

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



A Corner of the Music Room
in the White House

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Allegheny.....H. A. Becker, 601 Ohio St.
Harrisburg.....J. H. Troup Music House, 15 So.
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Philadelphia.....Harmonia Talking Machine Co., 1221
Arch St.
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Milwaukee.....G. H. Eichholz, 552 12th St.
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St.

Vancouver, B.C.M. W. Waitt & Co., Ltd., 568 Gran-
ville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

Vol. 7. No. 10.

New York, October 15, 1911.

Price Ten Cents.

VICTROLA ON THE GREAT LAKES.

A Most Popular Instrument on These Waters Thanks to the Enthusiasm of Emil J. Earling—Every Steamer of the Franklin Fleet Boasts of a Victrola—Something of the Annual Cruise of the Six Musketeers and How the Victrola Helped to Entertain.

(Special to The Talking Machine World.)

Milwaukee, Wis., Oct. 10, 1911.

To most people the suggestion of a vacation trip on a grimy-hulled freighter on the great lakes brings visions only of monotony and an opportunity to wear out old clothes and patience. But to those behind the scenes—in one instance, at least—it is "a thing of beauty and a joy forever," if there is a Victrola on board to while away the hours.

Those privileged few who have this summer spent a vacation on the black-hulled, 600-foot freighters of the Franklin Steamship Co. swear by the Victrola as the chief form of entertainment and amusement for any kind of a vacation, be it on board boat, in the woods, on the plain, or at shore and stream.

It is through the kind offices of Emil J. Earling, 196 Queen Anne place, this city, that the Victrola has been made the popular musical instrument on Great Lakes vessels.

Mr. Earling is a wealthy coal operator and is one of the principal officers and stockholders of the Franklin Steamship Co. He is also one of the famous Earling brothers of railroad fame, headed by Albert J. Earling, president of the Chicago, Milwaukee & St. Paul and Puget Sound systems.

E. J. Earling was one of the first to make the talking machine a popular instrument in the home. He was one of the first purchasers of the modern Victor-Victrola. In a short time the piano-player and the player-piano had been supplanted by the Victrola and held the place of honor in his mansion.

The Earling family each summer spends two or three weeks aboard the steamer E. J. Earling, flagship of the Franklin fleet. Two summers ago the Victrola was taken from the home to the boat for the annual trip. The idea was original and it "took."

At the opening of navigation this year every steamer of the Franklin fleet, including the Earling, was presented with a Victrola by the owners. At the close of the season several other large fleets have adopted the idea, and next year there will see its general adoption. The talking machine will be as much a part of the equipment as the compensating binnacle or the compass.

Let alone the value of the Victrola as an entertainer, it has established itself as a foe to mal-de-mer. It might also be classed as a miniature matrimonial bureau, or a promoter of marriage by suggestion. For it is recorded that John McCormack's golden voiced "I'm Falling In Love With Someone" did mean something to someone—or two on a recent trip. (A Victrola was among the nuptial gifts.)

The annual cruise of "The Six Musketeers," a gang of Milwaukee good fellows, on the Earling a short time ago, served to develop all the good and true points of the Victrola on this vessel—a leviathan of 600 feet, which carries 11,000 or more tons of coal or ore without the slightest difficulty. Without the Victrola—well, the trip could not have been nearly so pleasant, as all of the six will testify.

In bad weather in the parlor-observation room, in fine weather on deck, the Victrola was a never-ending source of joy and pleasure. Attune six voices to "His Master's Voice" and you have a combination hard to beat.

The photograph shows the "opening concert" in the observation room of the E. J. Earling as the propeller began to turn on the beginning of the eventful 1911 cruise of the Musketeers. Appropriately, no doubt, "His Master's Voice" turned

out Harry Lauder's "There's Something in the Bottle for the Morning"—no one knew but what the bottle would come in mighty handy in case of storm to bolster up weakness in the knees.

Happily the forethought of the host of the Mus-



VICTROLA CONCERT IN PARLOR—OBSERVATION ROOM.

keteers, Allton D. Earling, resulted in the production of a repertoire that other privileged guests of the Earling could not enjoy, for Mine Host brought on board the entire stock of records in his home and Caruso vied with Lauder and Collins and Harlan and Ada Jones and Billy Murray, et al.

In fine weather the Victrola was taken on deck



VICTROLA ON S.S. E. J. EARLING, "ON DECK."

and the musketeers marched and danced to its strains. When waves were pounding high and the good ship "had a bone in her teeth," and the germ of mal-de-mer was fattening, it was brought inside and played without a let-up until the sea itself subsided and danger was past.

The musketeers did fine missionary work, too. In port there were concerts for the especial benefit of fair ones on other boats lying at the docks.



VICTROLA ENTERTAINING—VIEW FROM ALOFT.

There were impromptu cotillons and barn dances and moonlight seances. And when it was over the others "wanted a Victrola, too."

As the photographs show, the passenger quarters on the big lake freighters are as palatial as on passenger carriers. The Franklin line, especially, has fitted out these quarters in elaborate style. The Earling's parlor is panelled in quarter-sawed oak, with a hardwood ceiling in ivory and gold. The Victrolas are finished to match and each bears a silver nameplate engraved with the name of the boat and the donors.

OPTIMISM IN NEW ORLEANS.

Talking Machine Men Looking for Record Fall and Winter.

(Special to The Talking Machine World.)

New Orleans, Oct. 10, 1911.

According to the talking machine dealers of this city the prospects for the business during the fall and winter are most encouraging and preparations are being made accordingly.

D. A. Barre, assistant manager of the Columbia Phonograph Co., which has recently moved into its new quarters in the Audubon Building, is among those who look for a fall trade that will break all records for many years.

"Our fall business has already started off briskly," said Mr. Barre, "and our salesmen find that their business is steadily increasing. There seems to be plenty of money in the city and in the country and the people are buying liberally. It is apparent, too, that they are buying more expensive goods than formerly and this is a good sign the money is easy with the public. I attribute the present good conditions and the prospects for their continuance to good crops, good prices and the fact that nearly everybody can find employment at good wages. Our company is preparing for the busiest season of many years."

F. J. Buckowitz, secretary and assistant manager of the National Automatic Fire Alarm Co., who has charge of the phonograph and talking machine department of the company, has looked carefully into conditions in New Orleans and surrounding territory and pronounces the outlook most promising for a large fall trade.

"I have just returned from a trip over Louisiana, Mississippi and East Texas," said Mr. Buckowitz, "and I found prosperous conditions everywhere. The sugar crop is doing splendidly and sugar prices are good. The cotton crop, too, has done well and the rice crop will most probably bring good prices, as the yield may be somewhat curtailed. Sound financial conditions prevail generally and the public has confidence in the general situation. These things are what make trade good and this fall we are going to see the busiest season New Orleans has known since 1907.

"One good indication of the prevailing spirit of confidence is that people seem to want higher priced goods this year and we are putting in higher priced lines to meet this demand."

THE TRAVELING MAN'S CREED.

I believe in the power of the smile. I believe it rekindles lost hopes; that it banishes fear, sickness; that it lightens odious labor; that it quickens sluggish thought; that it does for the individual what nature's great smile, the sun, does for the universe. I believe in the power of the smile—a power in us all. So let us practice it. Smile when you want to cry; smile when you want to swear; smile when you want to strike—and your reward will be the smile in the other fellow. Thus, you will have taken a step nearer the light.

SECURE NEW QUARTERS.

New quarters have been leased at 1210 G street, N. W., for the Washington, D. C., branch of the Columbia Phonograph Co., and are now being handsomely fitted up under the direction of Manager H. C. Grove. The branch will move from the present quarters at 1210 F street sometime between October 15 and November 1.

TO PRESERVE HISTORIC RECORDS.

An Association Organized to Store Away the Current History of To-day as Revealed Through the Talking Machine, the Cinematograph and the Camera—Records and Exhibits to Be Gathered in Every State and Stored in Central Museum in Washington.

To preserve to posterity the costumes, customs, speech and likenesses of the present generation, Alexander Konta, a wealthy New York broker, formerly of St. Louis, has conceived the Modern Historic Records Association, which through branches in every State in the Union is to store for the distant future the current history of to-day.

In this task the Modern Historic Records Association will make servants of the camera, the cinematograph and the talking machine to supplement the written and printed word and the apparel and manners of the men and women of a given decade.

Records and exhibits of this nature are to be gathered in each State for keeping in a suitable building. A central museum at Washington, D. C., is also proposed. Already the parent organization has been incorporated in New York.

Among its incorporators are leading lawyers, literateurs, artists, historians and professional men of the country.

Inspiration in Egypt.

Konta's inspiration came to him a few years ago while he was in Egypt. In company with Brugsch Pasha, Konta visited the Museum of Egyptian Antiquities at Bulaq. The Pasha expressed regret that so much of Egypt's history was a blank page.

This remark set Mr. Konta to thinking. "What are we going to do to make our records imperishable?" he asked himself.

With everything at their command, Konta reflected, Americans are indifferent to the preservation of a picture of themselves and their achievements for the guidance of the historian who writes of them a century or two hence. The newspapers keep a close watch on current happenings. The camera gives a faithful picture of what it sees; the phonograph a tone-perfect mimic of what it hears; but there has been no scientific plan of assembling and guarding all these witnesses that they may give testimony in years to come.

"We pride ourselves on the many inventions that record history in the making," said Mr. Konta. "The rotary press and the camera are preserving the very form and pressure of our times, but we are likely to overlook our negligence and shortcomings. Whitman Not Mentioned.

"Marcus Whitman rode from the Pacific Coast to Washington to arouse the country to the danger of British aggression and save Oregon to the Union. St. Louis was on his route, but did he stop

there? A writer who searched the files of the old Missouri Republican failed to find a mention of Whitman.

"Did Whitman really ride? The feat has been celebrated in poetry, but who relies on poetry for facts? It seems funny that not even a paragraph should have been devoted to Whitman and his ride, but as likely as not posterity will be smiling at us for our sins of omission.

"We let the New York State Capitol burn, with its invaluable documents, while we had the means to save the records from the flames. The photographic plate, the fireproof vault, would have perpetuated them.

"What are we doing with the phonograph when its serious possibilities are considered? And the cinematograph—the marvelous machine that pictures so scrupulously everything animate and inanimate? It is a big plan, this of mine. Its appeal is not merely to contemporary interest but to the generations that are to come."

Wants Many Organizations.

Konta's idea is that local organizations in various States collaborate with a central State body and that these State societies in turn constitute a national association with its headquarters in Washington. The incorporators of the organization are Justice Victor J. Dowling of the New York Supreme Court; Oswald Garrison Villard, editor of the New York Evening Post; A. B. Hepburn, president of the New York Chamber of Commerce; Dr. Talcott Williams, editor of the Philadelphia Press; John G. Agar, president of the National Art Club; Dr. Melville Dewey, librarian; Gen. Thomas H. Hubbard; Robert C. Ogden; Dr. George F. Kunz, president, and Edward Hegaman Hall, secretary, of the American Scenic and Historic Preservation Society; George A. Plimpton; Dr. Smith Ely Jelliffe, neurologist; George S. Johns, of the St. Louis Post-Dispatch; Paul Cravath; Joseph Rowan; Hamilton Holt, editor of The Independent; John DeWitt Warner; Herbert L. Bridgman, William T. Evans, Melville E. Stone, J. N. Larned, Dr. Arpad G. Gerster, A. S. Van Westrum, E. M. Cravath, W. T. Larned and Alfred H. Saunders.

Headquarters in New York.

Headquarters of the association will be in the National Art Club of New York. Officers will be chosen this month. At the same meeting it is expected that plans for the establishment of a museum of the kind and purpose advocated by Mr. Konta will be formulated. Widespread interest has been manifested in the unique undertaking since it was broached a few weeks ago.

Konta is wealthy enough to indulge his wish to be a dilettante. He has a fondness for travel and is an authority on the literature of his native country—Hungary.

Mrs. Konta was formerly Miss Annie Lemp, daughter of William J. Lemp, founder of the large brewing concern. Mrs. Konta recently provoked notice from literary persons by her history of French literature, which has been pronounced exhaustive and scholarly.

ADVERTISING ST. LOUIS

By Means of the Phonograph—The Latest Form of Civic Exploitation on the Part of Business Men.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 6, 1911.

Having spent a good deal of money telling people of other cities how St. Louis has the goods, the Business Men's League has adopted a unique method of impressing the same fact on the minds of St. Louisians.

At the Grand-Leader store Thursday morning a cabinet two feet square and a little more than seven feet high was placed. Over this cabinet was a placard bearing the words of a slogan adopted by a committee through a Post-Dispatch contest: "Other cities have a slogan, St. Louis has the goods."

Below this is an opening in the cabinet through which a bust of St. Louis, as a belted, armored knight, may be seen. From behind the sturdy warrior comes the sound of martial music, played on a phonograph concealed in the body of the cabinet.

Lower on the face of the box is another opening, where, behind glass, changing placards appear. Each placard emblazons some fact of St. Louis' greatness that every St. Louisian ought to know.

HECKLING A CANDIDATE.

At a political meeting in an English town during the recent election the candidate was considerably heckled by the opposition, who had attended in strong force. But after smartly turning the interruptions to his own advantage for some time, a little man in the middle of the hall stood up and shouted:

"You speak like a gramophone."

Instantly the candidate replied:

"Yes, my friend, I speak like a gramophone. I speak from that which is within me."

Like a flash of lightning the retort came back:

"Yes; and you want a new record very badly."

It was nine miles from anywhere, and the machine had balked. "Do you know anything about automobiles?" asked the owner, speaking to a man in a buggy who was driving along. "Yes, sir," said the man, "I do. I've been run over by four of them. Good morning."

EDISON

Everything in stock from small parts to Amberolas. More Edison goods here than can be found anywhere in New England.

A tremendous assortment of records—without question the greatest library of its kind anywhere. Monthly records shipped on the moment.

Small parts galore and a well equipped repair department.

Nowhere can the talking machine dealer get such a complete service reinforced by full stocks, by brains and by sixteen (16) years' experience in the talking machine business as is offered by

The Eastern Talking Machine Co.

177 Tremont Street

BOSTON, MASS.

VICTOR

"His Master's Voice" is not better known to live dealers than the value of "Eastern Victor Service."

Orders shipped the day received, no matter whether for small parts, records or machines.

And while here, your customers are not receiving the BEST unless they get

GRAND OPERA
NEEDLES



Victor-Victrola VIII, \$40

A new Victor-Victrola for \$40

Another popular-priced model that opens up still further opportunities for every Victor dealer.

It sets a new standard of quality at \$40 for an instrument of this type, and the fact that all the important Victor-Victrola features are incorporated in it insures a ready sale for this new instrument.

No more opportune time could have been selected for its introduction, for with the Christmas season bearing down upon us, every dealer will appreciate the importance of this new addition to the famous Victor-Victrola line.



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

Berliner Gramophone Co., Montreal, Canadian Distributers.

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

VICTOR DISTRIBUTORS:

Albany, N. Y. Finch & Hahn.
 Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex. The Talking Machine Co. of
 Texas.
 Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Bangor, Me. Andrews Music House Co.
 Birmingham, Ala. E. E. Forbes Piano Co.
 Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. W. H. Buescher & Sons.
 Collister & Sayle.
 The Eclipse Musical Co.
 Columbus, O. Perry B. Whitsett Co.
 Denver, Colo. The Hex Music Co.
 The Knight-Campbell Music
 Co.
 Des Moines, Ia. Chase & West.
 Harger & Blish, Inc.
 Detroit, Mich. Grinnell Bros.
 Dubuque, Iowa. Harger & Blish, Inc.
 Duluth, Minn. French & Bassett.

Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walz Co.
 Galveston, Tex. Thos. Goggan & Bros.
 Grand Rapids, Mich. J. A. J. Friedrich.
 Honolulu, T. H. Bergstrom Music Co., Ltd.
 Indianapolis, Ind. Musical Echo Co.
 Wulschner-Stewart Music Co.
 Jacksonville, Fla. The Florida Talking Mach. Co.
 Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmeizer Arms Co.
 Lincoln, Neb. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Louisville, Ky. Montenegro-Richm Music Co.
 Memphis, Tenn. E. E. Forbes Piano Co.
 O. K. Houck Piano Co.
 Milwaukee, Wis. Wisconsin Talking Machine
 Co.
 Minneapolis, Minn. Laurence H. Lucker.
 Mobile, Ala. Wm. H. Reynolds.
 Montreal, Can. Berliner Gramophone Co., Ltd.
 Nashville, Tenn. O. K. Houck Piano Co.
 Newark, N. J. Price Talking Machine Co.
 New Haven, Conn. Henry Horton.
 New Orleans, La. Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Machine Co.
 Sol. Bloom, Inc.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Oklahoma City, Okla. Schmeizer Arms Co.
 Omaha, Neb. A. Hospe Co.
 Nebraska Cycle Co.
 Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. The Talking Machine Co.
 Louis Buehn & Brother.
 C. J. Hepp & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburg, Pa. C. C. Meilor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me. Cressey & Allen.
 Portland, Ore. Sherman, Clay & Co.
 Richmond, Va. Cable Piano Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, Utah Carstensen & Anson Co.
 Consolidated Music Co.
 San Antonio, Tex. Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Phillips & Crew Co.
 Seattle, Wash. Sherman, Clay & Co.
 Sioux Falls, S. D. Talking Machine Exchange.
 Spokane, Wash. Eiler's Music House.
 Sherman, Clay & Co.
 St. Louis, Mo. Koerber-Brenner Music Co.
 The Aeolian Company of Mo.
 St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinrichs.
 Syracuse, N. Y. W. D. Andrews.
 Toledo, O. The Whitney & Currier Co.
 Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.

Columbia Catalog, page four:



The "Lyric" Hornless Graphophone is an extraordinary twenty-five dollars' worth.



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

TRADE ON THE PACIFIC COAST.

Business Exceedingly Satisfactory—Many Stores Put on Extra Help—Sherman, Clay's Big Victor Trade—Columbia Co. Doing Largest Business in Their History—Bacigalupi Preparing for Big Edison Trade—F. K. Dolbeer Expected—New Dealers Put in Edison Goods—Dictaphone for City Officials.

(Special to the Talking Machine World.)

San Francisco, Cal., Oct. 5, 1911.

Andrew G. McCarthy, head of the small goods and talking machine department of Sherman, Clay & Co., reports an extremely satisfactory run of business through the summer months, and says the fall trade is starting out with an all-round increase of activity. If the season keeps on as it has begun, he says, it will be the best in years. The company's recently issued catalog of talking machine goods has shown immediate results, and orders which can be traced to this cause are coming in all the time.

It has been necessary to put on extra help, Mr. McCarthy says, since the new list has been placed in the hands of the out-of-town trade. Practically all of the company's traveling men are now on the road in various parts of the coast, and are sending in excellent reports. Mr. McCarthy, who has been confining his attention very closely to business for some time past, hopes to get away on a short vacation early next month.

Mail Order Business Increasing.

S. A. Babson, manager of Babson Bros.' branch on Post street, this city, is spending a vacation at Lake Tahoe. The mail order business at the local store has been growing steadily, and a large volume of business is now coming in from all parts of the coast. Amberol records have been about the principal factor in this company's trade of late. In the city trade the company reports a marked increase over the August business.

Busy Times with Columbia Co.

C. Wortley, who came to San Francisco from Portland about a month ago to take charge of the retail store of the Columbia Phonograph Co. in the Kohler & Chase building, states that he is greatly pleased with his new field, and is looking forward to an excellent business, not only for the holiday season, but throughout the coming year. He notes a steady and increasing demand for the new \$25 and \$35 Columbia machines in this city, but says the Grafonola Favorite is fully holding its own. During the short time he has been in charge here he has noted a material increase in the call for records, particularly the higher priced goods. Nordica records are being strongly featured, as Mme. Nordica will be in San Francisco during the ground breaking for the Panama-Pacific Exposition next month. Gypsy Smith is also expected here shortly, and his records are receiving considerable advertisement.

Call for Better Class of Records.

The Hauschildt Music Co. note a decided improvement in the talking machine business of the last month. The call for the better class of records was much larger than during the summer,

and the horn machine has been selling quite well of late. The company have added some new men who are working in the outside territory. Manager Ringen states that cabinets have sold with great success during the last few weeks. A good sized shipment of Victrolas will shortly be received and put in the talking machine department of this company.

Putting in Large Stock of Edison Goods.

Peter Bacigalupi, Jr., of the firm of Peter Bacigalupi & Sons, is again in the Market street store, after a very enjoyable vacation spent in the wilds of Mendocino and Humboldt counties, where the best of hunting and fishing is to be found. Mr. Bacigalupi reports a splendid outing during which some fine game was bagged. The Edison business with the company is getting into the fall swing and the firm is putting in a much larger stock than usual. City business with the business phonograph holds up in a very encouraging way.

What the Heine Co. Report

Manager C. F. Lundberg, of the Heine Piano Co.'s talking machine department, says that the company's phonograph business for the fall starts well, and that a large stock has been laid in. Record business has been excellent with this house. Mr. Lundberg plans to take a coast trip within a short time.

Outlook Good for Edison Line.

A. R. Pommer, manager of the Pacific Phonograph Co., local jobbers of Edison goods, is looking for a visit from the Edison sales manager, F. K. Dolbeer, who will arrive in this city about the middle of October. Mr. Pommer states that August was the best month the company has seen this year, though it is the only month not showing an increase over the corresponding month last year. The fall outlook, Mr. Pommer says, is most excellent, and he is looking for a record-breaking business. He is awaiting the new type of Edison machine and the new Edison records which will be sent out from the factory, it is announced, about Oct. 15. W. A. Voltz, factory representative on the coast, is at present making a trip in the Fort Bragg region, about a hundred miles up the coast from San Francisco, and is having a very successful trip. J. E. McCracken, of San Francisco, doing a splendid business on the Edison lines. Mr. Pommer recently returned from Del Monte, where he put in two weeks at golfing and fishing. He brought back with him one of the cups won at the tournament held early in September.

Among new dealers who will put in Edison goods this fall are: the Lovelock Commercial Co., of Lovelock, Nev.; the Elko Mercantile Co., of Elko, Nev.; J. D. Herbert, of Durham, Cal., and G. W. Knox, of Knight's Landing. Mr. Pommer recently had calls from George E. Bradnock, of the Muller Music Co., of Klamath Falls; William Hale, of Redding, and R. Augustini, of San Andreas, who placed some good orders for fall shipment.

Dictaphones for City Officials.

The talking machine department of the new store of Kohler & Chase, in Oakland, Cal., is now entirely settled and is doing a nice business. Several demonstrating rooms have been installed and Manager J. L. Clancy says that the fall business

has commenced exceptionally well. The outside work on the Dictaphone, in charge of F. P. Cook, is progressing well, and the Dictaphone has recently been placed in the Mayor's office and in the office of the prosecuting attorney. The stock of Columbia machines and records is now complete in the Kohler & Chase store.

Thos. B. Watson Now Manager.

Thos. B. Watson has been made manager of the Oakland Phonograph Co., located in the Bacon Building on the Eleventh street side. Mr. Watson states that a much heavier volume of cash business is now being done than for some time. A large stock is being ordered for the fall business, and the company expects the coming season to go much ahead of previous years.

Some News Brieflets.

Lawrence K. Wilson, of the Wiley B. Allen Co.'s talking machine department, is expected to reach San Francisco after an extended trip in the Orient in a few days.

A large line of talking machines has been put in by the Music Store Annex of the Woodworth Drug Store, of Albany, Ore., several makes being carried. Considerable space has been given over to the new line, and several attractive demonstration rooms have been built.

An Idaho store to put in a new line of talking machines is Sherfey's Book Store, of Moscow, which will carry the Edison line.

The Eilers Music House store at Bellingham, Wash., is carrying on an active campaign in the talking machine department.

LEAVES FOR ENGLAND.

James Van Allen Shields, advertising manager of the Columbia Co.'s branch house in London, Eng., who arrived September 18 on a visit to his folks and to get in touch with the executive offices, sailed for Liverpool, Eng., October 4 on the "Mauretania," of the Cunard Line. Mr. Shields has not been home in six years, and on Friday of last week went to the plant in Bridgeport, Conn., going through every department, and staying until Tuesday, greatly pleased with the up-to-date methods employed in turning out the product and the facilities afforded in every department for this purpose.

JOINS PROMINENT LAW FIRM.

Herbert H. Dyke, who has been on the legal staff of Thomas A. Edison, Inc., Orange, N. J., with an office at the plant, has entered the law firm of McCarter & English, one of the leading attorneys of the State, Newark, N. J. Mr. Dyke is noted for his connection with the enforcement of the Edison restrictions included in its selling system against price cutters. Mr. Dyke still retains this part of the business with his present affiliation.

The Omaha Young Men's Christian Association are using the Victor Victrola as a means of spreading the gospel. They are using it in their regular devotional services and night school.

TALKS ABOUT BUSINESS BUILDING

By F. A. Sheldon, Formulator of Science of Business Building and Editor of
The Business Philosopher.

TALK No. 3.

At the close of TALK NO. 2, I asked, but did not answer the question, WHAT IS THE GREATEST POWER IN BUSINESS?

The regulation answer is, MONEY-POWER. In the light of the law of CAUSE AND EFFECT the answer is INCORRECT.

The CORRECT answer is this, THE GREATEST POWER IN BUSINESS IS MAN-POWER.

MONEY is EFFECT, SERVICE is CAUSE, and MAN is the CAUSE of the SERVICE. In this sense then, SERVICE is EFFECT only. It is the Cause of Money being MADE, but MAN makes the Service.

Destroy all the money in the world, and leave man, and man will make more money.

Destroy all the masterpieces of art, of sculpture, of literature, the marvelous inventions of this wonderful age, but leave man, and he will recreate and rebuild it all.

Destroy all the MAN-POWER in the world, and this earth will become an unpeopled wilderness—a dead waste. It cannot be otherwise; for MAN is the LIFE of the world. He is the CREATOR, the BUILDER, the ARTIST. MAN is the Invention of GOD, but COMMERCE, ART and SCIENCE are the Inventions of MAN.

The scientific fact is this, You can destroy the EFFECT, but not the CAUSE.

I bring the question of MAN-POWER so persistently and prominently before your view, because while the Science of Business-Building embraces the Science of Service, the Science of Profit-Making, it is pre-eminently the SCIENCE of MAN-BUILDING.

Since I am a business man writing to business men on a business subject, let me give you a business illustration.

Think of the greatest business institution with which you are intimately acquainted. Having it clearly in mind, now think again, and imagine that in one day by flood and fire and panic all its property could be destroyed, but that everybody, from porter up to president, stood together, shoulder to shoulder, and bound by bands of loyalty, said, "We will hold our organization intact. We will live on bread and water, if necessary, for sixty days. We will not disband. We will start all over again."

You, as well as I, know that with its MAN-POWER unbroken, its management could go to the money marts and command the capital to start all over again. Why? Because the MONEY-POWERS would know that their loans would be repaid—yes, and with interest—by an organization, however bankrupt in funds and material equipment, with such splendid MAN-POWER behind it.

But suppose that death should strike dead everyone from porter up to president, thus destroying all its MAN-POWER, what would become of the business?

When we say a nation is great, we mean the men who constitute the nation are great. When we say a business is great, we should mean the men who run the business—the MEN WHO PROVIDE THE SERVICE.

So then, while Business is man-power plus money-power, in final analysis it is one power only—MAN-POWER.

Make the MAN-POWER RIGHT, and the MONEY-POWER will have to be right. See that the source of the fountain is clear, and the water that flows from it will be pure. CAUSE AND EFFECT, CAUSE AND EFFECT: the world of business is an endless chain of CAUSE AND EFFECT.

How to Develop Man-Power.

I am talking with you now, MR. EMPLOYER. The first thing to do is to recognize the VALUE OF MAN-POWER. Recognize the fact that it is the most valuable thing in your business; then recognize the fact that you are A TEACHER.

Approximately ninety-eight per cent of the world are employed by the other two per cent. The two per cent are therefore consciously or unconsciously teaching the ninety-eight per cent.

Many Employers are conscious of the fact that they are teachers—Teachers of the Science of Service to their employees. Such men are the MASTER BUSINESS-BUILDERS. May we have many more of them. They are leaders in PROGRESS.

Many do not recognize their functions as teachers at all. Naturally the poor service they and their employees render to the public makes the public avoid them. Instead of graduating from the COLLEGE OF SUCCESS the only diploma they ever receive is a discharge from a bankruptcy court. They failed, because they refused to learn.

Business-Building Teachers.

By words and by deeds all employers are teachers. When the President is talking to his managers he is teaching them from the ripeness of his experience. When the salesmanager is writing to the salesmen or sending them bulletins or talking to them individually or in convention assembled he is teaching them imparting to them the results of his knowledge of the goods and conditions governing the sale of goods. When the chief accountant checks up the bookkeepers under him he is able not only to point out their errors, but to teach them better systems to avoid future errors. When the department head—it matters little what department he heads—goes over the work of his assistants and subordinates, it should not be so much to condemn them for errors, as to impart to them a better way of doing things—a better way of rendering more efficient service—hence of building business.

Ever the man above should teach the man below. If not, what right has he to occupy a higher, more lucrative position? Does the private get the pay of the general? Or the sailor of the admiral? No; because the latter knows what the first knows, plus.

But suppose the general or the admiral fails to train—to teach his men—to impart his "plus" knowledge—so that they fail to become masters in the art of war—each according to the position he occupies—and a battle should take place, would he not invite disaster and personal disgrace?

There is a limit to what every man can do himself; but he can multiply his power a hundred-fold, a thousand-fold, by becoming a TEACHER.

Mr. EMPLOYER, it is up to you not only to make yourself efficient; but EVERY EMPLOYEE, however subordinate he may be, a post-graduate in the art of rendering Service. There is no man who cannot render some Service to the world, and every man, woman and child in your employ, Mr. BUSINESS-MAN, must be made to serve—and serve well—if you want your business a success.

Every employer is striving for ONE THING—EFFICIENT SERVICE. To get this, two essentials are necessary.

The Two Essentials of Efficient Service.

First, Technical knowledge of the work one has to do.

Second, knowledge of the Fundamentals underlying all business success.

Develop Your "Success Qualities."

The worker must develop his "SUCCESS QUALITIES," else no matter how much he knows about his business his effort shall result in inefficient service.

A Common Mistake.

The best of employers largely confine their ef-

(Continued on page 10.)



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.

The EDISON PHONOGRAPH

is the popular instrument
for the same reason that
popular music is popular
---it makes the biggest hit
with the biggest crowd.

—not only because of its great popular repertoire;
not only because of its equally note-worthy classical
repertoire; not only because of the true-to-life ren-
dering which the sapphire reproducing point insures;
not only because of the Amberol Records or be-
cause it is the instrument on which your customers
can make their own records at home

—but, because all these things form a combination
which everyone recognizes as the greatest thing in
the musical world today—the Edison Phonograph.

That's where the profits are for you—write your
Edison jobber today.

Thomas A. Edison, Inc., 59 Lakeside Ave., Orange, N. J.

Edison window displays are making sales for the live wires among Edison dealers.



These displays are corkers, and the cost is so low that every Edison dealer wants to take advantage of them.

Many an Edison dealer has covered his expense and turned a handsome profit within an hour after the display was in his window.

Some Edison dealers use these displays once, some once in a while—but the live ones use them regularly—and can hardly wait until each new one is ready. And not only window displays, but printed matter and ready-made ads.

The list of live ones is growing—are you on the preferred list?

Write us a letter today.

Thomas A. Edison, Inc., 59 Lakeside Ave., Orange, N. J.

TALK ABOUT BUSINESS BUILDING.

(Continued from page 7.)

forts to teaching but one of the two necessary things—namely, TECHNIQUE.

TECHNIQUE never made a great ARTIST or a MASTER BUSINESS-BUILDER, though there was never one without it.

There must be A MAN behind the technique—personality behind the tool. The EFFICIENT MAN with EFFICIENT TECHNIQUE is the ARTIST—the MASTER BUSINESS-BUILDER.

To be successful, organizations must teach their men not technique only but the fundamentals of character development. Not only the president must be efficient, but the cash-boy and even the porter. Every link in the chain must be well soldered if the chain as a whole is expected to hold together.

"EFFICIENT MEN — EFFICIENT SERVICE" are the watchwords of Success.

PHONOGRAPH CHARMS SHEEP.

Big Herd Invades Grove to Hear "Billy" Played—An Interesting Incident.

(Special to The Talking Machine World.)

Ogden, Utah, Oct. 5, 1911.

That "music hath its charms" was demonstrated in a unique manner in Ogden Canyon the other day, when for several minutes a herd of nearly 5,000 sheep, attracted by the music of a phonograph, "stalled" in the Hermitage grove and refused absolutely to obey the whistles of the herders and the sharp barks of the shepherd dogs.

As the herd, which was being moved to the Ogden Stockyards for shipment to Eastern markets from a ranch near Eden, reached the canyon resort, one of the employes of the Hermitage turned on the phonograph. The record set in motion was a late popular song entitled "Billy." As

the first strains of the tune were ground out the "bell sheep" made a dart for the musical instrument and was followed by the entire herd, the snapping dogs and the excited herders on horseback.

Not until the selection had been played through could the sheep be urged out of the resort. Meanwhile a half dozen automobiles were prevented from using the road and two street cars were halted, with bawling sheep on every side. When the tune was ended the "bell sheep" trotted on toward town and the remainder of the herd followed without causing the herders any further trouble. The sheep invasion, attended by a heavy cloud of dust, forced a big crowd of picknickers to seek refuge in the dance pavilion.

RESOURCEFULNESS A REQUISITE.

Ability to Profit by Changed Conditions an Invaluable Business Asset—Two Interesting Examples.

The business man has to have resourcefulness. He has to be able to meet emergencies, and to adapt himself to changed circumstances. Things don't always turn out as we expect them. The unexpected is sure to happen frequently. We can lay out a plan on paper, it looks good. We figure it surely will work, but a hitch arises and the plan flies to pieces. Some men fly to pieces with it, but others don't. They adapt themselves to the altered conditions and modify the plan to suit. These are the kind that win. Business men simply must expect to meet difficulties, and they must also be resolved to triumph over them every time. The big man must be able to cope with every condition when it arises. Last spring a New York real estate firm took advantage of a fine spell of weather to open up some suburban lots. Big "ads" were run, great preparations were made. On the day of the open-

ing there was a big snowstorm. The firm then advertised bigger than ever, emphasizing the splendid street car service to the suburb, which was really all that could be desired, even during the unusual storm. The sale was a success. Those men have resourcefulness.

At the time King Edward died the cover pages of a certain national magazine were being printed. The cover contained a picture of King Edward shaking hands with Colonel Roosevelt. The Colonel was to have reached England about the time the magazine got to its readers. The death of the King, of course, prevented the proposed meeting with our ex-President. What were the magazine publishers to do? To have drawings and plates for a new cover made was out of the question. That would delay that issue of the publication for weeks. What did the publishers do? They solved the problem by putting these words under the scene: "Of all sad words of tongue or pen the saddest are these, it might have been." That is what I call masterful resourcefulness. The talking machine man who has this admirable quality will never "be up against it."

NEW STORE IN PHILADELPHIA.

(Special to The Talking Machine World.)

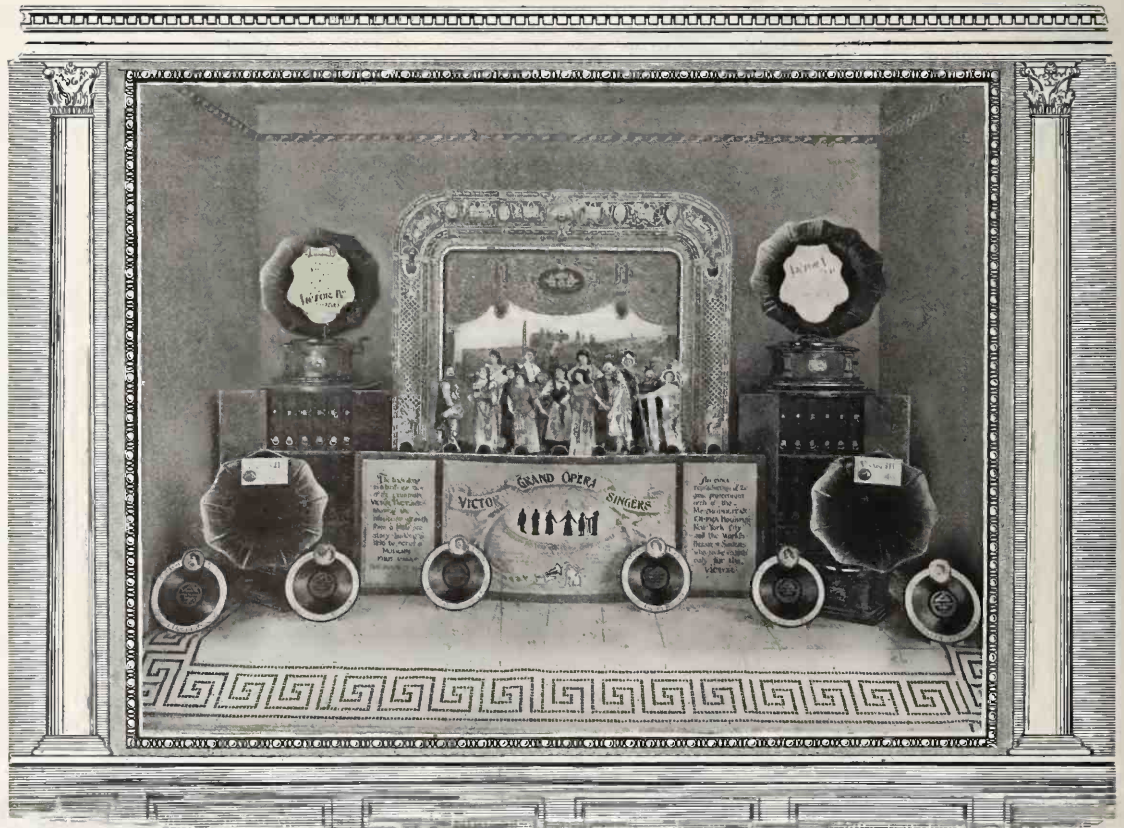
Philadelphia, Pa., Oct. 7, 1911. *

Connor & O'Neill are the latest talking machine dealers to make their debut in this city. They have opened quarters at 141 South Fifteenth street, and will handle Victor talking machines exclusively. Their display rooms are admirably arranged, show windows effective, and the entire establishment has an air of attractiveness that bodes well for its future. The members of the firm are C. H. Connor, a well-known advertising man and a graduate of the University of Pennsylvania, and D. D. O'Neill, who was for many years connected with the Victor Co. as traveling representative.

THE VICTOR CO.'S GRAND OPERA WINDOW DISPLAY

The Victor Grand Opera Window Display Co., No. 25, is considered by the Victor Talking Machine Co., Camden, N. J., one of the most attractive they have ever issued. As is well known, grand opera in the principal cities is a fall and winter institution, and that the music-loving public are greatly interested in anything pertaining to the great artists, hence the motif of this ready-made display, shown on this page.

Fourteen figures of the great singers, each in one of their famous roles, are grouped on the stage at the Metropolitan Opera House (the size of which is 60 inches wide and 48 inches high). The figures of the artists are 18 inches tall, carefully cut out, hand-colored and air-brushed in many colors, and are placed in three rows, one above the other, so that each figure can be clearly seen from the front of the window. A key, showing the group of artists, with each singer numbered, is placed directly below the stage and tells at a glance the name of the artist and character represented by them. The backdrop is a mammoth bird's-eye view of the Victor factories (the size, 40 by 60 inches), hand-colored and air-brushed in light tint to set off the figures effectively. The arch is an exact



reproduction of the proscenium at the Metropolitan Opera House, New York City, not only in design, but in colors as well, being lithographed in brilliant colors and gold. The two signs for the horns and in front of the display are fully explanatory in every detail. Six Victor records are used in front

of the display with record rings and easels. The record rings have lithographed medallions of six of the great artists. The extreme width of the display is 5 feet 6 inches and the height is 6 feet. This makes a forceful and interesting window display.

Columbia Catalog, page six:

The thirty-five dollar price mark and the illustration of the Columbia "Ideal" Hornless Graphophone pretty nearly speak for themselves.

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

BRISK TIMES IN CINCINNATI.

