

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



The world's greatest singers make records only for the Victor

The world's *greatest* singers! The greatest tenors; the greatest sopranos; the greatest contraltos; the greatest baritones; the greatest bassos.

These famous artists—universally acknowledged *the* greatest, and commanding the highest salaries—make records *only for the Victor* because *only the Victor* brings out their voices as clear and true as life itself.



ZON-O-PHONE

Double Record Discs

10 inch—65c.

12 inch—\$1.00

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions. No extra charge for copyright selections.

ZON-O-PHONE INSTRUMENTS

from \$20.00 to \$75.00

\$50.00, \$60.00 and \$75.00 Machines all equipped with Wood Horns.

Zon-o-phone Records will stand comparison with any make. A trial will convince you.

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

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

ARKANSAS

Hot Springs.... Joe Hilliard, 216 Central Ave.
Ft. Smith R. C. Bollinger, 704 Garrison Ave.

CONNECTICUT

Bridgeport..... F. E. Beach, 962 Main St.

FLORIDA

Tampa..... Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago..... W. H. Sajewski, 1011 Milwaukee Ave.
Chicago..... Tressch, Fearn & Co., 73 Fifth Ave.

KANSAS

Topeka..... Emshizer-Spielman Furn. Co., 517-519
Kansas Ave.

MARYLAND

Annapolis..... Globe House Furn. Co.
Baltimore C. S. Smith & Co., 641 W. Baltimore St.

MINNESOTA

St. Paul..... W. J. Dyer & Bro., 21-22 W. 6th St.

MICHIGAN

Detroit..... J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Springfield..... Morton Lines, 325 Boonville St.
St. Louis..... Knight Mercantile Co., 211 N. 12th St.
St. Louis..... D. K. Myers, 2889 Finney Ave.

NEW JERSEY

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

NEW YORK *

Brooklyn..... B. G. Warner, 1213 Bedford Ave.
New York..... Greater New York Phonograph Co.,
310 Grand St.

NORTH DAKOTA

Fargo..... Stone Piano Co., 614 First Ave., N.
Grand Forks.... Stone Piano Company.

OHIO

Akron..... Geo. S. Dales Co., 126 S. Main St.
Cincinnati..... J. E. Poorman, Jr., 639 Main St.

PENNSYLVANIA

Allegheny..... H. A. Becker, 601 Ohio St.
Harrisburg..... J. H. Troup Music House, 14 So.
Market Sq.
Philadelphia... Harmonia Talking Machine Co., 1821
Arch St.
Philadelphia.... S. Nittinger, 1202 N. 5th St.
Pittsburgh..... C. C. Mellor Co., Ltd., 219 Fifth Ave.

TEXAS

Beaumont..... K. B. Pierce Music Co., 608 Pearl St.

WISCONSIN

Milwaukee..... G. H. Eichholz, 552 12th St.
Milwaukee..... Hoeffler Mfg. Co., 305 W. Water St.

CANADA

Toronto..... Whaley, Royce & Co., Ltd., 237 Yonge
St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Gran-
ville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

Vol. 7. No. 3.

New York, March 15, 1911.

Price Ten Cents

BUILDING A PERMANENT BUSINESS.

Some Pertinent Observations Regarding Methods That Ensure a Solid Business Structure—Where the Inexperienced Man Is at a Disadvantage in the Talking Machine Trade—Where Moderate Profits in Hand Are Better Than Double Profits in Prospective—Doing Business Within the Limits of Capital—How the Business Frequently Gets Beyond The Dealer—Figuring Quick Assets at Their Real Value.

According to what the captains of industry, the men who have made their pile by gouging the public for a million dollars and then giving back one hundred thousand in the guise of philanthropy, tell us, one of the greatest evils that can befall a young man is the habit of living beyond his income. Of course, in our personal opinion that depends upon how much credit that young man has and how long he can get away with it. The same obnoxious habit, however, in another form is found in the business world. The habit acquired by the small dealer in endeavoring to do a business far beyond his capital. As J. Newcomb Blackman pointed out in last month's *World* a man with a limited capital cannot expect to meet a well organized and financially strong competitor on equal terms, and an attempt to do so only means a disastrous failure for the weaker party. It is a case where the old adage applies, namely, "Don't bite off more than you can chew."

A man with, we will say, \$2,000 capital may, through frequent turnover of stock, do a business of \$10,000 yearly, and do it in a fairly conservative way, but he has to be careful. Should he attempt to keep up with a strong competitor with hundreds of thousands of dollars back of him and endeavor to increase his \$10,000 business to \$20,000 there is going to be work for the sheriff or a new job for the receiver.

The trouble in any line of business where instalment accounts figure largely is the tendency of the inexperienced man to figure every sale at its face value, and to figure in his current assets all outstanding instalment accounts. Say a man has \$1,500 worth of stock. He has \$3,000 in outstanding instalment accounts, and, in seeking credit immediately figures that his business is worth \$4,500. When the business is dissolved he is surprised and the creditors considerably peeved to learn that the assets have shrunk in the liquidation process to less than half the value placed upon them by the dealer.

Here is where the knowledge of the business really comes in. A dealer can carry a full line of machines at all times and a sufficient stock of records to meet 90 per cent. of any sudden demand, and all at a minimum outlay. That is, if he knows his business. If the dealer can judge the class of trade in his locality he should stock the machines and records that will appeal to that class of trade, and have, say, half a dozen each of the best selling machines on hand at all times. The balance of the line of machines and records made by the manufacturer he represents can be carried as samples at a minimum of expense, and the samples replaced when sold.

When a business gets so far beyond the dealer that instead of being able to meet his jobbers' bills promptly he is forced to use every dollar collected in running expenses, the sooner he puts the "To Rent" sign in the window the better off he will be. Carrying on a successful talking machine business is a great deal like practising as a long distance runner. In the beginning a 100-yard run causes fatigue; but, the practice is kept up and gradually the distance is increased until the runner is capable of doing a Marathon. The talking machine dealer who increases his business gradually, never loses his grasp of every detail, and keeps well within the limits of credit commensurate with his capital, is not going to be thrown on his beam ends suddenly by being asked to settle his jobber's account. Of course there are times when certain conditions arise that cause embarrassment to even the most careful dealer, as, for instance, the 1907 panic, or a local disturbance of that character. At such a

time his reputation for solid business practices in the past will stand him in good stead.

An excellent business rule as laid down by a well-known successful merchant is well worthy of consideration. He said: "When I started in business I endeavored to adjust my affairs so that my assets were sufficiently in excess of my liabilities to preclude any chance of my being ruined by any sudden demand. I kept in such close touch with my business that before going home at night I knew just how my affairs stood, and there was never any worry on my part regarding what the morning might bring forth."

There is really no logic in making a temporary profit of \$5,000 with a chance that the business will be wiped out and result in a total loss when a quarter of that amount may be cleared without danger. It's the material things that count, not the figures on paper. It reminds us of the story of the negro bellboy earning \$1 a week and board who was offered a job of \$50 a week with a traveling one-horse minstrel show. He considered the offer seriously for a moment, then turned to the manager of the show and said: "Looky here, boss, yo' know ah gits dis dollar a week."

A nice, conservative business operating safely within the margin of the capital, and therefore increasing that capital gradually while the business itself is growing is greater than a great big show. A business of the bubble variety may explode at any minute. In this connection it is interesting to note the experience of a man in the stationery field who had with difficulty struggled along for several years without making headway and who was being pressed by creditors. This dealer occupied a great double store at a high rental and had difficulty in stocking it up to make an impressive appearance. Finally he got wise to himself. Securing the permission of the landlord he rented half the store to a man who opened a racket store in his section and also paid for the partitions. The stationery stock was condensed into the half store, a complete assortment was kept without the necessity of the dealer overstocking himself for appearances sake, and the racket store attracted a great crowd of people, many of whom dropped into the stationer's. The business had been brought down to a basis where the dealer could control it.

SCIENTIFIC VALUE OF RECORDS.

The Great Aid of the Talking Machine Record in the Domain of Anthropology and Ethnology Demonstrated in the Use Made of the Records of the Music, Songs and Ritual of the Indian Tribes as Shown in the Play, "The Arrow Maker" at the New Theater.

The latest play presented to the New York public at the New Theater is especially worthy the attention of all connected with the talking machine industry, for the talking machine has had a most important part in its composition. The story is as follows:

"The Arrow Maker," for such is the name of the play, is a dramatization of the American Indian. Mary Austin, the author, has put on the stage the primeval Indian as he himself has described his life in legend, picture writing and tribal custom. And out of it all she has made a three-act play of profound dramatic importance. In order to obtain local color for her work and to make quite certain that the native songs and chants introduced from time to time should be in every way genuine and correct, Miss Austin sought out the collection of Indian talking machine records gathered by the

Government and stored in the Museum of Natural History. It is well known that the Indian authorities of the Government have for some time been encouraging the collection of records designed to preserve the music, songs and ritual of the Indian tribes. And in consequence a large number of such records have already been made, which now preserve to posterity an accurate reproduction of the musical art practiced by the disappearing Indian tribes.

The present occasion, we believe, is the first where such records have been applied to the service of dramatic art. And it is a very proper source of pride for us to know that yet one more avenue of usefulness has been opened to the talking machine and record. In the great commercial development of talking machines, in the almost universal acceptance of the instrument as a means for pleasure and for that only, we have already been prone to forget its equally great scientific value as an aid to the student of anthropology and ethnology, to the acoustician and the physicist. To these utilities has now been added another. The talking machine has taken its place as a legitimate factor in the art of playwriting and as a regular assistant in studying the theory of historical drama.

Almost every day sees new extensions of the usefulness of talking machines in new domains of art and science. That so many of these go unnoticed is the more regrettable when we consider that the public does not even yet take the talking machine with enough seriousness. We are all of us too much inclined to regard it principally as a means for entertainment or as a ready seller to those who want light amusement. But we ought by all means to give due regard to the higher value of the talking machine, if for no other reason than that every addition to its scientific and artistic prestige is so much more advertising.

KEEPING A TIDY WINDOW.

Should Be Watched Constantly in Order that the Displays May Not Become Disarranged—The Dusty, Untidy Talking Machine Window Is an Injury to Any Business.

Speaking of window dressing, as you go in and out to meals keep an eye on your own window and see that nothing has fallen down, says a dealer. I saw a window the other day in which four price tickets had fallen over, and there were two would-be customers outside wondering what the right price was, and they did not seem to like to go in and ask in case it was beyond their pockets. This keeping things smart and tidy is worth a lot. I can tell you of one who was great on "just dusting" when he was free from other work. One day the manager came in and saw him at it, and this is what he said: "So you look after my interests, do you? Well, I will see to it that I don't forget yours." To-day, ten years after, he is second in command of that business house.

HIS SIMPLE RULES.

One of the most successful business men of America has laid down these rules for business: Capital can do nothing without brains to direct it.

No general can fight his battles alone. He must depend upon his lieutenant, and his success depends upon his ability to select his right man for the right place.

Good men are not cheap.

Most men talk too much. Much of my success has been due to keeping my mouth shut.

Too many retailers feel that it is the duty of the manufacturers to do all the advertising, while they sit back and wait for the goods to be called for.

Victor



The Duet of the Flowers from Madame Butterfly by Farrar and Homer. (89008). By Farrar and Jacoby (89026)



The Complete Garden Scene from Faust in eight parts—by Farrar, Caruso, Journet and Mme. Gilbert



The Famous Sextet from Lucia by Sembrich, Sevenson, Caruso, Scotti, Journet, Daddi. (96200)



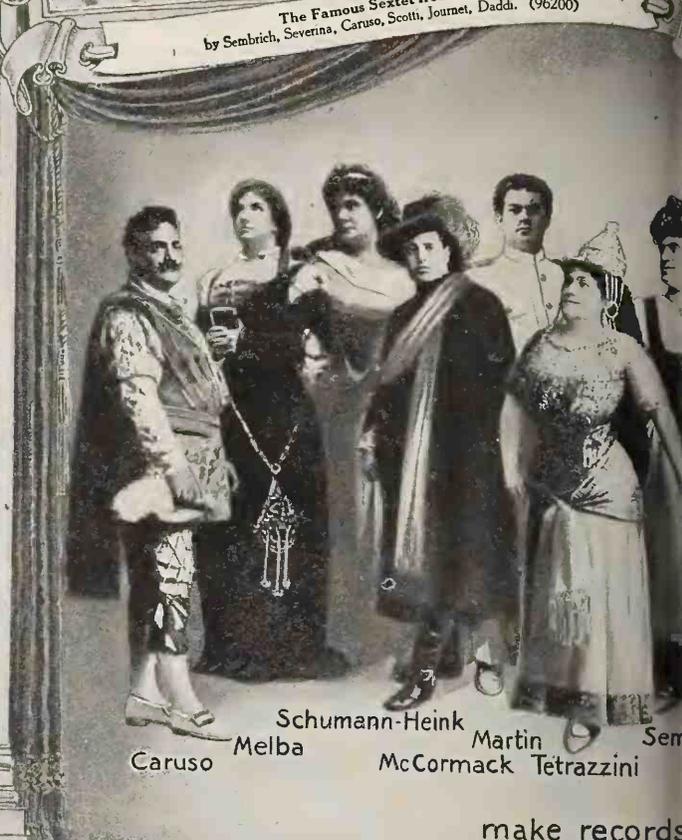
The Rigoletto Quartet by Caruso, Sembrich, Severina, Scotti (96001). By Caruso, Abott, Homer, Scotti (96000)



The Great Aida Duet Finale to Act IV, in two parts, by Gadske and Caruso (La fatal pietra) (89028) (O terra addio) (89029)



The Forza del Destino Duet by Caruso and Scotti (Solenne in quest' ora) (89001)



Caruso Melba Schumann-Heink Martin McCormack Tetrzini Sem

make records

Music such as you have never he

Just think of it—to hear in your own home the soul-stirring arias and concerted numbers that have immortalized the names of Verdi, Gounod, Donizetti, Mozart, Wagner, Puccini, Leoncavallo and all other great composers. To hear the masterpieces of music that before the days of the Victor were hidden mysteries which few indeed could ever know and understand.

But the Victor has wrought a change so overwhelming that these great concerted numbers are now revealed to music lovers in every corner of the world.

The gems of opera here portrayed are but an introduction to the hundreds of other marvelous Victor records.

And be sure to he

This interesting and instructive advertisement occupied the double center page of the Saturday Evening Post, February 18, 1911, and brought several million people to a realization of the privileges to be enjoyed by having a Victor in their homes. A splendid advertisement! Fully worth the \$7,200.00 it cost us for the one insertion.

t o r



The Miserere from Trovatore by Caruso, Alda and Chorus of the Metropolitan Opera House (89030)



Duet from Trovatore by Homer and Caruso. (Al nostri monti) (89018)



The Quartet from Bohème by Farrar, Viafara, Caruso, Scotti (96002)



Duet from Bohème by Melba and Caruso. (O soave fanciulla) (95200)



Eames Scotti Journet
ski Homer Farrar

PHOTOS CAPTIONED
DUPONT, GARD
FOLEY, MANUEL
RISHLIN



The "Solo, profugo" from Martha by Caruso and Journet (89036)



The Complete Prison Scene from Faust in three parts—by Farrar, Caruso, Journet

before—right in your own home

atic selections that will awaken in you a realization of the Victor's great influence—an influence that mainly responsible for the aroused interest in music throughout the United States; and promises, in its tinued growth, a musical nation that will eventually make our country foremost in the recognition of great art.

If you haven't recently heard a Victor, you haven't a clear understanding of its wonderful perfection. And music is so necessary to every American home, it is one of the great duties you owe yourself to go to any or dealer's and hear this most wonderful of all musical instruments.

he Victor-Victrola

And remember, this is only one of our series of double-pages and back covers in the Saturday Evening Post—and they are but links in our extensive chain of magazine advertising which we are doing for the benefit of Victor dealers every month in the year.

Victor Talking Machine Company.

The Columbia exclusive selling rights policy *protects* the dealer and the distributor. That's a fact they *both* know.



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

MASTER RECORDS NOT DUTIABLE.

Board of United States General Appraisers Decides That Master Records Used in the Construction of Talking Machines Are Not Dutiable as Parts of Phonographs and Therefore the Duty Is Reduced from 45 Per Cent. to 25 Per Cent.

In sustaining claims filed by the Columbia Phonograph Co. and the American Graphophone Co., the Board of United States General Appraisers has just decided that so-called "master records," used in the construction of phonographs, gramophones, graphophones, or similar instruments, are dutiable under the tariff of 1909 as "manufactures composed wholly or in chief value of wax," with duty at the rate of 25 per cent. on the value.

The board's decision, which is written by Judge Sharretts, reverses the action of the Custom House authorities in classifying the records, at 45 per cent. ad valorem, as "parts of phonographs," as specified in paragraph 408. At the same time the board fails to grant the claim of the importers for free entry under the provision in the new tariff act for "models of improvements in the arts, to be used exclusively as models and incapable of any other use," although the alternative claim at 25 per cent. is upheld.

The master records in question are in the form of discs of relatively soft wax, 11½ inches in diameter and 1 inch in thickness, upon one surface of each of which the needle of a recording machine

has impressed a series of vibrations caused by the human voice or by musical instruments. It appears that master records are the initial, but to an important degree essential, part of a process of constructing phonographs and similar articles, and are regarded by the board of appraisers in the same category as negative cinematograph films imported into the United States which have no adaptation for use other than in the production of positive films or photographs.

The testimony placed before the board shows conclusively, in the opinion of Judge Sharretts, that the master records used on graphophones or similar instruments for the production of sound, and that any attempt to so use them would result in the ruin of the record. The testimony also disclosed the processes of manufacture intervening between the initial impressions of sounds on master records and their reproduction on the surface of commercial records capable of use on graphophones, phonographs, or other like instruments.

After reviewing the testimony adduced before the board the General Appraiser reached the conclusion that the government's classification as "parts of" phonographs is untenable, as is the contention of the protestants that the records are "models" and, as such, free of duty. The decision points out that the models contemplated by Congress are those that had for many years been regarded by the Treasury Department as limited to such merchandise as miniature examples that cannot be used for any other purpose than to illustrate the articles of which they are models.

The importers' plea for duty lower than that assessed, therefore, turned on the claim for a rate of 25 per cent. on the records as "manufacturers of wax," which is sustained.

TRADE GOOD IN DETROIT.

Various Talking Machine Houses Well Satisfied with Conditions—Daily Concerts at Grinnell's—Other News of Interest.

(Special to the Talking Machine World.)

Detroit, Mich., March 9, 1911.

Although retail piano dealers are not having as large a trade this spring as they expected, the talking machine dealers are doing a rushing business, they say. The dealers say the trade so far this year has been a big surprise to them. The Henry Doran Phonograph Co., the Columbia Phonograph Co. and Grinnell Bros. all report big business and say the best of the trade is that nearly every sale they make is a high-class machine.

Max Strasburg, manager of Grinnell Bros., talking machine department, is conducting a daily concert in Victrola Hall. All the concerts are largely attended, they being held in the afternoon, and most of the audience is composed of women. The high-class records are played and enjoyed. Mr. Strasburg has made arrangements to have Ernest John, of the Victor Talking Machine Co., with his figures to give concerts and demonstrate the Victor talking machines at Victrola Hall next week. These concerts will be invitation concerts and the general public will not be admitted.

K. M. Johns, manager Columbia Phonograph Co.'s local branch, is in New York.

NEW TEXAS ASSOCIATION.

Owners of Talking Machines in Southwest Organize in Dallas—Robert N. Watkin Elected President—Objects of the Association.

(Special to the Talking Machine World.)

Dallas, Tex., March 8, 1911.

Robert N. Watkin has been elected president of the newly formed association of talking machine owners of the Southwest. Other officers are: Mrs. Clyde Grazier, Temple, Tex., first vice-president; L. A. Stuart, Hope, Ark., second vice-president; Jas. A. Camp, Sentinel, Okla., secretary, and A. A. Carr, Ivan, La., treasurer.

The purpose of the organization, as stated, is to keep talking machine owners interested in the machines and through co-operation to get the greatest enjoyment out of the records, which are at the disposal of anyone owning a machine. All owners of talking machines are eligible to membership.

Never let a customer go out of your store dissatisfied. It is usually up to the salesman. There are some fellows who would rather lose a small sale than work hard to make it. We must take the bad with the good. If a person spends 50 cents now, that does not mean that they always will buy so little, and even if they did, his pleasant words of the store may mean a great deal.

Disk and Cylinder RECORD CABINETS

Our 1911 Catalogue Is Ready
SHOWS AN ENTIRELY NEW LINE

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

Attractive Prices to the Trade

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

Send For Samples and Prices

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

EDUCATION IN BUSINESS.

The Real Salesman of To-day Should Have an Intimate Knowledge of Every Detail of the Goods He Is Selling—Some Suggestions for the Talking Machine Dealer—Wants His Sales Force to Make More Money for Him.

Education in business is a subject that is receiving a great deal of business from men in all lines of trade at the present time. It is recognized that it is not sufficient for a salesman simply to be experienced in selling any particular line of goods. To measure up to the standard nowadays he must possess a knowledge of every detail. With the great corporations it is the habit to form frequent conventions of their sales forces, at which time they are not only addressed by the sales manager on pure topics of salesmanship, but are filled with details regarding every department of manufacture by the superintendents of these departments. In other words, the superintendent of the branch factory making a certain product sells that particular product to the salesman and uses every argument at his command. He explains just how that product is made and why, and what it is intended to do.

Here is a subject for the talking machine dealers to consider. Does your salesman know every part of every model of machine, why it is made in that particular way and what it is intended to do? Can he explain the mechanism to the customer in an intelligent manner? Though he may be a good salesman generally, if he can't do this the dealer is losing money by not educating him.

Then, again, can the salesman describe the records in detail, tell who it was that made them, tell something of the music contained thereon and in short show a thorough knowledge of the personal and mechanical features entering into the making of that particular record? If he can't there is more room for education. A fifteen year old stock boy may know the titles and numbers of records, but the salesman should know all about them.

The live talking machine dealer will consider this question of education very carefully. He will find that it will pay to take an hour each week at a time when the store is not filled with customers to get his sales staff together and go over the details of his line very carefully. He should give suggestions and ask for them. Whenever new records are issued or new machines are put on the market the data issued by the company regarding same should be read by the staff assembled for that purpose and discussed in detail until every feature is familiar. There is no question but that every one of the talking machine factories will be glad to send a representative to the store of the dealer where possible, to explain to the sales staff the details of manufacture, for such knowledge on the part of the salesman helps the business of the manufacturer as well as that of the dealer.

Of course, there are some dealers who will say they are not running public schools for the benefit of the salesmen—that the salesmen are supposed to know their business before they enter the dealer's employ. Such dealers have only to think of their tax bills and consider the amount they are paying for public education—for the education of people whose knowledge will never bring a dollar into the dealer's pocket. In that case does it hurt to spend a little money at home?

A CLEVER WINDOW DISPLAY

Made Around the Edison Business Phonograph by the Stone Piano Co., Fargo, N. D.

The Stone Piano Co., Fargo, N. D., recently had a very attractive window display devoted entirely to the Edison business phonograph, consisting of a completely equipped office with a stenographer at work all day transcribing from records. On the exterior of the window was drawn in white with an air pencil the figure of a business man dictating into the Edison business phonograph and the words, "Shorten your day with the Edison business phonograph." A drawing of a clock showed the short Edison day, ending at

three o'clock, as compared with the old business day ending at six o'clock. The clever idea, conceived by Manager Poppler, of the talking machine department, attracted much attention from the passersby and a number of excellent prospects were secured from among those who realized the force of the argument.

A LIVE STORE IN A GOOD LOCATION.

F. L. Steers Corrala a Large Share of the Victor Business on Washington Heights—His Attractive Quarters.

The Washington Heights section of New York, that section lying north of 135th street on the extreme west side, is devoted almost entirely to apartment houses of the better class and inhabited by people fairly well off in worldly goods. This is the class of people who make good customers for talking machines, yet surprising to say, there are few dealers who have made an attempt to corner any of that trade.

One man at least has awakened to the opportunity, and he is F. L. Steers, who last May opened a store at the corner of Broadway and 143d street, where he handles the Victor line of machines and records exclusively and with excellent results. The store, though small, is most conveniently arranged and besides the main showroom, containing a sample of each style of Victor machine, handsome shelving for the record stock, there are two sound-proof demonstration parlors, a shipping room and a spacious office. Being located on the corner there are offered three large windows for display purposes and Mr. Steers sees to it that they are always trimmed in attractive manner, chiefly with the window trims designed by Ellis Hansen and furnished by the Victor Talking Machine Co.

The record trade of the store has already grown to surprising proportions and it is the boast of the proprietor that 90 per cent. of any record order may be filled at any time. The store is kept open several hours in the evening as in this section of homes that is the busiest time and im-

promptu recitals in the main showroom are of nightly occurrence. The attractiveness of the store combined with the excellent service rendered at all times have combined to make success possible for Mr. Steers.

F. L. Steers is assisted by his brother, A. L. Steers, and both are real hustlers, sticking to the up-to-date methods, and are strong exceptions to the class of New York dealers who came in for criticism in last month's World.

COLUMBIA AGENCY IN COEUR D'ALENE

Formal Opening the Occasion of Quite a Celebration at Young's Pharmacy.

(Special to the Talking Machine World.)

Spokane, Wash., March 2, 1911.

The Columbia Phonograph Co., of which W. S. Storms is manager in this city, have just placed the agency for their line with Young's Pharmacy in Coeur D'Alene, Idaho. At the formal opening on Saturday evening there was an excellent Grafonola concert and in connection therewith a souvenir in the form of a white carnation was given to each visitor to which a card reading as follows was attached: "The Columbia Phonograph Co. beg to announce the placing of the exclusive agency for Coeur D'Alene with Young's Pharmacy, who will handle a complete line of graphophones, grafonolas, double disc and indestructible records." There was a large attendance and the various Columbia grand opera records were featured in splendid shape. Mr. Storms reports an increase of over 32 per cent. in business for February over last year and is well pleased with the general outlook.

THE FOUNDATION OF SUCCESS.

Systematic promptness lies at the foundation of success. Learn to drive your business, and never let your business drive you. Be careful what you agree to do, but do what you have agreed, and do it promptly.



**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.

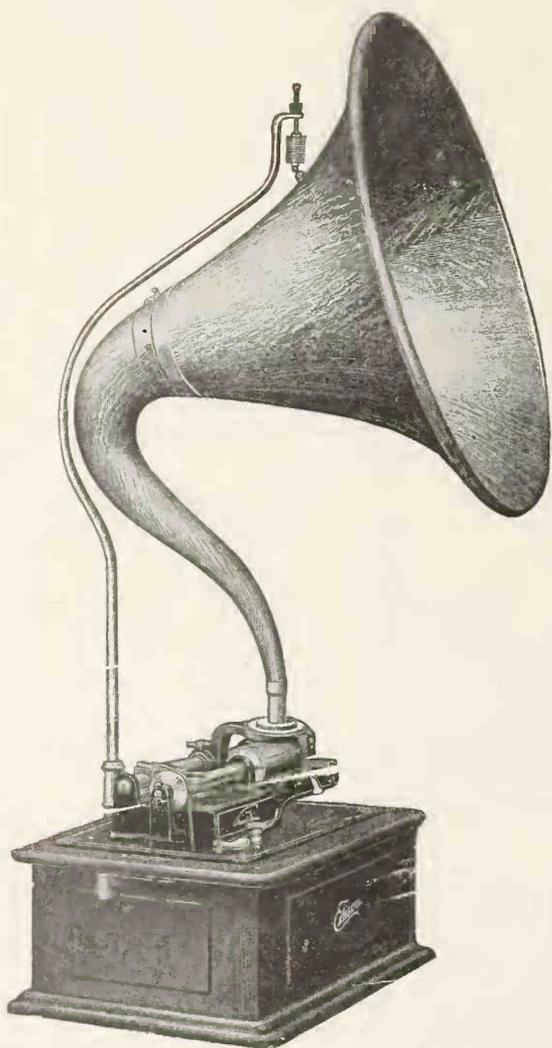
If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa

The Edison Triumph

\$75.00 Outfit

With Music Master Horn and Model O Reproducer—



as beautiful in outline as it is wonderful in tone quality—just the type of instrument for the great mass of people of high artistic sense and musical taste who can't quite afford the Amberola.

Edison dealers everywhere are making a clean-up on this irresistible instrument—turning Home, Standard and Fireside prospects into Triumph customers.

Order from your Edison jobber to-day.

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

Thomas A. Edison, Inc., is the new corporate name by which the National Phonograph Co. will hereafter be known.

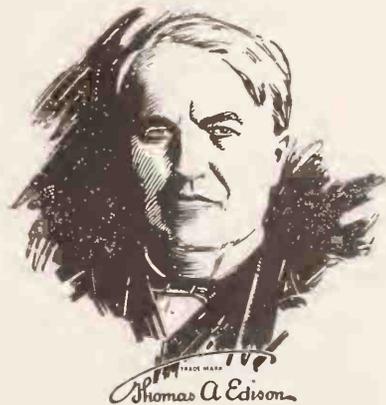
Are you well stocked on Edison Recording Equipment for the Gem, Fireside and Standard?

Home Record making is featured in much of our national advertising and the demand created has swamped many Edison dealers who were not able to supply recording equipment and blank records.

Recording equipment is furnished as part of the regular outfit with Home, Triumph and Idelia styles—it is not furnished with Gem, Standard or Fireside. There's a well worth while additional profit for you in recording equipment, and you ought to sell a recorder every time you sell a machine. All you have to do is mention the home recording feature—and the sale is made.

Selling recording equipment builds up your blank record market—the blank record is the most rapid and continuous record market there is—and by all odds the least troublesome. You don't have to demonstrate blanks.

Write your Edison jobber to-day and get your recorder and blank record stock lined up.



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

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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, MARCH 15, 1911.

IT has not been the policy of this publication to comment upon the legal battles which from time to time have been waged in this industry with considerable vigor in defense of patent rights.

We have left those matters entirely with the courts, which presumably are competent to deal with them.

The patent situation has been always more or less uncertain and vast sums of money have been expended in support of legal contentions, and it would seem as if there was going to be no particular subsidence of battles in this particular.

CONDITIONS in the talking machine industry, owing to important changes which it is believed will occur within the very near future, have been somewhat acute.

The meeting of the Executive Committee of the Talking Machine Jobbers' Association in Chicago did not settle important matters, and unquestionably there will be happenings of material interest to the industry occurring from time to time within the near future.

The matters affecting records, exchanges, territory, lines handled—all bid fair to form topics for considerable discussion within trade circles.

The talking machine industry, so far as its jobbing distribution is concerned, is controlled by comparatively few houses, and they are all keenly alive to the situation.

TRADE conditions continue fair and there is every reason to believe that the year will prove a satisfactory one

from many viewpoints. General business is growing steadily better.

The talking machine trade is in an expansive condition, and the output for 1911 bids fair to far eclipse that of any previous year in point of money totals.

Reports indicate an excellent measure of activity in the talking machine industry for the past month. There are exceptions, of course, but broadly considered, business has been most satisfactory. It is hardly necessary to say that the dealers who believe in progressive methods in their business affairs have profited most.

Business these days gravitates toward the men who conduct their establishments according to up-to-date rules. This is perfectly logical. In all lines effort is necessary to win success, and those who "stand pat" and expect business to come their way without working for it, are naturally disappointed.

THE business man who refuses to modify or change his plans is apt to go backward instead of forward, because as business competition develops he cannot make progress in the trade battle. He lacks the proper weapons and ammunition, and he has failed to work out plans to develop and master the campaign.

This is the type of merchant who is always complaining and finding fault, and not seeking the reason why "fate is against him."

There is no standing still in business today. The methods of yesterday will not do for to-morrow. The man who is up-to-date is constantly conforming his business to the changing times, and it is the wise talking machine man who acts accordingly.

The general trade outlook is excellent, and the prospects are for a very lively spring and summer trade. But, after all, it is up to the dealer to make business active. The manufacturers are doing their share in educating the public—in making a market for talking machines and records of all kinds—and the dealer must be original enough to conceive means of taking advantage of this good work and applying it locally, to the end that he may profit accordingly.

THERE is no one subject of more importance in the talking machine trade to-day than that of credits. If business is to be conserved and developed along healthy lines, jobbers and dealers alike must watch their credits. How much better at the end of the year to have restricted sales to those of known integrity and ability than to have on the books a lot of bad risks. How much better to have goods on hand at inventory time than to have them out with people of questionable financial standing. It gives the dealer a much better rating with the jobber to have these goods on hand than to show these same goods as "notes and accounts" past due and carried over.

ONE of the greatest weaknesses in credits is the matter of collecting.

It is an axiom that many a good merchant has failed in business because he was a poor collector. He may be a good

salesman, a good judge of human nature, popular with his fellow-man and do the largest business of any merchant in his community, but if he does a credit business, and is a poor collector, his failure sooner or later is inevitable.

Indifference on the part of talking machine men to this vital department of their business is certain to wreck it. Every dollar lost on a poor customer means one lost on a good customer, or, as J. T. Laws, a well-known credit man, puts it, "You are compelled to take the dollar made on the good customer and pay for the goods sold the bad customer."

It is always well to bear in mind that the dealer who collects when due has more money and more friends than the man who renews the mortgage.

