this department may be gathered from the photographs shown, but the full value of its handsome furnishings and appearance can only be had by visiting the new Aeolian Hall, and spending some time on floor A (the more time you can spare the better). Upon entering the department the visitor is impressed by the quiet air of refinement that is evident on every hand. Nothing appears to mar the harmony of the beautiful furnishings, and the whole floor seems to radiate an atmosphere of cordial welcome by reason of the numerous easy chairs, divans and settees that are placed along the sides. The decorations are distinctly modern, and the white doors and partitions lend dignity and richness to the entire floor. There are twenty demonstration rooms where patrons may hear their records with a maximum of comfort. These rooms are absolutely soundproof and are furnished tastefully and suitably.

This talking-machine department at Aeolian Hall handles Victor products exclusively, and a most complete line is shown. Every type of Victor and Victrola is exhibited, and the purchaser is enabled to choose from all styles of cases and models. The publicity given the talking-machine department has been in keeping with the high quality of Aeolian publicity, and high-class copy has been used in all the New York newspapers. The copy that brought exceptional results called the attention of the public to a special noonday demonstration to be given each day between the hours of 12 and 2. Hundreds of people visit the department each noontime as the result of this advertising, and everyone is enthusiastic over the recitals furnished and the

breaking holiday trade. "We have done more business in talking machines since we came into the new building than we did the entire month of October of last year," stated Mr. Bobzin, "and as we have only been doing business here for two



Another View in Aeolian Hall Showing Soundproof Rooms.

weeks, this record is one that causes us great pleasure. Our recitals every noon are exceedingly successful, and people come in great numbers to

The capital stock of the Talking Machine and Music Parlors, of Chicago, Ill., has been increased recently from \$1,000 to \$10,000.

LOOK FOR IMMENSE HOLIDAY TRADE IN SAN FRANCISCO.

Dealers Report an Unusually Large Demand for the Various Lines of Talking Machines and Records—Will Close Big Business if They Can Get the Stock—Already There is a Cry of "Shortage"—Blue Amberol Records Please Dealers and Public—Visit of George W. Lyle Stimulates Columbia Trade—The Emporium to Feature Columbia Line—New Victor Victrola Styles Popular—Some Trade Happenings of the Month.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 30, 1912.

Another month sees no falling off of enthusiasm on the part of the local trade in regard to business and the immediate prospects. From all indications the holiday trade this year will surpass all previous records, that is, if the dealers can get enough of the new style machines to fill the demand. At present there is a cry of "shortage" at most houses and unless large shipments arrive in the meantime dealers will probably experience great difficulty in filling their orders before the end of December. Both the new style Victor and Columbia machines have taken remarkably well, and now the trade is looking forward to the new \$500 Columbia machine with especial interest.

Records are in good demand. People are now home for the winter and are turning their attention to indoor amusements. The long engagement of the Lombardi Co. has helped out the sale of opera selections very materially. In speaking of records most dealers say that there is a tendency toward the better class of music. Little or nothing is said about ragtime. But E. W. Scott, at Kohler & Chase's, says although they are selling more classic records than ever before, their books reveal the fact that they are also selling more ragtime than ever before. The only way he accounts for this is that more people are buying talking machines and that the people owning machines are buying more records. He says people want both kinds of music, that it is not an uncommon occurrence for a person to buy the Sextet from "Lucia" and "Everybody's Doin' It" on the same day. When buying a dozen records many customers ask for several classic records, the rest to be made up in ragtime.

A shipment of "Blue" Amberol records has just arrived here and is being distributed by the Pacific Phonograph Co. A. R. Pommer, when interviewed, said: "We are swamped with orders for the 'Blue' Amberol records, which have just reached us." The Edison trade has been looking forward to the new records for some time and there is every reason to think they will move very rapidly.

Geo. W. Lyle, vice-president and general manager of the Columbia Phonograph Co., spent the

greater part of the month along the Pacific Coast in company with W. S. Gray, local manager for the company, who met him in Spokane, Wash., on October 15. Mr. Lyle was on his regular semi-annual trip of inspection to the company's various agencies and visited all the larger towns along the coast. From here he and Mr. Gray went south to Los Angeles. The trade along the line was much interested in Mr. Lyle's announcement of the company's new \$500 product, the Grand Grafonola, which will be placed on the market during the coming month. The general office here is promised a shipment by November 15, but the retail does not expect any until a month later. The Columbia trade will, no doubt, profit by Mr. Lyle's visit, as he left lots of enthusiasm behind.

Fred R. Anglemier, wholesale manager of the Columbia Phonograph Co., General, reports a splendid business for the past month with the Regal and Eclipse machines continuing as principal feature. However, the Favorite is still a great seller. Three weeks ago, Mr. Anglemier says, they thought they were well supplied with these machines, but they are practically cleaned up now. He says with them selling goods is not so much a problem as getting goods to sell.

The Columbia Phonograph Co. has closed a large contract with the Emporium, which is going to handle Columbia goods exclusively. This new talking machine department will be ready in about two weeks and will be one of the finest in town. It is situated on the third floor of the building adjoining the piano display space and will be under the management of J. J. Morgan, formerly with Wanamaker's, New York, but more recently assistant manager of the small goods department at the Hauschildt Music Store.

The Hauschildt Music Co. has moved into new quarters in Oakland, Cal., where extensive improvements are under way. The talking machine department is to be given much more prominence than in the old location, when the present plans are carried out. However, this will take some time, according to K. A. Leavitt, manager of the department.

W. M. Ringen, until recently manager of the talking machine department at the San Francisco store of the Hauschildt Music Co., is now in the

small goods department of Kohler & Chase. E. W. Scott, who owns the talking machine department at Kohler & Chase's, says fall business has reached the point where it can safely be estimated that it will surpass any previous year. The Columbia \$20, \$40 and \$50 machines are selling very fast, as well as the \$75, \$100 and \$200 Victrolas. One of the most popular machines ever handled by Mr. Scott is the \$100 Victrola, which promises to be in great demand for the Christmas trade. Mr. Scott is very much interested in the new \$500 machine just being placed on the market by the Columbia Phonograph Co. He says it cannot be expected to sell in all locations, but he thinks it will be particularly adaptable for sale in departments such as his, which are situated in large music stores. He has enjoyed a bigger and higher class of trade since moving from the fifth to the mezzanine floor, where he has much more handsome quarters.

Business is reported very good by the managers of the Wiley B. Allen Victor departments. Henry Harris, San Diego manager, spent a few days at headquarters here during the month, bringing a report of a steadily increasing business in the southern part of the State. Mr. Dougherty, who has charge of the Oakland department, is centering his attention on the new homes which are being built in the suburbs of that city and is getting very good results from his campaign.

L. V. Ridgeway, special representative for Lyon & Healy, Chicago, was a recent visitor to the Coast trade.

A. G. McCarthy, of Sherman, Clay & Co., reports a splendid month, both wholesale and retail, the only difficulty being to get enough of the new Victrolas. He has just returned from a duck hunt at Alvarado, Cal., bringing back the limit.

TALKING MACHINE EXPORTS.

The Figures for August Presented—Reports Show Falling Off for the Month.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 9, 1912.

In the summary of exports and imports of the commerce of the United States for the month of August (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 August, 1912, amounted to \$271,103, as compared with \$245,713 for the same month of the previous year. The eight months' exportation of talking machines, records and supplies amounted to \$1,594,711.

In Justice To Our Regular Trade

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

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

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

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

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR EIGHTEEN YEARS TALKING MACHINES EXCLUSIVELY



Victor-Victrola X, \$75
Mahogany or oak



Victor-Victrola

The big opportunity in the music trade



Victor-Victrola XI, \$100
Mahogany or oak

The Victor-Victrola occupies the most commanding position in the entire musical world.

From a purely musical standpoint, the Victor-Victrola is the most wonderful musical achievement of modern times.

And on the business side, the Victor-Victrola has a record of accomplishments that establish it as the most influential force that ever entered into the music trade.

Around the Victor-Victrola centers the prevailing prosperity of the musical industry—a prosperity reflected in the handsome and luxurious salesrooms of to-day; a prosperity that extends right down to the very foundations of the music trade which it has placed upon a more dignified and more substantial basis.

The recent addition of the new Victor-Victrolas assures continued prosperity, and brings new and greater opportunities to every dealer, accompanied by profit and prestige greater than ever before.



Victor-Victrola XIV, \$150
Mahogany or oak



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

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

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.

VICTOR DISTRIBUTORS

Albany, N. Y. Finch & Hahn.	Elmira, N. Y. Elmira Arms Co.	Oklahoma City, Okla. Schmelzer Arms Co.
Altoona, Pa. W. F. Frederick Piano Co.	El Paso, Tex. W. G. Walz Co.	Omaha, Neb. A. Hospe Co.
Atlanta, Ga. Elyea-Austell Co.	Galveston, Tex. Thos. Goggan & Bros.	Nebraska Cycle Co.
Phillips & Crew Co.	Grand Rapids, Mich. J. A. J. Friedrich.	Peoria, Ill. Putnam-Page Co., Inc.
Austin, Tex. The Talking Machine Co., of	Honolulu, T. H. Bergstrom Music Co., Ltd.	Philadelphia, Pa. Louis Buehn & Brother.
Texas.	Indianapolis, Ind. Stewart Talking Machine Co.	C. J. Hepp & Son.
Baltimore, Md. Cohen & Hughes, Inc.	Jacksonville, Fla. Florida Talking Machine Co.	Penn Phonograph Co., Inc.
E. F. Droop & Sons Co.	Kansas City, Mo. J. W. Jenkins Sons Music Co.	The Talking Machine Co.
H. K. Eisenbrandt Sons.	Schmelzer Arms Co.	H. A. Weymann & Son, Inc.
Bangor, Me. Andrews Music House Co.	Lincoln, Neb. Ross P. Curtice Co.	Pittsburgh, Pa. C. C. Mellor Co., Ltd.
Birmingham, Ala. Talking Machine Co.	Little Rock, Ark. O. K. Houck Piano Co.	Standard Talking Machine Co.
Boston, Mass. Oliver Ditson Co.	Los Angeles, Cal. Sherman, Clay & Co.	Portland, Me. Cressey & Allen.
The Eastern Talking Machine	Louisville, Ky. Montenegro-Riehm Music Co.	Portland, Ore. Sherman, Clay & Co.
Co.	Memphis, Tenn. O. K. Houck Piano Co.	Richmond, Va. The Corley Co., Inc.
M. Steinert & Sons Co.	Milwaukee, Wis. Wisconsin Talking Machine Co.	W. D. Moses & Co.
American Talking Machine Co.	Mobile, Ala. Wm. H. Reynolds.	Rochester, N. Y. E. J. Chapman.
Brooklyn, N. Y. American Talking Machine Co.	Montreal, Can. Berliner Gramophone Co., Ltd.	The Talking Machine Co.
Buffalo, N. Y. W. D. Andrews.	Nashville, Tenn. O. K. Houck Piano Co.	Salt Lake City, Utah Consolidated Music Co.
Neal, Clark & Neal Co.	Newark, N. J. Price Talking Machine Co.	San Antonio, Tex. Thos. Goggan & Bros.
Burlington, Vt. American Phonograph Co.	New Haven, Conn. Henry Horton.	San Francisco, Cal. Sherman, Clay & Co.
Butte, Mont. Orton Brothers.	New Orleans, La. Philip Werlein, Ltd.	Savannah, Ga. Phillips & Crew Co.
Chicago, Ill. Lyon & Healy.	New York, N. Y. Blackman Talking Machine Co.	Seattle, Wash. Sherman, Clay & Co.
The Talking Machine Co.	Sol. Bloom, Inc.	Sioux Falls, S. D. Talking Machine Exchange.
The Rudolph Wurlitzer Co.	Emanuel Blout.	Spokane, Wash. Sherman, Clay & Co.
Cincinnati, O. The Rudolph Wurlitzer Co.	C. Bruno & Son, Inc.	St. Louis, Mo. The Aeolian Company of Mo.
Cleveland, O. The W. H. Buescher & Sons Co.	I. Davega, Jr., Inc.	Korber-Brenner Music Co.
The Collister & Sayle Co.	S. B. Davega Co.	St. Paul, Minn. W. J. Dyer & Bro.
The Eclipse Musical Co.	Chas. H. Ditson & Co.	Koehler & Hinrichs
Columbus, O. Perry B. Whitsett Co.	Landy Brothers, Inc.	Syracuse, N. Y. W. D. Andrews Co.
Dallas, Tex. Sanger Bros.	New York Talking Machine Co.	Toledo, O. The Whitney & Currier Co.
Denver, Colo. The Hext Music Co.	Silas E. Pearsall Co.	Washington, D. C. E. F. Droop & Sons Co.
The Knight-Campbell Music Co.	Benj. Switky.	Robert C. Rogers Co.
Des Moines, Ia. Chase & West.		
Harger & Blish, Inc.		
Detroit, Mich. Grinnell Bros.		
Dubuque, Ia. Harger & Blish, Inc.		

SUCCESSFUL WORK IN DEVELOPING FOREIGN TRADE.

Columbia Phonograph Co. Doing Great Work in Building Up Trade Throughout South America—Helped by the Co-operation of Their Representatives in Argentina, Mexico and Other Countries—Splendid Work Accomplished by Jose Tagini, Who Has Built Up a Great Business in Buenos Aires—Novel Plan to Expand Trade in Mexico City Where the Columbia Co. Has a Large Following—Some Interesting Facts.

The export department of the Columbia Phonograph Co. has done some splendid work in the past few months toward developing foreign trade in all parts of the world. Its success in this work has evoked commendation from all the company's



Advertising the Columbia in Buenos Aires.

foreign agents who testify in frequent letters to the home office's efficient co-operation.

A recent letter that caused considerable gratifica-

tion in the export department was one from José Tagini, Columbia agent at Buenos Aires, Argentina, who spoke of the excellent conditions existing in South America, and enclosed a photograph of a huge sign appearing on the main street of Buenos Aires. This sign is over 15 feet in height, and is an excellent example of modern Latin-American progressiveness. Mr. Tagini is considered to be the largest dealer in talking-machine products in the world. He carries a stock of records that is said to reach the half-million mark. Some idea of the wonderful business that is carried on may be gathered from the fact that on the day before Christmas, 1911, his large store did a business that exceeded \$5,000.

José Tagini came to South America from a small town in Italy, and from a humble start he is now one of the wealthiest men in South America. The only American talking machine that he handles is the Columbia, and he recently stated that he owes his success in business to the Columbia products. He has two stores in Buenos Aires, one of them being located on the leading street of the town. For this store he pays a rental of \$25,000 a year, which is a considerable amount of money for a store (even in this country). The other store is situated about a mile away from the town proper, and the rental for this one is \$12,000 per year.

He has a very large storehouse, several stories high, which is devoted exclusively to Columbia products. The manager of the Tagini stores is Ernesto Tosi, formerly connected with the Columbia Phonograph Co. Mr. Tosi is well known in the trade as possessing an exceptionally thorough knowledge of the talking-machine business. His efficient work has been an important factor in the development of the Tagini business.

Another Columbia agent that is greatly pleased with the co-operation of the home office is the Cia. Fonografica Mexicana, of Mexico City, Mex. This company is receiving excellent results from a novel publicity idea recently tried out. This agency is one of the largest talking-machine dealers in the world, and handles the Columbia line exclusively. The advertising department of the Columbia Phonograph Co. furnished the Mexican house with newspaper bags, as shown on the accompanying illustrations. These bags were supplied to all the news vendors in the city free of charge, and are in constant use the whole day. As a matter of fact the bags are used to sleep on



Advertising the Columbia in Mexico.

by a large number of the newsboys, and accompany them on all their travels around the city. The bags are lettered on both sides, and a resident of Mexico City cannot fail to be impressed by seeing the Columbia wherever he may wander in the city. Raphael Cabanas, president and general manager of the company, states that this publicity afforded the company's products has produced excellent results. Many prospective purchasers who come into the store mention the fact that they were attracted by the advertisement on the newspaper bags. A large supply of bags is constantly on hand, and whenever a bag wears out the company is always glad to furnish the owner with a new one.

Manager Edmund Sause, of the Columbia's export department, sailed November 6 for Bermuda, for a two weeks' stay. Mr. Sause was accompanied by Mrs. Sause and a party of friends, and will endeavor to secure a well-deserved rest to fortify him for the holiday season.

REPORTS ITS GREATEST SEASON.

The New York Talking Machine Co. Makes Encouraging Report Regarding Business.

"The greatest season in our history," states V. W. Moody, assistant manager of the New York Talking Machine Co., 83 Chambers street, New York. "Our business is as large as the Victor Co. will permit it, owing to the fact that the factory production is oversold before it leaves the shipping department. We are receiving orders from all our dealers throughout this territory and we are finding it exceedingly difficult to get sufficient stock to meet the constantly increasing requirements."

Owing to the widening of Chambers street, the New York Talking Machine Co.'s show window has been undergoing extensive alterations. These were completed last week, and the company now has one of the most attractive windows to be found in the trade. The window space is exceptionally deep and affords an opportunity of displaying the different Victor models to the best possible advantage.



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.

Josef Hofmann's Columbia piano records have become the biggest sellers in the Columbia instrumental list—which is new evidence that record buyers know good recording when they hear it. Two new selections in the December list.



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

JOKE ON GOV. WILSON.

Invited by Friends to Hear One of His Own Speeches in the Phonograph, He Listens to Absurdities—Enjoys Humor Immensely.

An invitation to hear one of his own campaign speeches produced on the talking machine proved too great a temptation to Governor Wilson one day just before election, and he admitted since to several of his friends that "The joke was on him." It was while he was at the State House in Trenton just preparing to go out for dinner that a message was brought to him that the phonograph had been set up in the office of his private secretary, Joseph Tumulty. The Governor wanted to oblige Tumulty. Hardly had he clapped the transmitter to his ear, however, before he realized that he was in the hands of the jokesmiths, for he heard a voice very much like his own begin:

"Do you want to gyrate with the gyraters or stand still with the stand stillers?"

The Governor laughed heartily, as there were loud cries of "No, no." Then the voice continued with this parody on his address at the Brooklyn Academy of Music:

"Do you want a Democratic team with a captain or without no captain, comma, or do you want to play with signals for the last four years, interrogation point."

"I recognize that voice," interrupted the Governor accusingly, pointing at one of the newspaper correspondents, and then turned his attention again quickly to the machine. A loud feminine voice, strangely like that of Miss Maude Malon, the suffragette, rang in his ears:

"How about votes for women, Governor, interrogation point." This was followed by cries of "Put that woman out," and then there was loud applause and excited cries. Then the phonograph began again:

"Resuming where I left off, comma, continued the Governor, comma, I maintain that that woman's question is not pertinent onto the subject onto which I was discussing, period. Do you want to set the Government free, interrogation point." Cries of "Yes, yes."

"Well, I would rather triumph in a cause that I know some day will fail than to fail in a cause that I know some day will triumph, period, continued applause."

It turned out that Secretary Tumulty didn't have anything to do with the phonograph record at all, and the Governor enjoyed it so much that he said he wasn't going to try to fix the responsibility. He related the story of his experience with much enjoyment to Mrs. Wilson and their daughters.

The Victor Talking Machine Co. has just sent out advance proofs of an advertisement that will appear in the daily newspapers this month. They are directed towards Christmas buying and bear the catchy heading, "Will there be a Victrola in your home this Christmas?" The copy is the same for the four weeks of the month, but the cuts are changed for each insertion and illustrate the various Victrola styles.

NEW VICTOR MACHINE CATALOG

Just Issued Is a Most Effective Example of Good Publicity.

A volume of unusual interest by reason of its completeness is the new machine catalog just issued by the Victor Talking Machine Co. of Camden N. J. It is a very handsome specimen of Victor publicity, copiously illustrated, and, from a literary viewpoint, impeccable. The entire Victor line, from the Victor Junior to the Victor VI, from the Victrola IV to the Victrola XVI (showing the XVI in four styles), the auxetophone, the various horns, sound boxes, records and record albums, are illustrated and discussed.

An important feature of the catalog—one that should have a decided influence on the initial sales of records to new owners—is the selected list of records which appears on pages 42 and 43. To the buyer as well as to the salesman this is indeed a time saver.

The frontispiece of the booklet is a birdseye view of the Victor factories, and the closing page is devoted to a description of the "Victor Book of the Opera." The cover design in gray and orange with embossed effects is most artistic. Taken as a whole the volume is a credit to the publicity department of the Victor Co.

A YOUTHFUL VIRGINIUS.

Virginius W. Moody, assistant manager of the New York Talking Machine Co., 83 Chambers street, New York, is justifiably proud of V. W., Jr.



V. W. Moody, Pere et Fils.

Mr. Moody states that his son has a remarkable liking for Victor talking machine music, and prefers it to eating, sleeping or playing. We can doubtless attribute this fondness to an hereditary instinct. V. W., Jr., is five years of age, and judging from his photograph the talking machine diet has agreed with him wonderfully well. The accompanying photograph was taken during Mr. Moody's vacation, and Master Moody condescended to remain in one place long enough to permit the snapping of the picture. It will be noticed that

the youngster is "barefooted," and Mr. Moody tells us that this is the way he roams around during the entire summer.

TRINITY CHURCH CHIMES RECORDS

Reproduced by the Columbia Co.—Most Difficult to Get the Best Effects.

One of the most difficult feats that was ever accomplished in the production of talking machine records was that recently carried through by several operatives of the laboratory department of the Columbia Phonograph Co. This difficult job was occasioned by the manufacturing of records from the chimes in Trinity Church, on lower Broadway, New York. Several of these records were recently published, but it is certain that only a very small per cent. of the records' auditors have the slightest idea of what an extraordinary amount of labor was necessitated by the production of these records.

In order to get these records, it was necessary to take a machine weighing over 300 pounds up a spiral staircase in utter darkness. Every step had to be carefully mounted, as a single misstep would have resulted fatally to the operators. After the machine was installed it was discovered that the terrific vibration from the striking of the chimes would render the records valueless, and it was therefore necessary to strengthen the foundation of the machine so that the vibrations would do the least possible damage. The work was carried on during three Sunday mornings, and as one of these days was exceptionally stormy, it is not difficult to appreciate the drawbacks the men had to contend with. It is bad enough to work in a tiny tower in utter darkness when the weather is clear, but with storm raging overhead and drenching the operators, it was indeed a dangerous piece of work. In spite of all these handicaps, however, the records were successfully produced, and have been placed on the market this month. Some of them are especially sweet, and one of the records gives an exact reproduction of the chimes that were rung in memoriam of the Titanic's victims.

M. D. Easton, road man for the Dictaphone department of the Columbia Phonograph Co., returned last week from an extended trip through Ohio and the adjoining States, and is jubilant over the Dictaphone business being carried on in the Middle West and predicts a banner year for 1913. He visited every town of any appreciable size in Ohio and booked several large orders.

A wholesale and retail Edison house will be shortly opened in St. Paul, Minn., by the Minnesota Phonograph Co. Edison Blue Amberol records have been accorded a most hearty welcome by the trade in the Twin Cities.

The Louisville (Ky.) office of the Columbia Phonograph Co. reports that four schools have adopted the use of the Columbia machines and are enthusiastic over the gratifying results.

The man who asks for a raise in salary on the strength of what he is going to do for the concern is trying to sell a pig in a poke.



ANNOUNCEMENT

The Columbia "Grand" Price \$500

The Last Word in Instruments of Music

The Columbia "Grand" is the result of our definite intention to produce, once and for all, the one musical instrument that must be instantly accepted as the incomparable ideal.

For three years we have been working out a laboratory model with the determination that price should not enter into consideration—the one object being musical and artistic perfection.

The selling price has now been fixed at \$500, *after* the producing cost has been determined.

In musical possibilities, in design, and in equipment, the Columbia "Grand" reaches a point where comparison with "talking machines" ceases to be possible.

The Columbia "Grand" is the last word in the science of acoustics as applied to the reproduction of sound waves.

This announcement is not published for the purpose of soliciting your orders, but to establish, even more fully, the standing and dignity of the "talking machine" industry; to give an added significance to the word "*quality*"; to insure once more complete recognition of Columbia *priority*.

We have in process a preliminary folder illustrating and describing the Columbia "Grand," which we will mail to you as soon as it is off the press if you drop us a note now requesting it.

Columbia Phonograph Company, Gen'l.

TRIBUNE BUILDING, NEW YORK

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world.

Tone beyond compare.



Operated electrically by any service current, or by batteries.



Stops automatically at the end of each record without adjustment or attention.



Equipped with a speed indicator operating like the automobile speedometer.



The tone-chamber is built like the body of a cello.



The power plant is a self-contained unit—motor, tone-arm, needle cups, automatic start and stop, electric switch, speed regulator and speed indicator, all mounted on a metal motor board.



Sound waves are led from the diaphragm through tone-arm and tone-chamber without obstruction.



The equipment includes two reproducers of different pitch and volume.



Equipped with the Columbia tone-control shutters, operated by a lever below the carving at the side.



Electrically illuminated under the lid.



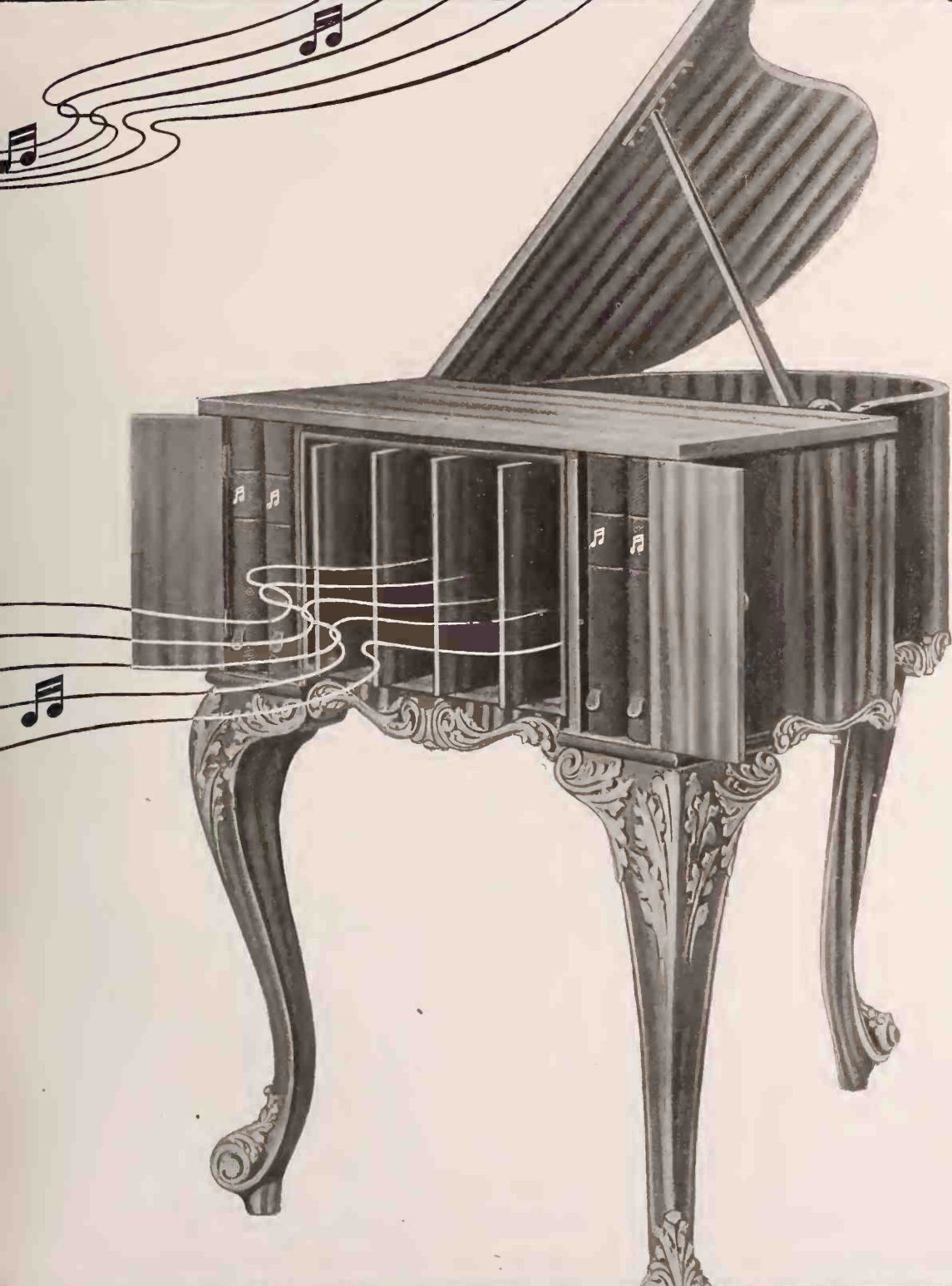
Eighteen karat gold plate wherever metal shows.

COLUMBIA

NCING



Trade
Mark



GRAND - \$500

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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 St. Louis: CLYDE JENNINGS.
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 Cleveland: G. F. PRESCOTT.
 Cincinnati: JACOB W. WALTER.
 W. LIONEL STURDY, Manager.

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Long Distance Telephones—Numbers 5982-5983 Madison Sq.
 Cable Address: "Elbill," New York.

NEW YORK, NOVEMBER 15, 1912.

THE talking machine in recent years has figured largely in the affairs of peace and of home. And, too, it has even been used at funeral services, but the Balkan War has revealed a new use for it.

The other day when the church bells were crashing out a wild peal in Athens and everybody was jubilant that Salonica had fallen into the hands of the Greeks and the dream of five centuries had become a reality, the city went mad in a frenzy of delight. Like magic flags were flung out and illuminations were improvised, monster processions paraded through the town and one enterprising shopkeeper installed in an open window facing the Stadium a colossal talking machine and ground out the national air.

Crowds packed around this talking machine and made the street impassable. Other shopkeepers saw the point, and it was only a little while before all over Athens talking machines were sounding out the national Greek anthem to the joy of the shouting people.

So, in war as well as in peace, the talking machine plays its part!

THE opening of the grand opera season in Philadelphia, Baltimore, Chicago and New York affords a splendid opportunity for talking machine dealers to place especial emphasis on the exploitation of the records made by the artists of these great organizations.

Public interest can be enlisted by proper window display, by recitals and by advertising. This will induce those having talking machines to add to their stock their favorite artists, while those who have not talking machines will be sufficiently interested to hear the records, and in this way will be induced to purchase talking machines.

The keynote to success in this exploitation campaign centers largely on advertising—publicity of some kind, and it is conceded that the most profitable is the advertising that results from recitals to which the general public is invited. When combined with featuring the recitals in the daily papers an increased volume of business, that will well repay all efforts made, is even more certain.

These suggestions regarding recitals and advertising are not meant for those whose establishments are located on the principal street or avenue, for it matters not how small the dealer's store, or how humble the locality in which he resides results are bound to accrue for a love of music prevails among the poor as well as the rich. It does not follow that because the locality is not a fashionable one that people are not interested in opera and in the records of the artists connected therewith.

Just think of the opportunities for publicity that eventuate with the opening of the musical season. Apart from the opera, there are concerts and recitals galore. Every time a great artist appears whose record is handled by the dealer he has an opportunity, should he care to avail himself of it, of impressing on the public that this great artist can be heard as effectively in his store as in the opera house, or the concert hall.

Happily a great many dealers are alive to the best means of augmenting trade, but there is still a large army of people who are absolutely indifferent to the splendid opportunities that exist.

We know of no other business in this or any other country where dealers are helped with valuable suggestions and provided with such quantities of appropriate and non-expensive advertising matter as in the talking machine field. Manufacturers are constantly providing new ideas and "tips" of all kinds to develop business, and whether adopted in all or in part, they are distinctly of value to the man who "does things."

As we have stated more than once, the talking machine dealer who does not take advantage of the opportunities that exist on every hand to-day should retire from business and give somebody else a chance, for there is a good opportunity and big future in the business for those who are awake to its possibilities, and co-operate with the manufacturers in developing trade.

The prospects were never better than to-day, for this fall and winter finds the country in a splendid condition of prosperity. Harvests of unusual magnitude have insured a goodly margin for the purchase of talking machines in the farming communities, while in the manufacturing centers employment is general. On all sides there are immense possibilities for a phenomenal trade, and dealers must be alive to the situation. There must be no sleeping on the post. Public demand must be anticipated and business forced all along the line. This is the age of efficiency—concentration—results—and everyone must be up and doing if he desires to conquer.

TITTA RUFFO, the celebrated Italian baritone, who made his first American appearance in Philadelphia in "Rigoletto" last week, is a great admirer of the talking machine, and in the course of a chat after his arrival in New York he paid tribute to its educational influence in a most marked way. When asked who was his teacher, Signor Ruffo replied: "That is a hard question. I have had many. But I think I learned more from singing for the gramophone than in any other way. After I had sung for the gramophone the first time I found defects in my voice; the second time I corrected these to some extent; the third time I found my voice quite perfect."

This is expert evidence truly in favor of the value of the talking machine as a teacher. It demonstrates the wide influence which it exercises in the musical world to-day.

This statement of Signor Ruffo is not surprising, for it has been related in these columns frequently that prominent teachers have used and are using the talking machine in their studios for the purpose of illustrating how famous singers secure their best effects in voice production. Their phrasing, breathing and vocal methods generally are studied to good purpose.

In this field the talking machine is undoubtedly a most valuable factor—one that has been paid tribute to by some of our most notable musicians, including Walter Damrosch, David Bispham and many others.

THE latest achievement of the Columbia Phonograph Co., in the Columbia Grand, marks a new epoch in talking machine construction, and this new product, which is described in detail elsewhere in these columns, is the result of years of experimental work. When this great producing corporation announces a new product to retail at \$500, naturally such a move will set the trade tongues wagging, for in this new product the Columbia directors have accomplished a number of remarkable innovations.

In this electrically controlled talking machine they have combined an architectural design, pleasing to the eye and they have achieved remarkable tonal results, as well as other pleasing attainments.

Through the adoption of the horizontal piano style and the new form of the tone chamber with its method of suspension and insulation, they have achieved marvelous results. This, with the

new reproducer, together with other essential points, make this new product of the liveliest interest to all talking machine men.

The fact that it may be operated by any service current as well as by batteries, gives it an unique position, and the other specialties

which are enumerated elsewhere are well worthy of careful analysis.

We congratulate the officers of the Columbia Phonograph Co. upon reaching the culmination of their progressive work in the new grand.

TO FEATURE TALKING MACHINES.

The J. Ed. Black Music Co. Incorporated in Springfield, Mo., Will Handle Victor and Edison Machines and Records.

(Special to The Talking Machine World.)
Springfield, Mo., Nov. 8, 1912.

Talking machines will be featured by the J. Ed. Black Music Co., which was recently incorporated in this city for the purpose of selling and manufacturing pianos, organs, musical merchandise, sheet music, talking machines and moving picture films, with a capital stock of \$12,000, at 222 West Commercial street.

J. Ed. Black, president and manager of the new company, is an experienced piano man who was associated in business in St. Louis street with C. C. King under the name of the King-Black Music Co. The other members of the new corporation are prominent business men of this city.

Speaking of its new line, Mr. Black said: "We shall make a specialty of the Victrola, Victor talking machine, Edison phonograph and all the products of the Thos. A. Edison Co., which will include the great inventor's latest achievements in the musical line, some of which are now about ready to be placed on the market. Our plan for the accommodation of our Victor and Edison record customers will be ideal. Sound-proof rooms or booths will be provided, where one may recline in comfortable chairs and select records at their leisure without being disturbed by noises from the outside. In fact, our store, as one of our customers expressed it, to whom I confided my plans, 'will be a dream of completeness.'"

PHONOGRAPH AT HIS FUNERAL.

Last Wishes of Daniel E. Caswell Carried Out Literally.

(Special to The Talking Machine World.)
Boston, Mass., Nov. 6, 1912.

In compliance with the last wishes of Daniel E. Caswell, who for the past ten years conducted the Humanitarian Temple in Melrose, there were no services at his funeral. However, a phonograph was placed near the head of the coffin and his favorite hymns were played. The records were

changed by an undertaker's assistant. A large throng attended the funeral and all were requested to remain absolutely quiet. Caswell was 57 years old. He was born in Lynn. Philanthropic in nature, he established his Humanitarian Temple, where weekly services were held. His preachings were on practical applications of the Golden Rule.

ATTRACTING THE DISAPPOINTED.

How T. Edens Osborne, the Live Talking Machine Man of Belfast, Ireland, Takes Advantage of the Attention Attracted by Local Concerts in Which Famous Artists Are Heard.

T. Edens Osborne, the prominent Gramophone factor of Belfast, Ireland, whose "Yankeelike" progressiveness has forced him to the attention of the trade on more than one occasion, can teach many Americans points about taking advantage of the local appearance of prominent artists to boom the sale of talking machines and records. There recently appeared in concert in Belfast Mme. Melba and Herr Backhaus, the prominent pianist, and besides a great number turned away from the hall there were many who did not have the opportunity of attending the concert, which was quite a local event. Mr. Osborne immediately inserted the following announcement in the local paper:

MELBA AND BACKHAUS.

It will be consoling to such of our readers as were unable to attend yesterday night's concert at Ulster Hall to know that the great cantatrice, Mme. Melba, and the celebrated Herr Backhaus have made many records for the gramophone, which can be heard at the establishment of "The Ulster Pioneer of the Gramophone"—T. Edens Osborne, 4 Donegall Square West, Belfast.

The number of those who took advantage of the opportunity of hearing the great artists at the Osborne establishment proved that the idea was a profitable one, for most of those who came to listen remained to buy. With the growing number of concert artists who tour the United States each year and who have made records for one or the other of the big companies, it would be a comparatively simple matter for talking machine dealers in the United States to follow the example of our Belfast friend.

ENTHUSIASM AS AN ASSET

In Salesmanship Is Correct, but Unfortunately Too Many Fall by the Wayside and Act as Mere Automaton Instead of Displaying Initiative.

Make the statement that enthusiasm is a valuable asset in salesmanship before a company of salesmen and every single one of them will agree with him who makes the statement. But do they put it into effect? Only a very small proportion of them do. We have watched salesman after salesman feed Victor records into a Victrola with a face of stone, says the Voice of the Victor. If there is any expression, it is one of boredom. If one tries to find out just what it is that ails him, the chances are one will find that he is a horribly aggrieved person—aggrieved because the "boss" won't pay him as much salary as someone else is paid. It's a hopeless case when a salesman reaches that point. What, under heaven, is a salesman paid for? To sell goods! In 999 times out of a thousand a salesman is paid proportionately as he earns money for "the house"—and he never in the world will reach the high-salaried class if he obviously suffers from "ennui." Why should anyone grow enthusiastic over your wares when you yourself are evidently not enthusiastic

INTERESTED THE TEACHERS.

Mrs. Frances E. Clark Attended the Wisconsin State Teachers' Annual Convention and Set Forth the Merits of the Victor as an Educational Factor of Importance.

(Special to The Talking Machine World.)
Milwaukee, Wis., Nov. 11, 1912.

The Victor played an important part as usual in the annual convention of the Wisconsin State Teachers' Association, held in Milwaukee, November 7, 8 and 9. William P. Taugher, representing the public school educational department of the Victor Talking Machine Co. in Wisconsin and Illinois, was on hand with several machines, including a Victrola, and succeeded in interesting hundreds of teachers in the use of the Victor in the schools. Mr. Taugher made his headquarters in the Plankinton House, the official headquarters of the teachers' association, and his rooms were crowded daily with pedagogues who were enthusiastic over what the Victor people have accomplished in their educational department.

Mrs. Frances E. Clark, head of the Victor public school educational department, was in Milwaukee on the opening day of the convention, while on her way to deliver lectures in Topeka, Kan., and other Western points, but her time did not permit her to appear on the program in Milwaukee.