Trade Shows Upward Trend and Sales Are Now in Full Swing—Shortage of Victrolas Nos. IV and IX—Wurlitzer's Report Tremendous Victor Demand While Manager Whelen, of the Columbia Co., Is Delighted with the Manner in Which the Fall Business Has Opened Up—Aeolian Co. Give Daily Concerts with Victrola and Pianola.

(Special to The Talking Machine World.)
Cincinnati, O., Oct. 8, 1911.

The talking machine business is brisk. After a summer's dullness the buyers are back in the field and purchasing. The small dealers seemed to have felt the pressure first. Machines and records are in equal demand. The stores that make it a business to remain open Saturday nights are reaping a harvest, solely from record-seekers.

The Wurlitzer Co. began their fall campaign on September 15, and the splendid results have been very encouraging. The only unsatisfactory feature has been the shortage of the Victrolas No. 4 and No. 9.

There is absolutely no question that we are on the "eve" of unprecedented prosperity in the talking machine business and that the next few months will show a volume of business that will eclipse anything that past records can show.

The record business has shown a tremendous increase during the past month which can be accounted for to a very small margin only by the sale of the new type instruments. It is very evident, however, that the efforts of the Victor Co. in securing new talent and new ideas in the way of selections has had a great deal to do with awakening the interest of Victor owners who have purchased their fill of the standard talking machine records, and who required something different and more inviting to tempt them.

The Wurlitzer store has been crowded with machine and record buyers during the last two weeks and it has taxed their facilities to take care of their trade. The wholesale trade is increasing in proportion. With the ability of the factory to supply the new hornless types the full volume of the flood of retail and wholesale business will be felt.

Ben Feinberg, of New York City, wholesale representative of the Columbia Phonograph Co., was a welcome visitor at their Cincinnati store in September, coming direct from their Bridgeport factory with lots of good news for new fall product and big business.

S. H. Nichols, former manager of the Columbia Phonograph Co., of Cincinnati, now of Pittsburgh, Pa., spent a few days in the city meeting old friends and business acquaintances from whom he received a royal welcome. He was accompanied by his wife, a former Cincinnati woman.

Manager R. J. Whelen, of the Columbia Phonograph Co., is delighted with the manner in which the fall business has started in, and he finished September with a handsome increase over corresponding month of last year. Mr. Whelen states: "The \$15, \$25 and \$35 hornless graphophones have proven a real sensation, both with the retail and

wholesale trade, and our dealers are already re-ordering. These new instruments with the new line of high-grade cabinetted instruments announced will make the trade 'talk' this fall and winter. We have received a sample of the new \$150 Grafonola, the 'Nonpareil,' and it is a wonder. The new records by Cecil Fanning, Columbus, O., famous baritone, have proven exceedingly popular, and our dealer, R. L. Seeds, of that city, has had a big demand for them. We are preparing for the largest business in the history of this store this fall and winter, and it isn't a question of getting orders, but getting the goods to fill orders."

The Victor talking machine department of the Aeolian Co.'s Cincinnati branch, has been a very busy place during the month of September. "We are enjoying," said Manager Ahaus, "a nice, steady business, and have sold quite a number of Victrola XVI; also a number of the new style Victrola No. 9, and cabinets to match. The record business has shown a marked increase, and we are kept busy every day. We are going to give daily concerts on the Victrola and expect to start this month. Besides giving the daily concerts we will have a special concert every Saturday afternoon, which will be something different from anything which has been tried here in the city. We will use the Pianola piano in connection with the Victrola at our concerts."

The Zonophone is meeting with success in Cincinnati, according to J. E. Poorman, who handles the Cincinnati account. The early demand for this type, its records, as well as Victor records, has been unusually good here this fall, and Mr. Poorman believes the season's business will be large.

ELECTROPHONE DEMONSTRATED.

New Combination in Motors as Applied to the Graphophone Displayed by W. P. Phillips.

(Special to The Talking Machine World.)

Bridgeport, Conn., Oct. 2, 1911.

A demonstration of the practicability of the electrophone was given by Walter P. Phillips, its inventor, and director of the American Graphophone Co.'s printing department, in this city, September 21, at the Stratfield Hotel. About seventy-five persons were present, chiefly experts, as the guests of Mr. Phillips. The electrophone is a new combination in motors as applied to graphophones, etc. The program given was very enjoyable and the guests had their eyes opened to the possibilities of the new invention and its accuracy in recording the human voice and instrumental effects.

The following program of records was given: "Hercules March," Helen E. Mortimer. Miscellaneous musical selections on the electrophone. Explanatory talk by Mr. Phillips. Song, "The Glow Worm," Mrs. Julia M. Dungan (Paul Licke). Whistling solo, "In the Shade of the Old Apple Tree," Miss Elizabeth F. Eaton (E. Van Alstyne). More selections on the Electrophone: Song, "Come to Me," Mrs. Julia M. Dungan (Luigi Denza). Violin solo, berceuse from "Jocelyn," Frank W. Rock (B. Godard). Song, "Mighty Lak' a Rose," Mrs. Julia M. Dun-

gan (Ethelbert Nevin). Final selections on the electrophone.

Letters and telegrams expressing regret that other engagements made their presence impossible and tendering congratulations and wishing Mr. Phillips success, were received from many persons. Among the letters were the following: From Edward D. Easton, president American Graphophone Co.; Theodore N. Vail, president Western Union Telegraph Co.; Hon. P. V. De Graw, fourth assistant postmaster general; Melville E. Stone, general manager of the Associated Press; H. B. Clark, chairman of the Board of Directors of the United Press, and others.

Mr. Phillips spoke in part as follows:

"This musical instrument which you have been invited here to see and hear is called the electrophone, and there is nothing especially new about it, the reproducing parts, in all their essential features being the latest development of Thomas H. Macdonald's genius. He was assisted by several talented men with whom he was associated and whose skill in carrying out the details of the new thoughts with which his active mind was ever teeming is well understood by all his friends. The duplex motor idea is new only as applied to the reproduction of sound. It is really a part of the Phillips system of telegraphy, my principal invention not yet in permanent use by either the Western Union or the Postal Telegraph Cable Co., but liable to be upon short notice.

"Both companies know its merits and it is only a question of patience. I must bide my time. Morse, Bain, Hughes-House, all of the great inventors had to put up with delays, and some of them with rebuffs. I have had none but the pleasantest negotiations with the telegraph people and I am entirely confident that the Phillips system with all of its ramifications—call boxes, burglar alarms for country banks, post-offices and stores will be in operation by and by—maybe when I am gone.

"My telegraph is now run by a spring motor which can be adjusted to any required speed. It is the regular Macdonald spring motor—the best in the world and he put a governor on it that spells regularity in every language that is spoken of men. I simply employ the electric current to keep this spring motor wound up. It makes no difference whether the current is steady or unsteady, or whether the power is the direct Edison or the alternating Westinghouse current.

"All that is required of it is to work fast or slow, as it pleases and wind the spring motor when it has run down to a certain point, and to cut itself off when the winding has proceeded to the proper point. Besides providing for the cure of a fault that was disastrous to me it is a very economical contrivance. No current is used excepting at the time the winding is done. The machine as I have said is run with a spring motor and its use is possible at any time, whether the electric current is available and utilized, or not, as it is always feasible to use the crank. This double means of getting power is my warrant for speaking of the electrophone as having a duplex motor. The electrophone is the coming thing in the line of graphophone and phonographic music."

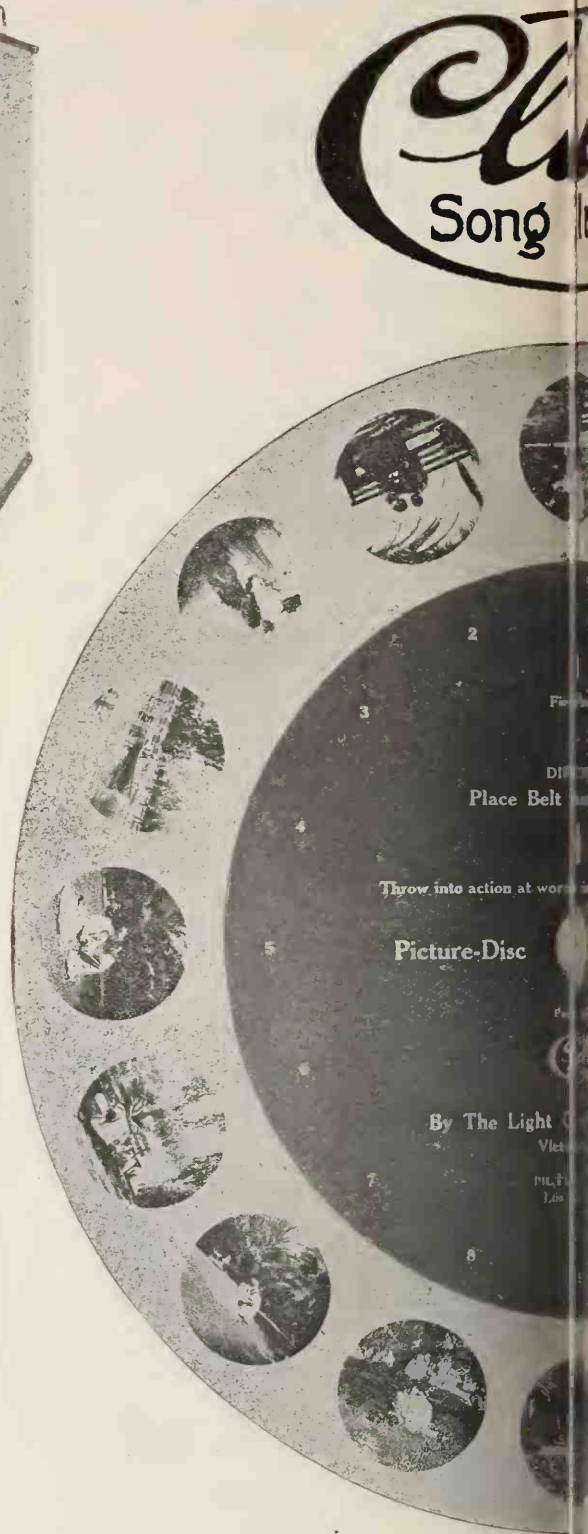


“SEE THE PICTURES IN THE SONG”

Automatically illustrates scenes described by Talking Machine Record. The mechanism is indestructably perfect. The pictures projected on screen are beautiful. Pictures and music synchronize. Talking Machine and Illustrator are independent—when wished. Positively the Talking Machine is not even scratched in attaching device. Emphatically the Illustrator does not alter the tone quality nor interfere in the slightest degree with the motor speed. So simple a child can operate.

It stops folks in front of your window display. It brings them into your store. It sells talking machines. It sells records. Likewise, it sells itself and its own Picture-Discs, for home entertainment. It is a real advertiser and worth twice the price for that purpose alone.

The Clubb Song Illustrator will be handled in the regular talking machine channels. Date of sale announced in next month's World. New Picture-Discs issued every month. Forty-two jobbing houses are now being supplied. Mr. Dealer, don't fail to have your Jobber demonstrate the Illustrator immediately. The prices are right. The discounts are right. The Illustrator is right. Why not order, through your Jobber, a sample and a few discs, at once? Remember the Holiday Trade and what it means to have this embellishment. Candidly, we are rushed with orders.



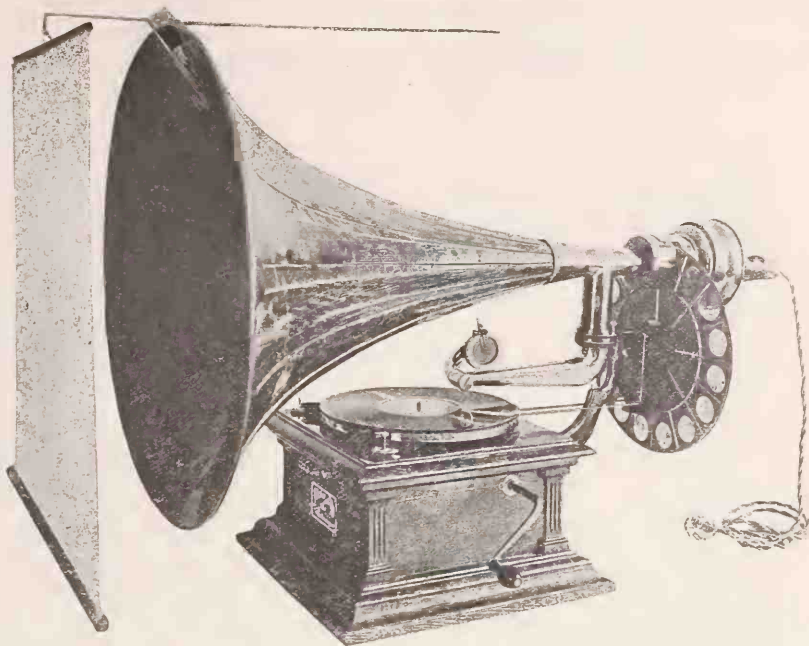
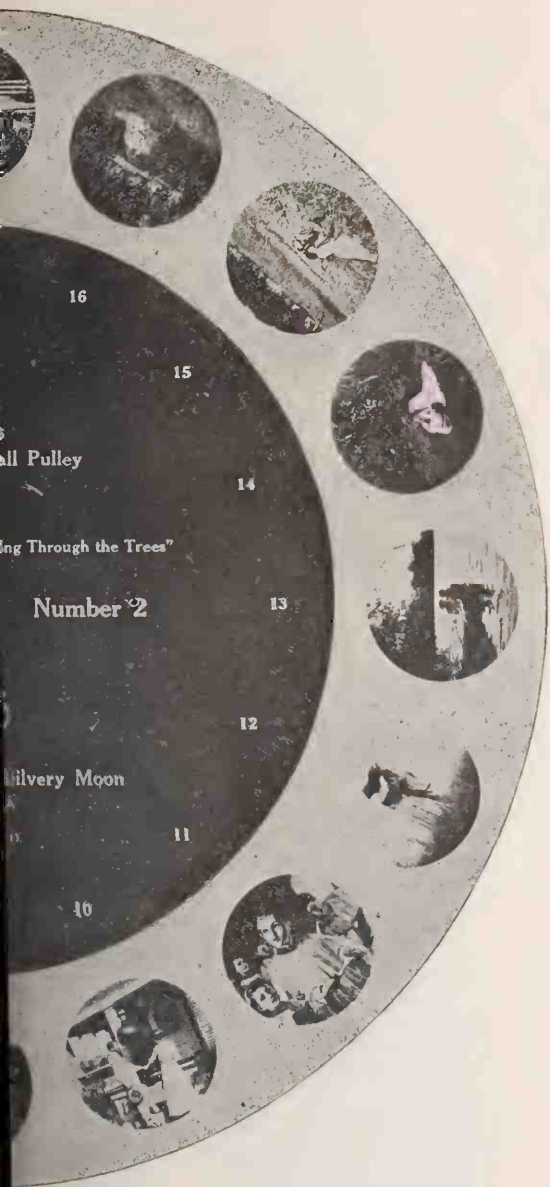
Retail price Club Song Illustrat
Retail price Picture-Disc, pl
Retail price Picture-Disc, col

Dealers order through your o

THE PICTURE-D

553 SOUTH LOS ANGELES STREET

bb
strator



“HEAR THE SONG IN THE PICTURES”

A FEW PURCHASERS

- | | |
|-------------------------------|------------------------------|
| John Wanamaker | New York City |
| E. F. Droop & Sons | Washington, D. C. |
| Nebraska Cycle Co. | Omaha, Neb. |
| The Aeolian Company | St. Louis, Mo. |
| Mosler, Bowen & Cook, Sucr. | Mexico City, Mexico |
| Philip Werlein, Ltd. | New Orleans, La. |
| Wisconsin Talking Machine Co. | Milwaukee, Wis. |
| J. W. Jenkins Sons | Kansas City, Mo. |
| The Eclipse Musical Co. | Cleveland, Ohio |
| Harger & Blish | Des Moines, Iowa |
| Rudolph Wurlitzer | Chicago, Ill. |
| C. H. Schefft & Sons | Milwaukee, Wis. |
| Musical Echo Co. | Indianapolis, Ind. |
| Minnesota Phonograph Co. | St. Paul, Minn. |
| American Phonograph Co. | Detroit, Mich. |
| Elmira Arms Co. | Elmira, N. Y. |
| Houston Phonograph Co. | Houston, Texas |
| Schmelzer Arms Co. | Kansas City, Mo. |
| Perry B. Whitsit | Columbus, Ohio |
| The Kraus & Grau Hdw. Co. | Port Washington, Wis. |
| W. H. Reynalds | Mobile, Ala. |
| Blackman Talking Machine Co. | New York |
| O. K. Houck Piano Co. | Nashville, Tenn. |
| W. J. Augustin | Fon du lac, Wis. |
| Louis Buehn & Brother | Philadelphia, Pa. |
| Standard Talking Machine Co. | Pittsburgh, Pa. |
| Wulschner Stewart Music Co. | Indianapolis, Ind. |
| H. W. Krienitz | Milwaukee, Wis. |
| Alfred White | Chilliwack, British Columbia |
| G. H. Eicholz | Milwaukee, Wis. |

AND OTHERS

or - - \$25.00
- - - 1.50
d - - - 1.50 to \$5.00

, and Jobbers order from

SC COMPANY
LOS ANGELES, CALIFORNIA

TRADE NOTES FROM DETROIT.

Some Concerns Behind in Delivery Owing to Demand for New Hornless Machines—How Wealthy Detroiter Was Converted—Max Strasburg Opens New Victor Store and Is Advertising Extensively—Many Unfilled Orders at Columbia Branch—H. P. Rupp Takes Charge at Grinnell's—J. Ludwig of Chicago Opens in Milwaukee—Other News.

(Special to The Talking Machine World.)

Detroit, Mich., Oct. 10, 1911.

When orders come so fast that a firm gets two or three weeks behind on delivery, and another firm has half a hundred unfilled orders, and still another has to telegraph to jobbers for goods, then business is lively. That is the condition in Detroit now. Every talking machine store in the city reports unprecedented demand, both for machines and for records. Just what is behind it all they do not know, unless it is the advent of so many low priced but swell little machines. This is not entirely the reason, however, for the demand for the large and high priced instruments also is abnormal.

An incident which happened last week may afford some explanation. One of Detroit's wealthiest men went to Grinnell's talking machine department for the purpose of buying a low-priced machine for the amusement of the young folks. He didn't care about them himself—"had tried them out a long time ago and found the music brassy and blarey" and thus not very desirable. Manager Rupp put a fibre point on one of his best machines and demonstrated a few records. The music was as clear as the silveriest soprano, not a bit like that made by a steel point on the same records. The rich man took the best machine in the store.

The fibre needle is being demonstrated here as one of the highest merits of the modern talking machine. In itself it seems small, actually insignificant, but in its effects it is considered one of the greatest improvements ever made.

There are many who do not like the fibre point because of its softness of execution. They are the people who like lots of volume to their music. They have been accustomed to the effects of the steel point and decline to take up with the new idea.

That last statement applies to the horn machines, too. The recently received low-priced hornless machines, notably the \$15 Victor, the Columbia's \$35 Ideal, and \$25 Lyric, and the \$50 machines are creating a furore. It seems that there is no

valid reason for being bothered with a horn now. But there are people who have owned machines for years who insist that the horn is the real thing; there are others who never have owned machines, but who think that the hornless is an experiment, and they want the real, old reliable article. There is a trifle more volume in the horn machine, but that is the only argument made for it. It is cumbersome to handle and takes up lots of space. But in some of the stores the demand for it is still 25 per cent. of the business.

Manager Johns, of the Detroit branch of the Columbia Phonograph Co., stated that in September, the horn machine was a quarter of his business for the month. But he thinks that the hornless eventually will reign supreme. "I see no valid reason why the hornless should not entirely supersede it," he said. C. A. Bush, treasurer and manager of the Doran Phonograph Co., does not take such an extreme view. That company have a steady and strong demand for the horn machines, even though they cost more than the hornless of the same grade. There is a reason for the preference of the purchasers for the horn machine, he argues, and it will not easily be overcome. On the other hand, Grinnell's and Max Strasburg have practically no call for the horn machines.

Max Strasburg is the man who opened the new, exclusive Victor store, of which a forecast was given in the Talking Machine World last month. He was for fifteen years with Grinnell's and more than half that time manager of the talking machine department. The new store is on the corner of Library avenue and Grand River avenue, in that classy new retail district to which so many music establishments are going. The business is of the highest class—the people who come in automobiles, and thus far there is plenty of it. "My first two weeks exceeded my highest hopes," said Mr. Strasburg, when The World called to inspect the new establishment. "I cleaned up on several models within the first few days, and had to telegraph to jobbers out in the State for more. Couldn't get them in Detroit. Everybody seems to be sold out on the popular priced Victors, especially the \$15 No. 4 and the \$50 No. 9. I guess that's pretty good for a new stock well stocked up, isn't it?"

Mr. Strasburg is extensively advertising his place as the "exclusive Victrola shop," in all the daily papers and the leading local periodicals. The store is artistically finished in mahogany and white, with six demonstrating rooms, three on the first floor and three in the basement. A complete stock of everything Victor is carried.

The Doran Phonograph Co. had the best September business in their history, with the \$50 Columbia Grafonola a feature of the demand. The U-S machines and indestructible records also held up their end well.

The Columbia Phonograph Co.'s branch is the store which showed the half hundred unfilled orders as an instance of the rush of business. "The August and September business was unprecedented for those months," said Manager Johns. "The wholesale end of it was especially good. We absolutely cannot get enough of the low priced machines. It is seldom that we have less than \$1,000 of unfilled orders on hand, unable to get the goods. To-day the amount is nearly twice that. The conditions are unparalleled for the first week in October, which indicates that the holiday season is going to be wonderful.

"The demand extends to all machines, no matter what the price. We are going to have a good business with the new \$150 Grafonola. It won't interfere with the \$200 Regent in the least, for that library table model is in a class by itself. Nothing else can fill just the place this does. It is impervious to competition."

While Mr. Johns was talking, an order for thirty-two machines, covering almost the entire range, came in. The condition seems general with the Columbia Co, all over the country, Mr. Johns said. The company pressed more records in August than in any other month in two years. It beat last December, and to people who know about last December, that means a lot.

H. P. Rupp has succeeded Max Strasburg as manager of the talking machine department at Grinnell's. He has been with the company seven years, and the promotion was a deserved one. His regime starts out with the company doing an immense business in Victors and Victrolas. "The call for Victors of all prices is so great that it is hard to keep a full stock," he said. "We can sell all we can get of the new \$15 model. It has been on the market only a month, but has leaped at once into a favorite. It is a surprise for the money. The only complaint we have to make is inability to get the goods fast enough. I understand every talking machine house in the city is in the same fix. So we are all happy."

And he was right.

By the time this hits the presses, another new talking machine store will be opened here. J. Ludwig, formerly of Chicago, has leased from the Melville Clark Piano Co. a part of that company's large reservation on the second floor of the Annis building. In order to get an advantageous contract, the Melville Clark Co. took the entire floor, with the intention of subleasing. Mr. Ludwig is now fitting up his new quarters with sound-proof demonstrating rooms and racks for records. He is not ready yet to announce his plans or what line of machines he will carry. There is a hint that it will be Columbias.

THE LIVING VICTOR TRADE-MARK SURVIVES.

Eilers Music House at Walla Walla, Wash., has a very clever fox terrier named "Victor," an exact duplicate of the dog that the Victor people use in their world-famous trade-mark. Everybody in that city seems interested in this dog, and his recent encounter with an automobile resulted in securing publicity in the local papers as follows:

"Those who saw 'Victor,' the fox terrier mascot of Eiler's piano house, fall beneath the wheels of a rapidly moving automobile this morning, held their breath for fear the little fellow had been crushed to death, but fortunately for 'Victor' his injuries are not serious, and he can be seen at the Eiler's establishment, in his famous pose, 'His Master's Voice,' the trade-mark of the Victor Talking Machine Co., which has become a byword of millions of people."

The members of the sales force of the Portland, as well as the Walla Walla stores, were keenly interested in the progress of "Victor," and G. F. Eilers, of the former establishment, advises us that the automobile accident referred to, which threw the dog over twenty feet, did not, after all, seriously hurt him. Good Victor publicity anyway!

IS YOUR EDISON SERVICE RIGHT

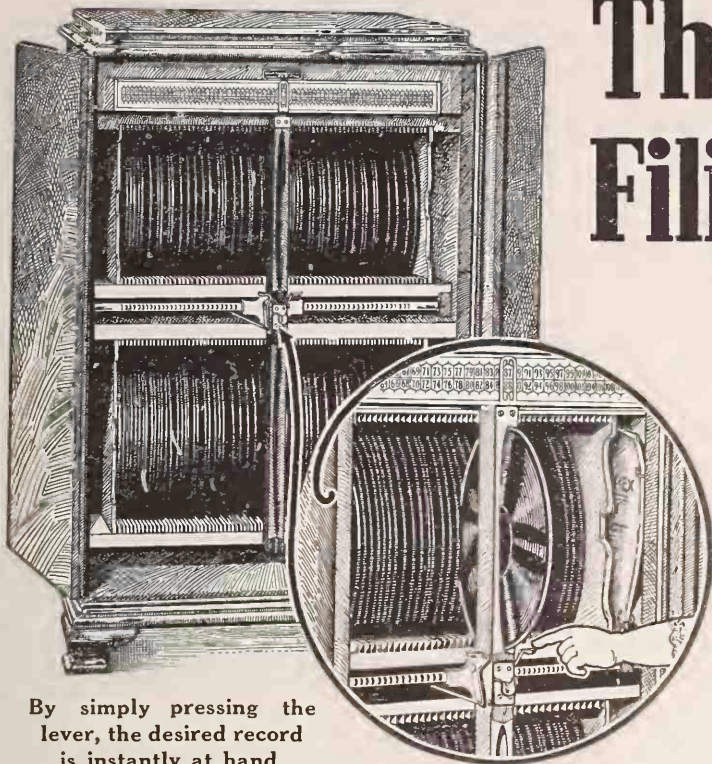
We Offer You "Exclusively"
Edison and Exclusively Wholesale

We want you to take advantage of our twelve years' experience. Get acquainted with "Buehn's Service" and be content. A "trial order" recommends our service. May we have it?

LOUIS BUEHN & BROTHER
Edison Jobbers

713 PENN AVENUE,

PITTSBURGH, PA.



By simply pressing the lever, the desired record is instantly at hand.

The POOLEY Filing System

Eliminates the uncertainty of depending upon ones memory or originality in placing records, in order that they might be accessible.

POOLEY RECORD CABINETS

Are made by skilled cabinet makers, representing the famous POOLEY QUALITY which has long been the standard in the furniture world coupled with the experience and knowledge of the requirements of a perfect filing system for disc records, with the result,—

That The POOLEY FILING SYSTEM has solved the PROBLEM.

Send to-day for information and trade discounts

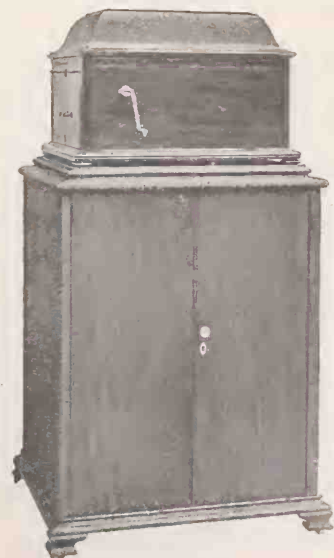
POOLEY FURNITURE COMPANY



16th & Indiana Ave.
PHILADELPHIA



Style No. 100



Style No. 50

The **TALKING**
For the makers & sellers of talking machines
MACHINE
WORLD

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J. B. SPILLANE, Managing Editor.

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Minneapolis and St. Paul: ADOLF EDSTEN.

San Francisco: S. H. GRAY, 88 First St.

Cleveland: G. F. PRESCOTT.

St. Louis: CLYDE JENNINGS.

Cincinnati: JACOB W. WALTER.

London, Eng., Office: 1 Gresham Building, Basinghall St. W. LIONEL STURDY, Manager.

Published the 15th of every month at 1 Madison Ave., N. Y.

SUBSCRIPTION (including postage), United States, Mexico, One Dollar per year; all other countries, \$1.25. England and her colonies, five shillings.

ADVERTISEMENTS: \$2.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$75.00.

REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephones—Numbers 4677 and 4678 Gramercy.
 Cable Address: "Elbill," New York.

NEW YORK, OCTOBER 15, 1911.

OUR reports from various sections of the country indicate improved trade conditions and the prospects for a very brisk fall and holiday trade are excellent.

The demand for high-priced products continues very large, and the factories are much behind in filling orders, even though rushed to their fullest manufacturing capacity.

Obviously we are facing the same old conditions this year so far as stock shortage is concerned which we did last fall.

A good many who have delayed placing orders until a late period will find it difficult to get their stock in time to profit by the accentuated demand which is bound to come later on. There are some people who never seem to learn a lesson even when it is forced on them with sledge hammer strength. Certainly the real rush is coming and dealers everywhere anticipate excellent results.

The necessity of carrying full stocks in both machines and records should be apparent to every wideawake business man.

A depleted stock means inability to serve the public with promptness and despatch, and every successful business institution must render satisfactory service to clients, else it will not be a business builder.

If the equipment and stock is not up to a certain standard, ten to one the salesmen will not be, for we see inadequate stocks and store equipment reflected in incompetent salesmen.

The right business men will provide the right environment because it is only through such effort that the right effects are produced.

IT is the repeat business that counts in the talking machine trade—in other words, the record sales and a pleased buyer buys and buys again.

He advertises your service by continuing his patronage and it should, therefore, be the aim of every up-to-date talking machine man to make service the most potent factor in his business.

He should never overlook the fact that the greatest store assets are pleased customers.

The getting and keeping of customers or patrons depends in a large degree upon store composition. In other words, the condition and variety of stock.

Successful business institutions are nothing more or less than the combined efforts of successful men.

It is results that count and results cannot be obtained through poor stocks and poor salesmen because there will be no repeating proposition. Customers will not return.

And, right here is a point which should be driven into the minds of every man who sells talking machines—the necessity of satisfying trade.

We have seen the good work of some institutions nullified to a

large degree by indifference on the part of the salesmen.

Salesmen may, by untactful work undo certain business effects which it is desirable to produce.

Sometimes a false impression is created regarding a particular product simply because some slight derangement of the mechanism has made it impossible to produce the maximum results.

This goes from bad to worse and perhaps the customer may become disgusted simply because he is not getting the best results from a particular machine.

This should not be, because an indifferent or dissatisfied customer works an influence against not only the particular store from which the purchase was made, but against talking machines generally.

IT should be the work of every business establishment to send men out at regular intervals to look after the machines that are out and to take along a portfolio containing new records which can be tried when in the home of the owner of the machine.

Naturally interest will be aroused in the new records and a goodly number of orders will be placed.

Then there will be the satisfactory knowledge on the part of the dealer of knowing that the machine is giving perfect satisfaction. Further, the customers will be pleased by such attention.

They will naturally feel that their interests are being looked after and that Mr. So-and-So, who has sold them the machine, is following up to see that everything gives perfect satisfaction.

There should be a regular and systematic campaign carried on in this particular, and if this is followed up in a careful and thorough manner it will be found that the record business will go forward by leaps and bounds.

Not only that, but the entire talking machine business will feel an impetus.

THERE is nothing like assuring every customer perfect satisfaction, and a machine which is not giving complete satisfaction is an injury rather than a benefit to the man who sold it.

It is the endless chain of patronage that is the only hope for the success of any business house, and, if we study the great commercial institutions we will find that they were not built by the patrons of a day, but by the patrons of years, and if the talking machine men would only wake up to a keen realization of the fact that confidence and good service are the real basis of trade, it would be very much better for them, and if every man engaged in the sale of talking machines would realize fully the truth of this there is no question as to the betterment of business all around.

The words you speak and the deeds that you do are either right or wrong—they either tend to beget confidence or destroy it, and what is true of an individual is true of a business establishment, which, after all, is simply a concentration of human energy.

Therefore, to get results one should render service, and there is nothing which helps business building more than an army of satisfied customers.

THERE are too many men in this trade who simply figure that when a sale is made the incident is closed—that people will keep coming in for records and all that sort of thing.

That may be true in some cases, but it is not so in all, and there are opportunities for business building which are large and ample to satisfy the ambitions of men with progressive ideas if they will only improve them.

Teach customers that they are profiting by the sale—that they are securing pleasure and enjoyment from every machine sold.

There is a radically different idea to-day than the old principle, that a sale once made is "dead."

That is not so in the talking machine line or in any line for that matter.

A talking machine sale should be particularly "alive" because the sale of a machine opens up wider possibilities and larger avenues for profit if the dealer himself is "alive" to the opportunities.

THOMAS A. EDISON, who has recently returned from Europe, has been everywhere showered with honors.

During his entire trip abroad in the great cities of Europe crowds thronged his hotels and everywhere he was lionized.

Such a tribute is remarkable and probably no living man to-day could create a similar interest, and, after all, it is a tribute to the genius of a great man, for it is not on account of Mr. Edison's financial possessions, but on account of his remarkable inventive ability which has caused the world to name him as one of the greatest men of the century.

Probably no living American would be in receipt of such distinguished attention at the hands of Europeans of prominence as has Mr. Edison, and such consideration constitutes a distinct tribute to American genius and enterprise as typified in this wonderful man.

The comments which have appeared concerning him in European papers have been remarkable. They have gone into details as to his mannerisms, his dress; but all have emphasized his plain unassuming manner, showing that his head was not in the slightest degree turned by admiration.

Great is Edison and long may he live!

A CORRESPONDENT asks: "At what age do you really think a man ought to retire from business and enjoy himself?"

HOW A LIFE WAS SAVED

By Gounod's Ave Maria Revealed in the Purchase of Record of This Famous Composition.

The following story is related by one of the Los Angeles dealers, and it goes to show what music, interpreted on the talking machine can do.

"A gentleman walked into our store yesterday, and producing a card from his pocket, glanced at some writing on the back and then said: 'I want to purchase a Columbia Grafonola Favorite.' I immediately conducted the gentleman to one of our salesrooms and showed him the several and variously finished Grafonolas Favorite which we had. He looked them over hurriedly and then consulting his card again, said: 'Have you Gounod's Ave Maria, A1040?' 'Yes, sir,' I answered 'that is one of the new records.' I fetched the record, and placing it on a machine, played it. He listened with rapt attention, and then arose and said, 'I would like to have that sent out as soon as possible, and will give you a check for the amount.' Of course, I asked him whether he did not desire some other records as well, and he finally told me to include two or three dozen more records of my own selection.

"Something in the man's behavior excited my curiosity, and I went to great pains in explaining the working of the machine, and one thing leading to another, I soon found my customer less preoccupied and finally confidential, for as he was about to leave, he suddenly turned to me and said earnestly, 'I am buying this machine and

the record which I first named to you because they were directly responsible, I am assured, in preventing the perpetration of an awful crime—a crime which would have echoed from one end of the country to the other—this crime was about to be committed in the dead of the night, but the effect of Gounod's "Ave Maria" played on a talking machine in the vicinity, suddenly and unexpectedly breaking the stillness of the night, actually changed a madman to a penitent sinner.

"So impressed and awed was I, a witness to the scene that I could not rest until I had found the unconscious evangelist and obtained from him an exact description of his talking machine and the heaven-sent 'Ave Maria.' Then he added, 'You can tell people what I have just told you—reserving my name, of course—it is a true story.'"

ISSUE NEW RECORD CATALOG.

The U-S Phonograph Co., Cleveland, O., have just issued a complete catalog of grand opera, instrumental and vocal selections on everlasting records. The catalog is carefully compiled and classified, and makes the finding of any particular record number or title a simple matter. A strong point is made of the unbreakable qualities of the records and the advantages gained through using them. Portraits of the well-known recording artists are also included in the booklet.

The Victor Talking Machine Co. are getting out records with Single Tax speeches. These will be advertised wherever this company sells their records, which is practically the whole world.

A mighty difficult question to answer.

That depends upon the man. Some men are young at sixty—others are old at thirty.

To some men business is a tonic and if they were once out of business channels they would droop and die.

There is no rule which may be safely followed regarding this, because we know plenty of men to-day whom the loss of business would mean practically loss of life, for there would be nothing attractive to them in this old world of ours.

They have never taken the time to study art or music.

They have never developed a hobby, and unless a man has some occupation which will occupy his time pleasantly, he is pretty sure of being a mighty unhappy individual, as soon as he relaxes his business cares, for it is our interests which keep us alive.

Therefore, in our opinion, every man is better if he will take a little time from business and study some of the arts.

In other words, develop a hobby, then he can occupy his spare moments pleasantly, and when it comes to a business retirement he can rest and get a lot of pleasure out of life.

But to state just at what age a man should retire from business—we must pass, for that is up to the individual!

LANDAY BROS. NEW STORE

At Fifth Avenue and Forty-Sixth Street in Heart of Aristocratic New York.

Landay Bros., the prominent Victor distributors, with stores at 400 Fifth avenue and 27 West Thirty-fourth street, recently leased another store at 563 Fifth avenue (Windsor Arcade), in the heart of the aristocratic section, and have made some elaborate plans for the conduct of the new store, which will be under the general management of Max Landay, with a large corps of experienced talking machine salesmen to aid him.

The new store will contain six large machine and record salesrooms and a recital hall, which will accommodate one hundred people comfortably. In this recital hall Victrola concerts will be given daily.

The decorations of the machine and record rooms, and practically the entire show rooms will be in French gray, trimmed with white and gold. The walls and carpets will be in rose color and the electrical fixtures will be of the Louis XV period, to match the woodwork.

The new store will be one of the best fitted up establishments devoted to the sale of Victor goods in the United States.

Besides the excellent facilities for handling customers, the store has four very large show windows for the display of machines, and being located as they are on a prominent corner of the most prominent street in New York, the advertising value to the Victor line is apparent.

Publicity at **1 CENT** an Hour

PYRO ONE LIGHT ELECTRIC SIGNS

THE SUNLIGHT OF PUBLICITY

The most attractive Day and Night sign on the market
Costs Less to Install—

One Cent an Hour to Illuminate

SIZES AND DESIGNS TO SUIT EVERY BUSINESS

You'll need something to liven up the holiday trade
—Why not a permanent life-lasting electric sign.

Send for our new Catalog and Price List—It's Free

EDWARD C. PLUME COMPANY

417-21 South Dearborn Street - CHICAGO, ILLINOIS



The Talking Machine Trade in New England

FEATURING EDISON SERVICE.

The Pardee-Ellenberger Co. Are Building Up a Splendid Organization and Business.

(Special to The Talking Machine World.)
Boston, Mass., Oct. 7, 1911.

With immense Edison distributing centers at Boston and at New Haven, the Pardee-Ellenberger Co., Inc., are prepared to give the New England and New York State trade careful service. Their Boston headquarters, opened recently with F. H. Silliman in charge, is doing a splendid business, as can be judged from the remarks of Mr. Silliman to The World: "We have been very busy since we opened and from all indications should say that the Edison business is picking up quite strongly. A number of dealers have advised me that in the last two weeks the demand for Edison goods was almost double."

WM. J. BRAY PURCHASES BUSINESS.

(Special to The Talking Machine World.)
Holyoke, Mass., Oct. 4, 1911.

Wm. J. Bray has purchased the entire business of the Ross & Bray Store, including the retail Edison business. Mr. Bray was formerly in the printing business, and knowing the value of "type" is planning to heavily feature Edison phonographs in a retail way.

INCREASED DEMAND FOR NEEDLES.

(Special to The Talking Machine World.)
Putnam, Conn., Oct. 7, 1911.

"Puritone needles, which we supply both with and without jobbers' names, are selling at an unusually brisk clip," comments Chas. E. Dean, of John M. Dean, the needle manufacturer. Mr. Dean attributes this increased sale to the large production and sale of lower priced machines, which is very heavy. Mr. Dean added that in his opinion needle consumption is destined to be largely increased henceforth.

VICTOR MEN DOING GOOD WORK.

(Special to The Talking Machine World.)
Springfield, Mass., Oct. 4, 1911.

Recently passing through this city was L. H. Ripley, the wholesale representative of the Victor

Talking Machine Co., who covers this State and others conjunctively with John L. Gately. Mr. Ripley looked as if he were doing real work, as in one hand he carried a small-sized caboose of records and in the other one of the new \$15 Victor Victrolas, both of which he was using to entertain the trade.