THE extraordinary efficiency of The Talking Machine World as an advertising medium has been the subject of most favorable comments from time to time, while its merits in a literary way, as well, have been acknowledged by firms, companies, individual dealers and jobbers in every section of the globe. Hundreds of communications in our files testify to this, and only recently the S. B. Davega Co., the prominent Victor and Edison jobbers of New York, wrote the following unsolicited letter, which speaks for itself:

"Gentlemen—It gives us great pleasure to inform you that we have received more replies to our last month's 'ad' and had greater results therefrom than any 'ad' we ever had in your paper. Almost two carloads of cabinets were disposed of in one month's time; in fact, one complete carload of our No. 100 cabinets alone were sold. The results obtained from our Simplex Needle Box 'ads' in previous issues were also very gratifying, and we do not hesitate to say that The Talking Machine World has been our best medium for advertising all of our specialties."

ANOTHER pleasing tribute to the literary quality and the general excellence of The World reaches us from Thomas Edens Osborne, the progressive talking machine jobber of Belfast, Ireland, who says: "I am sure you will believe me when I say that one copy of The Talking Machine World is worth all the other papers connected with the talking machine industry."

The World has won its place in the foremost rank of trade papers throughout the world because it believes, firstly, in furnishing the trade not only with the news of the world, but with helpful, stimulating, educational articles covering every branch of the industry; secondly, it believes in giving the advertiser the value of legitimate circulation—of persistently and systematically getting after old and new dealers and bringing the specialties advertised in The World to their attention.

It is safe to say that The Talking Machine World to-day has a circulation in foreign countries which far exceeds all other publications devoted to talking machines combined, while in the United States it is

the only publication devoted exclusively to this important industry.

It is not the custom of The World to boost itself, but the number of complimentary letters recently received from subscribers and advertisers have been such that this outburst is pardonable.

TRADE GOOD IN MILWAUKEE.

Spring Business Opens Up in Satisfactory Shape—Good Reports From All Over the State—Summary of the Situation—A Columbia Co. Record—Arrangements Completed for Jobbers' Convention—Concert Program in Advance by Means of Talking Machines—The New Idea Cabinets in Demand—Recent Visitors—The Trade News of the Month in Brief.

(Special to the Talking Machine World.)

Milwaukee, Wis., March 9, 1911.

The spring business has opened in a highly satisfactory manner in Wisconsin talking machine circles and the prospects everywhere indicate that the total volume of trade will be far in excess of the same period a year ago. Optimistic reports are arriving from all over the State from retailers who are confident that much is to be expected this year. Local retailers are finding that business has taken on new life with the arrival of favorable spring weather and a general improvement in the local industrial situation.

Local wholesalers are well pleased with results thus far and say that dealers are placing good orders for the spring trade. Demand seems to be equally good for machines and records of the higher class and this is taken as a most hopeful sign. The new March records in all lines seem to be proving popular with the trade.

The favorable spring weather has created a feeling of confidence about the State and the money that was garnered from the heavy crops of last fall is being let loose more freely. The decidedly better tone in the local heavy machinery situation and the better outlook in labor circles has also worked wonders.

While A. G. Kunde, 516 Grand avenue, Columbia jobber of Milwaukee, was not able to keep up his regular record of establishing one new Columbia dealer in Milwaukee each month during February, he reports that he has several dealers under consideration who are expected to take up the Columbia line within the near future. "Business is good," said Mr. Kunde, "and the prospects are especially fine. We hope to be able to line up an unusually fine trade this spring. Business at the present time is considerably larger in volume than it was at this time a year ago."

Lawrence McGreal, Edison and Victor jobber of Milwaukee, and a member of the arrangement committee of the National Association of Talking Machine Jobbers, has practically completed all arrangements for the convention which meets in Milwaukee, July 10, 11, 12 and 13. Headquarters of the gathering will be at the Hotel Pfister, one of the best known convention hostleries in the Northwest. An interesting program which will be carried out during the convention has been rounded into form by Mr. McGreal and will be made public by the press committee of the association. Milwaukee ranks well to the front as an ideal convention city, with attractions galore, and a most successful convention is promised. Mr. McGreal was in attendance at the meeting of the executive committee of the association held in Chicago, February 19 and 20.

The talking machine was put to a rather unique use at La Crosse, Wis., recently when Prof. L. P. Benezet, who, with Prof. Harry Ross, later brought the St. Paul Symphony Orchestra to La Crosse for two concerts, prepared the public for the treat in store for them by giving a series of three or four talking machine concerns at which the programs to be played by the famous orchestra were reproduced in advance. The idea met with decided favor with the school children and the public at large, who later found themselves more familiar with the music and in a position to better enjoy

the concerts. Preliminary programs were given for the State normal, high school and graded school students.

The Chippewa Phonograph Co., of Chippewa Falls, Wis., recently suffered a loss of about \$6,000 when its entire stock, including talking machines, records, accessories, pianos and other musical instruments was destroyed by fire. An insurance of only \$2,000 was carried. The fire was of unknown origin and destroyed the entire Taylor block, the location of the talking machine company and several other establishments. It is understood that the talking machine company will open up at once in new quarters.

Miss Gertrude Gannon, proprietress of the McGreal retail store, has returned to Milwaukee from a three weeks' pleasure trip in the South. Miss Gannon visited at San Antonio, Tex., New Orleans, La., and at St. Louis, Mo. She reports that conditions in the South are showing much improvement.

The New Idea Cabinet Co., manufacturing the "New Idea" disc cabinet with interchangeable tops for the various types of machines, has installed considerable new equipment in its plant at 180 Fourth street, rear. Two new woodworking machines have been placed in operation, together with considerable smaller equipment. Business has been so good with the company that it is planning to secure larger and more adequate quarters just as soon as its lease on the present building expires. Lawrence McGreal and William Schmidt, two of the officials of the company, report an excellent demand for cabinets.

William Schmidt, traveling salesman in southwestern and western Wisconsin for Lawrence McGreal, is covering his territory once more after a short sojourn in Milwaukee.

Joseph F. Gannon, brother of Mrs. Lawrence McGreal, who has been traveling for the Victor Talking Machine Co. in Illinois, Kentucky and Tennessee, is visiting Milwaukee relatives and assisting in the wholesale department of Lawrence McGreal.

Among the out-of-town Wisconsin dealers who were recent Milwaukee visitors were: W. J. Augustine, of Fond du Lac and Oshkosh, and D. M. Groulx, of Green Bay, Wis. Both dealers were well pleased with the spring outlook.

William P. Hope, traveling representative of the National Phonograph Co., who is now making his headquarters at Marinette, Wis., was a recent Milwaukee visitor.

F. A. Scheuber, mayor of Livingston, Mont., and representative of the Columbia Phonograph Co.,

in Montana, Wyoming and the western portion of North and South Dakota, visited relatives in Milwaukee recently while on his return from a visit to the Columbia factory in the East. Mr. Scheuber is a brother-in-law of A. G. Kunde, Milwaukee Columbia jobber. In addition to the Columbia Mr. Scheuber has taken on the agency for a strong line of pianos while in the East.

"HENRY VIII." CINEMATOGRAPH.

Elaborate Reproduction Secured of Sir Beerbohm Tree's Great Show.

This most ambitious piece of cinematograph work yet done in England has been the photographing of the five chief scenes of Sir Beerbohm Tree's elaborate production of "Henry VIII." Special scenery painted like that at His Majesty's Theater was prepared at a suburban studio. All the other properties were used as at the theater. The whole company of 180 persons, including Will Bouchier and Violet Vanbrugh, went through the scenes, speaking their lines. The film will show for twenty-five minutes.

EDISON STATUE IN ROSELLE, N. J.

To commemorate the fact that Roselle, N. J., was the first place in the United States to have incandescent lights in a building, a statue is to be erected here to Thomas A. Edison. Edison once had a plant in that borough and he tried out the incandescent lights in the First Presbyterian Church.

RECENTLY INCORPORATED.

The Standard Time Co., Chicago, Ill., have incorporated with capital stock of \$20,000 for the purpose of manufacturing phonographs, clocks and slot machines. The incorporators are George Walker, David Marr and C. L. Waldon.

The Universal Phonograph & Record Co., New York, have incorporated for the purpose of manufacturing and selling talking machines, records, etc., with a capital stock of \$100,000. The incorporators are C. Haas, M. E. Ward and S. A. Fuchs, all of New York.

The Chippewa Phonograph Co., Chippewa Falls, Wis., were recently burned out. The loss was partly covered by insurance.

The Henry Co., talking machine dealers of Pittsburgh, Pa., have leased the building at 614 Penn street, that city, for a term of three years.

Get Ready

for the spring trade in vacuum cleaners. Spring housecleaning will soon be here, when cleaners sell more readily than at any other time. Prepare to handle

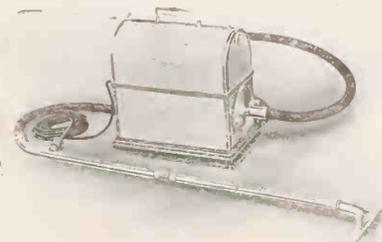
REGINA Pneumatic Cleaners

They are liberally advertised for the benefit of the trade and carry a name which your customers know and recognize.

REGINAS have *double suction pumps* and do the work twice as quickly and with less effort than others.

They are easy to operate and easy to sell—beautifully constructed and fully guaranteed. Made in our own factory by skilled workmen and sold at a reasonable price. We have hand operated and electric models.

Your jobber can supply you with Regina cleaners if he carries them. If not, write to us for full particulars. The proposition is an inviting one.



THE REGINA CO.

Broadway and 17th St.
NEW YORK

DEPT. M.

215 Wabash Avenue
CHICAGO

Licensed under the basic patents covering vacuum cleaners.

We Have Proved that the Wonderful

The U-S Phonograph is not simply "another phonograph." It is a NEW Phonograph—new in mechanical simplicity, new in ease of operation, new in its marvelously rich musical reproduction—NEW FROM THE GROUND UP!

If you are one of those who have been led to believe that the U-S is a "copy," look at the Flexible Tone Arm—did you ever see anything like THAT before? Look at the Self-changing Reproducer Carriage—did you ever see anything like THAT before? Look at the Motor construction, the Pulley Balance Wheel or the wonderful new Improved Diaphragm and "Speaker"—did you ever see anything like THESE before? No! They were introduced for the first time by the U-S and are found *only* in the U-S.

And U-S Everlasting Records are the embodiment of hitherto unheard-of improvement.

U-S Combination PHONOGRAPH



U-S Peerless \$200.



U-S Banner \$45.



U-S
Grand
\$85.

We want every music and phonograph dealer to make a rigid comparison, by actual side-by-side comparison of the U-S Phonograph and Record and any other phonograph on the market. None.

That is all we ask. We are confident that it is in the dealer's judgment whether to buy or not.

We also positively guarantee that the U-S Phonograph will not injure in any way the sapphire or any other make of machine is used.

Then, if you conclude that our phonograph is the best and a big opportunity every week, we will include horn and cabinet machines and records ranging from the classics to the latest and instrumental. We maintain a large stock in New York and are constantly in touch with the world.

Your Time

Fill out and mail the accompanying card. We will tell you our proposition. It's a proposition that gives the greatest profits, the most thorough co-operation, the best business proposition with no "strings" attached to it.

U-S Phonograph

1013 Oregon Avenue

U.S.

Phonograph was Capable of Improvement

U-S Everlasting RECORDS

They are not wax, but made of a special material of our own manufacture—positively indestructible and everlasting.

They will not scratch; dropping, rough handling or sudden changes in temperature will not affect them.

Other records scratch and break, but ours play on forever.

U-S Records can be played on any cylinder machine, and the U-S Phonograph will play other cylinder records. But the two together produce musical effects which we

challenge the world to equal. By them, the reproduction of the human voice and of every musical instrument is made more realistic, richer and truer to the original, than was ever dreamed possible. The usual scratching and hissing is practically eliminated, making the U-S not a mere reproducing machine, but in itself a *genuine musical instrument*.

dealer in the country to make buying, between the U-S Phonograph and record he chooses, bar

vide by such a test and leave what we claim is true.

records will not wear, scratch or ding points, no matter what

is true, you are losing money without the U-S line. This line includes, and an extensive list of recordings, and an extensive list of recordings, both vocal and instrumental, recording Laboratories in New York, and the best talent.

Now

order, or write a postal, and let us know. We offer you the largest selection and an all-around clean-cut line with no unreasonable restrictions

Company

Cleveland, Ohio



U-S Opera \$65.



U-S Junior \$30.



Two and Four Minute Records.

Mar.

U-S Phonograph Co.

1013 Oregon Ave. Cleveland, Ohio

FILL OUT THIS COUPON

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

Name.....

Address.....

City.....

State.....

CONDITIONS IN CLEVELAND.

Both Jobbing and Retail Business Very Favorable—Talkers Getting Firmer Hold on Music Lovers—What the Various Concerns Are Doing—Eclipse Music Co. Move to New Location—Have Handsome Quarters—Interesting Personal Items—Hum of Industry in Factory of U. S. Phonograph Co.—Other News of Current Interest.

(Special to the Talking Machine World.)

Cleveland, O., March 10, 1911.

Conditions generally this winter have been very favorable in the talking machine trade, and Cleveland dealers, both distributors and retailers, are very well satisfied with the business of the past month.

Victor dealers have been handicapped owing to the impossibility of procuring sufficient Victrolas to supply the demand, the factories being unable to

turn out the machines fast enough. In the other grades of machines there has been no difficulty in securing an ample stock.

That the talking machine business in Cleveland is growing is evidenced in the constant additions, extensions and removals to larger quarters by nearly all the dealers in the city. In fact, some dealers are carrying five times the stock they did two years ago, and still feel they are not meeting the requirements of the trade.

The fact is that the talking machine is constantly taking a firmer hold on musically inclined people, and every day sees the business assuming a more popular and prominent position in the music world.

Parties in this city are working on a new disc machine which they claim is a decided improvement, and taken in connection with the low cost of manufacture, will prove a successful venture.

A series of moving picture lectures showing the wanderings of the children of Israel from the time they were led out of Egypt until they entered Canaan are being delivered in a number of Cleveland churches. Columbia records intersperse appropriate music. The entertainments are conducted by Rev. H. W. Cook and are very attractive.

Fire in a block near Collister & Sayle, March 3, resulted in considerable damage by water. Business, however, was continued uninterrupted.

The Scharwenka piano records of the Columbia Co. have met with popular approval and are making a big hit. The remarkably perfect tone of the piano in these records has been much commented on.

To oppose legislation detrimental to moving picture interests the proprietors of Cleveland motion picture theaters have formed an organization. The purpose also is to take a determined stand against the so-called "motion picture trust." According to local motion picture men they have had no voice in the selection of films, the views they have exhibited being arbitrarily sent out by the exchanges.

At an expense of several thousand dollars, T. H. Towell, president of the Eclipse Musical Co. for several years located at 1870 East Ninth street, has fitted up and furnished what is said to be the largest and finest appointed talking machine store extant. The store has a frontage of 25 feet, at 1130 Euclid avenue, in the new and beautiful Athletic Club fourteen-story building, and extends back 150 feet to an alley. The reception room, 25 x 30 feet, is finished in a color scheme of white and gold, and the walls and ceiling in old gold tints. Amply supplied with easy chairs and rockers, the floor covered with two large rugs, and on one side a display of all the various styles of machines, makes it a most attractive place. At the rear of the reception room are five finely-appointed demonstration rooms, finished in white and gold, constructed of full-length beveled plate glass panels. These rooms extend back, opening from one into the other, and leading to the office in the rear. A passageway runs through on one side of the rooms to the office and shipping room, which is connected with the wholesale department by an elevator. This passage also affords entrance, separately, to each demonstration room. On the opposite side are the record shelves, with tables for the machines, conveniently arranged for the purpose intended.

All the rooms are brilliantly electrically illuminated, sumptuously furnished, and the walls adorned with oil paintings. In fact, everything has been artistically, tastily arranged, and all with an eye to comfort and convenience in transacting business. The opening day occurred on the 3d, and was the Euclid avenue attraction on that occasion.

Conditions in the talking machine department of the Bailey Co. are pleasing and of the most satisfactory character. Mr. Friedlander says the past month has been one of the busiest in sales of machines, of all grades, he has had in some time, and that business is steadily on the increase. He says his record sales are more than double those of a year ago, and largely for Red Seal and the higher-priced productions.

Geo. R. Madson, the energetic, enterprising manager of the Columbia Phonograph Co.'s Cleveland store, is meeting with a hearty welcome and making friends with all with whom he comes in contact. He reports business in February, the first

month of the Columbia's new store under his management, was very satisfactory. "We are increasing our list of record buying customers," said Mr. Madson, "at a wonderful rate, through our 'Demonstration' record. This record is making a big hit in Cleveland. We find a demand for all grades of our products, and exceptionally so for our \$50 Favorite Grafonola, which far exceeds our ability to supply. Our new store at 913 Euclid avenue is rapidly being remodeled and we hope to be settled and have an opening there by the 25th of this month."

G. J. Probeck, manager of the Dictaphone department, reports excellent business.

W. H. Buescher & Sons say February sales of Victor machines and records considerably exceeded those for the same period a year ago, and sales are continually expanding.

The busy hum of industry prevalent at the factory of the U-S Phonograph Co. indicates a growing, prosperous business, and judging from the activity displayed in all departments there has been no falling off in trade since the holidays. "More dealers," said the manager of the sales department, "have taken on this improved line during February than in any previous month, and all, without exception, speak in the very highest terms of commendation regarding the Combination phonograph and Everlasting record. We are in daily receipt of reports from every section of the country, showing that business conditions are fine; in fact, that they were never better, and the wide-awake dealer who pushes the line energetically and enthusiastically is bound to reap a golden harvest during the coming spring months."

McMillen's have been and are still doing a very excellent business in both Victor and Edison goods. Mr. Kellogg has rearranged this department, as well as the piano, making a more presentable display of the instruments and adding to the convenience of demonstrations. H. E. McMillen, the head of the house, is spending the winter in the South and writes that he is much improved in health.

Collister & Sayle are again partially supplied with Victrolas and are making a fine window display of the various styles and different woods. The demand, Mr. Dorn states, continues for the higher-priced instruments and Red Seal records.

Charles I. Davis is making strenuous efforts in connection with his music and other lines to build up a large talking machine trade. He has just remodeled the Victor department and now has three fine demonstration rooms on the ground floor, conveniently and neatly fitted up. The Edison department, reached by a marble stairway to the basement, consists of a fine reception hall and four beautifully arranged demonstration rooms. The whole arrangement is homelike and attractive and his business is rapidly growing.

The Talking Machine Store, for a long time located at 27 Taylor Arcade, has disposed of the goods and the store is closed.

The Talking Machine Co., Flesheim & Smith, and the Aldrich-Harney Co. report business very satisfactory and look for a good, healthy spring trade.

CHANGE NAME AND REDUCE CAPITAL.

(Special to the Talking Machine World.)

Dallas, Tex., March 6, 1911.

The Petmecky Supply Co., of this city, well known in the talking machine trade, have filed amendments to their charter, changing the name of the company to the Talking Machine Co. of Texas, and reducing the capital stock from \$50,000 to \$34,500.

TALKER MUSIC BY WIRE.

Talking machine music transmitted by electricity was one of the novelties at the Electrical Show held in Philadelphia. Two talking machines were installed in a room at a distance from the main showroom and the horns replaced by telephone transmitters. The music was carried to the main room through the medium of wires, where it was listened to through regular telephone receivers.

DAVEGA'S SPECIALTIES

MEAN

\$ \$ \$ \$ \$ \$

TO YOU

No. 100 DISK RECORD CABINETS

So confident are we that our No. 100 cabinet at \$6.75 each is the best value on the market to-day that we are willing to send a sample—freight prepaid—and if the cabinet is not to your liking, return at our expense within 48 hours. Could we say more?

MAGNETIC NEEDLES

The finest tempered steel needle made. Scientifically cut and ground to fit the groove in the record—American made—and lower in price than any other high-grade needle.

"Every needle guaranteed."

VICTROLA PROTECTORS

Save your machines from damp, dust and injury. Every one of your Victrola customers will purchase one.

"BUILT UP WOOD"

DIAPHRAGMS

For loud, clear, natural reproductions they have no equal. A trial will convince you.

SIMPLEX NEEDLE BOXES

A handy, convenient and necessary attachment.

SIMPLEX RECORD CLEANERS

Get right down into the grooves of the record and clean them good.

Progressive Dealers and
Jobbers Stock These Lines
DO YOU?

We will be pleased to quote
prices and full information
upon request.

WON'T YOU WRITE TODAY?

S. B. DAVEGA CO.
126 UNIVERSITY PL., NEW YORK

THE OLDEST JOBBER IN GREATER NEW YORK

José María Restrepo Millán

Address No 229, B. 1014, Colombia

Bogotá

February 1st 1911

VICTOR TALKING MACHINE COMPANY,
Camden.

As I have had occasion of telling you, my Talking Machine is an excellent Victor III furnished with very handsome records, such as those of Caruso, Melba, Tetrizzini &c.

I have always used Victor needles & always the results have been perfect.

Some days ago a friend of mine begged me to lend him the machine, I acceded with pleasure. As soon as the Graphophone was returned back, I played some records to try how it was; but I must advise you that the needles that my friend sent with the machine were not of "Victor" manufacture.

You cannot guess how afflicted I grew when remarked that the voices had not the beauty & purity by which my Graphophone was especially admired: Caruso's "Vesti la Giubba" was detestable, Tetrizzini's "Io son Titania" had lost entirely its charm.

What I first thought was that the man who had asked it of me had damaged it. However some one observed that I was using needles of other manufacture; directly I sent for a box of Victor needles. With great anxiety I tried the first, think of my joy when I recognized the beauty of the records, when all that were hearing the machine felt that it was as good as ever.

If this letter may be useful for you, you are authorized to publish it. Here, I will induce everyone having a "Victor" to use only your needles. Experience has shown me that the best results are only obtained with Victor products.

Congratulating you for the absolute perfection of your manufacture & wishing for the VICTOR all the good exit it deserves

I am your most enthusiast admirator

J. M. Restrepo Millán

The Columbia *exclusive* dealer runs his own business to suit himself—what we do is to supply the best machines and records that can be made, and guarantee that he has no Columbia competitors. He has no fear of the others.



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

TRADE NEWS FROM GOLDEN GATE.

Business Hampered by Weather Conditions, but Shows Steady Improvement—Jobbers at Other Points on the Coast—A. R. Pommer to Visit the East—Pushing the Edison Line—Hauschildt Music Co. Take Over Clark Wise & Co. Stock—A. G. McCarthy Visits Sherman, Clay & Co. Branches—Important Columbia Co. Connection.

(Special to the Talking Machine World.)

San Francisco, Cal., Feb. 28, 1911.

Business has been somewhat hampered by bad weather for the last month, but on the whole there has been considerable improvement over January in both wholesale and retail business. As is natural at this season, the demand for records has been the principal feature and has run heavier than last winter on all lines, but particularly on the more expensive and higher classes of goods. The demand for machines of most descriptions is still quiet, but there is a steady inquiry for some of the newer models, in some cases exceeding the supply immediately available.

The local distributing firms take a very optimistic view of the outlook for the year. Sufficient time has elapsed since the holidays to size up the situation and there is every indication of at least as great a gain as was experienced in 1910. The ground is already pretty well covered in the cities and larger towns of the coast, but all of them, from Seattle to San Diego, are growing rapidly, and at the same time the talking machine is rapidly increasing in favor. The growth outside the cities is hardly less rapid and it is fairly certain that the year will bring the establishment of large numbers of new stores and agencies through the country. Moreover, every new improvement to the talking machine brings it into favor with a host of people who formerly gave it no attention, and the replacement of old machines with new ones of better quality is steadily going on.

A. R. Pommer, head of the Pacific Phonograph Co., expects to leave for the East early in April, or perhaps sooner. He took a short trip to Sacramento early this month and reports the business there in excellent shape with a fine outlook for the distributive business all over the Sacramento Valley. In fact, he considers this one of the best parts of his territory this season. Mr. Pommer reports an exceptionally heavy demand in some lines this month, the sale of records being a surprise, while the Music Master horn has been selling in a larger way than was expected at this time of year. There was some delay in getting new goods during the stormy period, as some shipments were tied up for a week or more. This firm, however, makes a specialty of keeping a complete stock of Edison goods on hand and the provision made for such emergencies just about carried it through. The various improvements in the company's quarters are now complete and it is safe to say that it has one of the most convenient, as well as largest, wholesale talking machine warehouses in the country.

W. A. Voltz, the Edison factory representative in this territory, spent the early part of the month

in San Francisco and vicinity, visiting the Pacific Phonograph Co., Peter Bacigalupi & Sons and leading Edison dealers. He is now traveling through the northern part of the State, calling on every Edison dealer along the route. Mr. Voltz expresses high approval of Babson Bros.' entrance into this territory, saying that their success will give a practical illustration of the possibility of handling Edison goods exclusively, which few, if any, dealers in this territory have done in the past. He covered the greater part of southern California and the oil fields before coming here and found conditions only fair in the South after the first of the year. The oil district, he says, is booming, with new towns springing up all over the country. Mr. Voltz is giving a lot of attention to the Model O, over which he is quite enthusiastic.

Mr. Hopkins, formerly of the Hopkins Bros. Co., of Des Moines, one of the best known talking machine men in the Middle West, arrived here a couple of weeks ago and expects to make this his home and place of business. He says he decided on San Francisco as his future place of residence some six years ago, on his first visit, but has been unable to leave Des Moines until now. He intends to handle Edison goods and is at present with Peter Bacigalupi & Sons in the business phonograph department.

The most important bit of news that has come out in a long time is the announcement just made public that Clark Wise & Co. have sold out their entire business to the Hauschildt Music Co. Mr. Wise has expressed some dissatisfaction with the piano business for several years, but regarded the talking machine department as a decidedly good thing. He has decided, however, to take up an office specialty line, which will require all his attention. He believes that his talking machine department was one of the largest retail concerns of this class in the city and its acquisition will certainly be an important matter for the Hauschildt Music Co. The latter house has also had a large talking machine department in the past and has been gradually gaining headway in the local trade. The company's department in Oakland has had a large business for several years.

Andrew G. McCarthy, head of Sherman, Clay & Co.'s talking machine and small goods business, returned recently from a visit to the branches in the north, cutting his trip rather short to be in at the celebration of the success of the Panama-Pacific Exposition boosters. He is well satisfied with the recent record of the northern branches and is confident that they will show a remarkable increase this year. The situation at Portland is especially encouraging. Mr. McCarthy has been importuned by retailers all over the territory for more Victrolas, and while practically all the machines received are shipped out as fast as they come in, it has been impossible for the last few weeks to prevent an accumulation of back orders. He believes, however, that the number of these machines shipped to the coast will again be increased this year and hopes to fill all orders promptly from now on.

An important arrangement recently closed is the placing of the Columbia goods with the Hauschildt

Music Co. Complete stocks of this line have been taken on at both the San Francisco and Oakland establishments, and with the company's growing business in both cities, the deal is expected to be of considerable benefit to the Columbia Co. A number of other dealers around the State have been supplied with new stocks of Columbia goods during the month and the regular business of the San Francisco office is going ahead in fine shape.

The Geo. J. Birkel Co. are now comfortably settled in their new building in Los Angeles. The structure was especially designed for this firm, with special attention to the talking machine department, and according to all reports from the southern city it is one of the best equipped departments on the coast.

A VISITOR FROM MONTANA.

F. A. Scheuber, of the Scheuber Drug Co., Livingston, Mont., who also handle pianos—a rather strange combination—as well as the Columbia graphophone line, was in New York for several days last week, going home Friday. He visited the executive offices of the Columbia Phonograph Co., General, and renewed their agreement. The company have the exclusive Columbia rights in Montana and the half each of North and South Dakota.

EDISON'S VOICE FOR WIFE ALONE.

The Inventor Declines Soldan High School Boys' Request for a Phonographic Record.

(Special to the Talking Machine World.)

St. Louis, Feb. 28, 1911.

That no record of his voice will ever be made except for his wife is what Thomas A. Edison, inventor of the phonograph, has written to the president of the boys' science department of Soldan High School, who wrote the inventor asking for such a record.

The science club was organized last year and was named the "Edison club." On Monday an "Edison day" was held and desiring to supplement it with a phonographic reproduction of the inventor's own voice, Harry P. Schienberg, the club president, wrote and asked Mr. Edison for a record.

In reply was received Mr. Edison's letter saying that only his wife would ever possess a record of his voice through phonographic perpetuation. The letter is to be framed by the boys of the club.

PROSPERITY AND FREEDOM.

Prosperity is bad for a man or woman if it does not lead them to think nobler thoughts and do nobler deeds. A man may be worth his millions and still be a slave. Let the cogs in your thought-mill be firmly imbedded in the body of the wheel. Then let the thought-wheels whirl as do the worlds in space, until new thought-worlds fly off—Ah! that brain-mill within the cranium is a wonderful piece of mechanism.

Many a six-story brow fronts a one-story intellect.

AN IMPORTANT DECISION.

Interesting Details of the Victory Won by the National Phonograph Co. in Appeal from the Australian High Courts to the Privy Council of the British Empire—Position of United States Courts Virtually Upheld.

Reference was made in the February issue of The World to the case of the National Phonograph Co., of Australia, against Walter T. Menck, a dealer of New South Wales, which was successfully appealed to the Privy Council of the British Empire. Further details by S. Dyke, chief of the legal department of the home company, now Thomas A. Edison, Inc., is as follows:

"This is the first time that a case involving these principles has been decided by a Court of ultimate last resort. In this country decisions of the Circuit Courts or of the United States Circuit Courts of Appeals have been uniformly in favor of the basic principles upon which the selling system is founded and the price cutters and other defendants, who have been defeated in these courts, have never had sufficient confidence in their position to carry the case to the Supreme Court of the United States.

"That the Australian case now decided by the Privy Council was taken up to and decided by that tribunal, which is the court of last resort for England and the British Colonies and which corresponds precisely to the Supreme Court of this country, was due to the fact that both the Australian Court to which the case was originally presented and the High Court of Australia, to which it went from there, decided against the National Phonograph Co. of Australia and in favor of the defendant, Menck, though this decision was in defendant's favor in the High Court of Australia by the narrow margin of a vote of three to two, the case being heard by a court consisting of five judges.

"By this decision the principles supporting the

system under which Edison phonographs and records are sold is firmly established, not only for Australia, but also for all the British possessions. The decision will undoubtedly have great weight with the Supreme Court of the United States, should that tribunal be called upon to decide the same or similar issues.

"The views of the Law Lords who sat on the Privy Council may be clearly understood from the following extracts of the opinion, which is so lengthy that we cannot reprint it as a whole:—

"The general doctrine of absolute freedom of disposal of chattels of an ordinary kind is, in the case of patented chattels, subject to the restriction that the person purchasing them, and in the knowledge of the conditions attached by the patentee, which knowledge is clearly brought home to himself at the time of sale, shall be bound by that knowledge and accept the situation of ownership subject to the limitations. These limitations are merely the respect paid and the effect given to those conditions of transfer of the patented article which the law, laid down by statute, gave the original patentee a power to impose."

"And after reviewing the earlier cases, the decision continues:

"In their Lordships' opinion, it is thus demonstrated by a clear course of authority, first, that it is open to licensee, by virtue of his statutory monopoly, to make a sale *sub modo*, or accompanied by restrictive conditions which would not apply in the case of ordinary chattels; secondly, that the imposition of these conditions in the case of a sale is not presumed, but on the contrary, a sale having occurred, the presumption is that the full right of ownership was meant to be vested in the purchaser; while thirdly, the owner's rights in a patented chattels will be limited if there is brought home to him the knowledge of conditions imposed, by the patentee or those representing the patentee, upon him at the time of sale."

An advertising appropriation which is judiciously spent adds no more to the selling price than rent.

CREDIT VERSUS RATING.

Rating a Cold Blooded Proposition on Dollars and Cents Basis—What Credit Means in Relation to a Man's Moral Character.

In these days every business man is careful to maintain his rating, but here and there is one who is careless with his credit. The statement may seem a paradox, but is it?

Printed rating is based on the amount of cold dollars a man may possess, and his record for having met his obligations without delay—resources and business honesty. Let us look at the broader scope of credit.

To copy Webster, our definition of the word would be "belief, trust, influence and reputation."

The question arises, "What course must a man pursue to maintain for himself these four requisites of credit?" The mercantile agencies, in their books for general circulation, do not show the moral status of a man; but, nevertheless, the keen business world to-day does not lose sight of morals in looking up financial standing.

The intemperate man, or the man who speculates or who leads a loose life generally, should be aware of the fact that those in touch with him are going to use care that he does not go beyond his actual assets. An impaired rating, in its more confined sense, can eventually be built up again if not too badly damaged, but the process of restoring lost credit is an uphill job—a decidedly discouraging one at best.

THE FORM LETTER.

Here is a sensible suggestion which one man is carrying out regularly: When you have finished a form letter, no matter how good it seems, mail it to yourself, or to your wife. Look it over two days later, after it has "cooled." If you have a wife, let her read it first and ask her for her honest idea of whether or not it will sell goods. Then you can know.