Mrs. Clark was formerly supervisor of music in the Milwaukee public schools, and it was she who introduced the talking machine into the schools and made such a tremendous success here in Milwaukee that the Victor Co. induced her to go to Camden, N. J., and head its educational department and devise records and courses for the use of pupils in the public schools. For several years Mrs. Clark appeared on the program at the annual teachers' conventions, and her influence made itself felt all over Wisconsin. So well did Mrs. Clark impress the teachers concerning the value of the talking machine in the schools that the Victor people are securing an unusually fine business with the Wisconsin schools.

Always have a "Bull's Eye" in the window, mechanical or unique, to stop the passers-by or arrest their attention at a distance; then the detail will do the rest.

The only man who cannot profit by his mistakes is the fellow who doesn't make any. And he isn't doing anything.



No. 412 Udell Disc Record Cabinet.

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

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

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

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

The next 60 days is the opportune time of the year to sell Cabinets, and with the approach of the holidays stocks become more broken.

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

Sales Department

The Udell Works
Indianapolis

Mr. Edison's New THE BLUE

It has made an instantaneous hit with the trade and the public. It is everywhere regarded as the biggest thing in the phonograph trade since the introduction of the moulded record in 1902.

It is going to increase the record business of the active Edison Dealer and it is going to bring back the business of the dealer who has lost interest. It cannot fail to increase the purchases of active Edison owners and it will revive the interest of the ones who have stopped buying records.

In a word, Mr. Edison Dealer, it is going to bring you a bigger Edison record business if you will give it a chance. Give your jobber an order. It will be safe to order the entire first list of fifty-five, but, if you are in doubt, place a trial order now and get the remainder later, as you surely will if your Edison customers once learn that you have them.

Also ask your jobber to tell you in detail about our record exchange proposition, by which you may quickly clean up on your obsolete record stock.

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

Cylinder Record

AMBEROL

It possesses more points of merit than any cylinder record ever made.

It has the same playing length that has been so strong a feature of all Amberol Records—a length that permits the recording of compositions without changes or omissions.

The sweet tone that has always marked Amberol Records is enhanced by the new product and the volume is greatly increased by the harder composition of the Blue Amberol.

It is to all intents and purposes unbreakable.

Its wearing qualities are remarkable. At the Edison Laboratory a Blue Amberol Record has been played 3,000 times and the last reproduction was as good as the first.

Fifty-five Blue Amberols were included in the first list issued for November. Another list of fifty-five will be dated December. The work of building up a catalog by making over the best of present Amberols and issuing new selections will go rapidly forward, until our catalog of Blue Amberols will be as complete as our present catalogs.

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

Bonci is admittedly the greatest *artist* among all the tenors—the greatest master of tonal beauty in all opera in all the world. He is now making his first Columbia records.



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

HARD TO GET SUFFICIENT STOCK TO SUPPLY DEMANDS.

This Is the Substantial Report Made by the Majority of Dealers in Philadelphia and Locality—Pennsylvania Talking Machine Co. Making Splendid Record—Make Many New Columbia Agents—Blue Amberol Records Mark New Epoch in Edison History, Says Buehn—Gimbels Report Enormous Trade in All Lines of Victor Machines.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 11, 1912.

The talking machine business in Philadelphia during the past month was most satisfactory. It is the same old story—a largely increased business, great prospects for the future, and a scarcity of goods. It looks now as if the trade were going to pass through the same conditions this year they did last, when they were compelled to turn away a lot of business for want of stock. At all times now the leading firms of this city do not have stock sufficient to meet the goods bought and paid for, and there is no trade in the city where the dealers are put to such straits as in the selling of talking machines. One good thing about it, all the dealers seem friendly and help one another out whenever possible.

The Pennsylvania Talking Machine Co. had the biggest month in October that the Columbia has ever had in this city. It ran considerably ahead of September. During the month of October it has established ten agencies in this city and in its territory in the State. The company is confining itself to an exclusive dealership proposition, and if it can get the right dealers in every city and town in its territory, it grants them the exclusive agency or selling rights for the Columbia goods in the town, and this scheme seems to be bringing a class of merchants who have heretofore never handled talking machines, and in some sections it is making exclusive Columbia dealers of men who heretofore have handled a number of lines of machines. The plan seems to be working out fine. The management believes that it is getting a better proportion of business for the Columbia than it ever enjoyed.

The new Regal \$40 Columbia machine is taking on finely and it will be pushed very hard in November. Last month the \$50 Favorite was a big seller. Manager W. L. Eckhardt has devised a plan that seems to be meeting general approval in the spraying of the booths each morning with some delicate perfumery. As a general thing the closed booth is not any too pleasant in the odor, and he has them sprayed by means of an atomizer and every day with a different odor. L. E. Hoegler, a son of the manager of the Metropolitan Opera House, has been added to the selling force of the Columbia. Since Mr. Eckhardt came here they have more than doubled the force. They had in October the biggest month they ever had with the dictaphone, and have established a number of agencies up the State on this instrument, including H. W. Schmidt at Allentown, E. D. Vogel in Easton, and the Chronicle Publishing Co., in Pottsville.

C. W. Ford, who has a Columbia store at 49th street and Baltimore avenue, has found it necessary to replace his original order several times.

He has only been in the business two months.

Louis Buehn, of L. Buehn & Bro., reports that the situation was more acute in October than it was the previous month. "We have been fearfully handicapped," he says, "because we are unable to get the goods. We are practically short in everything. The situation has taken a decided change for the worst the past month. The shipments have not even been normal for October, when they should have been in excess on account of laying up stock for the holiday trade. It is my opinion that there is going to be a lot of business lost by all the dealers this year, even to a greater extent than last year. We are expecting the new Blue Amberol records, which will mark the greatest improvements the Edison people have made in the last ten years and an epoch in the Edison, and they should bring about a revolution in the cylinder business."

The Edison dictating machine has been selling very well in October and the Buehn firm has some extremely good prospects for the installation of this instrument.

Charles McLaughlin, who was for a considerable time connected with C. J. Heppe & Son, has resigned and accepted a similar position with the Stoll Blank Book and Stationery Co., of Trenton, N. J.

Manager Harry Hovey, of the Lit department, has had a large number of new racks placed in the department, and they now carry double the amount of stock they had at this time last year.

The Gimbel department has also largely increased its stock of records and the capacity for holding them, and just at present it has a full line of all the Victor instruments and a pretty good stock of each style. David Davidson, who recently joined the selling force, has been doing some very good work among the public schools. He gives exhibitions at these schools two or three times a week.

Gimbels doubled their business in their talking machine department over last year. Among the visitors the past week were Mr. Bennett, in charge of the sales force of the Victor, and Albert Sidney Burbeck, of Smethport, N. Y., who recently started in the talking machine business. The Gimbels are about to have a most elaborate window display of the Victor, which was gotten up by Mr. Hanson of that company, that firm having been the first in Philadelphia to get this display. The scene represents an evening at the Metropolitan Opera House, and it is most elaborate, presenting a number of different scenes.

George D. Ornstein, general sales manager of the Victor, visited with the Philadelphia trade the past week. He reports that business is good all over the country.

The Wanamaker talking machine department has

also had a most satisfactory October business, and its Saturday business each week has been enormous. They were very much pleased to receive last week two large shipments of the \$100 Victor.

The Keen-o-Phone Co. expects to have its first records out by the 15th of this month.

The following statement has been issued by John B. Miller, treasurer of the Penn Phonograph Co., 17 South Ninth street, this city, in relation to the name and address of this company because of present similarity of talking machine company names. Mr. Miller said: "The Penn Co. has been established for approximately fifteen years in this city, enjoys a wide reputation for business principle and square dealing, and handles Victor and Edison goods. A short time ago we were subjected to the annoyance of a company taking a name very similar to ours, a name, in fact, which in the eyes of the dealer and the general public, is almost identical. The confusion in correspondence and mail bears out our contention. We wish to warn the trade to be careful and address us at 17 South Ninth street."

CONDITIONS IN LOUISVILLE, KY.

Talking Machine Dealers Without Exception Report the Best Prospects in History and Are Looking Forward to an Immense Holiday Trade.

(Special to The Talking Machine World.)

Louisville, Ky., Nov. 9, 1912.

The Columbia Phonograph Co. reports a fine business for the months of September and October. Collections in all departments were extra good. It has begun an extensive campaign in the Louisville schools. Several outfits were installed in the spring, and with the new school records just issued they expect to shortly induce all the schools to install outfits.

Thomas P. Clancy, sales manager of the automatic department of the Rudolph Wurlitzer Co., of Cincinnati, spent several days in Louisville, and reports a fine sale on all its automatic lines. Mr. Clancy was formerly with the Columbia Phonograph Co. before going with the Wurlitzer Co.

L. H. O'Bryan, formerly with the retail sales department of the Columbia Phonograph Co., is now on the sales force of the Dictaphone in Louisville.

M. B. Easton spent several days in Louisville in October.

Clifford R. Ely, of the wholesale department, has closed with the Kirby Piano Co., of Louisville, who are now pushing the Columbia line.

Mme. Alda appeared in concert in Louisville recently. The Montenegro-Riehm Music Co., Victor jobbers, had a beautiful window display of the madame, who is a Victor artist. The window was very much admired by everyone and by Mme. Alda herself.

WILMINGTON HOUSE EXPANDS.

Gewehr & Edelbrock, piano and music dealers of Wilmington, Del., are building an addition to the rear of their building to accommodate the Victrola department, which is steadily growing in importance.

A Good Proposition



Fit Any Phonograph

Any line that saves time in handling, and gives a large margin of profit, is a good proposition. U. S. Everlasting Records meet these conditions, and are proving an increasingly attractive and profitable line for dealer and jobber.

Less expense is required in handling them, and the shipping cost is lower. U. S. Everlasting Records are indestructible—not frail like the ordinary record—and you have no “losses in transit” to consider.

Last month this page presented ample proof of the wearing qualities of U. S. Everlasting Records. No complaints from your trade, and no difficulties to adjust on account of records breaking or wearing.

The monthly list of new selections embodies the choicest offerings in the way of music and entertainment.

Our record catalog just off the press is all ready to mail, and simply awaits your address. Ask for it today.

THE U. S. PHONOGRAPH COMPANY

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

CLEVELAND, OHIO

The Talking Machine Trade in New England

THE TALKING MACHINE NEEDLE AND ITS MANUFACTURE.

Few People Who Use or Sell This Little Piece of Steel Know of the Tremendous Amount of Work Involved in Its Making and the Processes Necessary to Perfect It.

Millions of talking machine needles are used every year, and yet few people, when they handle the little pieces of steel, ever think of the tremendous amount of work involved in their manufacture. Of course, they have to be turned out by the millions, using the most up-to-date machinery and

largest of its kind in New England, this being in addition to a battery of eight furnaces which are in use and which were inadequate for the requirements of the growing business. This additional furnace is four times as large as any one of the eight furnaces. This particular end of the Bagshaw equipment, through which process all the steel must go, shows at a glance the strength of the business.

Take a little talking machine needle, for instance. First the wire is drawn to sizes, this being very important. Then it is straightened, ground, cut, tempered, hardened, scoured, polished, and then packed. In order to permit easy handling, a steel wire of over a foot in length is ground at each end until the required point is secured; then each end is cut off to the length of a needle. Following the cutting, the wire is precisely the same as it started, only about two inches shorter, and this wire is worked over again in the same manner. Then two more needles are cut off, and this is repeated until the wire is so small that it cannot be worked.

On one floor of the Bagshaw plant are many of these grinding machines in batteries, the wire starting with the coarse work and going from machine to machine until the last—the finest—puts the finished point onto the needle. Bagshaw needles have the reputation of being of the highest character, the taper of the point being even all around. In the tempering, hardening and polishing the fame of these needles is also noted, the needles' snappy, sparkling brightness being a standard of needle workmanship.



W. H. Bagshaw, Founder of the Bagshaw Business.

skilled workmen. The man who is credited with making the first talking machine needle is the late W. H. Bagshaw, of Lowell, Mass., the organization now being ably conducted by his two sons, W. H. Bagshaw and C. H. Bagshaw, who are prominent figures in the talking machine world.

In the Bagshaw plant every facility for progressive manufacturing is used. Only recently a tempering furnace was installed that is held to be the

Speed up a notch in your Holiday Trade!

We'll back you with prompt
deliveries of full orders in

Edison

Phonographs and Records.

The new list of 55 Blue Amberol Records
are heavy sellers. These mean much to
your profits.

Ask us to help you with P-E Service.

THE PARDEE-ELLENBERGER CO., Jobbers Only
BOSTON and NEW HAVEN

Distributors in New England of the Edison Home Kinetoscopes.

When the needles are finished they go to the packing room, where twelve girls do nothing but pack needles into envelopes. So staple are the needles that they are weighed instead of being counted, a certain number of ounces being equivalent to 100 or 300 needles, according to the way they are packed. Hardly does this weight vary one needle, so accurate are the scales and so accurately are the needles made. These needles are packed in envelopes, paper boxes or tin cans, according to the specifications of the customer. A special feature of the Bagshaw service is the manufacture of talking machine needles according to the wishes of jobbers, and then packing them into special containers with the jobbers' name and address.

An experimental department, in conjunction with a drafting department, is constantly testing various qualities of steel to even better their products, notwithstanding to-day they are of the highest order. This is done in line with the general policy of large houses to be ever watchful of an improvement in their goods, notwithstanding their products seem impossible to be bettered.

W. H. Bagshaw manufactures and distributes one particular quality of needles which are called "Duplexetone" needles. This is a needle with which it is possible to secure two tones, loud and soft, while a slight twist either way from the loud or soft, produces any intermediate tone shade. These were designed after thirty-four experiments, and were to fill the niche of getting one needle that would play operatic or band records with the desired acoustic results. Duplexetone needles became a favorite from the first announcement of their appearance, and the sales of them are growing rapidly.

Included in the talking machine needles are all kinds of sizes and shapes for every kind of record. One most striking feature of the value of these needles is that the foreign sales are tremendous, going to all parts of the world in the face of European competition. It shows forcibly that the foreign talking machine fraternity appreciate needle goodness when they will pay more for Bagshaw needles because of this value. Mr. Bagshaw considers this the best possible argument that can be used when foreign made needles are offered in this country, or as he says: "If foreign-made needles are not good enough for the foreign trade, why should Americans buy them?"

The house of Bagshaw was established in 1870.

MRS. CLARK'S ADDRESS

Before the Meeting of the Public School
Masters Intensifies Interest in the Use of the
Talking Machine in the Schools.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 9, 1912.

The Eastern Talking Machine Co., Victor and Edison jobbers of this city, were greatly honored by the public school masters with an invitation to take part at their quarterly meeting at Young's Hotel, Oct. 15. After the banquet, Mrs. Frances E. Clark, director public school educational department of the Victor Talking Machine Co., addressed the gathering on the subject of "The Use of Talking Machines in the Schools," and for the purpose of illustration used selections from the special list of school educational records prepared by the Victor Talking Machine Co.

Mrs. Clark consumed something over two hours in her talk, and that she proved extremely interesting to the body of educators who were present, is certain. Franklin B. Dyer, the newly appointed superintendent of Boston public schools, was deeply interested and asked many questions of Mrs. Clark regarding the Victor and Edison records. The Eastern Talking Machine Co. was represented by S. J. Freeman, of the Victor department.

To increase a man's capacity, instead of relieving him of responsibility, place more responsibility on him.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 11, 1912.

The Victor department of the new Chickering & Sons retail warerooms is thoroughly up to date in all respects, and Manager Ubert Urquhart, formerly with the Henry F. Miller Co., has had the front of the basement conveniently arranged so as to best meet the demands of business. There are three finely equipped demonstration booths which are reached by an easy stairway from the ground floor, and a large rack for holding records has been built at one side. There are rugs on the floor which add to the homelikeness of the department. Mr. Urquhart himself has a mahogany desk at the head of the stairs. He has the able assistance of Warren A. Batchelder, who has been with the Henry F. Miller Co. for two years, serving faithfully in the Victor department of that large house. Mr. Batchelder has many friends in the talking-machine business who will be glad to welcome him in his new association.

Featuring Victor Schoolroom Work.

Everybody is on the jump at the quarters of the Eastern Talking Machine Co. and the fall orders are piling up at a rapid rate, the difficulty being that the factory seems not able to supply the demand for Victor goods. W. J. Fitzgerald, who is giving much of his time to the school work of the Victor business, has lately installed several machines in the State normal schools, and one of his recent callers was Supervisor Chase of the Malden schools, who is proud of the boast that every school in his city is now equipped with Victor outfits. Another whom Mr. Fitzgerald has been able to influence in the direction of the Victor goods is Samuel W. Cole, the well-known music director, who, in an endorsement of Victor machines, says: "I hope to see the Victor a part of the municipal equipment of every school in town," referring especially to Brookline, in which town Mr. Fitzgerald has been singularly successful in popularizing the Victors.

Brown Joins Columbia Force.

The Columbia Phonograph Co. is to be congratulated on securing the services of S. H. Brown, who will look after the western Massachusetts and southern Vermont business of the company. Mr. Brown has had a twelve-years' experience in the talking-machine business, much

of which time was spent in the services of the Eastern Talking Machine Co., from which he resigned less than a year ago to go to Worcester to engage in another line of work. However, the call of the phonograph was too much; it was a case of back to his first love, and when the Columbia made overtures to him he could not resist. Mr. Brown has many friends in the business and is immensely popular. W. D. Drown, formerly secretary of the Vermont Academy, has been added to the wholesale department of the Columbia.

Some Big Columbia Orders.

October closes as the largest month of the year with the Columbia Co., and it is the second highest month ever experienced. This is the more surprising, says Manager Erisman, when one considers that it is the month when many people are buying their winter's supply of fuel and the family's winter clothing has to be purchased. A large percentage of the increased business is due to the Eclipse and the Regal machines, which were put on the market a couple of months ago.

Some big orders have been received by the Columbia Co. this past month. J. C. Mallioux, of Woonsocket, R. I., has been a heavy buyer; N. M. Bradley, of Rutland, Vt., was in town to place a large order; the Peck Leach Co., of Taunton, of which Howard T. Bates is manager, has taken a complete line of Columbia goods, and another heavy buyer has been M. J. Moran & Co., of Brattleboro, Vt. Two local concerns to take on a full line of Columbia outfits have been the Goldthwaite Furniture Co. and the Plympton-Hervey Co., both of Boston.

Some Distinguished Visitors.

William H. Beck, president of the Eastern Co., was a recent caller to Boston, and spent much time with Manager Taft, of the Eastern Talking Machine Co. Others callers at the Eastern company were Louis Geissler, general manager of the Victor; George Ormstein, traveling sales manager, and Thomas Green, the Victor manager in New York. In the professional line the Eastern was honored with visits from Dr. Karl Muck, conductor of the Boston Symphony Orchestra, and Andre Caplet, one of the leaders of the Boston Opera House orchestra, who was especially interested in the records of Edmond Clement, his French compatriot, who has done some excellent work for the Victor com-

pany. Another caller was Ed. Whitney, of the Whitney Brothers Quartet, who has made records for the Victor.

Business Shows 300 Per Cent. Advance.

The dictaphone output has increased tremendously of late with the Columbia Co. and the business is 300 per cent. greater than at this time a year ago, according to Manager Erisman. A large number of machines have lately been placed in the establishments of the New England Telephone & Telegraph Co., the B. F. Sturtevant Co., whose head is Governor Foss of this State, and the Barta Press, one of the largest printing concerns in the city.

Victor Departments Amalgamated.

The large Victor department of George Lincoln Parker in the Colonial building will be considerably augmented on December 1, when to it will be added the Victor department which is conducted by George L. Schirmer in connection with his piano business at 40 Huntington avenue. On that date Mr. Schirmer will merge his business interests with Mr. Parker to the mutual advantage of both. The Victor department of Mr. Parker, under the able conduct of Charles Trundy, has been making some large sales the past few weeks.

Added to Educational Department.

James M. McLaughlin, director of music in the Boston public schools, has been added to the educational department of the Boston headquarters of the Columbia Phonograph Co. and he has been made editor of the Columbia universal graded course of music, which is especially adaptable for homes and public schools. In connection with this new department, Manager Arthur Erisman, who is one of the most up-to-date, enterprising men in the talking-machine business, has put out a leaflet in which the co-operation of every parent is asked in this educational work. One paragraph reads thus: "We know we are going to get the thanks of hundreds of fathers and mothers for the great step we have taken. As this is the musical capital of America—a center where a work of this kind is sure to be appreciated—we know it will be the desire of every parent to give their children every possible advantage." Then follow two pages of suitable records carefully graded and classified, beginning with the simple themes. A catalogue of schoolroom music is having a great call from schools throughout New England, and Manager Erisman has had to lay in a big supply to meet the demand.

Joins Columbia Force in Boston.

Austin Fordham, a nephew of George W. Lyle, the Columbia Co.'s general manager, has been added to the retail staff of the Boston office, and he is making good, too.

Increasing Demand for Victors.

Business in Victor goods has taken on a new lease of life at the Henry F. Miller Co.'s finely appointed department. Francis T. White is "on the job," and is taking good care of customers, ably supplemented by a new man in the Victor department, Benjamin McNulty. Mr. McNulty is well acquainted with the talking-machine business, having been with the Miller house several years ago, though for some time past he has been with the Boston Talking Machine Co.

Mr. Pardee Chats of Trade Conditions.

Mr. Pardee, of the Pardee-Ellenberger Co., of New Haven, was in town for several days, and, as usual, made his headquarters with the company's Boston office in Batterymarch street. Mr. Pardee speaks most enthusiastically of the success of the display of the Thomas A. Edison Co., Inc., at the recent Electrical Show in Mechanics Building. Mr. Pardee has made several trips to other sections of the East lately and he reports a fine feeling in the trade, with a more pronounced inquiry for goods and an increased enthusiasm. Much of the interest lately developed locally in the Edison line can be traced quite directly to the Electrical Show,

(Continued on page 18.)

W. H. BAGSHAW

Established 1870

LOWELL, MASS. - - - U. S. A.

World's Largest Manufacturer of

Talking Machine Needles

of all Styles, Shapes and Sizes

DESIGNER AND MAKER OF

Duplexetone Needles

THE NEEDLE WITH TWO TONES—LOUD AND SOFT

Write for Illustrated Booklet



They are telling us that the finest piece of choral recording ever issued in the world is our chorus from the "Messiah" —A-5424 in the December list.



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

FROM THE WORLD'S BOSTON HEADQUARTERS.

(Continued from page 17.)

where the Edison recital hall, in the basement, was filled at every demonstration of the new disc machine. Mr. Pardee says that it is curious that in spite of the Presidential election there is good business, and he noted especially the revival of interest in cylinder machines, due in large measure to the new blue amberol records which are advertised as a "wonderful advance in the art of sound reproduction." These new blue amberol records reached Boston the first of the month, and dealers were anxious from the start to get them in stock. Mr. Pardee says he has had several visitors to his New Haven headquarters the past week, including George A. Lewis, of Danbury, and L. A. Gladding, of New Britain, Conn.

Visited Electrical Show.

Among those who came over to Boston during the Electrical Show were: Frank L. Dyer, president of the Thomas A. Edison Co., Inc., who was accompanied by F. K. Dolbeer, of New Haven. President Dyer was delighted with the Edison display and with the manner of conducting it, Mr. Skelton coming in for considerable praise for the manner in which he demonstrated the new disc machines. Later in the month Mr. Dolbeer paid a second visit to the exhibition, this time being accompanied by Mrs. Dolbeer.

FALL RIVER EXPERIMENT SUCCEEDS.

Aux-e-to-phone Furnishes Music for Dancing and Marching of Seven Hundred Children on Public Playground.

(Special to The Talking Machine World.)

Fall River, Mass., Nov. 8, 1912.

Herbert L. Royer, manager for the Arch street Victor department of M. Steinert & Sons Co., in Boston, was down in Fall River recently to watch a very interesting experiment given on the public playground. It was a program of folk dancing and marches given by 700 of the school children to the musical accompaniment of an Aux-e-to-phone. The occasion was a highly enjoyable one, and Mr. Wilson, who is in charge of the Victor department of the local Steinert store, afterward received a highly appreciative letter from the Board of Park Commissioners for the outcome of the affair.

MULLEN WITH J. K. GILL CO.

W. A. Mullen has just made arrangements with the J. K. Gill Co., dealer in Edison Home Kinetoscopes in Portland, Ore., to assume the management of this house. Mr. Mullen was formerly connected with the Zonophone Co. as traveler, and also with Thos. A. Edison, Inc., under N. C. Durand, selling commercial machines in the Middle West.

An immense sign, twenty by thirty feet, appears on the corner of the building occupied by Louis R. Deitzbaugh, Victor dealer of Frederick, Md., in which the famous Victor dog and the Victor line of machines are featured in colors.

HOW TO UNDERSTAND THE OPERA.

The Basis of an Interesting Lecture Delivered by W. L. Hubbard in the Lecture Hall of the Columbia Phonograph Co. in Boston—High Class Audience in Attendance.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 6, 1912.

A large audience gathered in the finely appointed lecture hall of the Columbia Phonograph Co. on the afternoon of November 5 to listen to the first opera talk given by W. L. Hubbard, who has come on from Chicago to promote a new system of intelligent publicity to the operas that are to be given at the Boston Opera House this winter. Manager Arthur Erisman, of the Columbia Co.,

most melodious; there is no oratory about his delivery; he talks as one would in ordinary conversation, and for that reason what he had to say was all the more enjoyable, as it was far removed from the idea of a stilted, conventional lecture. He proved himself to be a man of culture and widely informed on music.

Among the many good things he said was that it was not so much a matter of understanding as of mood with a listener at an opera, and he recommended that an audience put itself in the right mental attitude. There were those across the footlights who were doing their best to interpret an opera, but be their work ever so finished and artistic it never reached the audience the way it was sent out if there was not that responsive, receptive mood on the part of the audience who should make up its mind at the outset that it has come not merely to be entertained. He advised an audience to study the text of an opera instead

of its music, for the former was more important to an intelligent understanding.

Having delivered himself of a number of general propositions touching upon music, which he styled a very mixed art, he proceeded to discuss the first opera to be given, "The Tales of Hoffman." He first told something of Offenbach and then took up the story of the opera in considerable detail.

For his musical illustrations Mr. Hubbard relied upon two artists from the Boston Opera Co., Frank L. Waller, who gave

piano excerpts, and Rafael Diaz, a delightful young tenor, who has been a member of the Boston Opera Co. for several seasons.

At the close of the talk, which lasted an hour and a half, Mr. Hubbard, as well as his two accompanying artists, were heartily congratulated. The second talk a fortnight hence will be on "Louise," the second opera to be produced here.



Columbia Grafonola Hall, Boston, Mass.

had issued a large number of invitations to the best people of Boston, and in reply he received a number of courteous responses commendatory of the idea of publicity.

The audience therefore was of a highly intelligent order. Mr. Hubbard proved to be a man of easy manner, evidently used to addressing gatherings of this sort. His style is smooth, his voice

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

October 12th Issue of
Saturday Evening Post.

THE POOLEY Record Cabinet

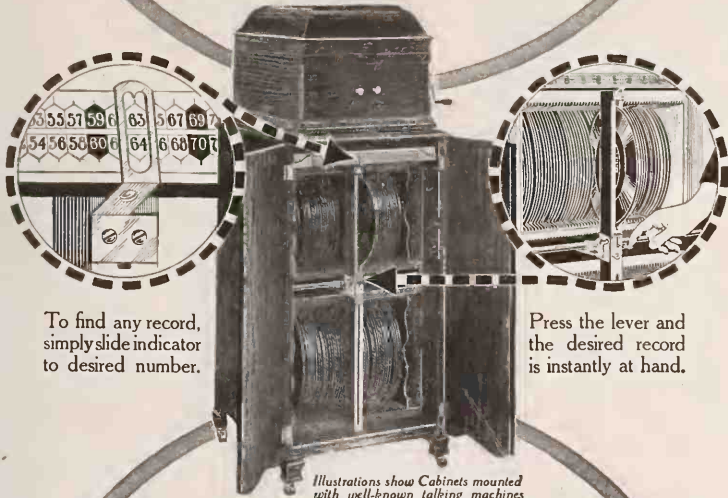
Does the locating and filing of your disc records mar the enjoyment of your talking machine? Are your favorite records misfiled just when you want them?

Are they damaged from scratching and rubbing? Must you go through piles of envelopes, or search through albums, boxes or racks while your guests wait?

Do the ladies complain about the trouble of refiling, the day after? With a "Pooley" Cabinet you have solved the record-filing problem.

To get out any desired record, simply slide the indicator to the number on the scale, press the lever, and the record is instantly at hand.

To return, slip the disc through the slot, and the record is *correctly* filed.



To find any record, simply slide indicator to desired number.

Press the lever and the desired record is instantly at hand.

Illustrations show Cabinets mounted with well-known talking machines

It is harder to misfile than to file correctly with the "Pooley."

Each record is held in separate sets of grooves, touching the disc at the edges only, keeping the delicate surfaces free from contact, and preventing scratching, warping and breaking.

The slot remains in front of the proper groove until moved, making it easier to file the record immediately after playing than to leave it for filing later.

"Pooley" Cabinets are beautifully finished in mahogany or oak, and are made in various sizes, accommodating from 75 (50 active) to 300 (150 active) records. Cost but

little more than the old-fashioned cabinets or stands.

You can't afford to delay seeing the "Pooley." If your dealer hasn't it, write for illustrated catalog, giving his name and address.

THE POOLEY FURNITURE CO.
1620-47 Indiana Avenue
Philadelphia

No. 18. Capacity 75 Records (50 active) **\$18**
No. 40. Capacity 225 Records (150 active) **\$40**

No. 25. Capacity 150 Records (110 active) **\$25**
No. 60. Capacity 300 Records (150 active) **\$60**

Freight to distant points must be added



The Saturday Evening Post reaches ten million readers every week, here is an example of what we are saying to them every other week to help you get the big business:

THE POOLEY CABINET

has come to stay, as it fills a long needed want.

If you do not carry the goods your competitors are getting the sales and making the money.

Place your stock order quickly and be ready to meet the demand.

Pooley Furniture Co.

16th St. and Indiana Ave.

Philadelphia

PRIZE WINNING WINDOW IN MEMPHIS COMPETITION.

O. K. Houck Piano Co. Carry Off First Honors with Display in Which the Victrola and the Steinway Piano Were Featured—Business Policy Emphasized in the Display Cards.

(Special to The Talking Machine World.)

Memphis, Tenn., Nov. 9, 1912.

The O. K. Houck Piano Co. continues to receive the congratulations of its many friends and associate merchants upon the winning of the first prize offered in the competition for the most attractive window display in the city offered during the recent Tri-State Fair held here. A large number

of which appeared the words, "Hurry! It Is Time to Get a Victor-Victrola." The hands of the clock were connected with an electric motor and revolved at the rate of ten years per hour, which was enough to convince the observer that time was flying, and that it was the proper moment to settle the Victrola question.

In the center of the window there was erected



The Attractively Prepared Window of the O. K. Houck Co.

of local houses entered the competition, but the Houck Co. carried off the prize without a dissenting voice.

As will be seen in the accompanying illustration, the window was well calculated to attract attention from those passing the store of the company. On the left of the window there was placed a Victor Victrola, with the Victor dog sitting in front of it and a large clock placed at the right, on the dial

a small dog house on which was placed the sign, "One Price, No Commission, Guarantees Absolute Protection." A live pet bulldog was chained to the house wearing a collar upon which appeared practically the same warning. A beautiful Steinway grand piano occupied the right of the window, while the background was made up of posters regarding the Tri-State Fair. Certainly the prize was well deserved.

BUSY TIMES IN LOS ANGELES.

Past and Present Month's Business of Large Proportions, but It Will Be Excelled by an Enormous Holiday Trade, Judging from the Present Trend—The Month's News.

(Special to The Talking Machine World.)

Los Angeles, Cal., Oct. 30, 1912.

Jobbers and dealers of Los Angeles and the surrounding section report a very good talking machine trade for the past month. Great preparation for the coming holiday trade is being made by all dealers who are looking forward to the largest trade they have ever known, providing the goods can be obtained promptly.

J. H. Sturgis, of the Sturgis-Bowring Music Co., 714 South Grand avenue, states business looks very promising for the future in both the Edison and Victor lines.

A. Graham Cook, manager of the talking machine department of the Geo. J. Birkel Co., has been making things hum in his department in the last few weeks. The circassian walnut Victrola XVI has been featured, thus causing many sales in this popular finish. Another strong point of interest is the featuring of records by the noted Victor artists as they appear in concert.

Scott T. Allured, talking machine manager for the Wiley B. Allen Co., San Diego, reports many recent sales of Columbia Grafonola Regents. Their monthly concerts are so well attended that they have not the room to accommodate the crowds. Mr. Allured works up the opera selections in such a way that they are very enjoyable to hear on the talking machine.

S. W. Mixer, Edison dealer of Exeter, Cal., spent a few days in Los Angeles placing a large

order for Edison goods ready for the Christmas trade, which he anticipates will be very large in his section. Another Edison dealer to visit the city was R. M. Wilber, of Delano, Cal., who brings a good report from his district.

The T. J. Johnston Music House of this city is enjoying a remarkable trade this fall in the Victor line.

Chas. S. Ruggles, local manager for Sherman, Clay & Co., Victor distributors, states that the past month has been the largest in their history, and that even a much larger business would have been done if he could have obtained the goods.

The Van Sant & Raynard Music Co., of Santa Monica, Cal., has been so successful in the past few months that it has opened a branch music store at Sawtelle, Cal., carrying a complete Victor and Edison line.

C. A. Graham, of the Wiley B. Allen Co., returned from a hunting trip, bagging the limit of teal. Mr. Graham is just as good a marksman as he is a seller of talking machines.

S. E. Purser is now back in his old stand with the Eifers Music House. Mr. Purser has just recovered from a very serious operation and will now take hold of the talking machine department and do his share of the business in this line.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., Edison jobbers, states that the new Amberol record is creating a stir among the dealers, who are nearly all doubling their orders since they have heard these new records. The firm also has secured the jobbing agency for the Woods filing cabinet, which has proven a big seller.

The Pasadena Music Co., Pasadena, Cal., has just added six more sound-proof salesrooms to the talking machine department. W. R. J. Campbell, manager, is sparing no expense for the convenience of customers. This gives this department one-half the floor space of the entire store.

A new firm, Grey, Maw & Thompson Co. (Inc.), has just opened in San Diego, Cal., with one of the largest talking machine departments in the Southwest, handling the complete line of machines and records.

Guernsey S. Brown, of Santa Barbara, Cal., has opened a branch store at Ventura, where he will handle the Victor goods.

Never go to any of your fellow salespeople and talk and laugh over anything while your customer is waiting. This creates a bad impression and often customers think that they are being laughed at for some reason or other.

The DITSON Pledge

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

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

The Fastest Victor Service

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

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

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

OLIVER DITSON CO., Boston, Mass.

THREE STYLES OF EDISON DISC PHONOGRAPHS SHIPPED.

Jobbers and Dealers Welcome First of New Machines—New Models Held Back to Insure Perfection in Both Machines and Records—Heavy Volume of Initial Orders—New Blue Amberol Records an Instantaneous Hit—F. K. Dolbeer's View of Election.

Three models of the new Edison disc machines are on the market, the initial samples having been shipped to the jobbers a few days ago. These are the numbers 150, 200 and 250, and shipments are going forward as fast as possible. This will be great news to the thousands of Edison enthusiasts of this country, and as far as the industry itself is concerned, the shipment of Edison disc phonographs marks an epoch in the trade.

When these machines were exhibited a year ago many thought they would be ready for last holiday's business, and they would have been but for one thing—the desire of Thomas A. Edison himself to give to the world a machine that would come to his standard of perfection in styles of cabinets, in quality of tone and general goodness. Mr. Edison did not believe the machines exhibited a year ago were good enough, although many termed them "wonderful." So he withheld the production of those types until more experimenting was done, and finally after about another year of this work a line of Edison disc phonographs was created that Mr. Edison pronounced "perfect."

Another thing that assisted in holding up Mr. Edison was the matter of records. He wanted good records—records that he considered were consistent with the quality of the forthcoming Edison disc phonographs, and it was only until several months ago that he procured the character of records desired.

So, equipped with the phonographs and records of the Edison standard, a display was held at the Edison building, New York, last July, and jobbers and their representatives came from all over the country to attend. The initial volume of orders placed was stupendous, so great was the enthusiasm of the men who would manipulate the selling of the goods in their respective territories. As F. K. Dolbeer, sales manager, expressed it, "the amount of business was greatly in excess of

my largest expectations." In fact, so strong was it that rumor had the amount in figures at a million dollars. The exhibit was an eventful one, a glowing success in every way and a most hearty commendation to the activities of "the old man"—Thomas A. Edison.

Now that the disc phonographs are leaving the Edison works at Orange and will soon be in the homes of the American people, one will hear then the greatest of all boosts—the voice of the people. Along with these machines will be shipped a batch of new disc records, duplicates of the ones that made such a hit at the Edison exhibit last July and which, likewise, created a furor in musical circles of Boston while they were being played at the Electric Show held there during October.

Along with the foregoing vital announcements comes the information from Sales Manager F. K. Dolbeer that the 55 new Blue Amberol records—indestructible—which came upon the market a short time ago were an instant success. Repeat orders have been received from all over the country and the offices of Mr. Dolbeer are making more apologies for deliveries than they ever did. To think that the plant is working twenty-four hours a day and then being unable to cope with the situation in deliveries! This avalanche of business was freely predicted by those in possession of inside details and practically every jobber heard the phrase, "Order early because of a pending rush," as they knew how good the Blue Amberols are. And they all ordered at once and the rush came immediately.

Asked how the election pleased him, Mr. Dolbeer responded: "While I am a little disappointed in the results, yet the number of votes for President-elect Wilson shows the trend of the country's feeling, and what is acceptable to so large a majority will probably prove successful in the administration of this country's welfare and prosperity."

A GREAT VICTOR SIGN.

The establishment of the Chalmers Co. in Newark, N. J., is quite a musical center, as seats for all the engagements of the prominent visiting artists are sold there. The Chalmers Co. has just erected the largest electric sign in Newark. It overhangs Broad street and is 11 feet 6 inches long

by 10 feet in height, showing the Victor trademark with the word Victor intermittently flashing

VICTROLA FOR NORMAL SCHOOL.

The State Normal School at Harrisonburg, Pa., has purchased a handsome new Victrola and a large collection of records for the use of the students in concerts and in recitals.

COLUMBIA DEALER GETS PRIZE FOR ATTRACTIVE STORE.

The Detroit Free Press, Detroit, Mich., recently held a contest for the most attractive store in various lines of business. The prize for the leading music store was awarded to J. Goldberg, a Columbia dealer, whose store was pronounced one of the most artistic in the city. Mr. Goldberg handles Columbia products exclusively, and is justly proud of his deserved reward. He is an enthusiastic dealer, and does a tremendous business with the Columbia line. His store is equipped with



three demonstration rooms and the exterior

and interior are indeed models of retail store design.

When *You* order
CONDON-AUTOSTOPS

You handle the most satisfactory article in the accessory line.

You should always exhibit and demonstrate the

CONDON-AUTOSTOP

No talking machine should be sold without complete equipment—include the

CONDON-AUTOSTOP

in *your* sale.

Get *your* Holiday orders in immediately so that shipment will include special Holiday Boxes. The Christmas circular (mailed with the December list) will be the greatest little imaginable wedge to open up the Cosmic purse.

As a Christmas Gift the
CONDON-AUTOSTOP
is the best ever.
Two editions: Nickel and Gold Plate.

Simple and Foolproof.
No Batteries.

No defacement of the cabinet.

No trouble to affix the

CONDON-AUTOSTOP

Your customer can carry it home and put it on his machine with ease. And—

"It stops right there."

CONDON-AUTOSTOP CO.
26 Front Street, New York

RECORDS!

Our stock of Victor
and Edison Records
is complete.

A word to the wise
is sufficient.

Lyon & Healy

Chicago

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 9, 1912.