ADVERTISING THAT PULLS.

Talking Machine World Draws Orders and Inquiries for Massey Diaphragms.

(Special to The Talking Machine World.)
Providence, R. I., Oct. 6, 1911.

"We are greatly pleased with the results that we are getting from the advertising in The Talking Machine World featuring the Massey diaphragm. Daily orders and inquiries are received," said John H. Massey, of the J. A. Foster Co., wholesale and retail distributors of the Massey diaphragms. "There are several very good things shown by this activity; one that we are particularly interested in is the pulling power of The World; another is that The World readers are close readers and keep right up to date, which is a valuable policy in the conduct of a modern talking machine business. The Massey diaphragms, by the way, are made for both the Edison and Victor, and are sold at a margin that shows good profits for dealer and jobber alike."

A YOUNG MANAGER OF ABILITY.

(Special to The Talking Machine World.)
Springfield, Mass., Oct. 9, 1911.

A particularly progressive talking machine store is the local headquarters of the Columbia Phonograph Co., managed by A. A. McGowan. While Mr. McGowan is rather a young man, his ideas and forcible business ability are of advanced years, and the development of the Columbia business has been marked to a high degree since he took the management. And the Columbia owners in Springfield are growing steadily.

BIG BUSINESS IN VICTOR-VICTROLAS.

(Special to The Talking Machine World.)
New Britain, Conn., Oct. 4, 1911.

C. L. Pierce, head of the C. L. Pierce & Co., who succeeded the Pierce & Ward Piano Co., reports a

remarkable business with Victor goods, including Victor Victrolas.

DEATH OF CHAS. R. COOPER.

Former Manager of Boston Cycle & Sundry Co. Takes His Own Life.

(Special to The Talking Machine World.)
Boston, Mass., Oct. 6, 1911.

Charles R. Cooper, formerly manager of the Edison department of the Boston Cycle & Sundry Co., was recently found on the floor of an office occupied by that concern, with a bullet wound in his right temple. A .32-caliber revolver was found on a desk beside the body. He was taken to the hospital, dying a few hours later. It is believed he committed suicide owing to business troubles, although everything seemed bright for him with the new position which he was to fill with the Linscott Co., automobile and sundry dealers. This concern is owned by the same man, J. M. Linscott.

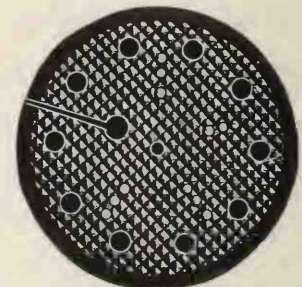
Although a comparatively young man, being but forty years of age, the late Mr. Cooper was one of the "old-time" talking machine men. He was an ardent Edison man, and in his capacity for many years as manager of that department, he disposed of a great quantity of Edison goods.

NEW ART DIAPHRAGM

Still Further Improved by the Inventor—Demand Is Brisk for This Specialty.

(Special to The Talking Machine World.)
Springfield, Mass., Oct. 6, 1911.

W. W. Young, inventor of the New Art Diaphragm for talking machines, has still further improved it, as one can see from the illustration herewith. Mr. Young claims that the slit in the



IMPROVED NEW ART DIAPHRAGM.

New Art takes the kink out of the metal that was liable to cause the blast. More than that, the improvement in even the New Art "improved tone" is worthy of consideration. These diaphragms retail for \$1, allowing a good margin of profit. A sample can be had by authorized dealers who will send their business card to the Talking Machine Co., Springfield, Mass., which is the selling company for Mr. Young's invention.

BAGSHAW NEEDLE BUSINESS BRISK.

(Special to The Talking Machine World.)
Lowell, Mass., Oct. 6, 1911.

Business with the big house of W. H. Bagshaw, needle manufacturers, is exceedingly brisk, as might be expected. This house was established back in 1870 and have been making quality needles of all kinds ever since. It is to be admitted by everyone that, in face of this long experience their needle knowledge must be of the highest order. In talking machine needles, particularly, this is recognized by many leading people, who consider needles made by the House of Bagshaw dependable in every respect.

If your credit is not good, you alone are responsible for it. The credit man does not make your credit—you have made it yourself. The credit man merely finds out what kind of a job you have made of it, and if he refuses to ship your order it is because of your record—a record that you alone are responsible for.

Why You Should Buy Edison Goods From

The Pardee-Ellenberger Co.

THE BIG EDISON JOBBERS

BOSTON, MASS.

NEW HAVEN, CONN.

- FIRST** Full and complete EDISON stocks at all times.
- SECOND** Two bases of supply, Boston and New Haven, insuring quick deliveries and lowest transportation charges.
- THIRD** Goods packed in an up-to-date manner.
- FOURTH** Co-operation in solving retail trade problems.
- FIFTH** The very best of service.

Wholesale only—Goods that have not past through a retail stock.

BOSTON HEADQUARTERS at 66 Battery March St., handy to North and South Terminals. Atlantic Avenue "L" to Rowes Wharf.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Review.)

Boston, Mass., Oct. 9, 1911.

The Eastern Talking Machine Associates, composed of a congenial company of nearly twenty employes of the Boston office of the company, held their annual meeting at the Tremont street quarters on the evening of Thursday, September 28, and the following officers were elected: President, E. F. Taft; vice-president, W. J. Fitzgerald; secretary, M. L. Read; treasurer, Mr. Waldron, while George Reese was appointed secretary to the



ANOTHER PRESIDENT TAFT.

treasurer. These committees also were selected: Grievance, A. W. Chamberlain, chairman, and Edward Welch; entertainment, S. H. Brown, chairman; W. J. Fitzgerald, George Reese, M. L. Read and Edward Welch; press, S. H. Brown, chairman, and M. Price.

Business Reported Active.

Business at the quarters of the Eastern Talking Machine Co. is reported splendid, and an impetus has been given to trade conditions through increased facilities for handling the rapidly developing business through an advantageous rearrangement of the ground floor, which affords better opportunity than ever before for the proper display of Victrolas and Amberolas, which are now shown in such a variety of artistic styles. One of the interested visitors during the early days of October was Gus Edwards, whose "Song Revue" was a feature just at that time at Keith's Theater, the stage entrance being nearly across the street from the rear entrance of the Eastern Co.

Columbia Co. Feel Jubilant.

A state of jubilant exhilaration might adequately describe a condition that one witnesses at the Boston office of the Columbia Phonograph Co. this month. In the first place, ample preparations were made to meet the expected fall rush by brightening up the interior which was accomplished through the medium of paint; then came a general clearing and a rearrangement, so that visitors were happily commenting on the attractive interior. While all the styles of machines are finding a ready sale there is a most gratifying demand for the new Columbia hornless, which sells for \$35 and \$25, and there is every indication that as the holiday season draws near, so Manager A. C. Erisman feels, that the demand will rapidly increase. In the meantime the new monthly list of records is meeting with much favor, which may not be surprising as the house feels that the list

is an exceptionally good one. Speaking of the different types of machines one of the attaches told your correspondent that there is an active demand for the expensive types of machines, and he instanced the case of the Nonpareil Grafonola, a \$150 instrument, which he thinks is one of the prettiest machines on the market, and which is getting to be popular among the Back Bay people.

Richard Czerwonky a Visitor.

An interested visitor to the Columbia quarters early this month was Richard Czerwonky, the leader of the Minneapolis Symphony Orchestra. Mr. Czerwonky, who is a capable, even notable, violinist, formerly was a member of the Boston Symphony Orchestra, and as his wife is a Boston woman, he always is glad to come back here. He already has furnished the Columbia office with some choice violin records, and ere long he will arrange for other records on a more ambitious scale. Mr. Czerwonky is a tremendous enthusiast of the possibilities of the Columbia machines.

Another visitor has been "Tom" Murray, manufacturer of phonograph cabinets and horns.

Expansion of Victor Trade.

Cheerful conditions prevail in the talking machine department of the Oliver Ditson Co. A business that each year can show a substantial increase over the year before always is satisfying, and the increase in Victor trade thus far over the preceding twelve months has been such that Henry A. Winkelman may justifiably feel proud of his own efforts and that of his capable staff.

Victors for U. S. Warships.

In the talking machine department of George Lincoln Parker the sales of Victors and Victrolas lately have been surprisingly good, especially the \$200 machines, for which there has been a splendid demand. Charles P. Trundy, who is in charge of the talking machine department of the Parker business, has lately installed some machines on the battleships Ohio and Nebraska, and even on the torpedo boats Amon and Marrant. Mr. Parker is planning a general refitting and refurnishing of the large apartment devoted to talking machines, so that it will be in complete harmony with the rest of the suite.

Activity with Bragdon.

W. A. Bragdon, manager of the Linscott Sport-

ing Goods Co. at 7 Hanover street, is finding a very likely demand for talking machines this fall. Mr. Bragdon's place is in a very convenient section on a much-traveled street, and each day his place is a center of activity.

CALLING CUSTOMERS BY NAME.

A Habit That It Pays to Cultivate—Gives That "At Home" Feeling.

What is undoubtedly the best general habit any man in business dealing with the public can cultivate is that habit of calling customers by name when greeting them. With some people this is a sort of natural faculty, but the majority of people have to cultivate it. Because of the difficulty, or some disinclination, many people in business for years neglect to cultivate it, and therefore fall short in the usage of the best quality in connection with merchandising.

There is nothing makes the customer feel at home so quickly when entering a store or business house as to have somebody greet him and call him by name. It touches the right spot somehow, and does more good than can be done by any other simple and easy method. Every man that goes about the country much understands and appreciates this point, and the wonder is that so many merchants and store clerks neglect it.

This is such a strong point that the wonder is that really enterprising merchants do not insist on their clerks cultivating this habit, so that when a customer returns to the store the second time somebody will be able to recognize him and make it a point to address him by name. Anyway, it is a good habit to get, and if you have never acquired it, try cultivating it.

A house which treats its employes well not only obtains the interest of the employe, but also a high name and a clean reputation, which gains for it the favor of the buying public. All other things being equal, we give our patronage to the concern that we have faith in and when once on the customers' list of such a house, good treatment does more to hold business than the inducement of lower prices on the part of a competitor can overbalance.

W. H. BAGSHAW

LOWELL, MASS.

Oldest and largest manufacturers of Talking Machine Needles in America

All styles, shapes and sizes with highest quality of point, temper and polish

Established 1870



No. 600 (Patent Applied for)

AN INNOVATION

HOHNER'S REVOLVING DISPLAY

JUST think of receiving a wonderful revolving display stand worth at least \$15.00, built of thoroughly seasoned wood of 1/4-inch thickness, obeliscal in shape, mounted on a metal disk connected by means of a cylindrical bar to a set of durably constructed clockworks of sufficient strength to revolve the obelisk for over 3 1/2 hours just by one winding, ABSOLUTELY FREE OF COST! This will surprise you, but it is exactly what the world-famous HOHNER factories are offering every progressive Dealer today. Imagine this beautiful exhibit in your show window or on the display counter —don't you think it would increase by many fold the sales of your merchandise, and bring great prestige to your store? This cannot be denied.

The entire stand is finished in a deep rich mahogany piano polish with very attractive silver pressings and having the number and retail price of each instrument stenciled in neat design. Its extreme measurements are 32 inches high by 10 1/2 inches square at the base, and 6 3/4 inches square at the top.

On the obelisk is fastened by means of steel clamps and supports a quantity of thirty-six genuine

HOHNER Harmonicas in the keys of A, B, C, D, E, F and G, with a variety of twenty different styles. Each instrument is an excellent seller and is bound to meet with instantaneous success.

You secure the COMPLETE STAND FREE OF COST and besides you are the gainer by over 35% in cash profit on your investment. This is the proposition:

You Receive

12 Assorted Harmonicas to retail for 25c. each	\$3.00
8 " " " " " 35c. "	2.80
8 " " " " " 50c. "	4.00
4 " " " " " 75c. "	3.00
4 " " " " " \$1 "	4.00

To Retail, \$16.80

Your Investment

\$12.50

{ Per Stand and Harmonica Assortment.

Your Gain

Over 35% Cash Profit and a Wonderful Revolving Display Stand.

—ASK YOUR JOBBER—

CANADIAN OFFICE
76 York Street
Toronto

M. HOHNER

MEXICAN OFFICE
5a Tacuba No. 74
Mexico, D. F.

114-116 East 16th St., NEW YORK

**Columbia Catalog, pages eight to fourteen:
Four types of horn equipped Grapho-
phones—the best instruments that seven-
teen dollars and fifty cents, twenty-five
dollars, thirty-five dollars, and fifty
dollars will buy.**



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

OPTIMISM IN INDIANAPOLIS.

Talking Machine Dealers Well Pleased With Present Situation and General Outlook—Low-Priced Machines Still Desirable—Personal Items of Interest—Successful Recitals Given by Aeolian Co.—What the Various Dealers Are Doing.

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 1, 1911.

Talking machine dealers of Indianapolis make rather optimistic reports of the business done during the last month and of the prospects for trade during the fall season. The business in records was good last month and a number of the dealers report that they enjoyed a good trade in various styles of machines.

"Some people," said one dealer, "are getting the impression that just because there has been a big increase in the high-priced machines, the machines that may be bought at a lower figure are not 'taking' as they did a few years ago. Such is not the case. It is true that we have had a greatly increased business in the high-priced machines and that many of the well-to-do and wealthy people have taken to the talking machine as a means of entertainment. Of course, it is natural that in the trade reports this kind of business should be more emphasized. But it is true, nevertheless, that the poorer classes are finding just as much pleasure now in their talking machines as they ever did, and in my opinion the demand for the lower priced machines will increase right along with the demand for the machines of a higher price."

Conditions seem fairly prosperous in Indiana just now. All factories are running and the weather has been fairly conducive to good farm yields. Consequently most of the talking machine dealers are laying in adequate stocks and are getting ready to supply their customers promptly during the coming months.

Two big meetings have been held in Indianapolis in the last month—the meeting of the Sovereign Grand Lodge of Odd Fellows and the supreme meeting of the Knights and Ladies of Honor—but these meetings, as usual, have been of little benefit directly to the talking machine men, except that they have had the opportunity to display their wares attractively in their windows.

Miss Irene Cox, formerly in the talking machine department at Aeolian Hall, Indianapolis, is now connected with the Musical Echo Co., which handles the Victor line exclusively. Business is reported good in all styles of machines by the Musical Echo Co., but particularly in the Victrolas.

The Aeolian Co. have engaged A. J. Wolf, formerly with the Price Talking Machine Co., of Newark, N. J., to have charge of the Victor department of Aeolian Hall. Mr. Wolf has had several years' experience in the talking machine business, and O. A. Gressing, manager of the Aeolian Co. in Indiana feels that his success in the talking machine trade in Indianapolis is assured. Ed McClintock has been transferred from the Pianola department at Aeolian Hall to the Talking machine department and will be Mr. Wolf's assistant.

The Aeolian Co. conducted a successful and very largely attended Victrola and Pianola recital at the Country Club at Lafayette recently. There were seven numbers on the Victrola, accompanied by the Pianola. It had been the plan to have a program lasting one hour, but on account of the encores that were responded to it lasted almost two hours. Lafayette is one of the larger Indiana cities and is the seat of Purdue University, one of the best known technical schools in the West.

It is reported by the Victor department at Aeolian Hall that the Blue Danube Waltz, as sung by the Lyric Quartette, has been one of the big record successes of the last month. Business generally in the Victor department of the Aeolian Co. was reported good.

The talking machine department of the Wulschner-Stewart Music Co. is being greatly enlarged and new booths for demonstrating are being provided. When the work is completed the department will have five demonstrating booths. One of the new booths is a Victrola room.

It is reported that the talking machine business of the Wulschner-Stewart Co. was good in September in all styles of machines. Trade was exceptionally good in the Victrola IV. A carload of these machines were shipped in during the month and within a very short time all had been sent out to the patrons of the Wulschner-Stewart Co. Mr. Barringer, manager of the Wulschner-Stewart talking machine department, says he believes trade will be good during the fall, and the company has laid in a good stock in preparation for it.

"The outlook for fall business is exceedingly bright," says Thomas Devine, of the Columbia Co. "All over the State a new interest seems to have been awakened in the higher-priced machines, due, no doubt, to the fact that local jobbers have been hammering away all summer with circulars and letters relative to the finer instruments. In Indianapolis itself the fact that Ona B. Talbot has arranged for a series of concerts by celebrated singers is bound to bear fruit and to result in numerous sales of fine outfits."

Manager Devine is going around with his head held high these days. He has just received a sample of the new Columbia Nonpariel Grafonola to sell at \$150. He says it is perfection itself in every way and is bound to be the very biggest kind of seller.

J. D. Westervelt, of the executive staff of the Dictaphone Co., New York, spent a day in Indianapolis. Mr. Westervelt is the "ginger" man of the Dictaphone force, and is touring the branches of his company with a good-sized injector in every pocket. The brand he hands around, according to Mr. Devine, is just about two million degrees hotter than proverbial Jamaica.

The Udell Works are having a good business in a special line of cabinets made for the Victor and Edison machines. The Udell Works are bringing out a line of table cabinets that is meeting with favor. These are so constructed that the albums with the records in them may be placed in the table and the machine on top of the table. The whole has the appearance of a table. The company is away behind on orders for these machines. The

Udell Works are also making a new cabinet for the Victrola IV, VI and VIII. Several hundred of these have been sold already and they promise to command a big market.

FIVE THOUSAND ENTERTAINED

By Taylor's Music House, of Springfield, on State Street Merchants' Gala Day—Novel Scheme of Attracting People and Business.

(Special to The Talking Machine World.)

Springfield, Mass., Oct. 6, 1911.

Another proof of what publicity and co-operation can accomplish materialized in this city recently, when a rather novel celebration took place on "State Street Merchants' Day."

Although a little off the main thoroughfare, State street has acquired the distinction of being the leading shopping district in the city, containing a number of old-time reputable establishments. The owners of these stores got together and considered that a little special advertising might result in concentrating more attention on their stores. The plan was received with enthusiasm, and a committee of merchants appointed for that purpose.

The day set for the celebration was September 20. The stores were elaborately decorated and special displays made. Among the prominent members of the committee who labored successfully for its success was Frederick G. Howe, proprietor of Taylor's Music House, which for many years has been located at 168-170 State street, in the Y. M. C. A. building.

As a result of the celebration Taylor's Music House entertained at least 5,000 people in the afternoon and evening, while as a result of the publicity campaign, more than 20,000 people were attracted to State street, who made it a gala day. The people seemed to catch the spirit of the movement, and made the merchants of State street realize that they were "some" people.

The Victor talking machines figured prominently in the arrangements made by the Taylor's Music House for the celebration of State Street Day, and the entertainment of their many visitors.

LOWER EXPRESS RATES ORDERED

In State of Illinois by Warehouse and Railroad Commission—Effective October 1.

Many members of the music trade will be among those to profit through the average reduction of 25 per cent. ordered by the Illinois Warehouse and Railroad Commission, to become effective on October 1. The express companies in the past, have arranged their rates arbitrarily and without regard to a set schedule. In the commissions orders there are thirteen standards established for express charges on merchandise, the rates running from 40 cents to \$2 per hundred pounds, according to distance.

There is nothing which so gladdens a credit man's heart as the sight of a signed property statement pinned to an order sent in by the salesman.

FROM OUR EUROPEAN HEADQUARTERS

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

Prospects Greatly Improved Since Last Month—Labor Conditions, Generally, Are Not Entirely Satisfactory—Talking Machine Sales Have Not Been Seriously Hampered, However, Despite All Drawbacks—Hornless Type is Bounding Rapidly Into Favor Throughout the Country—This Does Not Mean, However, That the Cylinder is Unpopular—Discuss Mr. Edison's Invention—Paderewski and Kubelik Make Gramophone Records—New Models of Ruhl Machines—National Co.'s Exchange Scheme—The Talking Machine Industry Wins the Notice of Leading Daily Papers—Copyright Bill Will Be Taken Up for Action by the House of Lords After Parliament Assembles—Other Items.

(Special to The Talking Machine World.)
London, E. C., Oct. 6, 1911.

Since I reported last upon business conditions this side, prospects have immensely improved, and if all goes well in the labor world, there would appear to be no cloud to mar the bright outlook for the talking machine season at hand. Signs of unrest, however, in certain parts of the country have, unfortunately, not entirely vanished, and, although in most cases, this may be ascribed to local labor troubles, it is a fact that there exists a fairly general belief that we are not quite rid of further strikes on the part of railway employes, and others previously involved. While every confidence is placed in the Government, the uncertain attitude of the union officials is causing some little nervousness in official circles, and fears are expressed that the uncompromising demeanor of some of the parties concerned, will lead to fresh trouble. At the same time, strong hopes are entertained that the worst may be avoided. For our part, we believe that the present armistice will result in another patched-up agreement which will suffice to carry us over the season at any rate.

Talking machine sales, remarkable to say, have not been seriously hampered, and despite all drawbacks, trade is proceeding as merrily as usual for this particular time of year. The Gramophone Co. have opened up stockrooms in various parts of the country, and according to all reports, the volume of orders placed by their agents has exceeded all expectations. Other companies also report satisfactory business, and present indications certainly point to a bumper season in store.

A popular line this year is the hornless type of instrument. I doubt whether there is even one exception amongst the various concerns who are not featuring several different models. Certain it is that these machines have opened up new channels of trade for the dealer, which otherwise might have proved unassailable. One notable feature is the general use of the hollow bracket tapering from the arm into forming part of the amplifying interior horn. This particular adaptation, if I remember rightly, was first introduced by the British Zonophone Co., as also was the shutter or screen device at the mouth of the sound aperture.

There is still an enormous trade in cylinder goods, but as season succeeds season, it becomes proportionately less with the advance in popularity of disc products. Much as one regrets this, it is the inevitable outcome of increased competition in the disc field, more immediate issues of topical selections and other reasons. But of one thing we may be sure, and it is that so long as the Edison concern exists, there will still remain a great and profitable business in the cylinder record having regard too, to the thousands of cylinder machines in use to-day.

Coming Litigation Over the Swan-Neck Joint.

I learn, on good authority, that litigation is impending over the famous swan-neck attachment, hitherto sacredly regarded as the sole property of the Gramophone Co.'s, who claim to hold a valid patent covering this device completely. We believe the other party concerned is Messrs. Bar-

net Samuel & Sons, Ltd. In the Berlin courts, July 14, the Deutsche Gramophone Co. took action against Carl Lindstrom in respect of an alleged infringement of their swan-neck apparatus. Plaintiffs secured a provisional injunction, and defendants were ordered to pay the costs of the action, in addition to lodging a deposit of 10,000 marks, which we presume represented a guarantee on costs against their appeal, which is to be prosecuted in a higher court.

Copyright Bill.

Parliament is still holiday making, and until the return of their Lordships to the Upper House, matters in relation to the copyright act are at a standstill. Prior to the bill being placed on the statute book, it has to undergo the formality of passing through the House of Lords, and also to receive His Majesty's signature. Doubtless this will occupy attention soon after Parliament re-assembles.

Mr. Edison's Movements.

Mr. Edison appears to have had what he himself would describe as a "real good time" on the continent, having been accorded a good welcome everywhere. During the recent visit of the Lord Mayor of London to Vienna, a banquet in honor of the occasion was given by the Burgomaster, who extended a cordial invitation to Mr. Edison to join them. Whether or not he did so is not stated. Little information is available as to the date of Mr. Edison's return, but we understand that he sailed for home direct from Hamburg, somewhere about September 28.

New Record and Machine.

Emanating from France, a new record and machine have made their appearance on this market, and will be known under the title of "Aerophone." The record is of somewhat finer thread than the ordinary standard cut.

A Sign of the "Times."

Quite a new departure of the London Evening Times, and the public press generally, for that matter, is their recognition of the talking machine industry as one worthy of cultivation, of course, from an advertising revenue view point. In this category, however, the Times may, perhaps, be excepted, seeing that they devote a whole page, which includes several columns of reading matter, once a week to matters germane to this trade. Judging by the support accorded them, the idea would seem to have "caught on," but in his desire to maintain a strictly impartial and independent opinion respecting the quality of records, etc., the gentleman who is responsible for the editorial notes has already burnt his fingers. We sympathize with him; we do indeed, and the best evidence of our sincerity is centered in this advice: If it is incompatible with honesty to say a good word for anyone, then refrain from expressing derogatory opinions, which, at the most, are but personal views, and similarly refrain from reviewing any records which cannot honestly be recommended. And more important still, always be sure of your ground before speaking. That is the best policy.

New Company.

The Gramodisc, Ltd., capital £1,000 in £1 shares, registered office, 9 Hart street, Bloomsbury, London, W. C.

Now Sir G. R. Askwith.

Upon G. R. Askwith, of the Board of Trade, and known as the labor peacemaker, the King has recently conferred the honor of a Knighthood, and a number of decorations connected with honorable orders of the Bath, etc.

Sir G. R. Askwith, it will be remembered, undertook the onerous duty of acting as British Plenipotentiary at the International Congress on Copyright, held at Berlin in 1908.

Certificate of Posting.

Those who do not wish to go to the expense of registering a letter at a cost of 2d, but who merely desire proof of posting, which can be produced in

the event of a dispute, can now obtain a certificate of posting for 1/2d.

Ring of Marriage Bells.

Mr. Pellissier, head of the company known as the "Follies," was recently married in London to Miss Fay Compton, a daughter of Edward Compton, the well-known actor. Some admirable records by the "Follies" may be found in the order lists issued by Barnett Samuel & Sons, Ltd., this city.

A Most Interesting Catalog.

"His Master's Voice," catalog of records from September, 1911, to March, 1912, just issued, represents not only a fine example of the printers' art, but also an excellent and serviceable book of reference for the user. It is neatly bound in a stiff brown paper cover, which bears on the front a three-colored "picture" of the Gramophone Co.'s trade mark, whilst the letterpress is in raised letters of gold. The whole presents a truly artistic and dignified appearance well in keeping with the superior printing and general get-up of all publicity matter issued by this company. Another splendid batch of records is listed in the Gramophone October supplement, and from the viewpoint of titles and perfect recording, they must certainly rank as being equal to any yet issued by the Gramophone Co. They follow: "Valse Royale" (Partridge); "Haddon Hall" selection (Sullivan); "Triumphal March of Boyards" (Halvorsen); "Kukuska" (Lehar); and "Beautiful Galatea" (suppé), by the band of H. M. Coldstream Guards. "Vision d'Amour" (Byford), and "La Mariposa" (G. Diaz), by Mayfair Orchestra. "How Lovely are Thy Dwellings" (Liddle), Mme. Agnes Nicholls. "Believe Me, if all Those Endearing Young Charms" (Landon Ronald), Mme. Edna Thornton. "Mountain Lovers" (Squire), Miss Ruby Helder. "In a Persian Garden—Oh, Noon of My Delight" (Lehmann), and "Macushla" (MacMurrrough), John McCormack. "My Sweetheart When a Boy" (Morgan), and "Pleading" (Edgar), John Harrison. "The Wanderer" (Schubert), Robert Radford. "A Restaurant Episode," Alfred Lester (assisted by Miss Buena Bent. "Whistle and the Girls Come round" ("Peggy") (Leslie Stuart), Robert Hale and chorus. "What He Didn't Expect From a Lady" ("Peggy"), Miss Connie Ediss and chorus. "I Like to Have a Little Bit on" ("Peggy") (Philip Braham), Miss Connie Ediss. "Mr. Edison" ("Peggy") (Paul Rubens), Geo. Grossmith, Jr. "Beautiful Girlie Girls" (Tom Clare), Tom Clare. "Laughing Song" (Lytton), Harry Lytton. "Every Lassie Loves a Lassie," Harry Lauder. "Noc-

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess *none* of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the *sole makers*.




One String Fiddle

GEO. EVANS & CO.

94 Albany St.
London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON Co.

150 Tremont Street
BOSTON
NEW YORK AND PHILADELPHIA

Violin

FROM OUR LONDON HEADQUARTERS—(Continued.)

turne" (Arnold) (violin), Joska Lzigei, and "Marzurka" (Hasselmann), F. E. Barker.

Shadow Drama—Defends Edison's Invention.

Some very interesting correspondence has been appearing in the Standard newspaper in regard to Mr. Edison's Cinephonograph and an (alleged) prior English invention, which admittedly are structurally different. I reproduce two specimen letters, self explanatory in their contents, which will prove of interest. The Standard says: "The appearance of a prior English competitor in the field which Mr. Edison claims to have covered by his Cinephonograph in the person of E. S. Donisthorpe, with his Ipsum Synchroniser, appears to have come as somewhat of a surprise to the American inventor's London representatives, especially as the English inventor claims for his device several features which are lacking in the instrument from across the water. What with Mr. Donisthorpe's idea and that in successful operation by the famous Gaumont firm in Paris, it seems as if talented minds in three countries have hit on a method of combining the cinematograph and the gramophone at about the same time. 'For my part,' said one of Mr. Edison's most intimate associates to one of our representatives, 'though I had not directly heard of Mr. Donisthorpe's work in this line, I welcome him to the field. There are not enough of us in it yet. But I hope he will forgive me an Americanism if I should say concerning him, that 'I'm from Missouri, I want to be shown.' That is to say, the cinephonograph is now being manufactured commercially. It has passed beyond the experimental stage, and our works in America are at present engaged in filling about 2,000 orders. Has Mr. Donisthorpe as good evidence as this that his contrivance is capable of becoming a commercial success? The cinephonograph is known pretty widely now throughout America, and has not yet been seriously challenged from a scientific standpoint. But I have been several months in England without hearing a word about the 'Ipsum Synchroniser.' However, it is my last wish to enter into any controversy with Mr. Donisthorpe

with regard to the rival merits of our two methods of solving the same problem. There is plenty of room for many more methods. Still, I should like to point out that in one or two respects he has not described the cinephonograph correctly. For instance, in saying that, so far as he knows, Mr. Edison's 'claims nothing regarding maintaining synchronism between the film and disc when projected on the screen.' As a matter of fact, a combination of the biograph and the gramophone would be of absolutely no value if the needle of the talking machine and the film of the moving picture were not in accurate electric connection during production. This connection Mr. Edison assures me is very minutely perfected on the cinephonograph. Otherwise, there would be no excuse for its being on the market at all. So far as I can see, Mr. Donisthorpe's device includes some very clever and ingenious features. But he should not criticise the cinephonograph until he has some more definite material on which to base his observations. 'Again,' Mr. Donisthorpe has no authority for saying that our device cannot take a large stage simultaneously with the figures. So far as I know from Mr. Edison's description, there is no limitation to our cameras within the limits of a good-sized stage. And with the development in the panoramic lens more ambitious effects will be increasingly possible. I know of no actual drawbacks in our machine which will prevent our adopting these developments as they come along, and surely I do not see how Mr. Donisthorpe could have got wind of any.

"Nevertheless," concluded Mr. Edison's associate, 'no one will congratulate Mr. Donisthorpe on his success more sincerely than Mr. Edison himself. There is no room for rivalry or jealousy in a profession like ours. Surely the developments, open to American, French and English contrivances to combine the moving picture and the talking machine are stupendous enough to occupy all three inventors with getting forward on their own lines, and we, at least, are only too glad to wish Mr. Donisthorpe, the greatest possible success,'"

On the following day there appeared this letter in reply from Mr. Donisthorpe:

"Sir—I was much interested in the article in the Standard of September 4, with reference to Mr. Edison's defence of my criticism of the cinephonograph. Mr. Edison states that his cinephonograph has passed the experimental stage and that he is at present engaged in filling about 2,000 orders. He asks whether I am in a position to say the same about the Ipsum Synchroniser. I think I can go further than Mr. Edison. My synchroniser has long since passed all experimental stages and has been exhibited before most of the cinematograph experts in England, with the result that it has been unanimously accepted as the most perfect method of synchronising. We have at the present moment a great number of signed contracts from the managers of the electric theaters for the installation of the apparatus. I hope that in the course of a very few days the 'gentleman from Missouri' will be in a position to be numbered among the experts who have witnessed the demonstrations. I am now in a position to show him what I believe is the first synchronising play in three acts ever produced. This play was written expressly for me by a very well known dramatist. I quite agree with Mr. Edison that there is room for both of us in the field, and I must congratulate him upon having solved the problem of actually taking the sound and the film at the same time, whether it is capable of a large stage or not. My main contention still is, however, that the Americans have not equalled us in the matter of synchronism. England is still ahead in synchronism, as it is in priority in the moving picture machine itself, which my father patented in 1872. It might be interesting to the public to know that my father wrote to the press explaining that he could connect the Kinesgraph and the phonograph together for the purpose of synchronising as early as 1877. This is many years before Edison took out his first patent for a moving picture machine at all. I am, sir, your obedient servant.

"E. L. DONISTHORPE."



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

ROYAL APPRECIATION

"HIS MASTER'S VOICE"

FRANCE Cie. Francaise du Gramophone, 15 Rue Bleue, Paris
 GERMANY Deutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
 ITALY Compagnia Italiana del Gramofono, Via S. Prospero 5, Milan
 EGYPT The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
 SCANDINAVIA Skandinavisk Gramophone Aktieselskab, Frihavnens, Copenhagen, Appelbargsgatan 52, Stockholm
 RUSSIA The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow.

Fontanka 58, Petersburg

Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis

SPAIN Cie. Francaise du Gramophone, 56 Balmes, Barcelona
 INDIA The Gramophone Co., Ltd., 139 Belliaghata Road, Calcutta
 And Hornby Road, Bombay.

THE GRAMOPHONE CO., Ltd.
 21 CITY ROAD, LONDON, E. C.



FROM OUR LONDON HEADQUARTERS—(Continued.)

Gramophone Records by Paderewski.

Although the aerial method of letter carrying was in use quite forty or more years ago, we recently witnessed the inaugural establishment of an aero plane mail service between London and the royal borough of Windsor. With commendable enterprise, the Gramophone Co. took advantage of the opportunity to announce the issue of six new records by the great Paderewski, thus doubly associating themselves with a unique event. Each gramophone agent, we believe, received an intimation of this issue by post card stamped "First United Kingdom aerial post," and doubtless it will be treasured by all as much for the important information conveyed, as for a memento of an historical departure. Kubelik, by the way, has also signed on with the Gramophone Co.

Edison Bell Success.

Edison Bell, in the west end of London would seem to have been regarded as quite an institution, judging by the welcome offered them by old customers upon their reappearance in the district. Although opened but a few weeks, their new depot in Cranbourn street, has attracted quite a number of old friends, recognized as having been customers in the past at their former premises in Charing Cross road. The premises are handsomely fitted up, and are provided with an excellent showroom, where may be seen an attractive display of V. F., and Bell discs, hornless and ordinary machines; all new or improved models for the season. J. E. Hough, Ltd., deserve much praise for their enterprising departure, which we feel sure will prove well justified, having in view their increasing interests "up west."

To Tour South Africa.

T. H. Roberts, of the Reliance Great Stores, Liverpool, leaves here this month for a tour of the principal towns of South Africa, Australia, New Zealand, Japan and India. He will probably carry a line of talking machine goods.

Wireless Conversations Through Steel Doors.

A Cardiff correspondent reports that experiments have recently been made in wireless telephony with apparatus designed by a Welsh inventor, with great success. This gentleman, Grindell Matthews, makes use of very high frequency currents, which produce continuous or undamped waves. He is reported to have sent through thick plates of steel, and walls of concrete messages of the human voice easily heard at a distance, and is now engaged in long distance work, with a view to meet the requirements of the war office. Recently he succeeded in speaking from Beachley, better known as the Old Passage, in Gloucestershire, to the new passage, over five and a half miles away, near the Severn tunnel outlet, and this success meets the condition

laid down by the Government as the minimum distance that would induce them to acquire the rights of the invention.

Latest List of Favorite Records.

Another excellent list of Favorite records is to hand this month. Replete with all the latest selections, it represents an unusually attractive program which dealers will find contains records only of the quick-selling class. A series of grand opera titles will be listed each month—two selections for the nominal half crown. Special mention should be made of "Amlets" (Polka Mazurka) and "Souviens Toi Waltz," issued as a 12-inch double record, for which the municipal band of Venice, comprising no less than seventy performers, is responsible. From such a splendid combination of picked instrumentalists we materially expect much, and we are not disappointed. Their interpretation of these two dainty selections is really a very fine piece of work, of which the Favorite Co. might well be proud. Other issues are expected shortly.

Columbia Rena Records.

The new list of Columbia-Rena records is styled the "Quality List," and the front carries the following pregnant statement: "Every record herein has been chosen to demonstrate that Columbia-Rena can and does present the best artists and the best records of them, at the lowest prices of all." A most admirably expressed policy, which is borne out by the contents of the supplement: 12-inch, "Fantaisie Impromptu" (Chopin), and "Spanish Serenade" (Scharwenka), pianoforte solos by Xavier Scharwenka; 10-inch, "Leoman's Wedding Song" (Poniakowski), and "The Rebel" (Wallace), Alfred Kaufmann. "The Longest Way Round is the Sweetest Way Home" (Kerry Mills), and "I'll Change the Thorns to Roses" (Cheney and Fredericks), Will Oakland. "Narcissus" (Ethelbert Nevin), and "The Love Dance," "Intermezzo" (Karl Hoschna), Casino Orchestra. "Baby's Box of Toys" (Penso), and "The Shadows" (Finck), Arthur Reeves. "Beautiful Isle of Somewhere" (Fearis), Sylvian Mixed Quartet, and "The Vale of Dreams" (Schmid), Arthur Clough. "Do You Remember the Last Waltz?" (Bennett Scott), and "The Garden of Dreams" (Clare Kummer), cornet solos by Sergeant Leggett, and "Dreaming" (Milton Wellings), and "Beauty's Eyes" (Tosti), Reed Miller.

Stipulation Reversed.

On the stipulation that no talking machine or other mechanical instruments should be installed in the beer hall, a license was granted to the proprietors by the magistrates of a certain German village. Objections were raised to this condition, and fathered by Messrs. Spiegel & Sohn, of Ludwigshafen, application was made to have this

clause deleted. After a somewhat prolonged hearing, the Munich High Court took the view that such instruments should be allowed, and the magistrate's decision was reversed accordingly.

Barrand & Co. to Represent Jacard Freres.

Jacard Freres, St. Croix, manufacturers of complete machines, motors, tone arms, sound boxes and other accessories, will in future be represented here by Messrs. Barrand & Co., of this city.

New Models Introduced by O. Ruhl, Ltd.

Elsewhere in this section, the firm of O. Ruhl, Ltd., London, make an announcement respecting the introduction of their new models for the season at hand. It may be said right here, that these particular machines have been specially constructed for foreign markets, and having regard to climatic conditions, traders everywhere will find the new products in all ways suitable, price considered. Something like twelve different models covering interior—horn, ordinary and hornless styles in English cases, mostly of oak wood, are listed in the new catalogue now in course of preparation. This will be ready by the time these lines appear, and dealers can have a copy upon application. Prices range from thirty shillings up to twenty guineas, retail, and to the trade a generous discount is offered. We are unable at the moment to give a description of each individual machine, but their general equipment includes tapered tone arms, separating stop and start lever, artistic flower horns strongly made (for the ordinary style of machine, of course), and in the better models a reliable speed indicator is fitted. Accurately and scientifically assembled, the motors are of varying strength according to price of machine, while in design the cases are of artistic and pleasing appearance. O. Ruhl, Ltd., invite dealers who are desirous of handling a profitable line of machines to send for particulars of prices, terms, etc. Their address is 77 City road, London, E. C.

Records by Prominent Artists.

Described as the funniest records ever heard, the Beka Record Co. have announced new titles by the great Little Tich, whose services, by the way, are exclusively retained by this company. Another exclusive and important catch is Phil Ray, the eminent comedian.

Twin Record Catalog.

The complete Zono-Twin record catalog just issued, contains no less than (about) 1,400 titles; that is, 700 records. And these are all "gems" of their kind, specially selected in accordance with the maintenance of the Zonophone quality—standard, top-hole talent only. Quite a number of the leading artists have been exclusively retained by this company, who, amongst many other excellent selections, offer the following in their October list: "John



1912

Season's Catalogue

JUST OUT

*New Designs***ENGLISH CASES****TAPER ARMS**

All Latest Improvements

Apply Exclusive Selling Agents

O. RUHL, LTD.

77 City Road

London, E. C.