INSURE YOUR RECORDS

Against A SCRATCHY SURFACE
UNNECESSARY WEAR—SHORT LIFE

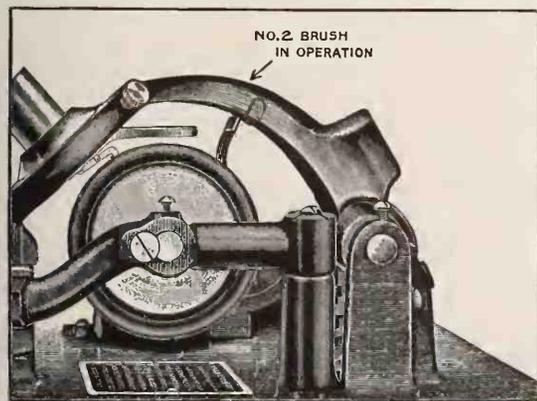
USE THE PLACE AUTOMATIC RECORD BRUSH

IT'S
THE BEST POLICY

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

FOR EDISON PHONOGRAPHS
LIST PRICE 15 CENTS

FOR VICTOR TALKING MACHINES
LIST PRICE 25 CENTS



IT SAVES THE TONE

You can't afford to lose this protection.

AUTOMATICALLY CLEANS

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

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

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

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.
97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"

The Talking Machine Trade in New England

TRADE GOOD IN PROVIDENCE.

Jobbers and Dealers Enthusiastic Over Prospects—J. A. Foster Co.'s Excellent Edison Business—What "The Outlook" and the Columbia Co. Are Doing.

(Special to the Talking Machine World.)

Providence, R. I., March 9, 1911.

Although general business has not been any too startling, the talking machine trade is up to a high standard. Jobbers and retailers alike are enthusiastic and there is every indication of a fine year.

John H. Massey, manager of the phonograph department of the J. A. Foster Co., Edison jobbers, is about again following a brief illness, and reports that business is exceptionally good. He feels sure that 1911 will be a banner Edison year. "Our customers have taken a great deal of interest in the new model 'O' reproducer," added Mr. Massey, "and this has been the means of bringing a number of idle phonographs into use." This company are also selling a great number of their "special diaphragms," a device of their own make, which they claim is an excellent tone builder. The cost of this is small and hundreds are being sold.

William L. Veale, of the talking machine department of J. Samuels & Bro., known as The Outlet, attests a good strong trade in both Victor and Edison goods. February sales were excellent and business is booming. Commenting on this subject, Mr. Veale remarked: "We have been unable to obtain shipments of Victrolas to fully supply the trade, but there is no question that the factory will soon be in a position to satisfy the demand. These signs augur well for a fine trade."

As usual with large cities, the Columbia Phonograph Co. have fine distributing quarters and are reaping a good business.

GIVING SUCCESSFUL RECITALS.

(Special to the Talking Machine World.)

South Berwick, Me., March 8, 1911.

M. A. Gordon, the live Edison dealer in this vicinity, is giving a number of recitals to the public and is featuring this end of the business prominently. These are held in Newichawanick Hall, and Mr. Gordon is generous enough to allow the free use of this name for needle or machine products. Say it quickly—Newichawanick!

CO-OPERATING WITH THE DEALERS.

(Special to the Talking Machine World.)

Boston, Mass., March 8, 1911.

"With the opening of spring," says Charles R. Cooper, head of the Edison jobbing end of the Boston Cycle & Sundry Co., "some dealers need a tonic to sort of boost along their energy. To meet this condition we have inaugurated a special

Edison delivery and co-operation, and if our efforts will do it, all our dealers will have a good, bountiful spring business." "Give me your proposition" on a postal will secure the outline of this plan from Mr. Cooper.

WILL FEATURE THE VICTOR LINE.

(Special to the Talking Machine World.)

Newtonville, Mass., March 6, 1911.

Charles Farrington Atwood has undertaken the agency for Victor talking machines, equipping his store with a complete line. He says he will feature Victrolas, this city being a wealthy suburb of Boston.

A LIVE DEALER IN KEENE, N. H.

(Special to the Talking Machine World.)

Keene, N. H., March 7, 1911.

Certainly a live talking machine dealer here is A. W. Dickerman, who sells Edison and Victor goods. He also handles a line of sporting goods and cameras. Mr. Dickerson ranks with the leaders in volume of talking machine sales.

NEW CLAREMONT, N. H., HOUSE.

(Special to the Talking Machine World.)

Claremont, N. H., March 6, 1911.

Quinby & Quinby are new dealers here. They will handle the Columbia products and will open with a complete line.

E. D. EASTON A BOSTON VISITOR.

(Special to The Talking Machine World.)

Boston, Mass., March 4, 1911.

Edward D. Easton, president of the Columbia Phonograph Co., General, New York, accompanied by Mrs. Easton, was a recent visitor to this city, primarily to attend several performances of grand opera, in which he is greatly interested.

VERMONT DEALER STOCKING UP.

(Special to the Talking Machine World.)

Rutland, Vt., March 6, 1911.

M. A. McClure, the Columbia and Victor dealer, is at present in Boston looking after a "spring stock" supply. He is a piano man of wide experience and has most commodious warerooms in "The Altorf," one of the modern buildings in the city, and transacts a good talking machine trade.

E. T. M. ASSOCIATES' MINSTREL SHOW.

(Special to The Talking Machine World.)

Boston, Mass., March 6, 1911.

S. J. Freeman, publicity manager of the E. T. M. Associates, Edison and Victor enthusiasts, says

that April 17 is the eventful minstrel show day, and that there will be big doings, particularly by the end men, S. H. Brown and W. J. Fitzgerald. A number of prominent New England dealers are planning to attend this big yearly event.

SUCCESS OF THE PETMECKY NEEDLE.

Self-Sharpening Petmecky Multi-Tone Needle Made by W. H. Bagshaw, Makes Strong Appeal to Talking Machine Owners.

(Special to the Talking Machine World.)

Lowell, Mass., March 10, 1911.

It is evident if you want to secure a good profit from needles that it pays to handle the famous Petmecky Multi-Tone (self-sharpening) needles, according to the advertisement elsewhere in this issue of the manufacturer, W. H. Bagshaw, of this city. These retail for 25 cents a hundred, or \$2.50 a thousand, which allows a good margin for the dealer. Ten tunes can be played with each needle, with loud, soft or intermediate tones as desired, from the same needle. Over half the output of the Petmecky needle is sold abroad, which is indicative that the foreign trade is alert to good features in the industry.

C. H. Bagshaw, of this well-known needle house, is greatly pleased at the large Petmecky sales, saying: "The use of this needle will prolong the life of the record for years, and old and scratchy records are made as smooth and musical as new ones. Owing to its peculiar construction the Petmecky is self-sharpening and can be used ten times." Full directions for using this needle are printed on every envelope and dealers can secure them from their jobbers.

A NEW COLUMBIA DEPARTMENT.

(Special to the Talking Machine World.)

Boston, Mass., March 5, 1911.

James A. Holohan has been appointed manager of the new Columbia department of Carl Fischer, who recently installed a complete line. This house is in the Back Bay section of the city, and Mr. Holohan expects to do a lively business.

COLUMBIA TRADE IN SPRINGFIELD.

(Special to the Talking Machine World.)

Springfield, Mass., March 6, 1911.

A. A. Magowan is the hustling local manager of the Columbia Phonograph Co.'s warerooms, where he is creating some big sales totals. He is very joyous, so to speak, over business prospects, as well as over the fittings of the Columbia store, saying: "Our store is very complete and it is not stretching the truth to say it is the finest equipped one in the city. The soundproof booths are a special feature and we have received many compliments on these from our customers."

BOSTON CYCLE & SUNDRY CO.

J. M. LINSOTT, MGR.

48 HANOVER STREET, BOSTON, MASS.

**Fast
Exclusive
Edison
Service**

Mr. Talking Machine Man! Why don't you take a "spring tonic" for your Edison sales? Get an Edison Service and co-operation that will permit the increased profits that you deserve. A "service" that is in sympathy with your business—regular, "on-the-dot" shipments plus fast service when it's required to clinch retail sales.

**Fast
Exclusive
Edison
Service**

We guarantee an Edison Service that will make you the dominating talking machine factor in your territory.

Send us a postal card with "Give me your proposition" and learn what our service means. No obligation at all!

FROM OUR BOSTON HEADQUARTERS

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

(Special to the Talking Machine World.)

Boston, Mass., March 9, 1911.

While the past month exceeded 1910's period, yet business was a little disappointing to the trade, particularly in the retail division. It is probable that their hopes were elevated too high, caused by a bountiful January, and while February was really an excellent month, comparatively speaking, it did not seem so large. March has opened up magnificently and the most conservative talking machine man is enthusiastic over the present month's probabilities.

Eastern Talking Machine Co. Doings.

It was with regret that E. F. Taft, general manager of the Eastern Talking Machine Co., was unable to be present at the Jobbers' Association executive committee meeting at Chicago, as he was confined to his house by illness.

The E. T. M. Co. associates have decided that April 17 will mark the minstrel happenings for 1911. Last year the "show" was witnessed by several hundred people and the attendance on the 17th proximo ought to be in excess of a year ago. Brown, Fitzgerald & Co., end men factors, are going to pull some very funny stunts off, so be present!

One of the "acts" on this week's bill at B. F. Keith's theater is Caruso on a Victor, furnished by the Eastern Talking Machine Co. Special scenery accompanies Caruso and the entire bill makes a hit.

This company have also sold a Victor to the State Normal School at Bridgewater, which will be used in conjunction with music teaching, the idea being to show by Victor records how songs should be properly sung.

"It is evident that there is a much better feeling generally throughout New England. Various disturbing elements have been or are being amicably adjusted in the different communities that at one time were threatened with possible trouble, and I am convinced that this will be a tremendous year," remarked E. F. Taft, general manager of the E. T. M. Co., in a chat with The World representative. Mr. Taft's optimism speaks for itself!

The Victor Campaign at Ditson's.

"The right principle and the perfecting of every mechanical detail make the Victor a perfect musical instrument and give it a recognized and exclusive place in conservatories of music, in colleges and universities, in the studios of great musical artists and in the homes of music lovers throughout the world," say the Oliber Ditson Co., Victor jobbers, in some of their good retail ad-

vertising. Business with this well-known house is right up to the mark.

The "Talking Machine Truckman."

Boston boasts of a "talking machine truckman" and he is E. G. Wilkinson, who does a lot of teaming for the various companies. He has been in the field since the inception of the industry and claims to have handled the first wholesale shipment coming into Boston.

Boston Cycle & Sundry Co.'s Good Report.

Edison business with the Boston Cycle & Sundry Co. is decidedly brisk, according to the cheery reports of Charles R. Cooper, manager of that department. Shipments from the Edison factories are held but the shortest period before they are re-shipped to the various New England dealers, who swear by the "Boston Cycle" service.

Mr. Cooper says they are still selling Edison machines to prospects who called at their exhibition at the Mechanics' Fair last fall, at which time the Edison Co. held their big display. It is evident that this exhibit was a tremendous success.

Guy R. Coner, traveling representative, is doing some very forcible work in behalf of the B. C. & S. Co. in New Hampshire and Vermont.

A recent visitor to these quarters was H. N. McMenimen, manager of Sheip & Vandegrift, Inc., Philadelphia, Pa., makers of the famous Music Master horns.

Big Demand for Dean's Needles.

Charles E. Dean, of the house of Dean, Putnam, Conn., makers of Puritone and other brands of high grade talking machine needles, writes that their immense plant is exceedingly busy. Their needle output is shipped all over the country and is held in high esteem by the trade.

A Columbia Co. Veteran—Arthur C. Erisman.

Arthur C. Erisman, manager of the Boston headquarters of the Columbia Phonograph Co., whose likeness The World is pleased to publish herewith, has been connected with the company going to twelve years. He has been in Boston for the past three years, prior to which he was in Toledo, O., for two years; before that at Detroit, Mich., for four years, and preceding that at Philadelphia for three years, all the time being in the Columbia service. He enjoyed doing business when there was no competition and when disc machines sold for \$40 which to-day wouldn't bring \$2. To show how the industry has been revolutionized, Mr. Erisman remarked that years ago if a person could understand one word when a record was being played he would exclaim involuntarily, "Ah!" and this would only occur occasionally. To-day

they'll say "Ah!" if they miss one word, which seldom happens. This is most conclusive evidence as to the successful development of the talking machine and shows that "perfection" has been attained to a wonderful degree.

You wouldn't think that such an "old timer" as A. C. could possess such a youthful appearance, not dwelling at all on his "handsome" qualities, but he attributes the foregoing to living so long in the lively Columbia atmosphere. One can also see, by studying his right hand, the correct way of re-



ARTHUR C. ERISMAN.

straining robust Flora de Hempt when they attempt to escape the camera lens. Under his arm is a pair of skates, as this was taken when he was en route to the skating rink to cut some Columbia double faced discs on the ice. But seriously, Mr. Erisman is decidedly popular with the dealers and retail trade, and that his regime has been successful is best cited by the voluminous growth of the local Columbia business since he undertook the management.

A Visitor from Buenos Aires.

Ernesto S. Tosi, representing Casa Tagini, the big Columbia jobbers of Buenos Aires, South America, was a Boston visitor this month. He has been in the United States for quite a period, but leaves for home in two weeks. Mr. Tosi reports a fine talking machine business in his territory. They maintain a most extensive store, having twenty-

(Continued on page 22.)

Directions for Playing the Petmecky Multi-tone Needle

To obtain a loud tone play the needle with the flatted portion facing the record. For soft tone play with edge facing the record. For intermediate tones play at intermediate angles. Any tone, from the loudest to the softest can be obtained with this needle. To play more than one record change the position of the needle after each record, i. e., turn the needle half-way round. The same needle can be used for soft and loud tone without injury to the record. Each needle will play ten records. Owing to its peculiar construction this needle is self-sharpening, and can be used on the same or different records. The use of this needle will prolong the life of the record for years, and old and scratchy records are made as smooth and musical as new ones.

ENVELOPE—FRONT VIEW

We are the manufacturers of the FAMOUS

PETMECKY MULTI-TONE NEEDLES



which are used extensively in this country and exported all over the world.

This needle has superior tone qualities and will play either Loud, Medium or Soft Tone. The retail price—25c. per 100—allows an excellent profit for both jobber and dealer. Samples and prices to jobbers on application. If your jobber cannot supply you, write us direct!

W. H. BAGSHAW, LOWELL, MASS.

Largest Manufacturers of Talking Machine Needles

Plays ten records, Preserves the record, Improves the tone quality, Price 25c. per 100; \$2.50 per 1000 by mail prepaid.

100 PETMECKY MULTI-TONE

Self-Sharpening

NEEDLES

For Use on All Makes of Disc Talking Machines

CHEAPEST AND BEST

PETMECKY COMPANY

Sole Manufacturers, 806 N. Y. Life Bldg., Kansas City, Mo.

United States patent allowed. All foreign patents pending.

ENVELOPE—BACK VIEW

FROM OUR BOSTON HEADQUARTERS.

Jordan Marsh Co. have opened their new Victor department in their recently constructed building. This department is in charge of E. C. Holmes.

"Every Knock a Boost."

People have talked for some time concerning competitors "knocking" each other. This isn't done to a great extent with the Boston fraternity, that is, by the heads of the houses, but there is one salesman, who by right of effort, deserves the presidency of the Knockers' Klub. But the funny part of the whole thing is that he talks so energetically that he is actually driving sales into a competitor. The latter remarked to the writer that he could afford to pay that fellow to "keep talking," and while I hate to give this good thing away, still there is a moral to the story that is worth considering by the whole trade. It surely illustrates the old saying that "every knock is a boost," and when you feel tempted to lower a customer's estimation of a competitive product in an unfair manner, don't do it. It's an advertisement for him—*one that he gets from you free!*

F. E. Matthewson, legal man for the National Phonograph Co., Orange, N. J., arrived here recently and will spend a couple of weeks.

"A GOOD SALESMAN."

"A good salesman," says a manager, "is a man who has the ability and courage to constantly talk quality and sell his goods through pointing out their merits instead of their defects; a man who is undismayed when he learns that a weak sister has cut prices cent-per cent, but one who in such cases buckles on his armor of quality more firmly and by sheer force of argument and honest representation instills into his customers the confidence he himself feels in his own line.

The function of advertising is to inform, not to instruct. Readers want neither to be yanked, nor to be spanked into buying your goods. They want the bald facts, uncovered by a wig of words and unsprinkled with cajolery.

AROUND THE BALTIMORE TRADE.

Business Conditions Excellent in the Talking Machine Trade—High Priced Machines and Records Have the Call, According to the Managers of Leading Houses.

(Special to the Talking Machine World.)

Baltimore, Md., March 7, 1911.

"People of the Monumental City may be looked upon as a conservative lot of individuals, but when they take to a thing they do not hold back on making purchases," is the way one of the well-known local dealers started out, in telling of the present condition of the talking machine situation in Baltimore. "I have experienced this for the past few months in my line of business. Many of the dealers in pianos and other articles have been telling about Baltimoreans being tight with their money and slow, thus making the road for business men hard to travel when slumps arrive. I cannot agree with these fellows, for things have been moving along in fine style and the prospects are just as bright for the spring and summer as they have been since last fall. The people of this city too are not confining their purchases to small machines and cheap records, but seek the most expensive in both cases."

This statement is pretty much along the lines of those made by all the local talking machine men. Good runs are the go in every instance. It is a noticeable feature that the operatic records continue to be great favorites. This was the case about this time last year when the opera season was in full bloom, as it is now. This year, however, the offerings by the Chicago organization have been entirely new and, consequently, the demand for these productions has been just as heavy if not heavier than last year, when old favorites in the operatic line were produced.

Manager Roberts, of E. F. Droop & Sons Co., in speaking of the trade conditions said:

"You can put me down as an optimist, for I am thoroughly satisfied with the showing for Feb-

ruary. It is true that this month was not quite up to December, but it was far past the same month of 1910. Baltimore is all right and business, from all indications, is going to keep up in fine style at least until the late summer. Then we have to look for a slight lull when many people are away from the city. I am having a good retail demand for the Victor Victrolas, while the high priced Edison machines are also in favor. While I have many requests for smaller machines, most of these are from the dealers or from storekeepers in the rural districts. In regard to records, the operas have caused the run on high grade discs to be very heavy, while of the popular variety the purple seals are in best demand.

Manager Laurie, of the local agency for the Columbia Phonograph Co., reports a good month with the Columbia line of machines and records. In order to better handle the large number of customers two additional sound proof music rooms have been arranged on the first floor in front of the office.

The Victor and Columbia machines have been in good demand at Sanders & Stayman. Like the other dealers, Manager Albert Bowden, of the talking machine department, said that the Victrolas and Grafonolas were the most sought after. President G. Wright Nicols, of the firm, has just returned from a delightful pleasure trip to Bermuda and Florida. Mr. Nicols is the picture of health. He says that his mission was simply for pleasure after a strenuous winter business campaign.

Cohen & Hughes also had good results during February with the Victor and Edison lines, according to Manager Morris Silverstein.

WHAT RECIPROCITY MEANS.

Reciprocity, which means the mutual interchange of rights and privileges, should go hand in hand with the protective policy, to be automatically and instantly used whenever our industries are of sufficient size to require larger markets than our own country affords.

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FROM OUR EUROPEAN HEADQUARTERS

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

Business Keeps Up in a Manner Satisfactory to Factors and Retailers—Where Enterprising Man Wins Out—New National Phonograph Co. Productions—Will Not Record Coronation Address—The Copyright Bill Now a Topic of Interest—Musical Instrument Traders Meet to Discuss Exhibition Plan—Carl Lindstrom and Beka Record Co. Make Excellent Report for 1910—Gramophone Lose in Appeal to House of Lords While National Phonograph Co. Win Their Appeal—The New Record List Reviewed—Pathe Freres—Some Attractive Columbia-Rena Records—The International Musical Congress—New Gramophone Booklet—One Frenchman Who Fell Down—Getting Close to the Continent—Recording Cries of Street Hawkers—Sheffield Choir to Make Tour of the World—The Trade Happenings in the Provinces—The Talking Machine as an Aid to Study of Modern Languages—Other News.

(Special to the Talking Machine World.)

London, E. C., March 1, 1911.

Things here in the talking machine industry have been decidedly good this last week or so, and business continues to hold up satisfactorily. True, sales have not an upward tendency; it is hardly to be expected, perhaps, at this particular time of the year, but of one thing there is sure evidence, and it is that talking machine trade in bulk is very considerably ahead of even time last season. Signs are not wanting, too, of a prolongation of the period usually ascribed to the season proper, without doubt to a great extent due to the sustained activity of certain manufacturers in the advertising field, one effect of which has been to arouse renewed interest among some of the talking machine distributors in the cycle trade section. And while many of the latter class of dealers have allowed interest and energy to lag, others of a more enterprising nature—and who shall say but what they are not on the increase?—are stimulated by the vitality of the manufacturers to maintain at least some semblance of concrete effort in the "selling" direction—more especially, perhaps, in records. But the real reason of this prolonged trade activity is in part found in the ever-increasing and more desirable class of distributor, to wit, musical instrument dealers, in whose hands we have confidence that a proper regard to the requirements of talking machine trading is best exhibited. In some regard the future prosperity of this industry is centered in the exercise of musical knowledge applied to record salesmanship, and if only for this reason, the handling of talking machine goods by the musical instrument dealer should be assiduously cultivated; not necessarily to the entire exclusion of the cycle section, for, while faults may be found, the fact remains that they are responsible for an enormous turnover each year. Like it or not, we can scarcely dispense with this channel of trade, and who knows but what after all the much-maligned cycle man will reform? Treat him well, introduce more frequent exchange schemes, and it is possible the error of his price-cutting ways may in time be revealed to him.

National Phonograph Co. Plans.

From time to time reference has been made in these columns to certain new Edison productions which the National Phonograph Co. intend putting on the market in the near future, but detailed information is still withheld for reasons which must be fairly obvious to my readers. In common with ourselves the factors and many dealers are more or less acquainted with an idea as to the nature of these goods, and it is generally agreed that the company are exercising a wise discretion in withholding the news from the public until such time as sufficient stock is on hand to meet the big demand expected immediately the company make known their proposition. One thing the National

people will shortly put into effect is a new plan to increase the sale of combination attachments with a view to stimulating the Amberol record sales. To successfully launch the proposition the company require information as to the exact number of attachments dealers and factors have in stock, and as soon as this information is tendered the scheme will go ahead quickly. More anon.

Will Not Publish Coronation Address by Gramophone.

The King has decided not to publish his coronation address to the people by means of the gramophone, more's the pity.

Model O Reproducers for Concert Types.

Owing to the success of the model O reproducer, the National Phonograph Co. have advised the trade that they will now issue it for the concert type of phonograph.

Anent the Copyright Bill.

Little information is available as to the actual date upon which the Copyright bill will be introduced, but it is expected to be dealt with during the present Parliamentary session. G. R. Askwith, of the Board of Trade, advises me that in accordance with the usual practice, the fact that the bill passed through one or more stages in the previous Parliament will not exempt it from the necessity of passing through all stages in the present Parliament. During the remainder of the session now in force government business only is to be legislated upon, so that a first reading of the Copyright bill will not be long deferred. Whether or not amendments are contemplated it is impossible to glean with any certainty. Clause 24, par. (D) of the bill published last year provides that "the sole right of making and authorizing the making of records, perforated rolls, or other contrivances by means of which literary, dramatic, or musical works may be mechanically performed shall not be enjoyed by the owner of the copyright in any literary, dramatic, or musical work for the mechanical performance of which any such contrivances have been lawfully made within the parts of His Majesty's dominions to which this act extends by any person before the 26th day of July, 1910." The latter date was probably fixed in expectation of the bill passing into law about that time, and it is a matter of common knowledge of how the delay in getting it through the necessary Parliamentary stages finally resulted in its entire suspension for the time being. Then came the dissolution of the 1910 Parliament in November, and with it, of course, all chance of the bill becoming law that year vanished. Under the circumstances we may, therefore expect the Copyright bill to carry certain amendments, not the least of which will probably be an extension of the aforesaid date to July, 1911, when the bill may pass into law. In one clause of the Copyright bill it is expressly stated that authors will not be assigned under the act any retrospective rights in the matter of the mechanical reproduction of their copyright compositions which shall have been lawfully done before the act comes into force. Whether or not this will actually apply in the Copyright bill shortly to be reintroduced in Parliament is a question which only future events can determine.

Discuss Music Trades Exhibition.

At the invitation of F. W. Bridges, a representative meeting of musical instrument traders was recently convened at the Holborn Restaurant to discuss the advisability of holding a Music Trades Exhibition. Among those present were: W. H. Green (the Gramophone Co., Ltd.), H. J. Cullum (Cullum & Best), and H. H. Glaussent (Pathé Frères), in addition to a large number of pianoforte manufacturers. After discussion, the following resolution, proposed by Mr. Cullum and seconded by Mr. Wood, was carried unanimously: "That in view of the fact that F. W. Bridges has decided to organize an International Pianoforte and Music Trades Exhibition, for the trade only,

AFTER MARCH 25 THE LONDON OFFICE OF THE TALKING MACHINE WORLD WILL BE LOCATED AT 1 GRESHAM BUILDINGS, BASINGHALL St., E. C.

at the Royal Agricultural Hall, from August 14 to 19, next, the entire responsibility and liability for which will be undertaken by himself, all at this meeting hereby form themselves into an honorary advisory trades council, with power to add to their number, with the object of co-operating with the organizer in order that the exhibition may be thoroughly representative and of the greatest benefit to the pianoforte and music trades generally." An executive committee was then elected. Such an exhibition should afford profitable scope for talking machine manufacturers to get into direct touch with the best class of musical instrument dealers, and we trust they will not neglect this favorable opportunity. The hall is admirably situated for the purpose, easy of access from all parts of London, and there is every reason to feel that the time chosen—August—is very suitable, in view of the fact that it is the month when provincial dealers can best afford the time for a trip to London. Mr. Bridges has organized similar exhibitions in the past, and in his hands we have no doubt but what the one in prospect will prove highly successful.

Carl Lindstrom's Excellent Report.

Carl Lindstrom's balance sheet for 1910 has just been published, and fully indicates the remarkable progress of talking machine trade in general, and of Lindstrom machine sales in particular. The year's figures show an increased turnover of over 50 per cent. against the previous year, and the number of employes has increased in the same proportion. The actual figures are 6,520,000 marks gross turnover, as against 4,035,000 in 1909, the gross profit amounting to 1,600,541 marks. After allowing 838,371 marks for working expenses and writing off 209,000 marks for machinery, patents, etc., and placing 629,750 marks to reserve, the net profit available for dividend amounts to 575,754 marks. The dividend declared is 20 per cent. These figures speak for themselves, and we congratulate Messrs. Lindstrom upon a very successful year.

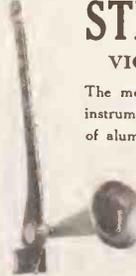
Beka Record Co. Have Good Year.

A similar satisfactory report is to hand from the Beka Record Co. This concern, it will be remembered, absorbed the Fritz Puppel Talking Machine Co. during the year, and they in turn were

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Violin

FROM OUR LONDON HEADQUARTERS—(Continued.)

acquired by Carl Lindstrom. The turnover of Beka Record Co. in discs and the Puppel Co. in machines during 1909 amounted to 1,200,000 marks each; their joint turnover during 1910 amounts to 4,500,000 marks, which shows tremendous progress. The gross profit is 1,522,318 marks, from which has been written off for buildings, machinery, matrices, patents, etc., 173,889 marks; general working expenses, 816,920 marks, leaving a net profit of 531,509 marks. A dividend of 8 per cent. has been paid, a portion of the remainder being allocated to writing off further amounts against depreciation, which, by the way, leaves the value of certain property in the balance sheet at the nominal amount of one mark. They further provide for reserve 100,000 marks, bringing a balance of 23,848 marks forward to the next account.

House of Lords Dismisses Gramophone Co. Appeal.

In the House of Lords, February 13, judgment was given in the appeal of the Gramophone Co., Ltd., against the Magazine Holder Co. (now trading under the title of Perfectophone, Ltd.), which raised a question as to the infringement of patent rights in the design of a gramophone cabinet machine. The Gramophone Co. had registered a certain design, and contending that the Magazine Holder Co. had infringed it by a design registered on a later date, brought an action for an injunction. This action was dismissed by Justice Warrington, who held that respondent's cabinet was not an infringement. The court of appeal were of the same opinion, and dismissed the appeal with costs. Against this decision the Gramophone Co. now appealed to the House of Lords. The case for appellants was that their registered design was new and original, while respondents contended that their design only resembled that of the appellants in details which were not new at the time the earlier design was registered. The Lord Chancellor moved that the appeal be dismissed. In his opinion there had not been an infringement of appellant's design. The Earl of Halsbury and

Lords Atkinson and Shaw concurring, the appeal was accordingly dismissed with costs.

The Latest Klingsor Record.

The Regimental Band of H. M. Irish Guards again figure in the current list of Klingsor records with some pleasing selections, of which the following are good examples: "Musical Snapshots" Nos. 1 and 2, "Reminiscences of Wales," "Samson and Delilah," "The Mouse," "Gaily Through the World," and "Land of Hope and Glory." Harry Bluff is well represented; he sings "Our Wedding," "The Whist Drive," "Just for a Girl," and "There's Another Fellow Just Like Me." Four good songs go to the credit of Harry Trevor: "The Sailor's Dance," "The Old Side Car," "My Old Shako," and "The Rebel." All are up to the usual excellent standard of recording, and should be in good demand. Dealers can have lists complete upon application.

National Phonograph Co. Win on Appeal to House of Lords.

Before Lords Macnaughton, Atkinson, Shaw and Robson, and Sir Arthur Wilson, February 4, the National Phonograph Co. of Australia prosecuted their appeal against an Australian dealer of the name of Menck, to restrain him from acting in breach of a contract between them and from infringing their patent rights. The High Court had dismissed the company's action with costs. The company own three patents for improvements in phonographs, sound records, or blanks granted under the patents act (Australia), 1903. In the course of their business the company sold Edison phonographs, records and blanks made under the protection of the patents. They sold to jobbers under jobbers' contracts. Jobbers had power to sell to dealers, but the dealers' contracts were made direct with the company. The respondent (Mr. Menck) was a dealer, and had various dealers' agreements in 1906, and the company entered him on their dealers' list—a position, it was said, of commercial importance. By the ninth head of the dealers' agreement it was provided that "deal-

ers violating any of the foregoing conditions of sale or any other reasonable conditions that may from time to time be imposed by the company may be at once withdrawn from the dealers' list." On the dealer's part it was promised that in case of his name being so removed he would in no way "handle, sell or deal in, or use, either directly or indirectly, Edison phonographs and parts thereof, etc., unless authorized to do so in writing by the company." It was alleged by the company that Mr. Menck had acted in breach of this contract, and also in breach of their rights as patentees. The Australian court decided generally in regard to the alleged breach of contract that no special damage was proved, and none of the alleged breaches was substantiated, but that there had been, in regard to one clause, a trivial violation which technically justified Mr. Menck's removal from the dealer's list. As to the alleged violation of the company's rights as patentees, the High Court thought that there had been no violation. Lord Shaw, in giving their lordships' judgment, said the main objects of the agreements was to secure that there should be no selling of the company's production at less than their standard prices to the public. Commissions were paid to jobbers and dealers, but no undercutting of prices was permitted. As the High Court found, Mr. Menck never even contemplated such a thing, nor did he ever engage in that method of business, either before or after his name was deleted from the dealers' list. A second object of the agreements was to secure, by the prevention of exchange, that the articles of rival manufacturers should not, by the assistance of jobbers or dealers be, so to speak, put into circulation. It was found as a fact that Mr. Menck, in one solitary and small transaction, exchanged a Gem phonograph of the company's make for another of the company's phonographs, and twenty-one records also of their make. Their lordships thought that such a transaction, apparently perfectly reasonable from the point of view of business, did not constitute a con-

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OF ITALY



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA



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Appelbergsgatan 52, Stockholm

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INDESTRUCTIBLE PHONOGRAPHIC RECORDS

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

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ravention of the agreement of the parties. The respondent, on having his name deleted, stood free of obligations to the company so far as they were contractual, and considered himself as free as any ordinary member of the public with regard to the dealing in and sale of the company's goods. But Mr. Menck's misfortune consisted in this—that, by the very fact that he entered into contractual relations with the company, he had become seized with the knowledge of the conditions under which they disposed of their goods, and he was not free to urge that such conditions had not been brought home to him. When he, therefore, announced his intention to deal in those articles as ordinary articles of commerce, he must be held to have pursued a mistaken course, the course of treating himself as an unrestricted instead of a restricted trader. The result might involve some hardships to him, but their lordships could not see their way to depart from the principle that a restriction rested upon a purchaser of goods to which were covered by a grant of patent, and which had come into the possession of a purchaser in the full knowledge of the restriction imposed by the patentee upon their disposal.

Their lordships reversed the judgment of the High Court, and issued an injunction in a limited sense against Mr. Menck, restraining him, his servants or agents from infringing the company's letters patent. The award of costs in respondent's favor in the court below would stand, and he would also be entitled to his costs as between solicitor and client in the present appeal, according to the condition under which the appeal was granted. Mr. Walter, K. C., and J. H. Gray (instructed by R. O. Read) appeared for the appellants; Mr. Levinson, of the Australian Bar (instructed by Bartlett & Gluckstein) for the respondent.

Pathé Frères Have New Exchange Scheme.