The situation in the talking machine field here is presumably much the same as elsewhere, an enormous demand for machines beyond the ability of the companies and the jobbers to supply, but with considerable hope of measurable relief in the near future. An interesting feature of the situation are the immense sales of records reported by all jobbers, serving to bring the total business above last year's figures in spite of the machine shortage. The outcome of the present condition is likely to be that dealers will be brought to a stronger realization than ever before of the opportunity before them in an intensive cultivation of the record field and of developing new methods of pushing this always profitable business.

Local retail business was very good indeed the first three weeks in October. It showed a slight dropping off for ten days preceding the election, but is coming along with renewed force since.

Every store in town has any number of unfilled orders on hand for the new types of Victors, but there have been a notable number of sales reported on the old types. It may be giving an inside secret away, but in certain quarters there is no reference made to the old style and new style XVIs for instance, but some such designation as "style A" and "style B" are used, and a number of the style As are being sold. The popular priced styles of Victrolas, the \$15, \$25 and \$40 machines, are selling well, and stocks of these goods seem to be fairly ample.

A really excellent business in Edison cylinder goods is reported. The new Edison Blue Amberol records are now on sale, and are moving splendidly. Jobbers report that the initial orders for these records from dealers are large in volume and widely distributed.

Especial interest is manifested in the forthcoming \$500 Columbia Grafonola, and although the first machine will not arrive here for another week or so, considerable sales have been made in both a retail and wholesale way.

The Chicago headquarters of the U-S Phonograph Co. report an enormous demand for their new popular-priced types, taxing the factory capacity to the utmost. The enlarged factory facilities, however, promise an early relief in the very severe shortage now experienced. The record business is referred to as excellent. A number of desirable

new U-S accounts are reported as having been established lately in Chicago and in the territory under the jurisdiction of the Chicago office.

A. D. Geissler on Conditions.

"Naturally the election has been the all-absorbing topic throughout the country generally for the last few weeks, but we have had a more absorbing topic for the last two or three months, and that has been: How to get enough Victor goods to take care of the enormous demands that have been pouring in upon us," remarked Arthur D. Geissler, general manager of The Talking Machine Co.

"To the average person a lot of figures and statistics doesn't mean very much, and for that reason it would be useless to mention the exact number of machines we have on our back order files to-day, but just to give you an idea of the way our dealers are ordering, we have one dealer who has ordered over a thousand machines of the new styles, to be shipped at any time we can ship them and in any quantity; another dealer has orders on file for over five hundred new style Victrolas, and they range from that downward to one sample machine of each style.

"This would seem to indicate that we would be utterly unable to take care of our dealers, but the fact is we have been taking better care of them than would be supposed; and the one feature that has enabled us to do this is the 'wholesale exclusively' idea of our business. All the shipments we receive from the factory are immediately apportioned out among our back orders, and so far we have been able to deliver nearly all our dealers at least samples of the new machines.

"The factory is now catching up to a certain extent, and now that their facilities for making these new styles are running more smoothly, no doubt their output will be greatly increased, and between now and the middle of December they should be able to at least supply the immediate demand; but, of course, none of the distributors will be able to antass the working stock we always like to carry.

"There have been several of our dealers in recently, who have asked me frankly what I thought about their placing orders with other distributors for some of the styles we have been so terribly short on, and I have always told them just as frankly that if they had the opportunity to get these machines elsewhere to take immediate advantage of it.

"Of course we want all their business if we can

take care of it, but if they are going to suffer on account of shortage of goods, and can get them elsewhere, they should make every effort possible to get these machines from the other Victor distributors.

"However, I am glad to say there is one end of our business that this shortage does not exist in, and that is the record department. Our stock is practically complete; in fact, I know it is in better shape now than it has ever been. We have over 150,000 records in stock to-day, most of them in the original packages in which they were shipped from the factory.

"In contrast to a great many distributors we have always made the record business our strong feature, consequently our record department has always been the largest end of our business. I attribute this success wholly to our efforts in educating the dealers in the 'selling of Victor records.' In fact, I have always looked at this part of the business in this way: If a purchaser of a machine does not within a year's time buy in dollars and cents in records as much as he paid for his machine, then there is something radically wrong with the 'record selling department.' Another factor in our success along this line has been what we call the '500 Best Selling Records,' a list in concise form of 500 records which our statistics have proven to be the most popular sellers.

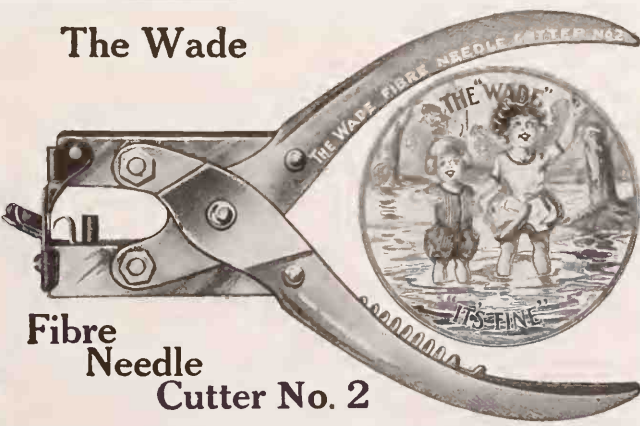
"However, I am getting away from the original subject of this interview—whether the election returns or the shortage of Victor goods was the most absorbing topic of the day. Personally I feel now that the election is over and Governor Wilson has received the greatest gift in the power of the people, that the slightly unsettled business conditions will resolve themselves into one of the greatest eras of prosperity this country has ever witnessed. In fact, in view of the wonderful crops this fall and our always tremendous resources, it doesn't seem possible to fight off this wonderful boom for the next eighteen months or two years.

"Whether this prosperity will remain with us as a permanent institution it seems to me is wholly dependent on how much our new President and his Democratic Houses tamper with the tariff. Governor Wilson has always proven himself to be a most conservative man, and when it comes to a question of whether we shall have 'tariff for a protective measure, or tariff for revenue only,' I am

(Continued on page 24.)



The Wade
Fibre
Needle
Cutter No. 1



The Wade
Fibre
Needle
Cutter No. 2

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

The WADE CUTTERS have an upper and a lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening.

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

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

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

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

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

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

sure he will give it the most careful thought of which he is capable; for surely the past experiences we have had of a large majority of the people enjoying a lower price of living through certain tariff reductions, but at the same time unable to avail themselves of these low prices because of the factories being closed and lack of work, will cause those in power to ponder the matter long and well."

Wiswell on Record Sales.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, in reviewing trade, said: "Generally speaking, the outlook is excellent, dealers are all optimistic and are firm in the belief that they are going to have an excellent holiday business. Those with whom I have talked say little about any deterrent effect of the political situation. They are not bothering their heads about politics so far as any effect on business is concerned. Crops are too good and any possible disturbance by tariff tinkering is to far off to cause any uneasiness."

"The only thing that is worrying any one at present is the shortage of Victor machines. This will undoubtedly be relieved to some material extent shortly. The real demand for machines is enormous as compared with the present visible supply, but still it is possible that we jobbers may exaggerate the situation when we contemplate the number of orders on our books. Dealers have placed practically duplicate orders with many different jobbers, and the revision of these as their demands begin to be supplied will, no doubt, alter the situation considerably. Nevertheless, making allowance for all this, the demand is phenomenal, and is illustrative of the wonderful growth and healthy condition of the talking machine business."

"As a matter of fact, in spite of the shortage of the new types of Victor machines, October was a bigger month than last year in total sales. The record business has been simply immense. It is true that the jobbers, in view of the machine shortage, have pushed this end of the business strongly, but this has been in the interests of the dealer. It is good business for the latter to push the record business to the utmost of his ability, and particularly so in times like the present."

"Special circularizing, strong window displays and the mailing out of good lists with the monthly statements, are methods in point. We have demonstrated this strongly in our own local retail department. For instance, we sent out a card captioned 'Out of the Ordinary. Good Victor Records Often Overlooked,' and containing a list of ten records varying from 60 cents to \$5, and the responses have been unusual. Lists gleaned from the catalogue of records particularly applicable to the holiday season are always effective. It is thoroughly possible for every dealer to have a thoroughly successful holiday trade, even if the machine supply should be less than is likely to be the case."

Provide Against Record Shortage.

F. A. Siemon, assistant manager of the Chicago house of the Rudolph Wurlitzer Co.: "October was a good month; better than last October in spite of the machine shortage. We hope that the situation will shortly be relieved to some extent, and there seems to be good reasons that it will be. We are urging our men to push record sales and bring dealers' stocks up to the highest possible point of efficiency. This is eminently wise, as it is possible to get records now while there is a question whether they will be able to do so in December. History is likely to repeat itself, and it will be remembered that it was simply impossible to get good, popular selling records in December and January of last season. Stocks now are good, but with the heavy demand they cannot remain in that condition. The wise dealer will push his record business energetically, and will provide against any possibility of being short either during the holiday trade or during the always brisk record season succeeding the holidays."

With the Wurlitzer Co.

H. S. Conover, formerly with the Talking Machine Co., is now traveling for the Wurlitzer Company in Indiana, Michigan and Iowa.

Wurlitzer Improvements Completed.

The extensive improvements to the talking machine department of the Wurlitzer Company have now been completed with the exception of the recital hall, which will be in readiness for the inauguration of the daily concerts in a fortnight or so.

The company now have one of the most admirably arranged and beautifully fitted up departments in the country. Much has been said about it in *The World*, and further detailed description is deferred until photographs are available.

The Wurlitzer Company last Saturday gave the first of a series of ten Saturday morning Victor educational lecture recitals by Miss Anna Shaw Falkner, the author of a course of study recently published by the Victor Co., a large number of teachers from the public schools being in attendance. The lectures are given in the new concert hall on the second floor of the building in the rear of the piano department. The idea is to vitally interest the local teachers in the Victor and its possibilities for school work.

Columbia Gleanings.

The principal excitement about the Chicago office of the Columbia Phonograph Co. the past month had to do with the new Grand Grafonola \$500 machine, in the form of a miniature grand piano, four and a half feet in length, electrically operated, with automatic stop and starting device, and many other distinctive features. The first of the new machines is expected here the middle of the month, and is awaited with the keenest interest. A number of orders have been taken, both at retail and from dealers, one of the notable buyers being W. N. Seelig, president of the Seelig Polyscope Co., who ordered one for his home.

George W. Lyle, general manager of the Columbia Co., arrived in Chicago, Thursday, on his return from his extended trip to the coast, and left for the East Friday afternoon. He reported conditions excellent wherever he went, and personally booked some large orders for the new \$500 machine from leading Western houses.

Chicago headed the list of Columbia offices in point of total sales in October, and Manager C. F. Baer received a letter from President E. D. Easton congratulating him on the fact. October made a notable increase over October of last year, which was an exceptionally good month. Shortage is complained of on some types of Columbia machines, especially on the \$20 Eclipse.

The Freeman Music House of Sioux City, Iowa, sent in a copy of a local paper containing two whole page advertisements in color of the Freeman concern devoted exclusively to Columbia goods, the Eclipse machine and Weber and Field records being featured. The company has established a handsome Columbia department, and has a wagon devoted exclusively to delivering Columbia outfits.

F. C. Cass, for many years with the Chicago office of the Columbia Co., formerly as credit man and latterly visiting city wholesale trade, resigned to engage in another line of trade. He will be greatly missed by his many friends in the office and in the trade. Hyett Le Moyne, who has been traveling for the New Orleans office, will succeed Mr. Cass.

New Retail Manager.

S. M. Field, formerly manager of the talking machine department of the O. K. Houck Co., at Little Rock, Ark., resigned his position with that company recently to become retail floor manager of the Chicago office of the Columbia Co. Besides his experience with the Houck company, Mr. Field for two years conducted in Little Rock the only exclusive talking machine store in the State, handling Columbia, as well as other lines, and is therefore by no means new to the line. He is a thoroughly experienced all round man, and will, no doubt, prove a valuable addition to the Columbia's Chicago organization.

Fuhri's Southern Trip.

W. C. Fuhri, district manager for the Columbia Phonograph Co., returned recently from a trip which included San Antonio, Fort Worth, Dallas,

Little Rock and St. Louis. He reports conditions of a most favorable nature in the territory covered. Several important deals were arranged which will be announced later. At St. Louis arrangements were made with the Silverstone Talking Machine Co. by which they will handle the Columbia line in a retail way. At Little Rock, Mr. Fuhri visited the Hollenberg Music Co., in their new building, and inspected the fine new talking machine department.

Visitors and Personals.

Max Strasburg, of Detroit, was in Chicago, Nov. 6, looking for Victor machines, and found them exceedingly difficult to get. He expressed himself as satisfied that the Victor Co. were playing no favorites. Mr. Strasburg has met with notable success since he opened his Victor store in Detroit a year ago.

C. H. Abbott, the new manager of the talking machine department of the Boston Store, Milwaukee, was a recent visitor. He presides over a fine new department, comprising three handsome booths, a concert hall and machine display room. He was formerly with the talking machine department of Gimbel Bros.

B. Robert Nave, manager of the Robert Smallfield Co., Davenport, Iowa; Nick Worth, Escanaba, Mich.; Alonzo Wookey, Wookey & Co., Peoria, Ill.; A. J. Kunde, Milwaukee; H. R. Schiffer, Schiffer & Co., Mishawaka, Ind.; A. Hoeffler, president of the Hoeffler Mfg. Co., Milwaukee, and Otto Krause, manager of the talking machine department; George H. Wheelock, South Bend, Ind.

O. T. Johnson, of Galesburg, Ill., recently celebrated his sixtieth anniversary. He got out a handsome booklet giving different views of his store and revealing a fine display of Victor goods.

E. H. Dittmar, who recently joined the Talking Machine Co.'s traveling force, recently returned from his initial trip through Illinois and Iowa, which was an extended and very satisfactory one. Frank Moses also came in from a successful trip through Wisconsin.

W. E. Tangher, of the Victor Co., is traveling this territory visiting the schools and explaining the Victor educational campaign in the interest, of course, of the local dealer.

Patterson Bros., formerly in the piano business on Irving Park boulevard, have opened a piano and talking machine store at Evanston, Ill.

P. Kelly, pioneer talking machine dealer of Toronto, was a Chicago visitor last month. He has handled Edison goods there for twenty years, and has an excellent business. He also conducts several penny arcades and is the Canadian agent for the Mutoscope company. Mr. Kelly was accompanied by his wife and spent a couple of weeks in the city.

L. Kean, Jr., Makes His Debut.

L. Kean Cameron, manager of the retail talking machine department of the Rudolph Wurlitzer Co., instead of trilling grand opera areas in his lyric tenor voice, is now gently murmuring lullabys. L. Kean, Jr., made his advent last week. He tips the scale at nine pounds, and is placed by his musical father as a tenor robusto.

Handled by 82 Distributers.

The Lyon & Healy fiber needle cutter, it is reported, is handled by no less than eighty-two distributers. The sales are growing rapidly.

Mrs. Clark a Visitor.

Mrs. F. E. Clark, head of the Victor Educational department, was in Chicago on Nov 8 on her way to Topeka, Kan., where she delivered an address before the State Association of Music Teachers on the eighth.

Worked Clever Stunt.

Three signs reading, respectively, "Taft headquarters, room 5, fourth floor;" "Wilson headquarters, room 6, fourth floor;" "Roosevelt headquarters, room 7, fourth floor," appeared for a week or so prior to the election in the ground-floor window of the Steger building, next to the office building entrance. Many there were who made their way to the fourth floor, which is occupied entirely by the talking machine shops. Three

(Continued on page 26.)

Toot Your Own Horn!



If You Don't
No One Will

OUR BIGGEST
BLAST ! ! ! !

Our exclusive wholesale business, Victrolas only, puts us in a class by ourselves.

What does that mean to you?

**LOTS!
WHY?**

If we get the same allotment of new goods as other Distributors, and all our machines go to the dealer, naturally you will get your biggest share from us.



Maybe you have sold a number of Victrolas XVI. It's interesting to know that a good many retail prospects, when shown both styles 16ths, have preferred the *Open Horn Style*.

Show your prospect the cut of this style; the chances are he will want it. If he does, we have them, *lots of them in Dull Mahogany and Polished Mahogany.*

Those Record Shorts!

If we can sell you one Red Seal Record you're unable to get elsewhere, the profit on that record would pay lots of freight.

Our Record Stock is Practically Complete

THE TALKING MACHINE COMPANY
137 N. Wabash Avenue - - - Chicago, Illinois

Orville Harrold's first recordings are ready now—and you will find them worthy of the star tenor of the Hammerstein forces.



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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 25).

of the private rooms had been respectively labeled "Taft," "Wilson" and "Roosevelt" headquarters, and the visitors on stating their destination were regaled with the Victor records of the candidate preferred. Everyone who "bit" took the thing good naturedly, and quite a few records were sold and a couple of good prospects secured. One young woman applied for the position of stenographer at the Roosevelt headquarters.

Salter's Big Month.

H. A. Mortenson, secretary of the Salter Mfg. Co., reports that October was one of the biggest months they have had for several years, the demand being about equally distributed between their talking machine record and combination music roll and music cabinets.

New Type a Seller.

The new No. 2 Wade & Wade fibre needle cutter is meeting with big success, although the No. 1 cutter is maintaining all of its former popularity. A number of new jobbing accounts have been established the past month.

Local Items.

H. A. Clark, formerly with the Talking Machine Shops, is now with George C. Vining, in the North American building.

The P. A. Starck Piano Co. are vigorously pushing their talking machine department this fall, and are doing some aggressive advertising. W. H. Cullen, formerly with the George P. Bent Co., is in charge.

Geo. C. Vining, North American building, is now handling Columbia as well as Victor goods.

The Metropolitan Electric Supply Co., 63 East Jackson boulevard, with branches at 182 Lake street, Fifth avenue near Randolph street, and corner of Clark street and Lincoln avenue, have added Columbia goods at all their stores.

INTRODUCING THE REPEATOSTOP.

Details of Device Which Acts Not Only as an Efficient Stop, but Also Enables the Record to Be Repeated as Many Times as Desired—R. B. Smith the Inventor and President of the Manufacturing Company.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 9, 1912.

The Smith Repeatostop Co., with offices at 713 Hartford Building, is the latest addition to the talking machine business. The Repeatostop, which the company is now placing on the market, is a device which incorporates a dual function. First of all, it is an efficient "stop," but, paradoxical as it may seem, it doesn't stop there. It also repeats the record once, twice or three times, or repeats indefinitely, as desired. The representative of The World has had the pleasure of witnessing the operation of this most interesting device, and its accuracy, efficiency and simplicity of operation deeply impressed him.

B. R. Smith, the inventor and president of the company, has been working on the problem for a number of years, but has refused to place it on the market till he could offer the trade a simple, accurate and positive device.

While filling a long-felt want for all seasons of the year, the Repeatostop will be in particular demand for dance music during the holiday season.

The company is composed of Chicago and Kansas City business men who are going into the proposition in a thoroughly business way, and those of the trade who have seen the Repeatostop believe their success is assured.

KEITH'S CANADIAN TRIP.

Visits the Greatest Hunting Country in the World and Scores Heavily as a Nimrod—Quite Enthusiastic About Conditions in the Dominion—Some Figures That Tell the Tale.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 9, 1912.

Roy Keith, sales manager for the Talking Machine Co., recently returned from his vacation,



Roy Keith in Hunting Garb.

spent in hunting in Saskatchewan, in northern Canada. It was an 1,800 mile journey via St. Paul and Winnipeg to Prince Albert, the capital of the province, and from there to the little town of Burch Hills, where he made his headquarters. It was too early for the larger game, but prairie chickens, ducks and geese were in abundance, and the photographs give some faint idea of his luck.



Some Shooting, This.

Keith says it's the greatest hunting country in the world and advises his friends to plan for Saskatchewan next year. He was particularly im-

pressed, however, with the richness of the country, the wealth that is being accumulated by American farmers who have gone there, and the fortunes that are being made in investments in farm land all through Western Canada, and the wonderful growth of the cities. He collected a few figures regarding this year's crops in the provinces of Saskatchewan, Alberta and Manitoba. The wheat yield was estimated at 196,000,000 bushels, oats at 225,000,000, barley at 45,000,000, and flax at 13,000,000, and the total value to the producer is estimated at \$208,000,000. Keith says that he found Victor machines everywhere, and that even the land companies were using them on the excursion trains to entertain the prospective purchasers en route.

MEMORIES OF MOTHER.

I.

When sorrow's clouds are blackest,
And life seems full of tears;
And baby cries for mother,
There is still one thing that cheers.

II.

I play her favorite record;
The song she loved the best,
And the splendor of the music
Brings joy and peace and rest.

III.

While sobbing 'cellos thrill me,
And golden voices soar,
I feel her presence near us,
And see her face once more.

HOWARD TAYLOR MIDDLETON.

Manager Yerkes, of the wholesale department of the Columbia Phonograph Co., is enthusiastic over the splendid success of the Columbia Grafonola De Luxe which sells for \$200. This handsome model has achieved immense popularity in the past few months, and its wonderful tone and many exclusive features have been of wonderful assistance to the dealer in building a healthy demand for this high-class machine.

Thos. A. Edison, Inc., has been receiving many complimentary letters from purchasers of the Amberol III, who speak not only of its artistic design but the remarkably pleasing tonal effects given forth.

The State Normal School at Harrisonburg, Pa., has purchased a handsome new Victrola and a large collection of records for the use of the students to be used in concerts and in recitals.



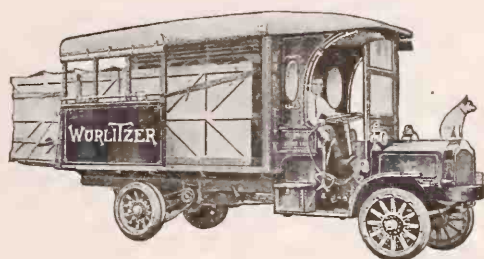
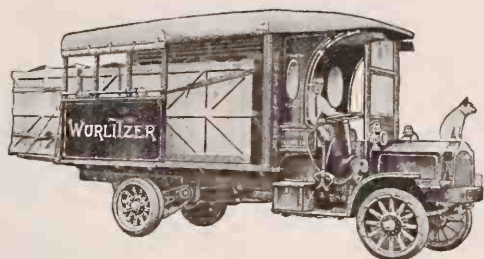
A scientific adjunct to pure reproduction—coating the record and lubricating the needle with pure graphite. Life of records doubled. Old records improved. Scratching diminished. Graphite attachment goes in regular needle-holder. Needle on attachment guides graphite-stick over record. Attachment, graphite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

Victor Distributors.

WURLITZER

REG. U. S. PAT. OFF.

Victor Distributors.



You Can Make No Mistake in Sending Wurlitzer Your Victrola Orders

We cannot do the impossible but we know that if you send us your orders for all Victrolas you will want to December 25th you will get as good service as it is in the power of any distributor to give.

Our own orders were placed in sufficient time and quantity to secure the best service the Victor factories can render. It is no exaggeration to say that Wurlitzer Service in the present crisis will be found absolutely in line with that of the Victor Co. Nobody can beat that.

Mark your orders for immediate shipment. Machines will be rushed just as fast as we get them. We will telegraph for your O. K. each time if you wish.

Wire Wurlitzer your order—today!




The Rudolph Wurlitzer Co.

Cincinnati

Victor Distributors

Chicago

 Two points of supply. Order from the nearer.

ATTRACTIVENESS OF THE NEW COLUMBIA GRAND.

A Decided Innovation in the Talking Machine Line—It Possesses Special Features Which Will Greatly Interest the Talking Machine Trade—Its Musical Results Startling—Operated by Electricity—Has a Speed Indicator, a New Tone Arm Which Has Original Devices, a Start and Stop Switch Which Works Perfectly—Retails for \$500—Large Number of Orders Now on Hand—The Last Word in Talking Machines.

Concentrate your mental vision, if you can, upon a beautiful, refined case, somewhat on the graceful lines of the ancient spinet, with artistic carvings and delicately molded legs, after the Florentine school.

Then imagine from open shutters in front, by the keyboard, a tonal volume proceeding which



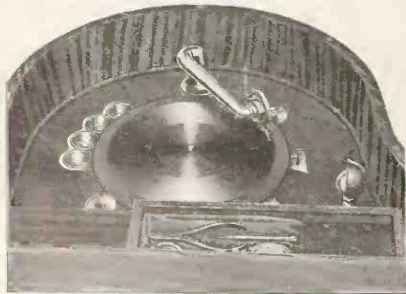
Side View, Showing Graceful Profile.

is actually bringing the living musician before you—the living instrumentalist, the real singer, with all the individual coloring, directly into your presence—the personal characteristics, the full, natural tones brought out vividly in all their purity!

Just bring this mental picture before you and you will have a faint conception of the new Columbia Grand, a creation which is destined to arouse the most widespread interest in talking machine circles everywhere.

The new Columbia Grand must be seen and heard to be appreciated. In the first place it marks a radical change architecturally from any talking machine model now on the market. Its modeling has a distinct charm that must be apparent to every observer, but the charm would stop there if it were not supported by other features which appeal to the ear.

Even the most skeptical must be fascinated with



An Interior View Showing Location of Tone Arm and Disc.

this new Columbia product. It possesses a number of features which are worthy of distinct emphasis, and before we go into an analysis of these features we might observe that the aim to accomplish the highest musical results has been attained, and after all it is the musical results for which everyone is seeking in talking machine development.

Some special points—yes, many of them, cutting a new path in talking machine development:

First—The Columbia Grand is operated by electricity. It has an electric motor that will run

by any service current, or by batteries, and it runs freely and smoothly with an entire absence of vibration. As the cover, which is a reproduction of the spinet or grand piano, is raised it will turn on a little electric bulb, which throws the light directly across the record.

It also has a speed indicator which performs exactly the same services that the speedometer fulfills in an automobile. The operator can tell at a glance at exactly what speed the machine is running, and it can be immediately adjusted to any number of revolutions which may be deemed desirable in playing any special record.

It has another special feature which may be designated an electric automatic start-and-stop. This is not an attachment but is a part of the general mechanism of the instrument, and it automatically stops the instrument when the last line of the record is played, then by swinging the tone arm on back to its first position, the instrument is automatically started again.

A further equipment is a metal motor board on which are mounted the motor, the tone arm, five needle cups, the start-and-stop switch for use instead of the automatic start-and-stop, whenever desired, the speed regulator and the speed indicator. These are all built harmoniously and form a self-contained unit.

There are a number of new principles which have been successfully worked out in this new Columbia Grand.

To illustrate, here is another, the form of the



Closed, an Ornament to a Music Room.

tone chamber and its method of suspension and insulation. The tone chamber itself is surrounded by the resonance chamber, constructed of spruce and bearing marked resemblance in form and acoustic properties to the body of a violoncello.

The tone arm is developed on a strictly mathematical basis and resembles somewhat in appearance a part of a band instrument. It operates on frictionless and absolutely tight joints. It is made from one-piece, seamless drawn and tapered tubing, so that from the reproducer to the end of the tone chamber there is one continuous, gradually expanding passage for the sound wave, containing no obstructions whatsoever.

The new Columbia Grand reproducer is worthy of special mention and it is a distinct change from the former Columbia reproducers.

It has a tempered steel needle arm, drop-forged, tempered with the exactness of a tuning fork, giving it that elasticity necessary in transmitting vibrations.

It will be seen from the number of points which we have emphasized that in the new Columbia Grand are incorporated innovations which mark

a distinct epoch in talking machine development.

One thing more, it is equipped with tone-control shutters which are easily operated by lever below the carving at the side of the case.

It is necessary to see and hear this wonderful creation to fully appreciate it. The retail price, \$500, is iconoclastic, but so is the instrument, and without question the new Columbia Grand is destined to create tremendous interest everywhere in talking machine circles.

Orders have now been placed far in advance and



Showing Front View of Columbia Grand.

the Columbia factory, while rushed day and night, will have ready several hundred of these new creations for the holiday trade.

DEVELOPING RECORD INTEREST.

Something of the Good Work Done by Anton Heindl in Developing the Demand for Foreign Selections Both in the Trade and Among the Public—Knows People's Needs.

The foreign-record department of the Columbia Phonograph Co. is doing some very effective work toward developing the demand for foreign selections. Anton Heindl, manager of the department, is sending out some excellent literature that calls the dealer's attention to the wide possibilities in the foreign-record field. In Mr. Heindl's latest letter he enclosed a return postal on which the dealer was requested to mark the different languages that were the most popular in his vicinity. The large number of cards returned has exceeded all of Mr. Heindl's expectations, and he is working on lists that will be of practical value to the dealers. Many of the dealers who returned the postal marked over a dozen languages as being of interest to their patrons, and a large number of dealers requested hundreds of catalogs dealing with some particular tongue.

Mr. Heindl, who was formerly a prominent dealer of central Pennsylvania, has a practical knowledge of both the manufacturing and selling ends of the business, and from his long experience as a dealer is enabled to judge of the selling value of the records from the dealer's viewpoint. He speaks a number of foreign languages, and is familiar with every record of the twenty-eight languages published in the Columbia foreign-record catalog.

Next month the foreign-record department expects to issue German, Hungarian, French, Russian, Polish and Italian records, and Mr. Heindl is looking forward to a big trade in these records around the holiday season. Dealers are beginning to appreciate the opportunities presented by the sale of foreign records, and a widespread demand for the more popular languages is certain to result when the people understand that they can procure their favorite records sung by talented artists.

FOREIGN TRADE IN TALKING MACHINES.

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

From the standpoint of the man interested in any manner in the talking machine trade of the United States, whether in the export departments or in the domestic branches, the recent elaborate report compiled by the Department of Commerce and Labor under the heading of "Foreign Trade in Musical Instruments," and embracing detailed reports from consular agents all over the world on every department of the trade is of great importance as showing what progress has been made by the American manufacturers of talking machines of various types and how the American talking machine is regarded by the music lovers of many countries.

It is particularly pleasing to note that in Canada American machines and records command over 95 per cent. of the trade in imported outfits, that in Mexico the proportion of American machines is in the neighborhood of 80 per cent. of the total, though Germany, Switzerland, France, Italy and Spain are all to be met with in competition, while in Central America and most of South America, with the exception of Argentina and Brazil, where the Germans have a shade the better of it, machines from the United States prove most satisfying to the purchasing public. In Europe, of course, the manufacturers of Germany, England and other countries practically control the market.

According to the report, Canada offers one of the best markets in the world for American talking machines and records of all types. During 1911, for instance, out of a total value of talk-

ing machine imports of \$185,466 the United States furnished \$471,419 and the United Kingdom \$8,474. The hornless and horn styles of both disc and cylinder machines both have their advocates, and the general demand for records is fairly well divided between operatic and popular selections in the cities, with a tendency toward ragtime and similar popular music in many districts. In Newfoundland disc machines with horns are the favorites, and the majority are supplied by the United States, with a few imported from Sweden.

South America.

Talking machines are purchased by all classes and in all parts of Mexico—in the large cities and towns, in mountain villages far removed, on haciendas and in isolated mining camps, and is especially popular in the last named localities. Classical and operatic music is the favorite with the average Mexican, and there is considerable demand for marches and dance music. The American ragtime, however, is little understood in Mexico, and in most districts is practically unknown. From 80 to 90 per cent. of the machines in Mexico are of American make, with the balance supplied by several of the European countries. Machines selling for from \$10 to \$100 are readily salable, though those retailing at from \$25 to \$50 are the general favorites. As a rule, in the larger cities the hornless disc machines are preferred.

In British Honduras it is stated that "everybody has a phonograph in Belize," and it is almost literally true. It would apply to the surrounding

country as well, as the machines are heard everywhere. The Columbia and Victor predominate, and the sales of \$15 to \$30 instruments are most frequent, though two or three of the \$200 machines are owned in town.

Disc records are most generally used and popular selections are preferred. As phonographs are advertised continually, attention is called to all the newest records, and apparently everyone buys them. A low-priced German phonograph has recently been introduced, but nothing can displace the American instrument or destroy the moderate but steady demand for it.

In neither Costa Rica nor Guatemala is the demand for talking machines large, and the present prospects are that it will be some years before the market develops to large proportions. Of the machines sold, about 80 per cent. are of American make, and the preference seems to be for the disc type.

The talking machine appears to be the favorite musical instrument among the natives and foreigners in the coast towns, and by far the bulk of the demand is for the disc type of machine. Cylinder records are seldom seen. The demand is strong for all classes of music, English and Spanish, vocal and instrumental, popular and operatic, and the latest productions are frequently imported. The \$25 to \$75 instrument with exposed sounding horn is most in demand, and there are no high-priced instruments in this locality. Climatic conditions do not seriously affect the records, but are somewhat injurious to the mechanism of the instrument.

The United States has a monopoly of the talking machine sales. Efforts have been made by a German house to introduce in competition a German instrument which costs less than American machines and is said to be a good machine, but the merchant handling it admits that he has been unable to establish a market for it or injure the popularity of the American instrument.

In Panama the demand is for machines costing
(Continued on page 32.)

LANDAY BROS., INC., BEAUTIFUL ESTABLISHMENT AT 563 FIFTH AVENUE, NEW YORK.

Landay Bros., the progressive Victor jobbers, with stores in the most exclusive sections of the city, are doing an excellent business in all their four stores. The main office of the firm is at 563 Fifth Avenue, near 46th Street, where they have one of the most tastefully furnished display rooms to be found in the trade. Landay Bros. are well known for the thorough attention to detail shown in all of their stores, and the showroom at 46th

room in the rear of the store that is equipped with a stage for use as a private recital hall, and the furnishings of this room are superb and elegant. A complete stock of Victor products is always on hand, and the sale of machines and records has advanced each year because of the progressiveness and business ability of the Landay boys.

"We are doing a splendid business this year," stated Max Landay, in a chat with The World.

On the contrary, I expect business to remain steady and advance continually as the money received by the farmers for their \$10,000,000,000 crop is put in circulation. I am a pronounced optimist, and always believe that business will prosper as long as the people are confident and progressive. The sale of records is very good and we have made many substantial sales in the past few weeks. Owing to the pronounced shortage of machines at the pres-



Exterior of Landay Bros.' Main Store.



One of the Showrooms of Landay Bros., 563 Fifth Avenue.

street is an admirable example of a tastefully decorated display room. There are six demonstration rooms for the exhibition of Victor machines and demonstration of records. These rooms are glass-sided and soundproof and are furnished in a comfortable and refined style that is calculated to impress the visitor with the high-class business done in the Landay stores. There is a magnificent

"Our sales of machines are very satisfactory and the only complaint I have is the universal one of not having the goods to supply the demands. Our business is growing each year, and I expect this year to break all records. I have every confidence in the continued prosperity of the country, and do not look forward to any change in business conditions because of the result of the recent election.

ent time we are obliged to pay particular attention to the development of our record business. We have a complete stock of Victor selections on hand at all times, and I have instructed our salesmen in all our stores to put forth every effort toward pushing the sale of records. Consequently large sales have been the general rule, and there has been a gratifying increase in our record business."



fect piece of furniture as well; that its joint-work is honest and its finish right; an instrument of music that can be operated by any member of the family, whenever and wherever you please; that is controlled in tone-volume by the thumb and finger opening or closing the tone-control shutters; that plays Columbia double-disc Records and any other disc records, interchangeably; that holds at your command **all** the music of the great orchestras and bands, **all** the songs that even the stages of **all** the theatres, and **all** the voices of **all** the world's great opera artists who have ever made disc records—**without one exception.**”

We have sprung sensations before—but never anything to beat this “Regal” at \$40 and we advise all not-yet-Columbia dealers who are facing the certainty of uncertain deliveries to get action and get their hands on a fat share of this quick business.

P. S.—This should be a good time to remind you of the convenience of the Columbia distributing points which you will find listed on the inside back cover of this issue.

Choice of anatomy,
golden quartered oak,
or fluted quartered oak.
Piano, gramophone, record albums and
Columbia Records. Price \$10 extra
(120 selections) \$10 extra

COLUMBIA
Phonograph Co. Corp., New York
346 Tribune Bldg., New York
Largest Selection of Records, Gramophones, and
Phonographs in the World. Write for our
free catalogue.

Prospective Columbia Dealers
ought not to lose any time just now of
all times; this is a message from Garcia.
Write for a confidential letter and a free
copy of our book, “Music Money.”



TRADE-MARK.

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

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world. Exclusive selling rights granted where we are not actively represented.

This is a "message" from Garcia

Here you have before you a reproduction of our double-page spread across the center of the Saturday Evening Post of November 16th (out November 14th). Forty dollars never looked like less money than when that figure is displayed alongside the new "Regal" Columbia. And here you have the new "Regal," looking its forty dollars' worth to over two million readers—including those with only half an eye.



TRADE-MARK.

FORTY at \$5 **DOLLARS**
a month

Introducing the first and only musical instrument of its type under \$75.

The instrument is illustrated on the left. \$75 includes shipping and handling charges. See page 100 for details.

The "Regal" a new Columbia

Offered on three days' trial in your home free of cost—with an assortment of Columbia Double-Disc Records.

THE SATURDAY EVENING POST

WE PRESENT this instrument in this extraordinary promise because of its rare quality. Please order for a while an independent and all-essential comparison—unapproachable under \$75—judge it by its form.

Disregard its exclusively Columbia form—central shapers long enough to judge it by its form. The first and only musical instrument of its type under \$75 is so clearly true to anybody who has even looked through the talking machine craze that we could not wait anything better than to have you make your own choice.

Judge it by its form—and then satisfy yourself that you are concerned and particularly in view of its form as well. That is your work to burst and the finish right, an instrument of music that can be operated and played in the center and wherever you please. It is contained in one volume by the thumb and fingers opening or closing the cover and your command all the while of the great orchestra and band—all the records, interchangeable, that holds at your command all the while of the great orchestra and band—all



For direct sales by Columbia dealers, this advertisement is going to be a pile-driver.

With the "Regal" in your store you are offering the only instrument of its type under \$75—upright, standing independently on its own four legs, well made, well finished, convenient and ornamental.

And there is one paragraph in this advertisement to consumers that all not-yet-Columbia dealers should take home to themselves:

FOREIGN TRADE IN TALKING MACHINES—(Continued from page 29).

\$60 or less, and the figures for 1910 indicate that the United States sent to Panama talking machines and accessories to the value of \$4,000 and England to the value of \$1,200. American makes with flower horns are well liked, and disc records with popular selections are preferred; but they warp during the hot season. Two of the three dealers handle American machines and the third the Baka Grand, an English make, of which two types are sold—the parlor with concealed horn retailing at \$30 and a smaller machine with exposed flower horn at \$12.50.

In San Salvador about equal favor is shown to both cylinder and disc machines, while records of the lighter forms of music are in greatest demand. Importations of talking machines from the United States amount to between \$5,000 and \$6,000 annually, with imports from Germany averaging about \$500.

Nearly all the well-known American makes of talking machines are represented in Habana, and sales are being pushed in much the same manner as in the United States; few, if any, European machines are seen on the market. Both cylinder and disc records are used, though there is probably a preference for the latter. There is a great demand for the records of popular airs and songs, especially those in the Spanish language, and a large number of operatic or classical records are also sold.

In Jamaica American manufacturers supply about 80 per cent. of the total importations of machines and accessories. A French machine, the Pathephone, has been introduced; but while well thought of, it is no serious rival to the American makes. Phonographs are very much used here. Those selling at \$25 to \$75 with exposed sounding horn find a fair market, but others of higher grade are not likely to meet with a strong demand. Disc are preferred to cylinder records and popular to operatic selections.

Throughout the balance of the West Indies both American and British talking machines are fairly plentiful, with the low and medium priced types the most popular.

There is an excellent market in Argentina for high grade talking machines with concealed horns, although those with horns exposed have heretofore been more widely sold, doubtless because of the lower price. The greatest demand is for the disc machines equipped with horn, and in the records operatic and popular are in about equal demand.