James O'Hare," and "Keep Away From the Petticoats," Miss Florrie Lorde. "The Chocolate Major," and "Mamie May," Geo. Elliott. "Donkey and Me," and "The Fool of the Family," Tom Foy. "Take an Old Woman's Advice," and "I'm Setting the Village on Fire," Billy Messou. "The English Cup Final, 'I,'" and "The English Cup Final, 'II,'" Sammy Shields, and "It's Just Like being at Home," and "Roaming in the Gloaming," Harry Lauder.

Phonographic Recording Device.

Although not exactly a new idea, Professor Pierluigi Perotti has at last put into practical operation a phonograph recording device which can be attached by any subscriber to his telephone for receiving messages over the line and producing them afterwards. Tested on the Italian State telephone it proved very successful. The device consists of a special form of microphone or mouthpiece, into which one speaks, at one end of the line, and the recording apparatus at the other end. A loud speaking telephone is used in the receiver, which is connected with a tube filled with air, and over the end of this is the sounding box of a phonograph. This is fitted in the usual way with a sapphire stylus, which records the sounds on a wax cylinder. A second telephone is provided for listening, and the phono-records can be started or stopped at will, so that only important parts of a conversation need be recorded. The records made can be reproduced on any ordinary phonograph, and are, of course, permanent.

National Co.'s Exchange Scheme.

The National Phonograph Co.'s new exchange scheme on the three-to-one basis, has met with a good reception here, and Edison dealers have taken full advantage of the opportunity to unload their old and broken records of any make for new ones, which may be selected from either the standard or amberol catalog, up to and including the September supplement. This special exchange offer applies only to those dealers who have signed the company's ordinary or exclusive agreements. The offer terminates October 10.

Under date of September 30, the National Phonograph Co. addressed their dealers (in part), as follows:

"In the Amberol list of records and the supplements which have been issued from month to month, we have spared no expense in our efforts to please the popular taste, and present to Amberol users a program unequalled by that of any other company. With these statements you will heartily agree.

"It is our purpose to continue this same course in the future, and any statement or suggestion that we are about to discontinue the manufacture and sale of cylinder records emanates from persons who regard with envy the position which the Edison Co. has attained, and the hold which Edison phonographs and records have upon the trade.

"From careful investigation of past sales, we are satisfied that there are still many thousands of machines in use which are not yet fitted with attachments, mostly of the 'Gem' type, and we believe this is due to the present price of the 'Gem' attachment being beyond the pockets of 'Gem' owners.

"In order, therefore, that dealers may have every opportunity of making this a record Amberol season in conjunction with our returns arrangement, we have decided to reduce the price of the 'Gem' attachment, so as to bring it within the reach of all, knowing that by so doing the increased after sale of Amberol records will greatly stimulate the trade, and mean bigger profits all around.

"We, therefore, advise you that on and after December 1, 1911, the price of the 'Gem' attachments will be as follows:

"Gem' Attachments Only.—With H reproducer, list, 9s. 6d.; with R reproducer, 22s. 6d.

"Gem' Attachment Outfits With Five Amberol and Five Standard Records.—With H reproducer, list, 14s. 6d.; with R reproducer, 27s. 6d. These prices to the public become effective December 1, 1911.

"P. S.—On and after December 1, 1911, the following prices will prevail for C and H reproducers sold separately: C reproducer, list, 9s.; H reproducer, 9s."

Edison Records for November.

We give herewith the advance list of Edison phonograph records for November, 1911.

Edison Amberol Records.—12363, "Killiecrankie" (Lauder), Harry Lauder; 12364, "In the Shadows" (Finck), Alhambra Orchestra; 12365, "Eileen Alanah" (Thomas), Peter Dawson; 12366, "Ruth! You Know That's Not the Truth" (Terry Sullivan), Jack Pleasants; 12367, "Golden Crown" overture (Hermann) (concertina solo), Alexander Prince; 12368, "You Can Never Tell" (F. Godfrey), Miss Florrie Forde; 12369, "Animal Language" (Weston and Barnes), George Formby; 12370, selection from "The Pirates of Penzance" (Sullivan), National Military Band; 12371, "We'd Better Strip the Bed" (Burley and Bull), Alf Willis; 12372, "The Wedding of Sandy McNab" (Lauder), Harry Lauder; 12373, "The Heavenly Song" (Gray), David Brazzell; 12374, "The Mistletoe Bough" (Bishop), Edison Carol Singers; 12375, "While Shepherds Watched," Ernest Pike; 12376, "Christians, Awake," Edison Carol Singers. Another of the beautiful old English hymns especially appropriate to the season of Xmas. This record is specially notable for the excellence of the quartet, whose voices blend admirably, organ accompaniment; 12377, "Yuletide Memories," National Military Band; 811, "Memories of Home" (F. Gutmann), Venetian Instrumental Trio; 815, "Don Juan" overture (Mozart), Edison Concert Band; 816, "Good-bye" (Tosti), Reed Miller; 818, "Madame Butterfly" fantasia (cello solo), Victor Sorlin; 819, "Only to See Her Face Again" (J. E. Stewart), Will Oakland and chorus; 820, "Pinafore" airs, No. 2 (Sullivan), Edison Light Opera Company; 821, "I Will Love You When the Silver Threads are Shining Among the Gold" (H. Klickmann), Manuel Roman; 823, "Dream Faces" (W. Hutchinson), Miss Elizabeth Spencer and Chorus; 828, "The Bloom is on the Rye" (Bishop), Anthony and Harrison; 833, "Billy (I Always Dream of Bill)" (Kendis and Paley), Miss Anna Chandler.

French Amberol Record.—"Les Noces de Figaro" overture (Mozart), Garde Républicaine Band.

Edison Standard Records.—14087, "The Peacemaker March" (Lotter), National Military Band; 14088, "Do You Remember the Last Waltz?" (Scott), Ernest Pike; 14089, "Every Girl Is a Fisher Girl" (Godfrey), Miss Florrie Forde; 14090, "Mamie May" (H. E. Darewski, Jr.), Jack Charman; 14091, "Never Let Your Braces Dangle" (Weston and Barnes), Arthur Osmond; 10457, "All That I Ask of You Is Love" (H. Ingraham), Miss Helen Clark; 10521, "La Gaupa," Spanish dance (J. Buisson), New York Military Band; 10525, "The New Tipperary March" (Fulton and Helf), (accordion solo), John Kimmble.

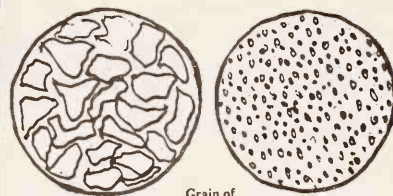
Columbia Notes.

Prominent in the "Quality List" of Columbia-Rena is a remarkable twelve-inch record of the sextette from "Lucia." This superb number is rendered vocally, and as it is issued at regular prices, doubtless many will take the opportunity of securing such a unique issue.

Everybody will welcome the ten-inch vocal record of two "Mikado" numbers, which appear in the new Columbia-Rena list. It presents Robert Lett in "Tit Willow," and Marie Tillitson in Katsisha's song.

With a Scottish repertoire of well over a hundred double records the Columbia-Rena have added 140 more.

Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

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

Consequence:

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

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

Finest Reproduction, No Ruin of Record.



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

MR. RECORDER, do you know my **WAX "P,"**
the best existing recording material for Berliner- (Gramophone-) cut? If
not write for free sample to
CHFMISCHE FABRIK E. SAUERLANDT bei Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the
manufacture of Master-Waxes for Gramophone and Phonograph

A SELLING TALK ON VICTOR-VICTROLAS

By L. KEEN CAMERON

Retail Manager of the Rudolph Wurlitzer Company, Chicago.

Since the advent of the low priced Victrolas a great many salesmen are worried about the effect of these machines upon the sale of the Victrola XVI and other high priced Victrolas. They are under the impression that putting these lower priced machines on the market will have a tendency to kill the sale of the higher priced instruments.

This same objection was raised when the Victrolas X, XI, XIV were brought out, but the sale of the XVI has increased, if anything. The announcements and advertising incident to the appearance of these lower priced Victrolas has aroused the curiosity of certain people, brought them into the store, and in many instances has been the entering wedge toward the sale of a Victrola XVI.

I have heard some salesmen say that it is going to make it harder to sell the higher priced Victrolas now, as a customer will be satisfied with a cheaper instrument and say that they do not like to pay \$200 when they can get the same thing for half that amount. Just there is where the salesman makes a great mistake. Should a customer make such a remark, a salesman should impress upon his mind as firmly as possible that he cannot get the same thing for less money, as the individual quality of tone will differ according to the style of the instrument, besides other minor considerations such as size, appearance, motor strength, etc., which the salesman can take up at the proper time.

In regard to the sale of the Victrola XVI a salesman can say: "There is something about the construction of the Victrola XVI, the arrangement of the sounding boards, the vibrating space in the back of the Victrola, which has a corresponding effect on the Victrola quality, as the space between the back and belly of a fine violin or cello has upon its tone quality.

"Music being merely a matter of graduated and controlled sound waves, the weight of sounding board and area of sounding board surface in the Victrola XVI having been carefully adjusted, gives to this instrument the best possible quality of tone available upon a talking machine."

Before making your strongest selling talk and using your vitality to induce prospects to buy a certain instrument first try to obtain some idea as to how high they will go. It would never do to discourage your customer by talking Victrola XVI when he could not go any higher than \$50.

I have known sales to be lost by a salesman becoming too enthusiastic about the Victrola XVI, depreciating the good qualities of the lower priced instruments to such an extent that a customer who had come in with his mind made up to spend \$75 would become temporarily discouraged, put off the purchase for a few days, then drop in some other store later and have some salesman who understood human nature better, sell him.

Find out what amount of money your customer can afford and then go after him. There are many ways of getting this information. With some people you can ask them point blank "How much do you want to put into a Victor?" With others, you must be a little more tactful and get this information in a roundabout way. Study your customer. You can treat them all alike in only one respect—squarely. Give them the impression that you are treating them absolutely on the square and it is 50 per cent. easier to make your sale. Very few people want to be flattered and jollied, yet there are many salesmen who use this method in nearly all their attempts to sell, and then wonder why they lose sales. It is, of course, not possible to sell every person who calls, but your percentage of misses will be much lower if you sell from the platform of "square deal" than those of the salesman who smothers his customer under a profusion of verbal bouquets.

The advertising and sale of the Victrolas at \$15, \$25 and \$40 is not going to hurt the sale of the \$200 Victrola any more than the advertising of the piano at \$175 hurts the sale of a \$1,000 instrument. There are buyers of all styles of Victrolas in the market, many of whom have wished for some time to possess a talking machine, but have had a prejudice against horn machines, and yet could not afford the higher priced Victrolas. It is to this class of people and also to the thousands that will be attracted by the national advertising of the Victor Co. along these lines that the low priced Victrolas will appeal.

It is up to the dealer right here to co-operate with the Victor Co. in their local advertising, both in the newspaper, which by the way I believe gives the best results, and also by circularizing, free concerts, etc.

The enormous volume of national advertising which will be done this fall by the Victor Co. will create a great amount of curiosity and interest in these low priced Victrolas, and the dealer who

1866

NYOIL

FOR

1911

Talking Machines, Type-writers, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

A fine polish for varnished surfaces on cabinets, etc.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



uses local advertising freely, consistently and intelligently in connection with it, is bound to profit.

There are many things along this line of advertising and general sales policy that I could go into, but as I wish to confine this article to the selling of Victrolas, we will come back to that point, leaving the other ideas for a later article.

As a result of the national advertising of the Victor Co. the salesman will have many callers, some curious, some really interested in these new Victrolas, and some who can afford the best. Here is where it is going to be "up to him."

When you find a customer who is seriously considering the purchase of a Victrola, it is a salesman's duty to help him decide which instrument he ought to have, remembering that it is not policy to sell a man more than he can conveniently pay for, as comebacks are a heavy expense to a department and eat rapidly into the profits.

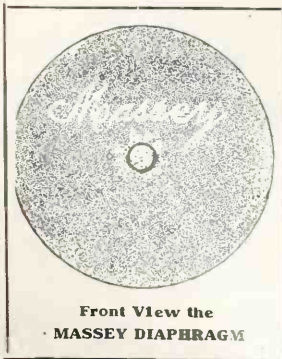
I have heard unthinking salesmen (?) say to customers when discussing the merits of machines: "Oh, there is not much difference between these machines except in the case." That statement is worse than worthless; it is practically harmful. I asked that salesman if he had ever examined the construction of the Victrola X and XI, and he said "No." Yet he makes such a statement based upon no authority whatever.

I have heard the same thing said of the Victrola XIV and XVI.

If a salesman would only use a little energy, his hands, eyes and ears, he would see and hear

The Massey Diaphragm

A Marvelous Tone Aid, and Should Be On Every Talking Machine



Front View the
MASSEY DIAPHRAGM

The MASSEY retails for a dollar. Count up the machines in your neighborhood and consider them dollars. A good percentage of it is absolutely pure profit.

In Providence, for an example, Massey Diaphragms are retailing faster than our largest expectations, and without much exertion on our part. Talking machine owners are delighted at the better tonal effects and they at once buy.

You have the same opportunity. Write for our special proposition including free circulars and a gratis sample. These go to dealers and jobbers only.

J. A. FOSTER CO.

Edison Department

Providence, R. I.

DISTRIBUTERS

For The Edison & Victor

that there is a great difference in the construction of these machines and there is a difference in the tone quality.

Luckily for some concerns the Victrola is such a wonderful instrument that *with the help of the buyer* the Victrola practically sells itself. A salesman should remember that his greatest talking point in the sale of Victrolas is "quality," and after studying the different styles of Victrolas he will find that each has a peculiar quality of its own.

Then let him study his customer and not make the mistake of playing and talking Victrola X when his customer is thinking of Victrola XVI.

The term "Victrola" is now familiar to the public. The well educated and wealthy classes know that it is not possible to purchase for \$15 and \$25 what has been advertised at \$150 and \$200. They will still want the best and will be willing to pay for it if you are bright enough to show them why they should have it. The other people, the common people (God bless 'em)—let's call them that for want of a better term at present—are going to inquire into the idea of a Victrola now, something which they have always thought of as a little beyond their reach, and it is to these that we are going to sell the Victrola IV, VI and VIII, and we are going to sell lots of them.

So you see the man who wants the best *would not think* of buying a Victrola at \$25, and the man who wants a \$25 machine *couldn't consider* a Victrola at \$200.

Yet the man who wants the best might hear a \$25 Victrola at a friend's and be so taken with it that he goes down and buys according to his means, investing \$200, and the man who can only afford a \$25 instrument hears a high priced Victrola at his friend's, is also taken with the idea and finding he can purchase a real Victrola for \$25 likewise buys.

No matter how you figure this you will realize, after giving it some real thought that the marketing of the low priced Victrola is going to increase your gross sales, and if your salesmen are really salesmen and not order takers or demonstrators, will lead to the sale of more Victrola XVIs. One thing must be impressed upon the salesmen; every Victrola should be sold from the basis of "quality" alone, and a real salesman will sell his customer the highest priced Victrola the customer can comfortably afford.

HOW SALES ARE HELPED.

Through a Little "Pronouncing Dictionary" of Classical Musical Compositions and Composers the Columbia Phonograph Co. Helps Salesmen Avoid Bad Breaks.

The Columbia Phonograph Co., of New York, has recently issued a "Pronouncing Dictionary," for the use of dealers and their clerks. This pamphlet, which slips easily into a vest pocket, tells how to pronounce correctly the titles of classical pieces and their composers.

Says the preface to this booklet: "If you don't know your operatic stock and if you don't know how to pronounce the names of the singers or the selections, you will run the chance of making breaks that will materially affect your selling capacity." This placing of the matter on a commercial plane banishes at once any suspicion of high-browism which the dealer or matter-of-fact clerk might entertain upon first looking into this unique specimen of dealer literature.

The preface shows very plainly how a salesman, handling Columbia records, may seriously handicap himself by not making himself familiar with the nomenclature. There is a very large field, it is explained, for the salesman who thoroughly understands classical records. Customers who ask for classical music come from cultured homes where good music has been part of the education.

"You won't be able to sell them anything except what they sell themselves, unless you make a pretty deep study of the subject. . . . Read every bit of musical criticism you can find. . . . Some day the information you get is going to come in handy, and the better impression you make upon

a customer who is buying high-grade records, the more goods you will sell."

Doubtless this will arouse memories of certain times, when in the presence of a temperamental customer, the clerk has essayed a flying leap at some strange Hungarian or Italian title, with disastrous effects upon his customer's sensibilities. He has envied those who showed an engaging acquaintance with such terms as Bonci, Kruscenski, Bizet and Massenet. He doesn't know why in the world B-o-n-c-i should be pronounced Bon-chee, but if it will help sell goods he is willing to handle it and others in any old way, according to directions.

In further explanation George P. Metzger, the advertising manager, who originated the idea says: "It is a fact that all over the country educated people who have been influenced by our advertising to call upon a dealer and ask for certain selections by certain artists, and properly pronounce them at that, were hardly intelligible to the unposted salesman. The salesman knew his stock in writing, but in a good many cases the pronunciation of the various names would be obscure to him. Also, a good many salesmen were embarrassed by the necessity of elaborating upon the quality of certain selections, when it was up to them to do the talking, and naturally a very inartistic impression would be made by the pronunciation of such an apparently simple name as Bonci, as 'Bonsy,' or to go the limit, as has happened, 'Bonky.'

"There was nothing in print which suggested the idea of the booklet. The reception of the book has been all that we expected. The dealers themselves realize the need of such a book, especially in training their salesmen."

It is surprising that such a booklet as this has never been issued before. The music trade is not a yearling and the need for a correct pronunciation

of classical names must have cropped up in musical shops numberless times.—Printers' Ink.

HARGER & BLISH—EARLY DEAL.

The Early Music House has disposed of its wholesale phonograph business, both at Fort Dodge and Sioux City, Ia., to Messrs. Harger & Blish, of Des Moines, of which G. C. Silzer is manager. The latter concern is now the only jobber of Edison phonographs in Iowa.

TO MAKE TALKING MACHINES.

The Disc-o-phon Co., New York, have incorporated with capital stock of \$10,000, for the purpose of manufacturing talking machines, records and supplies. The incorporators are Wm. G. Crumlish, Howard Bayley and Wm. F. Rea.

SERVICE IS THE LIFE BLOOD.

The heart that pumps the life blood of salesmanship is service. The power to serve to the perfect satisfaction and profit of both buyer and seller. In order to be able to serve this end, you must know yourself, your business, your fellowmen and you must also know how to apply that knowledge. Man's power to serve is, therefore, in proportion to his ability, reliability, endurance and actions, and the business of to-day is the science of service and he who serves best, profits most, sometimes not particularly in money, but in the good that he does and the pleasure he gets therefrom. Money is absolutely necessary in this world, but it cannot buy love, peace and harmony.

There is hope for a man so long as he is willing to learn.

INSURE YOUR HOLIDAY PROFIT

YOU CARRY FIRE INSURANCE—DON'T YOU?

☞ Most people do, and yet they don't expect or want a fire.

HOLIDAY BUSINESS IS A CERTAINTY

☞ Are you INSURED against losing GOOD PROFIT through not being able to GET THE GOODS your customers want during the holidays?

ARE YOUR EGGS ALL IN ONE BASKET?

☞ The "basket" represents your jobber, the "eggs" your orders. Will the "basket" stand the strain of Holiday requirements? If not, who suffers?

YOU MAY NEED TWO POLICIES.

☞ That will depend on "past performances" and the reputation of the "basket" to meet such requirements.

NOW TO THE POINT, THESE ARE FACTS.

☞ You cannot place "additional insurance" after the fire has started and collect your insurance." Can you expect to call on an extra jobber AT THE LAST MINUTE and be sure of getting the goods?

INSURE WITH BLACKMAN NOW AND BE PROTECTED.

☞ We cannot recall a single case where a "Blackman Dealer" lost a "real sale" last year, because we could not deliver the goods. When we say a "regular dealer" that doesn't mean the fellow who came to us at the last moment after FAILING to get the goods from the "regular jobber."

BE A "REGULAR BLACKMAN DEALER" NOW.

☞ That means we will PREPARE FOR YOU, as we do for "OUR DEALERS." Call on us at the last minute, if necessary, and we will do the best we can, but the "Blackman Policy" is to recognize the obligation to fill the requirements of regular dealers first. We call this "fair dealing" and it is appreciated by our dealers.

NOW IS THE TIME TO TAKE OUT THAT POLICY.

☞ Start giving at least a share of your business to Blackman and you will feel easy about your Holiday profits.

THE PLACE TO GET THE GOODS—EDISON AND VICTOR



97 CHAMBERS ST. NEW YORK
EVERYTHING FOR EDISON OR VICTOR WHOLESALE OR RETAIL

JUST A LITTLE BUSINESS TALK

Regarding the Treatment of Sick Trade—Some Suggestions That May Be Helpful Spoken by a Philadelphia Talking Machine Man for General Benefit of Others Who May Need Such Advice.

There comes a time, Mr. Dealer, in every business when extreme measures are most necessary to keep that business upon its legs. And the talking machine profession, it seems to me, is no exception to the rule.

You have, no doubt, experienced the very unpleasant sensation of seeing your trade drift away upon the sea of neglect. You have listened to your customers' declarations that they are tired of you and your wares, and have decided to invade other fields in quest of amusement. Whether or not you allow them to do as they threaten is distinctly up to you.

If you are a thoroughly up-to-date business man, well versed in the art of holding trade, you will immediately set about the interesting task of steering your fatigued patrons safely from among the shoals and rocks of discontent out into the broad channel of renewed fascination once again.

There are many ways to do this, Mr. Dealer, and it is quite easy when you have acquired the necessary knowledge.

To serve as an illustration of how lagging trade may be stimulated, I will quote from the remarks of a Philadelphia talker man upon the subject.

We were sitting in his office the other day, discussing the talking machine situation in general, and in the course of our conversation the matter of trade stimulation came to the fore.

"A talking machine dealer must serve in the capacity of physician to sick business if he does not wish it to die upon his hands," explained my friend earnestly. "When a customer comes into my store and remarks that his talker has been relegated to the attic along with grandmother's spinning wheel and the cradle in which he spent his early nights, and that he doesn't care to purchase any new records, but wants to sell those he already has, I take him aside and give him a line of talk that generally brings him 'round. Of course, there are chronic cases of 'never again for mine,' but they are rare. The man who quotes the above phrase is usually the fellow who has only a few selections, popular songs most likely, and has played them to death. Remember Casey Jones, Steamboat Bill, Mississippi Dippy Dip, and songs of that type over and over and you eventually enter into a state of being when you have a chill. The minute you hear a locomotive whistle or a steamboat bell they are wonderful compositions, all right, but like every other good thing you tire of them in time. So to the man who is in this deplorable condition I administer as powerful a tonic as I can concoct in my mortar of experience.

"Just yesterday I cured a pretty bad case of phonographic blues, and laid plans for a general business revival at the same time. I'll tell you about it.

"A lady to whom I had sold an Edison Am-

berola a few weeks ago, came to me with a most weebegone look upon her rather pretty face and begged me to take the machine back.

"We're tired and sick of it," she said, "and my husband wants a pianola."

"Now, as you know, we sell pianolas here, but as manager of the talking machine department, I felt it my duty to keep milady's interest in her Amberola from snuffing out, so I launched forth as follows:

"My dear Mrs. Renault," I explained. "I certainly am surprised to hear you say you are tired of that glorious instrument. It seems incredible. There must be some very good reason for your lack of enthusiasm, I am sure. Suppose we make a short diagnosis of your case. Shall we?"

"Mrs. Renault smiled. 'Why you talk like a specialist,' she remarked.



JUST A SUGGESTION.

"I have that honor, madam, and I want to treat your pessimism just as a medical man would your nerves; i. e., if you had any, but it is very easy to perceive you have not.' This tickled her vanity, and she laughed outright.

"Please prescribe," she begged. "I am very tired of our machine. We never play it any more. Even the children have ceased to pay it any attention. If you can lead us back into the path of renowned interest again I will be most grateful."

"Have you tried unique entertainments with the talking machine as the piece-de-resistance?" I asked.

"No; unique entertainments; it certainly sounds interesting; pray proceed."

"The talking machine is a truly wonderful instrument, Mrs. Renault," I said, "and I will show you a way to not only enjoy it more yourself than you ever have in the past but to offer something brand new in the entertainment line to your many friends as well."

"Have you any foreign records in your collection?"

"Yes, I have some Mexican selections. Those that have been listed in the American catalogue, you know."

"Very well; then we shall have a Mexican entertainment. You should trim your music room to resemble the interior of a hacienda. The walls

should be hung with blankets or Mexican draperies. Pottery vases should hold sprays of the blooming cactus, and rugs of grass should cover the polished floor. A sombrero with its gay tassels and broad band of hand-carved leather should hang from a peg above the doorway. Drape a mantilla across a chairback and scatter a few string instruments about, and your stage setting is complete.

"When your guests arrive they will at once gain a definite idea of what is in store for them by the general atmosphere of their surroundings. They will sniff something unusual in the air. The hostess should dress as a senora, her hair piled high upon her head and fastened with a tortoise shell comb. A gown of black lace with a touch of red here and there, and a fan hanging from a girdle of gold, should be worn.

"After the guests are assembled, an inventory of the talent available should be taken, as, of course, there are some who can play or sing. The instruments are passed around and a programme arranged. Soon the soft tinkle of the mandolin, the resonant thrum of the guitar, and the brooding sweetness of the violin mingle in a melodious rhapsody, and then a soprano breaks out into a Mexican love song.

"Interspersed between the instrumental and vocal numbers, records on the talking machine should be played. Monte Christo Vals, by the Jorda-Rocabrana Quintet, Felix Diaz Marcha, by Panda de Policia, Romanza Expresiva y Tarentela, by Senor Rocabrana on his Amati violin, etc., are specimens of the class of selections to render.

"At the close of the concert a collation should be served, Mexican style, and a dainty souvenir card presented to each guest."

"It is needless to say that the lady's interest was revived far beyond what it ever was before by my words of hope and cheer. In fact, I have a note from her right here." He rummaged quickly through the mass of letters on his desk and selected a dainty epistle, pale blue and fragrant, which he read to me, as follows:

"Dear Mr. Jones—Your kind suggestions for a Mexican entertainment have been carried out with delightful success. I enclose a sample of the card I used as a souvenir.

"All my guests expressed themselves as being most charmed with the novelty of my musicale.

"Thanking you and with every good wish, I am,

Yours most sincerely,

Mrs. John Renault.

Now, Mr. Dealer, when you have a customer who is complaining that his talking machine no longer amuses him or his friends, spring a unique entertainment idea on him, and watch his interest revive just as did Mrs. Renault's.

These entertainments will prove valuable in more ways than one. In the case of the dealer who says that foreign records are dead wood they should help him dispose of this branch of his stock very materially.

The whole thing in a nutshell is this: Do not let sick trade die. When you find it ailing, use every professional means at hand to bring it back to rugged health again, for that is the only way to make your customers' names remain permanently upon your books and in your filing cases.

HOWARD TAYLOR MIDDLETON.

DIFFERENCE IN SELLING ABILITY.

Some men can talk goods all the time and succeed; some men can talk goods half the time and succeed better; and some men can talk one-tenth of the time and sell more goods than all put together. The life of the traveler is a continuous battle against objections. Every buyer he meets offers objections in not taking up his goods, terms or shipment, etc., in fact, from Monday till Saturday he is overcoming objections. Therefore it is necessary to be a tactician. A tactician is one that can take the sting out of a bee without being stung.

One silly girl stenographer can cause more wasted time in a store than a whole season of baseball.

SALESMEN WANTED

WANTED—Three salesmen. Must have experience at selling Victor Talking Machines at retail. Permanent position and good salary to the right men. Apply promptly by letter only, giving full particulars, to Max Landay, general manager. Landay Bros., 400 Fifth Avenue, New York.

Wurlitzer
55 YEARS LEADERS IN MUSIC

Wurlitzer Service Spells Success!

- ☞ To be successful deal with successful people.
- ☞ The business of the Wurlitzer Company—now the world's largest general music house—has been built upon the basis of absolute satisfaction to the buyer.
- ☞ This policy is your guaranty of good service.
- ☞ Remember to order Victor and Edison from the distributor whose success means your success to the smallest detail.
- ☞ The Wurlitzer Victor and Edison stocks are as nearly complete as the Victor and Edison factories can make them.
- ☞ No order is too small or too large to receive the full measure of careful, conscientious Wurlitzer service.
- ☞ We think if you will send us your next order you will find Wurlitzer service means just a little better grade of painstaking service than you ever knew before.

The Rudolph Wurlitzer Co.

CINCINNATI

CHICAGO

☛ TWO POINTS OF SUPPLY, ORDER FROM THE NEARER.

Columbia Catalog, page sixteen:



The Grafonola "Favorite"—the first instrument of this class to be offered at fifty dollars or near it—and still the best that fifty dollars is ever likely to buy.



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

THE PHONOGRAPH IN ARGENTINA

In Four Years Has Obtained a Strong Foothold in That South American Republic.

While various business organizations solemnly discuss the need of a new merchant marine for the United States and the great field awaiting the

tained the strongest kind of foothold among our Southern neighbors.

The accompanying illustration shows one of three stores maintained by La Campana Edison Hispano-Americana, in Buenos Aires, Argentine Republic, this particular store being at 417-425 Calle Maipú. The Argentine company was organized in 1907, and each succeeding month has marked a big

the salesman could outsell two ordinary salesmen under favorable business conditions.

That salesman has been with another manufacturer eleven months, one who understands him and with intelligent and careful handling, the temperamental salesman produced phenomenal results during the dulllest season we have experienced in several years.

The art of handling men is one of the greatest in commercial life and when a buyer, foreman or superintendent can get the best results out of his men, his value to his firm is greatly increased. The new employer of the temperamental salesman has the faculty of getting the best out of his men that they have got in them and they all swear by him as being the brightest business man anywhere. The criticism isn't quite true but he has the gift of handling men which can't be done unless he also wins and holds their wholesome regard. Any buyer, foreman or superintendent whom the men under him do not like can never succeed in getting the best that they have to give.

No wise employer in this day and generation scoffs at the suggestion of encouraging his employes; he is eager and anxious to do it and realizes the strength of imparting "ginger" to the men in every position in the business, even down to the office boys—who are the business men of to-morrow.



THOS. A. EDISON, LTD., BRANCH IN BUENOS AIRES.

products of this country in South America, it is significant to note that the manufacturers of the Edison phonograph have resorted to deeds rather than words, and as a result that product has ob-

increase in the business done, both in phonographs and records, and in the various other products of the Edison laboratories, including kinetoscopes, films, primary batteries, etc.

ENCOURAGING THE WORKER.

The Experience of a Merchant Who Believed That His Employes Should Generate Their Own Enthusiasm—The Salesman Who Was Encouraged—The Art of Handling Men.

The question of encouragement was suggested by the remark of a manufacturer, who, when asked to encourage a salesman, said: "I don't want a salesman whom I have to encourage. A man should generate his own enthusiasm."

That was a short-sighted manufacturer and if his judgment on other matters is no more logical than his treatment of the commercial condition that confronted him, it is not strange that his business rating at the agencies is third class. He

was represented in the New England territory by a salesman with many virtues and few failings, the most serious failing that of being easily discouraged when trade proved quiet. The salesman is a reserved and exceedingly temperamental man who is strong when business is good and under such conditions he produces greater results than is averaged by other men in his class. Alas, when trade is dull he falls far below the average mark, and when the head of the house called him down in rather a brutal manner he resigned on the impulse of the moment and the hot-headed employer accepted his resignation. It was then that the furniture man made the remark about encouraging the salesman who, the manufacturer sarcastically remarked, "could sell goods when people needed them," which wasn't a just criticism, as

NEW MODEL "CLEANRITE" BRUSH.

The Blackman Talking Machine Co., New York, announce that they will shortly have ready for the market a new model of the well-known "Cleanrite" record brush to fit the new Columbia concert grand sound-box for disc machines. The new model will possess all the excellent features of the other styles of "Cleanrite" brushes.

ELECTRICAL EXPOSITION OPENED.

The Electrical Exposition of 1911 was opened Wednesday, October 11, at the New Grand Central Palace, Lexington avenue, New York, by a luncheon given by the New York Edison Co. to Thos. A. Edison, who started the machinery going by pressing a button. Among the exhibitors are the Condon-Autostop Co., who are showing their automatic stop, in operation, under the direction of William A. Condon, secretary and treasurer of the company.

RECORDING WAX

MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.
Ready for recording without any further preparation.

SPECIALTY
Wax plates for private record taking.

Has unlimited life.
Plates absolutely ready for recording.

ERNST WILKE & CO., Goerlitz. Factory: Berlin, Ger., N. 20, Kolonie Strasse, 3-4

QUAKER CITY TRADE NOTES.

Business Brisk with Tremendous Demand for Hornless Machines—Dealers Complain of Scarcity—Every Effort Being Made to Supply Their Wants—Columbia Recitals Interesting Feature of Their Business—Louis Buehn & Bro. Established in Their New Home—Gimbel Bros. Double Size of Talking Machine Department—Other News.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 10, 1911.

Wherever you may call at the present time the answer is that September was the banner month of 1911. Not that it was the largest month the trade has had this year, but it was the month that showed the greatest advance over last year—in fact, over any previous year—and for that reason all of the dealers are highly elated. The only trouble now seems to be for the dealers to get their goods. There never has been a time when they were so badly off. At one house this week they showed me close to one hundred orders for the Victor Co.'s new \$15 machine, and they had but one in the place, and that they would not sell, but were using it for a sample to take still further orders.

At another of the large dealers they did not have one of these instruments, and the past week they tried their very best to get one of them from the factory or from another dealer in the city, but they failed.

This scarcity of instruments seems to be the only thing the dealers have to complain of these days. This little \$15 Victor seems to have caught on very satisfactorily, and while there is little profit in the instrument, it is an excellent way to introduce the Victor, and many of the purchasers of the \$15 machines have already had them exchanged for something bigger and naturally better. Besides, the dealers say, customers having one purchased a machine with a number of records, they hold on to the records and get something very much better on which to play them.

All of the dealers have made the greatest improvement possible in their houses, and most strikingly so the Gimbel store, which has gone very heavily into the handling of talking machines, and have doubled their former capacity, and from two salesmen they have increased their force to six men, and they do no wholesaling whatever.

Manager Henderson, of the Columbia Co., reports that their September business was very good indeed. It slacked up a little bit the last week in September, the cause of which they attributed to the excitement of the election in this city. But the past ten days it has been picking up daily. They are simply swamped with orders for the new hornless machines which retail at from \$15 to \$35. They have also received samples of the new Non-parallel machine, which will be sold for \$150. Every little detail of this instrument has been carefully thought out and perfected. This machine has a very full, rich tone. It also has a new system to file records which is far superior to the old style of boxes and albums, and it is 100 per cent. easier to manipulate. Marion Dorian, treasurer of the Columbia Phonograph Co., was here on Thursday last, and Manager Henderson was in New York the better part of last week on business.

On Sunday night last the Columbia people gave a sacred concert in the St. Paul's P. E. Church at Magnolia, N. J. Only sacred music was given, but the firm has such a complete library of that class of music that such a concert is very easy to arrange. They have requests in all directions to give such concerts. They have a concert booked for November 23 at the Church of the Holy Apostles in this city. The employees have already begun to arrange for a very elaborate entertainment and banquet during the holidays. This they make an annual affair. They intend to give a dinner and then a minstrel show, to be followed by more eats.

Miss Christie MacDonald, who is singing in Philadelphia at the present time, has had delivered

EXCHANGE

3,000 Edison two minute records for Disk Machines and records of any make. Address DENNINGER, 335 North St., Rochester, N. Y.

to her apartments at the Bellevue-Stratford a Columbia Mignon with a big assortment of operatic records.

H. A. Weymann & Sons also report that their talking machine business in September was far better than it was last year, and the outlook for the rest of the period up to the holidays is very good, and the only uneasiness they feel is that they will not be able to get the instruments as fast as they will need them. Charles H. Godfrey, one of their big customers from Atlantic City, was a Philadelphia visitor this week and took back with him a receipt for a considerable amount of holiday stock. Another dealer here was R. G. Schaffer, of Phoenixville. The firm reports that within the last couple of weeks they have closed some big new contracts.

W. C. Holzbauer, manager of the Wanamaker talking machine department, reports that business at his house in September was very good. They have practically all of their rooms completed and completely furnished, and the department is in such shape that they will be able to handle all the business that is likely to come to the house during the coming holiday season. They are anticipating a very big fall. At present they are giving daily concerts in the Greek Hall from 11 to 12 and from 2 to 3 o'clock, in which they are demonstrating the talking machine in connection with the Angelus, as well as the Victrola combined with the organ and violin. Mr. Holzbauer says that the demand for goods has been greater than the output, and that his firm have been having some trouble to get orders filled promptly.

Manager Elwell, of the Heppes talking machine department, reports that the past September business was very much better than the average September business, and that their only difficulty was in getting the new Victor \$15 machines, having on their desk at present orders for upwards of 100 of these machines with only a sample on hand. The Heppes have just established a new dealer in Minersville, Pa., F. J. Hummel, who has ordered a full stock of all the various styles of machines.

Mr. Elwell says that reports from Hagar Bros.' new talking machine department in their big department store at Lancaster, which was stocked and established by the Heppes house, are most encouraging, the firm having already done a bigger business on talking machines than was ever before done in Lancaster.

Louis Buehn & Bro. are fully established in their new home on Arch street, and are very well satisfied with the location, and especially with the much more desirable building. The ceilings are exceptionally high and the instruments sound 10 per cent. better than around on Ninth street, and the building being 145 feet in depth, it is large enough to keep all their machines and stock on the one floor. The offices are arranged about the middle of this floor, and upon the walls are placed portraits of the leading operatic artists who sing for the Victor. Mr. Buehn says they can now show their goods to splendid advantage. Business, he says, is very much better than it was last year. Among recent visitors to the house was E. H. Phillips, of the Edison Co.

Edmund Buehn has removed his family to Pittsburgh. The branch store the firm has established there has warranted them in considering it a permanent arrangement, and the outlook is most encouraging.

Gimbel Brothers have doubled the size of their talking machine department, and have expended hundreds of dollars in so doing. They have built three very fine new demonstrating rooms as near sound-proof as possible. Recently they have more than doubled their business, and now that they will be able properly to handle it, they expect to have a still further increase. They have signed up in anticipation of a big increase at the Christmas holidays. The department is in charge of Horace H. Stewart, with G. F. Wurtele as assistant. Mr. Folgrum, of the Victor Co., was a caller at the Gimbel department and expressed himself as very well pleased with its appearance. Aside from talking machines in the department will be handled a full line of the smaller musical instruments.

CHICAGO DEALERS ORGANIZE.

Form Permanent Organization Under the Title of "The Chicago Talking Machine Dealers' Association"—New Election of Officers Takes Place at the November Meeting.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 9, 1911.

Definite steps were taken toward the permanent organization of the Chicago Talking Machine Dealers' Association, which has been holding monthly meetings for several months. T. C. Deuther, chairman of the committee on by-laws, presented his draft. The various sections were taken up ad seriatim, and were finally adopted after various changes had been made by motion.

"The Chicago Talking Machine Dealers' Association" was the name officially adopted.

The object of the organization was stated to be the promotion of better conditions in the talking machine trade, and the correction of existing evils.

The section concerning the qualification for membership reads as follows:

"The membership shall consist of all legitimate retail talking machine dealers doing business in the city of Chicago and vicinity outside of the (downtown) district bounded by Twelfth street on the south, the lake on the east and the river on the north and west. "Legitimate" means such dealers as are licensed by the divers manufacturers to handle their product.

The initiation fee is fixed at \$1, and must accompany the application for membership. The dues are \$4 per year, payable quarterly.

The officers of the association shall consist of a president, first and second vice-presidents, treasurer and secretary. These officers shall constitute the executive committee.

The regular meetings of the association shall take place on the second Monday of each month, and the annual election of officers takes place at the November meeting.

The next meeting of the organization will take place in Room L 28, Great Northern Hotel, at 2 p. m. on Monday, November 13. At this meeting the first election of permanent officers will take place, and the temporary president, E. T. Van de Mark, requests a full attendance of dealers outside the loop in order that the officers then elected be fully representative of the interests they are to serve. At the meeting to-day Isaac N. Purdy, 9009 Commercial avenue, South Chicago, and James Vasumpaur, 1701 West Eighteenth street, were admitted to membership.