Throughout the month of March Pathé Frères have an exchange scheme in force on the three-to-one basis, which will offer dealers an opportunity of substituting new records for old, broken or otherwise soiled stock. It is appropriate that the March list of titles is especially strong, and will therefore be a big inducement to take full advantage of this seasonable exchange proposition. Among the vocal selections on the Pathé 10-inch supplement for this month dealers will find some very excellent items, such as "The Quaker Girl," "Your Eyes Have Told Me So," "Don't Go Down in the Mine, Dad," "You Were Coming Through the Corn, Molly Dear," "Sweet Caroline," and many others of an equally popular character.

New "Cardigan" Zonophone Selling Well.

I learn that dealers are placing good orders for the new "Cardigan" Zonophone, selling at £7 10s.; it is such fine value!

The New Favorite Record List.

The Favorite lists always contain much of interest to dealers abroad desirous of handling only up-to-date London successes in vocal and instrumental music. Practically all the Favorite titles are of known value, having made their mark here as quick sellers. The recording, too, is all that one could desire in the matter of tone quality, clearness and volume, and in the matter of surface the Favorite record is characterized by smoothness

and absence of harsh foreign noises. Here are a few of the latest titles: "British Empire March" (original), and "Big Ben" (Hesse), xylophone and orchestra, R. White; "Beautiful Garden of Roses" (J. C. Schmid), and "I Wonder If You Miss Me Sometimes," Stanley Kirkby; "The Chocolate Soldier," and "That Would Be Lovely," from "The Chocolate Soldier" (Strauss), duets by Miss Violet Essex and Stanley Wentworth; "My Dreams" (Tosti), and "An Evening Song" (Blumenthal), Philip Ritte; selections from "The Quaker Girl" and waltz from "The Quaker Girl" (Lionel Monckton), the Favorite London Orchestra; and "Rag-time Frolics" and "Kentucky Patrol," xylophone with orchestra, played by R. White.

In Parliament.

"Half the electors of the country had considerable reason to complain of the Parliamentary procedure of the Radical ministry, who have reduced the House of Commons to the condition of a gramophone, only to register the decrees of the executive, and they proposed next week to reduce the other chamber to the impotency of a chamber of waxworks!" (Laughter and cheers.)

When Is Edison Coming?

When is Mr. Edison coming over? Coronation time is a good time. Is it to be a double event?

Columbia-Rena Notes.

The strong demand for the famous music hall sketches "Parker PC" and "Parker's Progress" on Columbia-Rena still continues unabated. Certainly the enterprise that prompted this departure in records deserves success, and this "Parker PC" and its sequel has undoubtedly attained in full measure.

It is curious to remember that the play "Rosamunde," for which Schubert composed the incidental music and overture, only reached a second performance. That was in 1823, and although the play has never been heard of since, yet Schubert's incidental music lives to-day, one of the composer's greatest masterpieces. The overture to "Rosamunde" is a very popular item with concert audiences, and the musical "elect" esteem it very highly. All of which makes the twelve-inch record of the delightful overture issued this month on Columbia-Rena especially welcome. It is played by the Regimental Band of H. M. Scots Guards, who also, in the reverse of the same disc, contribute Weber's "Invitation to the Dance."

No one will be surprised to learn that Sergeant Leggett's magnificent twelve-inch record cornet solos issued last month has proved the biggest seller in instrumental records yet issued on twelve-inch Columbia-Rena. In the new list we observe that those top favorites in pantomime, "Beautiful Garden of Roses" and "I Wonder If You Miss Me Sometimes" are treated as cornet solos on a ten-inch record by the popular sergeant.

Some Good Sellers in Columbia-Rena Records.

Other good selling titles from the March list are the following: 12-inch records—"1911 Pantomime Pot-Pourri," parts 1 and 2. Band of H. M. Scots Guards; "Old Black Joe" (Foster), and "My Old Kentucky Home" (Foster). Mrs. A. Stewart Holt; 10-inch records—"Boss of the House" and "It's the First Time That I've Been in Love" (Jack Pleasants), Jack Baker; "Miss O'Hara in Her Emerald

Tiara" (Maurice Scott), and "What D'Ye Say, Molly Molloy?" (Bennett Scott), Miss Vera Moore; "Maggie Ryan from Dublin Town" (John Leat), Stanley Kirkby, and "Marie Louise" (Harry Gifford), Jack Charman; "Torchlight March" (Scottson Clark), and "Solferino March" (G. Allier), Band of H. M. Scots Guards; "Keeping Bees" and "The Knights in Armor" (with patter), Will Evans; "There Is a Flower That Bloometh" and "Yes, Let Me Like a Soldier Fall," from "Maritana" (Wallace), Walter Wheatley; "March Past of the Brigade" (arr. E. Hesse), King's Military Band, and "Wee Macgregor Patrol" (H. G. Amers), Band of H. M. Scots Guards.

The International Musica Congress in London.

A very important gathering in London this year will be the assembly of most of the leading musicians of the world at the end of May. The International Musical Congress, the first conference of the kind ever held in the United Kingdom, will afford the opportunity of demonstrating to the public of all lands that some of the best of lyrical music, not to mention the larger works, bears the name of English composers and is worthy of taking equal rank to that of foreign nations. Prominent musicians have associated themselves with this eminently desirable object, and the principal of the Royal Academy of Music, Sir A. C. Mackenzie, has accepted the position of chairman of the executive committee, which he is peculiarly entitled to in view of the fact that he was the president of the last congress held two years ago in Vienna.

Two Special Twin Records.

In addition to an especially strong list of titles for March, the Twin Record Co. have issued a double disc (No. 385), containing those two beautiful ballads, "Heroes of the Mine" and "The Toilers," excellently sung by that popular artist, Herbert Payne. The record, needless to say, is in great demand.

Recent Trade Visitors.

A. Bodansky (Beka Record, Ltd.), Berlin, and M. Straus, of Carl Lindstrom's, were recent visitors to this city.

Developing Trade With the Colonies.

During the last few years Barnett Samuel &

The **FLEX** Patent



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FROM OUR LONDON HEADQUARTERS—(Continued.)

Sons, Ltd., have redoubled their efforts in the direction of cultivating trade in all kinds of musical instruments with our colonies and dependencies, and to that end Edgar B. Samuel spends most of his time abroad. He returned home February 25 after being away thirteen months on a tour covering the chief cities of Australia and New Zealand. From all accounts the trip was in every way a business success, for here, there and everywhere may now be found dealers handling the Odeon and Jumbo records, Duclephone machines, pianos and many other musical instruments made by B. S. & S. Mr. Samuel says talking machine trade conditions are distinctly good in the colonies, and things are improving all the time. What especially impressed him was the enormous business in Edison cylinder goods prevailing throughout Australasia, where practically every musical instrument dealer features these products, often to the exclusion of all other talking machine lines. But our export trade is increasing each month and the disc is gaining in popularity abroad to a surprising extent, which is not a little due to the enterprise of Barnett Samuel & Sons, Ltd.

The New Gramophone Records for March.

"His Master's Voice" records for March are of a diverse and pleasing character—the right kind of selections at the right time. It is decidedly a strong list, and such a one that dealers can with the utmost confidence place big stock orders. The titles follow: "Pique Dame" overture (Suppé); "La Sirene" overture (Auber); "Ballet Music and Rustic Dance, Colomba" (Mackenzie); and "In Memoriam" overture (Sullivan), by the Band of H. M. Coldstream Guards; "La Source" ballet, selections 1 and 2, and "La Source" ballet, selections 3 and 4 (Déliibes), Mayfair Orchestra; "I Will Extol Thee, Eli" (Costa), Mme. Agnes Nicholls; "God Shall Wipe Away All Tears," "The Light of the World" (Sullivan), and "The Pretty Creature" (arranged by Lane Wilson), Mme.

Kirkby Lunn; "Crossing the Bar" (Willeby), Evan Williams; "Pleading" (Elgar), Walter Hyde; "Young Tom o' Devon" (Russell), Charles Tree; "A Soldier's Toast" (Airlie Dix), Harry Dearth; "Flow Gently, Deva" (Parry), Evan Williams and Robert Radford; "De Ole Banjo" (Scott Gatty), and "Dat's Berry Queer" (Scott Gatty), The Minster Singers; "Scherzo" (Bonniseau), piccolo, Eli Hudson; andante and variations, "Kreutzer" sonata (Beethoven), violin, Joska Szigeti; "It's Just Like Being at Home," Harry Lauder; "Waltz Me Round Again, Willie" (Ren Shields), George Grossmith, Jr.; "Tut, Tut! That's a Bygone," Mark Sheridan; "We Really Had a Most Delightful Evening" (David and Lee), Harry Carlton; "The Bassoon" (Quentin Ashlyn), W. H. Berry; "O! Ha Byddain Haf O Hyd" (Davies), and "Mentra Gwen" (old Welsh song), Evan Williams. Selections from Mozart's "Twelfth Mass," "Glorious Is Thy Name" (Gloria in excelsis); "Praise the Lord" (Quoniam tu Solus Sanctus); "Thou, Lord, Art God Alone" (Cum Sancto Spiritu); "Bow Down and Hear Me" (Et incarnatus est); "He Is Blessed" (Benedictus), and "Holy, Lord God of Saboath" (Sanctus), by Mixed Church Choir.

"The Gramophone in the Home."

"The Gramophone in the Home" is the title of a handsome produced brochure just issued by the Gramophone Co., Ltd. It has been specially designed with a view to interesting that large section of the well-to-do public who have for some reason or other not yet succumbed to the charms of "His Master's Voice." The brochure illustrates different rooms containing a gramophone of a design most in keeping with the character of each apartment, with interesting argumentative selling text attached. It must be admitted that the idea is a particularly good one, and should result—if wisely distributed—in substantial business, well justifying the large expenditure necessarily involved in the production of this excellent brochure-catalog.

Talking Machine Men to Attend Leipzig Fair.

The Leipzig Fair, March 6-18, will be fairly well attended by talking machine traders from this country, but it is noticeable that many prominent men in the trade who have in the past attended regularly will absent themselves this year. The Leipzig Fair is not that storehouse of novelties that it used to be, and this last season or so it has produced few new inventions of real commercial value. Among the visitors from this country there is S. W. Dixon, Gramophone Co.; W. Manson, Zonophone and Twin companies; G. Murdoch, J. G. Murdoch & Co.; A. Balcombe, Barnett Samuel & Sons, Ltd.; O. Ruhl, Beka Record; H. J. Culum, W. G. Smart and E. Tyler, Lockwoods; C. Herzog and A. Ficker, New Polyphon Co.; G. Andres, Andres Bros. & Co.; W. Johnson, of Liverpool, and A. W. Gamage.

Billy Williams' Records Popular.

The Columbia Co. report a mighty big trade in Billy Williams' records. He is responsible for six really good comic songs which are selling in thousands.

Wanted to Tax Pianos in French City.

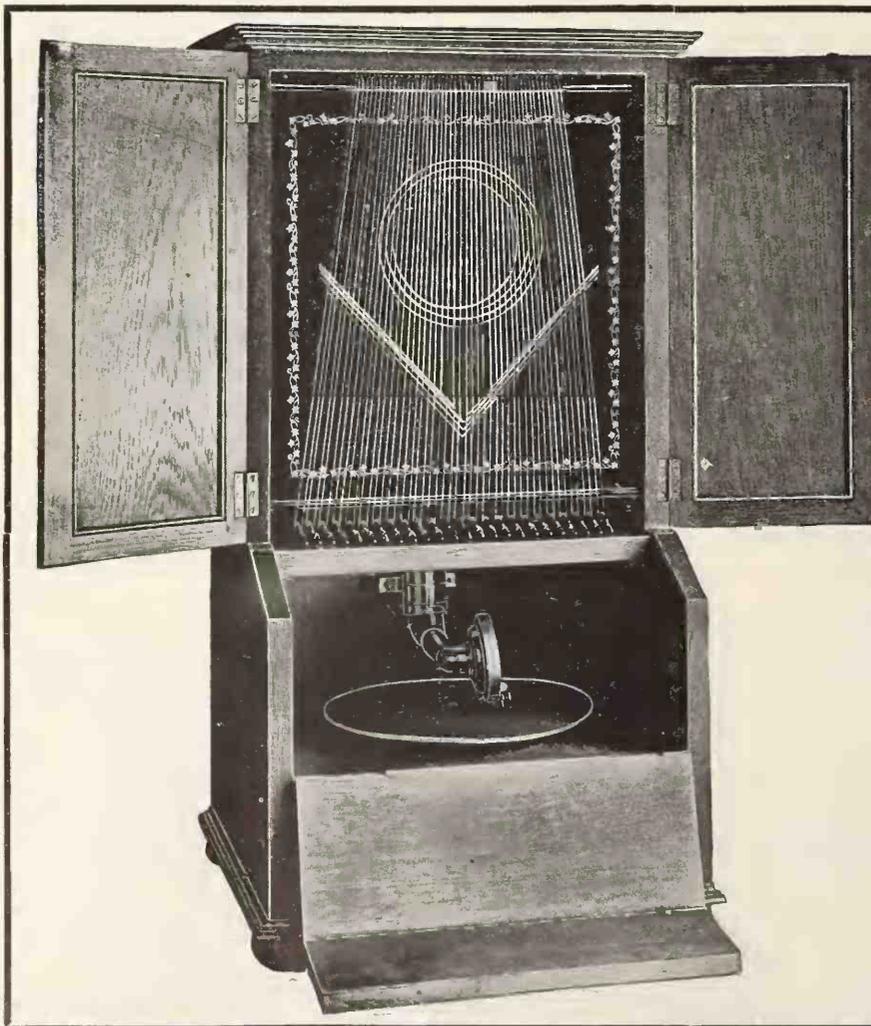
A hawker and old cigar-end dealer has recently been elected a municipal councillor at Le Puy, France. Among other things he clamors for an extra tax on pianos. "Why pay 10f. a year," he asks, "for a poor dog that can howl on only two notes or so and nothing for a piano that can scream or groan on about eighty?" Without any consideration for the reforms he calls for, his colleagues on the council have all resigned. We do not wonder.

New Company.

Blum & Co., Ltd., gramophone patentees; capital £2,500, in £1 shares. Office, 89 Chiswell street, London, E. C.

Rapid Communication With the Continent.

Owing to an acceleration of the shipping and railway services between this country and the Con-



KLINGSOR TALKING MACHINES

The ONLY Musical
Talking Machine

Various Designs and Prices
Second to None in Reproduction

Klingsor Record
10 inch D. S.

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

Klingsor Works

22-24 Tabernacle St., London, E. C., England

Cables: Defiatory, London

continent, the mails will be delivered in Berlin and other important German towns much earlier after the first of May, on which date the arrangements come into effect. It is said that a saving of nearly two hours is probable between London and Berlin.

Recording Cries of Street Hawkers.

The Paris correspondent of the Telegraph reports an amusing attempt on the part of a schoolmaster to record the cries of street hawkers. Armed with a recording gramophone, M. Ponge spends his leisure hours lying in wait for street criers in populous quarters. He is preparing a museum of speech, which he will leave behind him for the instruction of future ages. When he hears the Parisian equivalents of "Milk!" or the muffin-man he pounces on them and compels them to sing or ring bells into his receiver. He has already collected the cries of the birdseed man, the vegetable woman, the fishwife, the basket maker, the oil-clo'es man, the window-pane mender, the flower men selling mimosa, and the shrill tenor who pieces together again "marble, alabaster and porcelain." Two criers resisted all the collector's blandishments and threats. The wife of the chair mender who gathers custom for her husband, and who was afraid that the gramophone was one of M. Bertillon's new anthropometric recording inventions, and the haughty and funereal Hercules who walks groaning sepulchraly, "Tonneaux, tonneaux!"

Sheffield Choir to Start on World Tour.

March 17 the famous Sheffield Choir, under the conductorship of Dr. Harriss and Dr. Henry Coward, will start on their world tour, which is to include visits to Canada, United States, Australia, New Zealand and South Africa, the itinerary ending in September. My readers may be interested to know that this famous choir have recorded of their best on Odeon records, particulars of which can be obtained from Barnett Samuel & Sons, Ltd., of this city.

Edison Record List for April.

The advance list of new Edison records for April to hand, containing a wealth of high-class and popular music, and the grand opera Amberol numbers, are particularly pleasing. The company draw special attention to the new operatic records by Karl Jörn, who is considered one of the best lyric and dramatic tenors on the operatic stage. His contributions to the list under review are favorite numbers in which he has scored the most emphatic success. The full list of new issues is as follows: Grand opera Amberol records—"Forza del Destino—O tu che in seno agli angeli" (Thou Heavenly One) (Verdi), sung in Italian, Carlo Albani; "Il Trovatore—Il Balen" (The Tempest of the Heart) (Verdi), Carlo Galeffi; "Provençal Song" (Dell Acque), sung in English, Marie Rappold; "Incantatrice Valzer" (Enchantress Waltz) (Arditi), sung in Italian, Marie Galvany; "Tannhäuser—Romerzählung" (Wagner), sung in German, Karl Jörn; "Lohengrin—Lohengrin's Abschied" (Wagner), sung in German, Karl Jörn; "Faust—Cavatina, Salut demeure" (Gounod), sung in French, Karl Jörn; "Meistersinger—Preislied" (Wagner), sung in German, Karl Jörn; "Lohengrin Gralszählung" (Wagner), sung in German, Karl Jörn; "Manon—Ah! fuyez douce image" (Massenet), sung in French, Karl Jörn; "Manon—La Rêve" (The Dream) (Massenet), sung in French, Karl Jörn; and "Solomon" (Hermann), sung in German, Karl Jörn. Amberol records—"The Chocolate Soldier," selection (Oscar Strauss), National Military Band; "Don't Go Down in the Mine, Dad" (Will Gedder), Stanley Kirkby; "Dolores Waltz" (Waldteufel), concertino solo, Alexander Prince; "Yachting" (Terry and Evans), Will Evans; "An Old Garden" (Hope Temple), Miss Violet Oppenshaw; "T-r-o-u-b-l-e" (Collins and Terry), Arthur Osmond; "She Is Far from the Land" (Frank Lambert), Ernest Pike; "Hi, Hi,

Hi, Mr. McKie" (Letters and Murphy), Miss Florrie Forde; "I'm Learning the Lock-Step" (Cliff and Moore), George Formby; "Valse Septembre" (Felix Godin), National Military Band; "As It Began to Dawn" (Charles Vincent), Edison Mixed Quartet; "Somewhere" (Chas. K. Harris), Irving Gillette and chorus; "Genius Loci" (Carl Thern), Kaltenborn String Quartet; (a) "Thy Beaming Eyes"; (b) "Mighty Like a Rose." Miss Elizabeth Spencer; "Levy-Athan Polka" (xylophone solo), Charles Daab; "Les Sirenes Waltz" (Waldteufel), American Standard Orchestra; "Peek-a-Boo!" (W. J. Scanlan), Will Oakland and chorus; "Little Annie Rooney," Arthur C. Clough and chorus; "Elfentanz Waltz," concert waltz, Sousa's Band; and "Pilgrim's Chorus," "Tannhäuser" (Wagner), Edison Concert Band. Edison Standard Records—"Ginger, You're Balmy" (Champion), Arthur Osmond; "Strauss March" (Mezzacapo), National Military Band; "Keeping Bees" (George Arthur), Will Evans; "Dear Eyes" (Daisy McGeoch), Miss Violet Oppenshaw; "A Fireman Like Me" (Richards), George Formby; "My Wife's Gone to the Country," Edward M. Favor; "Old Berlin March" (Franz von Blon), United States Marine Band; "Sweet Red Roses" (Anita Owen), Miss Agnes Noll; "Way Down East" (Young and Norman), Peerless Quartet, and "Chicken Reel" (J. M. Daly), American Standard Orchestra.

Attractive List of Zonophone Records.

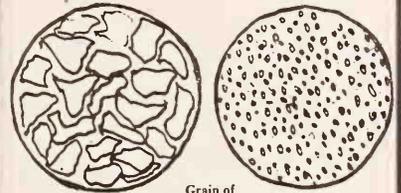
An attractive list of titles for March has been issued by the British Zonophone Co., and in commenting thereon it is very satisfactory to know that despite the enormous aggregate sales of the 2s. 6d. double discs, the Zonophone record (single-sided) sold here for 2s. is as popular as ever. And the reason is apparent, for quality of recording, good surface, and the service of only the best artists tells all the time. Some of the recent titles issued are: "The Lock Step," the Peerless Orchestra; "Our Jack's Come Home" (Devers), Peter Dawson; "How Sad It Is to Say Farewell" (Westrop), Mme. Deering and Ernest Pike; "You Can Always Tell a Married Woman," Miss Florrie Forde; "Who's Who," Mark Sheridan; "Gilt-Edged Bertie" (Lauder), Harry Lauder; and "The Red Cockade" (Tait), banjo, Oly Oakley.

PROVINCIAL NOTES.

There is little news of importance from the provinces this month; the few reports to hand from Manchester, Liverpool and Birmingham are of a somewhat contradictory nature, but I gather that although in some districts trade is slackening up, talking machine business is generally of a satisfactory nature. For the time of year the stability of trade in Lancashire is regarded as particularly good and dealers are keeping up their stocks beyond the usual measure. Daws Clarke reports that his new "Flex" diaphragm for the Edison model O reproducer has met with great success, and he anticipates good repeat orders. In the Midlands talking machine sales have been good this last month, and indeed, Birmingham traders in particular have experienced a most satisfactory season. Busy times are reported at the Colmore Depot, especially in Edison and Zonophone products. Scott Skinner, the veteran Scottish violinist, who plays exclusively for Columbia-Rena records, has been enjoying a most enthusiastic reception in the northern Scottish towns, and dealers have experienced a big demand for his records.

Professor Savary, M.A., has been giving lectures at various places in Ireland, advocating the use of the phonograph as an aid in the teaching of modern languages. The influence exerted by the professor in this direction has produced very satisfactory results for Edens Osborne, the Belfast Edison factor, who reports having sold several machine outfits and language records as a direct consequence of those lectures.

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

Sole Distributor

H. R. H. NICHOLAS

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NEW YORK

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

CHEMISCHE FABRIK E. SAUERLANDT FLURSFEDT
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph bel Apollonia i. Th., Germany

TIMELY TALKS ON TIMELY TOPICS

Perhaps too little is heard of the selling prowess of salesmen in the talking machine trade. It is certainly an interesting subject not only to the individual immediately concerned, but others as well. As yet the high marks in this respect have not been reported, at least for publication. Recently *The World* was a listener to an argument of this kind between two men well known in the selling field. One of them urged that the best feat in the retail sale he had ever heard of was made by Joseph M. Bryant, in charge of the new talking machine department of Wm. Knabe & Co., New York, who scored \$800 to a customer. H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., general, who was one of the disputants, replied he could "go that a few better," namely, \$1,200. This amount was reached when connected with the company's Boston store. Maybe others will be heard from? Until then Mr. Yerkes heads the list, for \$1,200 as a single retail sale is going some, as the familiar phrase runs.

Greek dancing, now receiving the enthusiastic indorsement of fashionable society, and which is very much in vogue, is greatly aided and developed by the use of the talking machine record. That is to say, the exercises essential, in connection with the music, in the absence of a professional orchestra, is supplied by the high class operatic records. A woman who indulges in Greek dancing for exercise only, in giving her experience, said: "Now, when I get up and feel headachy or as if my doll was stuffed with sawdust I have my exercise. I start the 'Marche Militaire' on my patient machine, and the strains are so inspiring that I go through my paces, so buoyantly that my husband enjoys my dance. Then I put Mendelssohn's 'Spring Song' on and dart forward with a series of leaps, of tossing arms, of waving hands, of sudden swoopings, bended body, lightly turned head strung along seemingly some mental thread until the final pose of perfect rest is reached. I find endless enjoyment in these exercises, and as an orchestra is out of the question the records furnish the necessary music. It is always at my command, and the beautiful and brilliant character of the selections and perfect tempo, far superior, in my judgment, to the performance of many orchestras. Besides the records are within the means of every one, so that Greek dancing may be indulged in at any time."

Another field of usefulness as a means of entertainment, and of which possibly few dealers take cognizance, is in the sick room or with confirmed invalids, and the "shuts ins" generally. A specially significant instance of this field of usefulness may be quoted in connection with Clara Morris, the one time favorite and popular actress (Mrs. F. C. Harriott), who is dictating her memoirs to her husband. She is engaged at this work day and night in her Yonkers, N. Y., home, having been confined to her bed since she suffered a breakdown a year ago and was stricken with failing eyesight. She is barely able to distinguish between night and day. A diary in which she wrote every day in her life since girlhood is being kept up to date for her by her husband. In her leisure moments she takes most interest in listening to grand operas from a talking machine at her bedside.

Very much to the gratification of cylinder and vertical cut disc records using sapphire needles or reproducing points, the importation of the "blanks" are now dutiable at ten per cent, instead of fifty per cent. ad valorem, as originally classified by the customs officials. Reference was made to this decision in last month's *World*, and in the full opinion of the United States General Appraiser it is learned that "the merchandise in question consists of small pieces of sapphire, cylindrical in shape. The collector classified them as articles composed wholly or in chief value of semi-precious stones, not specially provided for, and as-

essed duty thereon at 50 per cent. ad valorem under paragraph 112, of the tariff act. It is not disputed that the articles here involved are intended for ultimate use in the construction of phonographs. In the form as imported, however, they are not parts or accessories of such instruments. The record shows that they have to be subjected to seven or eight operations, some of them involving microscopic work of a highly delicate and skilful nature, by which they are notched and 'balled' on one end before they can be inserted in phonographs as producers or reproducers of sound, the cost of which processes enhances their value about 300 per cent. The question presented to us for determination is whether such articles—which in the condition as imported are shown to be sapphires merely cut or fashioned by a lapidary and many stages removed from the form and shape which fit them for their ultimate utilitarian use—are dutiable as assessed, or otherwise. * * * We find and hold that the merchandise is dutiable at 10 per cent. ad valorem under paragraph 449, and the collector's decision in each case is reversed."

The argument advanced by General Appraiser Sharretts in this case is lengthy and rather elaborate. That aside, those directly concerned in the trade are to be congratulated, and Mr. Sharretts, who handles very nearly if not quite all of the tariff disputes in musical instrument cases, has taken a totally different stand on these goods. Talking machines and parts thereof are assessed the same as musical instruments or parts thereof, namely, 45 per cent. The cases in point are crude parts of violins, for example, which go through a number of processes before becoming a part of the finished instrument, as also are the backs and bellies and bridges. In these instances they are invariably held dutiable as "parts" and assessed accordingly. However, the interpretation of tariff schedules is fraught with surprises, and this is one of them. But there is no "kick" coming. On the contrary, it is a happy solution of a vexed question!

Dealers who are prone to believe they can violate their contracts with the manufacturers in relation to the sale of goods at other than the established prices, or infringe patents which have been adjudicated with impunity, should not overlook the cases of one Greenberg, of New York City, and Edward H. Martin, a music dealer of Webster City, Ia., which appear in the current issue of *The World*. The former was "brought to book" after expensive and annoying litigation by the Victor Talking Machine Co., Camden, N. J., and fined \$1,500 for contempt of court. Martin was "jacked up" by the National Phonograph Co. (Thomas A. Edison, Inc.), Orange, N. J., at the close of proceedings covering over three years, and fined \$350 on a like charge. Both of the defendants were to stand committed until the fine was paid. These suits were brought to establish a principle, moral as well as legal, as between the seller or manufacturer and the buyer or dealer in the enforcing of inalienable rights conferred on the owner of property covered by valid patents. The rulings of the Federal courts in respect to cases of this kind have not only been numerous but uniform, and need not be referred to at length, as they have been reported with more or less fulness, according to their importance, in *The World* from time to time. The two contempt cases mentioned, the first to occur, are significant, and dealers who are inclined to crooked selling methods should bear them in mind and keep in the straight, if narrow, path.

James B. Landay, of Landay Bros., New York, after a recent visit at the factory of the Victor Talking Machine Co., Camden, N. J., came back more optimistic than ever regarding the future of the business. Not but that he always looks on the bright side of things and is generally hopeful; yet a talk with General Manager Geissler is invariably stimulating, and he knows Victrolas and other Victor products the firm can use conveniently and

profitably in their business now will be coming along in due course. It is whispered the Landays may open a branch house in one of the progressive cities of the Middle West. When Max gets back perhaps more definite news may be forthcoming concerning the rumored project—and then, perhaps not.

William Mermod, the controlling spirit and heaviest stockholder in Mermod Frères, St. Croix, Switzerland, who has been in the United States about a month looking over the talking machine field with a view to future operations, returns to Europe in the neighborhood of April 1. His business headquarters is with the Jacot Music Box Co., New York.

One of the latest unexpected hits of the Victor catalog is the "Nightingale" record, Red Seal 64,161. It is a perfect and marvelous reproduction of this celebrated American warbler and is the bird's natural notes, not an imitation. Distributors and dealers in placing orders bought the record with unusual caution. A tremendous demand immediately followed its introduction, and the clamor on the factory for the "Nightingale" from all over the country astonished everybody and a repressing of another edition of magnitude was necessary. Dealers could not even retain a sample in their stores for demonstrating. It looks now as if the "Herd Girl's Dream," which all the companies list, will be another hit of size, according to the record sharps.

The American Talking Machine Co., Victor distributors, with two finely-appointed stores in Brooklyn, N. Y., report the best business they have had since 1906. General Manager Morris says he could handle a bunch of Victrolas and other Victor machines if the factory would only loosen up with several good-sized shipments—sooner the better.

M. Gold, Eastern representative of the Universal Talking Machine Mfg. Co., Philadelphia, Pa., succeeds Louis Silverman, who is now with Thomas A. Edison, Inc., as previously announced in *The World*. Mr. Gold looks after the Universal Co.'s Greater New York business, and goes to Boston, also. Although he only recently went on the company's selling staff, he is reported as doing well. Mr. Gold is an experienced talking machine man.

A German talking machine contemporary states, in its February issue, in the case of the Gramophone Co., London, Eng., complainants, that the tapering arm patent has not been upheld by the court of last resort in the Austrian empire. On the other hand, the so-called goose-neck patent is declared valid by the same tribunal, providing the needle is lifted vertically; that is, if the sound-box is raised on the side, the patent is in the public domain.

AS TO THE EFFECT OF PRAISE.

Not Always Stimulating, Says This Man, Drawing on His Own Experience.

The singer sang well and the applause was insistent. Again he came forward, and this time he sang even better than before.

"It is always so," said one listener to his friend. "Applause stimulates us all. It's a pity that men can't be praised more than they are when they do good work. We are too churlish about such things. We say that a man ought to do his duty anyway and not expect praise for it, when the fact is that if we praised him occasionally it would stimulate him, make him do more and better work."

"When I was a boy out in the woodshed sawing wood," said the other man, "the old man would come along and look at what I'd sawed and say, 'Sammy, you're doing splendidly. Keep it up, my boy.'"

"There was praise for you, but do you think that stimulated me? On the contrary, it made me want to smash the buck and bust the saw and break for the woods."

"Oh, well, of course," said the praise advocate, "there may be exceptions, but as a rule——" and so on and so on.

**The Columbia exclusive selling
rights policy *does* restrict—*competition*,
that's all.**



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

ANOTHER FINE FOR CONTEMPT

In the Case of the National Phonograph Co. (Thos. A. Edison, Inc.) Against E. H. Martin, of the Martin Music Co., Webster City, Iowa, for Violating a Writ of Injunction in Regard to Price Cutting.

Another dealer has been fined by a United States judge for contempt of court for violating a writ of injunction. The case is that of Edward H. Martin, of the Martin Music Co., Webster City, Ia., which was prosecuted by the National Phonograph Co. (Thomas A. Edison, Inc.), and has been before the court since December 23, 1907. Martin did everything possible from that date until the final decree for contempt was filed by Henry T. Reed, United States Circuit Court, northern district of Iowa, central division, February 23, 1911. The opinion, after reciting the facts, etc., in part follows:

"The defendant is a man of intelligence, and the evidence convinces beyond any doubt that he intentionally violated the preliminary injunction. His efforts to show that the sales of phonograph records subsequent to the issuance of the injunction were by the Martin Telephone Co. or its general manager; and the Martin Music Co., without his knowledge, is a mere ruse to shift the responsibility for such sales. The Martin Telephone Co. is a corporation organized under the laws of Iowa, in the name of which the defendant conducts most of his business. He was its president and principal stockholder and controlled the management of all of its affairs. The defendant, M. M. Martin, is his wife, and is or was a stockholder of the Telephone Co. and its secretary, but took no active part in the management of its business. There was but one other stockholder and he owned only a nominal amount of its stock, and the defendant, Sterling, was an employe under the title of manager or general manager, but acted under the general directions of the defendant, Edward H. Martin.

"The Martin Music Co. was another name under which the defendant conducted a business of dealing in musical instruments, sheet music and other goods usually carried by such dealers; and while there is some evidence that this business was turned over to his son, Fred N. Martin, prior to the commencement of the suit, the evidence leaves no room to doubt that the defendant himself sold a number of these phonograph records and received the pay therefor after the preliminary injunction was served upon him. The violation of the writ was deliberate and intentional and cannot be overlooked. Parties must know that writs of injunction are not issued by the courts as a mere pastime and for their own pleasure, to be observed or not as those against whom they are issued may elect, but are issued to protect and preserve the property rights of parties pending litigation between them; and those against whom they are issued and upon whom they are served must be given to understand that any intentional violation of them will not be tolerated, but will be punished, and by imprisonment if necessary, to uphold the authority of the

court and protect the rights of parties involved in the controversy in which they are issued.