Talking machines are much better advertised than other musical instruments, as the American manufacturers who have entered the field have paid special attention to advertising methods, but there is still much to be done along this line. In the statement of imports for 1910 Germany stands first in the talking machine field, with 13,593 machines valued at \$28,370, the United States being second with 1,982 machines valued at \$6,050, the balance of the 19,771 machines imported coming from several other European countries. The figures indicate at a glance the difference in value of the German and American machines imported. Of 210,600 records imported, 71,509 were from the United States and 111,049 from Germany.

In Brazil the conditions are practically the same as in Argentina, though in the former small, showy machines with large decorated horns are preferred. Germany leads with nearly 54 per cent. of the total imports and the United States is second with about 40 per cent.

The principal opening for American musical instruments in Bahia is for talking machines, a line in which the Americans completely dominate the field and will probably continue to do so. The year 1910 saw an extraordinary increase in the sale of phonographs, and they are now peddled from house to house and sold on the installment plan. Talking machines are also increasing in popularity in Pernambuco, with both German and American machines and records competing for the business.

Many phonographs are in use in Chile, the majority of which are above the medium grade and have large sounding horns, though the machine with the inclosed horn in a cabinet with a depart-

ment below for records is growing in favor. There is a tendency toward better machines and records, and it would pay to cultivate this feature of the trade.

At the present time in Chile the United States leads slightly in the importation of machines over the Germans, and in the matter of records imports almost three times as many as our Teuton competitors. Disc records are the general favorites.

In Uruguay the American Victor and Columbia are about the only machines seen, and these, which have an exposed sounding horn, retail at about \$40. Disc records are principally used. Phonographs and records are sold in shops which carry no other line of goods, as well as in stores selling pianos, both being distributed from agencies in which a complete line is found.

In Venezuela the type of talking machine preferred is that selling at from \$75 to \$100, and some high grade machines are sold. The climate causes the records to oxidize quickly and lose their value. In 1910 the United States furnished machines to the value of \$2,100, as against \$290 worth from France.

The United States supplies about 80 per cent. of the \$1,000 worth of talking machines and records sent to British Guiana each year, the demand being for machines selling at from \$15 to \$40, with practically no call for the higher class outfits. The contrary is true of Peru, where a wide-awake American salesman speaking Spanish could probably do a good business. Talking machine importations in Peru for 1909 amounted to \$8,000, chiefly from the United States.

The climate of Ecuador is detrimental to the cylinder, but does not affect the disc record, and there is little demand for high class machines to lend encouragement to exporters. In Colombia similar conditions exist.

Austria-Hungary.

In Austria-Hungary the demand for the various types of talking machines is almost entirely supplied from abroad and many American machines are included in the number sold. The machines, equipped with horns and the disc records, are the most popular, the taste in the matter of music ranging from operatic to popular selections. There is room in Bohemia for American firms to exploit their products if they can convince the dealers of their general superiority.

France.

Although there are numerous manufacturers of talking machines, records and supplies in and near Paris the firm of Pathé Frères has what is practically a monopoly. Several American firms are also established in Paris, among them being the Columbia, Victor, Edison and Vitagraph. Operatic and classical selections are favored for high-class machines, but others use almost entirely orchestral music and popular airs known in Paris as "café concerts."

The machines with horns are at present preferred to the hornless type, while in records the disc type almost entirely prevails. The sale of talking machines in Paris is comparatively small, the bulk of sales being made in the provinces and country towns.

Germany leads in import trade in talking machines and supplies to France, followed closely by Switzerland, while Great Britain shows one-half the volume of the two first named countries. The imports in the United States figuring about 13 per cent. The total value of the imports into France is \$141,095. In exports Great Britain is the largest purchaser of French talking machines and supplies, Indio-China coming next, and the other countries that follow in ratio of exports are Argentina, India, Brazil and Germany. The total value of the exports amounts to \$779,391.

(To be continued next issue.)

One progressive merchant says he keeps a record of sales of goods displayed in the show windows each week, and is thereby able to determine to a fairly accurate extent the returns obtained. These returns are credited to the cost of window dressings and displays, and form an interesting item for analysis.

RETURNS FROM GRATIFYING TRIP.

George W. Lyle Found Columbia Prosperity Everywhere and Business Prospects Excellent—Dealers Everywhere Are Much Interested in New Columbia Grands.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., returned to New York this week after his usual autumnal trip, which consumed about five weeks. Mr. Lyle's trip took him as far as the Pacific Coast, where he visited the stores of the Columbia Co., including in his visits a number of the stores at intermediate points in Western centers. Mr. Lyle describes this as one of the most enjoyable of the many trips he has made in recent years. His itinerary included Rochester, Buffalo, Chicago, St. Paul, Minneapolis, Spokane, Seattle, Portland, Ore., San Francisco, Los Angeles, Kansas City, and Canadian points. The Canadian stores were visited in company with A. G. Farquharson, the Columbia Co.'s Canadian manager, and embraced Winnipeg and other important Canadian points, where Mr. Lyle and Mr. Farquharson called on the jobbers and dealers. At Kansas City a very happy surprise awaited Mr. Lyle. His arrival in this city was signaled by a sheaf of telegrams and congratulatory letters from the managers throughout the service and officials in New York felicitating Mr. Lyle on his birthday. Naturally these congratulations gave Mr. Lyle a great deal of pleasure.

As is his custom on all these trips Mr. Lyle visited principal dealers and jobbers in every center, and the cordiality with which he was received by every one of them was one of the most gratifying features of his entire trip. "Without exception," stated Mr. Lyle, "these dealers and jobbers expressed their great gratification at the unprecedented volume of business in Columbia products, and attributed this to the excellence of the machines and records and to the generous advertising which the company has been placing, coupled with the rational and reasonable policy of the open shop, which has made friends for the company everywhere."

The dealers and jobbers were very enthusiastic about the recent Columbia models and assured Mr. Lyle that they found that their customers received these with unqualified approval and enthusiasm. Before leaving on his journey Mr. Lyle secured advance proofs of the illustrated catalog which will be issued shortly describing the new Columbia Grand. These he exhibited to the trade wherever he went, with the result that although he explained to each dealer and jobber that the machine would not be ready for some time and that orders were not being solicited, these advance proofs so attracted the trade that the orders which were given Mr. Lyle for this new instrument were sufficient to nearly exhaust the first output of the same. The unanimous verdict of the trade visited by Mr. Lyle was that this new Columbia Grand is essentially an instrument of class and one which is distinctive and unlike anything ever placed on the market before.

Mr. Lyle found the trade very happy in consequence of the prosperity which all appeared to be enjoying. Columbia stores in every city visited reported business as being in excess of anything ever written, and were all preparing for a record-breaking holiday trade. This is evidenced by the fact that the Columbia Co.'s business this year is fully 50 per cent. greater throughout its entire service than for any period in its history.

Conditions such as the above naturally caused Mr. Lyle to be cheerfully optimistic on his return, and the fact that he returned to New York in the best of health is a source of great pleasure to his host of business and personal friends.

NOW WITH EXPORT DEPARTMENT.

M. D. Easton, formerly of the Dictaphone department of the Columbia Phonograph Co., is now a member of the Columbia's export department. He will travel in foreign countries in the interests of the Dictaphone, and plans to get in close touch with dealers throughout the world. He left Thursday for a month's trip through Cuba.

PERSONNEL OF NEW DEPARTMENTS.

General Manager Otto A. Gressing Chats of the New Victor Sections of the McCreery, O'Neill-Adams and Lord & Taylor Stores and How They Are Being Conducted.

General Manager Otto A. Gressing, of the newly installed Victor departments in the McCreery, O'Neill-Adams and Lord & Taylor stores, expresses great pleasure at the success of these new talking machine departments. The O'Neill-Adams Victor department was formally opened the latter part of last month; Lord & Taylor's was introduced to the public the early part of November; McCreery's 23d street store was selling Victor machines about October 15, and by the time this paper goes to press Manager Gressing hopes that McCreery's 34th street store will have had the formal opening of its new Victor department.

No expense has been spared to make these display rooms models of comfort for patrons and friends, the decorations in each store being of the very best and in keeping with the important names of the houses in which the new departments are installed. There are seven demonstration rooms on Lord & Taylor's Victor floor, which were all arranged with careful attention to the comfort of prospective purchasers and their friends. These rooms are all finished in mission, and the furnishings, which are tasteful and refined, are in perfect keeping with the quiet though rich appearance of the entire department.

Handsome Victor models are displayed in each demonstration room, and a complete stock of Victor records is to be found in the well-filled racks on one side of the floor. Many visitors have thronged the department since its opening, and they have all expressed their pleasure at the many splendid features in the new home of Victor products. The McCreery, O'Neill-Adams departments are all furnished in the same high class manner and present a very pleasing appearance. The personnel of the various departments is as follows: McCreery's 34th street store—Manager, Miss Steele, formerly with Pearsall's Fifth

avenue store, assisted by Brainerd A. Smith, formerly connected with Steinert, of Boston. McCreery's 23d street store—Manager, Miss Katherine Tracy. Lord & Taylor—Manager, Henry Broad, assisted by Miss R. E. Stagg. O'Neill-Adams—Manager, Harry Munroe, formerly connected with Lyon & Healy, of Chicago; Miss Snyder, connected with O'Neill-Adams for a number of years; Joseph Featherstone, James Henderson and Miss Nellie Marshall. General Manager Gressing has an office in each store, and spends a part of each day in all the various stores.

"Business at O'Neill-Adams' has been phenomenal," stated Mr. Gressing in a chat with The World. "Since we opened a few weeks ago we have made a splendid showing in both machines and records, and our sales are constantly increasing. Lord & Taylor's and McCreery's are both doing very well, and the high class clientele that visits these stores has made possible many sales of the high priced Victor models. We closed several orders for No. XVI. in Circassian walnut last week, and I am very much pleased with general business conditions. We are especially fortunate in having an excellent repair department maintained in connection with the four Victor departments. Th's repair end of the business is in charge of George Reilley, formerly connected with the Blackman Talking Machine Co., of New York."

PLEASURE AND PROFIT DERIVED.

Benj. Switky, the well-known jobber of 9 West Twenty-third street, New York, has favored us with the picture, which appears herewith, of a happy gathering enjoying the pleasures of a Victor concert, which was kindly loaned by those enterprising and highly successful Victor dealers, Epstein & Berdy, 2977 Third avenue.

"The story as related to us by Mr. Epstein is so full of moral," remarks Mr. Switky, "that it would be selfish for us not to impart it to your readers. You will notice the happy faces in the picture, which, I am sure, are due to the fact that the record played was an entertaining one and not

because the photographer advised them to look pleasant.

"Louis Epstein believes in entertaining his fellow guests during vacation time, and incidentally combines business with pleasure. In fact, he tells us that, unlike most people, instead of coming home broke, he came home with some excess cash in his pockets.

"Last September Mr. Epstein departed for Fleischmann's Station, N. Y., to enjoy a little change of scene and recreation. He took with him a set of Victor records and a Victor machine, in-



The Victor in the Mountains.

tending to serenade the friends and acquaintances of past seasons.

"His first concert was very well received, and he was requested unanimously to repeat the entertainment several times. Here is a summary of what he accomplished in the way of results: One Victrola 16th, one Victrola 9th and one Victrola 6th were sold, as well as a quantity of records, to some who were already happy possessors of talking machines. In addition to all these he has five good, realizable prospects.

"We would advise our friends in the trade to profit by Mr. Epstein's experience so that when they go away on their vacations next summer to be sure to boost the industry and themselves by taking with them a machine and records for the benefit of fellow guests."

ARRIVED!

IT'S HERE—the latest thing in a DISC TALKING MACHINE ATTACHMENT
Compact, accurate, positive, durable—JUST WHAT YOU'VE BEEN WAITING FOR



Plays your records once, twice or three times; then STOPS AUTOMATICALLY. Or can be instantly set to play indefinitely. Is easily attached and your talking machine is positively incomplete without a

Smith
Repeatostop

Correspondence solicited, when full particulars will be given.

The SMITH REPEATOSTOP COMPANY

Office: 713 Hartford Building, Cor. Madison and Dearborn Streets

CHICAGO, U. S. A.

LATEST VITAPHONE VOLUME DESCRIBES PRODUCTS.

Six Styles of Vitaphones Illustrated and Described in Detail in New Catalog Issued in English and Which Follows Others Issued in Foreign Languages.

"Not living and breathing—but the same" is the introduction opposite the title page of the new catalog recently issued by the Vitaphone Co., Plainfield, N. J., which aptly describes the new machines of this company in conjunction with the meaning of its name. This catalog is not a large one, as catalogs go, but for style and quality it ranks with the best. The cover is in two shades of green with gold and white stamping, while the printing of the text matter is in black and red.

The foregoing catalog is for English speaking countries and is the first one issued for this country. Previous editions have been in foreign languages, being printed for the export trade.

Six styles of Vitaphones are illustrated and described. The Vitaphone grand type No. 185 retails for \$185 and is a big, magnificent machine. This machine is furnished in mahogany, or quartered oak with choice of golden, early English, weathered, fumed, antique gun metal or Flemish. Interchangeable diaphragm connection, while either amplifier or horn may be used. This plays either needle or sapphire records. This type is equipped with an extra motor that can be wound while playing. The lower part of the cabinet has a filing capacity for 250 records, the entire cabinet being finished beautifully.

Type No. 100 retails at \$100. This is four feet high; two feet deep; 1 foot 8½ inches wide and has a 12-inch turntable. Furnished in mahogany, golden oak and mission oak only. It presents a very clean-cut appearance.

Type No. 75, retailing for \$75, is along the same lines as style No. 100, only the design is more severe. It is created to fill the demands of those who wish a good talking machine at that price.

For \$50 retail, type No. 50 was designed. This machine has no record cabinet, but instead has a shelf where six record albums may be kept with a capacity of 96 records. This machine has a ten-inch turntable, and is 3 feet 7 inches high; 1 foot 7 inches deep; 1 foot 5 inches wide. Furnished only in golden or mission oak.

Type No. 15, retailing at \$15, is the popular price Vitaphone. This is quite a little machine for the cost. It is furnished with an artistic flower horn at no extra cost. This machine plays both needle or sapphire records, and the spring motor can be wound while playing.

Considerable space is devoted to Vitaphone needles, a peculiar spear pointed needle that is made especially for Vitaphone machines. Owing to this peculiar shape, any tone is secured, soft, medium or loud.

Quite an extensive line of talking machine horns are illustrated and described on the last page, including Vitaphone solid wood horns, veneered and not veneered, Vitaphone solid spruce horns and Vitaphone wood pulp horns. The prices run up to \$20 each retail. In the spread of the catalog, that is, the inside two pages, is an illustration of the Vitaphone reproducer, patented in United States and other countries, which is one of the mainstays of the Vitaphone itself.

As taken from this brochure, below are several paragraphs which are of interest:

"Why is the violin so sweet toned? Would it be so if made of metal? The answer is too obvious to require an answer. The wood arm of the Vitaphone is the result of many thousand experiments to determine the right kind of wood to use, the proper length, the correct angle from diaphragm to record, and most important of all is the process by which it is treated. Carefully selected straight grain wood is placed into a cauldron of chemicals and permitted to boil for a certain length of time. When taken from the solution, the fibre has been shrunk, every atom of moisture and air extracted and every pore permanently filled. By this exclusive Vitaphone method the vibrations of the record travel smoothly to the diaphragm where they become the life-like tones of nature.

"Sound vibrates from 16 to 8,192 times per second. Under this intense strain metal fatigues becomes tired as it were, but wood never seems to be so affected. Again, the older wood becomes the greater the resonance. It is because of that reason men pay fabulous sums for the Stradivarius violins, and the old wood pipes of cathedral organs are not to be purchased at any price. The Vitaphone stands unique as the only Talking Machine not relying upon metal vibratory parts, and which actually improves with age.

"Another novel feature of the Vitaphone is the stationary sound box, rigidly fixed to its supporting frame and made of few and simple parts. This construction permits the use of a tension spring to maintain the necessary pressure holding the stylus in the groove of the record. Not carrying a floating sound box oscillating and tearing out the

delicate wave-impressions, a record used on the Vitaphone has a much longer life than is possible on any other talking machine.

"Two different systems of recording are in vogue. One, the better known, has the sound-waves imprinted on the side of the groove, requiring a steel needle or other sharp-pointed stylus. In the other system, the sound-waves are at the bottom of the groove and a blunt-nosed jewel is necessary to bring out the reproduction. A traveling sound-box must be in one position to play one record and reversed for the other; therefore, a certain amount of mechanical ability and considerable time is required to make the change. In some machines this is impossible to the average owner, while others supply at extra cost, the necessary tools and parts. Here is an important and exclusive Vitaphone feature; neither time, tools nor ingenuity are required to change from one system of record to the other, simply alter the position of the diaphragm spring, place the needle or jewel in the needle arm and the operation is complete.

"Sound travels upwards, and in the cabinet Vitaphone this principal is taken advantage of by placing the amplifier, or sounding board, over the diaphragm and not under as hitherto customary.

"Much of the efficiency of the Vitaphone depends upon the spring motor, which rotates the record turntable. It must turn with unerring regularity in order to insure perfect tempo. It must maintain an even silent power until the last ounce of tension in the spring is exhausted, otherwise the stylus will drag on high notes and injure the tonal qualities of the reproduction. The Vitaphone motor meets every exacting requirement; it is simple and positive in every feature, and revolves absolutely uniform until the spring is entirely run down. Invented several years ago by the same master mind and patentee of the Vitaphone, it has been used with the greatest success in over a million talking machines now on the market.

"The housing of reproducer, motor, amplifier and connections in an artistic cabinet is a distinctive Vitaphone characteristic. The design conforms to mechanical requirements, and it is at the same time pleasing to the eye. The finish is polished and re-polished until it is the kind that, with ordinary care, lasts for generations."

H. N. McMenimen, general manager, announces several small improvements in the general construction of the Vitaphone since this volume was published, and these improvements are now incorporated into all Vitaphones.

EDISON BLUE AMBEROL RECORDS

Score a Great Success at Wanamaker's and a Big Business Is Being Done with Them—Victor Business with This House Is Active.

"This will be one of the greatest years in our department's history," states Harry B. Bertine, assistant manager of John Wanamaker's talking machine department. "We are closing a record-breaking business each week and from present indications will have a banner holiday trade. Our chief difficulty is in securing sufficient goods to fill our orders, and this shortage is becoming more pronounced each day. Shipments from the Victor factory at Camden, N. J., are way behind the dates of our orders and we are severely handicapped by this lack of enough machines.

"One of the most pleasing features of our recent business has been the remarkable reception accorded the new Edison Blue Amberol records. People are asking for these records faster than we ever expected, and they all seem to be delighted with their wonderful tone, which is remarkably clear and brilliant. The enunciation of these records is very distinct, and we are looking forward to a heavy sale of the new records.

"We have sold a very large number of No. XVI Victrolas, which sell at \$200, and as a matter of fact our sales of this style have been greater than that of all the other models put together. Many of these sales have been in Circassian walnut cases, and the call for the higher priced products is rapidly growing. Another favorite is the No. XIV Victrola, which sells for \$150. Our Victor records are selling fine, and there is a constantly increasing call for the November selections that were recently produced by the Victor Co. I hear nothing but words of commendation for the worthy features of the latest Victor records."

GETTING THE MONEY.

When you decide to close an account, make up your mind as to about how the debtor should be able to pay you, as regards dates and amounts, and go after the money accordingly. Don't let him forget he owes you. You will usually find that he is playing his talents as a slow payer against yours as a collector, and it all depends on your ability to extract money as to how long he will succeed in "stringing" you.



NYOIL

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

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

MODEST AND PROGRESSIVE.

The Elements That Have Led to Hayward Cleveland's Success in the Talking Machine Field—"Snapped" for the First Time.

Hayward Cleveland, the popular manager of the Columbia Phonograph Co.'s store at 35 West Twenty-third street, New York, is one of the oldest and most enthusiastic workers in the talking machine field, as well as one of the oldest employees of the company, with which he has been so long and honorably associated.

Any endeavors to exploit Mr. Cleveland or to



Mr. and Mrs. Cleveland.

bring him to public notice by means of a photograph have hitherto been unsuccessful, despite every effort of his associates and well wishers. This summer, however, while Mr. Cleveland was at the Shelter Island House, Shelter Island, L. I., where he enjoyed the first vacation in several years, he was "snapped," with the result that we are able to present to our readers a counterfeit presentation of this exponent of Columbia merits with Mrs. Cleveland.

Mr. Cleveland has grown up with the Columbia business and has seen it expand from modest proportions to its present important place as one of the great companies of international fame. He is a hard worker who believes in doing things rather than speaking about them—the elements truly that proclaim the man.

AN EXCELLENT IDEA.

Beginning with the December records, Thos. A. Edison, Inc., will enclose in each carton a four-page folder giving detailed information concerning the selection. This is an excellent idea and one that will be appreciated by the users of the phonograph.

VICTOR AUTOMATIC SCENIC WINDOW DISPLAY.

This Up-to-Date Method of Interesting the Public in the Victor Talking Machine Attracts Big Crowds in Front of Gimbel Bros.' Window, Philadelphia, Where a Display Was Given Last Week—Aroused Great Interest and Many Complimentary Remarks.

A conspicuous achievement in window display has been accomplished by the window display department of the Victor Talking Machine Co. To justify that statement, one only needs to look at the accompanying illustrations.

A week or two ago the Victor Automatic Scenic Window Display was announced to Victor dealers. It has since been submitted to the actual test, and its instantaneous and "conspicuous" success is not a question of opinion, but a pure and simple matter of fact.

The illustrations herewith are actual photo-

A brief description of this latest window display is as follows: It presents scenes from grand opera, from light opera, scenes which suggest the best of band music, dance music and vaudeville. There is movement in it—the one thing above all others which will arrest attention and hold it—the two positive essentials which establish and increase advertising value.

In particular this new product consists of the following: A proscenium arch in miniature with a curtain which hides the stage from view. Directly before that, a full operatic stage orchestra in min-

it continues until six different scenes or stage settings have been shown. It is all done automatically. The electric motor is simply started and continues thereafter as long as desired.

That is a very brief description of the Victor Co.'s new scenic window display. To satisfy oneself as to the effect produced by this new Victor display, one needs only to turn to the illustration. The complete display is not large. Probably not more than forty or fifty people can see it at a time, which was evident when it was first shown at Gimbel's Friday afternoon, November 8. The forty or fifty people gathered the moment the window dresser's curtain had been removed, and that number was continuously present all the afternoon and until late at night. New observers came, those who had seen it left, but always it was before the same pyramid of eager watchers. Note the attitudes—prying, tip-toeing, every one of them intent.

There are many windows in the Gimbel store—each dressed with costly and much-to-be-desired merchandise—and where one or two would occasionally stop to examine the contents of the other windows, there was always a solid pyramid before the miniature Victor stage. It is a fact, and a most significant one, that Gimbel Bros. will put a temporary rail in front of the window to keep the crowd back a few feet.

It is not at all a question of word painting, but a matter of fact easily demonstrated, that this scenic display attracts and holds the crowds and drives home a solid Victor argument, and it earns the commendation it has received as a "conspicuous achievement" in the art of store advertising.

THE VALUE OF "SERVICE"

Exemplified in the Success of the Talking Machine Department of the Oliver Ditson Co. and the Dealers Which It Serves.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 11, 1912.

"Service" is the great asset of the Victor department of the Oliver Ditson Co., managed by Henry Winkelman, in this city, and it is on "service" that this end of the business grew and prospered. The aim of this company is to care for the dealer and see that he is protected, even though it results in a financial loss. This brings to mind a conversation of about a year ago when Victor machines were at a premium—and, in fact, they are at all times—but this was around the holidays. The company received an allotment of machines and instead of disposing of them at retail, as they had every right to do and secure the extra profits, they sent a few here and there to their dealers and sacrificed profits in order to assist their wholesale trade.

Such a protection as this is worth linking to. Henry Winkelman, who directs this end of the organization, has some dealers who would not think of having any other service than the Ditson service. They like the sales hints secured; they like the fast delivery of goods and supplies; they appreciate co-operation in business building, and the advice of Mr. Winkelman on talking machine problems is ever ready to those of his clients who seek it.

Much has been spoken and written about the elimination of the jobber, but if they were all of the character of the Ditson house there could hardly be any reasonable arguments for it. On the contrary, the Ditson house is ever on the territory; it knows local selling and distributing conditions and maintains a finger on the pulse of trade that is of value to both the manufacturer and dealer. To the dealer, however, is directed the bulk of effort, as it is by making the dealers successful that the Ditson Co. has so succeeded.

Mr. Winkelman reports business as very good, with an outlook indicative of unusual prosperity in the coming holiday trade.

Several changes in office locations occurred last month at the Edison executive building in Orange, N. J. Mr. Goodwin's office being removed from the third floor front to the second floor back, while the Kinetoscope offices on the fourth floor moved down a peg to the third.



Crowd in Front of Gimbel Bros. Admiring Victor Scenic Display.

graphs taken in front of the windows of Gimbel Bros.' great Philadelphia store, where the first Victor Scenic Window Display was shown. We should have been glad to show a photograph of the display in the window, but it was impossible to do so on account of the crowd. At the time of going to press similar scenic window displays are being set up in the windows of prominent Victor dealers in New York City.

ature, with each figure full of the suggestion of action which the onlooker instinctively demands. Further in the foreground is a handsome display so arranged that in looking through the parted curtains one gets the impression of looking down upon the stage from a proscenium box.

The curtain bears a legend, "With a Victor Victrola you may have right in your own home"—the curtain is raised automatically and the observer

sees a scene from perhaps "Madame Butterfly." The scene is complete with all the stage appurtenances, such as flies, borders, backdrops and characters of the play, all of which is accentuated by the fascination of lighting effects, which are also operated automatically. A moment and the curtain is lowered (automatically). Automatically the curtain rises again, as before, and the scene has been changed as if by magic, this time showing perhaps a light opera setting, a band stand complete with figures, or a scene from vaudeville. Thus



Still Another Crowd Interested in Victor Scenic Display.

FROM OUR EUROPEAN HEADQUARTERS

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

Betterment in Trade During the Past Month Has Been Most Marked, and It Now Seems as if the Season's Turn-over Will Far Eclipse in Bulk That of Any Previous Year's Figures—Increasing Demand for Talking Machines of the Hornless Type—Increase in Double Disc Records—Barnett Samuel & Sons, Ltd., Celebrate Eightieth Anniversary—A Novelty in Disc Records Recently Announced by Henry Seymour—Annual Meeting of Gramophone Co. Shows a Healthy Condition of Things—New Edison Home Kinetoscope to Be a Big Favorite in Great Britain—Talking Machine Houses Have Narrow Escape from Fire—News of the Month.

(Special to The Talking Machine World.)
London, E. C., Nov. 4, 1912.

Since my last report the talking machine business has increased amazingly on this side, and I do not hesitate to affirm that, given general stability in industrial circles, this season's trade turn-over will far eclipse in bulk that of any previous year's figures. During my rounds of the trade I have had opportunities of observing the remarkable growth of sales which each week indicates with the nearer approach of Xmas. One expects to find manufacturers busy this time, but so phenomenal is the demand for records that even though factories are now running day and night, in many instances difficulty is experienced in keeping supplies ahead of demand. This pleasing situation at the factory end, as may be obvious, is clear evidence of satisfactory retail sales, and both factors and dealers are reaping a good, steady harvest. The machine trade, too, is making great progress, and broadly speaking, dealers are selling more to-day than ever before. From the construction viewpoint, many improvements on last season's models are noticeable, and almost every company has introduced one or more new styles.

For the time of year it is somewhat surprising that hornless machines sell in such large quantities as they do, but this is perhaps due to their improved tone quality and volume—now almost equal to the ordinary trumpet type, and to the fact that the public seem to show a marked preference for machines without horns, the which in many cases are unsightly and do not harmonize in color with the general tone and scheme of furnishing. Whatever the reason, a sure index of the growing popularity of this class of instrument is manifest by the special advertising devoted to its exploitation, and to-day a dealer's stock is regarded as incomplete without them.

Apropos my remarks last month anent the 1s. 6d. double disc, I have now to report the advent of two new ones, i. e., "Invieta" and the "Lyric." Of the former I know little as yet, but from evidence submitted to me I am bound to say that the latter is an exceptionally good record for the money. The first list contains some two hundred picked titles, many by artists prominently featured on higher-priced discs. The company plans to trade direct with dealers, and being thereby enabled to control their distributors, I am told, it is their fixed intention to maintain established prices all along the line. The Lyric Record Co. will also market a two-and-sixpenny double disc bearing titles by special artists.

Celebrate Eightieth Anniversary.

1832-1912 is the record span of existence which the well-known instrument house of Barnett Samuel & Sons, Ltd., celebrate this month. Established in the reign of William IV, by the two great-uncles of the present proprietors, the firm commenced business in Tothill street, Westminster, almost within the shadow of our historical Cathedral. In those days they handled, in addition to musical instruments, leather and hardware goods. 1841 saw them located in Houndsditch, where large warehouses were acquired, and here

the business grew rapidly. Their first small goods catalog, issued in the year 1850, contained particulars of a number of instruments which to the present generation are now unknown. Messrs. Barnett Samuel occupied their present premises, 32-36 Worship street, as long ago as 1870, and subsequently, from time to time, as trade expanded, they acquired adjoining buildings. They handle a great variety of small goods, and their catalog, profusely illustrated in colors, is said to cost about 12s. a copy. As pianoforte manufacturers the company is favorably known throughout the world, and in addition to representing the Chicago Cottage Organ Co., they are sole agents for the Fonotopia, Odeon and Jumbo disc records.

The World tenders its hearty congratulations to Messrs. Barnett Samuel & Sons, Ltd., and hopes they will long continue to enjoy an ever-expanding trade during the years to come.

To Mark Goods of British Origin.

At the first meeting of the British Empire Trade-Mark Association a resolution was unanimously carried in favor of the establishment of a mark of origin for goods manufactured or produced in the British Empire, as likely to be of great benefit to the trade thereof. A circular issued by the association states that the method by which the association proposes to carry out its object is by licensing manufacturers and merchants to use the mark on goods which the association is satisfied can fairly be described as of British origin. Immediately on the registration of the association it is proposed to apply for the registration of the Empire trade-mark in such parts of the British Empire and in such foreign countries as provide for the registration thereof. Besides its use in the British dominions, it is felt that the existence of a mark of this kind, which will undoubtedly be largely used by British manufacturers and merchants would greatly assist His Majesty's consular representatives in foreign countries in their continual war against persons who falsely endeavor to pass off their goods as British.

A New Flexible Disc.

A novelty in disc records was recently shown to me by Henry Seymour, an inventive genius of some note here. Practically transparent, the material is of xylonite composition, thin and flexible. Mr. Seymour says that patents have been taken out in England, Germany and other countries, and he expects shortly to be in a position to market the product. A record of this nature offering little resistance to the needle should operate with an entire absence of surface scratch and as I understand, it does. Its possibilities as a commercial product are many, one important advantage being the easiness and quickness of pressing, thus obviating to a great extent the necessity of preparing or carrying in stock more than reasonable quantities of any one title, and further, its adaptability for postal dispatch without fear of breakage would appeal to many.

New Gramophone Catalog.

A magnificent production is the new instrument catalog just issued by the Gramophone Co., Ltd. It contains illustrations and particulars of all the company's models and much other information of interest to dealers.

Floral Kangaroo for Melba.

A handsome floral tribute in the shape of a kangaroo, standing over five feet in height, and composed of magnificent chrysanthemums of a light brown shade, faithfully representing the natural color of this Australian animal, was presented by the Gramophone Co. to Mme. Melba upon the occasion of her reappearance at the Royal Albert Hall, London, October 5.

Copyright Notice of Interest.

The subjoined important announcement is extracted from the Daily Telegraph, dated October

28: Re Infringement of Copyright—Chappell & Co. (Ltd.) hereby give notice that any copying of band parts, in manuscript or otherwise, of selections from their operettas multiplied for the purpose of making gramophone or other mechanical records is an infringement of copyright, and will be dealt with accordingly.

A New and Novel Needle.

A new device recently placed on this market is the Tripletone crystal needle, which consists of a metal body with a glass head of three points. Each point is said to be good for fifteen to twenty tunes.

Some Attractive New Records.

His Master's Voice Co. has recently issued some exceptionally fine examples of piano records by Irene Scharrer and a number of selected pieces by the New Symphony Orchestra. These records will undoubtedly enjoy a big demand.

The first company to issue this season a selected list of Christmas titles is the Edison concern. Other firms will shortly make announcements in this regard.

New Companies.

Albion Record Co., Ltd.; capital, £5,000; office, Tabernacle street, London, E. C.

Decapo Record Co., Ltd.; capital, £1,000; registered office, 10 Copthall avenue, London, E. C. This latter firm, I understand, will take premises in City Road.

Introduce "Marathon" Records.

"The record that's twice as long" is the "Marathon" slogan, and although this is not literally true in every instance, owing to the shortness of some scores, not the record's capacity, the company proves its claim right up to the hilt this month. On one side of a ten-inch disc is "The Little Hero," by Robert Howe, which, say the Marathon people, occupies exactly five minutes, fifteen seconds in rendition; an amazing achievement to be shortly eclipsed, I understand, by the issue of a set of lancers on both sides of one record, the playing time being just eleven minutes. These represent the largest running ten-inch records ever made, and are only possible by the Marathon system of recording on the fine-cut principle.

Annual Meeting of Gramophone Co., Ltd.

Presiding at the annual meeting of the Gramophone Co. (Ltd.), E. Trevor Williams said that "the trading profit amounted to £156,468, showing a decrease of £28,280, compared with last year, an increase of £1,000 over 1910, and an increase of £95,000 over 1909. Under the circumstances which had prevailed he thought the profit figure was a very fine one. Probably the main reason for the drop in profits was the bad delivery of goods manufactured by others upon which the company was dependent, such goods costing a great deal more and the gross profits being proportionately less. The chief difficulty experienced had been with cabinet work and woodwork generally. Now that its cabinet factory at Hayes was in full operation this was an evil which should not recur. If last year had been only approximately normal the profits would have equaled, if not exceeded, the profit shown in the previous year.

The directors recommended a bonus of 10 per cent. on the ordinary shares, making, with the interim dividends, a total distribution of 20 per cent. for the year. The carry forward amounted to £314,694, showing an increase of £45,958 as compared with last year. The statement of net assets showed a transference of £120,000 from available cash assets to assets represented by land and buildings, machinery and plant, and stock in trade. In spite of this transference, the cash position was entirely satisfactory, the amount being £83,000, as compared with £37,000, three years ago.

New Cabinet Factory Operating.

The new cabinet factory at Hayes was now in

FROM OUR LONDON HEADQUARTERS— (Continued from page 36).

full working order and was able to deliver to its selling departments cabinets of a quality which had hitherto been unobtainable. The effect of the quality of the new output upon the trade had been electrical, and the sales in England lately had been quite abnormal. The total assets amounted to £914,696, showing an increase over last year of £45,958. These were readily convertible assets, and excluded patents, trademarks and goodwill. He ventured to say without fear of contradiction that the patents, trademarks and goodwill, if the business were sold to-day as a going concern, would be valued at well over a million sterling, but this asset had been written down in the balance sheet to vanishing point.

As to the future, the general trade conditions, in spite of the trouble in the East, were phenomenally good, and the demand for the company's goods showed no sign of diminishing; indeed, the indications were that it was increasing in every direction.

November Zonophone Records.

An extremely comprehensive and well chosen list of titles is that issued by the British Zonophone Co. for November, and as a matter of fact one begins to look for nothing else but a high-class repertory from this important concern. I mention below only a few of the choice examples which are to be found in this list: Zonophone 10-inch records—"The Donovans" (Needham), and "Bantry Bay" (Molloy), Stanley Kirkby; "Rosenthal and Harrigan at the Singing Lesson" and "Rosenthal and Harrigan at the College" (Friend and Downing), Friend and Downing; "Mandalay" (Willeby), and "The Border Ballad" (Cowen), Peter Dawson; "High Jinks" and "Pas de Quatre," skirt dance (concertina solos), Alexander Prince; "Rock of Ages" and "Sovereignty," Bessies o' th' Bairn Band, and "A Call to Arms March" (Bidgood), and "Europe United March" (Zehle), Black Diamond Band.

Latest Columbia Rena Record List.

Whether or not it is to be a regular monthly feature of the Columbia-Rena list is more than I can say, but for the last few months, at any rate, a welcome surprise has awaited dealers in the shape of some special item by one of the really popular artistes of the day. This month it is Tom Woottwell, a character comedian, whose first record "Wait a Minute" is a gem of merriment from beginning to end. "The Rosary," as a concertina solo, is something new, and as played by Alex. Prince is exceptionally fine. Dished up in so many forms of late this noble, yet dirgelike air began to pall somewhat, but I must confess to a revival of interest and pleasure after listening to the beautiful organ effects of Mr. Prince's concertina rendition. Another fine record is Arthur Friedheim's exquisite pianoforte performance of Liszt's "Sixth Hungarian Rhapsody" and Chopin's "Funeral March."

The following Columbia-Rena records also call for mention: Twelve-inch—"When a Wooer Goes A-Wooing" and "Strange Adventures" (from "The Yeomen of the Guard") (Sullivan), the London Opera Quartet. Ten-inch records—"The Tale of a Stroll" (Dougherty and Jerome), Nella Webb, and "Molly O'Moore" (Moritz Lutzen), Nella Webb; "Ramshackle Rag" (Ted Snyder), and "Red Pepper" (Henry Lodge), King Military Band; "Down by the Old Mill Stream" (Tell Taylor), and "Let Me Call You Sweetheart" (Leo Friedmann), Prince's Male Quartet; "Big Brown Boo-Loe Eyes" (Edward Leonard), and "Good-Bye London Town" (Jerome and Schwartz), the Two Bobs; "The Fountain" (Zabel) (harp solo), Dorothy Baseler, and "Annie Laurie" (theme and variations) (harp solo), Charles Schueltze; "Ora Pro Nobis" (Piccolomini), and "The Rosary" (Nevin) (concertina solo), Alexander Prince; and "Wait Till the Clouds Roll By, Jennie" (Fulmer), and "We've Been Chums for Fifty Years" (Chattaway), Will Oakland.

New Company to Insure Patents.

Inventors and others having patents to protect will welcome the advent of the Letters Patent Insurance Co., Ltd., which will issue policies of insurance to safeguard patents from infringement, and policies of utility in the case of patents. The company has an efficient staff and is able to consult expert advice. Inventors and those interested might feel certain that a policy of insurance would not be granted until after thorough inquiry into the nature of the patent, its validity and the possibility of its being infringed. The scheme certainly seems advantageous from every point of view, and given a reasonable premium, should strongly appeal to all classes of inventors—poor or otherwise, and companies having vested interests in patents.

"Double Side" Records in Favor.

In continuance of its policy to double-side a number of instrumental records each month, the "His Master's Voice" Co. issues a further batch for November, and as to the wisdom of this new departure it has ample evidence in the letters of praise received from its accredited dealers in different parts of the country. It may be mentioned, by the way, that the British public had manifested its favor for the two-in-one record, and from the time the first was introduced—now some four or five years back—the demand has been steady and progressive. As may therefore be imagined the "H. M. V." move was very generally welcomed, and in the opinion of those who should know it marks a further important step in the progress of this company.

Excellent fare is offered on the current list, which includes a pleasing and comprehensive selection of titles, as hereunder: H. M. V. Double-Sided—"Marche Militaire" (Schubert), and "Grand March—La Reine de Saba" (Gounod); "La Poupée," selection 1, and "La Poupée," selection 2 (Audran); "The English Rose," "Merrie England" (Ed. German), and "I Know a Lovely" (Continued on page 38.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVÉ OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT TO H. M. QUEEN ALEXANDRA

'His Master's Voice'

Trade Mark is recognized the world over as the

Hall Mark of Quality

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

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

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD LONDON, E. C.