ENJOYS IDEAL AUTO TOUR.

J. N. Blackman Tours Berkshires and Incidentally Gets Line on Trade Conditions.

J. Newcomb Blackman, head of the Blackman Talking Machine Co., New York, who is an enthusiastic automobilist and swears by his Buick car, recently took the ideal automobile tour through New England, accompanied by Mrs. Blackman. Mr. Blackman followed the Hudson River to Poughkeepsie, then to Great Barrington, Mass., through the Berkshires to Hartford, Conn., and then home along the shore of Long Island Sound. The entire distance of about 500 miles was negotiated easily in five days, and though there was some difficult driving in the mountains only one blowout was reported. Mr. Blackman combined business with pleasure by calling on a score or more of dealers in New England, and reported that though they were inclined to be conservative they nevertheless looked for good business during the fall and winter. They stated that the introduction of the cheaper models of hornless machines had done much to stimulate business.

The many friends of Howard Taylor Middleton, whose special articles for the Talking Machine World have attracted notice, will regret to learn of the death of his mother, which sad event occurred after a short illness on Oct. 8, at her late home in Hainesport, N. J.

COLU

Product—Polc

We are forcing the Columbia line more and more in yet carry the line are feeling it, as well as those who do. all the while.

We know well enough that we have now begun to the regular business, and especially the new business.

And if you mislead yourself into believing that the could spread "Columbia" all over every advertising page better our grip nor hold it, if we had not instruments and

We say to you here, and we stand ready to prove i uniformly the best that your money or your customers' n you like, and pick your own point, small or broad: mot tone-arms, volume of tone, convenience,—anything you wear, repertoire, timeliness, artists,—any one or

That's what we are advertising, and that's money with: Good product, plenty of publicity of it!

Columbia Phonogr

Tribune Buil

Creators of the Talking Machine In
Talking Machine Art. Own
Largest Manufacturers of
Dealers Wanted: Exclu
where we are not



Columbia Phonograph Company presents

Records of all these magnificent voices, and of scores of others, may be purchased elsewhere; for they are now singing under exclusive Columbia contracts that may be played on any disc instrument, and are better in surface, tone and durability than any others, and so guaranteed to you.

Hear them on the new Columbia Gramofon "Regent Junior" here illustrated, and you will admit the claims of "the one incomparable musical instrument."

Buy, exchange or Columbia instruments and records of any Columbia disc or gramophone instrument where they are sold.

COLUMBIA PHONOGRAPH CO., Gen'l., Box 212, Tribune Bldg., New York

The new Columbia Gramofon "Regent Junior" — \$140. Complete set up to \$200.00. Gramophones \$17.50 to \$100.



TALKS ON BUSINESS PHONOGRAPH.

Nelson C. Durand, Second Vice-President of Thomas A. Edison, Inc., Delivers an Interesting Illustrated Address on the Edison Business Phonograph at the Office Appliance Exhibit Recently Held in Washington, D. C., and Under the Auspices of the Economy and Efficiency Committee of the United States Government—What Mr. Durand Had to Say in Connection with His Subject.

At the Office Appliance Exhibit, held recently in Washington, D. C., Nelson C. Durand, second vice-president of Thomas A. Edison, Inc., Orange, N. J., delivered an illustrated lecture on the "Edison Business Phonograph," under the auspices of the Economy and Efficiency Committee of the United States Government. The address, of a very interesting character, in part follows:

"The original phonograph of 1877 was the outgrowth of a line of experiments Edison had been making while developing the telephone and recording telegraph. We find his note-book, a year or more previous to the production of the first model, actually describing the operation of recording and reproducing the human voice. The historical sketch of a cylinder covered with tinfoil and a diaphragm with a stylus attached, moved lathe-like across it, was, therefore, no accidental experiment but a logical and orderly working out of Edison's preceived ideas. It is remarkable that Edison dictated the words of 'Mary had a Little Lamb,' etc., to the first machine and upon hearing e'even words of the rhyme reproduced immediately foretold the great future of the phonograph as an amanuensis for the business man. In fact, the idea of adopting the phonograph to any other use did not appeal to him until at least ten years later. In 1905 Edison again pioneered in introducing the first of the present models of improved dictating machine.

"There are many of us who understand the phonograph nowadays, but to the layman, in some instance, there is the same air of mystery surrounding a 'talking machine' that made it the eighth wonder of the world not many years ago. The principle of the phonograph is extremely simple, and therein lies its merit, considering the human-like work it performs.

"If you look through a microscope at the record of your voice on a phonograph cylinder there appears a series of grooves which are cut in the wax by the recorder stylus, which is a sharp sapphire point attached to a mica diaphragm. The diaphragm, vibrated by the voice while the cylinder revolves, raises and lowers the stylus in the thread, which it cuts, producing long and short waves depending upon the pitch. You are able to distinguish different voices dictating the same matter because the waves—although they may be the same length and depth—are subdivided into minute waves, recording what are termed 'over-tones.' Thus, the same musical note recorded by different instruments is distinguishable as made by the flute, violin, etc., by the presence of 'overtone' waves.

"A reproducer is an entirely different device from the recorder and is necessary to accurately hear the dictation. It differs from a recorder primarily in these respects: (1) The stylus which is attached to the diaphragm is rounded on the point so that it will not injure the sound-waves cut by the recorder; (2) The stylus must be connected with the diaphragm to multiply the motion between the waves on the cylinder and the reproducer diaphragm (usually by a small lever); (3) A considerable weight must be applied to make the lever fulcrum practically stationary; and (4) the stylus point must be allowed a slight lateral motion so that it will 'track' in the grooves.

"On the Edison business phonograph we cut a record on the wax cylinder with a sharp pointed stylus attached to a light, easily vibrated diaphragm, and reproduce it on the same machine for dictator or transcriber by simply swiveling the reproducer with its weighted, multiplying devices, etc., into the position of the recorder.

"Other manufacturers employ two distinct designs of machines; one for dictating and one for

transcribing. In the Edison design, we prefer to have only one type of machine holding both recorder and reproducer—each perfectly adapted for their uses. We thus simplify the appliance by having a universal construction. This is an advantage where a single machine is used alternately by the dictator and transcriber, or in the use of a number of machines when a department or a company wish to standardize an equipment and have it transferable without question. In the Edison design we have not forgotten that a dictator in two hours may give a transcriber enough to keep her busy for eight hours. The same machine should then, we believe, be universal in its use in order to be interchangeable.

"I think that this inability to understand these simple operations of recording and reproducing sound has to some extent interfered in the past with the adoption of the phonograph as an amanuensis. Before the introduction of the many office appliances of to-day, the average business man was especially unmechanical and non-technical, and when he was asked to assist the operation of a machine by talking to it without a common-sense grasp of what was going on, it was more difficult to secure all of its advantages. But, as the years have passed and the principle has become familiar to millions of users the business man has gradually discovered that the phonograph is not difficult to use, and, like various machines in his office, does better work than a human being.

"The expense of operating the business phonograph is very nominal; at the ordinary charges for electrical current the cost varies in different cities from two (2) to five (5) cents per day per phonograph, and in many cases may be eliminated since current is not charged for in large office buildings. The wax cylinders will contain, easily, ten folios on a surface, and by shaving them in a special machine about one hundred times, a cylinder costing thirty (30) cents, or less, when purchased in quantities, will thus contain one thousand folios or ten thousand words. The cost of the wax cylinders is therefore about the same as stenographers' notebooks and pencils.

"The Edison shaving machine will shave all the dictation made on fifty phonographs; it is merely a small lathe operated by an electric motor or by hand power; a small sapphire knife is set against the wax cylinder to take the lightest possible cut, and in moving it across lathe-like the surface is prepared once more for dictation.

"It will naturally occur to many of you to ask 'why, with this ability of the machine to talk for so many years, has there not been a greater interest shown in it for business purposes?' The answer to this question is that Edison was obliged to await the favorable conditions of later years, when it became more practical to inaugurate a world-wide campaign of introduction. You may have been told that the success of the phonograph for amusement purposes turned his attention and made him forget its application to business. This is not true, as I will explain, although there is no doubt that as manufacturers we have prospered during many years by the popularity of the phonograph for entertainment.

"A long period of years elapsed with no satisfactory dictating machine. Then, in 1905, Edison became a pioneer for the second time by rebuilding the phonograph for a distinctly business use. He waited for that time which was marked by three very noticeable conditions: (1) The attitude of the business man for increased economy and efficiency. (2) The increased number of trained and ambitious business women available. (3) The common use of electrical current for motive power.

"I will summarize the principal claims of the Edison business phonograph as follows: With the Edison business phonograph the degree of concentration of thought is only to be compared with that enjoyed in writing in 'long hand,' minus the manual labor of writing, minus the embarrassing present of the stenographer, and plus about 50 per cent. more speed than the average stenographer can develop in taking shorthand notes.

"The simplicity of dictating to, or transcribing from, the Edison business phonograph may be compared with that of talking to or listening to the telephone. It is even simpler, for the dictator

says what he has to say, without waiting or assistance, and the transcriber writes what she hears at any time.

"To be able to dictate your morning's mail without regard to whether your regular stenographer is late or absent; to dictate your reply to each letter as you pick it up, on the first reading, when the natural and logical reply to each letter is fresh in your mind; to dictate when you please and how you please without waiting for a stenographer to be at liberty, or interrupting other dictation as important perhaps as your own—this is the convenience of having the Edison business phonograph.

"If you can dictate at the rate of 150 words a minute and your stenographer can only take 75 words a minute, what becomes of half of your dictation time? You can dictate to the Edison business phonograph at the rate of 150 words a minute, or even faster—or as slowly as you please. And your stenographer can transcribe phonographic dictation nearly twice as fast as from shorthand notes, and with a far lower percentage of errors.

"Corrections and changes are easily made to the machine in a practical manner that saves the delay of helping the stenographer to adjust her notes. Likewise, in transcribing, the machine is simply controlled to slow down the fast dictation if desired; to stop the talking when enough is heard to write, or to repeat any number of times until a meaning or word is understood. The point we wish to emphasize is that the Edison business phonograph facilitates both operations of dictation and transcription—it does not penalize the user in any manner for the sake of economy."

EXPORT BUSINESS ACTIVE.

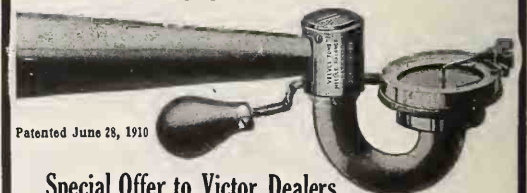
After a sojourn of several months in South America, chiefly at Buenos Ayres, A. R., Edward N. Burns, manager of the Columbia Co.'s export department, went to Europe, where he has been for several weeks. He is at Carlsbad, Germany, "taking the cure," to renew from the effects of the Spanish cuisine—table d'hôte and a la carte—which he was obliged to endure while among the dons. He will be back home about November 1.

Business in the export department was never at a higher mark than it is to-day. A souvenir is being prepared for presentation to the Latin-American trade, one that will be preserved and appreciated for its practicability and beauty. The department recently issued their October catalog of twenty-four selections, and the December list of the same number of "Discos Dobles" will be ready next week. Their Mexican revolutionary or Maderista records have made a great hit in the sister republic—every order received coming by telegraph.

When one comes up to the mark he has set for himself, it is a safe conclusion that the standard was placed too low.

SAVE YOUR RECORDS

The Velvet Tone Needle Balance on Your Victor Will Do It!



Patented June 28, 1910

Special Offer to Victor Dealers

Send \$1.30 and we will mail postpaid a sample Velvet Tone Needle Balance, retail value, \$2.00.

Put it on your Victor Machine or Victrola. If it does not convince you that it will save its cost over and over by preventing the records from the wearing and cutting edge of the sharp needles used, return it to us and get your money back.

The Velvet Tone Needle Balance is easily attached to the taper arm of any Victor or Victrola. Made in either gold or nickel to match finish.

Booklet on application. Discounts to Regular Dealers. If your jobber does not carry them order direct from

A. D. Macauley, 417 Walnut Street, Columbia, Pa.

PADEREWSKI PLAYS FOR VICTOR.

Famous Pianist Makes Series of Remarkable Records for Victor Co.—To Be Sold with November List—Busy Times at Victor Plant—Heavy Demand for All Styles of Machines—School Proposition Gaining Ground.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 11, 1911.

These are busy times at the great plant of the Victor Co. in Camden, and the company are simply overwhelmed by the demand for their various styles of machines, there appearing to be no discrimination in placing orders, for each model has its own following.

In commenting upon present conditions, Henry C. Brown, advertising manager of the company,



IGNACE J. PADEREWSKI.

said: "The fact that we are just as heavily oversold on the lower priced machines as on the more costly styles is most argumentative and convincing of the wide scope of the Victor—it seems that all classes are awakening to the real worth of the Victor and there certainly lies before the Victor dealers business in plenty providing they will do a little work on their own hook and make a determined effort to get their share."

One of the most important announcements made by the Victor Co. this month is that Ignace Paderewski, the world-famous pianist, has made a series of records for the Victor and that they will go on sale on Oct. 28, with the November records. It is said that the new records are most wonderful examples of the virtuoso's genius, and that the great army of pianists and admirers will be quick to realize how absolutely true to life are the reproductions. The fact that Paderewski has given the Victor such an indorsement is of itself significant—he recognizes the artistic position of the Victor in the musical world. The new records are of the 80000 \$3, 12-inch Red Seal class, and will shortly be followed by others by the same pianist.

The school proposition of the Victor Co. is working out to perfection this fall, and word comes from all sections of the country as to the strong foothold gained in the schools of various cities and towns by the Victor. The company are at present making a series of educational records, to be formally announced at an early date, that will make the Victor school proposition a still more appealing one to educators and to all interested in the musical uplift in the schools.

UDELL TABLE CABINETS

The Latest Addition to That Well-Known Line of Talking Machine Cabinets.

The excellent and comprehensive line of talking machine cabinets made by the Udell Works, Indianapolis, Ind., has recently been augmented by the addition of a new table cabinet in several styles

and which are arranged to hold the machine on the top and a series of record albums in a special space underneath the table. The dealers who have seen the new table cabinets are enthusiastic regarding their salable qualities and the Udell Works are already receiving large orders for the new styles. The Udell Works have also added to their line a new cabinet for Victrolas IV, VI and VIII, of which several hundred have already been sold.

CLUBB SONG ILLUSTRATOR.

Automatically Illustrates Scenes Described by Talking Machine Record—Has Big Possibilities in a Trade Way for the Talking Machine Dealer.

The Picture-Disc Co., of Los Angeles, Cal., have something important to say regarding their marvelous Clubb song illustrator, on pages 12 and 13 of this issue of The World. This is one of the most interesting developments of the synchronization of the talking machine and illustrator—although both can be used separately if desired. It automatically illustrates scenes described by the talking machine record, and has obviously numerous features that appeal to the live dealer who desires to use it as a trade attractor or to sell to customers for use in their home. Considering its possibilities it is sold at an exceedingly popular price and should be one of the biggest sellers with talking machine dealers this fall, and particularly during the holiday season. It is evidently a proposition that is worth looking up.

BEECROFT'S NEW MOVE.

Enlarges His line to Include Record Envelopes and Cabinets.

Clement Beecroft, who has a host of friends in the talking machine trade, has sent out a recent announcement stating that he has arranged with the well-known firm of Wolf Bros., Philadelphia, to handle their record envelope department.

He further states that he will have an important announcement to make shortly concerning talking machine cabinets which will greatly interest jobbers. Mr. Beecroft still sells the product of the Tea Tray Co., Newark, N. J.

AUGUST GREATEST RECORD MONTH.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, in a recent letter to the trade, stated that August won the pennant in their record factory and added that "more Columbia records were pressed during August than in any

one month for the last two years, not excepting the busiest months around the winter holidays." This is a "record" of which to be proud.

INTELLIGENT COURTESY.

Tact, Judgment and Diplomacy Needed to Make Plain Courtesy Effective—There Should be no Discrimination.

A potent and very essential factor in the success of an organization, more particularly of a retail store, is the co-operation of an intelligent, courteous force of employes. I use the word intelligent in connection with courtesy because without tact, judgment and diplomacy—which are the component parts of intelligence—any courteous tactics that might be introduced would in all probability be ridiculous.

Courtesy is an intuition to do and say the right thing in the right way at the right time, and does not simply consist of the saying of a series of hackneyed and stereotyped expressions. Of course, as expected from him, an employe should be polite and cordial in the performance of the duties of his position. He should do this with a cheerful willingness, which very often sustains a customer's interest more satisfactorily than the most interesting and intelligent discussion of the merit of the merchandise he is exploiting.

There should be no discrimination shown by an employe in the extension of courtesies; the humbler the customer possibly there is more occasion to exert a pleasant kindness toward him, getting his confidence and assuring him of the desirability of the account, no matter how small it may be. Admittedly under certain conditions it is trying and exacting to maintain a courteous attitude. Some customers are often unreasonable and too exacting in small details, having no bearing whatever on the subject under discussion. These occasions demand a patient self-control, which in itself is a courtesy often resulting in the customer becoming more considerate and interested, and such change of attitude mostly results in a sale.

My remarks may suggest that practicing courtesy applies alone to the sales force of an organization. This is not the case; it is just as necessary for the officials of a concern to be courteous as it is for those in a subordinate position. The effects of a courteous service are far-reaching. They are business builders, making satisfied customers and good friends. They result in a sustained interest along fair lines which cannot fail to develop profitably and are essentially a requirement for any success one may aspire, either socially or commercially.

GEO. D. HYNES.

We Stop Talk!

YOU OUGHT TO SEE THE

CONDON-AUTOSTOP

Mr. Dealer, a real, effective, positive

AUTOMATIC STOP

for all disc talking machines

The great want and vital defect in the talking machine is a talk stopper. Some simple little, foolproof automatic device to save you the necessity of concentrating your mind on the conclusion of the piece and getting up to shut off the machine. Every talking machine owner experiences this trouble, Mr. Dealer, and the need for an automatic STOP makes the CONDON-AUTOSTOP an imperative necessity and a red-hot seller.

IT STOPS RIGHT THERE!

Condon-Autostop Co.

25 BROAD STREET, NEW YORK, N. Y.

John F. Talmage, President Wm. A. Condon, Secretary and Treasurer

THOMAS A. EDISON RETURNS FROM EUROPEAN TRIP

Enjoyed Greatly His Automobile Trip Through Old World, but Is Glad to Be Home—Lionized Everywhere He Went—Impression of People and Things.

After a two months' automobile tour of Europe, which has been followed with exceeding interest by his fellow Americans, Thos. A. Edison arrived in New York by the Hamburg-American line "Amerika" on Saturday, October 7, accompanied by his family. Mr. Edison was as happy as a school-boy in vacation time, and said the joy of homecoming was so great that he felt like kissing the Statue of Liberty. He said he had seen a large part of Europe and was greatly impressed with the progress of the old countries. Then he added that after all was said the United States is still the greatest country on earth.

Few other men in public life have been the sub-

ject of such newspapers notices as has Edison during his journey through Europe. The leading publications in all the principal cities which he visited—even the small towns—published extended interviews and notices of the man, of his wonderful accomplishments as an inventor; and the frankness of his criticisms, while they made some people smart, were recognized as the utterances of a man of strength who cared little but for the truth.

at least, we mostly get what we deserve. In Europe it may not be so, for the people there strike me as draught horses pulling hard loads for the favored class.

"Nobody starves with us who possesses a healthy passion for making the most of his opportunities. A man creates his opportunities, and a man capable of calling up a limited number of them has logically to be contented with the opportunity-creating machine with which nature has provided him.

"Nothing can change that radical difference in individuals. Socialism cannot give brains to a man who hasn't got them. And common sense

"You don't find the Morgans and the Harrimans holding up bars. They've no time to drink, any more than they have time for beer-inspired talk. Nature is in a sense aristocratic, because it weeds out a place for those who are competent to fill it.

"The rising quantity has always been limited, simply because it is not born in the majority to make an effort. The best that any democracy can do is to offer a chance, and if individuals don't take advantage of that chance it's not democracy that's at fault, but they themselves."

"Who do you regard as the great benefactors of mankind in the present—in England, for instance?"

"I know of no one I admire more in the political field than Lloyd-George. I met him only once, and in a casual way, this summer, when I witnessed the historic vote in the House of Lords, but I esteem the man's large aims. He makes mistakes and I can't say I sympathize with all his philanthropic ideas.

"I'm not a believer in philanthropy in the general sense. There's something in the constitution of the plain yet independent workingman that is radically opposed to being treated to sops. He has the feeling that he earns a rightful wage; that's what he wants, not a poorhouse in which to retire when his energies fail. He's got too much self-respect to accept charity, however much it may be veiled.

"Lloyd-George is one of those sporadic cases of a highly organized brain it is a pleasure to contemplate; they're rare enough.

"Another man that strikes me a fulfilling Anglo-Saxon ideals of physical and mental perfection is Lord Rosebery, scholarly type though he be.

"I know there are many who regard the Emperor of Germany with disfavor, but I think his adverse critics confuse the fine energies of the man with the limitations of the monarch. I think he is one of the leading business men of Europe. What Bismarck accomplished industrially—and the effect was to convert the corner groceries of Germany into the consolidated evenly working department store of its present politically working—he has carried on. He will not be remembered as a military leader, but as a common sense business man at the working top. To me it is refreshing to contemplate a monarch who has the intelligence that the present ruler of Germany undoubtedly displays.

"Who are the men of the century we would least care to sacrifice? Well, if you take France, I place Pasteur, Becquerel, Bertholet and Chevreul at the summit. Becquerel is the father of the radium ray that is going to mean a great deal to the future. They are all leaders in their particular lines and the world couldn't afford to sacrifice them.

"Germany leads with its industrial chemistry; there's no people that can touch it in that important branch. The German brain seems peculiarly fitted for success in such experiments; they leave all other countries behind in their magnificent initiative in that line.

"Who do I consider the great industrial organizers of our own country? Among the first I place Philip Armour, who was the father of the beef industry, bringing supply down to an exact science. He has been of untold value to mankind. What he has saved to the United States is beyond calculation.

"Andrew Carnegie is another of those unforgettable organizers who, by cheapening steel and encouraging invention along industrial lines, deserves to be recorded in memory's lasting tablets.

"In the same way Rockefeller, without reference to the man's individual speculation, has done more than anybody else to lighten the cost of an essential article by concentrating depots of supply, instead of subjecting the individual to the higher rates of local independent dissemination.

"One can't ignore the importance, either, of our great department store organizers, which found their inspiration in such generals of industry as Marshall Field, John Wanamaker and others. These, by their consolidation of purchasable articles, from potatoes to locomotives, so reduced the cost of buying that, if it wrecked the corner

(Continued on page 37.)



CROWDS SURROUNDING EDISON IN HIS AUTOMOBILE IN A CITY IN HUNGARY.

ject of such newspapers notices as has Edison during his journey through Europe. The leading publications in all the principal cities which he visited—even the small towns—published extended interviews and notices of the man, of his wonderful accomplishments as an inventor; and the frankness of his criticisms, while they made some people smart, were recognized as the utterances of a man of strength who cared little but for the truth.

In Hungary, especially, the people went wild over Edison, mechanics, vying with titled countrymen, in paying honors to the inventor of the phonograph.

The photograph herewith reproduced gives an idea of the interest manifested in Edison's personality by the people of Hungary, and is reproduced through the courtesy of the New York World, who, recognizing the importance of this great American and the interest of Europeans in him, sent a special staff correspondent to accompany Mr. Edison's party.

When Edison was asked by this correspondent as to why with an ample future assured, he continued to work so hard, he replied:

"I like work; I know no other real reason. Some of us are born with that desire, as others are born with a passion for doing nothing. I'm not lazy, and it is very difficult for me to understand lazy people.

"Work seems to me the natural instinct of a human being, though others seem to hold that the ravens of Elijah ought to get busy again supplying them with unearned bread. There's an open-mouth philosophy of indolence to-day which finds a fine name in socialism. I'm not much of a believer in these new creeds. I think, in America,

ought to lead him to an acceptance of the inevitable. You see, it is not civilization that is cruel, but nature behind civilization. Nature is a relentless judge; it has no sentiment; it apportions to us what our physical entirety can rightly demand. That is the trouble with socialism; it knocks its head against the brick-wall of facts that no human charity can alter.

"That is why I have more faith in governments based on oligarchy; the few govern the many through a law of evolution. The purest democracy shows that a few picked mentalities rise as instinctively to the ruling top as bubbles break on the surface of a spring. They are surcharged with the great initiative intelligence which contributes actively to the general good.

"The malcontents of society drop their black stones in the ballot box, and what is the result? They merely tear down the fine fabric of a civilization which must go up again on the same old principles—and often the reconstruction has been mighty slow work. No, I'm not a Socialist, any more than I'm a monopolist-lover; but I try to see things in the large, and I've found that it's never the skilled laborers who make the outcry against capital—it's generally the incompetent.

"The best workers in my laboratory haven't been the men who get up in public meetings and talk about the injustice of mankind. They aren't Socialists, because their contact with capital proves to them that the captains of industry, as we call them, work as hard as anybody else. In fact, they work harder. The beer saloon philosopher would like to be a captain of industry, but he hasn't his eye on the hard work, but on the millions which he would like to have in his pocket to treat the crowd.

shop, came as a boon to the innumerable needy.

"Names as unforgettable in the great sweep of modern progressiveness are those pioneers of present day practical education, Stephen Girard, Cornell and Johns Hopkins, who laid the first American cornerstone of liberal education.

"From schools to newspapers is only a slight step, for I regard them both as the great salvation of to-day, and our period owes undying gratitude to such men as Horace Greeley, Dana and Bennett, less perhaps through their newspaper ideals than what technical methods they started in operation by the success of their individual enterprises.

"Mergenthaler, by inventing the linotype, should be dear to every newspaper reader through what he accomplished in the saving of capital; without his invention the modern newspaper, as we know it, would be an impossibility.

"Pullman, too, I consider a great benefit to humanity, for he made travel a thing of ease, where formerly it was full of heroic discomfort.

"In fact, when we consider what America has produced in men of utility, our sentiments can only be those of pride of the highest description. If the world has moved on we have nobly moved on with it as a nation; and as a utilitarian myself I am grateful that it has been the country of my birth."

LOOKING OVER BOSTON TRADE.

H. L. Willson Speaks of Columbia Business in Most Optimistic Terms.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 9, 1911.

H. L. Willson, the able assistant general manager of the Columbia Phonograph Co., was in town for several days early in the month on business pertaining to the trade. He already had been here the week before, and ere the month is expired he doubtless will be here again, for there are certain things shaping themselves which, it is hinted, may make interesting reading for the trade later on. In looking over the September business at the Boston office Mr. Willson says he finds much that is eminently satisfactory, and he is more than delighted at the way that the month of October has started in. As to general business conditions with the company with which he is connected Mr. Willson says that he finds trade fine everywhere, and the company is experiencing a trouble that it is getting used to—that of not being able to supply the trade, although the season of expanded manufacture started in much earlier than usual.

BROOKLYN IS WELL COVERED.

"Talking machine dealers here are of a smaller number but of a great deal higher calibre," commented R. H. Morris, general manager of the American Talking Machine Co., Victor jobbers, 368 Livingston street, Brooklyn, in talking about the character of the local retail trade. "The public of this territory are admirably served, as not only are the larger centers represented by responsible and aggressive dealers but the small spots are well covered."

The Victor jobbing business of the American Co. is particularly busy; with some of the smaller priced machines, for instance, they are swamped with orders and deserted with goods.

VAL REIS CO. CELEBRATE.

The Val Reis Piano Co., St. Louis Mo., celebrated Carnival week, October 1, by an elaborate Victor talking machine window display, their first use of the window since they installed the talking machine department. The Columbia phonograph window attracted great attention with a figure of the Veiled Prophet, the patron saint of the week, clad in the rich garments familiar to St. Louisans who have watched the parade for 34 years. The Bollman Piano Co., like the Val Reis Piano Co., used the Victor grand opera setting for the center of their window, and these small figures of the famous singers attracted much attention.

TALKING MACHINE DEALERS MEET.

Decide to Invite All Eastern Dealers to be Present at a Dinner in November—Thank Victor Co. for Manner of Arranging Selections on Double Disc Records.

A meeting of the Eastern Talking Machine Dealers' Association was held on Wednesday of this week at the Lion d'Or with a fair proportion of the membership present and a number of matters of importance were taken up and discussed. Among the resolutions passed was one to the effect that the executive committee of the association be instructed to make arrangements for an informal dinner to be held some time in November, and to which all the dealers in the Eastern States as well as members of the manufacturing and jobbing branches of the talking machine trade be invited as the guests of the association. The object of the dinner is to interest the dealers who are not already members of the association, and there will be a number of interesting addresses and discussions arranged for.

Another resolution was to the effect that a letter be sent to the Victor Talking Machine Co., complimenting that company for the improvement made in their new list of double-sized records wherein the selection on the face of the record, whether it be vocal or instrumental, is backed up by another, selection of similar character. In the new list a sacred song on the front of the record means another sacred song on the back, and there is more likelihood of the customer being pleased with the arrangement.

Several other resolutions of lesser importance were also passed, after which the dealers enjoyed luncheon as a party.

Hoffman Bros., New York; Henry Rau, Jersey City, N. J., and George W. Lieberum, Bordentown, N. J., are the latest additions to the list of association members.

Concentration is altogether good—let's concentrate, but let's concentrate on things worth while.

NEFF WITH BALL-FINTZE CO.

Assumes the Management of Talking Machine Department—Is Pushing Edison Line.

E. A. Neff, who for the past six years has been with the Thos. A. Edison, Inc., has accepted a position as sales manager for the Ball-Fintze Co., Newark, O., who handle an exclusive Edison line. Mr. Neff enters his new field with high expecta-



E. A. NEFF.

tions, and says that he understands thoroughly that the dealers need service, and he proposes to give up-to-date treatment in every respect, anticipating the needs of the dealers as far as possible.

VALUE OF CATCH PHRASE.

If the advertiser can hit on a catch phrase that becomes current, or upon a picture that attracts unusually, he has added very materially to the value of his ad. If the catch phrase or the picture suggests inevitably some strong point of the article it advertises, he has added very materially to the value of his advertisement.

NEW ART DIAPHRAGM

Let us start you selling the NEW ART.
We will send you the first one for nothing; try it on your machine; then you'll get enthusiastic and can sell it easily.

That will give you a boost and you will then become a regular NEW ART devotee. The NEW ART retails for \$1—with a wide margin for the bank.

Remember the NEW ART Diaphragm fits both the Victor and Edison; it is practically indispensable to either if you are seeking a nice, clean-cut rich tone. Send us your business card for that sample!

THE TALKING MACHINE CO.
Springfield, Mass.



Columbia Catalog, page twenty:



**The Grafonola "Nonpareil" at \$150—
entirely different in appearance from
any other instrument, and sure to appeal
to a wide market all its own.**



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

EDISON DISC MACHINES

Will Not Be Ready for the Trade Until January 1, 1912—Sales Manager Dolbeer's Letter.

On September 18 Thomas A. Edison, Inc., Orange, N. J., notified the trade that the shipping of their new disc machines and records would be deferred until January 1, 1912. It will be remembered that at the annual convention in Milwaukee in July, President Dyer informed the National Association of Talking Machine Jobbers these goods would be ready for the fall and holiday trade. The letter of F. K. Dolbeer, sales manager of the Edison Co., follows:

"To the Trade.—We beg to advise that owing to unforeseen conditions, which have arisen in endeavoring to perfect our new disc machine and records, there will be some further delay in making the trade announcement as to dates of delivery. In justice to our jobbers and dealers who have been anticipating some definite information regarding the new line, it seems only fair to state that it will be practically impossible to supply these goods in any quantities prior to the first of the year; and while the consequent delay is annoying it will, we believe, be compensated for by a greatly improved product.

"In the interim we would respectfully suggest that you continue to push to the limit the sale of the present cylinder line, making an earnest, aggressive campaign, as with the general improvement in industrial conditions increased business is certain to develop in all sections, and you should immediately place your stock in such condition as to enable you to take care of the demands that will be made upon you. Again assuring you that it is not our intention to abandon or discontinue the line with which we have been so successful and so long identified, and that our advertising campaign will clearly demonstrate this, and hoping to have your full co-operation, we beg to remain, etc."

THE WORTH OF DECISION.

Habit of Making Decisions Final Will Cultivate Good Judgment.

If the positive man makes a mistake he is not likely to be long in rectifying it, but the man who never makes up his mind until he has consulted everybody, and then is always ready to open up every question for reconsideration, will never accomplish anything.

Roosevelt says, "The man who doesn't make a mistake is no good." The man who is always after a sure thing, who has no dare in his nature, who is afraid to risk anything until dead sure that he is going to turn out right, never amounts to much. It is a thousand times better to make a mistake now and then than never to settle anything, but to be always balancing, weighing and considering.

A man who does forceful work must be able to dismiss a subject from his mind when he is done with it, so he can do something else. This increases his power of mental grasp for the thing

under consideration. But if the mind is entangled in confused surroundings, in a hundred and one half-decided things, if its energy is split up the focusing power is impaired.

You must concentrate your powers upon what you are doing, and you can never do this when a score of things in your mind are intruding themselves for consideration. When you have anything in hand, settle it and then dismiss it. Half decided things clod the mind. Study your problem carefully, and make your decision firmly and let it be final. Let it stand no matter what others may advise or suggest.

If you form the habit of making your decisions final, you will learn to use your best judgment before you decide. If your decisions are all tentative, if you know that they are not final, that you are liable to take them up for reconsideration, you will never develop a fine, strong judgment.—Orison Swett Marden.

NEW KREILING PRODUCT

Is Known as the Straight Tube "Tiz-It" Horn Connection.

This illustration shows a new product of Kreiling & Co., Chicago. It will be known as the Straight Tube "Tiz-It" Horn Connection. It has the same familiar ball-joint feature as the regular "Tiz-It." It can be used on Edison Triumph, Idelia, Alva and Balmoral phonographs; in fact, all Edison machines that are equipped with music master or cygnet horns and Model "O" reproducer.



The straight tube can be inserted in horn as far as desired, and the knurled scalloped shell, which is a snug fit on tube, slips over the tube of horn and acts as lock nut, holding the connection firmly in place.

It is made of brass, nickel-plated and polished and retails at 75 cents. It improves the tone wonderfully and is a handsome addition to the phonograph.

OF INTEREST TO RECORD MAKERS.

Many manufacturing chemists both in this country and abroad have for years devoted their skill to the production of a composite wax which should fill all the requirements for the use of record makers. In other words, a wax of an even texture throughout, that will take a high polish, and, above all, that will "cut" with perfect smoothness. Messrs. Ernest Wilke & Co., Zittauer Strasse 32, Goerlitz, Germany, informs us that after a most exhaustive series of experiments, extending over a long period, they have succeeded in evolving a satisfactory product. Two years ago they discov-

ered a special process by which they were enabled to turn out a first-class wax disc blank, and in order to cope with the great demand which arose, they found it necessary to install a large plant. They now write The World that they are in a position to supply in any quantities finished plates ready for use made from a material, the quality and texture of which never varies, whilst it is perfectly noiseless in the "cut."

Messrs. Ernest Wilke have also discovered a composition, termed "prune wax," which obviates the necessity of shaving the blank if it be desired to obliterate recordings from the surface. The firm claim that their blanks may thus be used hundreds of times without deterioration, and as the prune wax readily combines with the composition of which the blank is made, the surface is always good.

Messrs. Ernest Wilke, whose advertisement appears elsewhere in this issue, are prepared to supply the blanks to order, and those in need of a thoroughly reliable article would do well to communicate with the firm, whose address is given above.

BIG CALL FOR VICTOR IV.

Has Caught the Public Fancy and the N. Y. Talking Machine Co. Have Hard Work Supplying Local Trade.

The pressure at the factory of the Victor Talking Machine Co., Camden, N. J., for the new Victrola IV., that sells for \$15 list, is reported as unprecedented. As the saying goes, the machine has caught the public fancy and is "selling like hot cakes." As an instance of the truthfulness of this statement, heard in every quarter it may be said, V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, remarked:

"I believe I have sold to dealers more and larger orders of the Victrola IV than any other man in the business. I have booked several for over a hundred, a number for a hundred, and a lot running all the way down to five in a lot. This (Monday) morning we received three telegrams for seventy-five from one dealer, and two more for fifty each. If we could only get the goods. The factory is away behind on orders and we are doing the best we can to satisfy our dealers on the allotment plan. It certainly is a great hit. My opinion is that the Victrola IV is bringing a new class of people forward as buyers of Victor machines and records."

Another Victor man present subsequently remarked: "In spite of the fact that the Victrola IV is going like wildfire, I am of the opinion that the star seller of the holidays will be the Louis XVI Victrola, the highest priced machine on the list."

G. T. Williams, manager of the N. Y. T. M. Co., finally started on a vacation to the mountains and streams of the Tar Heel State last Saturday. Before returning he will call on a number of dealers in other parts of the South, regular customers of the company, and no small number at that.

Forget yourself. In selling, get the prospect interested in your goods, and not in you.

TRADE GOOD IN CLEVELAND.

September Business Exceeds Expectations and October Begins Well—Recent Visitors of Record—F. B. Guyon in Charge of B. Dreher's Sons Co. Department—Busy at U-S Phonograph Plant—What the Various Dealers Report Anent Conditions—New Machines Tend to Stimulate Sales—New Stores and Departments Opened.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 11, 1911.

The talking machine business in Cleveland during the month of September exceeded the expectations of most of the dealers, and was generally very satisfactory. October has started in with a show of continued improvement, and dealers are preparing for a larger than usual fall and holiday demand. Now that the cooler weather is setting in, and the long evenings are at hand when the home has added attractions, the new musical records are especially interesting and their sales are rapidly increasing.

B. Feinberg, special wholesale representative of the Columbia Phonograph Co., on his way South stopped over for a few days the first of this month. He expressed himself highly pleased with the conditions of the Columbia trade at all points he had visited.

George Collister, senior member of the firm of Collister & Sayle, died at his home October 3. He was forty-nine years of age. Mr. Collister engaged in business with William F. Sayle in 1893. While the principal business of the firm was in the sporting goods line, they did a large talking machine business, being Cleveland distributors for the Victor Co.

J. B. Kenyon, of Bedford, O., was in the city recently, stocking up with the Edison "Model O" and "Model R" reproducers. He said prospects looked good for a fine fall trade.

W. H. Huy, of the Phonograph Sales Department of Thomas A. Edison, Inc., spent several days in the city and contiguous territory the last of September.

A. A. Probeck, son of George J. Probeck, formerly of the Brown-Probeck Co., is now assistant to his father in the Columbia Dictaphone Department. He is posted in the trade, of good ability, ambitious, and is bound to succeed.

H. E. McMillin, Jr., of McMillin's music store, is on a western vacation, combining business and pleasure.

John C. Quale, who had been superintendent of city school buildings for fifteen years, resigned on account of ill health. He was presented by school board employes with a beautiful phonograph and fine list of records.

Recent visitors were Mr. Heffelman, of Klein & Heffelman, talking machine dealers, at Canton, O., who called on the distributors last week, and H. H. Noyes, representative of W. D. Andrews, of Buffalo, who stated that business was excellent.

Arthur L. Parson, manager of the retail department of the Eclipse Musical Co., was married to Miss Ella Keenan, September 24th, and is on a wedding trip East.

F. B. Guyon, the oldest—the original Cleveland talking machine man—has been engaged by the B. Dreher's Sons Co., and has taken the management of the talking machine department. Mr. Guyon's long experience and extended acquaintance make him a valuable acquisition to the staff of Dreher salesmen. The entire second floor of the company's quarters is occupied by Pianola-players, aeolians and talking machines, making one of the few floors where one can purchase self-playing musical instruments, ranging in price from \$15 to \$15,000. Mr. Guyon said the sales of both Victor machines and records was good, and that the company was pleased with the business.