"The contention of counsel that the defendant has been once in jeopardy because of the proceedings at the June term of court, 1908, when the affidavits were suppressed at his instance, and that he cannot now be rightly tried for such alleged contempt is untenable. There was then no hearing upon the merits of the alleged contempt, but only a preliminary hearing at the instance of defendant upon the question of the competency of the ex parte affidavits which complainants proposed to offer in support of the alleged contempt. There was, in fact, no other hearing, the testimony contained in such affidavits was not considered, the charge against the defendant was not heard, and the question of his guilt or innocence of such charge is now presented for the first time for determination. The defendant's plea of defense of

prior jeopardy is therefore overruled, and he will be fined in the sum of \$350 because of his violation of the preliminary injunction, and the costs of taking the testimony before the examiner, which was begun February 5, 1910, including the statutory fees and mileage of witnesses examined at such hearing and the legal fees of the examiner and stenographer for taking such testimony, and the other taxable costs that pertain alone to the contempt proceedings.

"If such fine and costs are not paid within five days after the filing of this opinion and order the defendant will stand committed to the county jail of Webster county, Iowa, until they are paid, and the clerk will issue the proper warrant so committing him. Of the \$350 when paid the clerk will pay the petitioners \$150 to apply upon the services of their counsel that pertain alone to this contempt proceeding. It is ordered accordingly."

LATEST UDELL CABINET.

New Number 452 Made to Go with Either Victrola X or XI with Slight Changes in the Top—Some of the Interesting Features.

One of the latest products of the Udell Works, Indianapolis, Ind., noted for their fine line of cabinets for talking machine records, music rolls, sheet music, etc., is the new cabinet known as No. 452 and designed with a top to fit the Victrola X, it being so arranged that a slight change in the rim will enable it to fit the Victrola XI. In other words, as is pointed out by the manufac-

boxes for used and unused needles, index card on the door and index partitions. There is also a shelf in front which pulls out when the door is opened and on which the records may be handled with convenience.

The manufacturers state that there has been an unusually strong demand from the talking machine trade for this new cabinet and ever since it was first introduced and that the prospects are that it will prove one of the best sellers in their line. The price is one of the attractive features of the new cabinet.

IMPORTANT TREATY SIGNED.

Among the events of unusual note that transpired in Washington during the closing days of the Sixty-first Congress, and of which little if anything was heard, is the treaty signed by the Latin-American delegates to the Pan-American Commercial Conference. The signatories represented twenty-seven countries in Latin America. The treaty was adopted about a week before the adjournment of the Senate, who ratified it, as is required. The treaty deals with a number of questions of concern to all the nations in interest, especially that of copyright. By this agreement, which is dissected as a "second Berne convention," though the benefits are solely confined to the countries of the Western Continent, citizens of the different powers are accorded the same copyright privileges as those of the United States, providing similar laws are enacted. The Republic of Argentina has an act of this kind recently enacted, and therefore equal copyright protection is conferred on the citizens of both nations at once. Mexico will probably take the same step.



UDELL CABINET, STYLE 452.

turers, it is a cabinet made to serve two purposes. The new cabinet is made in either mahogany or golden oak, the latter either plain or in the popular mission shades, and the capacity is 228 ten or twelve inch records in envelopes.

The cabinet is complete in every way, with

right privileges as those of the United States, providing similar laws are enacted. The Republic of Argentina has an act of this kind recently enacted, and therefore equal copyright protection is conferred on the citizens of both nations at once. Mexico will probably take the same step.

ACTIVE IN THE NATIONAL CAPITAL.

Store of the Columbia Phonograph Co. in That City a Busy Place—Edward D. Easton Stops Off While on His Way to Cuba—Other Prominent Visitors—Favorite Grafonola for Alaskan Boundary Commission—Select Large Assortment of Records to Entertain the Workers While in the North—Other Interesting Items Worth Noting.

(Special to the Talking Machine World.)

Washington, D. C., March 6, 1911.

The Columbia Co.'s store here has seen many visitors during the last two or three weeks. First of all was Edward D. Easton, president of the American Graphophone Co. and of the Columbia Phonograph Co., General, who stopped in Washington for a few hours on his way to Cuba. He was accompanied by his wife, daughter and son. As Washington is the former home of Mr. Easton, he spent a good many delightful moments in talking with old friends and relatives who reside here. Another visitor of note was Paul H. Cromelin, who stopped in the city for a few moments on his way back from Chicago. Mr. Cromelin is another old Washingtonian, having been graduated in law from one of the local colleges, and having at one time been manager of the Washington store of the Columbia Phonograph Co.

Still another handshaker, with a genial smile, was Edw. N. Burns, the manager of the Columbia Co.'s export department, who was in Washington to attend the conference of the representatives of the South American republics, held at the Pan-American Union building in this city. This building, by the way, is one of the most beautiful in the United States, although not very large. It is the gem of all the public buildings of the city, and that is saying something. Other visitors to Washington recently were George W. Lyle, the Columbia Co.'s genial general manager, and Frank Dorian, manager of the Dictaphone Co., who, by the way, is also a former Washingtonian.

A few days ago the Columbia store fitted out a Grafonola "Favorite," two hundred double-disc records and some extra mainsprings and other supplies to be taken by the United States Alaskan Boundary Commission for the entertainment of its fifty or sixty men who are to lay the boundary line between Alaska and Canada during the coming summer. The chief engineer of this expedition told H. C. Grove, manager of the store, that the Grafonola would be their main source of entertainment when in the far north. This expedition will leave about May 25, and will be gone for about two years. During most of that time they will be far removed from all civilization and will depend upon themselves entirely for amusement, of which, of course, the Grafonola "Favorite" will supply the main portion. While most of the records selected for this outfit were of the late and popular music of the day, the outfit included the famous Columbia sextet from "Lucia" and the "Rigoletto" quartet, and several of the David Bispham records, several of the Mardones records, and that famous record, "The Herd Girl's Dream." This outfit will undoubtedly do more good this summer than any other outfit which has been sold by any one for some time.

TO OCCUPY NEW BUILDING.

On May 1 the Greater New York Phonograph Co., who maintain three stores in New York, and are the sole jobbers of Zonophone goods in this territory, will remove into their new building, 308 Grand street. The property was acquired by the company at an expense of \$60,000. They also handle the Victor and Edison lines and are doing a nice business. At the testimonial Stanley concert, March 8, Mr. Mandel, president of the company, and Mrs. Mandel, with lady friends, occupied one of the proscenium boxes.

"The way to fortune is like the Milky Way in the sky, which is a meeting of a number of small stars, not seen asunder, but giving light together," says Lord Bacon. "So there are a number of little and scarce discerned virtues or rather faculties and customs that make men fortunate."

A TRAVELER'S ADVICE.

Points Out Ways by Which Clerks May Increase Their Value to Employers.

An experienced commercial traveler, who evidently keeps his eyes open and his mind receptive, seeks to stir up the thoughtless or inattentive clerks with these pointed suggestions:

Keep a notebook and collect all the information possible that may be of future use. Pencil and paper are so cheap, and brain cells so expensive, that I would say don't trust to your memory when you can have it recorded for all time.

When you meet the other fellow's clerk in the evening, don't let him pick your brains about the business. If you can pick his, that is quite another matter.

Don't miss reading your trade journals, and if you want further information, worry the editor! He sits in his office to be worried. See you don't disappoint him. Don't think you are only a clerk and don't count. You count one, and that is enough to go on with.

Lastly, be punctual—punctual in keeping your promises to customers, of course, but I was meaning more especially in your hours of business, and set the boss such a good example that he will be ashamed to keep you overtime unless he pays you for it.

Last week A. R. Howell, in charge of the advertising of the Columbia Phonograph Co.'s export department at headquarters, resigned to become the advertising manager of a leading manufacturing company in another line. Mr. Howell has been turning out excellent work in his field of Columbia publicity.

Some folks worry so much about what their competitors are doing that they don't have time to do anything that makes the competitor worry.

HELPED TO MAKE FRIENDS.

A Voluntary Tribute to the Columbia Line from Chas. Lonsberg, the Well Known Piano Dealer, of Albany, Ga.

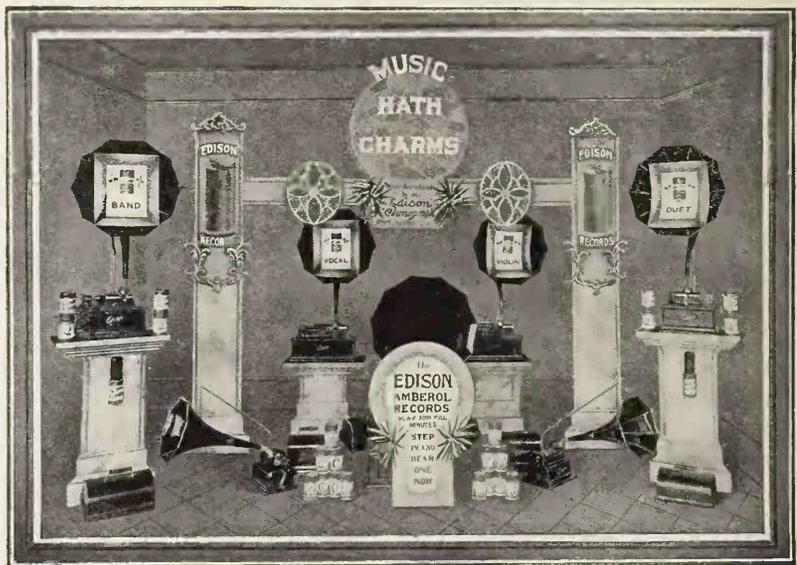
As evidence of the selling popularity of the Grafonola line, the Columbia Phonograph Co., General, this week received the following voluntary and candid expression of opinion from Charles Lonsberg, proprietor of Lonsberg's Book and Music House, Albany, Ga., who handle the pianos of Mathushek & Son and the Cable-Nelson Piano Co.:

"During the time we have had the pleasure of acting as your representative in our city we wish to say: We find that the Columbia graphophone has made many friends and customers for us, both for instruments and records, and we feel like we cannot say too much in behalf of the goods you sell, both in fineness of tone and quality of workmanship you put in these wonderful instruments.

"We have placed the Grafonola 'Elite' and 'Favorite' in some of the best homes in our town and hear nothing but praise for your goods. Our business relations with the company, as well as the traveling salesmen, have been a pleasure to us. Here's to the Columbia Phonograph Co.—may they continue to have the success they so richly deserve."

Every clerk should be continually impressed with the value of knowing the stock—where every piece is located—the price of each article; in fact, have at his finger tips accurate information with regard to everything in his department. Lack of this knowledge cuts into profits. It causes valued customers to wait while the clerk goes to some other part of the store to secure the desired information. Efficient service is only possible through well displayed, good goods, and a thorough knowledge of them.

ATTRACTIVE EDISON WINDOW DISPLAY



A twelve-page booklet has been issued by the Thomas A. Edison, Inc., Orange, N. J., describing and illustrating the initial "Edison Window Display." Display No. 1A is shown in the accompanying cut, a detailed description of which follows:

This handsome setting has for its center piece an imitation stained glass circle, the leaded markings as well as the outline of the letters being done in relief highlighted with gold. The various shadings of the irregular panes blend harmoniously and direct attention to the distinct wording: "Music Hath Charms When Reproduced by an Edison Phonograph." At either side are hand-painted palm leaves, highlighted with sparkling flitters in green and gold. Supporting this crossbar arrangement are two splendid columns so shaded as to give a solid, massive appearance, they being surmounted by handsome panels on

which in delicate air brush work appear the words "Edison Records," with a shaded painting of the real record. This panel has artistic raised scrolls at top and bottom.

The central reading show card partakes of the large central design and shape. It is also decorated with sparkling leaves and is neatly hand lettered. Four hand lettered and neatly bordered signs are furnished for placing in each ten-petal Cygnet Horn, calling attention to "vocal," "violin," "duets" and "band music." An empty Amberol record carton completes the card. The false pedestal fronts match the design of the supporting columns and the entire setting is deep cream in color, with shadings of brown giving that old, much admired ivory finish which, brightened by the highly colored glass effects of the center piece, creates an attractive setting pleasing in its entirety.

A SUCCESS IN EVERY WAY

Was the Testimonial Concert Given at the Amsterdam Opera House, New York, on March 8, for the Benefit of the Family of the Late Frank C. Stanley—Great Galaxy of Talking Machine Artists—Distinguished Members of the Trade Present—Concert Attended by Audience of Two Thousand and Generously Supported—Satisfactory Sum Realized by the Affair—Committee Did Good Work.

The testimonial concert given March 8 in the New Amsterdam Opera House, New York, for the benefit of the family of the late Stanley W. Grinstead (Frank C. Stanley) was a success from every point of view—financially, socially and artistically. The spirit displayed by the "talent," seventy-five strong, and the large audience was a marked feature of this unique event, the first of its kind in the history of the trade.

The artists, together with the chorus assisting them, were grouped on the stage in the form adopted in a minstrel "first part," and through the medium of their songs and jokes proved themselves to be entertainers of the first order. Despite the handicap of bad acoustics they upheld their reputation as vocalists of a high order to the fullest extent, and the concert, as a whole, was like a large family reunion, so intimate are the relations between the artists and the public.

Notwithstanding the length of the program it was pretty closely adhered to, the favorites, known to the trade and the public through the records, were accorded a cordial welcome and generous applause. Among these were Billy Murray, Ada Jones, Collins and Harlan, Henry Burr, Elizabeth Spencer, Harvey Hindermyer, Monroe Silver, Steve Porter, Edward Meeker, Wm. H. Thompson, Vess L. Ossinan and Murray K. Hill. The Victor Light Opera Co. and That Girls' Quartet, special contributions from the Victor Talking Machine Co.'s corps of artists were especially favored.

A large number of distinguished men in the trade were present, the delegation from the Columbia Phonograph Co., General, filling one of the proscenium boxes, included Edward D. Easton, president of the company; Paul H. Cromelin, vice-president; C. A. L. Massie, of the legal staff; T. H. Macdonald, Frank Dorian, H. A. Yerkes, Merwin E. Lyle, John C. Button, Mortimer D. Easton, Tom Murray, Victor H. Emerson, and others. Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., occupied one of the principal boxes, with a group of friends, and C. G. Childs, manager of the laboratory; S. H. Dudley, his assistant; John S. Macdonald and others. The Thomas A. Edison, Inc., were represented by Peter Webber, superintendent; Walter H. Miller, manager of the laboratory; William Wirth, president of the "Muckers' Club," Frank A. Madison and Louis Silverman. The U. S. Phonograph Co. were represented by John Kaiser, who occupied a box with Mrs. Kaiser and Albert Benzler and wife, Frank Hofbauer and wife. A few others noted in boxes were G. T. Williams, general manager of the New York Talking Machine Co., and Mrs. Williams; V. W. Moody and wife; J. Newcomb Blackman, president and general manager of the Blackman Talking Machine Co., and Mrs. Blackman, New York; George G. Blackman and wife; R. B. Caldwell and wife; Mrs. Grinstead and family, Orange, N. J.; Louis Buehn, of Louis Buehn & Bro., Philadelphia, Pa.

About two thousand made up an audience notable in many ways and the receipts reached about \$2,800. John Kaiser, treasurer of the committee on arrangements, was complimented by everybody for the capital manner in which he looked after the many details of the concert, and on which he had worked since the inception of the affair in December. His colleagues on the committee, Messrs. Miller (chairman), Emerson, Child and Ball are also entitled to much praise for their untiring efforts in the same connection.

The souvenir program is to be commended, as it contained attractive advertisements of music publishers, manufacturers and jobbers in all parts of the country, as far away as California, which



Mr. Dealer!

Do you fully realize the great number of TALKING MACHINES AND PHONOGRAPHS that have been sold in your territory equipped with Tin Horns? Every one of them offers a source of profit to you.

It will pay you to call the Owner's attention to the fact that the horn is the sounding board of their machine. They would not own a piano with a tin sounding board.

The MUSIC MASTER is a Solid Wood Sounding Board—the only solid wood sounding board on the market.

Write for complete description of the MUSIC MASTER. If your Jobber can't supply you we will be very glad to send you a sample line of OAK, MAHOGANY or SPRUCE Horns to fit any style or make machine.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

was the best evidence of the kindly feeling and interest displayed throughout in connection with the occasion. Extra copies of the program may be had for twenty-five cents a piece by addressing Mr. Kaiser. The committee wishes to thank those who so cheerfully assisted them in making this event a success. They wish to thank the various talking machine companies and other advertisers in the program for their co-operation. They also wish to thank the "talent" who volunteered for the occasion and who subscribed for the boxes and seats. Likewise they thank the dealers and jobbers who gave their assistance.

It may be added that since the concert, in view of its great success, the "talent" are discussing the advisability of giving one yearly. The purpose of this is to create and maintain a permanent fund for just such occasions as the demise of Frank C. Stanley, or to aid or succor any record artist in distress or sickness who may be without means. To be sure this suggestion is in an embryonic stage only.

The completion of the performance was followed by a reception, and dancing was indulged in until the early hours of the succeeding day. A special train was chartered by Thos. A. Edison, Inc., for the return trip of the Orange, N. J., people at 2:30 a. m.

EDISON RECORD EXCHANGE IN FAVOR.

Regarding their new record exchange, the National Phonograph Co., Orange, N. J., state that the plan continues to find favor among the trade as its provisions are better understood, the consensus of opinion being that the question of disposition of slow-selling and defective records has been settled for a time at least.

A knowledge of the specific conditions which surround sales and selling conditions would teach the people that the business methods of this country have been no better than themselves; that they will improve with themselves; that reforms, like charity, begin at home.

Columbia Records

FREMSTAD—PREMIERE SOPRANO OF THE METROPOLITAN OPERA.

I think my records are magnificent. Your recording process is certainly a marvel of accuracy and faithfulness in reproducing all the original qualities of the voice. The general musical effect of your records is superior to anything else of the sort I have heard. I am notably hard to please in these matters, but I must say you are accomplishing some wonderful results.

Olive Fremstad.

**Profitable to the Dealer
Proved by**

If there is one straight, positive, unmistakable fact it is that the *quality* of Columbia Records is the generally *known*, too.

Quality in Recording Process, Quality in Tone, Quality in Endurance

That's the undeniable gospel—every item of it, for a fact. You only have to listen to hear it around you to see what the dealers are *doing* about it. They have *written* about it.

CONSTANTINO—THE CELEBRATED SPANISH TENOR

Permit me to express to you the high sense of satisfaction I feel with regard to the records recently made in your laboratory. In the course of my career as a singer I have made records for several organizations similar to your own, but never before have the results been so completely gratifying. I am greatly pleased in fact that I have decided to sing exclusively for the Columbia Phonograph Company in future. As to the records themselves, after hearing all of them, they are marvelous examples of artistic and mechanical perfection in the science of recording the human voice. In listening to them I know that it is indeed my own voice that I hear, exactly as if I were singing in person—it is my voice itself that comes from the instrument. The vitality of the voice is absolutely preserved and the tone-quality cannot be mistaken.

Constantino



Olive Fremstad, singing exclusively for the Columbia

Late addition to Columbia list

NOVA

FREEMAN

Also, about records by

MARY

BAKLANOFF—STAR BARITONE OF THE BOSTON OPERA COMPANY

From the manner in which you have recorded my voice I am convinced that you have discovered the secret of absolutely perfect recording. I could scarcely believe that I should ever hear my voice so faithfully and naturally reproduced. Your Company deserves great commendation for its success in popularizing Grand Opera and music of the higher class in America.

Serge Baklanoff

BONCI—THE GREAT ITALIAN TENOR

I must say a word of congratulation to you upon the way you are issuing each and all of the records I sang in Milan for the Fonotipia Company. I never let a record go out to the public without first hearing it, and putting my private mark upon the matrix. Your Columbia-Fonotipia Records of my voice are wonderful reproductions. They are more; they are my voice itself. Those of my friends who are unable to hear me personally would do well to obtain some of my records issued by you.

A. Bonci



Columbia Phonograph Company,

Dealers wanted. Exclusive selling rights

Record Quality

Public— Sponsored by the Artists

before the dealers of this country this minute,
in the industry. And it's rapidly coming to be

Record Material, Quality in Duplicating

you are missing it, you certainly *are* missing
public is *saying* about it; you only have to look
at what some of the greatest artists in the world

PUCCINI—COMPOSER OF "MADAM BUTTER- FLY," "THE GIRL OF THE GOLDEN WEST," ETC.

I have heard Columbia disc records and have admired the
clearness of their tone and their perfect reproduction of the
voice.

GIACOMO PUCCINI.

CAVALIERI—THE WORLD FAMOUS DRA- MATIC SOPRANO

I have just heard samples of the records I recently made
in your laboratory and am charmed to find that you have suc-
ceeded in obtaining such accurate, natural and altogether life-
like reproductions of my work. It gratifies me to know that
my friends will have an opportunity to hear me on Columbia
Records hereafter.

NIELSEN—SOPRANO OF THE BOSTON OPERA COMPANY

The records you have sent me of my voice excel in per-
fection of tone my most sanguine expectations. There is a
complete absence of the defects which have hitherto been as-
sociated with phonographic reproduction. As I listen to the
records it is impossible to believe that they are the result of a
mechanical contrivance. My voice sounds as if it must come
from a living being and not from any instrument. Undoubtedly
the Columbia Graphophone is the most perfect of any talking
machine in the world; in fact I consider it so incomparably
superior to any machine yet invented that until one has listened
to its reproductions one has no accurate notion of the wonder-
ful accomplishments that modern science has made in repro-
ducing the human voice.

SCHARWENKA—THE RENOWNED COM- POSER-PIANIST

I could never have imagined that such perfect results could
be obtained in the recording of the piano as you have effected
in the records I recently made for you. You have my heartiest
congratulations and deserve the commendation of all lovers
of pianoforte music.



Lillian Nordica, singing exclusively for the Columbia

n'l, Tribune Building, New York

where we are not actively represented



SEND GREETINGS THROUGH RECORD.

Newspaper Reference Made to the Exchange of Letters by Phonograph Record—Custom More General in Business World Owing to Popularity of Business Phonograph.

The clipping herewith is from the New York Sun. The use of the phonograph for the purpose described therein is not new, as readers of The World know. We have frequently reported similar uses of the phonograph record between friends located in Europe and this country:

"I saw the phonograph put to a use which had never occurred to me before," said a business man. "The other day I happened to walk into the office of a friend and found him listening with an air of great satisfaction to a record which he had on his machine. I thought that he probably had been dictating a letter to his stenographer, and was not a little surprised when he told me that he had just received a letter from his brother in Panama.

"My brother has a phonograph, too," he said, "and it was his idea that we might use it as a substitute for letters. It is a great deal more satisfactory than the written ones because we are able to hear each other speak. And then it's more like having a friendly chat, because when you become accustomed to it you assume a more natural tone in speaking into the horn than you can get in a letter. It doesn't cost us much, either. The record goes as third-class mail and we use the same one for a long while. After I have listened to this as often as I wish I will shave it off and make it serve for carrying the answer. Would you like to hear part of this?"

"I then heard his brother tell some very interesting things about what he had been doing in the canal zone and it was better than reading them because it was like having the person there with you."

NEW COLUMBIA GRAND OPERA RECORDS.

Last week the Columbia Phonograph Co., General, New York, gave advance notice that there would be two combinations of Maria Gay records ready for shipment about March 10. They will be issued in single form as well as double face. List price, \$3 for the latter and \$2 for singles.

Following the original announcement concerning the Fremstad records in February, the Columbia Co. notified dealers March 8 that there would be two more double-face and four single records of that artist ready for delivery the following day. The Baklanoff, Heineman and Scharwenka records went to the trade on February 27.

Another notification of moment, of the 6th inst., relates to the list of new Indestructible records which will be ready for shipment on regular orders not later than May 1. As there are many standing orders for sample records on which it would not be possible to ship samples of these selections a sufficient time prior to May 1, it has been decided not to ship samples of these selections on any standing orders. Regular monthly supplement conditions will be resumed on Indestructible records, effective with the June supplement.

A NEW EDISON REPRODUCER.

This is a four-minute reproducer of a single type, and although intended primarily for use on standard machines, it can be used on all Edison phonographs. It is equipped with a larger diaphragm, and produces not only more volume, but better tonal results than the model "H." It is being offered in deference to the wishes of the trade. All types of Edison phonographs (except the Gem and Fireside) equipped with the model "R" will be supplied at an advance of \$3 (Canada, \$3.90) over present list. Sold separately the list price of the model "R" is \$5 (Canada, \$6.50), and an allowance of \$2 is made for the model "C" in exchange. Combination attachments which include the model "R" instead of the model "H" will be sold at the following prices: Gem, \$7

(Canada, \$9); Standard, \$8 (Canada, \$10.40); Home and Triumph, \$10.50 (Canada, \$14.95).

NEW VICTOR JOBBERS.

The Walter G. Clark Co., a sporting goods house of Omaha, Neb., have signed with the Victor Talking Machine Co. as jobbers of Victor goods. The Nebraska Cycle Co. and the A. Hospe Co. already hold Victor jobbing agencies in Omaha.

TO OPEN TALKER DEPARTMENT.

The Hawkins Music House, who have recently moved into new quarters on Merchant street, Decatur, Ill., have announced that they will shortly add a talking machine department and an organ department to their store.

THOS. A. EDISON, INC. ANNOUNCEMENT.

The National Phonograph Co., Orange, N. J., have just made the announcement that on or about this period they will be prepared to furnish the model "O" reproducer for the Home phonograph equipment, both as part of complete machine outfits, as separate instruments and as part of combination attachments. Home phonographs equipped with model "O" reproducers will be supplied on special orders at an advance of \$5 list over the regular equipment, subject to the usual discount, and the models "C" and "H" at present supplied will, of course, be omitted from the outfit. This price applies also to Canada.

The price of model "O" as a separate instrument for use on Home phonographs already equipped to play the Amberol records will be \$10 (Canada, \$13), which price includes all necessary parts, and an allowance is made of \$4 in both countries for models "C" and "H" reproducers taken in exchange. The price of the model "O" home combination attachment is \$15.50; Canada, \$20, and an allowance is made of \$2 (U. S. and Canada), for model "C" reproducers taken in exchange. An adapter to fit in the speaker arm is supplied with each model "O" free of charge, so that the present type of recorder may be used on all machines equipped with the model "O."

DOUBLE-FACE RECORD CASE ARGUED.

The double-face or duplex record case—Victor Talking Machine Co., Camden, N. J., against American Graphophone Co. (Columbia Phonograph Co., General), New York—was argued February 28. The hearing was before Judge Hazel, Circuit Court of the United States, New York City, who, besides Judge Lacombe, has presided in more talking machine suits than any other Federal judge in the country. The issue is alleged infringement of what is known as the Pettit patent, No. 749,092, dated January 5, 1904. The taking of testimony has occupied the best part of two years. Horace Petit appeared for the complainants and Philip Mauro for the defense. Decision was reserved.

Another case down on the equity calendar in the same court for argument and called the previous day was that of the Victor Co. against the Sonora Phonograph Co., New York, on the Johnson taper arm patent. At the request of Mr. Petit the hearing was sent over to April 1, although the defendants answered "ready."

OPEN STORE IN COLUMBIA, S. C.

The Columbia Co., New York, are advised by their Atlanta (Ga.) manager as follows: "You will be interested to know that we have closed a deal in Columbia, S. C., with D. R. Hand, who will operate an exclusive Columbia store. With him will be associated Raymond Voight. Mr. Voight was employed as retail salesman in our Atlanta store for some years, but has been living in Columbia for the last year or so. This deal was put through by our special wholesale representative, W. A. Barfield."

The darkest hour in any man's career is that wherein he first fancies there is an easier way of gaining a dollar than by squarely earning it.

FROM OUR JOKE BOX

Apropos of the coming of a certain play to a Buffalo theater, remarks The Commercial, a story is being told of the author, Israel Zangwill. It appears that he and Andrew Lang had become mutually interested in a certain aspect of sociology. The committee in charge of a big banquet wrote to Zangwill asking him to speak at this function on this particular subject. The noted author replied as follows: "Dear Sir—If A. Lang will, I Zangwill."

On a large estate in the Scottish Highlands it was the custom for a piper to play in front of the house every week-day morning to awaken the residents. After an over-convivial Saturday night, however, the piper forgot the day and began his reveille (can it be played on the pipes?) on Sunday morning. Angry Master (from bedroom window): "Here, do you not know the fourth commandment?" Piper: "No, sir, but if you'll—hic—whistle it I'll—hic—try it, sir."

Rastus had been caught redhanded. "Poaching again, Rastus?" said the colonel, gravely. "I am afraid, Rastus, that you're a bad egg." "Yassuh, dass what I is fo' sho', cunnel," said the old man. "I's jest a plain bad aig, cunnel." "So you admit it, do you?" demanded the colonel. "Yassuh—I admits it, cunnel, becuz, yeh know, cunnel, dem bad aigs nebbah poaches, suh," said the old man.

A Cornishman visited London and was gazing into a shop window and obstructing the footpath. A cockney stumbled against him and seeing that he was from the country said to him: "My man, have you seen a wagonload of monkeys pass down the street?" "No—o," Cousin Jack replied; "faaled out of the wagon, ded'ee?"—Cleveland Leader.

An Italian woman was asked in court if she had any musical instruments in her house. "No, signor," she replied, "nothing but rackets." "What?" queried the lawyer. "Rackets—the things you put on talking machines." The court roared. Everyone had heard those rackets.

"You look pretty good," said the manager. "What have you been doing all winter?" "Working in a stoneyard," replied the famous pitcher. "Well, here's your trainer and your doctor. Never lift a finger without consulting one or both of them."

"Yonder is an early robin. See his red breast?" "Yes; and it gave me quite a start at first. I though the intelligent bird was wearing a chest protector."

One of the Suffragettes: "I've lost me best hat-pin, Lizzie." Another: "Where did you leave it last?" "Oh, I remember, now. I left it sticking in that policeman!"—London Opinion.

He: "Good heaven, dear! The clock just struck one, and I promised your mother I'd go at twelve." She (comfortably): "Good! We've got eleven hours yet."

Guest: "Why do you scowl at me so, Freddy?" Freddy: "Cause you have ate up all the cake, and haven't married either of my sisters yet."

A master plumber has been admitted to the German House of Lords. Perhaps he will look down on his new associates who have been less successful in life.

Cook: "I wonder what would happen if tradesmen allers told the truth?" Housemaid: "Why, there soon wouldn't be no tradesmen, of course."

Lady: "How dirty your face is, little boy!" Boy: "Ye'm; we ain't had no company for more'n a week."

"You? Why, how could you keep the wolf from the door?" "Ever hear me sing?"

INTERESTING LECTURE BY F. L. DYER

Details of the Manufacture of the Phonograph and the Difficulties Met with in Recording Described by President of Thomas A. Edison, Inc.—Lecture Illustrated with Slides and Offers Valuable Information.

The mechanical features of the phonograph hold a fascinating interest for the average layman, and the methods of recording the instrumental and vocal music, owing to the apparent mystery that shrouds them, prove especially interesting. As the talking machine becomes more widely known and accepted as a really valuable commercial and artistic proposition the public interest in the structural features continually becomes more keen. It is only natural, therefore, that a recent lecture delivered by Frank L. Dyer, president of Thomas A. Edison, Inc., manufacturers of Edison phonographs, on "The Phonograph and Moving Pictures" should have created quite a stir.

In speaking of the phonograph, Mr. Dyer paid special attention to the question of recording and the difficulties met with in that most important department of the business. He said in part:

"The modern phonograph must, to my mind, be accepted as the greatest marvel in the realm of pure mechanics, because it is as much a mechanical device as the watch or a pair of scales. That this is so will be apparent when we examine into its construction and consider its operation. A few fundamental ideas as to the phenomena of sound should be first considered.

"A vibrating body, such as a tuning fork, the human vocal cords or any other source, sets up in the air an enormously complex series of compressed and rarefied areas, which have been referred to for lack of a better expression as sound waves.

"These have been likened to the undulations which are formed on the surface of a body of water when a pebble is tossed into the middle. The waves spreading out in all directions concentrically from the source of disturbance. The illustration, however, is not particularly apt, because it deals only with a plain surface, whereas the so-called sound waves are projected in all directions through space.

"Nevertheless, considering the phonograph, it is very convenient to regard sound as a series of waves, because, by a curious coincidence, the record which the sounds produce and which in turn effects a reproduction or, in other words, creates a new but identical sound, is, in fact, of a wavelike form.

"Considering sound as being graphically represented by a wavy line, we would find that the configuration of such a line would vary according to the character of the sound which it represents. For instance, if the sound were a simple note of low pitch and volume, the waves would be relatively shallow and long; if the same sound were louder, but of the same pitch, we would find that the length of the waves was not changed, but that their height was proportionately increased.

"On the other hand, if the volume of a sound were not increased, but the pitch was higher, we would find that the waves were just as shallow as before, but that they were shorter.

"In other words, as the pitch of a sound increases the corresponding wave is diminished in length, or, to express it in another way, the vibrations per second are increased.

"Similarly, if the volume of the sound is increased the height of the waves is proportionately increased. The number of waves per second determines the pitch of a sound and the height of the waves determines the amplitude or volume of the sound. Most sounds are not represented by simple waves, but, on the contrary, are enormously complex.