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

Garden" (G. d'Hardelot), by the Band of H. M. Coldstream Guards; "Reverie Interrompul, op. 40, No. 4" (Tschalkowsky, arranged by Schmidt), and "Polonaise, op. 40, No. 1" (Chopin, arranged by Fenn-Leyland), and "Coqueterie" and "Fairy Dreams" (Arthur Wood), the Mayfair Orchestra; "Barcarolle, Tales of Hoffmann" (Offenbach), and "The Way to the Heart" (Lincke), Metropolitan Orchestra; "Alexander's Ragtime Band," two-step (Irving Berlin), Gottlieb's Orchestra, and "Gaby Glide" (Hirsch), Bohemian Orchestra.

Celebrity Records—"Lo non ho che una povera stanzetta," "La Boheme" (Leoncavallo) Signor Caruso; "Lescia ch'is pianga," "Rinaldo" (Handel), Mme. Kirkby Lunn, and "T'ho raggiunta sciagurate," "Martha" (Flotow), quartet by Alda, Jacoby, Caruso and Journet.

H. M. V. Single-sided Records—"William Tell," andante, and "William Tell," allegro (Rossini), New Symphony Orchestra; "Down Where the Lilacs Fade" (Maud), Mme. Kirkby Lunn; "A Child's Song" (Marshall), John McCormack; "You, Just You" (Thompson), Miss Clara Evelyn; "My Ships" (Barratt), Miss Marion Beeley; "My Dreams" (Tosti), Miss Ruby Helder; "Drinking Song, "Rose of Persia" (Sullivan), Harry

Dearth; "The Lute Player" (Allitsen), Stewart Gardner; "A Frivolous Ballad" (D. Slater), Chas. Tree; "The Blue Dragons" (Kennedy Russell), Peter Dawson; Gems from "The Shop Girl" (Dan and Caryl), the Light Opera Co.; "Cavatina" (Raff) Miss Marie Hall, violin solo; "Ave verum" (Mozart), 'cello, W. H. Squire; "Familien genälde," op. 34, No. 4 (Schumann), Renard Trio; "Worse, Much Worse" (G. Ross), G. Robey; "My Word!" (S. Bennett), Harry Carlton; "When Father Laid the Carpet on the Stairs" (N. Jackson), Nelson Jackson; "That Slippery Slide Trombone" (Van Alstyne), American Quartet; "Mrs. Le Browning" (sequel to "A Sister to Assist'er") (John Le Breton), Fred Emney and Miss Sydney Fairbrother.

No More Edison Standard Records.

Announcement is made by Thomas A. Edison, Ltd., of its decision to abandon the further issue of new titles in the "Standard" series, retaining, however, the present list. This move will enable dealers to concentrate on the sale of Ambersols, for the playing of which all Edison phonographs are now equipped. A large number of old machines in use are still unprovided with attachments, and for the live dealer there would appear

to be a big trading field awaiting cultivation in this direction.

The New Edison Home Kinetoscope.

The trade demand for the new Edison Home kinetoscope, announced here last month, has now set in with a rush. Substantial orders have been placed by prominent talking machine factors and dealers and by big houses outside the trade. As a matter of fact, the Edison Co. cannot supply fast enough, every consignment being earmarked in advance. Business men very naturally anticipate a big public demand, and their preparations to meet it are now practically ready.

A disastrous fire which claimed a toll of three lives recently occurred at 79 City Road, premises occupied by a firm of theatrical costumers. With the Beka Record Co. on one side and the Columbia Co. on the other, it may be readily surmised that, considering the inflammable nature of record stocks contained in both buildings, great anxiety was felt as to localizing the outbreak. Fortunately the firemen were promptly on the scene and managed to prevent the fire spreading to any extent. The Columbia Co. sustained little or no damage and the Beka premises suffered slightly from the water which flooded the basement to a depth of some inches.

SIMPLEX START AND STOP DEVICE

Has Won Great Popularity Among the Public, Judging from the Reports of Dealers and the Activity Which Prevails at the Factory on Lafayette Street, New York—Interesting Booklet Is Now Being Distributed—What Manager Kirkman Reports.

The Standard Gramophone Appliance Co., 173 Lafayette street, New York, is doing an excellent business with the Simplex Start and Stop Device. Orders are coming in faster than the factory can deliver the goods, and from present indications the demand will grow rapidly as the dealers begin to realize the merits of the Simplex device. Manager Kirkman is enthusiastic over the rapid progress being made in the development of an extensive clientele, and states that dealers throughout the country are taking up the sale of the device with enthusiasm and vigor and report a most gratifying demand for this widely-advertised product. Not only are the dealers satisfied with the merits of the Simplex Start and Stop, but they are pushing the sale of the device with excellent results. Several first-class road men have been engaged by the company to push the sale of the product throughout the country, and preparations have been made for a most extensive advertising campaign by means of circulars and general educational publicity. A high-class booklet has just been prepared for distribution among the dealers and jobbers throughout the country, and particular care and attention have been given to the preparation of this circular, in order to adequately impress the trade with the splendid qualities of the Simplex Start and Stop. The booklet is illustrated with first-class cuts showing the manner in which the Start and Stop is applied to the talking machine and assures the dealer of the hearty co-operation of the home office. The circular is well written and presents an excellent argument on the merits and worthy features of the device. Directions for the use of the Start and Stop are printed in full, and the entire arrangement of the various sections of the circular is in keeping with the attractive proposition offered to the trade. The booklet is being distributed as The World goes to press, and over a hundred thousand copies have been printed to accommodate the first demand of the trade.

"Our business is going ahead rapidly," stated Manager Thomas W. Kirkman, in a chat with The World. "Our factory force is exceptionally capable, and as a result we are enabled to turn out our device with the positive knowledge that the most careful attention has been given to every detail of its construction. The call for the Simplex Start and Stop has advanced remarkably in the past month, and we are preparing to take care of a banner holiday trade. Our device has been perfected gradually until it now represents a product that

will give entire satisfaction to every user. Our development work in this direction has been appreciated by the talking machine trade and dealers are responding most gratifyingly to our publicity. We are receiving many letters from the trade commending the Simplex in the highest terms and assuring us of the widespread demand for our device. A jobber and dealer in upper New York State writes as follows: 'Kindly send us 1,000 of your new circulars when they are ready for distribution; we used those you sent us recently to great advantage. A customer who has not ordered any goods from us for a long time sent for a Simplex. We had one placed on her machine, and the idea of something new on her machine induced her to use it. In a few days she called and remarked that she had been tired of her phonograph, but that the Simplex had renewed her interest in the machine. She consequently desired to replenish her stock of records, and when she went out had left an order for \$250 worth of records.'

"The receipt of such letters as the above is a great encouragement to us in the development of a high-class trade, and we are very glad indeed that the dealers are taking such an active interest in pushing the sale of our device. Our clientele is growing daily and we expect that our new literature will be the means of convincing the trade in general of the merits and excellent qualities of the Simplex Start and Stop device."

MARKS CO. HANDLE COLUMBIA LINE.

The Columbia Phonograph Co. announces that arrangements have just been completed whereby the S. Z. Marks Co., one of the progressive dealers of Paterson, N. J., will install a Columbia department in its piano and player store. A substantial order for Columbia products, which it will handle exclusively, has been placed for immediate shipment, and the company is very enthusiastic over the bright prospects for a banner talking machine business.

RETURNS TO HIS DESK.

G. T. Williams, the popular manager of the New York Talking Machine Co., 83 Chambers street, New York, returned to his desk this week after a ten days' attack of the grippe. He is still feeling a little weak, but is rapidly regaining his usual vigor and vim.

C. E. Goodwin, manager of salesmen in the Thomas A. Edison, Inc., organization at Orange, N. J., is in Chicago to attend the wedding of his brother, Judge Goodwin.

Concentration is the secret of strength in politics, in war, in trade; in short, in all management of human affairs.

INCORPORATED.

The United Piano and Talking Machine Co., Newark, N. J., has been incorporated with capital stock of \$10,000 for the purpose of dealing in pianos, etc. The incorporators are: Samuel Popick, R. T. Giordano and J. Hermann Buehrer.

Talking Machine Man Wants Position.

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

FOR SALE.—A complete stock of Edison-Victor and Columbia machines and Records for sale. Also Zonophone Machines and double disc records. Will be sold at once. Address "T. M. P. CO.," care The Talking Machine World, 373 Fourth Ave., New York City.

CHAUFFEURS COMPLETE OUTFIT SACRIFICED. Consisting of elegant mink fur-lined coat, Persian lamb collar, \$35; pair of elegant bear robes, \$15 each; raccoon cap, \$5; pair of fur gloves, \$4; pair of goggles, 50c.; 1 pair leather leggings, \$3.50. Will sell separately or the lot, all new; never worn. Original price, \$225.00. C. CHASE, 118 East 28th St., New York City, N. Y.

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

FOR SALE.—A Jobbing stock of Edison goods in exclusive Edison territory; other interests necessitate our closing out this stock. Address "EDISON," care The Talking Machine World, 373 Fourth Ave., New York City, N. Y.

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

Opening for Good Salesman.

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

REPAIRMAN WANTED.—By Edison and Victor jobber; steady position with good opportunity for capable man; state experience, references, salary wanted, etc. Address "STEADY," care The Talking Machine World, 373 Fourth Ave., New York City, N. Y.

BUSINESS ESTABLISHING NEW RECORD IN MILWAUKEE.

Sales in All Branches at Present Exceed Those of a Year Ago—Only Rift in Otherwise Cloudless Horizon Is Shortage of Stock—Honors for McGreal—Gimbel Bros. Double Capacity of Talking Machine Department—Views on Long Trial System—Some Managerial Changes—Conditions Throughout State Almost Ideal from a Business Standpoint and Everyone Looks for a Large Holiday Trade—Other Happenings of Note.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 12, 1912.

There is every indication that business from now until after the holidays will establish a new high record in both the retail and jobbing branches of the talking machine trade. Sales during October far exceeded those of the same period a year ago and local dealers say that business thus far in November is more than satisfactory.

The only rift in the otherwise cloudless horizon is the shortage of stocks in most lines. Local jobbers say that they are having trouble in getting machines and records enough to meet the insistent demands of the dealers, who are meeting with a fine trade and are anxious to get their stocks in readiness for the Christmas trade. This state of affairs is not confined to any one particular line of machines, but is general with the Victor, Edison and Columbia houses. Officials of the Wisconsin Talking Machine Co., jobber for the Victor line; Lawrence McGreal, Edison jobber, and A. G. Kunde, the Columbia jobber, all have the same story to tell. Stocks in dealers' hands were depleted rather badly during the summer, while recently dealers have heard that there was to be some difficulty in securing goods, so there has been a genuine rush for stocks.

Conditions in Milwaukee and about the State are almost ideal from a business standpoint. The excitement attendant upon the State and national election had little if any influence upon business. Industrial conditions here and about the State have shown decided improvement, while bumper crops in all lines were harvested, so money is more plentiful and confidence is widespread. The Wisconsin farmer was successful in harvesting one of the largest corn crops in the history of the State, a fact which is decidedly important in this, the leading dairy State of the Union, where so much depends upon the successful outcome of the corn crop. Prosperity is rife all over the State, and the talking machine men are confident that they will come in for a liberal share of the good things.

McGreal Elected Sheriff.

Lawrence McGreal, well known Edison jobber of Milwaukee and former president of the National Association of Talking Machine Jobbers, was elected sheriff of Milwaukee County at the recent election, defeating his nearest competitor, Melm. a Socialist, by more than 10,000 votes. Mr. McGreal secured more than 35,000 votes, and the fact that he ran ahead of the other candidates on the Democratic ticket proved the widespread popularity of the talking machine man. Mr. McGreal made a run for the same office two years ago and was defeated by only a narrow margin by a Socialist.

Abbott Takes Charge of Boston Store.

C. W. Abbott, a young talking machine man formerly with Gimbel Bros., has been made manager of the Victor department at the Boston store. This department was formerly connected with the piano phase of the business, but now it has been separated and new and extensive quarters have been opened on the third floor, where three large and handsomely furnished booths have been installed, a large demonstration auditorium has been arranged and extensive record racks have been erected. The furnishings are in oak. Mr. Abbott is intensely enthusiastic over the Victor.

Becomes Manager at Hoefflers.

Otto Krause, formerly of Chicago, has been placed in charge of the talker department of the Hoeffler Manufacturing Co., 306 West Water street.

Expansion at Gimbel Bros.

L. C. Parker, manager of the talking machine business at Gimbel Bros., has more than doubled the capacity of his department. Three new machine booths of more than the usual size have been installed, the demonstration auditorium has been enlarged and the record library has been given additional space. Manager Parker has also made several additions to his sales force to care for the increased business which he is securing. During the first ten months of the present year Manager Parker made a gain of 76 per cent. in sales, as compared with the same period in 1911. The Gimbel Victor department is located on the second floor of the big department store, easy of access for the shopping crowds, and Mr. Parker has his auditorium filled at the daily concerts which are given. An extensive advertising campaign has done much to increase his sales and at the same time keep the Victor in the public eye.

Trouble in Getting Stock.

Business is so good with A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue, that for the second time within a month he has been forced to enlarge his sales force. Mr. Kunde says that he is having troubles of his own in trying to get stocks enough from the Columbia factory to meet the demands of his trade. Mr. Kunde and the various Columbia dealers are awaiting with interest the arrival in Milwaukee of the new \$500 Columbia model, fashioned after a baby grand piano. Mr. Kunde's father, a man now in his seventy-sixth year, is seriously ill and is not expected to recover. Mr. Kunde's mother died less than a year ago.

Heller Co.'s Victor Department.

The Heller Piano Co., 616 Grand avenue, has formally opened its enlarged piano establishment on Grand avenue, in which goodly space is given to its recently acquired Victor department. Modern

sound-proof parlors, excellent demonstration quarters and an attractive auditorium have been arranged. J. L. Ogle, formerly located at 439 National avenue, where he has been selling talking machines for many years, has been made manager of this department and is assisted by Earl Kammerer, formerly with the Hoeffler Co. On the opening days the Heller Piano Co. rather startled the trade by offering a high grade talking machine, together with fifty records of the customer's own selection, for a small payment down and only seven cents per day.

Does Not Approve of Long Trial System.

J. H. Becker, Jr., manager of the talking machine department at the Espenhain department store, is not an advocate of the long trial system in selling machines and believes that such a policy is a detriment to the business. "I don't believe that a dealer can send out a Victrola outfit on the long trial plan and treat his customers 'on the square,'" said Mr. Becker. "Just the other day a lady came into my department and said she could purchase a complete Victrola outfit on the thirty-day trial proposition. After I had explained to her that I could not conscientiously dispose of a Victrola on this plan, I had no difficulty in selling her a machine on the spot."

Mr. Becker is keeping up his plan of giving daily concerts to the trade and is meeting with a brisk business in Victor machines and records as a result. When "The Spring Maid" company was here at one of the local theaters recently, Mr. Becker made a special feature of "The Spring Maid" selections at his concerts with great success. The same plan was followed when "Alma, Wo Wohnst Du" appeared here.

"Our Victor business has been increasing by leaps and bounds of late," said Mr. Becker. "I brought many of my old customers here when I assumed charge of this department, and this has been a powerful factor in the business. Sales during the month of October established a new high record and I am sure we will meet with better things this month. Prospects for a big holiday trade were never better."

Big Call for Victrolas at Grams.

Paul A. Seeger, manager of the new Victor department at the Edmund Gram Music House, is enthusiastic over the manner in which business has increased since the opening of Mr. Gram's new \$125,000 store. Mr. Gram sells a high grade line of pianos to the best class of people in Milwaukee and these people are proving the best of customers for high grade Victrolas. Demand for Victrolas is so good that Mr. Seeger has been selling on an average a high grade machine at least every other day.

The Edward Schuster & Co. stores report an excellent business in Victor Victrolas, as well as the regular styles.

Get the women coming into your store and the men will have to come. Aren't the women the ones who control the spending in families you know? Isn't their good will and favor worth working for?



Dealers' } 10-inch Album, 58½c.
Prices } 12-inch Album, 83½c.

No other Album on the market can compare with the Schafford in strength, durability and quality, to say nothing of profits.

The Newest and Best SCHAFFORD ALBUM

with the new cut envelopes making it easy for securing and replacing records.

All 10" and 12" albums now have 17 envelopes, instead of 16 as heretofore.

The only finished album on the market, finished complete with head bands. Furnished with Gold plated rings and gold stamping or with German silver rings and silver stamping. Made to match the metal finishes of the Victor, Columbia, Vitaphone, Edison and Keenophone cabinets.

Send us a trial order to-day and sell the best albums with the most profit.

THE SCHAFFORD ALBUM CO., 26-28 Lispenard Street, New York

WORRIED OVER DELIVERIES IN ST. LOUIS.

Trade Demands Continue Most Active and Manufacturers Are Enabled to Keep Pace with the Call for Talking Machines and Records—Managers of Leading Houses Make Encouraging Reports—New Edison Blue Amberol Records Greatly Favored—Silverstone's New Store—Field-Lippman Advertising in the Daily Papers—Scruggs, Vandervoort & Barney Dry Goods Co. Takes on the Victor Line—Other Items.

(Special to The Talking Machine World.)

St. Louis, Mo., Nov. 8, 1912.

The failure of the factories to keep pace with the growing demand for talking machines is the one dark cloud in the sky for local dealers. The Victor retailers are greatly worried over deliveries despite the jobbers' insistence that they will be cared for. They know that the jobbers are worried, and that they should be worried so early in the season alarms the dealers. The Columbia retailers also know that although no sales have so far been missed by the failure of the supply that at times the local agency has been so near the end of the stock that there was no need to look at the stock books to see how matters stood. The Edison dealers planned for a driving campaign this fall on the disc machines and now they have none. Of course the new reproducer and the new records made a good fighting basis for new business, but they are not what was expected.

Retail Trade Is Excellent.

However, retail trade is good and the worries are to a large extent those of the distributor. It seems that every talking machine dealer is doing more business than ever before, so the total increase must be enormous.

"We find trade generally in a better shape than for a long time," said Manager Ramsdell, of the Columbia Co. "Our business now is really coming into its own as a business factor. The extent of the advertising shows that. Also we get more consideration from dealers, for our line makes up an important item of their business. Collections are good and this month is running ahead of a year ago, which is as it should be."

Mr. Ramsdell's summing up of the situation coincides with the views of others. The business is growing, St. Louis territory is expanding, all of which goes to make the business here more important and its extent this year will be measured only by the machines supplied by the factories.

What Manager Levy Says.

Harry Levy, manager of the talking machine department of the Aeolian Co., says that his troubles are largely those of division. Lack of machine is his only drawback to breaking all expectations as to business totals. "We are woefully short of machines," he said, "but we are building great hopes on larger shipments very soon. Our record stock is in good shape and is meeting all demands. With most of our dealers their stocks of machines of the popular numbers, XI, XIV and XVI, are their show window displays. I know that some of them are not pulling as hard for sales as if they had machines on hand. It is discouraging and I wish it was otherwise."

Edison Blue Amberol Records Popular.

Mark Silverstone, of the Silverstone Talking Machine Co., is delighted with the new Edison reproducer and the new Blue Amberol record. He says that it already has invigorated business and put new life into the trade. Dealers who had been holding back on prospects of the disc machines, he says, have taken this new and wonderful creation and are going forth with new spirit. Mr. Silverstone is still deep in his plans for fitting out his new store in the next block west on Olive street.

Silverstone to Have Two Stores.

Mr. Silverstone will open his new warehouses, in which he will also sell pianos, December 1, but will maintain his old store until March 1, to which date he is compelled to pay rent for it. He expects the double store plan to pay well during the holiday trade and that by running the two stores he will also educate his trade to the removal without confusion. A giant reproduction of the new Blue Amberol record, revolving rapidly, is the new show window display at Silverstone's.

How Columbia Advertising Helps.

That the general advertising of the Columbia Co. reaches far into the rural districts is attested by Manager Ramsdell, of the local Columbia store. "We had an order to-day from a small town dealer in Illinois 'for one of your \$59 combination outfits,'" said Mr. Ramsdell. While the letter did not say so exactly, it was evident that it was sold outright, as the dealer was in great haste to get it and there was no word of terms of commission. We have felt excellent results from the advertising, especially the large spreads in the Saturday Evening Post. When our men go to a house, the person they address says, 'Oh, yes, I saw that machine advertised.' It helps a good deal, too."

The Columbia business, Mr. Ramsdell says, is in excellent volume. The sales of the small machines is running right on the heels of the supply so closely that the main store was out of them for several hours one day recently. A purchased machine was taken out in the morning and it was in the afternoon before the first of a new shipment arrived from the freight office. The sales force thought it a lucky hit that no customer asked for one in the meantime.

Anent the Campaign Records.

Campaign records have not made a hit in St. Louis. Very few of any kind have been sold. The Roosevelt records created a bit of a stir and were used for advertising, but after hearing of them the curious person was usually satisfied and made no effort to purchase. At the Silverstone store a bulletin in the window announced "Roosevelt will speak here at 11 a. m. and 2 p. m." One day an aged man walked in and took a seat. When the clerk asked him what was wanted he looked at the clock and remarked, "I am a bit early but I will wait until he comes." It was finally explained to him how the speech was to be delivered; he listened and left saying, "It does beat all," whether in admiration of the orator, the machine or what has not been determined. Mr. Silverstone, when the Roosevelt records arrived, arranged for a hearing at the Moose headquarters. After he had entertained the attaches they showed their appreciation by asking him to give them the machines and a set of the records.

Field-Lippman Advertising.

The Field-Lippman Service, the latest recruit in the Victor talking machine ranks downtown, has started a good deal of comment among dealers by what some of them term "hysterical advertising." This firm came out with a large ad in the Republic stating that the Globe and Post, meaning two leading daily papers, had refused that ad. To a dealer the situation was perfectly clear, for the Field-Lippman ad was so arranged as to entirely monopolize the space under the Victor standing ad in those papers. To the outsider it would look as though this firm was being discriminated against by two daily papers. Later the Field-Lippman concern reprinted this ad in the Republic and Times with this explanation:

INSIDE HISTORY.

To more clearly understand the merits of this controversy, you should know that the Victor Talking Machine Company pays for a Victor ad every week in The Times, Globe and Post. The Victor dealers are expected to publish their ads under the Victor copy, three or four of them usually using small space adjoining the Victor ad.

ADVERTISING MUST TELL FACTS.

A short time ago we obtained the Victor agency, and proceeded to advertise it according to our ideas of publicity. We believe the day has gone by when the publication of a mere business card will produce results—in our opinion, advertising should tell the people what they are going to get for their money—description of goods, prices, terms and "Service." In the interest of Service we changed both of our telephone exchange numbers to 6900 Olive and Central—easy to remember.

IMMEDIATE RECORD SERVICE.

Then we installed "Immediate Record Service"—we thought the people would appreciate that—moreover, we were obliged to do something unusual, something more than the other dealers, as our Victor Department was new. Now all these things could not be told in the three or four inches the other dealers were using, so we ran an "ad" using the same space as the "ad" shown below.

IT STARTED SOMETHING.

The other dealers raised a storm of protests because our "ad" overshadowed theirs—and the next thing we knew the

Globe and Post told us that this big Victor "ad" could not be run as per our order—that we must conform to their small space ideas—if we would run our "ad" with the Victor copy. The Times refused to be influenced by either the dealers or the position taken by the other two papers and showed its backbone by accepting the "ad" as prepared by us—The Republic and Star, not being involved in the initial controversy, were immediately included in our campaign and our "ads" now appear in these three papers.

NOT THE FIRST "KICK."

There is no doubt that these other dealers resent our determination to secure a share of the Victrola and record business—hence the "kick" on our advertising copy—well, the other dealers "kicked" on our ten-year-player-piano guarantee, but the people have shown their appreciation by giving us the most satisfactory player-piano business in St. Louis.

The meat of the Field-Lippman ad that is the subject of this controversy is:

"If you want to hear 'Bill' or 'Teddy' or the 'Professor,' 'phone us. If you want 'Spring Maid' records, 'Day Dreams' and 'Two Little Love Bees,' sung at the Century this week by Mizzi Hajos, 'phone us. We sell every Victrola made, from the \$15 to the \$200 instrument—payments as low as \$1 a week."

No dealer has shown a disposition to enter into an advertising warfare with the company, and so the advertising warfare is too one-sided for general interest and no dealer will comment on its publication.

To Install Victor Department.

The Scruggs, Vandervoort & Barney Dry Goods Co., the elite department store of the city, has announced a Victor talking machine department as soon as space arrangements are completed. The store, owing to the recent acquirement of additional buildings, is being doubled. This store has a reputation of not doing things by halves, and their opening is awaited as an interesting event.

Results from Program Publicity.

Manager Robinson, of the Stix, Baer & Fuller Dry Goods Co., has been receiving some excellent publicity for his machines through their use in the recital programs in the piano department. These concerts are well attended by musical folk who appreciate the novelty of a solo sung by a world-famed artist accompanied independently on a player-piano. Also the machines get liberal mention in the published programs of the concerts.

Advertising the Reginaphone.

The Thiebes Piano Co., which continues to advertise itself as the "largest Victrola house in the city," is using considerable space for the promotion of the Reginaphone, recommending it as the only machine reproducing Victor and Columbia voice records with the additional advantage of a music box equipment. Liberal offers of records are made with purchases of machines.

Edison Ambassador a Caller.

H. K. Lister, of the Edison Co. general offices, was here for several days the last of the month visiting the local trade in the interests of the new records and reproducers. He found the trade in excellent condition. While here he made his headquarters at the Silverstone Talking Machine Co.

Big Demand for Cabinets.

Local dealers are finding a very fine field for trade promotion in cabinets and this trade is rapidly increasing as the record libraries of the various machine users grow. Some difficulty has been experienced lately in keeping favored styles of cabinets in stock.

The Election and Business.

The election has little effect on trade except in rural Missouri, where a so-called "single tax" constitutional amendment fired the farmers and villagers against city men and occupied public mind to the extent of all else. Where only men and national issues were at stake, say local men, trade was not affected seriously.

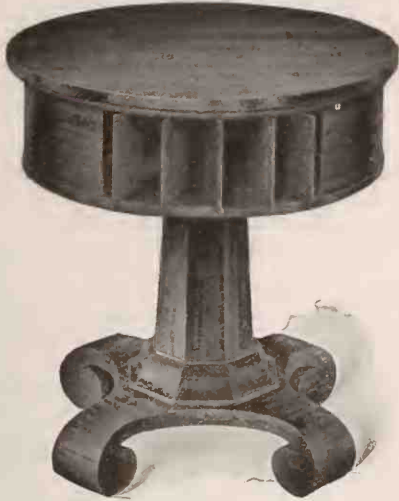
As civilization progresses, we keep losing our natural rights, and we are willing to, because we get more privileges. A man on a desert island has all his rights, but he doesn't have very many privileges, for he is all alone. Now, in direct proportion as you get away from that condition, you must be subjected to discipline.

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

THE COLONIAL REGENT.

The Name of a New Type of Grafonola Placed on the Market by the Columbia Phonograph Co.—A Design That Attracts.

The Columbia Phonograph Co., General, announces to the trade the introduction of a new Grafonola style to be called the "Colonial Regent." This new design will replace the "Regent Junior" as soon as the supply of the latter becomes exhausted. As seen from the illustration, the "Col-



A New Columbia Style.

onial Regent" is constructed along those strictly Colonial lines that are so popular in the furniture trade just now. The round table design extends the variety of the Columbia table line, and is a most attractive article of furniture for any well-furnished home. The sound reproduction has been given the same careful attention accorded to the other Regent models, and the result is a handsome machine equipped with a wonderful tone.

Shipments of the "Colonial Regent" will begin at once, but dealers can only secure a sample at present, as the first supply is limited, and the production will be increased as sales warrant. The price of the new model is \$150 in mahogany only for the present, and from all indications will be a welcome addition to the Columbia line.

PLACE VALUE ON PACKAGES.

Failure to Specify Value May Mean Heavy Loss in Case Article Disappears.

Perhaps it will prove expensive some time if you do not happen to know that in the absence of a specially stated value on a package delivered to an express company the express company is, in case of loss, liable only for the amount printed in its contract, usually \$50, or 50 cents a pound if the package weighs more than 100 pounds. This has been decided by the courts of many States, the theory being that it is not a limitation of liability fixed by the carrier, but a contract between the carrier and the shipper whereby the shipper agrees with the carrier that the value of the goods is as stated. Under such circumstances the shipper, of course, can recover on lost packages no more than the agreed value.

U-S PHONOGRAPH CO. ACTIVITY.

The U-S Phonograph Co.'s No. 25 model, with concealed horn, is meeting with the greatest success. E. R. Prairie, Eastern road man for the company, with offices at 5 Union Square, New York, stated to The World that the demand for all of the concealed horn models, especially the No. 25 type, was greater than the immediate supply. The new factory at Cleveland is working full capacity and the general business is most gratifying. The latest record list is most acceptable to the dealers, and orders for these Everlasting, Non-Breakable records are rapidly increasing. Mr. Prairie reports that new U-S dealers are being signed up daily, with the result that business in the East is advancing by rapid bounds.

THE CUT-PRICE MENACE

Which Would Result Disastrously in the Trade Field Were the Oldfield Bill to Become a Law, Discussed by H. C. Brown, Head of the Victor Co.'s Advertising Department.

The Oldfield bill, which, among other things, abolishes the right to maintain fixed prices, was the subject of a very illuminating paper read by H. C. Brown, manager of the advertising department of the Victor Talking Machine Co., at the recent meeting of the Affiliated Ad Clubs, held at Rochester. He pictured how the existing confidence between manufacturer, jobber and consumer would be jeopardized should this bill become a law, and he showed the vital interest these four factors have in maintaining fixed prices. He analyzed the situation as it exists to-day and as it would exist were the bars of restricted prices thrown down and the right to establish and maintain a fixed price on advertised or patented goods abolished. He pointed out how Victor dealers would be placed were the Oldfield bill to become a law with its accompanying cut price scramble. He said in part:

"The retail dealers would be the first to feel the effects of any injudicious merchandising legislation, and, in the face of cut price wars and loss of legitimate profits that would surely follow, their enthusiasm and interest would quickly wane. Thus they would eventually be lost, as the connecting link between manufacturer and jobber. Taking as a basis the sources of distribution now at the disposal of the Victor Talking Machine Co., which is made up of nearly ten thousand independent dealers who have willingly and cheerfully entered into an agreement with the Victor Co. to promote and sell the Victor line at fixed prices only, I would venture to say there are probably two hundred and fifty thousand or more dealers in the United States selling the fixed price products of other manufacturers. All of these would be seriously affected by abolishing the manufacturers' right to fixed prices."

THE ADAPTOR

AS AN AUTOMATIC ILLUSTRATOR

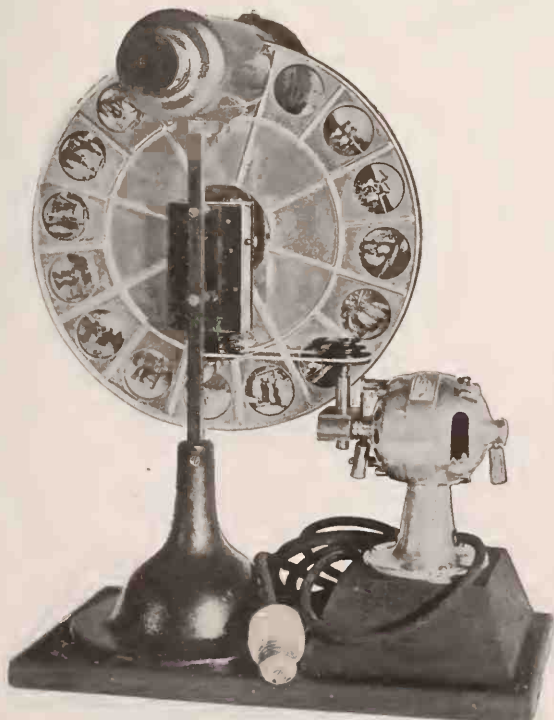
For Advertising Purposes

A complete little machine that you attach to any lamp socket and project sixteen different pictures, to whatever size you wish, showing your merchandise and reading matter describing them.

Show the Great Singers

The simplest, most compact and complete machine of its kind on the market.

A letter or postal to-day will bring you full information about



The Machine that tells a Story

PICTURE-DISC COMPANY - - LOS ANGELES, CAL.

AN EVENING ON THE SEA AND THE SEQUEL.

A Novel Entertainment to Be Given with the Aid of the Talking Machine—An Idea and Its Unique Origin That Is Interesting to Talking Machine Men.

It was on the steamer "Quantic," en route from Boston to Philadelphia, that I gathered the material for this article, which I sincerely trust will prove of benefit to all dealers who may be in search of trade-bringing ideas.

Twilight had fallen and Miner's Ledge Light was winking its 1-4-3. "I love you," as we glided gently through the moonlit water, notifying us that Boston harbor was well astern and the open sea before.

The ocean was glorious to behold, its waves, white-crested and bathed in the shimmering radiance of the nearly full moon, were indeed beautiful. The clouds, still a little rosy from the recent sunset, and piling in billowy masses from horizon to zenith, completed the wonderful picture.

I was lounging in a steamer chair on the promenade deck, enjoying the cool breeze, and congratulating myself for the eleventh time that I had decided to return by water instead of rail, when a lady and gentleman passed on an after-dinner stroll round the ship. I recognized the man as a talking machine dealer from Philadelphia and called him by name. He responded to my greeting most graciously, bringing his wife forward to be introduced.

We were soon chatting gaily about the delights of Boston and Portland, the charm of the sea, etc., when suddenly a piano in the social hall tinkled the opening bars of "Any Old Port in a Storm."

"Ah! that reminds me," began the dealer with a smile, "I have something good for your paper. My wife and I have worked out an idea for an evening's entertainment that is just the best ever. Isn't that true, my dear?"

The lady addressed nodded an enthusiastic affirmative, and her husband continued:

"It was that very song being rendered yonder," with a wave of the hand in the direction of the social hall, "sung by a basso profundo on the Victor talking machine that brought our little scheme into being.

"It is somewhat of a tale, and we might as well be comfortable. My wife does not object to a good weed; help yourself."

I accepted, and my friend, now being satisfied with my state of well-being, launched forth once more: "We were staying at the home of an acquaintance in Boston who had just purchased a Victrola, and, of course, he was more than anxious for our opinion, considering it of some value, I suppose, owing to the fact of my being in the trade. Well, he had barely placed the first record upon the turntable when he was called from the room by the ringing of the

telephone, leaving us alone with the instrument.

"The record happened to be, as I have already told you, 'Any Old Port in a Storm,' a selection, I would venture to say, I have heard a hundred or so times before, but never did it grip at my heart strings with such force as now. The machine was of the best and the singer a true artist, but that was not all. There was an intangible something



"The Room Seemed to Dissolve."

in the song that carried me once more out upon the heaving bosom of the Atlantic.

"I glanced at my wife. She came to me without a word and grasped my hand across the machine, but it seemed to us both like 'hands across the sea.'"

He paused while he flicked the ashes from his cigar, then adjusting with greater nicety the steamer rug about his lady's shoulders, asked earnestly, "Have you ever noticed the swishing of the waves in the accompaniment on that record?"

"Yes, indeed!" I replied. "I remember that feature of the selection particularly because of its realism."

"Exactly! Well, it affected me so strongly upon this occasion that I laid my fingers inside the tone chamber and would not have been surprised had they come forth drenched with spray."

"I was impressed in much the same fashion as my husband," interrupted Mrs. Dealer excitedly. "The room seemed to dissolve, and in its place surged a vast waste of waters. A steamer's siren boomed, and I seemed to hear the scream of gulls. It was really uncanny, Mr. Middleton, and I am at a loss to explain it except by the fact that we were just off the ship and our minds still susceptible to everything nautical. Do you think that might have been the case?"

Before I could frame an appropriate reply, the husband suggested that it was full time to spring the great idea.

"My dear, you are turning our trade tale into a ghost story," he remarked banteringly.

I assured him I was most anxious to have my curiosity appeased.

"All right, my boy, you shan't wait another minute. The scheme, based upon our late experience in Boston, is briefly as follows: To

put before the 'just returned home' public the nautical entertainment idea. Those who have been over seas should be more than interested because their minds will at once respond to the call of the waves, and the other hundred thousand will find it good fun anyway.

"We have named this entertainment, 'An Evening on the Sea,' and as soon as we dock in Philadelphia I mean to show my customers how good it is. One of my showrooms will become temporarily the deck of a liner with steamer chairs, a life boat, a ventilator or two, a tiller, coils of rope, life preservers, etc., arranged in true seafaring style. My clerks will don the uniforms of ship's officers, and I even mean to have a wireless room with a concealed phonograph indulging in dramatic S. O. S. calls.

"The program, of course, will consist entirely of selections which have to do with the Father of Waters. Then between these records I shall run in some unique specialties of my own which I am sure will make a distinct hit.

"I forgot to tell you that I have a recording outfit on board, and that before we reach port, I mean to have some mighty interesting scraps to sandwich into my program. For instance, I have arranged with the captain to record the voices of the watch, the sound of the ship's bell, the bull-like bellow of the whistle, and even the chatter of the wireless.

"Here I have made a rough sketch of the program," he exclaimed, drawing a sheet of paper from his pocket. "You may copy it if you wish. It is my aim to have invitations prepared in the form of a folder with this program inside, and you may rest assured that every customer, prospective and actual, within my trade zone will receive one in ample time to secure accommodations on the good ship Melody for 'an evening on the sea.'"

Glancing at the sheet he handed me, I read:

THE ELITE TALKER SHOP.

AN EVENING ON THE SEA.

Program. PART I.

1. Glory of the Yankee Navy—March.....Sousa's Band
2. Asleep in the Deep—Vocal.....Reed
3. Nautical Airs—Concertina.....Prince
4. Watch on Steamship Quantic Ringing Eight Bells and Reporting Steamer on Starboard Bow..... (Position of vessel when record was made—Off Montauk Point Light, Long Island.)
5. The Hurricane.....Nat. Prom. Band
6. Bride of the Waves—Cornet.....Clarke
7. Sailor's Hornpipe Medley—Violin.....d'Almaine
8. Steamer Quantic Saluting the Fire Island Light-ship.....

PART II.

Lecture—Unique talking machine entertainments for Autumn evenings.....John Jones

PART III.

1. Bounding Sea—Vocal.....Lauder
 2. Any Old Port in a Storm—Vocal.....Reed
 3. Shipwreck and Rescue—Descriptive.....Peerless Quartet
 4. Davy Jones' Locker—Vocal.....Reed
 5. Wireless Operator, Steamer Quantic, Communicating with Sister Ship.....
 6. Distant Shore—Vocal.....Grover
 7. The Fishermen—Vocal.....Anthony and Harrison
 8. The Lighthouse by the Sea—Vocal.....Knickerbocker Quartet
 9. The Last Watch—Vocal.....Pike
 10. Anchored—Vocal.....Dawson
- Finale—Good Night.....N. Y. Military Band

L'Envoi—MY DEAR PATRONS:

Now that you have partaken of "An Evening on the Sea," do you not realize how very easy it will be for you to duplicate just such an entertainment in your own home?

We will be very glad to choose the records and arrange the program for you. Come in and talk it over.

JOHN JONES,

1 Broad Street, Blanktown, N. Y.

"The Home of Everything Worth While in Talkdom."

Promising to return the program in the morning I sought the solitude of my stateroom to think and write. Before switching on the reading light, I glanced out through the open port-hole. Cape Cod lighthouse was signaling me a good night with its ever-blinking eye.

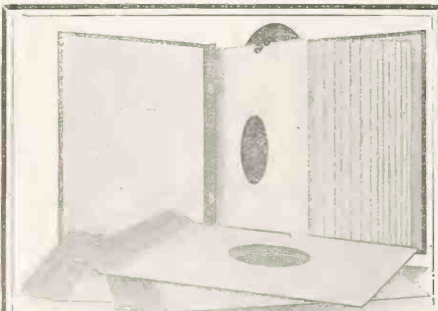
* * * * *

As a means of keeping the enthusiasm among one's customers at white heat, I think the scheme explained in detail above should suffice wonderfully well.