The Edison jobbing house of Lawrence H. Lucker has already established a large and rapidly increasing business. W. L. Mevers, who opened the store here, has resigned and returned to Minneapolis, and A. O. Peterson has been appointed manager. Mr. Peterson was formerly with the Eilers Music House, and had charge of the

branch at Tacoma, Wash., for several years; previous to that he was at the Lucker St. Paul branch. He is competent, thoroughly posted in all branches of the business, and Mr. Lucker is to be congratulated on securing his services again. Trade was reported good throughout September. Dealers, it was stated, are stocking up, especially with a good supply of combination attachments. The exceptionally good October list of records are selling well. A good fall trade is predicted.

At the headquarters of the U-S Phonograph Co. business was reported very encouraging all along the line. "We are very busy in the factory," said Mr. Nisbett, "and are increasing our force all the time, and are compelled to work overtime. We are now doubling our record output to meet the increasing demand. Altogether conditions with the U-S are of the most prosperous character."

By the first of November the U-S will open distributing stores at Albany, N. Y., and Atlanta, Ga.

The Chicago store of the U-S, which was destroyed by fire in August, is again doing business with a complete new stock.

H. B. McNulty, a talking machine man of large capability and long experience, who has been with the U-S Phonograph Co. from its inception, attended the National Association of Druggists' convention at Boston, in charge of the exhibit of U-S goods. He demonstrated to the satisfaction of the citizens of the Hub that the U-S Combination Phonograph is not only an ingenious work of art, but an instrument of decided musical excellence.

The A. D. Coe Piano Co. have taken on a complete line of U-S phonograph machines and records, and have given them conspicuous prominence in their wareroom. In point of age, A. D. Coe, president of the company, is the dean in the piano trade in Cleveland. The business was established in 1878, and has grown to large proportions. The U-S Phonograph Co. will largely benefit from the extended acquaintance, and well known reputation of the Coe Piano Co.

George J. Probeck, manager of the Columbia Dictaphone Department, is pleased with conditions and prospects.

The business of Charles I. Davis has grown to such an extent that he required more room for his talking machine trade, and he has taken one of the stores in the new Euclid Arcade, where sheet music will be exclusively handled.

The Columbia Co. are not complaining of business conditions at the Cleveland branch. "We did the largest volume of business in September of any month since we opened the branch here," said George R. Madson, manager. "Our new hornless graphophone is a great seller, and we have many prospects in sight for the new \$150 Grafonola. We are having many inquiries for the Regent line, and sales for these superb machines are increasing and we shall be disappointed if October does not prove a great Grafonola month. The Cleveland buyers of Symphony records appreciate our getting Cecil Fanning, for an exclusive Columbia artist, as he is very popular here."

T. H. Towell, of the Eclipse Musical Co., is well pleased with conditions. He said business was good, and things were coming along in fine shape. "We are unusually busy in the wholesale department," he said. "Orders are daily coming in, in increasing numbers, and generally for the very best class of machines and records. The demand for Victor goods is growing to wonderful dimensions. Trade in our retail department is fine, and there is every indication that the holiday trade will be of large proportions."

Collister & Sayle, who handle Victor goods exclusively, and are Cleveland distributors, are having a fine trade in Victrolas, in both the wholesale and retail departments. Phil Dorn, manager of the department, said the Victrola IV, at \$15, needed no argument with purchasers, and is a good seller. He stated the fall business was fine.

R. Svehla, proprietor of the West Side Columbia store, stated he was well pleased with business conditions and prospects. He deals in gra-

(Continued on page 40.)



Call us and see our hand

There's no bluff about our prompt service.

When we say we "ship all goods the same day the orders are received" we mean just that—all the time.

And you know what a big advantage it is to any dealer to be absolutely certain that his jobber will back him up with instant service.

If you order from us you won't have any grouched customers on your hands. You won't have people stamping out of your store because the goods they ordered have not been delivered to you by your jobber.

Deal with us and you can always tell exactly when a customer can have his goods. For you can always depend upon the goods leaving our establishment the same day the orders are received.

Try us out on anything in the Victor line. We have right here without "sending to the factory" for them, a complete stock of Victors, Victor-Victrolas, Victor Records, cabinets, fibre cases, needles, horns, repair parts—all accessories.

Don't trifle any longer with jobbers who get you "in bad" with your customers. Let us show you what we can do.

Write us to-day for our latest catalog and our booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street, New York



TRADE GOOD IN CLEVELAND.

(Continued on page 39.)

phonophones and records, pianos, etc., at his two stores, 1831 West 25th street, and 1501 Fleet avenue.

Business at McMillin's Music Store is booming. Mr. Kellogg said they were doing a fine Victor business, and that he already has orders for Victrolas for Christmas delivery. He stated that business generally was up to his expectations.

The W. H. Buescher & Sons Co. state that their record sales have increased 50 per cent this year and are still increasing.

Mr. Friedlander, of the talking machine department of the Bailey Co., said he had sold more machines and records in September than in any previous month since his connection with the house.

Shim & Crombie, of Oberlin, O., and A. O. Wright, of Berea, O., are exclusive Columbia dealers, and have just taken on a full line of Columbia goods.

The Caldwell Piano Co., while extensively featuring their piano line, have not been neglecting the talking machine department. "Our Victrola business," said Manager H. D. Saraxton, "is good, particularly with the XIV and XVI machines. Trade is increasing and is now the best since the department was opened. We expect a large holiday business, and already have several orders for Victrolas to be delivered next month."

The installation of the Victor talking machine department by the W. F. Frederick Piano Co. has not been consummated owing to delay in completing the booths. They are nearing completion, and the company will be ready for business the first of November.

The United Factories Co., 1440-50 West 3d street, dealers in Edison goods, are doing a large mail order business. The manager states that the business in the talking machine line is growing to large proportions.

L. M. Coblitz has started a new talking machine store at 7405 Woodland avenue, with a full line of Edison goods, purchased from Lawrence H. Lucker, Cleveland distributor. Mr. Coblitz says business has opened up very satisfactorily. He was formerly in the talking machine business

with his brother, at 5903 Woodland avenue, but they sold out and ceased business several months ago.

ADDITION TO COLUMBIA LINE.

"Baby Regent" Latest Model of Hornless Machine Supplied to the Trade—Attracted Much Favorable Attention at Piano Trade Exhibition in Chicago—How the New Machine Is Announced.

The "Baby Regent"—following the approved nomenclature in the piano trade—is the latest addition to the splendid product of the Columbia Phonograph Co., General, New York. This hornless cabinet machine was shown for the first time at the Piano Trade Exposition in the Coliseum, Chicago, June



THE COLUMBIA BABY REGENT

last, and attracted close attention on the part of music dealers carrying or about to establish a talking machine department, or contemplating the handling of a profitable and satisfactory talking machine. The letter recently sent to the trade by Geo. W. Lyle, general manager of the company, bearing on this subject follows:

"To Columbia Dealers—

"Gentlemen: The 'Baby Regent' at a hundred dollars. News and good news! It turns out that we shall be able to include this third 'Regent' in our regular list considerably earlier than we hoped—and so we are taking the first possible opportunity to notify you. Among all the musical instruments offered to the public the 'Regent' has, from the first, held the unique position of being the only one that is non-competitive in the full meaning of the word. The new \$150 Grafonola 'Nonpareil' is truly non-competitive, when the customer goes as far as making comparisons; and the Grafonola 'Favorite' is as truly non-competitive in that it was the first and is still the only cabinet machine at \$50.

"But the 'Regent' is so distinct a departure in its form as well as in its tonal capacity that there simply is and can be no substitute for it. When a man has developed any interest in a table type of sound-reproducing instrument he must buy a Columbia. It has been our definite purpose to produce a family of 'Regents'—the original 'Regent' for the library, the living room or wherever there is room for a full-size library table, and \$200 to buy it with; the lately announced 'Regent Junior' at \$150, to meet the demand for a modified 'Regent' of smaller size and smaller price; and now the 'Baby Regent'—ideal in its novel and graceful combination of compactness and serviceability and musical capacity—for the small apartment, the boudoir, or wherever, in fact, a beautiful square table of modified Louis XVI design is appropriate.

"So here you have the 'Baby Regent,' ready for immediate delivery, and non-competitive in the fullest degree, the \$100 member of the 'Regent' family, as unobstructed and as usable as any table, with its musical features completely disguised until put into operation, with a sliding drawer to carry all the mechanism, and an astonishing quality and volume of tone, at the instant command of the owner. Deliveries at once—yes, but there is sure to be a flood of orders, and you will do well to have your order written with to-day's date on it. Regular Grafonola discounts."

DOLBEER'S LONG TRIP.

The Sales Manager of Thos. A. Edison, Inc., on Extended Trip Which Will Take Him to the Pacific Coast—Edison Plant Very Busy.

F. K. Dolbeer, sales manager of Thomas A. Edison, Inc., Orange, N. J., left on an extended trip through the western country Friday of last week, and will go to the coast. Mr. Dolbeer will touch at Chicago, Minneapolis, St. Louis, Kansas City, Omaha, Portland, Seattle, San Francisco, Los Angeles, etc., and is expected to be back at the factory November 15.

The plant is busy, especially in the departments handling the Amberola hornless cabinets, and the way orders are coming in it will not be long before the company will be working three shifts daily.

Does a clerk draw his pay from his employer or from the store's customers? If he is good for anything he draws it from the customers—from those whom he makes regular buyers of his employer's goods by his courtesy and tact. No clerk ought to be willing to take his employer's money, unless he first put it there through his ability as a salesman.

POLYPHON

TALKING MACHINES



Single and Double Spring Cases

Tapering or Cylindrical Tonearms

Sole Manufacturers

Polyphon-Musikwerke, A.-G.
Leipzig-Wahren

60 YEARS' EXPERIENCE

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**Salter
Patent
Felt-Lined
Horizontal
Shelf
Record
Cabinets**



**The Most
Valuable
Innovation
in Disc
Talking
Machine
Cabinets
in Recent
Years**

DISC CABINET (Open).
Made to hold 338 Disc Records, 10 and 12-inch.

SALTER MFG. CO.

Sole Manufacturers

339-343 N. Oakley Ave. CHICAGO, ILL.

The Salter Horizontal Felt Lined Shelves

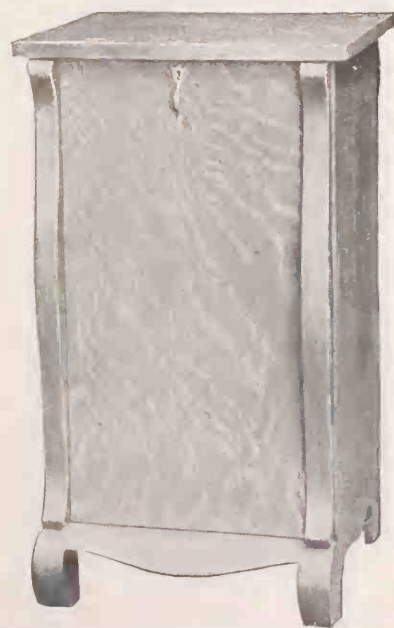


(Colonial Style.)
No 789. DISC CABINET (Closed).
37½ in. high. Net size of top, 17x17.

prevent the records from warping and scratching, they give greater capacity and yet furnish a separate compartment for each record. The only practical cabinet for both double and single faced records.

⚠ Beware of cheap, poorly constructed imitations. Salter shelving is made of specially prepared wood, which keeps in position and does not sag.

⚠ Send for new catalogue showing our extensive lines of disc and cylinder record cabinets.



(Colonial Style.)
For Disc or Cylinder Records.
Size, 33 in. high. Top, 19½x17½ in.

Columbia Catalog, page twenty-two:



The Grafonola "Regent" at \$200, with the sliding drawer,—a better table and a better musical instrument than ever.



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

THE MODERN VS. THE PRIMITIVE.

Talking Machine Used to Record Story of California Aborigine—A Tale of the Time When Man Was the Companion of the Fox and the Coyote—Took Two Days to Tell Complete Story—Born of the Wilderness.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 6, 1911.

This is a story born in the California wilderness in the days when men were little brothers to Coyote and Silver Fox and "good hunting" was the password of the jungle. It was sung a few days ago into the mouth of a phonograph. Thus the world jogs on.

After he had been convinced by T. T. Waterman, instructor in anthropology at the Affiliated Colleges, that the talking machine would not hurt him, Ishi, the last of the Deer Creek tribe, who was captured in Tehama county last week, sung tirelessly in a sweet, high voice of the ancient legends of his people.

Ishi takes things as they come now. He has almost lost the power of being surprised. The multitude of new emotions that have come to him have left him dazed. You might feel for him if you were transported suddenly to Mars.

Think of a man who knows nothing of time except to see Tuihi, the sun, sink behind the trees and the moons of a hard winter; who does not care whether it is Thursday or Friday or payday; who does not have to get up in the morning and gulp coffee and rush for the car; who knows nothing of Socialism or Equal Suffrage or Taft; who can always go out and fish when he wants to or lie in the sunshine all day; who obeys only the call of his stomach, and the call of wild nature for hunting; who knows by the faintest bending of twig or sound what animal has passed; who never wonders about his work in the world and knows nothing of the meaning of ambition of success.

There you have Ishi, who sings of the wood duck and is pleased with a stick of colored candy or a gilded ring. He has the smile of a child and a soul that is still unfreedom from the glow of the morning of things.

It took Ishi nearly two days to tell the various stories or legends. From a recording point of view they were most successful, and will form a valuable addition to the library of records now extant of the fast disappearing Indian tribes. Translations of the legends will be made and filed with the originals.

TEXAS INDUSTRY GROWS.

Three Factories for Manufacture of Wax from the Candelilla Plant at El Paso.

(Special to The Talking Machine World.)

El Paso, Tex., Oct. 4, 1911.

The manufacture of wax for phonograph records from the candelilla plant which grows in West Texas is rapidly becoming a large industry. Three factories already have been erected.

John Young, of Alpine, has sold to a candelilla company 30,000 acres of candelilla plant in Brewster County.

A FIGURE IN THE CABINET TRADE.

John Mortensen, Secretary and Treasurer of the Salter Mfg. Co. Has Been with That Concern for Twenty-Four Years—Well Acquainted with All Departments of Business.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 9, 1911.

John Mortensen, whose genial countenance is shown in this connection, is not only one of the best posted men in the talking machine record cabinet industry, but enjoys the distinction of having been twenty-four years with one house. He graduated from business college as a mere boy, and immediately had a position with the



JOHN MORTENSEN.

Salter Mfg. Co., of this city. George W. Salter was quick to recognize the good material of the young chap, and gave him a thorough training. After a brief period in the office, Mortensen made the circuit of the factory, working at the bench, in the finishing department, and getting a practical knowledge of every phase of the business. He soon became Mr. Salter's right-hand man in the conduct of the large concern, and when the company was incorporated some years ago, Mr. Mortensen was made secretary and treasurer. His special province is the selling end of the business, but his knowledge of manufacturing enables him to work out in a practical manner suggestions received in his contact with the trade for the improvement of the product from time to time, and its adaptation to the changing needs of the industry.

BARLOW'S SON CO. "OPENING."

A formal opening of the new warerooms and beautiful recital hall recently completed by the G. A. Barlow's Son Co., at 130-32 East State street, Trenton, N. J., took place on Wednesday, Thursday, Friday and Saturday of last week. There were recitals every day at half-past three and 8:30 p.m., when well-known artists were heard accompanied by the player-piano and other musical in-

struments handled by this house. Their line of Victor talking machines and records is very complete and aroused much interest. This department is in the rear of the main floor, and in addition to the commodious general showrooms there are four handsomely decorated sound-proof rooms for demonstration purposes.

ADVERTISING PHRASES

For the Great Sign at Broadway and 38th Street—Some 7,428 Bearing on the Edison Phonograph Turned in from All Over the World.

Recently the concern owning and operating the Roman Chariot Race electric sign, designated "Leaders of the World," at Broadway and Thirty-eighth street, on top of the Hotel Normandie, New York, inaugurated a prize contest for the purpose of securing effective or snappy catch phrases or slogans that might be used by advertisers, confined to one in each line of business, using the display. Among them is Thomas A. Edison, Inc., Orange, N. J., exclusive in the phonograph field. The same sign is also used in Detroit, Mich., on Woodward avenue, opposite the Hotel Pontchartrain, and contains about 20,000 electric bulbs, requiring 600 h.p. to operate. Over 500,000 feet of wire (about 95 miles) is used, making necessary over 70,000 electric connections.

The operating company, in order to obtain "copy" the contracting advertisers might use, offered \$15,000 in cash prizes. The contest was liberally advertised in full pages in leading daily papers in eighteen cities, and also in the Paris edition of a New York journal. The total number of phrases submitted was 500,000, of which the Edison Co. received 7,428, from all parts of the world. Of the lot the company selected fifty, which they will use from time to time.

ON WHAT SUCCESS DEPENDS.

Depends on Just How Much We Put Into What We Do.

Success depends on how much of our own selves we are willing to put into what we do. Little of self, little success. The whole heart in all that is done, means the highest degree of success. More than that. All such things are passed on from one man to another. If we do our work well, our neighbors are apt to follow in our footsteps, and so the world is made a little better.

Your chief value, wherever you are, is in your knowing a little more about the business you are in than does your rival. You must know, even if you have to work overtime to get the information.

Charles Ecker, who conducts a general store at Cragmoor, N. Y., is also a Victor dealer covering a wide territory at that point. He has built up a nice trade, and now that the vacation season is over he will have more time to concentrate on working up business among the permanent residents in his territory. "Charlie" is obliging and popular and is much-esteemed.

SYSTEM FOR CONDUCTING A RETAIL TALKING MACHINE BUSINESS.

Prepared Especially for The World by L. C. Parker

Manager of the Talking Machine Department of Gimbel Bros., Milwaukee.

[Mr. L. C. Parker, the writer of this interesting contribution, is the manager of the talking machine department of Gimbel Bros., Milwaukee. His systematic and intelligent administration has won the most favorable comment, and he has received many requests from dealers to explain his system for conducting a retail talking machine business. At the request of The World he has been good enough to prepare the following article, which sets forth his plan of operation.—EDITOR T. M. W.]

To carry out this system as outlined, it is necessary to have four styles of index cards differing slightly in ruling and color, two maps of city, an order book and an inventory book. The order book to show just what was ordered and to whom order was given. The "inventory book" to show just how many of each record or machine was received each month, and for noting just what is on hand when inventory is taken, showing which are the sellers and just how fast they are going. The "prospect" and "information" cards are kept in conjunction with one city map to take care of prospective machine buyers, and the "mailing" and "location" cards are kept with the other map to get the best results from record buyers.

We will first take up prospects and method of handling them. Several different methods may be used for getting hold of prospects besides those which come to the store, among which are the telephone book, asking customers if they know a friend who might buy, sending out circular letters, oiling and adjusting machines and general advertising.

The principal advantage of such a system as this is to intelligently and systematically follow up prospects, so as to sell to the greatest possible per cent.

Prospect Map.

The map is mounted on a double frame. First make a frame, size of map, of one-inch material, over which tack a piece of heavy cloth, stretched tightly. On top of this fasten another frame of the same size of one-half inch material. Over this stretch and fasten the map, which has already been pasted to some thin cloth for a backing. The object of the heavy cloth, which will be one-half inch from the back of the map, is to hold pins straight and firm, so they may be pushed clear in and not wobble or fall out. This description also applies to map for mailing list.

Prospect Card.

This card is made out when the prospect is gotten and is kept in the alphabetic file, and is never taken out of that file except for reference. Notations are made on it where to find its "information" companion card, which is kept in the "tickler" file, and on which card the details regarding calls made by the prospect to the store, style of machine examined and calls made on prospect by salesmen.

Information Card.

This is made out from, and at the same time with, the "prospect" card, and is kept in the "tickler" file behind the date when the next call is to be made. Besides showing the prospect's name and address with all information possible to obtain at the time, in the upper right hand corner is noted between which cross streets it is located, so that making up route for salesmen, a pin may be put in the prospect map, at the exact location of each call.

Each day as the "tickler" brings up cards to be called on, a pin is put in the map for each card, and cards are then put in their proper order, so as to take the least possible time, carfare and walking to call on all. The map used in this way will save a great many steps and considerable time.

Pin is taken out of map if report on card disposes of it for the time being, but if party is out, the pin is left in map until a report is made and noted on card.

The result of each call is noted on the card so that the one making the next call may know just

what has been done and said, to date. The card is then set ahead in the "tickler" file to the date considered advisable for the next step, whether a call, letter, catalog, telephone call, or other means of influencing prospect. This date is noted on the "prospect" card, which insures a ready means of locating in case it is necessary to consult the "information" card at any time.

The cards used are not made for the purpose, but are simply regular stock cards, which, by reason of the color, do very well. By using cards of different colors, a great deal of confusion may be avoided. The "information" and "location" cards ought to be of different colors for this reason.

By sending a supplement each month to each prospect, they may finally find some certain song cataloged which they will come in to hear, and that song may do more to help them to decide than a "ton of talk." Even after a customer is reported as "positively no good," the "information" card is destroyed and the "prospect" card is marked N. G., but it is saved and a supplement is sent each month just as regularly, with the hope that it will either finally induce them to buy, or that it will fall into the hands of a friend who may be interested. Just the supplement will usually find a welcome when a letter or call might antagonize.

Beside calling on prospects, a regular set of follow-up letters is sent them, and announcements of all new things which the Victor Co. get out are sent, with an invitation to come in and investigate. When sale is finally made, the prospect and information cards are destroyed, after making out "mailing" and "location" cards.

METHOD OF HANDLING RECORD BUYERS.

"Mailing List" Card.

By pasting to this card the numbers of records purchased, you may know at a glance by referring to it, just what records they now have, and be able to suggest which will be most apt to appeal to your customer.

Record buying at best is always trying, and it is especially irritating to a customer to have records suggested or played which they already have or which are not to their liking, besides being a loss of time to the customer and clerk.

It is always desirable to make the largest possible sales by playing the least number of records, and this card will help to do that.

Keeping this card up to date also enables the dealer to know just how frequently the customer buys, and if they have dropped off for a month or two it is time to find the cause. The first of each month each card is stamped with "month stamp," and if no records are bought during month, it is apparent by the monthly stamps coming together, making it easy to pick out and put in "dead list" for "special treatment" when three of these stamps come in succession, showing they are either buying elsewhere or have lost interest in their machine. A letter asking reason and carrying with it some person appeal, with perhaps a reference to some particular record which you believe will please them as well as some certain record they already have, enclosing a stamped, self-addressed envelope, will usually bring a reply or a call and renewal of their trade. If they are brought back and buy only one 60 cent record, it has paid. By separating cards into classes, circular letters may be used effectively.

The writer sent out 424 such circular letters on the same date, to customers who were in the "dead list," either because they had not bought records within four months, or whose names had been given by acquaintances and who had never bought of us.

The result for the first ten days was twenty-eight answers, only two of which had a complaint, and that was because we wouldn't leave records out over Sunday on approval.

Within ten days, thirty-three of the 424 bought a total of \$119.65 worth of records and needles, and the result before anything further was done to influence this list, was sixty-nine customers brought back, buying a total of \$415.10 worth of Victor product. Many of the remainder have since come in and are buying regularly, so that the results were very satisfactory. By systematically keeping after the "dead list" it is kept down very satisfactorily.

The application of this system will soon show its value in actual results, and if kept by an intelligent stenographer, who will keep tab on the slow buyers and write each one a personal letter, mentioning some of the new records which are "fully as enjoyable as 'I Hear You Calling Me,' which you bought last December, and 'My Hero,' which you bought in January," etc., it will be found that the customers will feel complimented by your memory (?) and the personal interest taken in their behalf.

A great deal of good is also found in sending out letters with the supplements, dwelling upon

(Continued on page 44.)

"A Splendid Idea and One That will Make a Hit with Our Customers."

That in substance is what the Jobbers are saying about *The New Udell Table Cabinets*. Any of the Victrolas from IV to XI can be used on our Table Cabinets. We furnish them in Mahogany or Oak (Victor Colors). Will ship either with or without the albums. Beautiful Photographs of Table Cabinets sent to dealers together with our Catalog on application. Get in touch with your nearest Jobber or write us for his name. Of course your customary Victor discounts apply.

THE UDELL WORKS, Indianapolis, Indiana

SYSTEM FOR CONDUCTING A RETAIL TALKING MACHINE BUSINESS.

(Continued from page 43.)

the merits of some of the better records and asking for suggestion and criticisms.

In writing circular letters, the writer finds it makes the letter appear genuine and personal if about three typographical mistakes are left in it and the corrections are made in ink and the letter signed in ink.

It is easy to make a personal appeal, referring to special records as above suggested, by making this a postscript to the circular letter.

Location Card.

Location card is filed behind index card in the street index file and kept in its place numerically. Notation in right upper corner shows between which cross streets it is located, as for instance, where prospect is on Dover street, the notation indicates it is between Main and Elm streets, nearer Main street. Out of town cards are kept behind cards bearing name of town.

This card will be found very valuable where the name of a regular customer cannot be recalled. By simply asking street and number, the customer is complimented by believing their name is remembered. The name may then be easily found by referring to "street index."

A map of the city put on a frame with cloth back so the pins won't fall out, with a pin where each customer lives, may be kept by the aid of this card. By having a pin in the map at the exact location of each customer, the close proximity of other machine owners may be readily determined. This is valuable to impress prospective buyers by showing who are owners in their neighborhood. In sending a man to oil or adjust a machine, he may just as easily call on those in the immediate vicinity with practically no added expense, but usually with profit to the dealer, especially if he has some of the new, best selling records along with him and plays them as an excuse to test the machine. As much as \$10 worth of records have sometimes been sold in this way by a man sent out by the writer, and to people where no arrangement had been made to call. Many letters have also been received, expressing thanks for the interest shown in the welfare of their machine and collection of records. Many whose names had been given by acquaintances, and who had received our supplement regularly for months without moving them to give us some of their record trade, were made regular customers, with a renewed interest in their machine simply by oiling and adjusting by a "salesman"—not merely a mechanic.

The salesman may keep the owner in the room under the pretext of showing them how to oil and care for their machine and by using diplomacy find out what records will appeal to them, and then use these to "test out" the machine, using the fibre needles—using the sound box he has with him if their sound box is not equipped for them.

It is usually easy to induce them to make out a complete list of the numbers of the records they have in their collection and forward to the store by mail or leave the first time they call, if it is explained to them these numbers will be copied onto their mailing card as a permanent record of their collection, and that it will enable you to give them better service when they are buying records by knowing just what they have at home.

Then the same tact will usually get a list of their friends who have machines, so you may extend to them the same courtesy of oiling and adjusting.

Last, but by no means least, get a list of their acquaintances who have enjoyed their machine and who might be interested, giving as a reason that you wish to put them on your mailing list for all new announcements of Victor Co., but see that they are called upon by a salesman and reported upon unless you have promised not to do so when getting the name.

Very often in taking telephone orders for records, the name cannot be understood plainly, and it will vex the customer to ask them to repeat it too many times. It may be easy, however, to understand the street and number and even if you do have to have this repeated, it is less liable to ruffle the party at the other end of the line.

here is where the "location" card again comes to the rescue.

Method of Ordering and Keeping Stock.

Carbon copy in order book shows just how many records were ordered by each number, and each —(in red) denotes one record received with date of receipt also in red ink.

In column to left of record number in "inventory book," is designated, by red dashes, just how many of these records we aim to keep in stock and this number is determined by the relative sales merit of his particular record. For instance: If last year we sold thirty-six of a certain record, we aim to keep in stock four records (see No. 16,000 on inventory leaf). If we sold fourteen last year, we keep two on hand (see No. 16,001).

Sample "inventory book" leaf shows stock taking four times a year. This may be done every month, twice a year, or only once a year.

In column at right of record number is shown the number of records sold last year. By taking the number of 16,000 on hand January 1, 1910 (4) and adding the records received during the year, one in January; two in February, four in April, etc., we have at the end of December a total of 36 records, from which we subtract the four we find we have on hand January 1, 1911, which shows we have sold 32 during 1910.

In the 31,000 series example, it is treated as though an incomplete stock is kept and the dashes at the left represent the actual number kept on hand. In the case of No. 31,029, this record is not kept in stock, but some customer in July wanted or thought they wanted this record and it was or-



L. C. PARKER.

drawer and the order is made up only from the empty envelopes.

Where more than one of a certain number is kept in stock, the first or original envelope is left its original size, but the following envelopes are cut

DEC	NOV	OCT	SEP	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN	16	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
4		4		3							4	0	0	0	36	-	-	-	-	-	-	-	-	32
/		2									2	0	0	1	14	-	-	-	-	-	-	-	-	15
/		/									1	0	0	2	1	-	-	-	-	-	-	-	-	2
2		/		2							2	0	0	3	8	-	-	-	-	-	-	-	-	4
3		3		1							3	0	0	4	20	-	-	-	-	-	-	-	-	8
/		/		/							1	0	0	5		-	-	-	-	-	-	-	-	
												31												
3	3	3	1	3	3	3	2	3	1	3	3	0	1	2	17	-	-	-	-	-	-	-	-	11
/	/	/	/	/	/	/	/	/	/	/	/	0	2	0		-	-	-	-	-	-	-	-	/
/	/	/	/	/	/	/	/	/	/	/	/	0	2	8		-	-	-	-	-	-	-	-	/
/	/	/	/	/	/	/	/	/	/	/	/	0	2	9		-	-	-	-	-	-	-	-	/
												0	5	8		-	-	-	-	-	-	-	-	/
A												B												C

SAMPLE INVENTORY—BOOK LEAF.

A—On hand the first of following year.

B—In this column is designated how many of each record is kept in stock.

C—Number of records sold during year.

dered and is shown as having been received. But after hearing it, customer did not like it, so it is shown in stock each month thereafter. Likewise with No. 31,058. This record was ordered in August and sold in August, so does not show at all on the stock side.

A book is made each year and the quantity of records sold during the year of each number carried forward, from which we determine how many of each number shall be kept in stock.

This admits of carrying less stock and doing a greater volume of business, because in the example of No. 16,000 we aim to keep on hand four records. Suppose two are sold, there will still be two on hand to sell while the two ordered are coming in. This is much better than to wait until they are all sold before ordering.

Every record is kept in a heavy stock envelope which bears the corresponding record number on upper right-hand corner and these are kept standing on edge in a dustproof drawer in numerical rotation, with number on envelope next to front of drawer, so by running the thumb along one easily comes to the number wanted. If the record is sold the stock envelope goes into the order-

er of an inch shorter so that one can tell immediately by looking in to the drawer which are the sellers and in making up a list for a new record, customer who has just purchased a machine, it enables the dealer to make up a good selection quickly and of such numbers as more than one are carried in stock, without depleting or crippling your stock of selections.

When records are sent out on approval—though we think this method should be used very sparingly—the empty envelopes are put into leaf of wrapping paper folded in the middle with date and party's name near the fold. These are stacked up with fold outward so the name may be easily read.

When records are returned they are examined and put back into their respective envelopes and the envelopes of the records which were kept by customer are put into the order drawer.

Record orders are made up from the empty envelopes only making it easy to get out order without having to look over stock. When records are received and put into these envelopes such records as were not sent may be ordered of another jobber immediately by simply making up order from remaining empty envelopes.

THE TALKING MACHINE IN FICTION.

Plays a Principal Part in a Stirring Story of the West, Written by George Pattullo for the "Saturday Evening Post."

It had to come and at last it is here—the story in which the talking machine plays one of the principal parts. In the Saturday Evening Post of September 30, George Pattullo, who writes charming stories of the West at the time of the wide cattle ranges, the cowpuncher and the bad man, contributed a story entitled "The Musical Outlaw," where the influence of talking machine music on the outlaw influenced his host to protect him from the sheriff seeking his capture and incidentally held him so strongly in its grip that he passed by the opportunity to take a pot shot at the brother of his host who he had been waiting for.

According to the story, the fugitive from justice was addicted to the playing of a harmonica and while setting on the veranda of the ranch house in the evening was moved to make a little music on his own account. Then the talking machine is brought into the story.

"It's right peaceful," Luke remarked, and he drew out his mouth-organ. The rancher regarded him anxiously—Luke was giving the instrument a preparatory polish.

"Said Henderson: 'I say, you aren't going to play that thing?'"

"Sure! You've been right kind to me. What'd you like to have?"

"Wait," his host begged—"Wait just a minute, Mr. Walker."

"To Walker's considerable astonishment, Henderson went hurriedly indoors. Left alone on the porch, Luke stuck his hand inside his shirt and kept it there. Suddenly he stiffened and got half-way out of his chair. He had distinctly caught the click of a gun-hammer; but what followed seemed to puzzle him. There was a soft whir, as of well-oiled machinery, and the next moment a human voice rose in liquid sweetness. Luke had never heard anything quite like it, and it gave him a peculiar, tingling sensation up his spine. As the golden sound soared in Rudolph's narrative from La Boheme, he dropped back into his seat and tried, with unsteady fingers, to roll a cigarette. Henderson rejoined him.

"Where've you got him hid out?" Luke asked. Nobody could fool him that way.

"Oh, that's a machine!"

"It is? I swan!"

"He did not move a muscle while the song lasted. Twice the rancher spoke to him, but he might as well not have been on earth for all the notice Walker took. When it was finished he coughed and inquired what the man had been singing about.

"Is that so? He's one of them dagos? That's most amazing, ain't it?"

"Henderson went in to put on another record and Luke called to him:

"I done heard a feller sing at one of these here moving-picture shows in Albuquerque once. Say, it was just as clear as a bell. Silver Threads Among the Gold, it was; but this guy of yours can sing most as good as him."

"Again, as he listened, he expressed astonishment that a foreigner should be so gifted. It struck him as contrary to the scheme of creation.

"It'd take a lot to beat that dago feller," he admitted.

"Wait. Here's the best yet. This'll make your hair curl!"

"The rancher stood by and watched with the pride of a father in his child while his guest drank in the sextette from Lucia. He saw Walker grow tense and the toes of his boots begin to move slowly up and down.

"It fair makes the hair lift at the back of my neck," he confessed.

"When Journet came crashing in with his pipe-organ bass Luke could stand the strain no longer.

"Jumpin' Jupiter!" he exclaimed, wiping beads of perspiration from his forehead. "That gen'l'man's a sure-enough man. What's it all about, anyhow? What're they saying to each other?"

"As well as he could recall, the rancher told him the story of the Bride of Lammermoor. It was dark upon the porch now and he could not see his visitor's face; otherwise Henderson would not have been so nonplused over the insistence with which Walker requested him to go over and over certain portions of the tale. As a diversion he played two solos by sopranos, but his guest evinced impatience. They were all right, of course, and doubtless those women could sink, but it sounded too much like screeching for his taste. What had the fellow done when he learned that his sweetheart was married to another?—Walker kept coming back to the Bride of Lammermoor. And so it goes.

TALKING MACHINE EXPORTS.

Figures for August Presented—Reports Show Falling Off Compared With Last Year.

(Special to The Talking Machine World.)

Washington, D. C., Oct. 8, 1911.

In the summary of the exports and imports of the commerce of the United States for the month of August (the last 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, 1911, amounted to \$245,713 as compared with \$316,816 for the same month of the previous year. The eight months' exportation of talking machines, records and supplies amounted to \$1,907,251.

POOLEY PATENTED CABINETS.

Are Winning a Great Vogue Throughout the Country—Mr. McMenimen's Trip a Success.

A feature of the John Wanamaker Jubilee in New York City the past few weeks has been a special sale of the artistic furniture made by the Pooley Furniture Co., of Philadelphia and in this connection we read in one of the striking Wanamaker advertisements:

"It is a pity that Mr. Pooley has decided to make no more furniture except under contract for hotels and to special order, for his product stands at the top of American cabinet craftsmanship. But he was forced to this decision by the growing demand for the Pooley patented talking machine disc record cabinets, samples of which are now on display in our Victor salesrooms."

The Pooley patent record cabinets referred to above are proving to be trade factors of tremendous importance this season. H. N. McMenimen, manager of this department of the Pooley Co., has been on the road for the past few weeks and has booked orders at every point visited. In fact, his trip may be considered one of the best in his career, and this means much, for Mr. McMenimen has "some" record as a salesman. The new Pooley cabinets are so distinctive, so originally and effectively conceived that they have won the consideration of progressive dealers at every point visited by Mr. McMenimen.

NEW CONCERN IN AUGUSTA.

The Barfield Piano Co. Opens with Line of Pianos and Victor Talking Machines—Wm. P. Manning in Charge.

(Special to The Talking Machine World.)

Augusta, Ga., Oct. 9, 1911.

The Barfield Piano Co. are a new Augusta firm, situated at 1046 Broad street, with William P. Manning as manager. The firm have several stores in Southern cities and carry a line of pianos, musical merchandise, talking machines, records, sheet music, etc.

Mr. Manning, who has charge of the Augusta branch, is a musician himself, as is also his wife and son. He comes here from Savannah, where he was a manager for the Haverty Furniture Co. He is a firm believer in the value of advertising. The Barfield Piano Co. have as leaders the Packard pianos and the Victor talking machines.

Mr. Dealer:

WHY do you lose sales on fibre needles?

Here are two reasons!

1st. THE customer was not aware that the arm on the sound-box must be changed to fit the fibre needle.

2d. THE customer promised to bring the sound-box in to have the arm changed, but either forgot to do so, or had the arm fixed by another dealer.

ALL of the above means loss of profits to YOU.

GET OUR FIBRE NEEDLE ATTACHMENTS FROM YOUR JOBBER AT ONCE, and when your next customer comes in for FIBRE NEEDLES, just say

The Fibre Needle Attachment

is only 50 cents, therefore enabling you to use fibre needles without changing the arm on your sound-box.

IT WILL PAY YOU TO PUSH THE FIBRE NEEDLE ATTACHMENT, as it will mean

IMMEDIATE SALES AND IMMEDIATE PROFITS



The Fibre Needle Attachment.

TAKE NO CHANCES

get some from your Jobber AT ONCE.

Talking Machine Supply Company

400 Fifth Avenue, NEW YORK

IMPORTERS OF HIGH GRADE NEEDLES

and Manufacturers of HIGH GRADE REPAIR PARTS for all makes of machines.

(Get our Catalog.)

FROM OUR CHICAGO HEADQUARTERS

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

September Proves an Excellent Month with the Majority of the Jobbers—Dealers Take Hold of Low-Priced Machines in Lively Fashion—Making Preparations for Holiday Business—F. K. Dolbeer a Visitor—Other Trade Visitors of Record—Pushing the Business Phonograph—Used for Federal Business—C. F. Baer Opens School of Salesmanship—Improvements in Wholesale Department at Lyon & Healy Store—Victor Trade Active—New Tamaco Cabinets—Interesting Columbia Co. Items—L. C. Wiswell Visits Factories—Wurlitzer Co.'s Good Rule—Other Live News of the Month in the Chicago Trade.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 7, 1911.

September more than realized the predictions made by Chicago jobbers on the ground of great awakening noticed the latter part of August and the first ten days of last month. September of last year made an especially strong showing with some of the Chicago houses on account of large opening stock orders. Notwithstanding this, last month's record not only equaled, but considerably surpassed that of the same month a year ago. Considering the fact that about every day during the month was rainy and disagreeable, and general business conditions are referred to as less favorable than last fall, the showing in the talking machine trade is certainly a most gratifying one. The avidity with which the dealers have taken hold of the new low-priced hornless machines, and the aggressive manner in which they are advertising them evidences their full appreciation of the opportunity offered for appealing strongly to people of limited means. The effect on the record business has become very noticeable, as witnessed by the increased stock orders for popular selections.

The local retailers are very much encouraged at the manner in which business has opened up the past few weeks, especially in view of the untoward weather conditions. Extensive preparations for holiday business have been made by all the large loop dealers.

Dolbeer a Visitor.

F. K. Dolbeer, sales manager for the Thomas A. Edison, Inc., spent a day in Chicago recently, visiting the trade here. He is on an extended trip among the Edison distributors in the West and on the Coast. He will again visit Chicago on his return, which will be about the middle of next month.

M. B. Romaine, one of the factory experts of the Edison Co., is in the city on a tour of inspection. He is calling on jobbers and dealers with a view to instructing them regarding the repairing and caring for the company's machines.

Business Phonograph as Moral Agent.