"For instance, a flute, a clarinet and a cornet might each sound a certain note with a certain volume; obviously the ear detects the difference between the sounds produced by the three instruments, so that each sound could not be accurately represented by the same graphic line, though, broadly speaking, the length and amplitude of the waves would be the same in each case. The differ-

ence in character between these sounds is determined by another factor that is referred to as overtones, which always occur as multiples of the original sounds.

"If a sound, for instance, is represented by vibrations of 1,000 per second, it will be generally accompanied by overtones of 2,000 per second, by others of 4,000 per second, by others of 6,000 per second, and so on.

"The particular character of these overtones is what distinguishes the sound produced from one source from the sound which may be produced from another, so that in order to represent such a sound graphically the wavelike line, instead of being formed of continuous uniform waves, will be formed of a series of small waves which of themselves partake of a general wavelike formation, and these small waves are in turn formed of still smaller waves, and so on.

"If we were dealing with waves as large as those of the ocean, the smaller and finer vibrations would probably still be beyond the range of direct vision;



FRANK L. DYER.

but with the modern phonograph we have no such space in which to work, and, as a matter of fact, with that instrument the extreme depth of the original vibrations, not counting the primary or secondary or succeeding overtones, is somewhat less than one-thousandth of an inch.

"In other words, the available depth to which we are permitted to go in forming the sound record is only about one-third the thickness of an ordinary sheet of tissue paper, and in this depth we must form our record of the sound waves in such a way that the volume or loudness will be acceptable and the quality will enable us to determine the character of all the instruments that may be performing when the record is made."

The early styles of phonographs, as well as many of the processes of manufacture of records and machines were shown on a screen and the details explained by Mr. Dyer.

VELVET-TONE NEEDLE BALANCE.

Highly Praised After Actual Use Has Proven Its Worth—Substance of a Recent Letter Received by the Manufacturer—Improves the Tone of the Reproduction and Eliminates Scratching.

T. E. Brandon, Nashville, Tenn., under date of March 7, writes A. D. Macaulay, manufacturer of the "Velvet Tone Needle Balance," Columbia, Pa., as follows:

"I wish to congratulate you on the beautiful working of your new invention, the 'Velvet Tone' Needle Balance. I wanted to give it a thorough trial before reporting, and I find that it is simply great. It works like a charm. At first the results were not good, simply because, like all new appliances, it worked a little rough, but after experimenting, with the weight in different positions, and getting everything to running with perfect smoothness, the results are all that could be desired. The tone is greatly improved, the grinding

being superseded by only a slight rubbing, which is scarcely noticeable.

"With regard to the needles—to be on the safe side, I usually throw a needle away, using it on three or four records. However, I do not know that it is necessary to do that, as the wear on the needle must be extremely slight, and the wear on the record practically nothing. Not an unimportant feature is its pleasing appearance, harmonizing as it does with the handsome fittings of the Victrola itself. Taking it all in all, I am extremely well pleased with my investment, and I doubt not your clever device will become very popular among talking machine users."

OPENING OF NEW DEPARTMENT.

Full Line of Columbia Graphophones and Grafonolas Now in Place in Attractive Ware-rooms at Knabe Hall—Sound Proof Booths

The talking machine department of Wm. Knabe & Co., piano manufacturers, Fifth avenue and 39th street, New York, have their opening as The World goes to press. Jos. M. Bryant, who is in charge, under the general supervision of R. K. Paynter, manager of the piano warerooms, has arranged his department to the very best advantage. Five demonstrating booths are provided, with ample floor space for the display of the Columbia line, which Knabe & Co. will handle exclusively. The color and decorative scheme is in dark green and the manner in which the furnishings, etc., are handled is to be commended as artistic. Ben Feinberg, of the wholesale staff of the Columbia Phonograph Co., General, who landed this very important order, coming back from a short Western trip especially for the purpose, will be present on this auspicious occasion. It is certain Wm. Knabe & Co. have made a strong acquisition to their business.

Says a successful sales manager: "We have no formula for selling goods except to keep everlastingly at it and to do what we can to help the dealer in turn sell what we consider the very best goods of their class on earth."

For Sale or Trade.

100 Columbia Disc "BN" Machines equipped with 10-in. turntables. Can use Edison Records in exchange. What have you to offer? Address 41,144, care Talking Machine World, 1 Madison Ave., New York City.

One-Half Interest for Sale

In a long-established retail talking machine store, with 4,000 customers. Located in one of the largest cities in New England. Will be sold only to a live man; one who is able to handle "inside store" trade. Money to be used for the promotion of increased business. Full particulars on request. Everything confidential. "NEW ENGLAND," care Talking Machine World, 1 Madison Ave., New York, N. Y.

Booths for Sale

FOR SALE—Two very fine booths, built of mahogany and plate glass, each about 7 feet 7 inches deep, 10 feet 10 inches wide and 10 feet 8 inches high. Practically soundproof, suitable for demonstrating rooms. Will sell very cheap. For particulars address "G. T. L., care Talking Machine World, 1 Madison avenue, New York City.

For Sale or Trade.

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

"A CHIP OF THE OLD BLOCK."

Mortimer D. Easton, Son of the President of the Columbia Phonograph Co., General, Enters the Service of the Company Becoming Connected with the Export Department—Is Splendidly Equipped in Many Respects for His New Position—Speaks Several Languages and Has Traveled a Great Deal.

It is evident, judging from surrounding circumstances and the caliber of the man, that Mortimer D. Easton, only son of Edward D. Easton, president of the Columbia Phonograph Co., General, New York, will carve out a career for himself equal to that of his brilliant and accomplished father. March 6 the younger Mr. Easton entered the service of the company for the first time, going into the export department, the business of which stamps it as one of the big factors in the concern's affairs.

While this is his initial "job," so to speak, young Mr. Easton is by no means a stranger to the com-



MORTIMER D. EASTON.

pany's business. He has accompanied his father on every one of his annual trips to Europe, fourteen journeys in all, and has visited their branch offices and plants on the Continent and in Great Britain, meeting the managers and others connected therewith. In this country he has followed the same practice, and knows personally and in an intimate way the managers of the branch houses and stores from ocean to ocean, and from the Canadian line to the Gulf. Briefly, he knows everybody in the company's service. It can be readily understood from this brief recital that Mortimer D. Easton is fully equipped for the important work before him and that promotion will follow rapidly, because it will be deserved. His appointment, which is a popular one with the entire headquarter's staff, was made on his return from Cuba, where he had been on a pleasure trip with his father, mother and sister.

Mr. Easton graduated from Princeton College in February of this year, instead of last June, as he withdrew from the university during his sophomore year for a time on account of the serious illness of his father. He was extremely popular with the student body, and is still a member of the Campus Club, one of the most exclusive organizations at Princeton. During his vacations he devoted the major part of his time studying the various phases of the business at the factory and elsewhere. He is also a musician of no mean attainments. Among his other intellectual equipments is that of a linguist, and he not only has a mastery of Spanish, French and German, but he speaks these languages fluently, an accomplishment most useful in his present position. The World felicitates his distinguished father, Edward D. Easton, on having such a splendid, common sense son, and wishes the latter all manner of good luck at the outset of his business career. That he will be eminently successful is a foregone conclusion.

OUR FOREIGN CUSTOMERS.

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

(Special to the Talking Machine World.)

Washington, D. C., March 10, 1911.

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

FEBRUARY 14.

Bombay, 6 pkgs., \$287; Buenos Ayres, 30 pkgs., \$236; 67 pkgs., \$4,628; 44 pkgs., \$1,228; Callao, 6 pkgs., \$411; Cape Town, 3 pkgs., \$128; Guayaquil, 6 pkgs., \$192; 4 pkgs., \$167; Havana, 21 pkgs., \$1,346; Havre, 2 pkgs., \$115; Iquique, 1 pkg., \$378; 8 pkgs., \$692; Limon, 19 pkgs., \$609; London, 151 pkgs., \$4,573; 30 pkgs., \$1,736; Manila, 80 pkgs., \$2,525; Porto Plata, 5 pkgs., \$426; Rio de Janeiro, 49 pkgs., \$1,871; Vera Cruz, 244 pkgs., \$5,191; Zurich, 1 pkg., \$100.

FEBRUARY 21.

Berlin, 123 pkgs., \$1,645; Bombay, 2 pkgs., \$100; Callao, 5 pkgs., \$210; Cartagena, 24 pkgs., \$1,253; Cienfuegos, 12 pkgs., \$416; Dunkirk, 3 pkgs., \$350; Havre, 11 pkgs., \$230; La Guayra, 4 pkgs., \$148; London, 149 pkgs., \$8,089; 217 pkgs., \$4,120; Para, 11 pkgs., \$881; Santiago, 25 pkgs., \$246; Sydney, 320 pkgs., \$1,472; Tampico, 6 pkgs., \$358; Trinidad, 7 pkgs., \$409; Vera Cruz, 78 pkgs., \$974; Vienna, 9 pkgs., \$270.

FEBRUARY 28.

Bahia, 2 pkgs., \$133; Berlin, 128 pkgs., \$2,073; Buenos Ayres, 252 pkgs., \$8,687; Calcutta, 5 pkgs., \$110; Glasgow, 463 pkgs., \$11,367; Havana, 1 pkg., \$104; Liverpool, 7 pkgs., \$407; Manila, 67 pkgs., \$5,286; Melbourne, 153 pkgs., \$1,279; Montevideo, 7 pkgs., \$329; Para, 7 pkgs., \$660; Paramaribo, 5 pkgs., \$145; Port Limon, 6 pkgs., \$254; Rio de Janeiro, 32 pkgs., \$2,505; 50 pkgs., \$2,265; 32 pkgs., \$2,969; Santiago, 1 pkg., \$150; Tampico, 15 pkgs., \$639; 12 pkgs., \$175; Trinidad, 5 pkgs., \$480; Vienna, 34 pkgs., \$843.

MARCH 6.

Acajutla, 18 pkgs., \$1,010; Barranguilla, 9 pkgs., \$471; Berlin, 125 pkgs., \$1,816; Bombay, 12 pkgs., \$268; Callao, 12 pkgs., \$265; Gothenberg, 10 pkgs., \$173; Guayaquil, 7 pkgs., \$321; Hamburg, 2 pkgs., \$255; Havana, 12 pkgs., \$464; 13 pkgs., \$571; 6 pkgs., \$4,118; 1 pkg., \$316; Havre, 37 pkgs., \$677; Iquitos, 5 pkgs., \$362; London, 44 pkgs., \$4,182; 119 pkgs., \$2,505; Milan, 13 pkgs., \$465; Montevideo, 9 pkgs., \$651; Rio de Janeiro, 84 pkgs., \$7,916; 19 pkgs., \$1,731; Santiago, 15 pkgs., \$217; Savanilla, 10 pkgs., \$469; Vera Cruz, 61 pkgs., \$1,443; Vienna, 6 pkgs., \$473.

Although the recent railroad rate decision is by no means pleasing to the railroad companies and the managers of some of them take such a gloomy view of the future that they claim they will be obliged to buy less and to pay less for what they buy, it seems to be better for the country at large than if the proposed advances had been agreed to. To accept increased costs as a finality and to endeavor to shift the burden to others would have been to set in motion a new set of influences toward raising the general level of values. The upward tendency had to be checked somewhere. The brake has therefore been applied where it will be felt. Notice is thus given that the railroad companies are not to be placed in a position where they might soon be asked by their employes to agree to another advance in wages. Evidence exists that they are not yet satisfied that the ultimate in this respect has been reached."

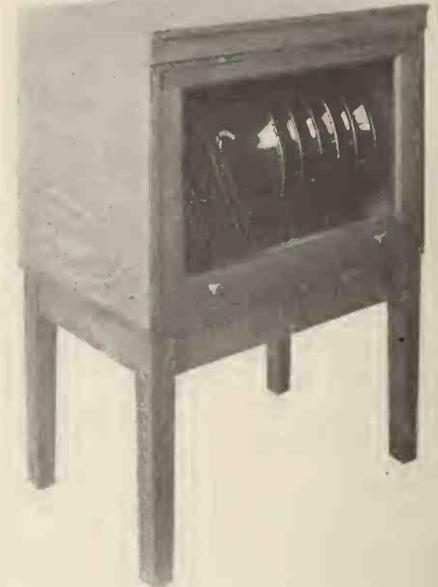
"Credit is the sympathetic nerve of commerce," says George Peabody. "There are men who do not keep faith with those from whom they buy, and such men last only a little while. Others don't keep faith with those to whom they sell, and such men do not last long. To build on the rock one must keep his credit absolutely unswayed, and he must make a friend of those to whom he sells."

J. M. Howard, manager of the talking machine department of the Chase & West Co., has resigned to take a road position with a calendar company.

COLUMBIA BOOKCASE CABINET.

Latest Creation of the Columbia Phonograph Co. Destined to Find a Large Measure of Favor with Customers of That House—Convenient for Holding Surplus Records.

Of the bookcase cabinet, one of the latest products of the Columbia Phonograph Co., briefly described in last month's World, it may be said it is for the BN, BNW and the BII machine, and is designed in a special golden oak finish, is equipped



COLUMBIA DISC RACK BOOKCASE CABINET.

with booth racks and albums, the albums of a special design never before put out by the company.

The cabinet, with one section and a separate base, as shown in the accompanying photographs, equipped with record racks, sells for \$25, with regular discount, and the same cabinet with complete



COLUMBIA ALBUM BOOKCASE CABINET.

equipment of record albums for both 10-inch and 12-inch records is \$30. The company expect to have these cabinets followed up by another supply, probably a second section which will be substituted for the high leg base, and which will make a very handsome record holder on the style of the sectional bookcase. The cabinet is just the height to put a machine on the top of it, and is believed will make a big hit.

The Will A. Watkin Co., of Dallas, Tex., are getting out some very attractive literature for the purpose of exploiting the Columbia graphophone line, which they represent in that city.

ATTRACTING CUSTOMERS.

In These Days of Strenuous Business It Takes Hard Work to Keep Ahead of Competitors—Some Clever Schemes That Have Brought Trade to Live Dealers—Making the Window Display a Real Factor in the Business.

As the efforts to outdo one another becomes more and more strenuous among retailers it goes without saying that something out of the ordinary must be done to keep abreast of one's competitors. The advertising of a store is the means by which it becomes a center of buyers. What is done to bring a store to the attention of passers-by will not only improve appearances, but the efforts in that direction will be amply repaid by what is concealed in the cash drawer. A few schemes that have proved especially helpful to the retailer are outlined in the following:

An interesting and ingenious advertising device was employed some time ago by a retail store-keeper in New York in connection with his window display. It consisted of three automatic cameras that were hidden and which worked with endless films. The cameras continually photographed the passersby outside the window. Each day's pictures were exhibited in the window the following day, and the man who could identify himself in the group snap-shotted the day before received a prize. The number of people who find pleasure in viewing a likeness of themselves includes most every one. Hundreds upon hundreds gathered about the window of this decidedly up-to-date store, thus permitting themselves to be photographed, or to see whether they had been photographed the day before, as evidenced by the picture on exhibition. The prize, of course, involved but a few cents in actual value, for the number of people who could identify their own likenesses was large.

A retailer in a western city placed in his store window a certain number of live turtles, which corresponded exactly with the number of letters

in his own name. Each of these turtles carried a letter on his back and the letters when correctly arranged spelled the name of the dealer. A placard was posted in the window which read: "Any person seeing these live turtles in a line that spells my name will receive a prize by immediately calling the attention of a clerk to it." A few times during a day passersby who had spent a good portion of the day at the window would rush into the store and notify the clerk that they had discovered the turtles in the order of letters spelling the proprietor's name. Without delay, the clerk would rush out to look into the window with the patient watcher and behold the "marvel." When they both would return to the inside, where the lucky individual would receive a prize for his watchfulness. This new wrinkle in advertising proved most amusing and profitable, not alone to the proprietor of the store, but to the surrounding establishments in the neighborhood.

The retailers who believe in actual education of the consumer can do no better than to display in a show window an enlargement of the original stock of his store. That can be done now and then without becoming obnoxious to the passersby. When the Chantecler craze struck the United States a wideawake milliner in a big city exhibited in a large window a big Chantecler hat, measuring about eight feet in diameter. The monstrous creation of the milliner's art held not only the attention of the fair sex, but those of the male extraction as well, who gave silent approval to the mastercrafting, for the hat, regardless of its great size, was finely conceived. The store in question was much talked about because of the exhibit, and many persons visited the store convinced that if such an undertaking could have been carried out so successfully that surely such an establishment could be relied upon to cater to and carry out ordinary requirements in millinery work.

A merchant in Ohio some time ago found a way of multiplying his window space four times. It appeared as if the bottom of the window revolved

like an endless chain over two drums, one at each end. The different articles displayed were secured to the moving boards, which were driven by a small electric motor. Such an arrangement permitted the merchant to effectively display a variety of articles exceeding four times the number the window would hold without the ingenious contrivance. The device was strictly hand made, simple in design and inexpensive. The motion, of course, was toward the onlooker and not sideways, hence each display had a quarter space in the circuit, but each display looked to be individual, except when in motion for the change.

A retailer who believes in advertising through the medium of "sandwich men" recently employed a man to walk the sidewalks after dark each night in the neighborhood of the store. The man was decked in evening dress, with silk hat and open shirt front. Upon the bosom of the laundered shirt the trade-mark and name of an article on sale at the store that employed the walker was emblazoned. The man flashed the light at intervals and when persons about least expected it. In time the walker became known by the name which he flashed across his shirt front. Of course, he had a battery secreted in his clothes and a little rubber bulb to press, thus making the illumination.

To live up to the patriotic observances of holidays is a commendable as well as a profitable policy. Dealers will find it especially advantageous to display the photographs of our dead heroes and statesmen as their anniversaries come around. A little bit of historic description is also essential as well as bunting and flags.

DEATH OF EDWARD SMITH.

Francis Edward Smith, a talking machine dealer of Utica, N. Y., died recently in that city from the effects of a stroke of paralysis.

Fire did \$600 damage in the talking machine store of T. A. Wooten, Martin, Tenn., recently

New Idea Record Cabinets for Victrolas X and XI



Twenty of the twenty-one Distributors who were at the meeting of the Executive Committee in Chicago, Feb. 20th, placed orders for these cabinets. The other Jobber did not see the sample.



Made to match and fit Victrolas X and XI in any finish. Capacity 140—10" or 12" records.



Files for holding records are faced and finished in wood to match cabinet. They can only be drawn out far enough to admit taking out and replacing record.

Write for prices and discounts.

Lawrence McGreal - Milwaukee, Wis.



Victor-Victrola XI, \$100
Mahogany or oak



The first and only
instrument of its kind

No other instrument begins to compare with the Victor-Victrola.

It is the pioneer of cabinet talking-machines and is as supreme to day as when it was first put on the market nearly five years ago.

The Victor-Victrola is built on merit. It is the product of the Victor Company and is right up to the Victor standard of quality.

It is fully protected by patents and is backed by the entire resources of the immense Victor organization.

It exerts to day an influence on the development of music which is absolutely without a precedent.

It has educated people everywhere to an appreciation of the world's best music, and made American operatic productions the most stupendous ever known.

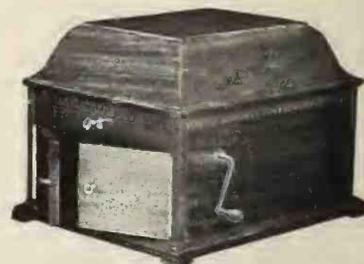
And the influence of the Victor-Victrola keeps on growing every day and opens up a greater field for every Victor dealer.



Victor-Victrola XIV, \$150
Mahogany or oak



Victor-Victrola XVI
Mahogany or quartered oak, \$200.
Circassian walnut, \$250.



Victor-Victrola X, \$75
Mahogany or oak

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

VICTOR DISTRIBUTORS:

Albany, N. Y.	Finch & Hahn.	Elmira, N. Y.	Elmira Arms Co.	Oklahoma City, Okla.	Schmelzer Arms Co.
Atlanta, Ga.	Elyea-Austell Co.	El Paso, Tex.	W. G. Walz Co.	Omaha, Neb.	Walter C. Clark Co.
	Phillips & Crew Co.	Galveston, Tex.	Thos. Goggan & Bros.		A. Hospe Co.
Austin, Tex.	The Talking Machine Co. of Texas.	Grand Rapids, Mich.	J. A. J. Friedrich.		Nebraska Cycle Co.
Baltimore, Md.	Cohen & Hughes, Inc.	Honolulu, T. H.	Bergstrom Music Co., Ltd.	Peoria, Ill.	Putnam-Page Co., Inc.
	E. F. Droop & Sons Co.	Indianapolis, Ind.	Musical Echo Co.	Philadelphia, Pa.	The Talking Machine Co.
	H. R. Eisenbrandt Sons.	Jacksonville, Fla.	Wulschner-Stewart Music Co.		Louis Buchn & Brother.
Bangor, Me.	Andrews Music House Co.	Kansas City, Mo.	Carter & Logan Brothers.		J. E. Ditson & Co.
Birmingham, Ala.	E. E. Forbes Piano Co.		J. W. Jenkins Sons Music Co.		C. J. Hepp & Son.
	Talking Machine Co.	Knoxville, Tenn.	Schmelzer Arms Co.		Penn. Phonograph Co., Inc.
Boston, Mass.	Oliver Ditson Co.		Knoxville Typewriter & Phonograph Co.		H. A. Weymann & Son, Inc.
	The Eastern Talking Machine Co.	Lincoln, Neb.	Ross P. Curtice Co.	Pittsburg, Pa.	C. C. Mellor Co., Ltd.
	M. Steinert & Sons Co.	Little Rock, Ark.	O. K. Houck Piano Co.		Standard Talking Machine Co.
Brooklyn, N. Y.	American Talking Machine Co.	Los Angeles, Cal.	Sherman, Clay & Co.	Portland, Me.	Cressey & Allen.
Buffalo, N. Y.	W. D. Andrews.	Louisville, Ky.	Montenegro-Riehm Music Co.	Portland, Ore.	Sherman, Clay & Co.
	Neal, Clark & Neal Co.	Memphis, Tenn.	E. E. Forbes Piano Co.	Richmond, Va.	Cable Piano Co., Inc.
Burlington, Vt.	American Phonograph Co.	Milwaukee, Wis.	O. K. Houck Piano Co.		W. D. Moses & Co.
Butte, Mont.	Orton Brothers.	Minneapolis, Minn.	Lawrence McGrail.	Rochester, N. Y.	E. J. Chapman.
Chicago, Ill.	Lyon & Healy.	Mobile, Ala.	Laurence H. Luckner.		The Talking Machine Co.
	The Rudolph Wurlitzer Co.	Montreal, Can.	Wm. H. Reynalds.	Salt Lake City, Utah	Carstensen & Anson Co.
	The Talking Machine Co.	Nashville, Tenn.	Berliner Gramophone Co., Ltd.		Consolidated Music Co.
Cincinnati, O.	The Rudolph Wurlitzer Co.	Newark, N. J.	O. K. Houck Piano Co.	San Antonio, Tex.	Thos. Goggan & Bros.
Cleveland, O.	W. H. Buescher & Son.	Newark, O.	Price Talking Machine Co.	San Francisco, Cal.	Sherman, Clay & Co.
	Collister & Sayle.	New Haven, Conn.	The Ball-Fintze Co.	Savannah, Ga.	Phillips & Crew Co.
	The Eclipse Musical Co.	New Orleans, La.	Henry Horton.	Seattle, Wash.	Sherman, Clay & Co.
Columbus, O.	Perry B. Whitsit Co.		Nat'l Auto, Fire Alarm Co.	Sioux Falls, S. D.	Talking Machine Exchange.
Denver, Colo.	The Hext Music Co.		Philip Werlein, Ltd.	Spokane, Wash.	Eilers Music House.
	The Knight Campbell Music Co.	New York, N. Y.	Blackman Talking Machine Co.		Sherman, Clay & Co.
Des Moines, Ia.	Chase & West.		Sol. Bloom, Inc.	St. Louis, Mo.	Koerber-Brenner Music Co.
	Harger & Blish, Inc.		Emanuel Blout.		The Aeolian Company of Mo.
Detroit, Mich.	Grinnell Bros.		C. Bruno & Son, Inc.	St. Paul, Minn.	W. J. Dyer & Bro.
Dubuque, Iowa.	Harger & Blish, Inc.		I. Davega, Jr., Inc.		Koehler & Hinrichs.
Duluth, Minn.	French & Bassett.		S. B. Davega Co.	Syracuse, N. Y.	W. D. Andrews.
			Chas. H. Ditson & Co.	Toledo, O.	The Whitney & Currier Co.
			Landay Brothers, Inc.	Washington, D. C.	E. F. Droop & Sons Co.
			New York Talking Machine Co.		Robert C. Rogers Co.
			Silas E. Pearsall Co.		
			Benj. Switky.		

FINED \$1,500 FOR "AGGRAVATED CONTEMPT."

The Price Cutting Operations of Joseph Greenberg Result as Above—The Persistent and Consistent Action of the Victor Talking Machine Co. in Following Up This Matter Shows How They Intend to Protect Their Trade—The History of the Case Is Interesting.

A price maintaining agreement is a burden in any line of business unless the retailers entering into such an agreement with a manufacturer receive protection against the price-cutter.

The Victor Talking Machine Co. have made it a point to afford their dealers full protection against the price-cutter wherever evidence has been obtained of sufficient strength to make legal action possible and have prosecuted the suits actively and regardless of expense. Every possible effort has been made to follow up the offender to keep him from carrying on such an illegitimate business under other names or through hidden means.

A case in point that should offer a warning to offenders who have not yet been apprehended, where such exist, is that of the Victor Co. against one Joseph Greenberg, who was most persistent in his price-cutting operations, it is claimed, and did not hesitate to assume an alias to escape detection.

A brief history concerning the cases the Victor Talking Machine Co., Camden, N. J., have had against Joseph Greenberg, alias Joseph Goldberg, resulting in this party being fined \$1,500 by Judge Ward, of the United States Circuit Court for the Southern District of New York, for what the court calls "aggravated contempt," is of interest.

Greenberg, it is charged, has continually and stubbornly defied the rights of the Victor Talk-

ing Machine Co. as secured to them by their Federal patents. He has for the past two or three years, it is said, defiantly sold Victor goods at less than list prices and further imported infringing machines and records, which he offered to the purchasing public from push carts and a multitude of various addresses from time to time. Although the case has offered the Victor the greatest difficulties, they have persistently followed his illegitimate transactions, with the result as cited above.

On July 19, 1909, a bill was filed and temporary restraining order issued on account of the sale of a Victor I and five 60-cent records by Greenberg for the sum of \$18.25. This restraining order was ignored by Greenberg, and on August 11, 1909, a petition was offered to punish the defendant for contempt of court, evidence being submitted showing that he had again sold a small Victor machine and records at less than list prices.

Later the court denied the motion to punish the defendant for contempt, owing to the fact that the defendant, in answering the affidavits filed in court, alleged that his name was not "Goldberg," but Joseph Greenberg, and thereby raised such a doubt as to the identity of the person violating the restraining order as alleged in the petition of the complainant that the court held, in view of the conflict of testimony as to the identity of the person who made the sale, that the motion to punish

for contempt must be denied. However, a preliminary injunction was issued against the defendant on September 3 following.

Mr. Greenberg, it is alleged, again resumed his acts in violation of the Victor Co.'s rights and of the preliminary injunction referred to. The Victor Co. again sought to punish him for contempt on April 27, 1910, for having sold a Victor I and a Victrola XVI at less than list prices, and also for having sold imported Beka and "Favorite" records and for having also disposed of two imported Lindstrom machines, which infringe the patents of the Victor Co. In this proceeding the defendant was designated by the name which he had strenuously claimed as his proper name in the first proceeding—Joseph Greenberg.

His answering affidavits followed the general scheme of his affidavits in the first contempt proceedings and were drawn so as to confuse the court as to the identity of the person who committed the acts. As a result of this confusion the court was not sufficiently convinced to punish him for contempt.

The Victor Co. were convinced, however, of the falsity of the defendant's affidavits, and obtained from the court leave to take further proof of Greenberg's acts of contempt, and on the 14th of June, 1910, Judge Ward passed an order, the pertinent parts of which follow:

"Ordered, Adjudged and Decreed that the said motion for contempt be and the same hereby is denied without prejudice, however, to the renewal of said motion upon additional proofs to be taken before Harrison B. Weil, who is hereby appointed the master with full powers of a master in chancery to take proofs on behalf of the complainants and defendant in these contempt proceedings and to report thereon with all convenient speed."

The question for the master to determine, therefore, was "Did the defendant, Joseph Greenberg, or some other person, commit the acts in violation of the preliminary injunction?" On January 11, 1911, the master's report was filed, holding the defendant guilty of contempt. On March 7th, Judge Ward's opinion was given as follows:

"Joseph Greenberg, the defendant, has been guilty of aggravated contempt in violating the preliminary injunction issued against him in this cause. He has in addition put the complainant to as much trouble and expense as he could in proving the contempt. An order may be submitted on one day's notice to his attorney fining the defendant in the sum of fifteen hundred dollars (\$1,500) payable to the complainant as compensation, and that he stand committed until payment is made."

This case should have a good moral effect on certain dealers who are wont to cut prices on talking machine products and to discount the manufacturers' rights in connection with the price and patent maintenance. The fact of the matter is that this stamp of dealer invariably believes he will escape punishment at the hands of the law by hook or crook. The fate of the Greenbergs or "Goldbergs," as a class for the same offense is therefore settled most emphatically.

THE MOST VALUABLE ASSET.

"The most valuable asset on earth to any business man is the reputation for fair dealing. As soon as the public is convinced that he does not want to get the better of them, that he is ready to give them good measure, they will set about making his fortune. And the best way to win such a reputation is to deserve it. Don't try to cajole the public into thinking you something you are not. Instead, try to be what you wish to have them think you."

Good retail advertising is good salesmanship on paper, and the advertisement that fails to convince, that fails to arouse interest, that fails to create or enlarge a demand, fails because it lacks in certain fundamental principles.

If you have a good temper, keep it. If you have a bad temper, don't lose it.

SCHARWENKA RECORDS

Made by the Columbia Phonograph Co in Great Demand—The Great Pianist-Composer Heard to Advantage.

The talking machine records made for the Columbia Phonograph Co., General, New York, by Naver Scharwenka, the composer-pianist, are praised highly by all music lovers who have heard them. Dealers who maintain departments for the sale of these goods also report them splendid selling selections. An authority, speaking of Scharwenka, says he is in many respects the most artistic player who has ever appeared in this country. While capable of the most brilliant and sonorous effects where requisite, his playing is notable above all else for its almost unimaginable delicacy and refinement of style and the beautiful legato singing tone he never fails to display. In his work is

found throughout the caressing touch of the artist who loves his instrument.

Scharwenka's compositions are known to every student of pianoforte music in the world and are universally played. Of his most popular composition, "The Polish Dance," Opus 3, over three million copies have been sold since its first publication. Numerous others (notably "The Spanish Serenade") have attained wonderful popularity. The two numbers mentioned have already been recorded by Scharwenka for the Columbia, together with two favorite Chopin numbers, and doubtless more of his own compositions will be recorded in the future.

The records are twelve-inch double-disc, as follows: A-5260, "Valse Brillante," Opus 34, No. 1 (Chopin); "Polish Dance," Opus 3, No. 1; A-5261, "Fantasie Impromptu," Opus 66 (Chopin); "Spanish Serenade," Opus 63, No. 1.



NAVER SCHARWENKA, WHO HAS MADE COLUMBIA RECORDS.

THE BERLINER PATENT.

Expression of Opinion Thereon Concerning the Policy of the Victor Talking Machine Co. by General Manager Louis F. Geissler.

Camden, N. J., March 9, 1911.

The Talking Machine World, New York:

Gentlemen—Referring to the expiration of the Berliner patent, we would state that as far as this matter is concerned, our general counsel, Mr. Horace Pettit, perfected on March 6 our appeal in the Victor vs. Hoschke case, involving the expiration of the Berliner patent, and has, since Judge Hazel's decision Tuesday, the 28th ult. (following Judge Hough's decision), completed the record and had it made up and filed in printed form.

It was lodged on the morning of the 6th inst. in the clerk's office in New York, copies duly served and petition presented in the United States Circuit Court of Appeals to have the case added to the calendar.

This petition was allowed and the appeal will probably be argued some time in April.

This is probably a "record" for an appeal, as we doubt whether there is any other case on file in the Federal courts where an appeal has been perfected and filed in the appeal court within six days of the decision of the lower court.

I would also say that it is the present intention, in the unlikely event of an adverse decision of the Court of Appeals, to petition the U. S. Supreme Court for *certiorari* to hear the case on appeal.

While the Berliner patent No. 534,543 is, and has been, an important and valuable one, yet the Victor Co. has been alert for many years past to all improvements and has abundantly protected by patents its various improvements in the talking machine art, which patented improvements are necessary to the proper construction and use of commercial disc talking machines and records of to-day. To the Victor inventors and patentees is due the great advance in the art since Mr. Berliner's invention, and the claims of the Victor Co.'s United States patents, of which it owns many, broadly include and cover commercial disc records and method employed in manufacturing the same.

The Victor Co., therefore, as we believe, notwithstanding the eventual expiration of the term of the Berliner patent, is abundantly protected and will be able to control the disc machines and records of a commercial, practical type for a number of years to come, through its foresight in the patent field, as well as in its well-established and equitable commercial methods. Therefore any copy or imitation of our goods, as we contend, and hereby give notice, constitutes infringement of our patents.