We all know this, Mr. Dealer: That without persistent prodding the passion for talking machine music will subside. Therefore, it has been my aim in this article to furnish you with an effective goad with which to urge the indolent members of the talker fraternity into a more strenuous appreciation of the most wonderful instrument in the world.

My earnest wish is that I have, at least in part, succeeded.

HOWARD TAYLOR MIDDLETON.



PATENT APPLIED FOR.

Standard Loose Leaf Holders for Disc Records

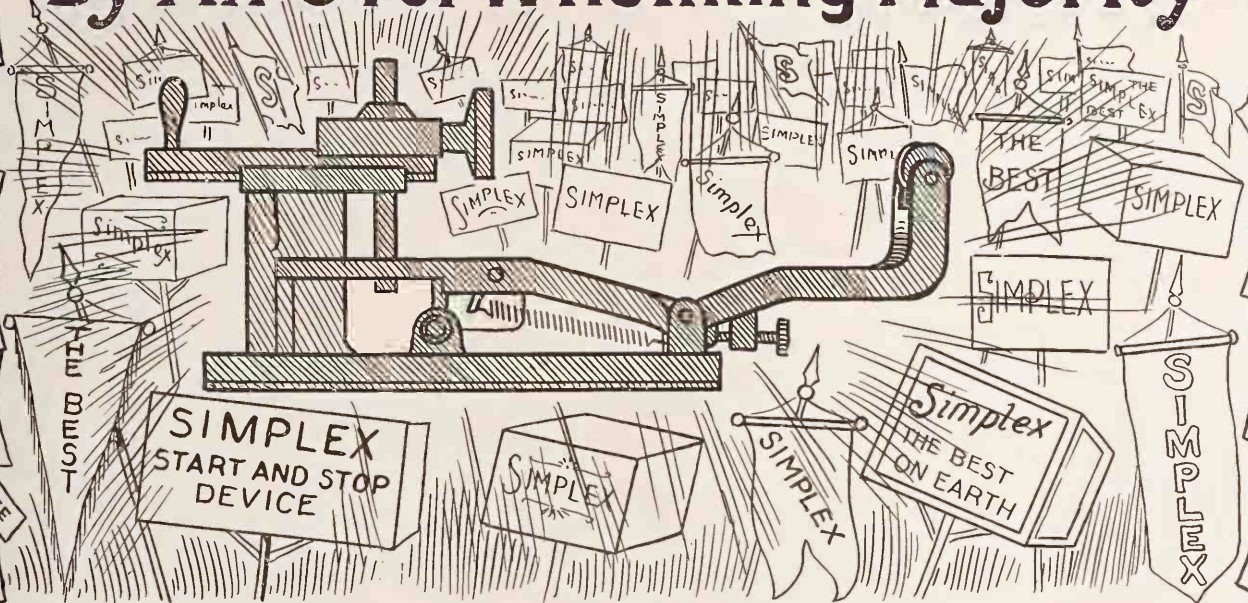
Each leaf affords a separate compartment for the perfect protection and preservation of the record. By our loose leaf method records can be arranged to suit the user, making them easy and quick to find. Leaves can be added at any time, and in any quantity desired. Name of record read at a glance. Write for dealers' terms and discounts.

Adams, Cushing & Foster
168 Devonshire Street BOSTON, MASS.

ELECTED

THE BEST

By An Overwhelming Majority



The *SIMPLEX* Automatic Stop and Start device for disc gramophones was invented and placed on the market as an accessory to the disc talking machines.

It was not designed to deface or to interfere in any manner with the operation of the well-known makes of disc talking machines. The manufacturers of the "*SIMPLEX*" realize that the tone arm, sound box, and turntable and all moving parts of the modern disc talking machine are carefully and properly weighted and balanced by their makers. The *Simplex* was therefore so constructed that it does not destroy this balance.

The *Simplex* is placed between the turntable and the pivot of the tone arm. It is *not* fastened to any *moving parts* of the talking machine, but is fastened *only* to the top of the cabinet.

The *Simplex* is caused to operate by the motions of the tone arm which must be made in order to play a flat disc record. When the tone arm is moved to the right, a roller is depressed and the turntable revolves. The needle is then placed in the first groove of the record, and the record is played. When the needle reaches the end of the record the tone arm touches a trip post, and the revolving disc is brought to a positive gradual stop, without injury to the record or sound box or motor. It is to be particularly noted that from the beginning of the record till the end, no part of the *Simplex* is in contact with any moving part of the talking machine, to which it is fitted.

The *Simplex* is the only *self-contained* automatic start and stop device ever placed on the market. It is manufactured to supply the demand of those who want an automatic stop device. The starting feature makes it additionally popular. The *Simplex* is *not* operated by a battery.

Easy to apply, easy to operate, easy to understand, the *Simplex* is synonymous with its name. An ideal Christmas gift!

Place your orders now or write for particulars.

STANDARD GRAMAPHONE APPLIANCE CO.

173 Lafayette Street
New York, N. Y.

NEW PHONOGRAPH RECORD PROCESS.

A Novel Form of Phonograph Record and Method of Producing the Same Centrifugally Has Just Been Granted to J. W. Aylsworth and Assigned to Thos. A. Edison, Inc., of Orange, N. J.—A Technical Description.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 11, 1912.

Among the important patents issued this month relating to talking machine records, that issued to Jonas W. Aylsworth, East Orange, N. J., and assigned to Thos. A. Edison, Inc., is of especial interest. This patent, which bears No. 1,043,389, relates to a novel form of a phonograph record and method of producing the same centrifugally, the record being claimed in this application and the method in a divisional application, Serial No. 719,094, filed September 7, 1912.

The object of this invention is to produce a light-weight, strong cylindrical phonograph record, which will have a hard resisting surface smooth and free from defects and a porous backing of a similar substance which will contribute mechanical strength and acoustic solidity without the use of as much material as would be necessary if the record were made solid or backed with solid material.

The result above referred to is accomplished by casting in a rotating mold a composition containing ingredients which cause the same to foam excessively or evolve gases during the formation of the record to cause the same to be spongy and porous, while the outer record surface of the same which is in contact with the mold will be free from bubbles and similar defects.

More specifically, this invention is accomplished by casting in the manner referred to a record of a composition the ingredients of which react on sufficient application of heat to form a hard infusible condensation product. In the present invention a composition of this character is made use of in which the ingredients are so chosen and proportioned as to cause excessive foaming or the evolution of dissociation gases during the transition of the material from the molten plastic state to a solid plastic or non-plastic state, the product, caused by the evolution of such gases being porous and spongy throughout its mass, while the record surface thereof is smooth and free from bubbles.

A composition such as that described may be made by adding an excess of paraformaldehyde, di- or tri-oxymethylene, or other suitable aldehyde to a composition having a formula such as Formula No. 1 in application No. 496,060 for plastic composition and process of manufacturing the same, filed May 14, 1909. The formula referred to is: (1.) Phenol resin 100 parts by weight, polymerized formaldehyde 5 to 7 parts by weight, benzoic anhydride 5 to 10 parts by weight.

The excess of polymerized formaldehyde above the proportion in the foregoing formula causes the mass to foam during the transition from the molten plastic to the hard solid condition. With such a composition the surface next to the record

surface of the mold is formed in a thin layer of material free from porosity. The thickness of such layer may be controlled at will by pouring in the mold first an amount of a mass so constituted that it will not foam while changing from the molten plastic to a non-plastic or a solid condition, subsequently pouring in the mold the mass which is designed to foam or evolve dissociation gases whereby the porous backing or body of the record is formed.

1911 GREATEST VICTOR YEAR.

Victor Co. Tells of Demands That Have Swamped Factory Facilities—Relief Promised January—How Business Developed.

According to the announcement of the Victor Co. in The Voice of the Victor, the past year has been the most remarkable in the history of the company, and in explaining to the distributors and dealers the reason for the shortage in stock and the inability of the factory to supply the new types of Victrolas in the quantities demanded, state that the overtaxed condition will be relieved by January 15, when the new factory extensions are put into active operation. In commenting upon the growth of the demand for Victor goods the company says in part:

"In the first place, this has been more than a remarkable year. It is really a continuation of an ever increasing demand for Victor goods that began (if we dare venture to say just when it did begin) with the advent of the Victrola in the early fall of 1906, and whose very momentum has simply carried the demand for Victrolas and records far beyond the reach of our capacity, no matter how fast we have built and are continuing to build. This gigantic increasing demand can probably be best understood by you when we tell you that we have manufactured and shipped more goods during January, February and March of 1912 than we did in the three great holiday months of October, November and December, 1911, which up to that time were the biggest three months we ever experienced. April, May and June, which are ordinarily light months (and which were further handicapped by our desire to clear the market of Victrolas X, XI, XIV and XVI to make ready for the announcement of the new instruments), were practically double any previous April, May and June. July saw the announcement of the new Victrolas, shipments of which began about August 1, and each month that has followed has broken all previous high water marks in shipment of Victor goods."

NEW COMPANY ORGANIZED.

Takes Over the Business of the Tea Tray Co., of Newark—How This Title Came to Be Adopted—Those Interested.

On November 1 the name of the Tea Tray Co., Newark, N. J., was changed to the National Metal & Stamping Manufacturing Co. The Tea Tray Co. was well known in the talking machine trade as

manufacturers of horns of excellent quality, and its peculiar title name was due to the fact that its principal line of manufacture in the early days of the company (being founded in 1867) was the manufacture of serving trays, coated with japan. This was a new process originally developed in this country at that time. Later other lines of manufacture were taken up, including electric and gas shades, light fixtures, phonograph horns, and more recently chemical fire extinguishers, which is now one of their principal products.

The National Metal & Stamping Manufacturing Co., will manufacture slot machines, copper tanks, brass fern baskets, copper tea sets, candlesticks of ancient and modern design, and other specialties. New capital has been put in the company and its facilities increased. The present officers are: G. A. Kruttschnitt, president, formerly president and general manager of the Aluminum Goods Manufacturing Co.; James C. Coleman, vice-president and treasurer, formerly treasurer and secretary of the Aluminum Goods Manufacturing Co., and Howard G. Hull, secretary, formerly secretary of the Tea Tray Co.

NEW WAY OF PACKING AND SELLING

Talking Machine Needles Put Into Force by John M. Dean, the Well-known Manufacturer.

(Special to The Talking Machine World.)

Putnam, Conn., Nov. 9, 1912.

The new way of packing and selling talking machine needles and one that is creating quite a stir in the trade is the method used by John M. Dean of this city. Mr. Dean is putting up one thousand needles in a large box, each large box containing five smaller boxes, the smaller boxes having different styles of needles. He calls the large unit of 1,000 needles a set, there being 200 each of extra loud, loud, opera, medium, and soft tone.

Charles E. Dean, in a chat with The World representative, stated that this method of packing needles is a distinct novelty in the trade and has been the means of greatly increasing the needle trade of the dealer. "Frequently," continued Mr. Dean, "these dealers would sell 1,000 needles to talking machine owners so that they might have a complete repertoire of needles to fit their repertoire of records. This increased the dealer's business more than double."

Mr. Dean commented upon the fact that steel has gone up during the last five years nearly 40 per cent. He was recently in Pittsburgh buying his steel for the coming year, as it has to be made to order for his special requirements. He remarked that Pittsburgh furnishes the best steel for talking machine needles, as he has experimented with all other steel and knows this to be true.

Of course, in addition to the sets of needles above mentioned, the list of Dean products remains the same, Puritone needles being their most popular needle. Needles are also put up in special boxes and envelopes to suit the jobber's requirements.

IMPORTANT WARNING TO THE TRADE

WE are compelled to warn the trade to be *careful* when sending correspondence to us. Use the address below.

THE Penn Phonograph Co. has been established 15 years. Handles only *Victor* and *Edison* goods.

THE PENN PHONOGRAPH CO.

17 South 9th Street

PHILADELPHIA

TALKERS FOR NEW YORK SCHOOLS.

Board of Education Makes First Appropriation for the Purchase of Machines and Records—A Strong Letter from Dr. Frank Rix.

An event of particular significance and importance to all those interested in the spread of musical education through the use of talking machines in the public schools is the official recognition given the talking machine by the Board of Education of the city of New York following the recommendation of the Board of Superintendents. At the outset the board appropriated \$5,720 for the purchase of machines and records to be placed in the schools where it is considered they are most needed. The first appropriation will be followed by others as the situation warrants it. There is no doubt but that the action of the board was influenced strongly by a letter written by Dr. Frank Rix, supervisor of music in Greater New York, to the Superintendents' Committee on Supplies and which was considered when the recommendation of the committee was forwarded. In his letter Mr. Rix said, in part:

"The usefulness of the talking machine is shown:

"1. As an aid to the appreciation of good music, in hearing music rendered by great artists, and the rehearsing of it, as often as needed to become thoroughly acquainted with it.

"2. In the assemblies, the children marching to the music of the records.

"3. In the gymnasiums and playgrounds, in furnishing music for gymnastics and folk-dancing and for dancing in general.

"4. In the classes for defectives, furnishing accompaniments to rhythmic exercises, and music for awakening interest and stimulating mental activity.

"5. In indoor playgrounds and recreation centers, for amusement appreciation, dancing and gymnastics.

"It is available both in high schools and in elementary schools.

"The use of the machines in gymnasiums and playgrounds would remedy two difficulties, that of securing suitable instruments, and that of getting competent players.

"In the vacation schools, playgrounds and recreation centers they would save the considerable sums paid to pianists.

"A saving would be made in the number of pianos needed in playgrounds, gymnasiums and ungraded classes.

"The talking machine has its limitations in that it is unsuitable for accompanying voices, and is not well adapted to out-of-door playgrounds."

RECORDS BY FRIEDA HEMPEL.

New Soprano with Metropolitan Opera Co. Represented in November Victor Co.'s Red Seal List with Two Selections.

Among the interesting new Victor records that will appeal to those who appreciate the work of the grand opera artists are three records by Frieda Hempel, the famous soprano, who after achieving many triumphs in Germany, the land of her birth, has joined the forces of the Metropolitan Opera Co. for the present season and will appear as the ueen in "Les Huguenots" and in other operas.

The records in the Red Seal List for the current month are "O, beau pays" (Fair Land of Touraine) from "Les Huguenots," and "Ernani involami" (Ernani, Fly With Me), from the first act of "Ernani." Mme. Hempel is less than thirty years old, but possesses a voice of remarkable quality and flexibility, which is faithfully reproduced in the Victor records.

MANIAC THREATENED EDISON.

Man Sent to Asylum for Annoying the Inventor.


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

A man giving the name of Harry Mitchell was arrested on October 25 and is believed by Chief of Police Farnan to be a dangerous maniac. He is charged with sending threatening letters to Thomas A. Edison.

For several months Mr. Edison has been annoyed by letters from a man signing himself Harry Mitchell. The letters were mailed from various parts of the country, and the writer invariably demanded large sums of money under threat of death. Mr. Edison put the matter in the hands of the postal authorities, who, after investigating, declared that the writer of the letters must be of unsound mind.

An alienist to-night said Mitchell was dangerously insane, and he was committed to the City Insane Asylum.

The Pasadena Music House, Pasadena, Fla., which recently held a formal opening of its remodeled establishment, featured the Victrola in a very prominent way.

<p>FOR EDISON PHONOGRAPHS List Price 15c each</p>	<p>Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.</p>  <p>TRADE MARK RECORD BRUSH Formerly called the "PLACE" Record Brush</p>	<p>FOR VICTOR and COLUMBIA Talking Machines List Price 25c each</p>
 <p>NO. 2 BRUSH IN OPERATION</p>	 <p>No. 1. Fits Triumph No. 2. No. 2. Standard and Home No. 3. No. 3. Gem and Fireside</p>	<p>IT SAVES THE TONE You can't afford to lose this protection.</p>  <p>BRUSH IN OPERATION</p>
<p>No. 20—Brush for Columbia Concert Grand Sound Box Clamps on Sound Box and operates the same as Victor style</p>		
<p>AUTOMATICALLY CLEANS record grooves, insuring a smooth track for sapphire or needle. Reduces friction to minimum. Enables needle to wear better and play good all through the record. Keeps sapphires from wearing flat.</p>		
<p>FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them. DEALERS are requested to get their supply from their regular Jobber. If he will not supply you, write us for the name of one who will.</p> <p style="text-align: center;">Write Now</p>		
<p>MANUFACTURED BY BLACKMAN TALKING MACHINE CO. 97 CHAMBERS STREET, NEW YORK J. NEWCOMB BLACKMAN President "The White Blackman"</p>		

**Don't think you have gone the limit
with the Columbia Demonstration Record
—no matter how successful you have
been with it. There *is* no limit.**



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

BUSINESS WILL NOT SUFFER

In the Least as the Result of Election of Governor Wilson to the Presidency—Prosperity Too Well Founded to Be Affected by Politics—Reports Appreciation of Edison Blue Amberol Records and Latest Victor Styles.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, is very much pleased at the satisfactory condition of the talking machine trade at the present time. Mr. Blackman is one of the leading jobbers in Victor and Edison products, and by reason of his being president of the National Association of Talking Machine Jobbers is enabled to feel the pulse of the talking machine business all over the country.

"I do not expect to see the slightest radical change in general business conditions because of Governor Wilson's election," stated Mr. Blackman in a talk with *The World*. "Business ought to continue to be as prosperous as ever, and the talking machine dealers should feel optimistic for the future, and have every confidence in the continuance of prosperity for several years to come. The result of the election, I believe, will not affect the talking machine business except as it may affect general business conditions, and as I said before, I do not think there will be any radical changes in the conduct of any industry. Our own business is so firmly established that any material reduction in the tariff would not give a strong foothold to foreign products, because American goods are so vastly superior to all foreign makes, not only in material, quality and workmanship, but, what is most important, in reproduction. The foreign talking machine has not yet reached that stage of perfection that American manufacturers have been able to attain. It is, consequently, evident that any material reduction of tariff would not be a source of worry to American producers of talking machines.

"Governor Wilson was elected by the people of this country and by such a large plurality that his choice by the people is emphatic and convincing. If these same people will back up their convictions and be optimistic and confident in their work there is no doubt that the country will continue to experience a siege of prosperity that will be accentuated by the complete confidence and cheerful attitude of the people. The business man expected Governor Wilson's election this fall and was in a position to make a careful survey of existing conditions before casting his vote for the nominee of the Democratic party. He could figure out just how the country was progressing, how industrial enterprises were being handled, and make up his mind if a change of administration was advisable. When election day came the business men of the country had had plenty of time to carefully review the facts gathered in the preceding months, and the choice of Governor Wilson by so many voters in every section of the country is self-evidence of the confidence and optimism that prevailed in their minds when casting their vote for the President-elect. Let there be no thoughts of calamity in the minds of our business men because of any change

of administration, but instead inspiring thoughts for the development and betterment of their various enterprises, so that prosperity will continue for many administrations.

"My own business is showing a healthy improvement over last year, which would be greatly increased if I could get sufficient goods from the factories. The new Victor models have been in constant demand from the first day of their introduction, and I am unable to secure enough machines to fill the orders now in hand. I consider this year an excellent one to break all records, but will, of course, be unable to do this if I cannot meet the demands of my patrons. The Edison cylinder machines are going along very nicely, and we are kept busy filling the orders for various styles of Edison Amberolas. The dealers are taking hold of the Blue-Amberol records in a hearty spirit, not only those who placed original orders, but those who held back at first now find that they must have a representative stock of the new records. Our record business in general is exceptionally satisfactory at the present time, and the same condition exists with Victor records as with the machines, namely, we cannot get enough records to fill the rapidly increasing number of orders being received each day."

TAUGHT BY TALKING MACHINE.

Sig. Titta Ruffo, the Great Italian Baritone, Acknowledges Great Debt to the Talking Machine as a Teacher and Simulator—Scores a Big Success at the Opening of the Metropolitan Opera House in Philadelphia.

(Special to *The Talking Machine World*.)

Philadelphia, Pa., Nov. 9, 1912.

A self-taught singer, proclaimed as the greatest baritone of a generation, made his debut with the Metropolitan Opera Co. in this city last week. His salary for a single performance is said to be the greatest ever given an opera star unknown in this country, and yet at the outset of his career he was told he had no voice, and was turned out of the conservatory of St. Cecilia, Rome, as hopeless.

The man is Titta Ruffo, or rather Ruffo Titta, as his name is really. He comes to America after a successful career over Europe and South America. His triumphs are remembered in every great opera house in Europe, and he holds decorations from royalty.

And this man, turned away by a great conservatory and discouraged by great professors of music in Europe, literally taught himself to sing. Immediately after being dismissed from the conservatory of St. Cecilia, Ruffo procured a talking machine and made records that reproduced his voice in its every tone and timbre. He discovered defect after defect, a harshness here, a weakness there, until he had gone far toward perfection in six months' time. Then he appeared before one of the great operatic managers of Italy and was accepted. He sang at the Costanza, at Rome, and received ovations until his rides through the streets were rides of triumph. Then he toured Europe.

That was fifteen years ago. Now Ruffo, still

simple and unassuming, but wonderfully earnest and persevering, is hailed everywhere, known everywhere, except in North America, where he heretofore has not come because he imagined he was hampered by his lack of knowledge of the English language. E. T. Stotesbury financed the agreement by which Andreas Dippel, manager of the Philadelphia-Chicago Grand Opera Co. obtained the services of the great singer last summer to sing in Philadelphia and Chicago during the two seasons.

Signor Ruffo is a stout little man. He is quiet and domestic, and takes his wife and two charming little children with him everywhere.

THE FIELD FOR FOREIGN RECORDS.

Some Statistics Furnished by the Government Census and Rearranged by the Victor to Indicate the Size of the Foreign Population and How It Is Divided Among the Cities.

The possibilities of finding a market for foreign records in the United States is well illustrated by the figures offered in connection with the official census taken by the Government in 1910, which indicate that there were at that time 13,681,000 foreigners in the country with their numbers increasing rapidly. For the information of its dealers the Victor Company offered figures last month showing the wealth of the foreign population which is sufficient to emphasize their desirability as purchasers of talking machines and records in their native tongues, the number of foreign records being increased steadily and along lines that have already proven successful. This month there is offered, in "The Voice of the Victor" some interesting figures showing how the great foreign population is divided and giving to the dealers in the larger cities some idea of just how many foreign record customers they may find in their respective territories. Immigrants from ten of the leading countries of Europe are classified in the list as well as the numbers to be found in each of thirty prominent cities of the country.

BURTON J. PIERCE HONORED.

Burton J. Pierce, of the J. W. Jenkins' Sons Music Co., Kansas City, Mo., was recently elected president of the Rotary Club, which is composed of an aggregation of the leading business men of that city.

HELPING THE DEALERS.

The latest development in the interest of the Victor dealer is the establishment by the Victor Talking Machine Co. of a concert bureau. Its purpose is to secure the co-operation of the Victor dealer and the Red Seal artists for the greater benefit of each. A very complete advertising has been issued to the dealers in all the cities where Victor artists have definite engagements for this season.

The man who gets all he can and gives as little as possible is not a valuable factor in a community.

LOOK FOR LARGE HOLIDAY TRADE IN CLEVELAND.

November Business on Much Broader Lines—Outlook in All Directions Is Excellent—Mrs. Frances Clark Attends Meeting of Northeast Ohio Teachers' Association—George W. Lyle a Visitor—U-S Phonograph Co. Now Installed in Its Very Complete New Factory—Letter Which Tells of Columbia Popularity—Principal Dealers Report Increasing Victrola Trade—Edison Home Kinetoscope Proving Quite a Seller.

(Special to The Talking Machine World.)

Cleveland, O., Nov. 9, 1912.

With general business conditions in Cleveland in a highly prosperous state, the talking machine dealers, with others, are reaping a big crop of business. In most lines of trade there is a boom. Manufacturers and contractors are offering a bonus for skilled artisans, as well as for unskilled help, and the general prosperity is proving to the benefit of the talking machine dealers as well as other tradesmen.

November seems to have inaugurated broader lines in the talking machine trade with indications of a heavy fall business. More interest is manifested, more inquiries are noted, and largely for the best type of machines and the best records. About the only complaint made by dealers is the shortage in the new types of Victrolas, which, it is hoped, will soon be remedied. There are none of these now in stock in any of the stores, which is a drawback to the business.

Indications are that there will be an unusually desirable holiday trade, and dealers are preparing to meet it with as choice a selection of goods as can be procured from the manufacturers.

The Northeastern Ohio Teachers' Association has just finished a very successful convention here. Mrs. Frances Clark, head of the Victor educational department, Camden, assisted by Mr. Jones, of the educational department, also gave an educational exhibit at the Colonial Hotel parlors, who, with the assistance of the dealers, were kept busy demonstrating to the teachers the practical and cultural uses of the Victor in the schools. Many machines were placed in schools as a result.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., on his way West, visited the local store a few days ago.

Mr. Hipple was here recently demonstrating the Victor improved concert sound box.

The U-S Phonograph Co. is now completely established in its new factory at 1204 East Fifty-fifth street, and everything is running satisfactorily. With the enlarged plant and increased facilities the company is now better prepared to meet

the increasing demand for its popular talking machines and everlasting records. G. M. Nisbett, sales manager, stated that business was good, and that everything in the new factory was running all right. He claims the prosperity of the company is due to the superiority of its products, at reasonable prices, and that the prospects were of the most encouraging character.

President T. H. Towell, of the Eclipse Musical Co., reports business very favorable in both the wholesale and retail departments. Fred E. Lane, formerly with the Columbia Phonograph Co., of Boston, and Marcellus Roper Co., of Worcester, has been placed in charge of the retail department. He came from the East six weeks ago and is very much pleased in his new quarters. He and Miss Ruth McTammany, of Akron, O., were lately married. Mr. Lane met his bride while she was employed by the Boston Talking Machine Co. in the production of soprano records for that company. He has been very busy giving concerts in the schools where he has placed many instruments. Mrs. Lane has been of great assistance to him by singing at the Victrola concerts.

The most encouraging conditions exist at the Columbia store. G. R. Madson, manager, stated business was unusually good, and that it kept him pretty busy ordering from the factory to keep up his supply. Among dealers who have recently put in a stock of Columbia goods are S. B. Stilson, Gibsonburg; Frank Cerni, Cleveland; N. W. Root, Warren, and John E. Carr, Collinwood, O. A number of dealers recently visiting the store and making purchases were: G. M. Ott and brother, Akron; the Witt Music Co., Lorain; R. M. Summers, Elyria; W. E. Jones, Loudonville, and Henry Matern, Sandusky, O.

In illustration of the popularity of Columbia goods, Mr. Madson furnished the World with the following extract from a letter he had just received from the Witt Music Co., of Lorain, O.:

"I have examined our invoices of Columbia goods for the last few months and find that I have purchased over \$5,000 net of your products, and taking into consideration that I had a large stock

of talking machines on hand at the time of putting in your line, I feel more than justified in saying that the only mistake I have made in the talking machine business was in not carrying your line before, for the increase in our talking machine business since putting in a full Columbia line is more than 100 per cent. Your new Eclipse model is immense. The Favorite is certainly a favorite with our customers, and for our high-class trade the Regent tables are becoming more and more popular, and we anticipate a heavy demand for them during November and December. All lines of business are good. Factories are all running full time and we anticipate our November and December business will equal our entire business for the last eight months. We enclose order for 100 Grafonolas, which we believe we will have to duplicate by the first of December."

G. J. Probeck reports the Dictaphone business very satisfactory. The manager of the new Hotel Statler has had his office equipped with the latest improved machine. Mr. Probeck says he is negotiating sales with several large concerns.

Of the four large Victrola demonstration rooms, used jointly in the art department of Wm. Taylor Son & Co., the "red room" appeals to visitors as the most artistic in decoration and appointment. In this room are shown the more expensive Victrolas, all in mahogany. T. A. Davies is manager.

At McMillin's business was said to be good, considering the shortage of supply in both Victors and Edison machines and records. Trade in both talking machines and pianos, it was stated, is normal. H. E. McMillin, Jr., has just returned from an extended Western trip, and reports business in all sections very good indeed.

Expansion of the talking machine department of the May Co. is in progress and preparations are being made for a large increase in trade. "Business is very good and we are expecting better," said Miss Ethel M. Volk, manager. "The demand for machines and records is strong, and with our more commodious record stock room we are enabled to carry a much larger stock."

The Caldwell Piano Co. is having a fine run of trade in all styles of Victrolas.

"Trade is excellent in both the wholesale and retail departments," said Miss Bessie M. Grabler, in charge at the Collister & Sayles Co. "We would be doing a very much larger business than at present if we could only get the goods desired, but the factory seems unable to meet the demand, particularly for the new type of Victrolas.

"Our business was more than double last month what it was during the same month a year ago," said Mr. Guion, manager of the talking machine department of the B. Dreher's Sons Co.

Owing to the continued increase in business Laurence Lucker, distributor of Edison goods, has been forced to obtain larger quarters, which he has secured in the same building, where better light and facilities generally are secured.

While the talking machine and piano trade is in the most flourishing condition at the Bailey Co.'s store, the management is devoting considerable attention to the exemplification of home enjoyment through the possession of an Edison Home Kinetoscope. For the purpose of demonstrating the Kinetoscope Mr. Friedlander has fitted up a large room, where daily demonstrations are given, and ready sales are being made. He states that the business for last month was 30 per cent. larger than for the same month in 1911.

The Hart Piano Co., 33-35 The Arcade, reports the talking machine and piano trade is very satisfactory. "Our one trouble," said the manager, "is to get the goods. We have a number of customers now waiting for both Victor and Edison machines."

Conditions in the talking machine department at the store of the W. F. Frederick Piano Co. are very satisfactory.

Charles T. Davis, music publisher, jobber, and who operates a chair of fifteen retail stores, reports that business is exceptionally good. He carries the Victrola line in a number of his stores, and is doing a big business, but says he, as well as all other dealers, are handicapped in making deliveries of the new types of Victrolas on account of the shortage that exists everywhere. He is now adding three additional demonstration rooms.

Get More of Your Customers' Money.

They are glad to give it for

BELL-HOOD NEEDLES

Far-and-away the richest-toned of all needles. Best liked by the best people.

25c and 50c Boxes

Write for samples and terms, naming your jobber.

BELL-HOOD NEEDLE CO.

777 Chapel Street,
NEW HAVEN, CONN.



"School Room Music," a book just issued by our Educational Department, is *already* getting Columbia dealers into the schools. We intend to help you get the school business and get it *right*.



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

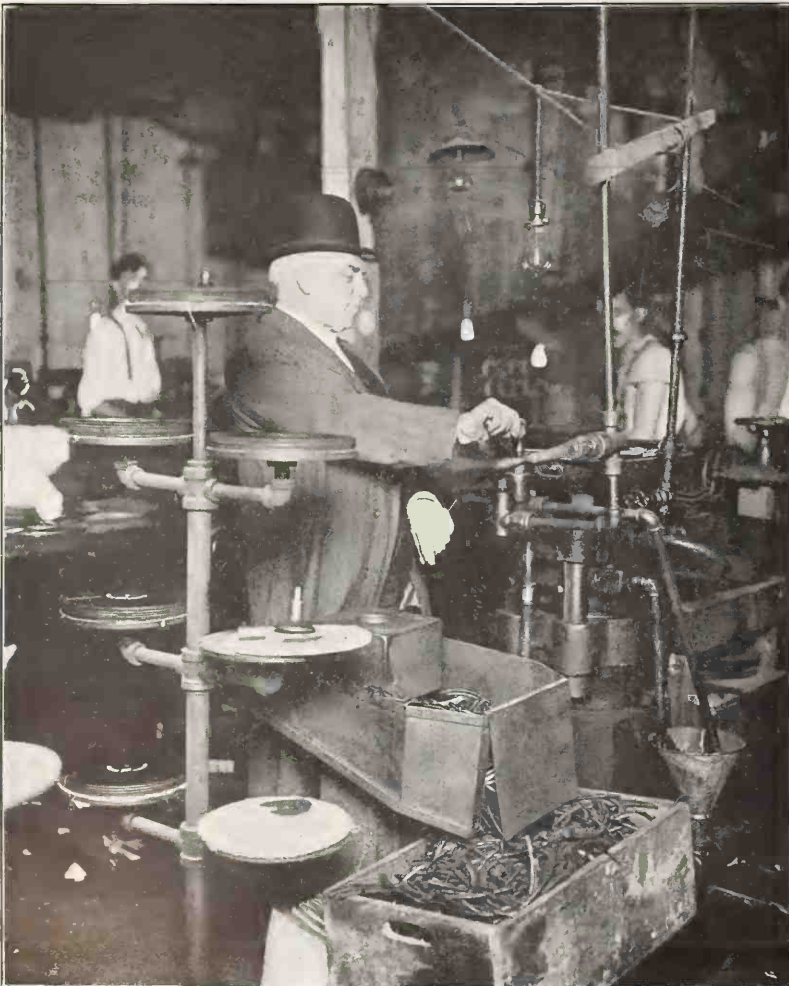
BISPHAM KEENLY INTERESTED IN RECORD MAKING.

Takes the Greatest Pleasure in Visiting the Columbia Factory at Bridgeport and Closely Observes the Record as It Is Taken Through the Various Processes Before It is Finally Pronounced Ready for Testing on the Talking Machine—Likes to Take a Personal Part in the Actual Manufacturing of His Own Records.

The majority of artists who sing selections for talking machine records are satisfied with merely hearing the reproduction of their own voices and

to his extensive list in the Columbia library. After Mr. Bispham sings a selection in the laboratory he does not forget about the transaction and wait for

to be on the ground when the record is being manufactured, Mr. Bispham often takes a trip to the Columbia Co.'s factory at Bridgeport, Conn., and closely observes the record as it is taken through the many various processes before finally pronounced ready for testing on the machine. The accompanying photograph was snapped a short time since, and shows Mr. Bispham busily engaged in stamping his own record. He takes a keen delight in this procedure, as it gives him a personal part in the actual manufacturing of his own records.



David Bispham Stamping His Own Records.

are not at all concerned with the mechanical details incidental to the manufacturing of the thousands and thousands of records turned out annually. A noteworthy exception to this general rule is David Bispham, the famous baritone singer. Mr. Bispham possesses a voice of remarkable beauty, and his records are most enjoyable. He is under exclusive contract with the Columbia Phonograph Co. and is constantly making new records to add

the record to appear, but takes a keen interest in the mechanical production of the record. In order

BOWLING TEAMS TRY PROWESS.
Fight Now on in Earnest for the Challenge Cup Donated by the Southern California Music Co.—Will Be Five Teams in the Race.

(Special to The Talking Machine World.)

Los Angeles, Cal., Nov. 6, 1912.

The Bowling League of the Southern California Music Co., of this city, has reorganized and will put five teams in the race during the season 1912-13. The league officials are as follows: C. H. Rundel, president; W. E. Smith, vice-president; H. E. DePue, secretary-treasurer. The teams are: Small goods department—W. S. Williamson, captain; I. J. Westphal, H. E. DePue, C. C. Ackerman. Talking machine department, No. 1—F. W. Carnes, captain; H. H. Fish, G. S. Pooler, W. H. Richardson. Talking machine department, No. 2—A. J. Ackerman, captain; H. A. Stokes, J. P. Bunker, R. E. Meginity, L. E. Newton. Wholesale department—O. A. Lovejoy, captain; J. J. Apfel, H. Jackson, C. F. Knapp. Edison dictating machine department—W. E. Smith, captain; J. V. Hanes, R. H. Baird.

The games are now on in earnest for the challenge cup donated by the firm last year. Talking machine team No. 1 beat small goods team four out of five games, and inasmuch as small goods boys won the cup last year, the rivalry was pretty keen.

Last spring a picked team from this league played a team from the Columbia Phonograph Co. Geo. W. Lyle, general manager, and W. S. Gray, Pacific Coast manager of the Columbia Phonograph Co., were present as guests.

WHEN CRITICISM IS FEARED.

The store that is well managed never fears the criticisms of its employes. When the employers fear criticism it is certain that injustice is being done. Employes deserve fair, square, honest treatment just as the customers deserve it. Any policy that works against the best interests of the employes is a bad policy and no store can afford to keep it alive. We do not believe that any store is strong enough to harbor one dissatisfied employe, just as no store can afford a dissatisfied customer.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

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

Gramophone and Phonograph Recording

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

PROMINENT CINCINNATI HOUSE TAKES ON TALKERS.

The Department Store of H. & S. Pogue Has Opened a Very Attractive Department Where the Victor and Columbia Lines Are Being Exploited—Managers of the Leading Houses Make Cheery Reports Regarding Business and Prospects to The World—Wurlitzer Co. Finds It Difficult to Get Enough Victor Machines—Some Good Victor Sales Made by the Aeolian Co.—W. H. Stever, of the Lyric Piano Co., Grows More Enthusiastic Regarding the Talking Machine Business—Milner Co. Installs New Soundproof Rooms.

(Special to The Talking Machine World.)

Cincinnati, O., Nov. 9, 1912.

About the most interesting development of the past month was the invasion of the talking machine field by the H. & S. Pogue department store, the first step of the kind in this city. This move was intimated in the last Cincinnati letter, the initial step having been taken by Manager Whelen, of the Columbia Phonograph Co. The Victor Co. is also represented there now and it is probable that an effort will be made by another concern to find an outlet for its goods through other department stores.

A silly report recently was that the Baldwin Piano Co. was negotiating with the Columbia Phonograph Co. for taking over the branch stores of the latter corporation west of this city to the Pacific Coast. A prompt denial of the rumor was immediately made by the officials of the Baldwin Co. and Columbia Co., who stated the proposition was not even under consideration.

Manager Whelen, of the Columbia Phonograph Co., when interviewed as to local conditions, stated: "The month of October has been the greatest for the same period of any recent years, and the way November has started in it will be a record-breaker. In fact, the question of keeping a stock on hand sufficient to supply the increasing demand was a very serious one. The telegraph was used and goods sent by express to keep up with the situation. This phenomenal demand is not confined to the local field, but prevails all over the territory covered by this office. Inroads are being made in territory which heretofore lacked that most essential of all things, 'a talking machine dealer.'"

In fact, Mr. Whelen talked in a very optimistic vein, the only complaint being the present inability of the factory to keep up with the increasing demand. But even this is being straightened out and by the time the holiday rush is at its height the Columbia stores will be able to fill all orders promptly.

M. D. Easton, of New York, special representative of the "Dictaphone," spent a week or ten days in the Cincinnati territory. Mr. Easton is one of the most enthusiastic of dictaphone boosters.

G. D. Smith, another special representative of the dictaphone, was in Cincinnati for a few days superintending the installation of a large number of machines in one of the local railroad offices.

Among other visitors to the Columbia store were Jos. Candioto, of the Jos. Candioto Co., of Lexington, and Mr. Todd, of Forbes & Todd, of Hamilton, O.

G. O. Thomas, of this city, has recently associated himself with the local sales force of the dictaphone. Mr. Thomas has had considerable experience in handling correspondence, having had charge of the local collection department of the Mercantile Credit Co., of this city, for several years. Another recent addition to the dictaphone sales force is D. P. Argo, who has had considerable experience as a salesman and is meeting with splendid success converting Cincinnati people to the merits of the dictaphone.

The H. & S. Pogue Co. opened its new Grafonola department the first of November. There was a little delay in the opening of the department owing to the elaborate preparations that were made, but the general public has profited by the delay, as a more beautiful department of its kind cannot be found in the city of Cincinnati.

The Rudolph Wurlitzer Co. had an exceptionally heavy increase in the sale of Victor Victrolas, although naturally handicapped by the shortage and in position to realize only a fraction of the possible number of sales. Notwithstanding the fact that shipments from the Victor factory were larger than ever before, the tremendous demands both retail and wholesale, have made them inadequate. Orders are coming in from our wholesale trade in an astonishing volume, and there is every indication of a still greater increase, instead of a decrease, as soon as dealers get a taste of the winter business.