E. C. Barnes, proprietor of the Edison Business Phonograph Co., of Chicago, is seeing to it that the Edison product performs its full share in the movement for integrity and honesty in high places. The Milwaukee branch of Mr. Barnes' company last week furnished Edison business phonographs for the sessions of the United States Senatorial Committee, appointed to investigate the charges made concerning the election of Senator Stevenson. The committee held its sessions at the Hotel Pfister in Milwaukee, and the Edison machines were used by the official Senate stenographers, who accompanied the committee. Next week the Lorimer investigation will be resumed in Chicago, and Mr. Barnes has already installed a number of business phonographs in the Federal building, where the senatorial investigators will hold their sessions.

Start Salesmanship School.

C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., has opened a school for the training of the store employes in the art

of salesmanship. The sessions are held every Monday evening, beginning at 5:30 p. m., when the store closes for the day. Besides general talks on the best methods of handling customers, there are practical demonstrations. One man will assume the roll of customer and another that of salesman. Every effort is put forth in a friendly spirit to trip up the seller and any weak points in the latter's argument is naturally revealed. Perfect freedom of discussion is encouraged, and the weekly meetings are looked forward to with genuine interest by the force.

Extensive Lyon & Healy Improvements.

Extensive improvements and enlargements will be made to the wholesale talking machine department and the retail record sales rooms on the fifth floor of the Lyon & Healy building. The entire fifth floor of the annex will be utilized and the wholesale machine stock, retail delivery and the repair department will be removed to the new quarters, each branch occupying much larger space than at present. The already extensive and excellently fitted up sales department will be greatly enlarged. There will be a beautiful reception room, into which customers will step direct from the elevator. Four additional demonstration rooms will be built, making sixteen in all. Several innovations in handling record trade will be inaugurated. The new fixtures are now being made outside the store and will be installed with little interruption to business.

Adds Talking Machines.

The John A. Bryant Piano Co., 33 South Wabash avenue, became Victor dealers the middle of last month. They have put in a good stock of machines and records, and business is opening up very nicely. Manager Abbott is sanguine that the new departure will prove a great success, as the company is the only retail Victor dealer on Wabash, north of Adams street.

Reports Big Victor Trade.

Arthur D. Geissler, general manager of the Talking Machine Co., says that last month was the largest September, with one exception, in the history of the house. October is opening up along still broader lines. The new Victor IV, the \$15 machine, is in wonderful demand, and notwithstanding the extensive preparations made by the Victor company, the prospects are that it will be difficult to keep pace with the requirements of the trade. Orders on the new Victrola VI and VIII are also being received in liberal numbers.

Additions to the talking machine line of "Tamaco Cabinets That Match" will be ready for the trade about November 15. It will include a cabinet to match the Victrola IV, which Mr. Geissler says will represent exceptional value. It will list at \$10, enabling the dealer to offer his trade a particularly attractive \$25 outfit. There will also be cabinets matching the Victrola VI and VIII.

Columbia Items.

W. C. Fuhri, district manager of the Columbia Phonograph Co., returned early in the month from an eastern trip. At the factory at Bridgeport he was told that the value of the output in August was greater than that of any previous month in the history of the company. Fuhri says that while all the new types of gramophones are in strong demand and are taxing the ability of the company to supply them the \$50 Favorite gramophone is the heaviest seller of the line.

E. A. McMurtry, manager of the Kansas City branch of the Columbia Co., passed a day or two in Chicago, in consultation with Mr. Fuhri. He was accompanied by Mrs. McMurtry.

A new "Flexlume" sign has made its appearance in front of the Columbia headquarters. At night the famous music-note trade-mark shines out with great brilliancy.

One of the new Nonpareil gramophones, retailing at \$150, is on exhibition at the Chicago office. It is being greatly admired, not only because of the excellent tone, but for the beauty and symmetry

of the cabinet and the hinged record albums, making the selection and replacing of the records a joy. Frank Cass, who has had charge of collections for the Chicago office for years, has been promoted to the sales department, and is now looking after wholesale business in the loop district. S. A. Burrell now has the collection desk.

Robert Noeve, manager of the talking machine department of the Smallfield Music House, Davenport, Ia., was a recent visitor.

George D. Smith, manager of the railroad branch of the Dictaphone business, has just installed dictaphones in the Chicago & Alton accounting department in the Carpen building.

Finds Busy Factories.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned a week ago from a visit to the factories. He found the Victor plant exceedingly busy in all departments and putting forth every effort to supply the several new styles of Victrolas in sufficient quantities to satisfy the heavy holiday demand at the Edison factory. He found them very busy on the cylinder line, but making active preparations to bring out the new disc line which is now promised for the first of the year.

Mr. Wiswell states that last month was one of the biggest Septembers in the history of the department. Trade with the dealers opened up in a large way and there is now a considerable amount of advance ordering being done, showing that the trade anticipates a good business.

Wurlitzer's Good Month.

F. H. Siemon, assistant manager of the Chicago house of the Rudolph Wurlitzer Co., stated that September not only showed a marked increase in the volume of wholesale talking machine business, as compared with the same month of last year, but that they opened a number of desirable new Victor and Edison dealers. The demand for the new Victor IV has been something phenomenal, and it promises to be a particularly heavy seller, with the small town trade, and in the foreign sections of the large cities. One dealer in a foreign settlement on the north side has already sold no less than thirty-two of the IV's. "The low-priced Victrolas are evidently going to prove great trade creators," said Mr. Siemon, "and it certainly behooves the trade to look after their record stocks."

L. Kean Cameron, manager of the Wurlitzer retail talking machine department, is arranging for some extensive improvements in his department, to be made in time for the holiday trade.

New Cabinet a Success.

H. N. McMenimen, sales manager for the Pooley Furniture Co., Philadelphia, Pa., spent a couple of days in Chicago recently. He had the Pooley cabinet and disc filing system on exhibition at Lyon & Healy's, where it was inspected by a number of the trade. The novel device by which the desired record comes instantly to hand by the pressing of a lever was greatly admired. Mr. McMenimen left the city with liberal orders from the local jobbers. He is on an extended western trip.

The Lyon & Healy Table.

Lyon & Healy are having an immense demand for the Lyon & Healy table for use with the cabinetless Victor-Victrolas. The table has a shelf for records, and by the use of the Lyon & Healy disc record album a very handsome and novel cabinet is provided. The table can be shipped "knocked down," thus effecting a saving in transportation charges.

The Pyro Signs.

The live dealer will do everything in his power to brighten up his store and advertise his wares in the most effective way during the preholiday season. A Pyro one-light electric sign will attract attention to the store from afar, and can be installed at a very moderate cost, while the cost of

(Continued on page 48.)

Give us a Chance This Winter to Help You Out of a Hole—

When your orders are not being filled complete and you have difficulty in getting the goods, call upon us.

With additional storage facilities, a gradually accumulated Victrola stock and a complete record catalogue, our "*Exclusive Wholesale Service*" means more than ever to you.



When you want the goods call for Help!



The Talking Machine Company
137 N. Wabash Avenue : : Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS.
(Continued on page 46.)

maintenance is nominal. The Edward C. Plume Co., 417-21 S. Dearborn street, Chicago, are the manufacturers.

Make Fine Window Display.

The Geo. P. Bent Co., who added a Victor department a few months ago, are pushing this branch of their business vigorously. One of the large windows of the Bent warerooms is just now devoted exclusively to a Victrola display. A large room in the rear of the second floor has been fitted up as a Victrola salesroom. It is sufficiently large for recital purposes, and will no doubt be used for that purpose this winter.

Trade Opening Early.

A. V. Chandler, the Edison missionary, has been out among the Illinois dealers for the past three weeks. He declares that he has never seen the season opening up in a strong manner with the country trade so early, but qualifies his statement by saying that the dealers who are alive to the situation and are going after the business as though they wanted it are the ones who are getting it. The others have tales of woe to relate. Mr. Chandler reports a number of recent additions to dealers in his territory who have taken up the Edison wagon proposition, and all are highly pleased with results.

Scotti Hears His Own Records.

Antonio Scotti, who is to be heard in recital at Orchestra Hall to-morrow, was a caller at the talking machine shop in the Orchestra Hall building to-day. He had with him a friend who he wished to hear some of his records, and he was, of course, readily accommodated by Cecil Davidson. Scotti volunteered the information that he intended going to the Victor factory next week to make some new records. George Davidson, of the talking machine shops, leaves to-morrow with his father for South Dakota, with the expectation of registering for some of the new Government land which is being opened up for settlement.

Late Vacationers.

Roy J. Keith, sales manager for the Talking

Machine Co., returns to-morrow from a vacation at Bear Lake, Mich. He spent a fortnight at Echo Beach Inn, with his mother. He rowed, motor boated, and sailed, and is back full of fish fiction and fact, feeling fine. Dan Creed, the company's credit man, has hied himself to French Lick Springs, Indiana, for a ten days' stay.

Good U. S. Sales.

At the Chicago offices of the United States Phonograph Co., a large stock of goods and better facilities have been provided than prior to last month's fire. Business went on almost without interruption and customers suffered little inconvenience. Manager W. C. Patrick reports that all the dealers established in Chicago and contiguous territory during the summer are placing liberal re-orders and are enthusiastic regarding the merits of the line. There are now thirty-five United States dealers in Chicago alone.

Gideon Hicks, of the Hicks & Levick Piano Co., Victoria, B. C., was a visitor last week on his return from a trip to the East. The company became Victor Gramophone dealers a few months ago, and Mr. Hicks expressed his gratification at the volume of business they are already getting.

New Columbia Dealer.

A. P. Miller, who entered the talking machine game recently, as a member of the sales force of the local office of the Columbia Co., has resigned, and will conduct the talking machine department of Carr & Son, piano dealers, 848 East 63d street. Mr. Miller placed the line with the firm, and became so impressed with the possibilities of the business that he speedily made arrangements to get into it on his own account.

Wedding Bells.

George P. Cheatle, who travels Indiana and Michigan for the Talking Machine Co., has taken unto himself a helpmeet in the person of an accomplished young Evanston woman. Congratulations are pouring in on the happy couple.

ord. The entire matter was transcribed on the typewriter and signed by the testator and the witnesses. The record and typewritten transcription were then sealed up and given to the man.

W. W. Parsons is a pioneer dictation machine salesman. He made his start in 1893 in Chicago,



W. W. PARSONS.

THE DICTAPHONE EXHIBITED

At the International Municipal Congress and Exposition Recently Held in the Coliseum, Chicago—W. W. Parsons in Charge—One Man Dictates Will to Machine—Exhibit Proves Big Success.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 7, 1911.

One of the most popular exhibits in the International Municipal Congress and Exposition which came to an end last week at the Coliseum was

that of the Dictaphone department of the Columbia Phonograph Co. It was made under the direction of W. W. Parsons, district manager for the Dictaphone, with headquarters in Chicago. It resulted in a goodly amount of business and a fine array of prospects. Each visitor to the booth was invited to talk into the Dictaphone, the consequent record being given him for a souvenir. One man who was invited to make a record of his own voice remarked that he guessed he had better make his will "before talking into that infernal machine." This suggested an idea to the young man who was demonstrating the dictaphone, and he said, "Why do you not make your will and have a record of it in your own voice?" The man thereupon dictated his will to the machine. Two witnesses dictated their names to the same rec-

and has been at it ever since. During practically all of that time, as at present, his brother, E. A. Parsons, has been associated with him. During that period they have conveyed many of the oldest and most conservative concerns to the dictation machine proposition, and have supplied them with the different Columbia models as they have made their appearance.

W. W. is a clever publicity man and has put over some notable stunts. Graphophones were used in transcribing the testimony during the United States inquiry into the coal car famine in the Northwest several years ago, and Parsons not



EXHIBIT MADE AT INTERNATIONAL MUNICIPAL CONGRESS.

only got big, scarehead stories in all of the Chicago dailies, but through the Associated Press it was featured in leading journals throughout the country.

A task is something to be done, not to be contemplated. The only work that counts is the work you have put behind you.



"TIZ-IT"
(Trade Name)

Improved All-Metal Ball-Joint Horn Connection

For all Types Straight Horn EDISON Phonographs
Send for descriptive circular and price list.
Retail Price, 50 Cents
(Regular discounts to the Trade.)



STRAIGHT-TUBE "TIZ-IT"
(Trade Name)

For Edison Triumph, Idelia and Alva Phonographs

equipped with Model "O" Reproducer and Cygnet or Music Master Horn.

This Connection Completes the Equipment!

Retail Price, 75 Cents
(Regular discounts to the Trade.)

Manufactured by
Kreiling & Company
North 40th Avenue and LeMoine Street
CHICAGO, U. S. A.

REDUCTION IN PRICE OF THE L. & H. TABLE

for Victor - Victrolas, Styles IV, VI, VIII, IX, X, XI.

The L. & H. Table is the only table equipped with record facilities



DESCRIPTION

The L. & H. Table is especially designed to match the Victrolas IV, VI, VIII, IX, X, and XI. Fitted with two mouldings, one for the Victrola No. X, and one for the Victrola No. XI. No moulding is necessary for the Victrola No. IV, VI, VIII, IX.

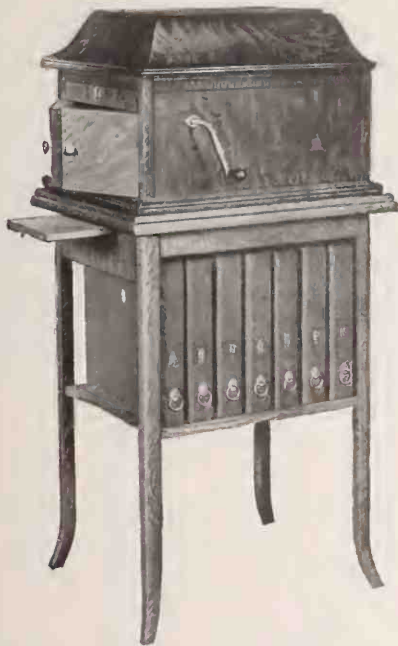
One of the L. & H. record albums is included with each table. Additional albums may be purchased as needed.

Top of table 20x24 inches. Height 32 inches

Price, retail	\$10.00
Former price to dealers	7.00
New price to dealer {	
In quantities of one	5.75
In quantities of three	5.50
Each Table is Equipped with One L. & H. Album and Index Booklet.	

Tables Shipped K. D., which means small transportation charges

Ornamental — Sanitary — Inexpensive



Five Salient Points about the

Lyon & Healy Disc Record Album

The most practical and convenient album on the market

1. Opens from the end, thus overcoming the necessity of taking the entire album from the cabinet to obtain the records desired.
2. Patent stop keeps the record always in place.
3. Keeps records free from harm and dirt.
4. Made to fit in Victrola Styles XVI, XIV, and L. & H. Table as well as regular record cabinets.
5. Price is reasonable. Retail, 10 or 12-inch size, \$1.50 with regular Victrola discounts to both distributors and dealers.

Lyon & Healy Wholesale Service

Filling Orders Accurately,

Filling Orders Completely,

Filling Orders Same Day As Received.



DISTRIBUTORS OF

**Victor Talking Machines and Edison Phonographs
CHICAGO**

NEW COLUMBIA MACHINE CATALOG.

Latest Volume Issued by the Company Treats of the Complete Line of Disc Graphophones and Grafonolas—The Various Types Illustrated and Described—Something of the Columbia Reproducer and Records—A Valuable Addition to Talking Machine Literature—Should Prove Most Successful as a Sales Factor and Aid for the Dealer.

The new catalog of Columbia disc graphophones and Grafonolas just issued by the Columbia Phonograph Co. is a most creditable achievement, both from literary and typographical viewpoints. Every detail has been carefully studied and developed with the object in view that a catalog must sell the goods it lists.

From cover to cover the catalog is a salesman—one that impresses and convinces. On the front cover, which is here reproduced, stands out white in bold relief on a gray ground the caption, "The Columbia Disc Graphophone and Grafonola." The accompanying decorative relief is most graceful. It is in the form of a scroll with the Columbia musical notes entwined and terminating in the trade-mark "Columbia Records" on the back cover. This trade-mark, by the way, is registered and has become one of the distinctive features of the Columbia publicity.

Following a reproduction of the group of Columbia artists, now depicted in Columbia magazine advertising, the opening pages of the volume are devoted to an interesting talk on the development of the Columbia graphophones and Grafonolas, to their present state of excellence—how they have come to appeal to the keenest and most conservative musical critics as strongly as to millions of very-day citizens who care for good music and clean amusement. The introduction closes as follows:

"If we were compelled to condense our entire message to you into three words we could do it well: 'Hearing is believing.' And in fact our one purpose in presenting this catalog is to persuade you that the time you spend in hearing a Columbia will be well spent—particularly if you have not heard one of the Columbia instruments which have been recently perfected and which are shown for the first time in the following pages."

We then come to the various models of Columbia graphophones and Grafonolas. Opposite the illustration and description of each model is a small "cut" of the same machine from another viewpoint.

The "Lyric" and "Ideal," which were recently referred to in *The World*, are first shown in the catalog, with the horn machine and Grafonolas in due sequence. The description of each machine is complete, presenting its construction in detail in real salesmanlike manner. It is forceful and vigorous writing, and in this connection it is well to point out that between the hornless graphophone and the Grafonola there is this principal difference: In all models of the Grafonola all the mechanism is fully cabined—the reproducer operating beneath a lid or within a drawer, and the sound waves being led through the tone-arm to a tone chamber, where they are greatly amplified and thence thrown out through the opening, subject at will to regulation in volume.

Four types of horn machines follow the "Lyric" and "Ideal," the "Bijou" at \$17.50, "Improved Champion" at \$25, "Improved Royal" at \$35, and "Premier" at \$50. Next come the Grafonolas, "Favorite" at \$50, "Mignonette" at \$100, "Nonpareil" at \$150, "Regent" at \$200, and "Regent Junior" at \$150. The illustrations of the various models reflect the highest art of the engraver, and printed as they are on heavy coated paper they form a most helpful aid to the dealer who has to use the catalog in his sales work.

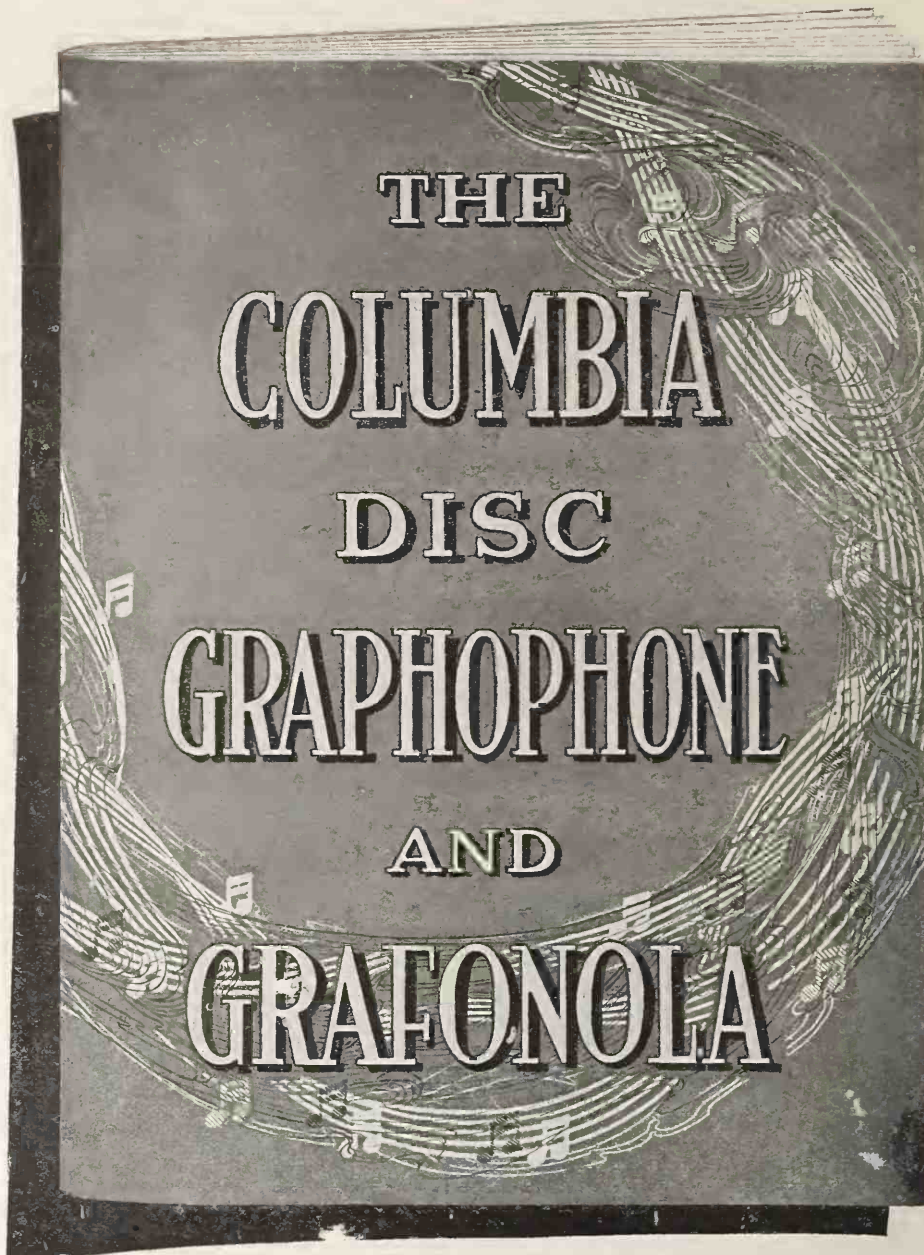
As an essential part of the various models, the Columbia "Concert Grand" reproducer receives due attention and is well illustrated and described.

Following the reproducer comes a short but important article on Columbia double-disc records intimating the progress in record making in the last few years and describing the care taken in selection of artists, suitable recording conditions

and the study of tone values. This cannot fail to leave the prospective customer with a feeling of confidence and interest. Mention of Columbia records would not be complete without a few words concerning Columbia artists. Nearly every customer who buys a machine inquires if some favorite or noted artist can be heard on the instru-

all music and the best of music is becoming fully understood."

The closing pages are given over to a view and description of the great factories of the Columbia Phonograph Co., General, at Bridgeport, Conn., and reference to record cabinets and the Columbia cylinder line of graphophones.



COVER OF THE NEW COLUMBIA CATALOG.

ment and the names of artists included cannot fail to be of interest.

In connection with the Columbia tandem notes trade-mark the following appears: "When you buy music look for the music mark. This tandem note trade-mark of Columbia records is becoming better known every day as its true significance of

The new Columbia catalog, viewed from any standpoint, is a most important addition to talking machine literature, and it will prove a valuable missionary for, and aid to the dealer. It is a masterly publication, and all concerned in its production have reason to feel proud of the result of their efforts.

U-S \$50 HORNLESS MACHINE

Will Be Ready for the Trade on November 1—
Fall Business Said to Be Satisfactory.

The new \$50 hornless machine of the U-S Phonograph Co., Cleveland, O., which was expected to be ready for shipment October 1, will not be placed in the hands of the trade before November 1. The goods are practically finished, but the company deemed it advisable to defer deliveries until the latter date, when the printed matter relative thereto will also be completed and ready to go out. E. E. Prairie, in charge of the New York offices, 5 and 7 Union Square, in furnishing the foregoing information, said business was very sat-

isfactory in his territory; in fact, his reports from headquarters were that elsewhere the same pleasing conditions existed. Later, when the new product was in the hands of the distributors, he intended enlarging his selling staff and inaugurating a vigorous campaign among the dealers. The November list of U-S Phonograph "Everlasting records" is just issued, and it contains an unusually fine number of selections.

K. D. Bishop, president of the company, was at the New York sales rooms recently, and L. A. Becker, vice-president, was here last week.

Much of the competition that harasses business men is a matter of wrong diagnosis, and belongs with the troubles that never happen.

Columbia Catalog, page twenty-four:



The "Regent Junior" at \$150—a modified "Regent", reaching an entirely separate group of purchasers.



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

HANDLING SECOND-HAND MACHINES.

St. Louis Talking Machine Dealers Discuss Various Features of the Problem—Some of the Opinions—Mistake to Make Too Large Allowance on Exchange—Some Recent Happenings in the St. Louis Trade—New Low-Priced Hornless Machines Make Good—Original Window Displays Too Successful—An Unique Record.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 10, 1911.

Rather an interesting discussion has been going on in St. Louis as to the legitimacy of second-hand trade in talking machines. As a rule the chief retail dealers do not like it and decline to handle them, through their own stores at least, unless they are in very excellent condition. Mark Silverstone, the Edison jobber and retailer, says that when he takes in a second-hand machine he junks it and uses the parts for repairs, of which work he does a great deal. Mr. Silverstone was once a watchmaker, and his expertness at doctoring defective talking machines has become pretty generally known. This gives him an outlet for a great many parts. "I believe it makes for the dignity of a large store," he said, "to tell your customer's that you do not handle second-hand machines."

Manager Robinson, of the Thiebes Piano Co. talking machine department, does not believe in the second-hand sales. He says that where possible they dispose of their machines through the repair or junk route, but where an excellent conditioned machine is returned because of payments or taken in trade, they get a new license for the sale of it. Mr. Robinson does not believe the time has yet come when the second-hand talking machine business should be made a part of a high class business as is the "taken in" piano trade with reputable houses.

"The second-hand business is legitimate in legitimate hands," is the way Harry Levy, talking machine manager for the Aeolian Co., looks at it. He continued: "In my opinion the abuse of the second-hand business to-day is not in the selling of second-hand machines but in the amounts allowed for them by dealers who take them in. There is no casier method to bankruptcy than in allowing too much for old machines and then not having an output for them. Of course the outlet cannot command the price of a new machine for a used one if the business is legitimate, and there comes the abuse. Also the take in becomes a means of price cutting if the dealer wants to make it so. It certainly must be legitimate to resell a \$200 or \$400 machine that has been used but a few months and comes back for some reason. Also, few dealers can afford to lose the amount they must allow for a \$60 horn machine in good condition when they sell a higher priced Victrola. But the business must be kept in good lines. It cannot be allowed to go to Tom, Dick and Harry and then be blamed for a lack of standing. As for the second-hand record business, I hope no legitimate dealer ever gives it a look in."

At the Columbia store the second-hand trade

is looked upon as good business. "Sure we sell them," said Assistant Manager Byers. "Each machine is considered a separate proposition, its condition determining what shall be done with it and the price. We junk a great many for repairs, but those that are in excellent condition and come to us in trades, we rebuild, put in the best possible shape and sell them for what they are worth. It is an excellent means of getting entry to customers who hesitate to put a large amount of money into a machine, and most of the second-hand ones soon come back again in trade for a bigger and better machine." The Columbia Co. maintain a large and expert shop force and are prepared to handle all propositions as to repairs and rebuilding.

Mr. Currens, of the Piano Exchange, naturally has definite ideas about the second-hand business, for he handles all makes if they are not new. "I find good sale for all sorts of machines," he said, as he pointed to one of the tiny early day Victors. "That one, however, I am keeping in the window chiefly to show the progress of the machines, and I find good sale for these large ones." Mr. Currens has not yet started the sale of second-hand records, although he has sold a good many used player rolls.

Knight's store the agency for the Zonophone, does a thriving second-hand business in all makes of machines, the source of which is not disclosed. Knight's also sells and rents second-hand typewriters, and the mechanics are there to rebuild anything in the shape of small machinery and the machines put out are guaranteed in excellent condition and find pretty good sale. Mr. Knight also advertises second-hand records of all makes and sells some of them.

The small dealers in the edge of town invariably offer for sale the machines taken in on trades or otherwise and often without rebuilding or repairs, simply at a price discount because of condition, and they say this disclaimer offsets any faults that are found with them, and that this cheap opening is one of their best prospect builders. This was repeated to a downtown dealer, and he admitted the worth of the argument, but added: "The small or neighborhood store can do that because they know their customers and are known to them and there is no comeback. If a large store would do that, a large enough proportion of the customers would come back and carry a complaint to the head of the firm that the machine was represented to them as being in the 'best of condition,' and it would be an endless argument and adjustment."

Thomas Cummins, nephew of L. A. Cummins, Victor traveler in this district, has accepted a position with the Koerber-Brenner Co., Victor jobbers and general musical merchandise dealers, and will have charge of the shipping department.

L. A. Cummins, traveler for the Victor Co. is becoming more enthusiastic about the new low priced machines daily as he sees business results. One reason for this enthusiasm is that the last week in September he sold three new accounts and immediately following this he closed a \$600 deal with the Hurd Music Co., of Fulton, Mo., which company also represents this line at Troy, Mo. On the last day of the month Mr. Cummins

booked an order for 100 of the \$15 Victrolas from the Grand Leader department store, 40 of which were delivered at once through the Aeolian Co. jobbing department. This order, according to advices from the Victor Co. is one of the large retailer orders placed.

Harry Levy, of the Aeolian Co. talking machine department, declares the only trouble with the new low priced talking machines is the trouble in delivery. So far he has been scaling immediate shipment orders one-third, and is having much difficulty keeping up on that score. "They are going like wild fire," he said, "and they are doing all that was expected. In our retail department the other day we sold a \$70 record order with a \$15 Victrola. That shows the class they appeal to. Very likely that sale will lead to a higher priced machine sale later, but even if it does not we have a good customer on the books, and if he is pleased with the machine we ought to be."

Mark Silverstone, of the Silverstone Talking Machine Co., Edison jobber, has sworn off on original window display devices for a time at least, he says. Mrs. Silverstone is the cause of this resolution, for in making his last one Mr. Silverstone spent so many evenings at work in the shop that Mrs. Silverstone objected. Also this device caused some little trouble on Olive street, and it took two policemen to keep the sidewalk clear for the first two days that it was on exhibition, and after it had been running two weeks the crowds were still dense and fights occurred almost daily in front of the window. The exhibit is a quart ink bottle suspended at an angle, neck down, of 40 degrees above a wash boiler. A constant stream of ink flows from the bottle into the boiler, and the only connection visible is a lamp wick which extends from the bottle to the ink in the boiler. The "ever flowing bottle" is an original design with Mr. Silverstone, and he declines to explain unless you buy an Amberola talking machine. Lots of persons think the secret is worth the \$200 asked for the machine, and the only reason the secret has not become public is a lack of money on the part of those who value the knowledge of the secret agent so highly. This device replaced the knife and fork device mentioned in The World last month as being the attraction in the Silverstone window, and Mr. Silverstone says that no one solved the previous secret and he is certain they will not master this one.

L. A. Cummins recently sent to the Victor Co. a musical novelty that is to be made into a record. An advertisement of the Allen Music Co. of a Blind Boone composition attracted his attention. The advertising slip tells the story that a friend of Blind Boone asserted that given any three notes Boone could make from it a beautiful composition. The challenge, so the story goes, was accepted and the notes given were F, A flat and A natural. Boone took them and immediately turned out the "Last Dream Waltz," which the Allen Company were offering as a novelty. The air so struck Mr. Cummins that he sent it to the Victor Co. and received assurance that it would be made

(Continued on page 52.)

HANDLING SECOND-HAND MACHINES.

(Continued from page 51.)

into a record and the story would be sold with it. Mr. Cummins is quite proud of an acquaintance with Blind Boone.

St. Louis retailers express themselves as exceedingly pleased with the present trade conditions. Of course, the new cheap machines are selling "like hot cakes."

Mark Silverstone, of the Silverstone Talking Machine Co., spoke of the recent sales of several Amberolas, \$200 each. At Bollman Brothers and the Thiebes Piano Co. Victor XVI sales are the best word and the Aeolian Co. reports sales of several high priced machines. The Columbia trade is in such shape that Manager E. B. Walthal is especially enthusiastic over the Grafonola Nonpareil, one of which he has received, and which he declares should be the best selling instrument ever put out by that company.

Recent Columbia headquarters visitors were: F. M. Bourrell, of Olney, Ill.; F. Denizet, of Perryville, Mo.; A. E. Zukschwent, of Tipton, Mo.; C. H. Hawk, of Pochantas, Ill.; G. R. Long, of Belleville, Ill.

B. F. Phillips, of the Columbia Phonograph Co. sales force, was married October 4 to Miss Ruth Feldman, and the bride and bridegroom were given a handsome present by the Columbia employees.

J. W. Westervelt, assistant to the manager of the dictaphone department of the Columbia Phonograph Co., was a St. Louis' visitor recently.

F. L. Scott, manager of the dictaphone department of the Columbia store here, reports the placing of his equipment in the offices of the Rice, Stix Dry Goods Co., one of the largest wholesale dry goods stores in the United States. This order is hailed as the opening wedge to the dry goods business of the city and will mean an immense business.

The Columbia Phonograph Co. has sold a stock order to the National Graphophone Co., 1519 Franklin avenue, this city. This company will make a strong bid for retail business, and their location should be a good retail business point.

Will Brenner, until recently a salesman for the Koerber-Brenner Music Co. in this city, and formerly secretary of the company, has become traveling representative of the Fred Gretsch Music Co. of Brooklyn, in this territory.

Mr. Gill, of Montgomery City, Mo., was a recent caller at the Koerber-Brenner Music Co. here.

E. C. Rauth, secretary of the Koerber-Brenner

Music Co., who has the local trade as his especial field, reports that every dealer in the city has ordered the small Victrola and a goodly number of orders have been placed for the two new higher priced models. The Koerber-Brenner trade is also running heavily to Victrola XVI, and Mr. Rauth reports the sale of 120 of this style machines to local dealers, and that a splendid trade is developing in the smaller cities, where the higher priced machines are just getting a good foothold. Mr. Rauth says that one machine placed in a small town invariably means a repeat order.

CONDITIONS IN BALTIMORE.

Improvement Which Started Late in September Continues—Talking Machine Men Pleased With Prospects—Victor Demand is Enormous—Same Conditions Prevail at the Columbia Store—Thos. A. Laurie Succeeded by F. Denison as Columbia Manager.

(Special to The Talking Machine World.)

Baltimore, Md., Oct. 7, 1911.

There was a decided improvement in the talking machine trade during September. This applies to the retail business in and near the city, and the wholesale trade which the Baltimore branches of various firms cover as far south as North Carolina, as well as Baltimore and the State of Maryland. This improved condition during September is looked upon as a forerunner for an exceptionally busy fall trade. In fact, reports for the first week of the present month as to business conditions in the city and the sections covered by the local branches of the various firms are quite rosy and a source of genuine encouragement to the dealers.

The various new styles of machines which have reached the local stores have proved exceedingly popular with Baltimoreans. This is true of both the small and large machines.

At the store of E. F. Droop & Sons Co., Manager Roberts stated that the way in which the new \$15 Victors have taken hold has been little short of phenomenal, while the large Victrolas are as popular as ever. The demand at this store for both sizes of Victrolas has shown a big increase for September, while the other styles of Victors have also had a good run. Mr. Roberts says the prospects for this fall are excellent. The store has also received a supply of the latest Edison styles which have sold well. The record business is also in fine shape.

This is the last week for Thomas A. Laurie

as manager of the local branch of the Columbia Phonograph Co. He is to take a position in the executive office of the company in New York city. F. Denison, manager of the Buffalo office, has been transferred to the management of the Baltimore store and will assume charge Monday. Mr. Laurie by his genial manner has made a host of friends in this city, and while they regret that he is to leave the city they all express the hope that his career will continue as a most successful one. Mr. Laurie stated that the wholesale and retail trade for September showed a fine improvement over previous months, and that reports from all sections for the fall are very encouraging. Advices from the company's representatives as far south as North Carolina are to the effect that the business is in excellent shape.

The Nonpareil Grafonola, the latest Columbia production, has arrived at the local store, and has been attracting considerable attention. The record demands have shown quite an increase since many Baltimoreans have returned to the city after spending the summer in the mountains or by the sea.

Manager Albert Bowden, of the talking machine department of Sanders & Stayman, stated that both the Columbia and Victor machines have had a good sale during September, while the indications are for a great fall trade. In the record line at this time the demands have been heaviest for selections from the "Pink Lady," "Alexander's Rag-Time Band," "Billy," and the like. This company has also had many demands for the \$15 Victors.

At Cohen & Hughes, Manager M. Silverstein stated that prospects in at present show up well for the fall business, while September, as a whole, was a good month for the Victors. Records of the various popular selections are in continual demand.

FORMALLY OPEN NEW HOME.

Handsome Building of Mason & Risch, Ltd., Toronto, Thrown Open to the Public—Fine Talking Machine Department.

(Special to The Talking Machine World.)

Toronto, Ont., Oct. 7, 1911.

The palatial new home of Mason & Risch, Ltd., at 230 Yonge street, this city, was formally thrown open to the public last month, and was crowded with visitors daily, special arrangements being made for their entertainment and comfort.

The large seven story building is arranged with special regard for the needs of the business. It is built throughout of reinforced concrete, even to the stairways. The entire front of the large basement is given over to the Victor talking machine department, with several handsomely decorated rooms for demonstrating purposes and long record racks containing every record in the Victor catalog.

The store front is solid bronze, with verd antique finish, and a wide expanse of glass makes a show window of roomy proportions, whose two sides are covered with large mirrors and the rear with circassian walnut. Electric bulbs concealed give a soft light at night.

BACHELOR DINNER TO E. F. SAUSE.

A bachelor dinner—the usual happy function before the blessed domain of married life is entered upon—was tendered Edmond F. Sause, assistant manager of the Columbia Co.'s export department recently at Keen's chop house, a celebrated rendezvous for Bohemians and others in the music line who "have the price." The spread—a special unique menu—was originated by the "Muy Buen Especial Club," the hosts, composed of attaches of the export department, with the exception of E. B. Cotton, who is first assistant to George P. Metzger, the able chief of the advertising bureau. Besides the guest of honor, the club was present to a man and included F. H. Ames, P. M. Brown, M. D. Easton, A. E. Garmaize, W. Hernandez, L. Rocha and L. Villafraña. It was some dinner, believe The Talking Machine World. Mr. Sause gets married October 25.



We want you—if you are Mr. Live Dealer—to represent us in selling

Regina Electric Cleaners

in your town. We will assign territory to you and make it easy for you to get started and to do a profitable business.

Write us for our new proposition and learn how we co-operate with dealers and assist them in the sale of the best vacuum cleaners ever put on the market—the ones that give everlasting satisfaction.

THE REGINA CO.

211 Marbridge Building, Broadway and 34th Street - NEW YORK
218 South Wabash Avenue - CHICAGO

BUSY TIMES IN MILWAUKEE.

General Improvement Noted by Jobbing Trade
—Good Crops Selling at High Prices Help
Business—Waiting for New Edison Disc
Machine—Appearance of Opera Company
Helps Record Sales—Interesting Personal
Items—Incorporate to Market New Dia-
phragm—Grand Opera Concerts at Gimbels
—Strong Demand for New Idea Cabinets—
Talking Machines for Schools—Other News.

(Special to The Review.)

Milwaukee, Wis., Oct. 10, 1911.

One of the brightest features of the Wisconsin situation is the improvement that has taken place in the jobbing trade. Every Milwaukee jobber reports that demand is unusually brisk from dealers all over the State, while the outlook is bright from now until Christmas at least. Crops have been good all over the state, and farmers are receiving higher prices for their stuff, all reasons why there is plenty of prosperity in evidence. Dealers are confident of future conditions, and are placing good orders for records, attachments and machines.

The Milwaukee retail trade is showing decided improvement considerably earlier this fall, evidence of the fact that conditions locally have improved. Dealers have been advertising more extensively this fall and this is, of course, a factor which has caused trade improvement.

The Wisconsin Talking Machine Co. is meeting a strong business for the entire Victor line.

A. G. Kunde, Columbia jobber and dealer, 516 Grand avenue, is enthusiastic over the Columbia outlook, and reports a big demand for the Lyric and Ideal, the new hornless Columbias, just placed on the market, have been creating an exceptionally brisk demand.

"Edison dealers all over Wisconsin are anxiously awaiting the appearance of the new Edison disc machine," said Lawrence McGreal, Edison jobber, and president of the National Association of Talking Machine Jobbers. "I am afraid that the only trouble will be that we will not be able to secure machines enough to satisfy the trade. Business is opening up very satisfactorily, and the outlook was never better." Mr. McGreal has just returned from a trip in eastern and central Wisconsin, where he called upon the dealers in the district. He says that stocks in the hands of dealers are not large, and that dealers are showing an inclination to place larger orders than at this time a year ago.

The Aborn Grand Opera Co. will make its appearance in Milwaukee during the early part of November, and local talking machine dealers are now making preparations to feature grand opera records in all lines. J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Manufacturing Co., has placed various signs in the company's windows, calling attention to grand opera records and inviting the public to hear them played on the Victrola. During the last grand opera season in Milwaukee, Mr. Becker gave daily afternoon and evening concerts of grand opera selections, and the result was a wonderful increase in business.