Among others of our patents we would refer to the following United States patents: No. 896,059, issued August 11, 1908, E. R. Johnson; No. 814,848, issued March 13, 1906, E. R. Johnson; No. 814,786, issued March 13, 1906, E. R. Johnson; No. 739,318,

issued September 27, 1903, E. R. Johnson; No. 548,623, issued October 29, 1895, Emile Berliner; No. 705,126, issued July 22, 1902, Osten & Spaulding; No. 850,883, issued April 16, 1907, E. D. Gleason; No. 902,280, issued October 29, 1908, L. F. Douglass; No. 760,606, issued May 24, 1904, T. B. Birnbaum; No. 749,092, issued January 5, 1904, A. N. Petit; reissue No. 12,963, issued May 25, 1909, H. C. Miller; reissue No. 13,044, issued November 23, 1909, H. C. Miller; reissue No. 13,069; issued January 4, 1910, E. R. Johnson; No. 946,442, issued January 11, 1910, E. R. Johnson; No. 947,227, issued January 25, 1910, J. C. English; No. 951,292, issued March 8, 1910, E. C. Smith; No. 677,476, issued July 21, 1901, H. L. Short; No. 817,868, issued April 17, 1906, C. A. Parsons.

We would also like to emphasize the importance of our patents controlling the Victrola type of machine, which, as is well known to the trade, is one of the most valuable improvements on the market. It bids fair in itself to control an enormous percentage of the future trade of the talking machines of the world and to this point no doubt your readers are already thoroughly converted.

Yours very truly,

VICTOR TALKING MACHINE Co.,
LOUIS F. GEISSLER, General Manager.

MISLEADING CORPORATE TITLES.

Amendment to Corporation Law Proposed for the Purpose of Requiring Every Corporation Doing Business in This State to Clearly Indicate by Its Title That It Is Incorporated.

The trend toward the corporate form of business organization has become strong in recent years, and many long-established co-partnerships have become corporations. In many such cases the use of the firm name has been continued, without any qualifying words to indicate the fact of incorporation.

At the request of members of the association this subject was recently considered by the Committee on Commercial Law. The committee was of the opinion that under certain conditions the use by corporations of imperfectly descriptive titles might prove a great detriment to creditors.

The committee therefore made the following recommendation:

"Resolved, That this committee recommends to the executive committee that action be taken to procure an amendment of the law so as to require any corporation, domestic or foreign, doing business in this State to clearly indicate by its title that it is incorporated. It is suggested that the prefix 'The' or the affix 'Inc.' are the simplest means to accomplish this result. This is suggested in order to save from loss any persons who may grant credit on the basis of individual assets of members of supposed firms when perhaps, by reason of incorporation, these are not at the risk of the business."

The recommendation of the committee was approved by the board of directors, and the proposed amendment will therefore be prepared and offered at the present session of the legislature.

Such a provision of law now exists in a number of States. In this State the assumption of corporate titles by individuals or firms is restricted by law, but the style of the title which a corporation may use is only partially regulated, as in the case of certain classes of financial corporations.

G. T. Williams, general manager of the New York Talking Machine Co., 81 Chambers street, New York, said this week business has never looked better for several years than now. Goods were going out to their dealers in a steady stream and the entire territory which they traveled was sending in batches of fine orders. The demonstrating, accounting and shipping departments were having about all they could handle. This is a satisfactory report.

In view of recent judicial proceedings and decisions it is said the Leeds & Catlin Co. will again reenter the talking machine business. This nebulous report comes via Middletown, Conn., and the wish is undoubtedly father to the thought in that neighborhood.

THOS. A. EDISON INCORPORATED.

This Will Be the Title of the New Corporation Succeeding the National Phonograph Co.—All the Various Concerns in Which Mr. Edison Is Interested Are Merged Under This Corporate Name—An Excellent Move.

(Special to the Talking Machine World.)

Trenton, N. J., March 4, 1911.

On March 2 the National Phonograph Co. filed with the Secretary of State an amended certificate changing its name to Thomas A. Edison, Incorporated. The company has an authorized capital stock of \$2,000,000. This is the first step of a movement contemplated for nearly five years to combine under one head all the companies at Orange in the manufacture and sale of Edison phonographs, moving pictures and other products.

The Edison Portland Cement Co. and the Edison Storage Battery Co., along with other smaller companies which have to do with marketing the several products of Mr. Edison's inventive genius, will continue as they are now, but it is probable they will be absorbed later, according to the statement of F. K. Dolbeer, general manager of the National Phonograph Co.

Mr. Edison does not figure as a stockholder in the new company, Mrs. Edison holding the control. The names of the stockholders are given as Mina M. Edison (Mrs. Edison), Ernest J. Berggren, secretary and treasurer; Frank L. Dyer, who has been president of the Edison companies for the last three years; Carl H. Wilson, general manager; William Pelzer, vice-president, and Harry F. Miller, the last named private secretary to Mr. Edison.

The change of the National Phonograph Co., known particularly to the music trade, to that of Thomas A. Edison, Inc., is regarded as an excellent move. The name of Mr. Edison is indissolubly connected with the phonograph as its inventor, and its value as a business asset in an advertising way is incalculable.

In speaking of the new or, rather, reorganized, company, which began its corporate and active interest this month, F. K. Dolbeer said to The World: "This reorganization or merging of the different companies was made for business convenience. No change whatever is made in the product of the National Co., or its method of doing business, excepting such as may be for its interests, the development of its property, and the furtherance of the trade's welfare. The entire trade have been officially notified to this effect."

C. H. Wilson, general manager, referring further to the move, said as follows:

"The change in question does not in any way affect contracts and agreements to which the National Phonograph Co. is a party. The officers of the Thomas A. Edison, Inc., will be the same as heretofore existed for the National—the status of the National Co. having in no way changed other than in name, which will hereafter be the Thomas A. Edison, Inc. The taking over of the Edison Business Phonograph Co. by the Thomas A. Edison, Inc., of course, obliterates that company, and its business will hereafter be conducted by the Thomas A. Edison, Inc." The officers of the National Phonograph Co. were, and for the Thomas A. Edison, Inc., will be: Frank L. Dyer, president and general counsel; William Pelzer, vice-president; C. H. Wilson, general manager; E. J. Berggren, secretary and treasurer; and H. F. Miller, assistant secretary and treasurer.

HOW THE MEN ARE HELPED.

Thomas A. Edison has invented a way of giving the workmen in the Edison Portland Cement Works their Sunday off. Hitherto it has been supposed that similar plants must be operated every day, lest the kilns cool and destroy the linings. He has found that by giving the kilns a half turn at intervals of four hours between 6 o'clock on Saturday night and 7 on Monday morning, allowing them to cool gradually, the harm to the linings does not take place, and he has given orders that this plan be adopted in his works. The men greatly appreciate Mr. Edison's thoughtfulness.

DEALERS!

SAVE YOUR RECORDS
FROM WEARING OUT



Use the

Velvet Tone Needle Balance

On All Your Victor Demonstrating Machines

The "Velvet Tone" will reduce your operating expenses—for it protects your record stock from injury or careless handling when playing for customers.

No demonstrating sets of records necessary when the "Velvet Tone" Needle Balance is used.

Your customers will buy the "Velvet Tone" after seeing you use it.

Its cost (\$2.00) saved every day.

For sale at all Victor Talking Machine Shops. Send for illustrated circulars. Discount to the Trade.

A. D. Macauley, 714 Walnut Street, Columbia, Pa.

Mr. Jobber

Buy Your Needles From Us
and Get the Best Goods

- ¶ Our Needles are the highest grade made.
- ¶ Our Prices are the lowest in the world.
- ¶ Our Packages and Envelopes are unequalled for their handsome lithographed designs.
- ¶ Our Motto is quality in every detail.
- ¶ Get our Samples and Quotations and see for yourself.

DON'T DELAY—NOW IS THE
TIME TO INVESTIGATE.

The Talking Machine Supply Co.

400 Fifth Avenue, New York

PIONEERS AND LEADERS IN HIGH GRADE GOODS

SOMETHING NEW IN SIDE LINES.

How a Talking Machine Dealer Featured a Popular Novel in Conjunction with a Record of the Same Name, and Made It Pay.

It is often my custom while enroute to the office of a morning to stop in front of a certain talker shop window and gaze therein, and very rarely do I find myself disappointed. Almost invariably there is something displayed there of enough interest to suggest further investigation, and I like that, for it usually results in a pleasant chat on trade matters with the proprietor, who is a brilliant business man and a keen advertiser.

Upon the morning in question my eyes encountered a myriad of books forming a background for an attractive sketch in color. A young woman sat at a piano singing a plaintive love song. The setting was simple in the extreme, just the books and the vocalist, with some records, both disc and cylinder, scattered about, but what made the whole scene beautiful was the wonderful expression upon the face of the girl who sang. The artist had pictured there a blending of emotions which caused the passerby to pause and ponder.

In the foreground of the window hung a large poster, shaped like a cross and bordered with roses, upon which was inscribed the following:

THE ROSARY,

The Greatest Book of the Day—Now Running Through Its 27th Edition.

A love story of exceptional charm by Florence L. Barclay, based upon the exquisite song of the same name.

The book grips you from the very first page, but when you reach Chapter 6th and Jane Champion sings—Well! you'll want both book and record; listen:

Jane smiled at them good-naturedly; sat down at the piano, a Bechstein Grand; glanced at the festoons of white roses and the cross of crimson rambles; then without further preliminaries struck the opening chord and commenced to sing.

The deep perfect voice thrilled through the room.

A sudden breathless hush fell upon the audience.

Each syllable penetrated the silence, borne on a tone so tender and so amazing sweet that casual hearts stood still and marveled at their own emotion; and those that felt deeply already responded with a yet deeper thrill to the magic of the music.

"The hours I spent with thee, dear heart,
Are as a string of pearls to me;
I count them over, ev'ry one apart,
My rosary—my rosary."

Softly, thoughtfully, tenderly, the last two words were breathed into the silence, holding a world of reminiscence—a large-hearted woman's faithful remembrance of tender moments in the past.

The listening crowd held its breath. This was not a song. This was the throbbing of a heart, and it throbbed in tones of such sweetness that tears started unbidden. Then the voice, which had rendered the opening lines so quietly, rose in a rapid crescendo of quivering pain.

"Each hour a pearl, each pearl a prayer,
To still a heart in absence wrung;
I tell each bead unto the end, and there—
A cross is hung!"

The last four words were given with a sudden power and passion which electrified the assembly. In the pause which followed could be heard the tension of feeling produced. But in another moment the quiet voice fell soothingly, expressing a strength of endurance which would fail in no crisis, nor fear to face any depths of pain; yet gathering to itself a poignancy of sweetness rendered richer by the discipline of suffering.

"O memories that bless and burn!
O barren gain and bitter loss!
I kiss each bead and strive at last to learn
To kiss the cross—to kiss the cross."

The accompaniment, which opens with a single chord, closes with a single note. Jane struck it softly, lingeringly; then rose, turned from the piano and was leaving the platform, when a sudden burst of wild applause burst from the audience.

We have recordings of this superb vocal master-

piece just as Jane sang it, with all the fire and pathos of the original—and we have the book.

Purchase them both and spread for yourself and friends a bounteous repast of melody and literature.

* * * * *

It is needless to say I called upon the inventor of this clever bit of advertising and found him radiant.

"A golden harvest!" he cried enthusiastically in response to my query as to whether his scheme was bearing fruit.

"As soon as that book, 'The Rosary,' came out I read it and liked it so much that I decided to lay in a supply and feature it in connection with the



SOME ORIGINAL RECORD PUBLICITY.

record. The results have been everything that one could wish."

"Do you depend entirely on the contralto rendition?" I asked.

"No, indeed; besides the record by Madame Schumann-Heink, I have sold a great number by Wm. H. Thompson, Alan Turner, The Knickerbocker Quintette and Henry Burr.

"It just happens that the song and the book fit perfectly and I have made the most of the circumstance."

Mr. Dealer, is there not some logic in this gentleman's remarks and some cause for thought in his experiment?

"The Rosary" in book form is still among the ten best sellers and the records are on your shelves.

Why not get busy?

HOWARD TAYLOR MIDDLETON.

TALKING MACHINE EXPORTS.

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

(Special to the Talking Machine World.)

Washington, D. C., March 6, 1911.

In the summary of exports and imports of the commerce of the United States for the month of January (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for January, 1911, amounted to \$292,347, as compared with \$202,764 for the same month of the previous year. The seven months' exportations of talking machines, records and supplies amounted to \$1,816,962.

If you are a dealer who is honestly trying to make the greatest possible amount of profit out of the smallest possible amount of capital; a dealer who is trying to keep his stock up-to-date and in order, one who is in business to serve, then you will find the catalog one of the most valuable helpers that ever came into your place of business.

SOME TRADE NEWS FROM ATLANTA.

The Goode Music House of Greenfield, S. C., Takes on Columbia Line—Manager Terhune Discusses Conditions in Florida.

(Special to the Talking Machine World.)

Atlanta, Ga., March 7, 1911.

Richard Thornton has been appointed assistant manager of the Columbia Co.'s store here, distributors for Georgia, Florida, Alabama and South Carolina. The Goode Music House of Greenfield, S. C., a concern worthy of its name, has placed a substantial order for Columbia machines, both graphophones and Grafonolas. This order was secured by W. A. Barfield, special representative of Atlanta headquarters. The Goode Music House have made plans for an extensive campaign in Columbia goods.

Conditions in Florida, as reported by W. Terhune, the Columbia Phonograph Co.'s manager here, are very good at the present time. Mr. Terhune has just returned from a trip to Jacksonville, St. Augustine, Palatka and Tampa, and has received many substantial orders from old customers, mostly orders calling for Grafonolas of one type or another. He reports that the sale of Grafonolas in Florida is particularly satisfactory.

In Jacksonville the Columbia Co. are represented by Ely & Silvermail and the Rhodes, Futch-Collins Furniture Co. Both of these dealers report a very good business. In Tampa the representatives are the Rhodes, Pearce, Mahoney Furniture Co. They handle the Columbia line exclusively and have practically all the talking machine business of that town.

The Haverly Furniture Co., Savannah, Ga., writing to Mr. Terhune recently, said: "We know it will be interesting to you to hear that on February 25, we sold more records than any one day previously. We attribute this to the most excellent records that the company is now getting out. We wish to make special comment on the two piano records coming out next month, by Xaver Scharwenka. These are certainly the most perfect piano records we have ever heard. A person not knowing the difference, would certainly say that it was a real piano."

SIX STEPS TO MOUNT.

There are just six steps to the Ladder of Fortune; when you have ascended them you stand on the broad platform of success.

The first is Self-Confidence, for if you don't believe in yourself you can't expect anyone else to believe in you.

The second is Industry, for no matter how much you may believe in your capabilities, if you are not industrious all your talent will go.

The third is Perseverance, for industry which goes by fits and starts is motive power which is wasted, while continued application conquers all things.

The fourth is Probity, for dishonest success is colossal failure.

The fifth is Temperance, for if you become drunk, either with wine or prosperity, you are on the road to ruin.

The sixth is Independence, and when you stand on this step you can dictate your own terms to the world.

MAPPING OUT THE DAY'S WORK.

"He who every morning plans the transactions of the day and follows out that plan carries a thread that will guide him through the labyrinth of the most busy life," says Victor Hugo. "The orderly arrangement of his time is like a ray of light which darts itself through all his occupations. But where no plan is laid, where the disposal of time is surrendered merely to the chance of incidents, chaos will soon reign."

Salesmanship does not consist of forcing goods upon a customer. It consists of showing him how he will benefit by making a purchase. "Satisfaction to the customer" is the only foundation upon which all lasting businesses are built.

The Columbia exclusive selling rights policy is "compulsory" in that it compels your competitors to compete with each other.



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

OPTIMISTIC IN SAINTLY CITY.

Sales Exceed Expectations for This Season of the Year—Small Victrola Styles in Favor—High Priced Machines in Favor—New Quarters for Aeolian Co.—O. K. Houck to Add "Talker" Department—May-Stern Columbia Exhibition—Piano Houses Giving More Attention to Talking Machine Business—Startling Dictaphone Display—Interesting Budget of News from All Points.

(Special to the Talking Machine World.)

St. Louis, Mo., March 9, 1911.

Talking machine dealers express great satisfaction with business conditions since the first of the year. Not only have inquiries and sales been good, but the average purchase has been very high, an unusual condition especially for this time of year, according to the department managers.

A. J. Robinson, of the Thiebes Piano Co., says that their average sales in the machine department have been averaging at least a half more than is the year in, year out record. "The small Victrola has proved a good machine for the salesman," said Mr. Robinson, "and it has been the pivot on which the sale of many machines has been made."

Manager Levy, of the Aeolian Co.'s wholesale department, announces the prospective removal of that department from the Aeolian Building to 1009 Pine street, where the department will have space commensurate with its needs. "We are very badly crowded in our wholesale department," said Mr. Levy, "and we have already encroached upon space that other departments need, so some department must give way, and as our business can be handled independently of others to better advantage, we will go. In the new building we will have everything an up-to-date wholesale establishment should have, parlors for demonstration of instruments and records, salesrooms, warerooms, packing rooms and all will be fitted in the best style. We intend to have the best equipped wholesale department in the West. In addition to the advantage this move will give my department it will contribute to the welfare of the retail talking machine department and other departments of the business."

George D. Ornstein, Victor sales manager, spent several days with the local trade, arriving February 18.

The O. K. Houck Co. expect to add a talking machine to their local store in the near future. They enjoy good trade in the machines at their other stores.

Recent dealers calling on the local trade were: John Winkler, of Mascoutah, Ill., and John Hoch, Chesterfield, Mo.

Some department and furniture stores have been showing a lively interest in the talking machine trade recently. The May-Stern Furniture Co. carried a large window display of Columbia machines and the Grand Leader department store have been including the organization of a \$1 a week Victor Club in their regular advertising. A machine and ten single records are offered for \$38.50, with \$2.50 down and no interest.

The Paragon Quartet, popular local vocalists, recently visited Camden and some excellent records were obtained of their voices. These records are making a hit and are to be in the next Victor catalog.

L. C. Wiswell, talking machine manager for Lyon & Healy, Chicago, was a recent visitor here and his announcement that he now had twelve record demonstration rooms and was contemplating the construction of sixteen more gives an idea of the growth of their business. That the talking machine business is just coming into its own is apparent to St. Louis piano men, some of whom have considered the talking machine as a side line. The Thiebes Piano Co. have given half the first floor salesroom to record demonstration rooms, dividing the space with sheet music. The entire fourth floor is given to machine demonstration parlors. This fourth floor, Mr. Wiswell declared, was the equal of any he had seen. The F. G. Smith Piano Co. are also liberal with first floor space, devoted, however, to display of machines. Mr. Robinson, of the Thiebes Piano Co., says that they are now reaping their harvest from the record business and declares that within a very short time that department will equal in total business the machine department. The Columbia Phonograph Co. and the Silverstone Talking Machine Co. are exclusive talking machine houses and have no conflicting interests in their display space and they both think that the advertising so gained is a splendid investment.

Mr. Gilbert, of the Victor Co., was a recent visitor.

The Columbia Phonograph Co. had a striking window display of Dictaphones the first of the month that attracted much attention from business men. An office scene was reproduced, a wax dummy presenting the business man at his desk in a business-like attitude and the mouthpiece of a Dictaphone in his hand. Another wax figure at a desk as far away as space permitted represented a stenographer busily writing from Dictaphone dictation. A large sign across the back of the window read: "The following firms use more than 100 Dictaphones: Robert Johnson & Rand Shoe Co.; Lewis Publishing Co.; Simmons Hardware Co.; Western Electric Co.; Brown Shoe Co.; Peters Shoe Co."

George W. Crisp has been added to the selling force of the Aeolian Co.'s retail talking machine department.

George Schmitt has sold the Southern Phonograph Co., at 1703 South Broadway, to L. C. T. Rickert, of Belleville, who is manager. Mr. Schmitt retains his bicycle repair business.

Gus Kleinkauff, of Joplin, Mo., has sold the talking machine business conducted in connection with his drug store to the Newton & Smith Music Co., formed by partnership of two young men who have been the Joplin representatives of J. W. Jenkins Sons Music Co., of Kansas City.

J. H. Algaier, of the National Phonograph Co., who makes his headquarters with the Silverstone Talking Machine Co., was off his travel route several days during February because of illness.

The A. F. Mengel Music Co. recognized the

Tetrazzini concert here by giving a special Victrola Tetrazzini concert the Saturday previous to the appearance of the star in person.

Max Landay, of the Talking Machine Supply Co., New York, was a February visitor.

C. O. Thompson, who was for a long time with the wholesale talking machine department of the Aeolian Co., has turned to pianos and is in charge of the prospect files for the Kieselhorst Piano Co.

TO HANDLE PATENT CASES.

Bill to Amend Commerce Court Act Includes Provision to Effect That Patent Appeals Be Handled by That Tribunal.

In connection with the railroad rate decision handed down by the Interstate Commerce Commission last month, which in all probability may come up in due time on appeal before the newly organized Commerce Court, it is interesting to note the provisions of a bill introduced by Senator Bacon, amending the act by which this tribunal was created. The measure was introduced on June 23, 1910, and referred to the Committee on the Judiciary, which a week ago to-day submitted a favorable report. In this bill it is proposed to allow the present judges of the Commerce Court to permanently retain their positions, and thus do away with that provision of the existing law by which judges of the United States Circuit Court are transferred for temporary duty on the commerce bench. Furthermore, it is proposed to give the Commerce Court jurisdiction of all appeals and writs of error from final judgments and decrees of circuit courts of appeals in patent cases.

Should these amendments be enacted the plans for the establishment of a special court of patent appeals, similar to the new Court of Customs Appeals, will be frustrated. In some quarters the organization of specialized tribunals is looked upon with much favor, but at the same time there are many eminent legal authorities who oppose legislation looking towards limiting the powers of the Federal courts to the hearing of particular classes of cases. One of the strongest arguments in favor of the establishment of customs, commerce and patent courts is that the organization of additional tribunals of last resort materially relieves the Supreme Court of the United States, which is far behind in its work because of the large number of cases that come up before it.

THE GENTLE ART OF COLLECTING.

Be a good collector. One of the best evidences of business ability is the gentle art of collecting. The man who is a poor collector is generally a poor remitter, and you know what happens when you become a slow payer. You pay the highest price for everything you buy; you lose the cash discounts. You can afford to borrow money and pay interest in order to secure the cash discounts. Keep track of it a year and note the aggregate amount saved.

BERLINER PATENT PASSED UPON AGAIN.

Judge Hough Hands Down Important Decision Vacating Injunction Against Sonora Co., Who Claimed That Patent in Question Expired February 11, 1911—Judge Hazel's Approving Memorandum—Appeal Lodged from the Latter's Ruling Will Come Up in April.

The decision of Judge Hough, United States Circuit Court, New York City, handed down February 25, and that of Judge Hazel, of co-ordinate jurisdiction, endorsing these findings, delivered a few days later, namely, March 1, regarding the expiration date of the Berliner patent, has aroused widespread interest in the trade. The first case argued before Judge Hough, February 7, was that of the Victor Talking Machine Co., Camden, N. J., against the Sonora Phonograph Co., New York. The second, heard by Judge Hazel, the Victor Co. against Wm. H. Hoschke, vice-president and general manager of the Sonora Co.

In December last, on the 15th, to be specific, Judge Hough decided the Sonora Co. were infringing the Berliner patent in the use of the so-called "mechanical feed" machines, and they were enjoined. The injunction was observed, but in view of the approach of February 11, when the defense contended the patent expired, a motion was entered and argued that so much of the injunction applying after that date should be vacated. Counsellor Pettit for the complainants made a strong plea, but the court accepted the opposing view and granted the motion.

Preceding the opinion the court made this preliminary statement of facts: "Upon a final hearing in this cause decree was entered the 15th day of December, 1910. The suit is upon Berliner patent No. 534,543, which, by its terms, expires on the 19th of February, 1912. The injunction aforesaid being in force a motion is made to limit or modify the same, upon the ground that it appears, from the records of this court, that the invention of the patent in suit has been adjudicated to be the same as that secured in the Dominion of Canada by letters patent No. 41,901, issued to the same Berliner (as assignee of Sues) on February 11, 1893, and, therefore, expiring under Canadian law on February 11, 1911. Motion heard upon the entire record herein upon affidavits and exhibits filed for the motion, and reference was also had to the original records of the various causes resulting in decisions hereinafter referred to."

THE DECISION IN FULL.

"The only contention of defendant needing consideration is that so far as the claims of the Berliner patent here relied upon are concerned (Nos. 5 and 35) it is, in the courts of this circuit, if not in all the courts of the United States, *res adjudicata* that the patent in suit expires by force of section 4887 Revised Statutes with the Sues Canadian patent above mentioned. The inquiry whether the matter is *res adjudicata* will be made without any expression of opinion on my part as to the merits of the question as originally presented in previous litigations.

"The point has been stated, in the language of counsel, though it is certainly true that even if defendant's contention be correct, the status of the Berliner patent in respect of the Sues patent is not and cannot be *res adjudicata* in the sense in which that phrase is often used because the persons and parties in and to this action are not identical with those of the litigations on which defendant relies. Yet, the rule invoked is stronger than that of *stare decisis*, for 'where questions affect titles (to land) it is of great importance to the public that when they are once decided they should no longer be considered open;—such decisions become rules of property and many titles may be injuriously affected by their change.' The duration of a patent being the limit set to a lawful monopoly certainly concerning it is quite as important as the title to land; and is, indeed, a species of title; for that which the patentee has not shown a clear right to is the property of the public.

"The real proposition of defendant is that since 'a judgment is conclusive upon a matter legitimately within the issue and necessarily involved in the decision,' it has been settled and solemnly decreed, in an action brought by this complainant against another defendant, that the patent right which was the basis of the former suit and is the basis of this terminated on Feb. 11, 1911, and that this result was declared in a litigation wherein the issue was presented by the pleadings, and was, in the opinion of the courts of this circuit, necessary to the judgment then made and still in full force and effect. If these assertions be true the question is not an open one in this court.

"The Berliner patent was first adjudicated and the rights of these complainants therein first declared in 140 Federal Reports, 860; and the decree there directed was affirmed in 145 Federal Reports, 850. (Victor Talking Machine Co. against American Graphophone Co.—Columbia Phonograph Co.) The Appellate Court said that they did not 'find it necessary to add anything to the careful and exhaustive discussion of the issues' made by the court below, with one

exception. That exception bears no relation to this controversy, so that in effect the opinion of the trial court became that of the higher court.

"An examination of the record shows that the Sues Canadian patent was not pleaded nor was any allusion to it made in the cause. The defendants, however, did plead the Sues American patent, No. 427,270, and introduced the same in evidence; and of this patent, Hazel, J., said that the specifications thereof stated that 'the invention related to improvements in the reproducing apparatus of Berliner, and that the construction and mounting of the stylus formed no part of the invention.' Wherefore, it was held that 'the improvement of Sues is not anticipation.' This finding, being based on appropriate pleadings and evidence, and having been adopted by the Circuit Court of Appeals, amounts to a decree of that court that the Sues American patent was not for the same invention as that contained in the Berliner patent.

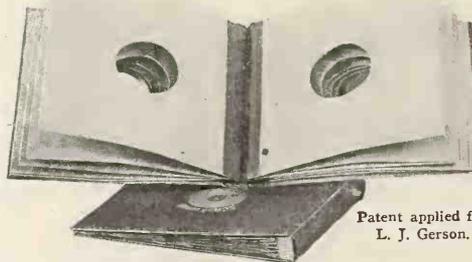
"If the two Sues patents (Canadian and American) be compared it is so obvious as to need no discussion that the specifications and diagrams reveal the same invention; the diagrams are identical and the specifications identical in every material point. When the claims, however, of the two patents are compared they are quite different. Those of the American patent are appropriate to the invention that Sues had in mind, namely, a particular form of swinging arm; but the claims of the Canadian patent, and especially claims 5, 7, and 11, are much broader; and undoubtedly raise the question whether (1) they are or are not the equivalents of the invention of Berliner as revealed in the patent in suit and supported by the decision above-referred to; and (2) whether the claims so stated (if construed as equivalent to Berliner's claim 5 and 35, or either of them) are supported by the revelations of the specifications and diagrams.

"This question was, I think, squarely raised in the next case brought on the Berliner patent and heard on motion for preliminary injunction by Townsend, J., (Victor Talking Machine Co. against Leeds & Catlin Co.). An examination of the record therein shows that the Sues Canadian patent was distinctly pleaded, not only as a reference, but specifically as a bar under Section 4887 Revised Statutes, on the ground that it had been granted on Feb. 11, 1893, for a term of six years only and had therefore expired before answer filed. Two questions relating to the Canadian patent were therefore presented, and necessarily presented for the decision of the court in that case: (1) Did the Canadian patent cover the identical invention of Berliner, and (2) had the Canadian patent expired with the end of the six-year term? Obviously both these inquiries had to be answered in the affirmative in order to benefit defendants; a negative answer to either was enough for the complainants.

"I see nothing in the pleadings or the logic of the matter compelling the court to answer one question before the other; or preventing it from considering both—both were in issue, and both presented justiciable matter. Townsend, J., chose to answer both, and definitely found, as he had a right to, that 'the Canadian patent in terms describes and claims the broad generic invention of Berliner covered by the claims here in suit' (5 and 35), and added that 'if this (Canadian) patent expired, as claimed, in 1899, the patent in suit expired at the same time.'

"Having thus answered the first query he was bound to respond to the second, and that he answered in the negative, finding that the life of the Canadian patent for purposes of Section 4887 was the eighteen-year period which the defendants in this case rely upon. An appeal having been taken the defendants assigned for error so much of the holding of the court below as was against them, saying that the 'Court erred in not holding (that this patent) ex-

JUST OUT 1911 STYLE NEW 16 PAGE, FLEXIBLE BACK ECHO RECORD ALBUMS



Patent applied for
L. J. Gerson.

To hold double and single face discs of any make—both 10 and 12 inch sizes.
Fits the Victrola exactly or any record cabinet.
Sold at all Talking Machine Stores.
Send for illustrated circulars and prices.
Discounts to the Trade.

ECHO ALBUM COMPANY
926 Cherry Street, Philadelphia, Pa.

pired Feb. 11, 1899, with the expiration of the term of six years for which the prior Canadian patent, No. 41,901, of Feb. 11, 1893, was granted.

"In the higher court this matter was elaborately considered by counsel, and it was specifically urged that 'this Canadian patent was not intended for any broader invention than the Sues (American) patent, and did not describe any broader invention than that patent.' The language of the earlier case as to the Sues-American patent was quoted, and the point urged that 'Townsend, J., in the court below, was right in granting the preliminary injunction, though he was apparently mistaken in his conclusion where he stated that the Canadian patent in terms describes and claims the broad generic invention of Berliner covered by the claims here in suit.' On such a record and such arguments the decision of Townsend, J., was affirmed in open court, and when brought up on certiorari to the Supreme Court again affirmed. (Leeds & Catlin case.)

"I think it apparent from the foregoing resumé that the only proposition left for argument on defendant's part is that Townsend, J., erred in holding, on a point plainly pleaded, regarding the Canadian patent in suit; and complainant's counsel with his usual frankness has admitted as much. But, if such error was committed both appellate tribunals also erred in failing to correct a wrong finding on an issuable fact. It is, of course, possible (and complainant has done it) to point out that the Circuit Court need not have answered the query as to identity of invention, and the decisions on appeal do not specifically approve the finding so made.

"This species of hair-splitting must be left to appellate tribunals, which find themselves embarrassed by their own decisions. This court can only follow the apparent effect of previous authoritative rulings.

"It is not overlooked that complainant has introduced on this motion, considerable testimony tending to show that in the opinion of experts, and of Messrs. Berliner and Sues, that the Canadian-Sues patent is for the same invention as that described in the Sues-American patent; and it is claimed that had Townsend, J., had before him what is now before the court he would not have held as he did. But his decision was that, admitting similarity in specifications and drawings, the claims being different, the broader claims were justified by the antecedent description.

"Perhaps this was wrong, but if so it was an error, not arising from lack of evidence or misleading evidence, but from an erroneous inference drawn from a comparison of two documents, both in evidence before him and before me. The documents have not changed, and no amount of evidence can change their language or the meaning thereof. It is five years since Judge Townsend's decision has become widely known, and investments have been made on faith of it; in short, a better instance could not be found of the importance of not lightly disturbing a matter once authoritatively settled.

"The motion is granted, the order to be settled in accordance with the practice indicated by rulings in similar previous cases quoted by the court."

As to Judge Hough's position it was generally held by a number of attorneys that no appeal could be taken. Horace Pettit, general counsel of the Victor Co., was of a different opinion, and said so. On February 27 the same issue was brought before Judge Hazel, in the case of the Victor Co. against Hoschke, referred to above. On the following day the Court filed the appended memorandum:

"Upon reading the decision of Judge Hough rendered in Victor Talking Machine Co. et al., against Sonora Phonograph Co., in equity, 6-87, I am persuaded of its correctness and that patent No. 534,543 expired February 11, 1911, that being the term of the expiration of the Sues-Canadian patent. Decree for defendant dismissing the bill. Dated February 28, 1911."