The cold snap coming the middle of October, after the summer weather during the month of September, naturally resulted in a big drain on the public for winter supplies. In spite of this the record business has kept up wonderfully, as the purchases of records and talking machine orders are far in excess of last year. This proves that the new machines are not entirely responsible for the present volume of business, and even if these were eliminated from the field a very satisfactory increase would nevertheless be seen.

The Victor records of Taft, Roosevelt and Wilson have sold as no political records have ever sold before. The feature of the record business was the big demand for Gluck, as this artiste is playing in Cincinnati, where she is a great favorite.

The first big department store got into line. The H. & S. Pogue Co. qualified as Victor dealers with a complete stock of records and machines. The department is to be under the management of C. S. Browning, who left the Rudolph Wurlitzer Co. to take charge of this new department.

The Aeolian Co.'s Victor department reports as follows: "Our Victor business continues to show such an increase every month over the preceding

one that we have decided to add two more elaborate rooms to our record department, which will enable us to handle our customers more rapidly, thus facilitating a much larger sale of records with the same number of clerks; hereafter we can demonstrate records to eight customers at the same time, and independently quiet of each other, with these improvements.

"Our new record service is bringing the results we want and have been striving for, making a decided hit with our customers, encouraging them to hear more records and follow out our printed suggestions of classified compositions properly graded and interestingly arranged, so as to stimulate an interest above the average type of appreciation."

Manager Ahaus, of the Victor department, made a nice scoop on two sales in which five Victrolas were disposed of last week, Dawson J. Blackmore, former president of Krell Piano Co., purchasing two Victrolas, style XVI, including \$100 worth of records with each.

President Stever, of the Lyric Piano Co., today said: "The Lyric Piano Co. is looking forward to a fine trade in its talking machine department for the holidays. It has placed large orders for Victrolas. The trade is increasing daily and we are more than pleased with the large number of record buyers we have interested.

"We are studying the proposition of the Victrola every day and we believe that its resources are unlimited. If a man will devote some time to putting new and original ideas before the people, we find that it requires time and attention, the same as in any other branch of business, if a man wishes to make it a success. But we really believe that the results that can be obtained by making it a study is well worth the effort, as there is nothing in the way of entertainment or a question that can be brought before the public to-day, from the very best of orators and professional men, but what can be reproduced upon the record in your home. It gives each and every one the opportunity of keeping in touch with the finest talent in the world. We are very well satisfied with the results we have obtained in our talking machine department."

The talking machine department of the Milner Musical Co. has been enlarged by the addition of two handsome new soundproof display rooms. These rooms will be used exclusively for the display of the four new-style Victrolas. Business is reported as having been unusually good with this company during the past month. The new additions to the Victor and Edison lines were brought to the attention of the public by this hustling concern in its usual original and effective way. Ralph Clifford and Leo Driehaus, two local talking machine salesmen, have been added to the sales force.

Loveman, Joseph & Loeb, who represent the Victor line in Birmingham, Ala., are about to add four booths to take care of their increasing record trade. Among recent sales made by Manager Broyles was a Victrola XVI to the Alabama Girls' Technical Institute at Montevallo.



"DUSTOFF" RECORD CLEANERS ARE A POSITIVE NECESSITY



"DUSTOFF" de Luxe

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

YOUR JOBBER can supply you, or write us direct. Stock our "Dustoffs" NOW for your holiday trade.

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

WRITE FOR SPECIAL IMPRINT PROPOSITION

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

"DUSTOFF" (REGULAR MODEL)

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

SPECIAL OFFER COUPON. (10¢)

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

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



No. 106

SALTER'S LINE

of Cabinets are *leaders in quality and style* and exceptionally good sellers.

Save the records by using Salter's Patent *Felt Lined Shelf Cabinets*.

We manufacture Cabinets for all styles of machines.

Send for our latest catalogue *today*.



No. 772

SALTER MANUFACTURING CO.

337-343 NORTH OAKLEY AVENUE
CHICAGO, ILLINOIS

NEWLY CREATED EDUCATIONAL DEPARTMENT

Of Columbia Phonograph Co. Making Good Progress Under the Directorship of Prof. Goodwin, Who Has Now Associated With Him Prof. James M. McLaughlin, Director of School Music in Boston, Mass., an Authority on Matters Pertaining to This Work.

One of the rapidly growing departments of the Columbia Phonograph Co., General, is the newly-created educational department. At the head of this department is Professor Frederic Goodwin, one of the best known educators in the East. Professor Goodwin's practical knowledge of school room requirements has been of immense aid in the preparation of literature for circulation among teachers. His authority on all matters relating to musical education is unquestioned, and he is constantly being invited to address teachers' conventions and give his views on the important subject of educating children to be musical. At the convention of the Hampden County Teachers' Association, held in Springfield, Mass., on October 25, Professor Goodwin was one of the invited guests, where he delivered a forceful talk on the proper methods of handling schoolroom music. His address was enthusiastically applauded by the largest teachers' gathering the convention ever drew, and many expressions of commendation were passed by the teachers who were present. The Springfield newspapers devoted considerable space to this speech, many of them printing the address in full, and the majority of the papers carried a picture of Professor Goodwin, accompanied by a story of the work he has accomplished. His talk was directed to the possibilities that exist for the proper cultivation of the talking machine as an instrument for schoolroom use. Professor Goodwin stated that practically every school principal in New England was heartily in favor of the talking machine in schools, and that many of them are donating machines to the schools from their own purses until the Boards of Education recommend their use. Subsequent to Professor Goodwin's talk, folk

dances were performed by the school children to the accompaniment of music produced by Columbia Grafonolas.



Prof. Frederic Goodwin.

Associated with Professor Goodwin in the educational department is Professor James M. McLaughlin, director of school music in Boston, Mass., who acts in the capacity of consulting ex-

pert to the educational department, and his extensive knowledge and talents are of vast assistance in the development work now being carried on. Professor McLaughlin is known as an absolute authority on all matters pertaining to schoolroom music, and the position of director, which he has held for the past twelve years, is the most important one in the music department of Boston's public schools. By reason of his exceptional attainments Prof. McLaughlin has achieved an international reputation. He is an organist of renown, and has acquired a prominent place in the literary world by his authorship of several standard text books. His varied achievements, wisdom and general knowledge of music cannot but prove invaluable in the educational work of the Columbia Phonograph Co.

"Our music money book, recently published, has brought the Columbia closer to the teacher than ever before," states Prof. Goodwin, "and has shown the teacher that we are eager to help as well as eager to get business. The Columbia Universal Graded Course will soon be off the press and that will bring the Columbia dealers into a stronger position in the educational field than ever the talking machine trade was before. We are preparing several graded courses for use in the schools, and from present indications there will be a decided boom in the use of the talking machine in schoolrooms throughout the country."

SCHAFFORD ALBUMS IN DEMAND.

The Schafford Album Co., 26 Lispenard street, New York, is doing an excellent business with its talking machine record albums. Orders are rapidly increasing and the factory is working full capacity to take care of the holiday trade. In a chat with The World, E. F. Skinner stated that they are receiving many inquiries from dealers in foreign countries in addition to the excellent trade from dealers throughout the United States, who find these specialties big sellers and greatly appreciated by the public.

INDIANAPOLIS TRADE NOTES.

Kipp-Link Complete Alterations—New Edison Blue Amberol Records Please—Lennox Piano Co. to Install Talking Machine Department—Dictaphone and Grafonola Prominent—Victrola for Widow of Ex-President Harrison—Other News of Interest Worth Noting.

(Special to The Talking Machine World.)

Indianapolis, Ind., Nov. 9, 1912.

The Kipp-Link Phonograph Co., Indiana distributor for the Edison machines, has about completed the alterations in its commodious quarters in Massachusetts avenue. Mr. Kipp said he had made special effort to inspect other Edison homes throughout the country and that he feels the Indiana headquarters does not have a rival.

The Edison Blue Amberol records are in demand in Indiana. The records have given new life to Edison business and when the Edison disc machine is put on the market, Indiana dealers believe that they will be real winners.

James Whitcomb Riley, the Hoosier poet, was a recent caller at the Kipp-Link store.

The Edison kinetoscope is popular here and the only complaint the Kipp-Link Co. has to make is that the factory does not turn out the machines fast enough to fill the orders which have been taken out in Indiana.

The E. L. Lennox Piano Co. is planning to install a talking machine department. It has not yet been announced what line of talking machines the Lennox Co. is to handle. Rumor has it that several other piano houses are planning to take up a talking machine line. The talking machine business in Indiana is on the boom—not an inflated boom—but a real one, solid through and through.

The talking machine and its near friend, the dictaphone, are playing parts in the dynamite trial which is in progress here in the Federal court. The court reporters are making use of the dictaphone in transcribing their voluminous notes and they are loud in their praise of the instruments.

The talking machine comes into action by another route. It is being used to help Ortie McManigal, the government's star witness, while away the hours in the rooms in the Federal building, where he is being carefully guarded by government officials.

Time hung heavy on the hands of McManigal until one of the government officials conceived the idea of obtaining a talking machine for their prisoner. A Columbia Grafonola was secured and now McManigal listens to ragtime, band music and funny dialogues. The government takes good care of the confessed dynamiter and sees to it that he is entertained. The talking machine has largely solved the problem of entertainment.

The Victor department of Aeolian Hall, in charge of Miss Lazarus, has experienced the most successful period in the history of the department. Booth Tarkington, the novelist, bought two Victrolas the other day—one for himself and one for his father.

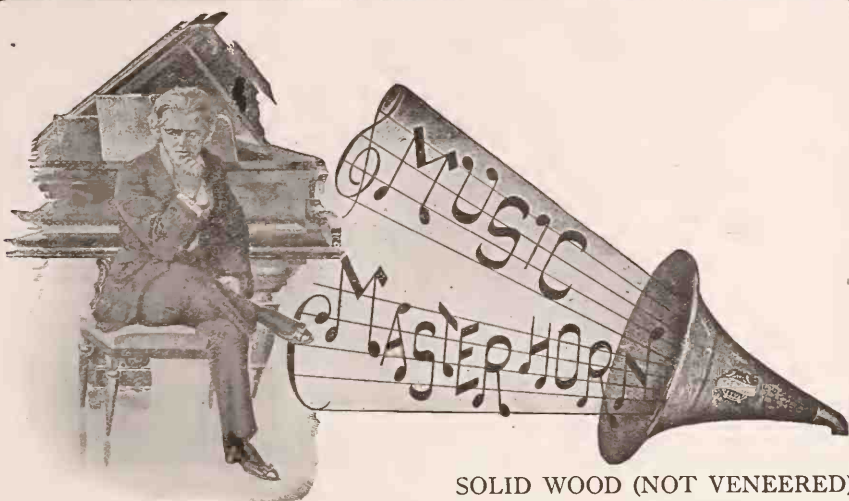
W. S. Barringer, of the Stewart Talking Machine Co., is paying special attention to window displays in the store in North Pennsylvania street. His efforts have been productive of fruit, for the passers-by "sit up and take notice." The Stewart Co. is now "all fixed up" for the fall trade, and its quarters present an exceedingly inviting appearance. All the talking machine men here say "Stewarts have a mighty fine store."

The talking machine was put to work in the political campaign here. The speeches of Roosevelt, Wilson and Taft, put out by the Victor Co., were used. If a speaker failed to show up the talking machine was given platform space and it filled the bill.

The Stewart Talking Machine Co. recently sold a Victrola to Mrs. Benjamin Harrison, widow of the late ex-President.

Thomas Devine, of the local store of the Columbia Phonograph Co., reports exceptionally good business. "The collections are especially good," said Mr. Devine, "and the prospects for holiday business are very good."

The Columbia Regal and the Eclipse are prov-



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

**MUSIC
MASTER**
Solid Wood Horn



At your Command
the Master Piece
and the Master

Every Horn Guaranteed.

The Music Master Solid Wood Horn

is of international reputation. It has the celebrated tone which has earned for the Horn the proud title of the World's best sound wave amplifier. *Get Busy.* Are you prepared to give demonstrations of this Horn to your customers during the Holiday season?

If not, write us for samples.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

ing to be big sellers in Indiana territory. The local Columbia store, in common with the other Columbia stores over the country, are placing their orders early in order to be sure of having the goods for the holiday trade.

A. W. Roos, assistant auditor of the Columbia Co., visited Indianapolis several days ago and then went to Louisville.

The dictaphone received much praise from Walter N. Carpenter, a court reporter of national fame, the other day. Mr. Carpenter had the job of getting the speech delivered here by William Jennings Bryan. The speech was delivered at night and Mr. Carpenter had to have the "copy" in the hands of the Indianapolis News early the next morning. By using two dictaphones and two operators Mr. Carpenter had the "copy" ready by 3 a. m. on the morning following the delivery of the speech. "The dictaphone not only saved me a great deal of time but it saved me much extra expense," said Mr. Carpenter.

The Hallowe'en festivities here were marked by the use of talking machines for numerous dances.

COLUMBIA MACHINES AS PRIZES.

Fifty-nine Grafonolas and Graphophones of Various Types in Evening Mail Contest.

The Columbia line of Grafonolas and graphophones is receiving some wide advertising at present owing to the fact that Columbia machines of many types constitute a large proportion of the prizes offered in connection with a new Book-lovers' Contest being conducted by the New York Evening Mail. Among the machines listed as prizes are two Grafonola Regents, a Grafonola Mignon, a \$50 Grafonola, five Lyric graphophones and fifty graphophones of a cheaper type and with a supply of records. The highest prizes in the contest consist of automobiles, pianos and players.

R. G. Caldwell, vice-president of the Blackman Talking Machine Co., 97 Chambers street, New York, has returned to his desk after a three weeks' illness that confined him closely to his home during the entire period. His many friends rejoice at his recovery.



The only thing on four legs that's better than the new Columbia "Regal" at \$40 is the "Regal" at \$50 with record containers.



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

NATIONAL ADVERTISING HELPS LOCAL TRADE.

K. M. Johns, Manager of the Columbia Co.'s Store in Detroit, Tells of Success Achieved in This Connection—Edison Business Given Quite an Impetus by New Blue Amberol Records and Reproducer—Victor Talking Machines Grow in Favor in the Schools—Max Strasburg Reports Increasing Demand for High Priced Victrolas and Records.

(Special to The Talking Machine World.)

Detroit, Mich., Nov. 11, 1912.

The Columbia Phonograph Co.'s branch here is deriving tremendous results from the new form of advertising campaign instituted by the company a few months ago. The advertisements which are used in the periodicals of national circulation are immediately reproduced in the local dailies. They carry a specific offer of a certain machine with a specified number of records at a stated price, and when the customer calls for it he knows exactly what he wants and how much he will have to pay. So the sales, in addition to being numerous, are quick, and thus carry a larger margin of profit than if a salesman had to spend an hour or two closing the deal.

"It is the most effective mode of advertising I ever met with in my life," said Manager K. M. Johns, in enthusiastically praising it to-day. "It gets the people here because they know that they will find something they want, instead of having a vague idea of what is here and knowing that they must spend a good deal of time looking around and even then perhaps not finding anything to suit. When people are in that frame of mind they postpone calling. That is the effect of general advertising. It only conveys a general idea. Give them specific information and they will make haste and bring the money with them."

The Columbia Regal is getting the big business on the advertising just now. A while ago it was the Favorite.

The Columbia Regent is also attracting a great deal of attention and business in the Columbia store, though it is a brand new acquisition. The round table style in mahogany, with the wide horn opening and Columbia tone shutters, are features that are much liked. The price, \$150, also fits in with the trend of Detroit talking machine trade.

The trade insists on clinging to the high priced level. The popular range of prices is from \$100 to \$200, though some dealers find things very active in instruments of the \$50 class.

The chief worry this year is the same as last year—whether the store will be able to get machines enough to fill orders, or even to make a healthy showing at it. Facilities for receiving freight shipments of any kind always are poor in Detroit in the winter months, owing to a car shortage.

Two very good Columbia agencies were placed this week, one with the Tinnette Music House and the other with the Adler Music House, both being prosperous establishments a little outside of the downtown circle. Both houses have put in a complete line of Grafanolas and records.

The new Amberol records and the new Edison reproducer have given the Edison business a large hoist here. Manager Harry Rupp, of the talking

machine department of Grinnell Bros., State jobbers for the Edison, stated to-day that the first month's business with the new records has multiplied the old average several times even without the aid of the new reproducers. Sales of Amberolas are increasing steadily. The hornless Edisons have jumped into big favor, the practically indestructible records having aided greatly in this manifestation.

Talking machines are coming more and more into favor in the schools here, particularly Victors. When the schools, which can get pianos at the expense of the board of education, purchase talking machines by taking up a collection among the pupils, as has been done in many of the rooms of both the ward schools and the high schools, it constitutes some testimony indeed.

"What seems to me to be the very best evidence of the permanent stability of the business is its present tremendous impetus," said Mr. Rupp. "Some people have designated it a fad, that would die out like many other things well-to-do people have taken up and then discarded. But the talking machine, perfect as it now is, is still developing. Every time something new comes out we think we have reached the absolute limit of phonographic science. Then, just about as soon as we become accustomed to it, along comes something newer that gives the instruments and the business another big boost."

According to Max Strasburg, of the Victrola shop, the high priced talking machines are coming considerably into competition with pianos. Notwithstanding that there are thousands upon thousands of young folks who can play the piano, the actual fact is that the great majority of them never go beyond the rudiments of the study. When they marry and assume household cares they no longer have time to practice, and without practice mastery of the pianoforte quickly lapses. So generally the young man or woman who, at the age of twenty-one, modestly admits that he or she can play the piano "some," is firmly convinced at the age of thirty or thirty-five that the reverse is true.

"They come in and look over the big talking machines," said Mr. Strasburg, "and remark to each other that neither of them can play a piano—what's the use of having one. Both can play a talking machine and provide the very best music of all varieties. Nine times out of ten they sell themselves the machine. We don't have to say much here except to make out the contract. We have taken pianos in trade. We also have the edge on player-pianos owing to the matter of price. In the matter of automatic playing the instruments are about on a par, the talking machine making up with its variety what it may lack in volume of sound when compared with a player-piano, but the very best phonograph costs only about one-fourth the price of the cheapest of the really good player-pianos."

Incidentally, Mr. Rupp remarked that the October business in Victrolas and Columbias was just about treble what the October business of last year amounted to.

Mr. Rupp, of Grinnell Bros., will make an effort to avert a shortage in Victors this winter. He will leave soon for the place from which all Victrolas come and try to impress upon the men high up that Detroit is a big and growing city and that he faces the task of supplying not only the Grinnell retail and wholesale up-state trade, but the needs of three other large Detroit stores—the Farrand Co., the Max Strasburg Co. and the Cable Co.—besides a host of smaller ones.

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., Nov. 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:

OCTOBER 12.

Buenos Aires, 45 pkgs., \$2,450; Cape Town, 42 pkgs., \$1,871; Cucuta, 2 pkgs., \$118; Genoa, 2 pkgs., \$217; Havana, 4 pkgs., \$174, 10 pkgs., \$457; Havre, 11 pkgs., \$311; Lima, 31 pkgs., \$1,590; Liverpool, 4 pkgs., \$290, 4 pkgs., \$705; London, 216 pkgs., \$5,540, 4 pkgs., \$149, 4 pkgs., \$186; Milan, 4 pkgs., \$361; Rio de Janeiro, 10 pkgs., \$550; Vera Cruz, 4 pkgs., \$175.

OCTOBER 19.

Berlin, 10 pkgs., \$150, 18 pkgs., \$377, 38 pkgs., \$1,600; Bremen, 1 pkg., \$100; Callao, 5 pkgs., \$500; Cartagena, 14 pkgs., \$1,351; Havana, 22 pkgs., \$1,144; London, 211 pkgs., \$5,817, 7 pkgs., \$13,100; Milan, 8 pkgs., \$588; Port au Prince, 2 pkgs., \$135; Rio de Janeiro, 19 pkgs., \$4,875, 8 pkgs., \$304, 6 pkgs., \$475; Singapore, 18 pkgs., \$595; Vera Cruz, 45 pkgs., \$2,008.

OCTOBER 26.

Berlin, 3 pkgs., \$167; Colon, 7 pkgs., \$209; Havana, 22 pkgs., \$879; Havre, 5 pkgs., \$233; Kingston, 5 pkgs., \$205; La Guayra, 4 pkgs., \$207; Melbourne, 7 pkgs., \$180; Montevideo, 8 pkgs., \$521; Port of Spain, 5 pkgs., \$122; Soerabaya, 11 pkgs., \$569; Tampico, 6 pkgs., \$156; Valparaiso, 36 pkgs., \$1,586, 5 pkgs., \$111; Vera Cruz, 215 pkgs., \$8,729.

NOVEMBER 6.

Berlin, 5 pkgs., \$126; Callao, 5 pkgs., \$105; Chemulpo, 1 pkg., \$117; Havana, 111 pkgs., \$4,290; Iquique, 3 pkgs., \$214; Kingston, 7 pkgs., \$130; Liverpool, 2 pkgs., \$269; London, 2 pkgs., \$148, 199 pkgs., \$7,138; Milan, 12 pkgs., \$766; Robe, 10 pkgs., \$795; Shanghai, 32 pkgs., \$4,365; Tampico, 4 pkgs., \$166; Vera Cruz, 29 pkgs., \$880; Vienna, 5 pkgs., \$105.

George P. Steele, general manager of the U.-S. Phonograph Co., Cleveland, Ohio, was in New York recently for a short stay, and visited the offices at 7 Union Square, and also called on John Kaiser, manager of the laboratory at 662 Sixth avenue. He stated that business was excellent wherever he visited.

INCREASED TRADE REPORTED BY BALTIMORE DEALERS.

October Business Shows Big Gain Over That in September, Which Was Good Month—Sales Forces Increased—Changes Among the Managers and Salesmen—What the Various Houses Have to Report Anent Present Conditions and General Trade Prospects.

(Special to The Talking Machine World.)

Baltimore, Md., Nov. 11, 1912.

October has proved to be a big month for the talking machine men in this section and the sales were better than during September. During October it became necessary for some of the dealers to put on more help, and this same condition has become necessary with other dealers who managed to pull through September with their original quota of salesmen.

The Columbia Phonograph Co. branch has had a big October and the only drawback that Manager F. A. Denison complains of is the chronic one that has been affecting all the dealers for some time past, namely, the inability to keep enough machines in stock to supply immediately the demand. Mr. Denison, because of the rapid strides made by the business recently, has been compelled to augment his regular force with three additional assistants. Philip Lang has been taken on as wholesale salesman; F. A. Roberts has become dictaphone salesman, and Charles Lamm has been engaged as bookkeeper. Mr. Denison reports the wholesale and retail end of the business to be away above the standard, both in the city and the territory covered from the local branch.

Charles Stran, who for a number of years was manager of the talking machine department of H. R. Eisenbrandt Sons, handling the Victor line, has resigned his position and opened up business for himself. Mr. Stran is located on Howard street near Madison street, and is handling both the Victor and the Columbia lines. Mr. Stran is doing business under the firm name of the Lyric Talking Machine Co., and he reports that indica-

tions are that his venture will be a successful one. His fellow dealers wish him the best of success in his new venture.

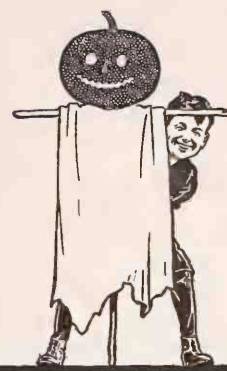
M. Silverstein, manager for Cohen & Hughes' talking machine department, has just returned from a successful trip and reports business, both locally and otherwise, to be in excellent shape. The firm handles the Victor line and has a pretty window display which is attracting much attention.

Tommy Gordon, proprietor of the Gordon Talking Machine Co., which handles the Columbia and Victor lines, reports a good month with both lines. The sales of large machines has been a feature, while the demand for records has been larger than for some time. Josie Fink, who is associated with Mr. Gordon, also reports many sales.

The Victor business both in this city and Washington has been in excellent shape during October as far as E. F. Droop & Sons Co. is concerned, according to statements made by W. C. Roberts, manager of the two stores. The machine business was not the only thing to make Mr. Roberts happy, for record sales were also heavy.

Both the Columbia and Victor sales for the month of October were heavy at Sanders & Stayman's, who handle both lines. Manager Albert Bowden says it was the best month for some time and that the indications are such as to indicate that November and December sales will be even better.

William Knabe & Co. report a good month for the Columbia machines and records, while similar reports are made by Hammann & Levin concerning the Victors and the Peabody piano, the Hub Piano Co. and the Rosenstein Piano Co. as regards the Columbia lines.



You don't need to be afraid

of not being able to take care of your customers' wants promptly and satisfactorily if you have us on the other end of your orders.

No bugaboo of "broken promises" to haunt you, or of "slow shipments" to throw a scare into you every time you send an order.

You can always depend upon us to be right on hand with whatever you want whenever you want it—all orders shipped the same day they are received.

Mighty valuable service. Doubly valuable at this time of the year for holiday buyers must be taken care of—there's no holding Christmas back.

So just remember, that whatever you want in Victors, Victor-Victrolas, Victor records, record cabinets, horns, fibre cases, needles, repair parts and other accessories, is here and will be headed for your store as soon as your order is received.

Write to-day for our catalog and our booklet, "The Cabinet That Matches," so you'll have it when you need it.

Victor Foreign Records

are here too—the complete list, ready for immediate delivery.

- | | | |
|-----------------|-------------------|-----------------------|
| Arabian | Greek | Norwegian |
| Bohemian | Gregorian (Latin) | Polish |
| Chinese | Hawaiian | Portuguese |
| Croatian | Hebrew | Roumanian |
| Cuban | Hungarian | Russian |
| Danish | Italian | Sistine Choir (Latin) |
| Finnish | Japanese | Slovak |
| French | Jewish | Spanish |
| French Canadian | Mexican | Turkish |
| German | Neapolitan | Welsh |

POOLEY'S ADVERTISING CAMPAIGN.

Some Striking Announcements in the Saturday Evening Post—Will Also Carry Ads in Papers in Leading Cities—Results Are Gratifying—How the Dealer Is Helped.

(Special to The Talking Machine World.)

East Philadelphia, Pa., Nov. 6, 1912.

The Pooley Furniture Co., of this city, whose very distinctive styles of talking machine cabinets have won a large following in the trade, has been conducting a great campaign of advertising in the Saturday Evening Post, which will be continued during the fall and winter season, and it is also going to do considerable local advertising in the large cities in the form of newspaper and theater program publicity. In this way the Pooley Co. is reaching more than ten million readers a week, and this campaign has been inaugurated to stimulate business for the dealer. The results so far have been most gratifying; inquiries and orders are coming in faster every day and from present indications the Pooley Co. will find it difficult to fill all the orders needed to supply the holiday rush. It has, however, increased its forces and intends to meet all demands.

An interesting announcement showing the quality of advertising conducted by the Pooley Co. in the Saturday Evening Post appears elsewhere in this issue. It is impressive and educational.

ERB OCCUPYING LARGER QUARTERS.

(Special to The Talking Machine World.)

Rochester, N. Y., Nov. 4, 1912.

Christ. Erb, who for the past twelve years has handled the Edison phonograph line in this city, has just removed from 378 Colvin street to new and larger quarters at 348 Ames street, where he has built a three-story pressed brick building with a frontage of thirty feet and containing two large show windows. It is Mr. Erb's intention to install a line of pianos as well as musical merchandise in his new store, to be known as the West Side Phonograph Studio, with Mr. Erb and his son in charge.

ZIMBALIST HEARS HIS RECORDS.

Without Revealing His Identity He Enters Fifth Avenue Talking Machine Store and Enjoys Records Made in the Spring.

Efrem Zimbalist, the clever young violinist, who is to be one of the notable wizards of the strings, including Ysaye, Kreisler, Elman and Powell, who will be heard in concert this season, is a great admirer of the Victor records, and in the course of an interview with the reporter of the Times the other day he invited him to walk up the avenue, and at one of the leading establishments he stopped and, beckoning the reporter to follow, he entered.

"I haven't heard the new records I made in the spring," he explained. Then, unrecognized, he asked the clerk to play some Zimbalist records, and listened delightedly to that young man's comments upon them, which were largely encomiastic in nature. Thus he highly praised a certain MacDowell record, and also one in which Mr. Zimbalist had united with Alma Gluck, because they were good sellers.

From there the young Russian wandered into other shops, with the keenest interest displayed for the new and the inviting. He said that one of his chief joys was to attend the first nights of musical comedies, and he rarely missed one when he had the opportunity of going.

HONESTY IN BUSINESS.

How It Has Become an Essential Factor in Present Day Trading.

"The millennium has not yet arrived, but no thoughtful man will deny that there has been a great awakening of the business conscience in recent years," says a veteran merchant. "The old motto, 'Honesty is the best policy,' in place of being more or less a beautiful sentiment, is coming to be more of a practical reality. The day has come when to be honest means not technically, legally honest, but broadly, humanely honest—honest in thought, in purpose, in act."

New York Talking Machine Co.

Successors to Victor Distributing and Export Co.

81 Chambers Street New York



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., Nov. 6, 1912.

PHONOGRAPH. Harry B. McNulty, East Cleveland, O., assignor by mesne assignments to the U-S Phonograph Co., Cleveland, O. Patent No. 1,038,621.

The present invention, relating as indicated, to phonographs, has more particular regard to the provision of suitable mechanism for adapting a phonograph to optionally play upon records having threads of different fineness, as for instance, upon records having 100 and 200 lines to the inch, respectively, or as they are currently known, "two-minute" and "four-minute" records. To effect such adaptation of the machine, it is necessary that the producer be fed along the record at a different rate of speed in each case, and that a stylus of a different character, corresponding to the fineness of the thread, be properly positioned in the one case to play on the fine thread, in the other upon the coarse thread. One form of mechanism for conjointly effecting the two adjustments referred to is illustrated in co-pending application,

Serial No. 463,042, filed November 23, 1908, and the present invention is in part an improvement of such earlier mechanism, and in part an adaptation of the same to several variant forms of reproducer from there shown.

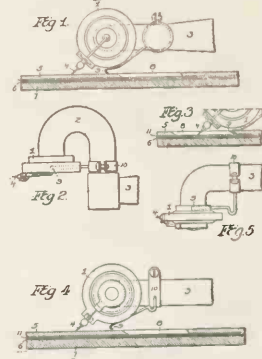
In said annexed drawing: Fig. 1 is a transverse sectional view of

a phonograph embodying the several improvements in one approved form; Fig. 2 is a similar view of the reproducer and that portion of the carriage in which said reproducer is seated, showing parts of the latter in a different operative position than that illustrated in Fig. 1; Fig. 3 is a bottom plan view of an actuating cam member that forms a feature of the machine; Figs. 4, 5 and 6, respectively, illustrate in different operative positions a development of one of the cam elements of such cam member; Fig. 7 is a perspective view of another detail of the machine, viz., the key whereby the adjustment of the reproducer stylus is secured; Fig. 8 is a sectional view of the reproducer and the portion of its carriage corresponding to that of Fig. 1, but showing the adaptation of the invention to a different construction of stylus lever; Figs. 9 and 10 similarly illustrate the adaptation of such invention to other forms of stylus lever, and Fig. 11 shows a detail of the construction of Figs. 8 and 9 in modified form.

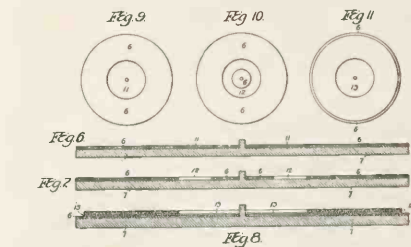
AUTOMATIC RECORD STOPPING DEVICE FOR TALKING MACHINES. Richie de Lan, Philadelphia, Pa. Patent No. 1,042,535.

The object of this invention is to provide simple and effective means for automatically stopping the rotation of the disc record of a talking machine when the end of the record is reached. Figure 1 is a side elevation of one form of disc talking machine with a record-stopping device in accordance with the invention, the parts being in the position assumed when the end of

the record is being approached; Fig. 2 is a plan or top view of the parts shown in Fig. 1; Fig. 3 is a view similar to Fig. 1, but showing the parts in the position assumed after the end of the record has been reached; Fig. 4 is a view similar to Fig. 1, but illustrating the application of the improved record-stopping device to a machine of a slightly different type from that shown in Fig. 1; Fig. 5 is a plan or top view of the parts shown in Fig. 4; Figs. 6 to 8 are sectional views illustrating different constructions of turntables for use in connection with my improved record-stopping at-



tachment, and Figs. 9 to 11 are top views, on a reduced scale, of said turntables.



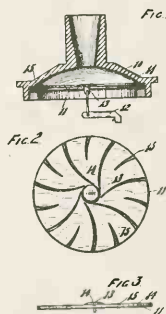
DIAPHRAGM. James H. Ellis, Milwaukee, Wis., and Albert J. Hoffman, Wauwatosa, Wis. Patent No. 1,040,294.

This invention relates to diaphragm constructions for sound recording and reproducing instruments and has for its object to provide a diaphragm which while being highly sensitive to weak sound vibrations will properly respond to the stronger sound vibrations and will also truly record or reproduce the original volume of sound.

Another object of the invention is to provide a diaphragm of a single sheet of resilient material rendered more flexible at its peripheral or marginal portion by lines of scoring. Referring to the accompanying drawings in which like characters of reference indicate the same parts in different views: Figure 1 is a sectional view of a diaphragm constructed in accordance with this invention in its position for use in a sound box; Fig. 2 is a plan view thereof; and Fig. 3 is an edge view thereof.

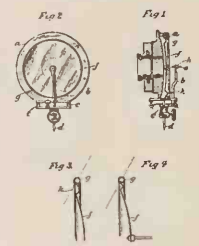
SOUND BOX FOR TALKING MACHINES AND OTHER ACOUSTICAL INSTRUMENTS. Ernest de la Rue, London, Eng. Patent No. 1,040,648.

The present invention relates to improvements in sound boxes for talking machines and other acoustical instruments. According to the present invention, the diaphragm is mounted within a casing so that it is capable of reciprocating, and to this end this invention consists in mounting the diaphragm in such a manner that it is held resting upon a single resilient support at the periphery, and the invention further consists in so arranging the resilient support and so constructing the periphery of the diaphragm that the support does not exercise a thrust upon the diaphragm in a direction at right angles to the plane of the diaphragm but makes contact with the periphery of the dia-



phragm so as to exercise a thrust thereon in an oblique direction whereby the resiliency of the support is increased and the reciprocating action of the diaphragm is facilitated.

Figure 1 shows a sectional elevation of a sound box with improvements applied thereto. Fig. 2 a front elevation thereof. Fig. 3 shows an exaggerated detail of a portion of a diaphragm and asket. Fig. 4 a similar view to Fig. 3, but showing a variation of the corrugation of the periphery of the diaphragm.



RUN ON CERTAIN STYLES.

The Udell Works Report Conditions at Their Plant—Proof of the Popularity of the Latest Designs Put Out by This House.

The Udell Works, of Indianapolis, Ind., are experiencing a very lively demand for their various styles of talking machine cabinets this fall and winter, a tribute to their efforts in supplying styles that meet with public approval. The Udell Works have just informed The Talking Machine World that they will not be able to furnish Style 415 in mahogany or oak until after the first of the year. They add further: "The orders now in hand will be all that we can possibly get through the factory in time for Christmas deliveries. There are other very desirable patterns that can be had, but it is advisable to get the orders in early before these other styles become exhausted."

The reader can judge from this information that the Udell people are most desirous of supplying the needs of their customers with the greatest possible despatch, and they thus inform them of the exact situation so that they may take action in regard to ordering the necessary stock so as to meet the holiday demand.

BIG CANADIAN TRADE

Reported in U-S Phonographs Which Are Also Greatly in Demand Locally, Says John Kaiser, Head of the Laboratory.

"I am greatly pleased at the demand for our records," stated John Kaiser, manager of the U-S Phonograph Co.'s laboratory at 662 Sixth avenue, New York. "Dealers all over the country have assured me that the call for our latest lists of records has been most gratifying. Our December list contains several appropriate holiday selections. What particularly pleases me is the spirit of co-operation manifested by our dealers in connection with our record production. I am in receipt of several letters commending some special record, and telling me that our dealer's customers are greatly pleased with the U-S products. The "Chamber" instrumental selections that we recently issued have met with phenomenal success, and our dealers seem to think that they are among the best records we have produced.

"Our machine business is going along splendidly, and our new factory in Cleveland is kept busy filling orders from the Eastern trade. The concealed horn type is our leader, and we are having difficulty in turning out the machines fast enough. A noticeable feature of our recent trade has been the tremendous gains made in Canadian sales. In certain sections of Canada our machine can be found in practically every home in a small town."

SETTLING ON A BUSINESS POLICY.

The aim is to do the maximum of business with a minimum of loss. A small ratio of loss does not mean good credit management any more than a comparatively large percentage of loss may indicate poor credit management. A narrow credit policy means small losses with no substantial business growth, while a fairly liberal policy will bring larger losses, but an increasing business with better dividends.

TRADE-MARKS HAVE GREAT SIGNIFICANCE

In the Talking Machine as Well as Other Branches of the Music Trade Industry—The Victor Dog with the Caption "His Master's Voice" Has Attained World-Wide Fame and Is Recognized as One of the Greatest Trade-Mark Properties Extant—Trade-Mark Situation Discussed by Waldon Fawcett, The World's Washington Correspondent.

It would be difficult to name a trade field in the entire industrial and commercial world where trade-marks have as great significance as in the music trade. Not only is there no other field where trade-marks mean more from consideration of sentimental prestige or where they are of greater benefit and value in the making of sales, but likewise is there no other sphere where the trade-mark



J. C. Carnes,
Chief Examiner of Trade-Marks for the United States Government writing an opinion in a trade-mark case.

is more universally used by practically all of the foremost manufacturers.

Such has been the growth of the popularity of the trade-mark as a means of identification and a vehicle of salesmanship these past few years that there is now no commercial field in which these insignia and slogans of trade are not employed. But, in many lines of trade, it is only a firm here and there that has adopted a trade-mark. In the musical instrument business, on the other hand, practically every creative force in the field has a trade-mark which, just in proportion to the extent to which it is known to the public at large, is a valuable asset of the business.

Value of the Piano Makers' Name.

Take the piano business, for example. Not only is each standard make of instrument known not only to its devotees, but to the entire world at large, by its distinctive name—usually the name of the original maker—but the very reputation of the manufactory and its product is bound up in this name. Because names are the badges of success in the piano field, almost every manufactory has adopted the name of its make of instrument as its trade-mark. And a name, in even greater degree than any other form of trade-mark, is at once a weapon and a responsibility. It is ever present to create prestige for the instrument that has made a favorable impression upon an auditor, but on the other hand the very presence of such an established trade-mark implies a traditional merit in the article to which it is attached. In other words the appearance of a familiar trade-marked name on a piano is, to those who are at all informed on the subject, a virtual guarantee of quality.

That piano manufacturers fully appreciate the value of an old or honored name as a weapon of offense and defense in introducing their wares to

the public is eloquently proven by the spirited legal battles which have, from time to time, been fought out in our courts with reference to the right to use some well-known piano name upon which more than one manufacturer had some claim. Such cases usually arise only when a piano manufacturing business has been sold by the founder or his heirs, and the latter in due course decides to re-enter the piano manufacturing field and wish to make use of the name which is in one sense their own. And just here, it may be noted, that whereas the law states that any registered trade-mark may be sold or transferred, the statute makes the stipulation that a trade-mark is assignable only in connection with the good-will of the business in which the mark is used. In other words no piano manufacturer can buy merely the trade-mark of a competitor. He must buy the rival factory—take over the entire business, in fact—if he desires to secure the privilege of marketing instruments under the trade-mark originated by another.