Roy J. Keith, of the Talking Machine Co., of Chicago, and W. Gibbs, also of Chicago, representative of the Wurlitzer Co., recently called upon the Milwaukee trade. The Talking Machine Co.'s Tamaco cabinets and record albums seem to be meeting with a brisk demand here.

J. H. Becker, Jr., manager of the Hoeffler Manufacturing Co.'s talking machine department, reports that the U-S line of machines and records is taking well with the trade and predicts a big business from now in the line.

The Real Tone Diaphragm Co., of Milwaukee, has been incorporated with a capital stock of \$5,000, by J. H. Ellis, A. J. Hoffman and Fred Linley. The manufacture of a new diaphragm invented and patented by J. H. Ellis, will be carried on. The diaphragm is said to embrace new and novel features and to be capable of greatly improving the tone qualities of a talking machine. The Diaphragm Co. will handle the Columbia line as retailers.

Look for This



REGISTERED

MUSIC MASTER

Trade Mark



Solid Wood Not Veneered

Mr. Dealer:

The Trade Mark of the

Music Master Solid Wood Horn

stands for all that is best in music, and the horn has no equal in workmanship, or delivery of sound waves.

The *Music Master* embodies the sprit of Perfect Mechanical Construction, Simplicity, and in its exclusive feature of absolute strength, rigidity, durability and *Tone* it has no *Equal*.

What makes the *Music Master Horn* send out such sweet, clear and natural *tones* and splendid volume! To use the musical expression, the *Timbre* tone has not been deadened with glue and the *MUSIC MASTER* is of *SOLID WOOD* not *VENEERED*. This is expert opinion. Put the *Music Master Wood Horn* on your machine and convince your customers, and *SAVE REGRET*.

Should your jobber be unable to supply you write us, and we will send you a sample line of *Music Masters* for Disc or Cylinder machines on approval.

EVERY HORN GUARANTEED.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

L. C. Parker, manager of Gimbels' talking machine department, is holding a series of grand opera concerts at the new Gimbels recital hall on second floor. Mr. Parker believes that there is no better way of creating interest in the coming grand opera season as well as in creasing business. This week special attention is being given to Leoncavallo's "Pagliacci," the Victrola being used throughout at the daily afternoon concerts. Seats are free, and every person attending receives a cleverly printed translation, showing the English version of this popular opera. Mr. Parker is carrying on his campaign with the city schools, and the opening of the fall term has resulted in a decided increase of Victor machines for use in the various public schools of the city.

William P. Hope, traveling representative of the Thomas A. Edison Co., Inc., in Wisconsin and upper Michigan, was in Milwaukee this week, accompanied by Mrs. Hope. Mr. Hope reports that business is showing much improvement.

Miss Mary D. Booth, stenographer for Lawrence

McGreal, was married on October 3, to Bayard Dally, a well-known young man connected with the Milwaukee branch of Bradstreet's, and congratulations have been abundant.

George H. Eichholz, president of the Milwaukee Retail Talking Machine Dealers' Association, announces that there will be a meeting of the organization on the evening of October 10. Several matters of interest are expected to come up for discussion.

Business is so good with the New Idea Cabinet Co., that the concern has been forced to install considerable new equipment in their recently acquired factory on the north side, including a new planing machine and a thirty horsepower motor. The company formerly had its planing work done by an outside concern, but this will now be done right in the plant. Lawrence McGreal, one of the officials of the company, says that new cabinets intended for the Victor IV, VI and VIII, are now in the process of manufacture, and will be out by November 1. Mr. McGreal reports that he

(Continued on page 54.)

Columbia catalog—From cover to cover a *salesman*. A line of musical instruments in three divisions—Graphophones, Hornless Graphophones and Grafonolas, \$17.50 to \$200. Each instrument separately illustrated and minutely described, and every one just as sure a money-maker as the Mint.



8

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

BUSY TIMES IN MILWAUKEE.*(Continued from page 53.)*

is securing some brisk orders for cabinets for the Victor IX, X and XI.

Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., distributors for the Victor line, and proprietress of the McGreal retail store, has inaugurated a most interesting educational and advertising scheme. Co-operating with the Milwaukee Journal, Miss Gannon has started a series of lectures and demonstrations which are being given at all the leading Milwaukee churches. A representative of the Journal is in charge with a moving picture outfit, while Miss Gannon furnishes a fine selection of slides and a Victrola and Edison Amberola. The scientific and mechanical features of each machine are explained by the lecturer, aided by the slides, and demonstrations by the machine. The lectures are largely attended and are doing much to educate the public in the make-up and care of a machine, as well as in the selection and appreciation of music.

F. A. Watson, a business man of Chicago, interested in the Wisconsin Talking Machine Co., and William J. Vose, of Appleton, Wis., and H. W. Schoofs, of West Bend, Wis., Edison and Victor dealers, were in Milwaukee recently.

Oliver C. Irwin is now district manager of the Edison Business Phonograph Co., with offices at 544 Wells building. Mr. Irwin reports that business is good and that prospects are excellent. The line was formerly carried in Milwaukee by the Hoeffler Manufacturing Co.

E. H. DROOP VISITS VICTOR PLANT.

Popular Piano Man of Washington, D. C., Tells of Securing Valuable "Pointers" from L. F. Geissler and G. D. Ornstein on Talking Machine Matters.

When E. H. Droop, of the E. F. Droop & Sons Co., the music dealers of Washington, D. C., was on his way to New York recently, he stopped off at Philadelphia to make his first visit to the plant of the Victor Talking Machine Co., Camden, N. J. The talking machine department of his company is not under Mr. Droop's management, but he is very much interested in the development of that branch of their business, for he considers it an important and profitable adjunct. They were the original distributors appointed in the District of Columbia.

In speaking of his call at the factory Mr. Droop said: "Having great faith in the Victor end of our business, and being not any too familiar with the products of the Victor Co., or the conduct of our department, I deemed it a part of my duty to make a personal investigation. This I did in my trip to Camden. We sell the Victor line as distributors to dealers throughout the District, Maryland and Virginia and have a nice trade, which I intend now to enlarge materially.

"I had not only pleasant interviews with Louis F. Geissler, general manager, and Geo. D. Ornstein, manager of the traveling staff, but instruc-

tive and informing as well. Both are very capable gentlemen, who understand their business thoroughly, and also possess the happy faculty of conveying their enthusiasm to others. At least, they did it with me, and I learned more about how to handle to the best advantage and sell Victor goods from them than in any other possible way. The plant is magnificent, and the care and attention which is given every process of manufacturing records and machines and the details of their great cabinet-making department have no equal in my estimation.

"To be sure there are some annoyances in connection with the business, such as when you have worked up a new party to enter the field—one of responsibility and who will give the line suitable representation—and to find that in placing the initial order it has been 'split' with other distributors, you are inclined to say things not fit for publication. Then again the loose, harum-scarum credit terms offered by certain distributors have a tendency to make you feel tired. This complaint has been now remedied by the Victor Co., so that distributors are on a fairer footing. However, no business is without its drawbacks, and I suppose they must be allowed for and made the most of in the long run. We propose to push our Victor goods for all they are worth this fall."

TRADE IN SOUTHERN CALIFORNIA.

Excellent Results Reported for September—New Victrolas Arouse Interest—George J. Birkel & Co. Resume Victor Concerts—Open New Branch Store in Pasadena—Recent Visitors of Record—Personal Brieflets—S. Raney Buys Out Two Concerns—E. J. Ryan Purchases Interest of Partner.

(Special to The Talking Machine World.)

Los Angeles, Cal., Oct. 8, 1911.

Trade in general has been most excellent for the month of September with all the dealers—in fact, better than previous years for the same corresponding month. All talking machine dealers are preparing for fall trade, which is expected to be a record-breaker. The new Victrola IV has created much interest among the people.

Geo. J. Birkel & Co. have commenced giving their regular concerts on the Victrola in their beautiful new hall, which are attended by enormous crowds. A magnificent Estey pipe organ has been installed at their San Diego branch, to be formally opened Oct. 10; also a branch store has been opened at Pasadena, the Crown City.

C. S. Ruggles, local manager of Sherman Clay & Co., spent several days at the Catalina Islands in recreation, also visiting San Diego for a few days. Mr. Ruggles states that the southern city is doing most excellent in the talking machine line and predicts a good fall trade all through the southern section.

B. H. Burke, formerly of Sherman Clay & Co., San Francisco, has joined the sales force of Southern California Music Co.

Recent visitors were C. H. Green, Reedley, Cal., who was here with his family for a few days. He has recently bought out Shertley Bros. and will

continue handling phonographs and will push the line vigorously. F. W. Jones, Fellows, Cal., also called and placed a large order of machines and records for the fall trade.

W. H. Johnson, who has been connected with the Geo. J. Birkel Co. many years, has returned from a four months' trip through the East, visiting his former home in Scranton, Pa., also the Victor factory at Camden, N. J. Mr. Johnson is one of the most successful talking machine men of the city and is now ready to do his share of the business.

George Woods, Edison dealer, of Burbank, Cal., was in the city buying stock for the coming season.

Geo. L. Robbins, Porterville, Cal., has engaged a man from Chicago who thoroughly understands the talking machine business, and is using a wagon in connection with the free trial proposition, which has been most successful.

O. G. Tullis, Santa Monica, Cal., reports business very good in the beach city, where he is known as a live dealer.

Key's Pharmacy, Taft, Cal., has opened a new drug store and has placed the second large order for a complete line of Edison machines and records.

E. J. Ryan has bought out Mr. Dame's interest in the Ryan & Dame Co., Tulare, Cal., and will continue the talking machine line with more vim than ever. Mr. Ryan has sold three Amberolas within one week, which is a local record-breaker.

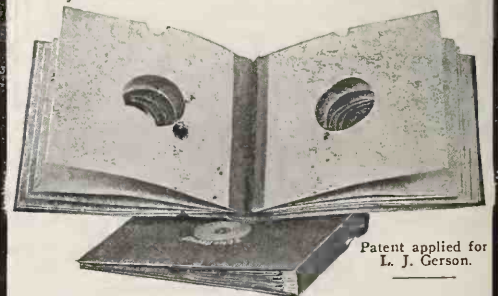
S. Raney, exclusive Edison dealer of Hanford, Cal., has bought out the complete stock of the Hoag Cyclery, also the bankrupt stock of the Lighty Music Co. This increases Mr. Raney's stock to 5,000 records and over 40 machines, which makes him one of the largest dealers in the San Joaquin Valley. He has also placed two wagons in the field and will canvass the territory within fifty miles of Hanford.

F. W. Mixter, Exeter, Cal., has had a great success with the Edison line during the summer.

Echo Record Albums

ARE THE BEST AND THE CHEAPEST

Every one sold sells two more. EVERYBODY BUYS THEM.

Patent applied for
I. J. Gerson.

Send for 1911 Album Booklet, illustrating the latest style Echo Albums for both single and double-faced records. Pages indexed 1 to 16 with index in front. Echo Albums fit all record cabinets after slats are removed. Also, can be substituted for old-style filing cases in Victrolas. If your jobber does not carry Echo Albums, send your order direct to us. Regular discounts to dealers.

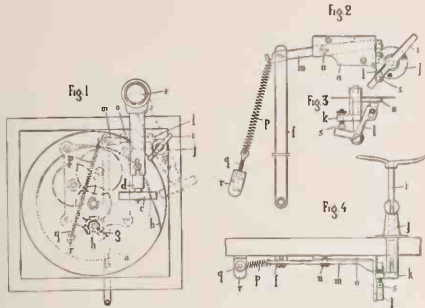
ECHO ALBUM COMPANY
926 Cherry Street, Philadelphia, Pa.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

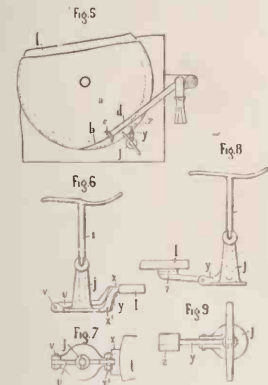
(Specially Prepared for The Talking Machine World.)
Washington, D. C., Oct. 10, 1911.

DEVICE FOR AUTOMATICALLY STOPPING THE DISCS OF TALKING MACHINES. Jules Louvet, Montrouge, France. Patent No. 1,001,418.

This invention relates to the automatic stopping of the discs of talking machines provided with a needle or a sapphire when the performance is finished, this stopping arrangement being applicable in cases where the discs employed bear a record



beginning near the center and finishing near the circumference. With this object, the record is extended by a curved or straight groove or embossment which causes the needle or the sapphire to move outside of the disc; the sound arm then falls on to a rod and its weight actuates a brake which stops the disc.



provided with a stopped device; Fig. 6 is a side view of the brake mechanism; Fig. 7 a plan of the same; Figs. 8 and 9 being respectively an elevation and a plan of a different form of the brake.

ATTACHMENT FOR TALKING MACHINES. Frederick W. Schmidt, Philadelphia, Pa. Patent No. 1,001,171.

This invention consists of an improved attachment for sound-reproducing machines, whereby the machine is stopped when the stylus arrives at the end of the groove in the record.

It further consists of such apparatus which may be attached to a talking machine without requiring records of special construction.

For the purpose of illustrating this invention, there is shown in the accompanying drawings one form thereof which is at present greatly preferred, since the same has been

found in practice to give satisfactory and reliable results, although it is to be understood that the various instrumentalities of which this invention consists can be variously arranged and organized and that this invention is not limited to the precise arrangement and organization of these instrumentalities as herein shown and described.

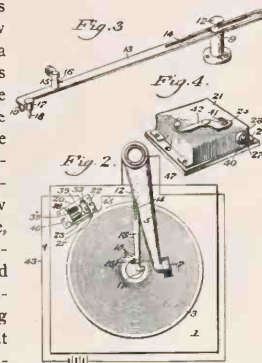
Fig. 1 represents a perspective view of as much of a talking machine as will illustrate the application of the invention to the same. Fig. 2 represents a diagrammatic plan view of the tone-tube, sound-box, turntable and record of a talking machine, illustrating the improvement in place and diagrammatically illustrating the electrical connections. Fig. 3 represents a perspective view of the slotted finder bar of the attachment. Fig. 4 represents a perspective view of the brake box. Fig. 5 represents a plan view of the brake-mechanism. Fig. 6 represents an axial section of the brake-cylinder, brake-block and contacts. Fig. 7 represents a vertical section of the post upon which the slotted bar is adjustably secured.

GRAMOPHONE STOP. Ralph E. Williams, St. Louis, Mo. Patent No. 1,001,493.

This invention relates to gramophone stops, and has for its primary object to provide an improved

construction, combination and arrangement of parts in devices of this character whereby it may be adapted for use with different sized records, made very delicate in operation, and by means of which it may be readily adjusted to effect the braking action when the sound-box has reached a certain point more or less distant from the center of the disc

Fig. 1 is a plan view of a gramophone provided with improved braking device. Fig. 2 is partial side elevation of the same, partly broken away, and parts being shown in section. Fig. 3 is a section on the line III—III, Fig. 2, showing the brake-operating mechanism in operative position. Fig. 4 is a section on the line IV—IV, Fig. 2. Fig. 5 is a fragmentary section through the axis of the turntable having a disc record mounted thereon. Fig. 6 is a section on the line VI—VI, Fig. 1.



THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC-PLAYERS

MADE BY

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

PHONOGRAPH. Walter H. Miller, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,002,074.

This invention relates to phonographs, and particularly to phonograph horns and means for supporting the same.

In application Serial No. 430,259, filed May 1, 1908, a structure is disclosed in which the horn is provided with a straight section arranged parallel to the path of the traveling carriage of the phonograph as the latter traverses the record in reproducing the same. A tapered tube member connected to the reproducer neck is arranged, in the above described application, to slide back and forth in the fixed tube above referred to with the movement of the traveling carriage, whereby bending and twisting stresses upon the telescoping parts are entirely avoided.

This application is an improvement on the above construction, which consists chiefly in the provision of a member slidably engaged within the rigid tube member, and fitting snugly therein, in which member the end of the tube section, which is attached to the reproducer neck, has a universal joint.

By this means an improved joint is provided between the telescoping parts whereby loss of air is prevented, while at the same time, the advantages accruing from the elimination of stresses are retained.

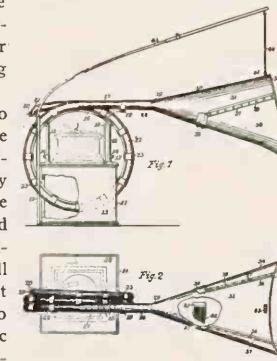
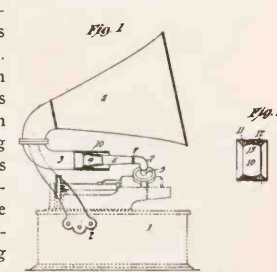
Fig. 1 represents the improved horn and connections applied to a phonograph, which latter is shown in dotted lines, and Fig. 2 is a detail sectional view of the bearing member in the rigid tube enlarged to show the method of connecting together the parts of the same.

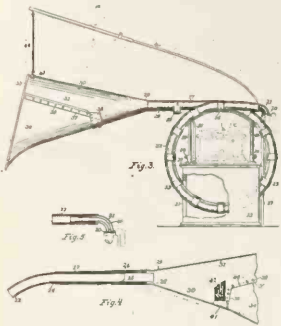
PHONOGRAPH HORNS. Miles G. Graham, Albany, N. Y.; Mary A. Graham, administratrix of Miles G. Graham, deceased. Patent No. 1,002,205.

This invention relates to phonograph horns, or, more broadly, to sound amplifying and resonating devices such as are used on phonographs or other sound-reproducing machines.

It is intended to produce a device which shall greatly amplify, purify and resonate the sounds emitted from such machines; which shall particularly adapt such machines to reproduce music originally rendered by an orchestra, whether brass, string or full, as well as the human voice either speaking or singing; and which shall be adjustable as to some of its parts, so as to adapt it more exactly to different uses.

To this end, it consists of many novel features, which may be combined as shown; or they may be, in some cases, employed singly in connection with other well known horns; or they may be





united in smaller combinations, *i. e.*, certain parts may be advantageously used without others.

In the example of this invention which is selected for illustration, Figs. 1, 2 and 3 are respectively, a left side elevation, a top plan view and a right side elevation of the device, all partly broken away, and all showing in dotted lines the phonograph or like machine, which forms no part of the invention; Figs. 4 and 5 are partial longitudinal vertical sections of the two end portions of the device.

SOUND RECORDING AND REPRODUCING INSTRUMENT. Rolland Forrest, Philadelphia, Pa. Patent No. 1,001,748.

This invention relates to sound recording and reproducing instruments. The objects are to improve and simplify the construction of such devices as well as to increase their efficiency in operation and to reduce the expense attending their manufacture and use.

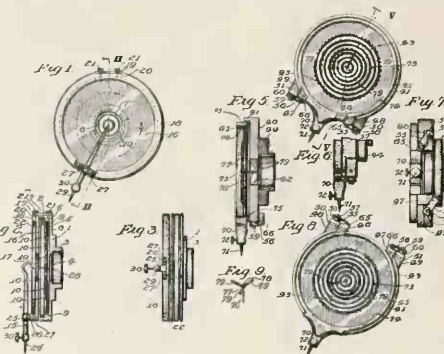
In the accompanying drawing forming part of this specification, Figure 1 is a vertical section through an apparatus constructed in accordance with the invention. Fig. 2 is a vertical section taken at a right angle to Fig. 1, on a line through the intermediate chamber. Fig. 3 is a side elevation showing the door by means of which the ribbon reels are introduced into and removed from the reel chamber.

SOUND-BOX John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,001,746.

This invention relates to certain new and useful improvements in sound boxes for talking machines.

In the accompanying drawings, Figure 1 is a front elevation of a sound box constructed in ac-

cordance with this invention; Fig. 2 a section of the same on line II—II of Fig. 1 looking in the directions of the arrows; Fig. 3 a bottom plan view of the same. Fig. 4 is a front elevation of a modified form of sound box constructed in accord-



ance with this invention; Fig. 5 a section on line V—V of Fig. 4, looking in the directions of the arrows; Fig. 6 a fragmentary side elevation of a portion of this modified form; Fig. 7 a bottom plan view of the same; Fig. 8 a front elevation of a modified form of this invention; and Fig. 9 a perspective of a detail of the same.

ACOUSTIC DIAPHRAGM. John H. Massey, Providence, R. I. Patent No. 1,001,968.

The invention has relation to acoustic diaphragms such as are employed in talking machines and the like.

It consists in a diaphragm of improved construction and character, the features of which are explained with reference to the illustrated embodiments of the invention.

In the drawings.—Figure 1 shows in plan a diaphragm embodying the invention, and Fig. 2 is a view thereof in cross section in the plane of the line A—B of Fig. 1. Figs. 3 and 4 are views similar to Figs. 1 and 2, showing another embodiment of the invention.

GRAPHOPHONE ATTACHMENT. Joseph A. Soler, Chicago, Ill. Patent No. 1,001,780.

This invention has for its object the production of a needle designed to be used in graphophones to reproduce the sound from the record. Here-

before it has been customary to use a needle so constructed that one or two operations thereof dulls the point and it has to be replaced by a new one very frequently, and which, by the frictional contact with the disc over which the needle is moving, wears out the disc in a comparatively short time. This necessitates constantly replenishing the needles and buying new records. By the improved needle these objections are overcome by the use of a needle having a point made of tempered steel, or a jewel and with care can be used on fifty or more records. By tempering the steel and shaping the shank of the needle as shown, it is operated on a record with less friction, thereby greatly prolonging the life of the record, at the same time eliminating the grating and scratching occasioned by the use of the ordinary needle and reproducing the voice or music from the record with a much smoother and sweeter tone than is now possible, with the old style needles.

In the drawings in which all of the figures are greatly magnified, Figure 1 is a front elevation of the invention showing the position of the needle in the record; Fig. 2 is a sectional view of the needle with the cap secured thereon; Fig. 3 is a side elevation of the cap; and Fig. 4 is an enlarged side elevation of the needle.

BUSY TIMES WITH COLUMBIA CO.

Delayed in Delivery of New Mignonettes—Impense Fall Orders for Various Types of Columbia Machines—Special Offer to Dealers.

On September 29 the Columbia Phonograph Co., General, New York, notified their dealers as follows concerning their several types of new machines: "We have to hold back our deliveries on the new \$100 Grafonola 'Mignonette' for a matter of a few weeks or so. Manufacturing conditions cause this delay. Our fall orders for every one of the new types of Grafonolas have piled up so fast that in less than a week our cabinet works, despite the factory running night and day, are so congested that we find ourselves facing the condition of a bothersome and somewhat indefinite delay in delivering all the instruments in the Columbia list, or else a temporary elimination of one of the models. We have determined that no delivery of one model would be less disappointing to our dealers than dragging deliveries of such leaders as the 'Favorite,' 'Nonpareil' and 'Regent,' and so we have covered the matter in this way: To fill this gap and fill it full we have arranged to give Columbia dealers the Grafonola 'Mignon' with two very unusual inducements attached to it: (1) Permission to retail it at \$125 instead of \$150, and (2) net prices precisely like those quoted on the \$100 'Mignonette'—\$65 to 35 per cent. dealers, \$58.50 to 35 and 10 per cent. dealers, etc. Right now you can specify golden oak, mission oak and mahogany."

OVERSELLING A CUSTOMER.

The salesman's ability to accomplish the overloading of a customer with merchandise greatly in excess of his requirements may be attributed in nearly every case to one of three primary causes, namely, inexperience or credulity on the part of the customer; the persuasive eloquence of the salesman; the optimism of the buyer concerning the outlook for future business. In nearly every case in which the retailer has been led to overbuy the cause may be rightly ascribed to the composite of these three reasons. From the standpoint of the customer the evil of overbuying is patent to all. There perhaps is no other one thing to which so many business failures may be directly traced.

Dealers of Michigan

HEAR YE! HEAR YE!! HEAR YE!!!

Do you know that the fall is now with us and that it promises good business returns?

Do you know that we are equipped to satisfy your demands in a most satisfactory manner?

If you do not know it, just paste this where you will be reminded of that fact constantly.

We have been in Michigan a good many years.

We carry the fullest and complete line of Victor products.

We can fill your orders on the shortest possible notice.

We are a sort of Johnny-on-the-Spot.

Just make your needs known to us and we can ship your orders at once!

Don't forget!

JULIUS A. J. FRIEDRICH

30-32 Canal Street

GRAND RAPIDS, MICH.

RECORD BULLETINS FOR NOVEMBER, 1911

VICTOR TALKING MACHINE CO.

No.	Victor Opera Company.	Size.
31843	Gems from "Carmen".....Bizet	12
5862	Annie Laurie.....Douglass-Scott	10
31844	Mazurka—Op. 64, No. 2.....Godard	12
PURPLE LABEL RECORDS.		
60056	Venetian Love Song (Canzane Amoroza from "Suite Romantique").....Nevin	10
70053	Badinage.....Herbert	12
70052	Spinning Wheel Quartet from "Martha".....Flotow	12
60055	With Verdure Clad from "The Creation".....Haydn	10
60049	Hey There! May There!.....Cohan	10
DOUBLE-FACED RECORDS.		
16966	Holy Ghost, with Light Divine (Music of Gottschalk's "Last Hope") (Reed-Gottschalk).....Trinity Choir	10
16963	Holy! Holy! Holy! (Heber-Dykes).....Trinity Choir	10
16963	Haviland's Happy Hits (Arranged by Halle).....Snyder Successes (with bells).....Victor Orchestra	10
16902	Good Night, Good Night, Beloved (Pinsuti).....Lyceum Mixed Quartet	10
16971	More and More (Seifert). Orpheus Male Quartet and The Washington Waddle (Mahoney-Morse).....American Quartet	10
16975	He's Coming Back (Kalmier Snyder).....Ada Jones	10
16975	The Mississippi Stoker (Earle C. Jones). A. Collins Love's Sentence (Goodwin-Meyers).....Jones and Murray	10
16967	The Herd Girl's Dream (Lahitzky) (Violin, flute, harp).....Neapolitan Trio	10
16974	Happy Days (Strlezi).....Neapolitan Trio	10
16974	Nut Cracker Ballet—Characteristic Dance (Tschalkovsky).....Pryor's Band	10
16970	Humoresque (Dvorak).....Pryor's Band	10
16970	Her Bright Smile Haunts Me Still (Wrighton) Van Brunt and Bieling	10
16961	The Maid of the Mill (Aide-Adams). Reed Miller Jock O' Hazeldean (Poem by Sir Water Scott) Pan Edelstein (Baron Edelstein) Comic Song, Wha hae Wi' Wallace Bled!.....Reinold Werrnath	10
16968	Emmett's Favorite Yodel (J. K. Emmett).....George P. Watson	10
16969	Alpine Specialty—Popular Yodels.....George P. Watson	10
16969	The Mocking Bird—Fantasia (Stobbe) Xylophone.....Wm. H. Reitz	10
16964	Pearl of the Harem (Guy) Banjo (Piano acc.) Fred van Eps	10
16964	Keep in de Middle ob de Road (Will S. Hays) Billy Murray and Chorus	10
35201	Rosa Lee or "Don't be Foolish, Joe".....American Quartet	10
35201	Bad'ner Mad'n (Girls of Baden) Waltz (Komzak) (Arr. by F. Mahl).....Victor Dance Orch	12
35200	The Life Preserver Two-Step (Claude d'Albret) Victor Dance Orchestra	12
35200	Roses and Memories (Snyder).....Victor Orchestra	12
35202	Spring, Beautiful Spring Waltz (Lineke).....Victor Orchestra	12
35202	Whistling Pete. Minstrel Specialty.....Golden and Hughes	12
16965	Carolina Minstrels, No. 20.....Victor Minstrel Co.	12
THE OCTOBER SPECIAL.		
16965	Billy (She Always Dreams of Bill) (Goodwin-Kendis-Paley).....American Quartet	10
16962	The Red Rose Rag (Madden-Wenrich) Billy Murray	10
16962	Let's Make Love Among the Roses (Jerome-Schwartz).....Walter Van Brunt and Chorus	10
64211	I Want a Girl Just Like the Girl that Married Dear Old Dad (Dillon-H. Von Tilzer).....American Quartet	10
NEW RED SEAL RECORDS.		
88322	Valse Brillante (Op. 34, No. 1).....Chopin	12
88321	Minuet in G (Op. 14, No. 1).....Paderewski	12
64211	Arkansas Traveler, from "Bouquet Americain," Op. 33).....Vieuxtemps	10
64210	Loch Lomond (Old Scotch).....10	

Alma Gluck, Soprano. In French.	74252	Louise—Depuis le jour (Ever since the Day).....Charpentier	12
John McCormack, Tenor. In English.	74242	She Is Far From the Land.....Moore	12
George Hamlin, Tenor. In English.	74250	In Native Worth, from "The Creation".....Haydn	12
G. Mario Sammarco, Baritone. In Italian.	88320	Rigoletto—Monologo—Paro siamo (We are Equal).....Verdi	12
Janet Spencer, Contralto. In English.	64200	The Moon Drops Low, from "American Indian Songs".....Eherhart-Cadman	10
Antonio Scotti, Baritone. (Neapolitan).	87084	Scetate—Serenade.....Costa	10
Jeanne Gerville-Reache, Contralto. In French.	88281	L'Enfant Prodigue—Aid de Lia (Song of the Mother).....De Cussy	12
ELLEN TERRY MAKES FIVE RECORDS.			
Ellen Terry, Actress. In English.	64191	Much Ado About Nothing (Act II, Scene I) ("I Have Brought Claudio").....Shakespeare	10
Ellen Terry, Actress. In English.	64193	A Winter's Tale (Act I, Scene I) (Mamillius, Hermione and Ladies).....Shakespeare	10
Ellen Terry, Actress. In English.	64194	Merchant of Venice—Mercy Speech (Act IV).....Shakespeare	10
Ellen Terry, Actress. In English.	74239	Hamlet—Ophelia's Mad Scene (Part II).....Shakespeare	10
Ellen Terry, Actress. In English.	74240	Romeo and Juliet—Potion Scene (Act IV, Scene III).....Shakespeare	12
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(2) Stoworzonic Ewy (The Creation of Eve).....Karol Wachtel	63426		10
Krakowskie Wesele (Polish Peasant Wedding) (Wachtla-Wachtel) (Polk Song).....Karol Wachtel	63426		10
Czaty (The Jealous Husband's Adventure. (Travesty by A. Kitchman—founded on the Romance by A. Mickiewicz) Comic Recitation).....Karol Wachtel	63427		10
Gonitwa za Szczesciem (The Fortune Seeker) (oryginalna piosnka o Kolshoe) (An Original Candle Song).....Karol Wachtel	63427		10
(1) A-hm! (Ahem).....Torke F. Scholander	63428		10
(2) Rumianek (Comic Recitation).....Torke F. Scholander	63428		10
Pan Edelstein (Baron Edelstein) Comic Song. Karol Wachtel	63428		10
PAA SVENSK (Swedish Records).			
Den utstang de akta Mannen (Schlstedt-Scholander) Tenor. Lute accompaniment.....Torke F. Scholander	63429		10
Varmorgou vid hafvet (Schlstedt-Scholander) Tenor. Lute accompaniment.....Torke F. Scholander	63429		10
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Fredman's Epistel No. 16, Till the Birflare pa then Konungstiga Djurgarden Klinger val uppa oboe (Bjellman) Tenor Lute accompaniment.....Torke F. Scholander	63430		10
Visa pa forstguckuisten (Schlstedt-Scholander) Tenor. Lute accompaniment.....Torke F. Scholander	63430		10
Fredman's Sang, No. 35—"Om Gubben Noak" (Bellman) Tenor. Lute accompaniment.....Torke F. Scholander	63430		10
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Der Studentent Nachtgesang (Fischer) Male Quartet.....Manhattan Quartet	63431		10
Vej veterku (Knahl) Baritone with Quartet.....V. Reindl and Kalasovo Pevecké Kvarteto	63433		10
Listecku duhory (Tichy) Band with Singing.....Cesko Americká Kapela se zpevem	63434		10
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Bahrle—Polka (Paucker) Band with Singing.....Cesko Americká Kapela se zpevem	63435		10
Smes Zertovnych pismi (Kalas) Male Quartet. (F. Mayer, 1st tenor; J. Kalas, 2d tenor; V. Reindl, 1st C.; V. Jelinek, 2d C.).....Kalasovo Pevecké Kvarteto	63435		10
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A1060	Passage Birds' Farewell—Hildach. Tenor and Bass Duet, orch. accomp.Reed Miller and Frank Croxton
	How Can I Leave Thee? Vocal Quartet, Mixed Voices, unaccomp.Columbia Mixed Quartet
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	Bargemen's Song (Ay Ouchimen)—Russian Folk-Song.....Russian Symphony Orchestra
A5323	Crucifix—Faure. Tenor and Bass Duet, orch. accomp.Reed Miller and Frank Croxton
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	Sally—George Turner. Vocal Quartet, Male Voices, orch. accomp.Brunswick Quartet
A1050	Rifle Team—March—William Martin. Prince's Band On Furlough—March—F. Knoch.....Prince's Band
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	Dill Pickles—Rag—Johnson. Accordion Solo.....Guido Deiro
A1052	Chiming Bells of Long Ago—Shattuck. Counter-Tenor Solo, orch. accomp.Frank Coombs
	Hard Times—Come Again No More—Foster. Counter-Tenor Solo and Chorus, Cello and Piano accomp.Frank Coombs and Brunswick Quartet
A1054	Let's Make Love Among the Roses—Jean Schwartz. Tenor Solo, orch. accomp.Frederick V. Bowers
	Love Me—Albert Gumble. Tenor Solo, orch. accomp.Frederick V. Bowers
A1056	They Always Pick on Me—H. Von Tilzer. Soprano Solo, orch. accomp.Ada Jones
	Can't You Take it Back and Change it for a Boy?—Chattaway. Tenor Solo, orch. accomp.Byron G. Harlan
A1057	Let Me Call You Sweetheart—Friedman. Vocal Quartet, Male Voices, orch. accomp.Columbia Quartet
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A1058	That Peculiar Rag—Fagan. Baritone Solo, orch. accomp.Ed. Morton
	Knock Wood—H. Von Tilzer. Soprano and Tenor Duet, orch. accomp.Ada Jones and Walter Van Brunt
A1059	Railroad Rag—Bimberg. Baritone Solo, orch. accomp.Arthur Collins
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831	The Owl in the Old Oak Tree—"That Girl" Quartet
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833	Billy (I Always Dream of Bill).....Anna Chandler
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- 5803 A—Mary O'Hoolihan (Amy Butler).....Irving Berlin
 - B—Snyder, Does Your Mother Know You're Out?
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 - B—Peek-a-Boo, Little Girl, Peek-a-Boo (Helen
Clark).....Justin Ring
 - 5805 A—Who Are You with To-Night? (Billy Murray)
Egbert Van Alstyne
 - B—I Love You Just Because I Do. (Sidnie Gill)
 - 5806 A—Dat's Harmony (Arthur Collins).....Bert Williams
 - B—The Sunshine of Paradise Alley (Ada Jones)
John W. Bratton
 - 5807 A—After the Honeymoon (Harriette Keyes).....
Berlin and Snyder
 - B—Cato's Advice (J. F. Harrison).....Bruno Huhn
 - 5808 A—Now She's Anybody's Girlie (Byron G. Har-
lan).....Egbert Van Alstyne
 - B—I'll Have to Say Farewell to You (Walter
Van Brunt).....Clifton Crawford
 - 5809 A—Oh, You Tease (Ada Jones).....M. W. Lund
 - B—The Little Church Where You and I Were
Wed (Henry Burr).....Walter Rolfe
 - 5810 A—I Want a Girl (Just Like the Girl that Mar-
ried Dear Old Dad) (Walter Van Brunt)
Harry Von Tilzer
 - B—Little Boy Blue. (F. Ethel Smith).....E. Nevin
 - 5811 A—Smile Awhile (Ada Jones and Billy Murray)
Harry De Costa
 - B—I Hear You Calling Me (Geo. W. Ballard)
 - 5812 A—In Ragtime Land (Al Campbell and Arthur
Collins).....Terry Sherman
 - B—Mary (Harry Anthony).....T. Richardson
 - 5813 A—Come Unto Him (Master Gustave Stahl).....
G. F. Handel
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 - 1310 Down by the Old Mill Stream.....Frank Coombs
 - 1283 Wanted, A Harp Like the Angels Play.....
Will Oakland
 - 1312 Sweetheart, Sweetheart.....Harriette Keyes
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 - 1303 Carnaval de Venice, with Variations.....Bohumir Kryl
 - 1343 Sleep, Baby, Sleep, and Snyder, Does Your
Mother Know You're Out?.....Geo. P. Watson
 - 1309 The Crucifix.....Hinckley and McCloskey
 - 1358 Where is My Wandering Boy To-Night?.....
John Young and Chorus
 - 1324 Gunga Din (Recitation).....Joe Brown
 - 1346 Uncle Josh and Aunt Nancy's Courtship.....
Mr. and Mrs. Cal Stewart
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W. H. Thomson and Chorus, Orch. Accomp.
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bass.....Rossini
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and M. Jose Erard
 - 33023 Chi Mi Frena—Lucia—Sextette: Cesare Alessan-

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tralto; Mme. Wright-Heims, soprano; Jose
Erard and G. Peratori, tenors; G. Rossano,
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Washington, D. C., Oct. 8, 1911.

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

September 16.

Adelaide, 292 pkgs., \$7,141; Aussig, 12 pkgs.,
\$965; Bremen, 1 pkg., \$100; Cartagena, 4 pkgs.,
\$265; Colon, 2 pkgs., \$129; Jurenin, 3 pkgs., \$109;
Liverpool, 1 pkg., \$171; London, 439 pkgs., \$9,847;
Milan, 13 pkgs., \$788; Rigo, 10 pkgs., \$1,550.

September 23.

Barranguilla, 13 pkgs., \$406; Callao, 6 pkgs.,
\$173; Cape Town, 32 pkgs., \$735; Colon, 10 pkgs.,
\$268; Copenhagen, 28 pkgs., \$836; Gothenberg, 1
pkg., \$316; Guayaquil, 7 pkgs., \$380; Havana, 25
pkgs., \$1,225; 106 pkgs., \$1,778; Kingston, 2 pkgs.,
\$105; Las Palmas, 6 pkgs., \$384; London, 64 pkgs.,
\$3,908; 270 pkgs., \$20,000; Maracaibo, 12 pkgs.,
\$518; Milan, 5 pkgs., \$120; Rio de Janeiro, 12
pkgs., \$190; Soerabaya, 4 pkgs., \$208; Southamp-
ton, 7 pkgs., \$269; Trinidad, 4 pkgs. \$128; Val-
paraiso 5 pkgs., \$458.

September 30.

Autofagasta, 11 pkgs., \$506; Berlin, 2 pkgs.,
\$205; Chemulpo, 4 pkgs., \$207; Havana, 12 pkgs.,
\$353; 2 pkgs., \$226; Iquitos, 6 pkgs., \$170; London,
3 pkgs., \$310; 149 pkgs., \$12,140; Manila, 76 pkgs.,
\$3,662; Melbourne, 5 pkgs., \$142; Milan, 9 pkgs.,
\$900; Para, 43 pkgs., \$4,239; Pernambuco, 15 pkgs.,
\$2,304; Santiago, 8 pkgs., \$262; Soerbaya, 15 pkgs.,
\$319; Tampico, 4 pkgs., \$138; Valparaiso, 5 pkgs.,
\$227; Vera Cruz, 150 pkgs., \$4,948.

October 8.

Berlin, 49 pkgs., \$1,100; Bremen, 12 pkgs., \$608;
Buenos Ayres, 330 pkgs., \$9,309; Colon, 8 pkgs.,
\$244; Dominica, 7 pkgs., \$145; Guayaquil, 2 pkgs.,
\$99; Hamburg, 2 pkgs., \$135; Havana, 8 pkgs.,
\$298; Havre, 8 pkgs., \$173; London, 531 pkgs.,
\$39,149; 10 pkgs., \$522; Macoris, 8 pkgs., \$198;
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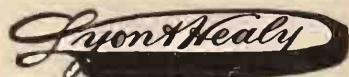
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