Whereas there are, of course, more different trade-marks in the piano and player-piano field than in any other branch of the music trades, it must not be supposed that the use of these "commercial signatures," as they have been aptly nicknamed, is by any means confined to the piano lines. Makers of almost all classes of musical instruments, from harmonicas to harps, make use of trade-marks to greater or less extent, and out-rivaling even the piano trade is the exploitation



Consulting References

In trade-mark cases at Uncle Sam's trade-mark bureau.

of trade-marks in the talking machine and phonograph trade.

Three of the Best Known Trade-Marks.

Indeed, it is not too much to say that three of the best-known trade-marks in the entire world are respectively "His Master's Voice," owned by the Victor Talking Machine Co.; the musical notes of the Columbia Phonograph Co., and the familiar portrait of the greatest inventor of the age used so effectually and persistently in connection with the Edison phonograph. The president of the National Biscuit Co. stated some time since that he considered the trade-mark "Uneceda" worth at least \$6,000,000. It is probable that a valuation of at least twice that sum might be placed consistently on the representation of the fox terrier that has introduced the Victor to the world and which is introduced in every Victor advertisement and on every Victor product with a consistency and persistency worthy of emulation by every manufacturer who desires to get the full advertising value of a trade-mark.

In this age of advertising and of sales campaigns based primarily upon quality, the importance of the trade-mark as a factor in every market has increased steadily and rapidly. Indeed, many of the shrewdest and most progressive manufacturers in all lines are now of the opinion that trade-marks are far more valuable than patents. Perhaps the best illustration of this is found in the piano field itself, as distinguished from the player field. There are no basic patents in piano manufacture, and such patents as have not lapsed for the most part cover minor features which have no important bearing upon the popularity of the respective makes of instruments. But a trade-mark does not expire after

seventeen years as does a patent. Instead, it may, by being renewed at intervals of twenty years, be made perpetual, and it thus becomes, in a sense, the very cornerstone of a firm's reputation—an automatic letter of introduction that comes subconsciously to every new customer in the musical field.

There Are Two Classes of Trade-Marks.

Trade-marks may be described as of two classes, common-law trade-marks and registered trade-marks, though, as a matter of fact, almost all the



Trade-Mark Applications.

The room in which the file is kept at the U. S. Patent Office.

well-known trade-marks in the musical field come under both these designations. The common-law trade-mark is a name, design, symbol or insignia the right to which on the part of a firm or individual has been established by long usage. If a manufacturer of musical instruments has for years bestowed his name or any specific mark or emblem upon the instruments of his manufacture until this means of identification is firmly associated in the public mind with that particular line or product, he is considered to have established his prior right to the use of that particular mark. Should any unscrupulous competitor attempt to make "capital" for his own products by appropriating the time-tried mark of his rival, the infringer can be prosecuted on the ground of attempt at fraud under the common law.

The registered trade-mark is, of course, no different from the common-law trade-mark, except that it has been duly registered at the U. S. Patent Office in Washington. It should require no extended argument to indicate the desirability of having a trade-mark which has been sanctioned by Uncle Sam and for which, in a sense, he stands sponsor. The governmental registration often constitutes the best of evidence as to original use or prior right in a trade-mark claimed by two or more interests. To date upward of one hundred thousand trade-marks have been registered in this country, and the number is growing at the rate of hundreds a month. Incidentally, it may be noted that almost all the well-known trade-marks in the music trades are registered in foreign countries as



W. L. Symons,

Assistant Examiner of Trade-Marks, at the U. S. Patent Office analyzing a trade-mark with reference as to its eligibility for registration.

well as in the United States—for almost all nations have a system of registration similar to that of our own government. Until some half a dozen years ago a trade-mark could not be registered at Washington unless it was being used in commerce



Examining Trade-Marks

For which registration is sought at the U. S. Patent Office.

“The Certainty of the Future” — “Generous and Non - Stop Profits” — “Getting to the Prospects” — These are some of the chapter-headings in our “Music-Money” book for dealers. Have you had yours? It’s ready and free.



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

TRADE-MARKS HAVE GREAT SIGNIFICANCE—(Continued from page 55).

with foreign countries, but under the present law it is only necessary that a trade-mark be used in commerce between the different States in order to be eligible for registration if it conforms to other requirements.

With reference to registered trade-marks the firms in the music trades are, in one respect, in a more advantageous position than the general run of manufacturing houses in any other line. And it all comes about from the fact that most of our music instrument manufactories, especially piano manufactories, are long established. If it wasn't for this long tenure many of the leaders in the musical field could not have the benefit of registered trade-marks, but would have to rely solely upon common-law trade-marks. Let us explain.

Trade-Marks and the Law.

Under the present law a trade-mark cannot consist merely of the name of an individual, firm, corporation or association, unless it be written, printed or impressed in some particular or distinctive manner. And this latter does not mean that the name may be merely printed in script or Roman letters or some fanciful type. It must be displayed in so unique a manner that any person seeing it would be impressed with the peculiar execution and arrangement of the lettering rather than with the name that is presented. This is a pretty broad and sweeping prohibition, and I think I hear many readers inquiring how it is in the face of such a

ban that Steinway and Chickering and Knabe and all the other well-known trade-mark names of the piano field “got by.”

It was simply due, as above intimated, to their ancient origin. A newcomer in the piano manufacturing industry to-day could not trade-mark his own name, but there was a loophole provided in the law for the benefit of the pioneers in the industry. It was stipulated in the latest trade-mark law that registration should be granted without question to any trade-mark which had been in actual and exclusive use by an applicant (or his predecessors from whom he derived title) for ten years preceding February 20, 1905. Thus the older houses in the music trades have been enabled to secure Uncle Sam's seal of approval for trade-marks which would be barred were they originated during the present century.

Autograph Signatures as Trade-Marks.

A musical instrument manufacturer whose business is of too recent origin to enable him to take advantage of this exemption, may yet register as a trade-mark his own name or that of his firm if he can devise some distinctive method of displaying it, as above outlined. Or he may get around the prohibition by adopting his autograph signature as a trade-mark. Autograph signatures are always accepted without question at the Patent Office. Coined words are also looked upon with favor by the government officials, provided they are not descriptive or deceptive. Thus such words as Victrola, Grafonola and Amberola would doubtless be accounted ideal trade-marks if the respective manufacturers cared to register them. However, it is the custom in the music trades for a house to put out all its products under one common trade-mark. This is not so in certain other lines. For instance, the National Biscuit Co. has a different trade-mark name for every different kind of cracker it bakes.

Can't Trade-Mark Name of Living Celebrity.

It may be of interest to some persons in the music trades that Uncle Sam will not register the name of any living celebrity as a trade-mark without his consent. Thus if a piano manufacturer wished to name a type of instrument for Paderewski he could not secure registration of the name unless he had the written consent of the eminent artist. On the other hand, the name of Mozart or any other dead celebrity may be registered—just as we have an Apollo player.

One of the requirements of the U. S. Patent Office is that an applicant for trade-mark registration must submit five specimens showing the mode of applying or affixing the trade-mark to the goods. If this were interpreted literally it might involve musical instrument manufacturers in no end of bother, for it would, of course, not only be expensive to a prohibitive degree to ship pianos to Washington for inspection, but it would entail some inconvenience to even forward five duplicate instrument parts bearing the trade-mark. However, the officials at the Patent Office interpret this stipulation very liberally and they not only permit but even urge manufacturers not to send cumbersome

specimens to the Trade-Mark Division, but to merely file instead photographs of the instrument (or that part of the instrument) bearing the trade-mark.

BELIEVES IN ADVERTISING.

Why Logan's Music Store in Salinas, Cal., Has Built a Big Business in Talking Machines.

One of the many thriving Columbia dealers on the coast is Logan's Music Store, of Salinas, Cal. This enterprising and attractive store is doing a



Logan's Attractive Display.

flourishing business in talking machines and records. The owner is a firm advocate of newspaper advertising, and carries a column advertisement in the leading daily paper of the town. The returns from this publicity have been so far reaching that Mr. Logan is gradually acquiring a substantial trade in near-by cities. He carries an extensive line of Columbia products and reports a steadily increasing call for the higher-priced styles.

THE FUNDAMENTAL TRUTH.

Do not lose sight of the great fundamental truth—the value of advertising—its trade-pulling power depends on individual advertising in your local newspaper over your own name. The royal route to success and the shortest route is by personal appeal—letting the folks at home know who you are, where you are and what you have to sell.

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Write for 20-page catalog giving details and information on record systems.

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60 YEARS' EXPERIENCE

PATENTS

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RECORD BULLETINS FOR DECEMBER, 1912

VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

No.	Victor Light Opera Co.	Size.
31870	Gems from "The Mocking Bird". Rosenfeld-Sloane Victor Mixed Chorus.	12
31873	Christmas Songs and Carols. Victor Opera Company.	12
31874	Gems from "Cavalleria Rusticana". Mascagni	12
17035	From An Indian Lodge. from "Woodland Sketches." Op. 51, No. 5 (MacDowell).	10
	Sousa's Band	
	Oloha Oe (Farewell) (Hawaiian Love Song) (Queen Liliuokalani) Cornet Solo.	10
17175	By The Old Cathedral Door (Lamb-Solman).	10
	Peerless Quartet	
	Afterwards (Lemon-Mullen).	10
17187	Stille Nacht, heilige Nacht (Silent Night, Holy Night) (German Christmas Hymn) (Gruber) In German. Margarette Dunlap	10
	No Candle was There and No Fire (Breton Christmas Song) (Gostling-Lehmann).	10
	Elizabeth Wheeler	
17188	You Can't Expect Kisses from Me (Lewis-Cowan).	10
	Ada Jones and Billy Murray	
	Luella Lee (Esrom-Morse).	10
	Herbert L. Clarke with Sousa's Band	
17189	Oh, Promise Me, from "Robin Hood" (Scott de Koven).	10
	Alan Turner	
	Dearie (Kummer).	10
	Elsie Baker	
17191	Nonsense (Havez-Botsford).	10
	Billy Murray	
	At the Ragtime Ball (Lewis-Monaco).	10
17192	Persiflage (Francis) Banjo. Fred Van Eps	10
	My Regards Waltz (Llewellyn). Xylophone.	10
	William H. Reitz	
17193	Alpha March (The). Arthur Pryor's Band	10
	Birds of Love—Three-step (Ascher) (For dancing).	10
	Herbert L. Clarke with Sousa's Band	
17194	Where the Edelweiss is Blooming, from "Hanky Panky" (Goetz-Sloane).	10
	Lyric Quartet	
	1 Always Knew the Girl I'd Love, Would be a Girl Like You (Walsh-Christie).	10
	Walter J. Van Brunt	
17195	Won't You Let Me Take You Home (Doerr-Lashley).	10
	Walter J. Van Brunt	
	The Ghost of the Violin (Kalmar-Snyder).	10
	Van Brunt and Burkhardt	
17196	Everything's at Home Except Your Wife, from "Oh, Oh, Delphine" (McLellan-Caryll).	10
	Billy Murray	
	Hitchy Koo (Gilbert-Muir-Abrahams).	10
	American Quartet	
17197	The Funny Bunny Hug (Tracey-Walker).	10
	Ada Jones and Billy Murray	
	Oh! You Little Bear (Heath-Vanderver).	10
	Collins and Harlan	
35247	Pomp and Circumstance—March (Arthur Pryor's Band)	12
	(Elgar).	
	Dream Pictures—Fantasia (Traumbilder) (with bell solo) (Lumbye).	12
	Arthur Pryor's Band	
35248	The Lord is My Light (Durdee Buck).	12
	Elsie Baker and Fred Wheeler	
	The Day is Ended (Bartlett). Harry McCluskey	12
	35258	March Militaire (Vessella).
	Vessella's Italian Band	
	Marche Indienne (Sellenick).	12
	Kryl's Bohemian Band	
35259	Till the Sands of the Desert Grow Cold (Graff-Ball).	12
	Alan Turner	
	Beautiful Isle of the Sea (Cooper-Thomas).	12
	Frank Coombs	
35260	Kentucky Minstrels, No. 23—"My Gal is a High-Born Lady." "My Dinah." "When You Ain't Got No Money." etc. Victor Minstrel Co. Minstrel Specialty—"Working on the Farm."	12
	Golden and Hughes	
35261	Yule-Tide—A Christmas Fantasia (Kappay) "Christians, Awake." "It Came Upon the Midnight Clear." "Babe of Bethlehem." "Country Dance." "Auld Lang Syne" (Arthur Pryor's Band)	12
	Arthur Pryor's Band	
	Nazareth—Christmas Song (Horley-Gounod).	12
	Frank Croxton	
	PURPLE LABEL RECORDS.	
	Victor Herbert's Orchestra.	
60080	Babes in Toyland—The Toymaker's Shop.	10
	Herbert	
60082	When the Roses Bloom ("In the Time of Roses")	10
	In French.	
70085	Louise—Depuis le jour (Ever Since the Day) (Act III)	12
	Carpentier	
	Lambert Murphy, Tenor—In English.	12
60083	The Birthday of a King (Christmas Song)	10
	Neidlinger	
	Lucy Isabelle Marsh, Soprano—In English.	10
70086	Homeland—Czardas, from "The Merry Countess" (Fledermaus)	12
	Anderson-Strauss	
	Agnes Kimball, Soprano—In English.	10
60081	Oh, Come with Me in the Summer Night Op. 21, No. 2 (English version by Dudley Buck).	10
	Van der Stucken	
	NEW RED SEAL RECORDS.	
	Marcella Sembrich, Soprano—In Italian.	10
88388	"Tales from Vienna Forest" Waltz (Storielle del bosco viennese).	12
	Trans. from Johann Strauss by Frank La Feorg	
	Johanna Gadski, Soprano, Otto Goritz, Baritone—In German.	12
88370	Flying Dutchman—Versank ich jetzt (I. Teil) (Do I Dream?) (Duet from Act II, Part I).	12
	Wagner	
88371	Flying Dutchman—Wohl konn' ich Weibes (II. Teil) (Woman's Holy Duties) (Duet from Act II, Part II).	12
	Wagner	
	Louise Homer, Contralto—In English.	12
88384	Come Unto Me.	12
	Willem Coenen	
	Alma Gluck, Soprano, Louise Homer, Contralto—In English.	10
87110	Oh, That We Two Were Maying Op. 2, No. 8.	10
	Ethelbert Nevin	
88385	Abide With Me (organ and piano accomp).	12
	Liddle	
88386	Three Fishers (piano accomp).	12
	Hullah	
64281	Serenata, Op. 15, No. 1 (piano accomp. by George Falkenstein).	10
	Moszkowski	
	Valdimir de Pachmann, Pianist.	10
74309	Ballade, Op. 47, A flat.	12
	Chopin	
	John McCormack, Tenor—In English.	10
64252	Take, Oh, Take Those Lips Away.	10
	Shakespeare-Bennett	
	Evan Williams, Tenor—In English.	10

64280	Jean	10
	George Hamlin, Tenor.—In English.	
74310	Good Night, Little Girl, Good Night.	12
	Hays-Macy	
	DOUBLE-FACED GERMAN RECORDS.	
	German Christmas Records.	
63812 (a)	Klein Eischen's Weihnachtsabend (mit Harmonium und Kirchenglocken) (Christmas dialogue with organ and chimes).	10
	(b) Ein Wiederschien am Weihnachtsabend (mit Harmonium und Kirchenglocken) (Christmas dialogue with organ and chimes).	10
62813 (a)	Stille Nacht, heilige Nacht (mit Harmonium und Kirchenglocken) (Male Quartet with organ and chimes).	10
	(b) Ehre sei Gott in der Höhe! (mit Harmonium und Kirchenglocken) (Male quartet with organ and chimes).	10
63820 (a)	Stille Nacht, heilige Nacht (Trombone quartet).	10
	(b) Vom Himmel hoch (Trombone quartet).	10
63814 (a)	Die Seerose (Lindenberger-Wengert) (unaccompanied).	10
	(b) Die Himmel rühmen von Beethoven (unaccompanied).	10
63817 (a)	Todesschen (Falkenheim-Tosti). M. Kuttner	10
	(b) Das Zauberland (Meyer-Helmund).	10
	Max Kuttner	
	EDUCATIONAL RECORDS.	
35262	Chicken Little, from "Fairy Tales" Recitation. (Jacobs).	12
	Georgene Faulkner	
	Goldilocks and the Three Bears (retold from the tale of Robert Southey). Recitation.	12
	Georgene Faulkner	
17198	Three Billy Goats Gruff, from "Popular Tales of the Norse." Recitation. (Bartlett).	10
	Georgene Faulkner	
	1. Wolf, Wolf! 2. Wind and the Sun, from "Aesop's Fables." Recitation.	10
	Georgene Faulkner	
17181	Lullaby (Brahms).	10
	Loreley (Schlier).	10
17199	1. In Ghent. 2. In Germany. 3. In Germany (Fox-Missner).	10
	Elsie Baker	
	1. The Scarecrow. 2. The Acorn (Seeds that Fall). 3. The Burr (Seeds that Stick) from "Art Song Cycles" (Fox-Missner).	10
	Elsie Baker	
	THOMAS A. EDISON, INC.	
	BLUE AMBEROL CONCERT LIST.	
28103	Ben Bolt (Nelson Knass) Contralto solo, orch. accomp.	10
	Eleanora de Cisneros	
28105	Hymn to the Emperor—"Kaiser Quartet" (Haydn) First and second violins, viola and cello.	10
	The Olive Mead String Quartet	
28106	Ave Maria (Bach-Gounod) Soprano solo, with violin obligato, orch. accomp.	10
	Maria Rappold and Albert Spalding	
28111	The Day is Done (M. W. Balfe) Contralto solo, orch. accomp.	10
	Christie Miller	
28112	The Snowy Breasted Pearl (Joseph Robinson). Tenor solo, orch. accomp.	10
	Orville Harrold	
	BLUE AMBEROL REGULAR LIST.	
1501	Semiramide Overture (Rossini).	10
	American Standard Orchestra	
1504	Roses Bloom for Lovers from "The Rose Maid" (Bruno Granichstaedten) Soprano solo, orch. accomp.	10
	Grace Kerns	
1505	When You're Away, from "The Winsome Widow" (Bert Gounod) Mezzo-soprano and tenor, orch. accomp.	10
	Helen Clark and Harvey Hindermeyer	
1506	Over the Waves Waltz (Juventino Rosas) for dancing.	10
	New York Military Band	
1508	Light as a Feather (T. H. Rolinson). Bells solo, orch. accomp.	10
	Charles Daab	
1511	My Uncle's Farm. Vaudeville specialty.	10
	Golden and Hughes	
1514	The Mocking Bird—Fantasia (Winner-Stobbe) Xylophone solo, orch. accomp.	10
	Charles Daab	
1515	Anchored (Watson-Page). Male voices, orch. accomp.	10
	Knickerbocker Quartet	
1516	Just Before the Battle, Mother (Geo. F. Root) Counter-tenor and chorus, orch. accomp.	10
	Will Oakland and Chorus	
1520	Nita Gitana (Reginald de Koven). Tenor solo, orch. accomp.	10
	Reed Miller	
1521	By the Light of the Silvery Moon (Gus Edwards). Popular song, orch. accomp.	10
	Ada Jones and Male Quartet	
1524	Silver Bell (Percy Wenrich). Indian love song, orch. accomp.	10
	Ada Jones and Billy Murray	
1525	The Rosary (Ethelbert Nevin). Soprano and male voices, orch. accomp.	10
	Elizabeth Spencer and Knickerbocker Quartet	
1526	Teasing Moon (Henry Marshall). Tenor solo, orch. accomp.	10
	Walter J. Van Brunt	
1532	Dixie Medley. Banjo solo, orch. accomp.	10
	Fred Van Eps	
1533	Tell Mother I'll Be There (Charles Fillmore) Baritone solo with mixed chorus, orch. accomp.	10
	Ja. F. Harrison and Edison Mixed Quartet	
1534	Oh! You Circus Day Medley. Whistling, orch. accomp.	10
	Joe Belmont	
1537	List! The Cherubic Host—"The Holy City" (Gaul) Chor. Female Voices and F. Croxton	10
	Chorus, orch. accomp.	
1538	I Will Love You When the Silver Thread is Shining Among the Gold (F. H. Klickman) Tenor solo, orch. accomp.	10
	Manuel Romain	
1540	Under the Big September Moon (J. C. Atkinson) Campbell and Gillette	10
1542	My Hula, Hula Love (Percy Wenrich) Mixed voices, orch. accomp.	10
	Metropolitan Quartet	
1546	For This (Reginald de Koven) Tenor solo, orch. accomp.	10
	Charles W. Harrison	
1547	Silver Threads Among the Gold (H. P. Danks) Counter-tenor solo, orch. accomp.	10
	Will Oakland	
1548	Good-Night, Good-Night, Beloved (Pinsuti) Male voices, orch. accomp.	10
	Emos Quartet	
1549	My Suburban Girl Medley. Banjo solo, orch. accomp.	10
	Fred Van Eps	
1550	Casey Jones (Eddie Newton) Comic song, with male chorus, orch. accomp.	10
	Billy Murray and Chorus	
1556	When I Waltz With You (Albert Gumble) Tenor solo, orch. accomp.	10
	Charles W. Harrison	
1557	Nearer My God to Thee (Mason-Johnson) Male voices, unaccomp.	10
	Knickerbocker Quartet	
1562	The Land of Golden Dreams (E. F. Dusenberry) Contralto and baritone, orch. accomp.	10
	Elsie Baker and James F. Harrison	
1565	I Want to Love You While the Music's Playing (George Botsford). Male voices, orch. accomp.	10
	Heidelberger Quintet	
1568	On a Beautiful Night with a Beautiful Girl (Gus Edwards). Tenor and chorus, orch. accomp.	10
	Walter J. Van Brunt and Chorus	
1573	Lustspiel Overture (Kéler-Bela, Op. 73).	10
	Edison Concert Band	

1575	Put On Your Old Gray Bonnet (Percy Wenrich) Tenor and mixed voices, orch. accomp.	10
	Joseph A. Phillips and Chorus	
1576	Rap, Rap, Rap, Rap on Your Minstrel Bones. (Albert Von Tilzer). Coon song, orch. accomp.	10
	Edward Mecker	
1581	Edelweiss and Almenrausch (W. Mangelsdorff) Violin, flute and harp. Venetian Instrumental Trio	10
1582	Luella Lee (Theodore Morse) Tenor duet, orch. accomp.	10
	Campbell and Gillette	
1585	When I Carved Your Name on the Tree (Will Arthur) Tenor solo, orch. accomp.	10
	Harvey Hindermeyer	
1586	Weeping, Sad and Lonely (Henry Tucker) Soprano and chorus, orch. accomp.	10
	Elizabeth Spencer and Chorus	
1588	That Mellow Melody (Geo. W. Meyer) Rag-time song, orch. accomp.	10
	Anna Chandler	
1600	Home, Sweet Home the World Over (J. Bodewalt Lampe) Edison Concert Band	10
1601	The Holy City (Stephen Adams) Tenor and mixed chorus, orch. accomp.	10
	Edwin Skedden and Edison Mixed Quartet	
1602	When I Get You Alone To-Night (Fred Fischer). Comic song, orch. accomp.	10
	Billy Murray and Chorus	
1603	Temple Bells—"Under Many Flags" (Manuel Klein). Tenor and chorus, orch. accomp.	10
	Irving Gillette and Chorus	
1604	Heimweh (Longing for Home) (Albert Jungmann) Violin, 'cello, flute and harp.	10
	Venetian Instrumental Quartet	
1605	Hitchy Koo (Muir and Abrahams) Coon duet, orch. accomp.	10
	Collins and Harlan	
1606	Silent Night (Franz Gruber). Soprano, tenor and baritone, accomp. by Venetian Instrumental Quartet.	10
	Elizabeth Spencer, Harry Anthony and James F. Harrison	
1607	Sweetheart Let's Go 'A-Walking—"Under Many Flags" (Manuel Klein) Tenor and chorus, orch. accomp.	10
	Billy Murray and Chorus	
1608	Luke (Bret Harte). Recitation. Harry E. Humphrey	10
1609	Don't Turn My Picture to the Wall—"The Girl from Montmartre" (Jerome B. Kern). Soprano and tenor, orch. accomp.	10
	Elizabeth Spencer and Walter J. Van Brunt	
1610	Say Not Love Is a Dream—"The Count of Luxembourg" (Franz Lehar). Soprano solo, orch. accomp.	10
	Elizabeth Spencer	

COLUMBIA PHONOGRAPH CO.

	12-INCH SYMPHONY DOUBLE-DISC RECORD.	
A5421	The Creation, "With Verdure Clad" (Haydn). Walter Lawrence, Soprano, orch. accomp.	36,366
	"Villanelle" (Dell'Acqua). Walter Lawrence, Soprano, orch. accomp.	
	12-INCH SYMPHONY DISC RECORDS.	
Double.	"Aida" (Verdi) "Nume, custode e vindice." Single. Giovanni Zenatello, Tenor and Harp, M. Jones, Bass, with chorus—in Italian, with orch.	36,366
	"Cavalleria Rusticana" (Mascagni). "Tu qui Santuzza." Maria Gay, Contralto and Giovanni Zenatello, Tenor—in Italian, with orch.	30921
A5419	Polonaise in A major, Op. 40, No. 1 (Chopin) Josef Hofmann	
	Valse Caprice (Rubinstein) Josef Hofmann	
A5425	In the Gloaming (Harrison). In English with orch.	
	Alice Nielsen	
	Sweet Genevieve (Cooper). In English, with orch.	
A5420	Loch Lomond (Old Scottish melody). In English, with orch.	
	David Bispham	
	Hedge Roses (Schubert). In English, with orch.	
	David Bispham	
	12-INCH DOUBLE-DISC BLUE-LABEL RECORDS.	
A5424	The Messiah (Handel) "At the Glory of the Lord" Columbia Oratorio Chorus, orch. accomp. Nazareth (Gounod). rank Croxton, Bass, and Columbia Mixed Chorus, orch. accomp.	
A5423	Singing Girl (Herbert). Vocal gems. Columbia Light Opera Co. orch. accomp.	
	Singing Girl (Herbert). Selections. Prince's Orchestra.	
	10-INCH DOUBLE-DISC BLUE-LABEL RECORDS.	
A1220	Insurance Scene. Joe Weber and Lew Fields. Vaudeville sketch, with orch.	
	Singing Scene. Joe Weber and Lew Fields. Vaudeville sketch, with orch.	
A1219	Contract Scene. Joe Weber and Lew Fields. Vaudeville sketch, with orch.	
	Stock Exchange Scene. Joe Weber and Lew Fields. Vaudeville sketch with orch.	
A1217	Gee! But the Moon Makes Me Lonesome (Schmidt). Manuel Romain, Counter-tenor, orch. accomp.	
	When It Rains, Sweetheart, When It Rains (Berlin). Manuel Romain, Counter-tenor, orch. accomp.	
A1218	La Favorita (Donizetti). "Splendor piu belle in cielo" (The stars in heavenly splendor). Cesare Alessandrini, Baritone and chorus—in Italian, with orch.	
	"Quest' assisa ch' io vesto" (This my habit has told you) Cesare Formichi, Baritone—in Italian, with orch.	
A1221	Poor Wandering One—"The Pirates of Penzance" (Gilbert-Sullivan). Grace Kerns, Soprano, orch. accomp.	
	Let Me Like a Soldier Fall, from "Maritana" (Wallace). Charles W. Harrison, Tenor, orch. accomp.	
	10-INCH DOUBLE-DISC RECORDS.	
A1222	That Mellow Melody (Meyer). Peerless Quartet, orch. accomp.	
	When Uncle Joe Plays a Rag on His Old Banjo (Morse). Arthur Collins, Baritone, with orch. and banjo accomp.	
A1223	Tennessee Moon (Wenrich). Peerless Quartet, orch. accomp.	
	Kentucky Days (Wenrich). Peerless Quartet, orch. accomp.	
A1226	A Dream of Christmas (Rasch). Violin, 'cello and harp trio. George Stehl, Charles de Jaeger and Charles Schuetze.	
	Christmas Fantasy (Unhehau). Prince's Orchestra.	
A1227	Christmas Symphony (Toy instruments) (Chwatal). Prince's Orchestra.	
	Circassian Dance from Ballet Suite "La Source" (Delibes). Prince's Orchestra.	
A1216	Ten Thousand Times Ten Thousand (Dykes). Chimes of Trinity, New York City. Thou Whose Almighty Word (Giardini). Chimes of Trinity Church, New York City.	
A1228	Motor King March (Frantzer). Prince's Band.	
	Philippic March (Schmid) Prince's Band.	
A1224	Goodbye, Rose (Ingramham). Albert Campbell, 1st Tenor, and Henry Burr, 2d Tenor, orch. accomp.	
	I'll Love You, Sweetheart Sue (Christie). Albert Campbell, 1st Tenor and Henry Burr, 2d Tenor, orch. accomp.	
A1225	Where the Edelweiss is Blooming (Sloane). Beulah G. Young, Soprano, Henry Burr, Tenor, and Peerless Quartet, orch. accomp.	
	Are You Going to Dance? from "The Count of Luxembourg" (Lehar). Beulah G. Young, Soprano, and Charles W. Harrison, Tenor, orch. accomp.	

12-INCH DOUBLE-DISC RECORDS.
 A5418 Rose Maid (Grandischtaedten). Waltzes. Prince's Orchestra.
 Ever or Never Waltz (Waldteufel). Prince's Orchestra.
 A5422 Andante from Fifth Symphony (Beethoven). Prince's Orchestra.
 Angelus (Massenet). Prince's Orchestra.

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 1572 Old Folks at Home.....Margaret Keyes
 1567 Gavotte No. 2 ("Cello").....Heine
 1565 Lovely Flowers I Pray.....Nevada Van der Meer
 1556 The Song that Reached My Heart.....Agnes Kimhall
 1544 A Rural Argument.....Porter & Harlan
 1502 Medley Nursery, Rhymes.....Lillian Holmesley
 1514 Calm as the Night.....Kimhall & Croxton
 1516 My Own Canadian Home.....A. Croxton
 1522 Adoration (Inst. trio).....Florentine Trio
 1529 Morning and Night.....Reed Miller
 1464 Madrigale (Violin).....Dr. Popper
 1493 Say Au Revoir (Duet).....Oakland & Thompson
 1579 Bonnie Doon.....H. McClaskey
 1582 Ted Snyder's 1912 Medley Over.....U.S. Concert Band, conducted by J. L. von der Mehden, Jr.
 1570 Moonlight Bay.....Peerless Quartet
 1583 Christmas Memories.....Band
 1584 Take Me to That Suwanee Shore.....Collins & Harlan
 1586 I've Got the Finest Man.....Ada Jones
 1561 Where the Silvery Colorado Winds Its Way.....Will Oakland
 1555 Christmas Eve.....Croxton Quartet
 1587 A Garland of Old Fashioned Roses.....H. Burr

TWO-MINUTE RECORDS.
 492 Ahmeen.....Band
 500 A Hundred Fathoms Deep.....Jahn
 423 Groundhog Day in Pumpkin Center.....Cal. Stewart
 419 Hall, Edward VII.....Band
 512 Yiddish Turkey Trot.....M. Burkhardt
 513 Fireflies (Nyxophone).....A. Benzler
 498 Picadore March.....Band
 216 Hitchy Koo.....Collins & Harlan

EDISON'S ACHIEVEMENTS

In the Field of Applied Electricity in the Last Thirty Years Have Revolutionized American Life, Says Miller Reese Hutchinson.

Discussing how American life has been revolutionized by thirty years of applied electricity, and what civilization owes to Thos. A. Edison's inventions, Miller Reese Hutchinson said in a recent article:

"On Oct. 21, 1879, a serious looking young man, in a little workshop in Menlo Park, N. J., produced a queer-looking glass bulb with a looped wire inside. When it had been made ready he carefully connected the ends of this wire to a galvanic battery. Instantly the interior of the workshop and the features of the inventor were brilliantly illuminated. Then, as if in pure ecstasy of accomplishment, its brilliancy increased tenfold and as suddenly ceased altogether.

"The light of that diminutive lamp flashed around the entire world. It bade sleeping mankind awake and bestir itself. It was the precursor of a period of feverish application and wonderful accomplishment, for each successive day since that momentous year has revealed a greater amount of human progress than was revealed within an equal number of centuries before.

"Communication between distant points, by means of little boxes and miles of wire, was extended. The human voice was recorded and reproduced. A swiftly moving car with much flashing of blue fire appeared and encompassed the earth with a network of rails and overhead wires. The broad expanses of canvas disappeared from the bosom of the deep and were replaced by the ocean greyhound and its trail of foam and smoke. The innermost parts of the human body were plainly revealed by the X-ray. The electric wave from sputtering, crackling sparks emitted by little coils of wire have reached distant shores and summoned help to the sinking ship. Human life has been conserved and suffering diminished by wonderful advancement in medicine and surgery.

"Power driven wheeled vehicles have appeared and increased as if by magic. Huge bird-like things have raised themselves and their human cargoes from earth and navigated the air. Villages suddenly became manufacturing centers, towns became cities and cities became metropolises in a night. The incandescent lamp has been the precursor of this wonderful development in every locality.

"Wherever the incandescent lamp is found there you will also find new buildings being erected, excellent educational institutions established, activity in commercial life, a happy, energetic, wide-awake populace. It is no exaggeration to say that the wonderful progress that has been made in the world in the last thirty years is due to electricity and Thomas A. Edison."

WATCH THE OLDFIELD BILL.

Everyone Interested in Fixed Prices Should Keep in Touch with their Representatives in Congress—A Timely Letter from Edmond A. Whittier Well Worth Reading.

The Oldfield bill abolishing fixed prices, and which has been discussed in these columns so fully and so frequently, will come up for action by Congress at the December session. Hence the importance of everyone interested in the maintenance of prices on patented articles keeping in touch with their congressmen and senators and urging a strenuous and consistent opposition to this measure.

Edmond A. Whittier, of Washington, D. C., has recently written a letter to a prominent senator which is so excellent in its comprehensive grasp of the various arguments made for and against this bill that it constitutes good reading:

My Dear Senator:—
 I thank you for the frank expression of opinion conveyed in your letter of Oct. 18, concerning the position taken by Mr. Oldfield and others with respect to "price regulation."

May I respectfully suggest that you are in error in the idea that "nobody is attempting to attack the right of the patentee to get all the profit he can out of his patent?" Mr. Oldfield's position, as repeatedly expressed both at the committee hearings and in many newspaper interviews since, has been that some manufacturers are using their patent grants to exact an extortionate profit from the public, and, so far as I have observed, he has always confined his comment in this regard to four or five, or at the outside a half dozen, manufacturers out of the thousands in the country. It is a matter of record that practically Mr. Oldfield's whole argument with respect to Section 2 of his bill, depriving manufacturers of the right to regulate prices, is based on the contention that a few manufacturers are making an exorbitant profit out of their patents.

It is extremely gratifying to be able to infer from your letter that you have no sympathy with a position which is neither more nor less than an attack upon the whole patent system as interpreted in a long series of decisions in our own federal courts.

The same principles have repeatedly been affirmed by the courts of Great Britain, and only last year by a unanimous decision of the Lords of the Judicial Committee of the Privy Council in a decision which determined the law for the entire British Empire. How completely the English Courts accept the principles of the Dick decision appears from the following language, which is remarkable, and I believe unsurpassed, for clearness of expression:

"The sale of a patented article carries with it the right to use in any way that the purchaser chooses to use it, unless he knows the restrictions. Of course, if he knows the restrictions and they are brought to his mind at the time of the sale, he is bound by them. He is bound by them on this principle: The patentee has the sole right of using and selling the articles, and he may prevent anybody from dealing with them at all. Inasmuch as he has the right to prevent people from using them or dealing in them at all, he has the right to do the lesser thing; that is to say, to impose his own conditions. * * * It does not matter what they are, if he says at the time when the purchaser proposes to buy or the person to take a license: 'Mind, I only give you this license on this condition,' and the purchaser is free to take it or leave it, as he likes. If he takes it, he must be bound by the condition. It seems to be common sense, and not to depend upon any patent law or any other particular law."

In my letter of Oct. 10, to which yours is a reply, I expressed regret that consideration of the great fundamental issues involved in a legislative readjustment of our patent laws should be confused by the injection of comparative trivialities. In last week's "Independent," in an article entirely unrelated to the patent question Prof. John B. Clark, of Columbia University, says:

"With the world crowding itself more and more densely with people, the art of extracting a living from it must be practised more and more effectively. We must invent new machinery, discover new raw materials, use new motive power. * * * Otherwise humanity will grow poorer with every passing decade."

Does not this give rise to thought that may well give pause to those who would precipitately lessen the value of prizes to inventive genius? Does not this suggest one such underlying problem concerning not merely the commercial welfare of our country but the future of humanity?

All this of course, is above, and beyond and beside the matter of pure expediency of "price regulation" wherein, to quote former President Cleveland's well-worn phrase, "it is a condition and not a theory which confronts us"; or as Governor Woodrow Wilson, of New Jersey, has candidly explained his change of attitude with respect to the initiative and referendum: "Theoretically I have always opposed it, but find now that practically it is working well."

Mr. Oldfield's opponents assert and are prepared to prove that under modern merchandizing methods "fixed prices" protect the consuming public, and that in every community in this country "unfixed prices" are the medium through which it is daily defrauded.

This leads us to the last sentence of your letter in which you express the thought that Mr. Oldfield's bill attempts "to enforce the doctrine that he (the patent owner) ought

not be permitted, because of having a patent, to enter into contracts in restraint of trade"; on this point there can be no disagreement between you and the friends of "price regulation" for all the so-called antitrust features of the Oldfield bill have, so far as I know, practically unanimous support from patriotic men; but do you know that the only organized advocacy of the provisions of the bill abolishing "fixed prices" is by sensational department stores and mail-order houses which, I believe a little consideration will convince you, are operating just as injuriously in restraint of trade in merchandising as do the trusts in producing? They use the same method—rumorous temporary price-cutting—to squeeze the life from the small city and country merchant.

I respectfully submit that the proposal to deprive manufacturers of the right to regulate prices is directly in the interest of large aggregations of capital which the developments of the last few years show are seeking a monopoly of the retail field, operating through systems of chain stores and mail-order houses, and effecting a real and vast restraint of trade by rapid elimination of the helpless small dealer as a competitive factor.

"Price regulation" protects the weak against the strong—restrains monopoly—and fosters trade. Please be assured that the friends of "price regulation" are consistently and just as earnestly favorable to other features of the Oldfield bill aimed at monopoly as they are opposed to Section 2 on account of its fundamental error.

Yours faithfully,
 (Signed) EDMOND A. WHITTIER.

COLUMBIA WITH SONNENBERG CO.

The Prominent Piano House of Bridgeport, Conn., to Feature the Columbia in its New Talking Machine Department.

The Columbia Phonograph Co. announces that it has just completed a deal whereby the M. Sonnenberg Piano Co., of Bridgeport, Conn., will install a talking machine department in its store to handle the Columbia line exclusively. R. F. Bolton, manager of the Columbia retail store at 89 Chambers street, was instrumental in completing arrangements for the new department. Shipments of goods will probably begin this week.

FOREIGN TRADE SOARS.

This Year's Imports and Exports Promise to Reach High Records.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 6, 1912.

The foreign commerce of the United States in 1912 promises to establish high records in both imports and exports, according to a statement issued to-day by the Bureau of Foreign and Domestic Commerce for the nine months ending with September.

The imports in that period amounted to \$1,333,169,727, an increase of \$200,250,000 over the first nine months of 1911. The record year for imports was 1910, with \$1,557,000,000 for the entire twelve months. September of the current year brought in \$144,906,493, an increase of \$19,735,000 as compared with September, 1911.

Exports this year up to the end of September amounted to \$1,616,160,269, an increase of \$160,658,935 over the corresponding period last year. In 1911 exports for the first time exceeded \$2,000,000,000. September exports this year were valued at \$199,678,062, an increase of \$3,879,000.

Increases in both imports and exports this year were largely in manufactured articles.

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