This decision gave the Victor Co. the unquestioned opportunity to take the case to the United States Circuit Court of Appeals, Second Circuit, for review, and application was immediately made for a motion to that effect. This motion appeared on the calendar of Court of Appeals, March 6, counsel for both sides agreeing to be ready at the convenience of the court, in order to expedite the final adjudication of the question in dispute. The hearing had not come on when The World went to press.

You lose more business by not pushing collections than by pushing them. If you make your customer pay his bills, he will continue to trade with you, whereas if you don't make him pay, after his account gets about as large as he thinks you will allow it, he goes elsewhere to trade, and there you are!

There is something more than mere figures that enters into the average deal that a successful salesman puts through. Personality enters very largely into most transactions, and the ability to understand and read human nature means, and points to, success.

1866 **NYOIL** 1910
FOR

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

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



TRADE NEWS FROM PHILADELPHIA.

Business for Past Month Exceeded Expectations—Falling Off of Former Years Not in Evidence—Important Columbia Records—Wanamaker's New Quarters—The Demand for High Priced Talking Machines and Records Continues—The Outlook Most Satisfactory All Along the Line.

(Special to the Talking Machine World.)

Philadelphia, Pa., March 5, 1911.

The talking machine business in Philadelphia during the month of February has been good. Generally it was most satisfactory to all the dealers. It was not as large as it was in January, but it was considerably better than February a year ago. The dealers did not expect as big a February as January, and especially not in records, for the reason that the many holiday machines sold naturally brought a big January to the record business. The dealers still complain of a shortness of stock, but not to the extent of January, for in the meantime the factories have been able to get out more goods, and as sales have fallen off, the manufacturers have been able to keep the trade fairly well supplied.

Before this time the Wanamaker talking machine department had hoped to be provided with larger and better quarters, but for some reason no move has yet been made, but the department is being conducted in the mezzanine section of their piano department, and they are very much handicapped on account of their large trade. By the 1st of April they hope to be satisfactorily housed.

W. J. Elwell, who is in charge of the talking machine department at Heppes, reports that business in February kept up wonderfully well. While they expected a dropping off, it was not to the extent of former years. They are finding some trouble in getting goods of a certain class fast enough, and for some time they have had standing orders which they were unable to fill. They have just secured a new traveling salesman, Frank Schaller, who is at present up the State, and is doing some very satisfactory work for them. He was for a number of years connected with the house of J. E. Ditson & Co., who are closing out their business here and which will be absorbed by their Boston and New York stores. The Heppes are just in receipt of a carload of fine talking machine cabinets, which they needed badly and which present some of the latest designs.

The Columbia Phonograph Co. have been doing a splendid business in February. They have just assisted in a very successful opening of the talking machine department at the store of John A. Wuchter, at Allentown. It occurred on February 16, 17 and 18. During the exhibition several Grafonola and piano recitals were given, the concerts being under the direction of Hamilton Bouvier, of the Philadelphia branch of the Columbia Phonograph Co. More than 1,300 people visited Mr.

Wuchter's Grafonola parlors during the opening days and the immediate sales were so large that Mr. Wuchter was compelled to go over to New York, accompanied by Mr. Henderson and Mr. Robinson, of the Philadelphia store, to make a selection of more than \$2,000 worth of new machines and records. Mr. Robinson, who is about to be married, thinks so well of the retail business possibilities at Allentown, that he has formed a personal alliance with Mr. Wuchter and will hereafter reside in Allentown.

The Columbia Co. are arranging for recitals in several of the larger cities in Pennsylvania in the near future and the following is their Philadelphia schedule for the month of March: March 11, 3 o'clock, Philadelphia Electric Auditorium, Woman's Club of Ethical Society; March 16, 8 o'clock, Tenant Memorial Presbyterian Church, Fifty-second and Arch streets, West Philadelphia; March 21, 8 o'clock, Wakefield Presbyterian Church, Germantown avenue and Fisher's lane, Germantown; March 22, 3 o'clock, the Philadelphia Electric Auditorium, Woman's Club of Philadelphia, Germantown and Frankford; March 23, 8 o'clock, Epworth M. E. Church, Fifty-sixth and Race streets, West Philadelphia; March 27, 8 o'clock, St. Matthew's Protestant Episcopal Church, Eighteenth and Girard avenue, Philadelphia. The Columbia are making heavy sales on the new piano record by Scharwenka and the vocal records by Baklanoff, Nielsen and Fremstad. They report that they have been selling records of a considerably better class this year than last, which is the general condition at all the Philadelphia stores. They are arranging for a very attractive St. Patrick's Day window display.

Joseph Murphy, connected with the Columbia Co., will be married shortly. There is considerable romance about the engagement, which "Joe" is delicate about referring to unless you can get him off in a corner and have a heart-to-heart talk. And if you have ever tried such a thing you will understand what a difficult task it is. "Joe" can certainly talk when it comes to extolling the merits of the Columbia, but you never heard such silence when it comes to referring to himself.

The territory which Mr. Robinson has been covering will hereafter be looked after by R. B. Cope, well known in the talking machine world.

Louis Buehn & Bro. report that their February business was very good. They had a considerable increase over last February and their collections have been most satisfactory. Mr. Buehn says there is nothing really tangible in the situation, but he believes that the talking machine men are going to have a very good business this spring. As far as getting stock is concerned, Mr. Buehn says the situation is easing up very considerably. Their men are all home from the road at present, but start out the beginning of this week.

The Penn Phonograph Co. also report that their business has been fine in February, much larger than last year. Among the recent visitors to the Penn headquarters here were: B. H. Farr, of Reading, Pa., and Charles Schwartz, of York, Pa. Both men report most encouraging conditions in their sections.

C. A. Reed, who at present has a talking machine store at Sixth and Erie avenue, is about to open another store at 2815 Germantown avenue.

H. A. Weymann & Sons have had an exceptionally good February, a third greater than last year, and they have been able to get a large stock of machines of both the Edison and Victor on hand, and are in excellent shape for any demands that may be made upon them. Norbert Whitley just returned last Saturday from a trip up the State, and with the exception of pre-holiday trip, it was better than any he had last year. He found the business everywhere in a splendid condition. The firm put on a new salesman last week to look after the retail end of the talking machine business, one of the many departments of their store.

Says a traveling authority: "Undoubtedly the interests of commercial travelers as a class of men are bound up with, and inseparable from, the interests of the retail merchants everywhere and at all times. Anything that hurts the retail merchant, hurts us."



Our bid for your trade

is based on the promptness of our service.

It doesn't cost you any more to get prompt service from us than rather slow service from someone else, and it is sure to pay you better.

The jobber who doesn't fill your orders promptly often makes you hold up your customers and puts you in constant danger of losing trade.

A good live jobber understands that his interests are best served by looking after the dealer's interests, just as wide-awake dealers know that the way to build up their business is to take proper care of their customers.

That is why we always ship all goods the same day the orders are received.

You can get from us whatever you need in record cabinets, horns, needles, fiber cases, repair parts and other accessories as well as Victors, Victor-Victrolas, Victor Records.

And you can figure out just about when the goods will reach you.

That saves you a lot of worry and is sure to be of advantage to you.

Remember us on future orders. Try us on a rush order that is in the biggest kind of a hurry and you won't be disappointed.

Better write to-day for our 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



FROM OUR CHICAGO HEADQUARTERS

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

Talking Machine Jobbers and Dealers Well Satisfied with the Business for February—Executive Committee Meeting of the Jobbers' Association Well Attended—Interest Shown in National Phonograph Co.'s Change of Name—Items of a Personal Nature—Sold Victrola to New Yorker—What the Various Well-Known Concerns Are Doing—Recent Visitors of Record—A Surprise Package From the Zimmerman Co.—Commercial Talking Machines Exhibited at the Business Show—A General Summary of the News of the Month of Trade Interest.

(Special to the Talking Machine World.)

Chicago, Ill., March 11, 1911.

February walked right up to the chalk line, so far as the jobbers were concerned, in great shape. For a short month the February business was somewhat surprising. The leading houses here say it was one of the best months in their history. Local retail business made a very fair showing and the prospects are for a considerable improvement during the present month.

That was a remarkable meeting of the executive committee of the National Talking Machine Jobbers' Association, reported elsewhere in this issue. It was one of the best attended meetings the committee has ever held. Quite a few members outside of the committee were in attendance. It was a near-convention. Matters of grave importance were discussed in a broad spirit. One would go far to find a finer body of men.

In connection with the report of the committee meeting some of the details regarding the arrangements and entertainment features of the National Association, to be held at Milwaukee in July were presented. It is going to be a big time. Milwaukee is a beautiful city and there is plenty to see and enjoy. No jobbers should miss this convention. It promises to be a vitally important one.

National Changes Name.

The news of the change of name of the National Phonograph Co. to Thomas A. Edison, Inc., has excited a great deal of interested comment in the trade. It is considered a shrewd move and a mighty good one. The name of the "Wizard" constitutes an asset of which it is not surprising that the company should wish to take full advantage.

Chandler Is Well.

A good constitution, reinforced by a persistent baked potato diet, is able to withstand all ordinary disease ravages. Amberola V. Chandler, the comely and courteous representative of the Thomas A. Edison, Inc., nee the National Phonograph Co., has fully recovered from a cold which threatened to develop into pneumonia, and is again shedding rays of optimism from his benign presence on the trade.

Ornstein a Visitor.

George Ornstein, manager of traveling salesmen for the Victor Co., is paying one of his ever-welcome visits to this city this week.

Davidson's Good Sale.

Cecil Davidson, of the Talking Machine Shop, sold a Victrola the other day to a man whose place of business is within a couple of blocks of one of New York city's leading talking machine stores. Cecil, by the way, promises a personal news item in the near future. In the express phraseology of the country weekly, we wonder what it can be, Cecil.

George Davidson is spending a short vacation at Hot Springs, Ark.

Good Lyon & Healy Business.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, reports their business in February exceeded that of any like month.

In a corner window of the big store is exhibited a beautiful Victrola of the Vernis Martin design, which attracts a great deal of attention from passers-by.

The Victor theater, after several weeks' stay at Lyon & Healy's, has moved on. It was necessary to hold night performances in order to accommo-

date the crowd, and proved a big success from an exploitive standpoint.

Columbia Items.

W. C. Fuhri, district manager for the Columbia Phonograph Co., returned from a general Western and Southern trip yesterday. Trade conditions, particularly in the South, he reported as most excellent.

Paul H. Cromelin, of the Columbia Phonograph Co., General, was a recent visitor at the Chicago headquarters. The company is doing a fine business, both wholesale and retail, at its new store at Washington and Wabash avenue.

Anent the Talking Machine Company.

Stand at noon at Madison and State streets, Chicago, and you will agree with the Talking Machine Co. that it is about the busiest corner in the world. This fact, appropriately illustrated, is shown in a telling way in the company's page advertisement in this issue.

February was a remarkable month with this company. It was not only the biggest February, but one of the biggest months they have ever had.

Dan Creed, credit manager for the Talking Machine Co., who has been working day and night for several months is recreating, vacationizing, and a few other things in the South. The trip includes Mardi Gras festivities and a stay at Hot Springs, Ark.

Traveler George P. Cheatle is just finishing a successful trip through Michigan, and H. S. Conover is starting on an Iowa journey.

Salter Progress.

The Salter Mfg. Co., of this city, makers of talking machine cabinets, will shortly have something new and attractive in that line on the market.

Good Commercial Machine Exhibits.

The Business Phonograph Co., of Chicago, dealers in Edison business phonographs, and the Chicago Dictaphone department of the Columbia Phonograph Co. will both have fine exhibits at the business show which opens at the Coliseum on Wednesday of this week.

Enlarges Victor Stock.

A. P. Griggs, of Davenport, Ia., was a recent visitor. He is putting in a new stock-shelving system and will hereafter carry the complete Victor catalog, together with a reserve stock of each number.

Parker a Visitor.

L. C. Parker, manager of the talking machine department of Gimbel Bros., Milwaukee, spent a day in Chicago recently and inspected the various talking machine departments around town, in order to get pointers for the remodeling and enlargement of his department. The company is doing excellent business and reports many sales as the result of the exploitation they are receiving through the Victor machines they have sold to the public schools of that city.

Resigns Position.

Mr. Bach, who for several years has had immediate charge of the talking machine department of Rothschild's, has resigned. He has not determined his plans for the future.

Created Excitement.

Considerable excitement was caused in the Chicago office of The Talking Machine World recently by the arrival of a registered package. Visions of gold nuggets, or of solid stacks of greenbacks plunged the entire office force, including the cat, into a state of mind bordering upon frenzy. When the package was finally opened it was found to contain a neatly bound volume on "Sales Help," issued by the C. E. Zimmerman Co., advertising specialists, Chicago. Edward C. Plume, formerly of the Columbia Phonograph Co., is now general manager of the Zimmerman Co., and he has evidently imbibed large quantities of the advertising spirit. Witness the registration stunt. The book, which is exceedingly well written, describes the special syndicate newspaper advertising copy proposition for merchants in different lines, gives a good,

swift talk on advertising in general, and suggests canvasses for the salesmen.

Manager Alfring, of the Aeolian Co., St. Louis, is a Chicago visitor this week with his wife.

Kreiling & Co., 1504 North Fortieth avenue, Chicago, manufacturers of the well-known "Tiz-It" all-metal horn connections for cylinder machines, report a very special demand for their specialty. It is handled by leading jobbers all over the country.

The George P. Bent Co., manufacturers of Crown pianos, who occupy the fine warerooms on Wabash avenue, near Adams, will add a Victor department. Handsome quarters are being prepared on the second floor.

Max Landay a Visitor

Max Landay, of the Talking Machine Supply Co., New York city, was in Chicago during the Jobbers' Association executive committee meeting. He was on a needle trip, which will take him to the Coast, and reported excellent business.

New Idea Record Cabinets.

Lawrence McGreal states that 20 of the 21 distributors who were at the meeting of the executive committee of the Jobbers' Association in Chicago recently gave him orders for the New Idea record cabinets. The other jobber did not see the sample. Cuts and descriptions of these remarkable cabinets will be found in the advertisement elsewhere in this issue.

JOBBER MEET IN CHICAGO.

Executive Committee of the National Talking Machine Jobbers' Association Meet and Transact Business of Importance.

(Special to the Talking Machine World.)

Chicago, Ill., March 1, 1911.

The executive committee of the Talking Machine Jobbers' Association held one of the most important meetings in the history of the organization at the Congress Hotel on Sunday and Monday, February 19 and 20. A number of matters of vital interest to the trade were discussed, including the 10 per cent. exchange proposition of the National Co. The attendance was unusually large, quite a few members being present who were not on the directory. An encouraging roster of new members was recorded, and final arrangements for the national convention in July at Milwaukee were made.

President Perry B. Whitsit called the meeting to order Sunday morning at 10.30. There were also sessions Sunday afternoon and Monday morning. In order to expedite business dinner was served Sunday in the green room, where the sessions were held.

An amusing divertisement was furnished by Mr. Reynolds, of Mobile, who told of sending out one of Secretary Roush's "chestnut" form letters regarding the Edison exchange proposition. One old colored woman, who received one of these letters, took the term "chestnut," which, of course, referred to old records, literally, and in payment of a bill for \$8.10 sent in \$5 cash and 108 real-thing chestnuts, the kind that grow on a tree, which she figured were worth 7½ cents, according to the Mobile jobber's letter. Mr. Reynolds was so tickled over the affair that he sent the woman a receipt in full, and he brought the package of chestnuts, just as they came through the mail, to the meeting, opened it up, and distributed the contents among the members, who ate them with a great deal of relish. He also read the letter which accompanied the unique payment.

Lawrence McGreal, chairman of the committee on arrangements of the National Talking Machine Jobbers' Association convention, to be held in Milwaukee on July 10, 11, 12 and 13, made his report, which, it is needless to say, was unanimously accepted and adopted. The convention will be held

(Continued on page 48.)

Here's the Busiest Corner in the World

State and Madison Streets, Chicago, Ill.

and

We have been the *busiest* Talking Machine Distributor in the world for the last four months, working night and day, but getting out the orders—that is—getting them out as well as the factory supply would permit.

You have suffered from the shortage—we know it—but conditions are now much better.

Victrolas are beginning to come in—today we could fill your orders complete—tho' when you read this our promise will be fifteen days old.

Gentlemen, things are coming our way. This last big shortage of Victor Goods has helped our business more than any other one thing. It proved that in a crisis *you* could depend on us.

You, who are our customers, *stick*—and you, who are not, *try us*. We are a young bunch, "*wholesale exclusively*", and willing to put up a pretty strong fight to get your business.

"Forget the Freight" (a small item,) but "Get the Goods" and the Retail Profit, (a *big* item).

The Talking Machine Company

133-137 N. Wabash Avenue, (New Number but same location) Chicago, Ill.



FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 46.)

at the Hotel Pfister, and a banquet and ball will be given there the night of the 13th. The other entertainment features will include a ball game between Eastern and Western talking machine teams, a boat ride, with dinner served on the boat, and an automobile excursion to Donges Bay, with dinner served there.

The secretary's report showed that since the last meeting of the executive committee on August 4, 1910, there have been added new members as follows: J. F. Schmelzer Arms Co., Oklahoma City, Okla.; Lit Bros., Philadelphia; The Talking Machine Co., Philadelphia; R. L. Penick, Montgomery, Ala.; Sherman-Clay Co., Seattle, Wash.; Philip Werlein, Ltd., New Orleans, La., and Schultz Bros., Omaha, Neb.

The treasurer's report showed the association to be in excellent condition, with all bills paid and a comfortable cash balance on hand.

Those in attendance at the meetings were as follows: Perry B. Whitsit, Perry B. Whitsit Co., Columbus, O.; J. C. Roush, Standard Talking Machine Co., Pittsburg, Pa.; F. H. Putnam, Putnam-Page Co., Peoria, Ill.; W. G. Walz, W. G. Walz Co., El Paso, Tex.; J. Newcomb Blackman, Blackman Talking Machine Co., New York; Louis Buehn, of Louis Buehn & Bro., Philadelphia; H. H. Blish and George Silzer, of Harger & Blish, Des Moines, Ia.; Rudolph Wurlitzer, Fred Siemon and E. H. Uhl, Rudolph Wurlitzer Co., Cincinnati and Chicago; H. F. Miller, Penn Phonograph Co., Philadelphia; Jas. F. Bowers, L. C. Wiswell, Marquette Healy, H. Hopkins, Lyon & Healy, Chicago; Lawrence Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; George Koehler, of Koehler & Hinrichs, St. Paul, Minn.; George Mickel, Nebraska Cycle Co., Omaha, Neb.; Ross P. Curtis, Ross P. Curtis Co., Lincoln, Neb.; Burton J. Pierce, J. W. Jenkins Sons Co., Kansas City, Mo.; J. F. Schmelzer and Arthur Trostler, J. F. Schmelzer Arms Co., Kansas City, Mo.; Max Strausberg, Grinnell Bros., Detroit, Mich.; W. H. Reynolds, W. H. Reynolds Co., Mobile, Ala.; Lawrence McGreal, Milwaukee; Max Landay, Landay Bros., New York; F. L. Dyer, president, and Carl H. Wilson, general manager, National Phonograph Co., Orange, N. J.

Sunday night the visitors attended in a body the "Get Rich Quick Wallingford" play at the Olympic, and afterward enjoyed luncheon at the College Inn.

Traveler Meagher, for Lyon & Healy, came down Sunday from Milwaukee with a bunch of live wire dealers from the city of beer and beauty. They were George Eichholtz, C. C. Warner, E. F. and D. C. Scheff, and Harry W. Krienitz. P. J. Kraus, of Kraus & Grau, Port Washington, Wis., was also one of the party.

The only difference between a rut and a grave is in the width and the depth.

THE STORY OF A LIVE DEALER.

Some Facts Regarding One Dealer's Method of Keeping Ahead of His Competitors Told Without Polishing—A Classy Proposition—Who Met the Other Fellows as He Was Finishing and They Were Starting—Getting After the Summer Business While the Snow Is on the Ground and Doping Out the Christmas Campaign While the Flowers Are in Bloom—Not a Fable.

In a Middle Western city of several hundred thousand inhabitants there is a talking machine dealer who is accepted as a good example by merchants in other lines of business in that city and who proves a source of real worry to his competitors. He's one of those fellows who don't wait to see which way the cat is going to jump, but who jumps with the cat and always lands on his feet.

While some of the other dealers are turning bright ideas over and over in their minds and sticking their toes into the water before taking the plunge, as it were, Perkins (that's not his name and for that reason we use it) jumps right in and begins swimming for the other shore. That's the kind of hairpin he is. As a rule he is leaving the goal before the leaders of his competitors have sighted it. You know the kind, or ought to, so here's where the preliminaries end.

When we saw Perkins rushing down the street through snow nearly up to his knees, and bucking a forty mile gale that turned the breath to icicles, we took occasion to remark that the weather was bad for business and ask him what he was doing to kill time these winter days.

"Doing to kill time?" says he, "Great Scott, man, don't you know that the summer will be here in a few weeks? Going to have my summer campaign started in another month. Why I've been dopping this stuff out for the last six months, all calculated to cop the simoleons when the daisies are in bloom."

"Naturally we remarked that we were some surprised at this gent's foresightedness and asked for details.

"Can't give you the real inside info," pipes Perkins, "but I can tip you off sufficiently to put you in the way of acquiring real knowledge regarding the talking machine business.

"In the first place I have got the name and address of every sky pilot, regardless of creed, for miles around. I have got in touch with those who are going to pull off the summer night's festival stuff. Every man who owns a bungalow, a motor boat or a mud scow, if he uses it for pleasure, has his name entered in my good books, and you can bet your life all these aforementioned parties are going to get some mighty interesting talking machine literature with Perkins' name spread all over it, while he still is scraping the snow off the walk. He is going to know just how the talking machine can aid in the summer enjoyment and he'll know in time to include the purchase of a talking machine in his plans.

I am going to send a talking machine, a well selected bunch of records and a good operator to every open air entertainment that I can discover and am permitted to attend, and believe me that machine is going to need plenty of oil and a long rest when it gets through working. Can you imagine me in the grasp of the fond parents who see their promising offspring going into ecstasies over the "Babes in Toyland" or some such music? Can you see the young man who will dare hesitate to dig when his girl nestles close up under his wing and murmurs that all she wants is one of Perkins' talking machines to make the home they are planning complete? Can you see the lodge member who hears the strains of "He's a Jolly Good Fellow" issued from the horns of two talking machines simultaneously—there is only one talking machine, of course, but he sees two—who will not want a machine for his own use at home?

"Of course, some of these people may have cooled off by the morning, but when they turn out their pockets and find a dozen or so of Perkins' circulars conveniently folded for quick perusal, they are mighty apt to get a second attack of

'talking machinitis.' But, joking aside, though, I have not really been joking, you know, I have had expert advertising men preparing folders, newspaper advertising copy and a bunch of general printed matter that shows much class, and all of which connects the talking machine with the good old summer time. It costs a little money, of course, but I'll have the biggest part of my summer business done, the profits banked, and be on my way to Europe with the wife before the majority of my competitors get wise to the fact that the robins have come again. And you can take it from me that I'll be mapping out the next Christmas campaign while sitting on the porch in my shirt sleeves or under an electric fan."

Some class to Perkins, eh? Kind of asleep at the switch—what? Yet his is the only method which will give a lead over a hot twentieth century competition. That idea of getting up early in the morning to beat the other fellow is antique. Nowadays you have got to start several months ahead and be through the night before. You have all heard of Coney Island and therein lies an excellent example. As a general rule, the workmen have to shovel away the snow before they can finish work on the cooling amusements for July and August. Don't want to sermonize, you know, but the Perkins plan is worth cottoning to. Don't let March go by without drafting the summer campaign in the rough at least. Then come around in the fall and thank us for the suggestion.

EXTRA COPYRIGHT CHARGES ABOLISHED.

The Columbia Phonograph Co., general, New York, have announced a new arrangement as to the price of copyright records, which went into effect recently, as follows: (1) The extra charges for copyright, on disc records when sold at retail, are abolished. 2. The extra charges to dealers, for copyright, on disc records other than double-faced records listed at 65 cents are abolished. 3. Instead of the present copyright charges there will be an extra charge to dealers of 2 cents each on all double-faced disc records listed at 65 cents.

The first sample of the Columbia Co.'s new sectional record cabinet, following the style of the popular sectional book case, was received at the executive offices this week. It is a beautiful article in every sense of the word, and its utility is apparent at once.

THE LENGTH OF THE LETTER.

"There has been so much written about the necessity of writing short letters by some people, it's considered almost a crime to write a long one," says a successful merchant. "I believe in the short letter whether it be a single paragraph or two paragraphs—when a short letter tells enough of the story to turn the trick, but if it takes a full page or two full pages to do this, then two pages for mine. Probably the most successful letter our company ever sent out was a letter of two full pages.

"The question of whether or not the letter will be read depends not so much on the length of the letter as on the opening paragraph.

"You will catch the reader's attention right at the start by telling him something of interest to him."

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Victor Talking Machines and Edison Phonographs

C H I C A G O

TO MAKE THE MULTIPLEX.

Chattanooga Company Recently Incorporated to Make and Market Invention of Nashville Man—Will Start by Manufacturing Machines Holding Four, Six, Eight and Twelve Records Respectively—Will Later Make Moving Picture Machines.

(Special to the Talking Machine World.)

Chattanooga, Tenn., March 8, 1911.

Talking machine men in this city and throughout the State have evidenced much interest in the plans of the Multiplex Phonograph Co., which was recently incorporated, with headquarters in this city, for the purpose of manufacturing a special form of talking machine and later engaging in the manufacture of motion picture equipment. The stock of the new corporation has been put on the market and a considerable amount of it is reported to have been sold.

The Multiplex was invented by a Nashville, Tenn., man, and is designed to carry several records at one time, playing them one after the other until the series is exhausted, without rewinding. Manufacturing operations will be begun at an early date, and in the beginning four models of machines will be made, namely, for holding four, six, eight and twelve records, respectively.

The officers of the company are: D. W. Hughes, of the Hughes Lumber Co., president; S. C. Goodwin, of Birmingham, Ala., vice-president; W. F. Neill, of the Crescent Theater, secretary and treasurer, and D. T. Blakey, general manager.

FOLLOW-UP LETTERS.

Follow-Up Letters Simply Salesmanship by Mail—Spreading Out the Arguments Through the Series—Catering to the Prospect's Intelligence—Some Good Suggestions.

A great many talking machine jobbers and dealers have used and do use follow-up letters in bringing their prospects into line, but in all too many instances the results are not commensurate with the amount of time and attention they give that department nor the money investment involved. The question arises, is the follow-up system itself at fault or are the individual methods wrong? We are inclined to the latter view.

The follow-up letter is not simply a means of keeping the name of the dealer before the prospect, for if that were the case a printed postal card would do. The follow-up letter is not simply a means of calling the attention of the prospect to the goods handled by the dealer, for an illustrated catalog could do that better and very likely at less expense. The function of the follow-up letter is really that of a capable salesman. It's business is not only to attract attention to the goods, but to so put the facts before the prospect that he will become interested and buy directly through the influence of the letter, or at least place himself in the position where the flesh and blood salesman can close the deal.

Say the dealer has a follow-up system of six letters. If each letter is a unit in itself the effect of the series is lost. The opening argument of one letter must fit into the closing argument of the previous one in order that the whole may prove coherent. To send out six letters, each a complete unit in itself, is like sending six different salesmen to interview one man and each of them armed with a separate argument, totally foreign to that of his associates.

When the salesman calls upon a prospect he gives his first visit over to the introduction and the opening arguments. If the prospect is "cold" the salesman calls again and offers new arguments related to and supplementing those of his first visit. The third call sees him offering still more arguments, but all fitting into the one selling talk begun at the first call. So it goes on, and that should be the method pursued in sending out follow-up letters. When the prospect has received one line of argument in the first letter do not repeat it, but supplement the argument in the second letter, and give still more points in the third, and so on.

A man is not going to buy a talking machine while in a maze. He's going to think about it and

DID YOU GUESS IT?

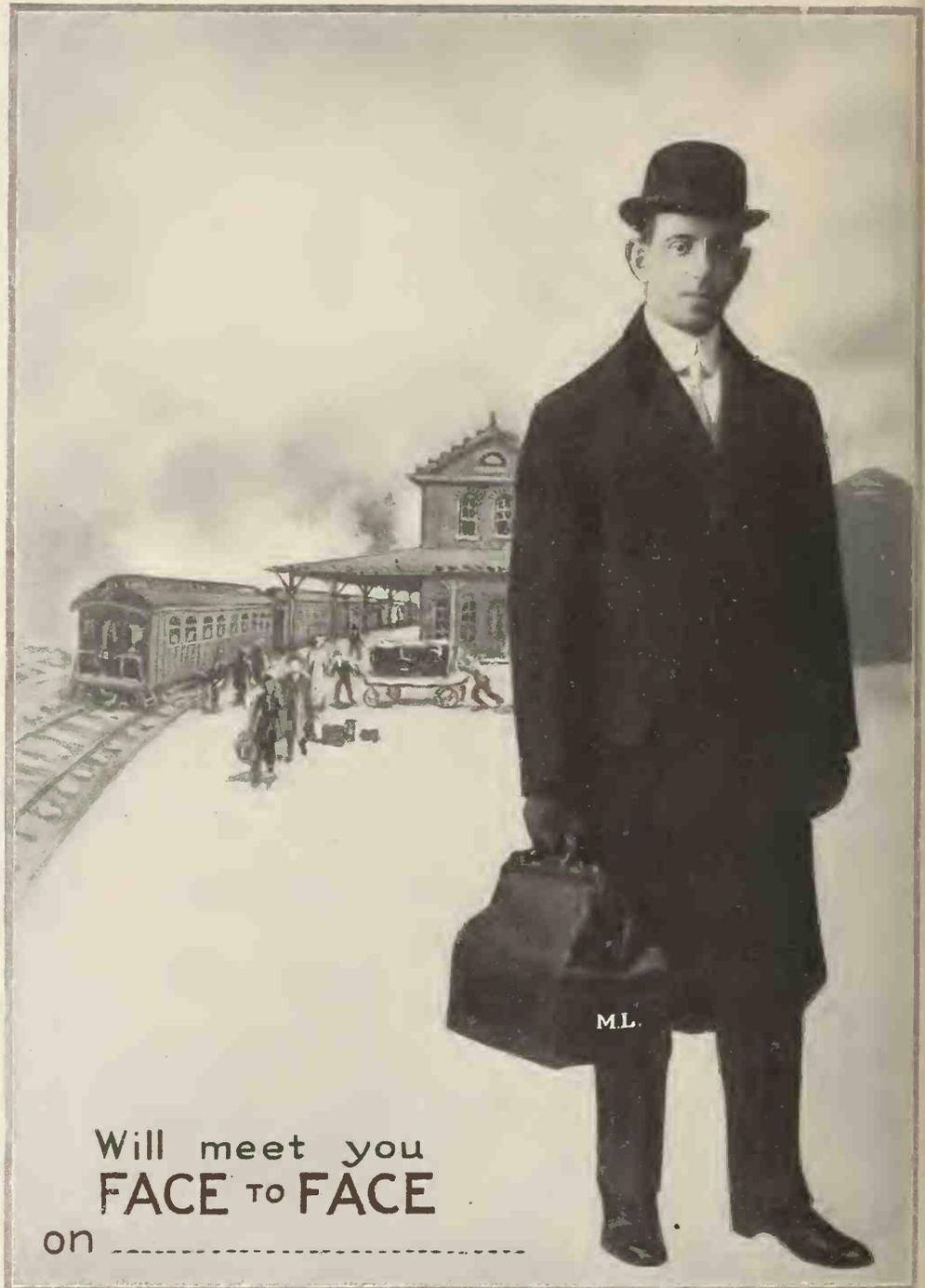
That Back View of Max Landay Passing the Flatiron Building Made a Hit with the Trade—Here He Is Face to Face and Proving That He Is to Be Numbered Among Those Who "Come Back."

Were you among the many members of the trade who discovered the identity of the man who turned his back on you in last month's illustration? Did you send in your answer and get a package of needles—mighty good needles, too?

Of course it was none other than Max Landay, and he meets you face to face this month through

the medium of *The World*, if he hasn't met you already in the flesh. As this issue goes to press Mr. Landay is on his way home from the Pacific Coast, the distance point of his trip in the interest of the new Landay Bros. line of imported needles and other specialties.

According to last advices Mr. Landay has met with success that surpassed even his rosy expectations, and that without getting a day behind in his schedule for the trip. Mr. Landay writes that the jobbers have been much taken with the attractiveness of his needle proposition, both as regards quality, price and attractive packing, and that from present prospects he will break records made on all previous trips through the country.



Will meet you
FACE TO FACE
on -----

in his letters the dealer must give the prospect credit for using his brains. Say the prospect is not interested in the proposition until the fourth or fifth letter, and then proceeds to analyze it. If he is really interested he will catch up the thread of the previous argument with the reading of the first paragraph and marshal those previous arguments in his mind's eye.

The talking machine dealer who prepares his follow-up letters as carefully and consistently as he does his own selling arguments for use in the

store he won't be far wrong when it comes to getting results. If a dealer doesn't give the prospect credit for possessing a brain sufficiently strong to permit of his following a line of argument, intelligently served up, through a few letters that dealer will save money in first class postage and letter heads by sending out plain circulars bearing all the arguments available on one page. He has to appreciate and cater to the personality of the prospect if he is going to make a success of the follow-up letter system.

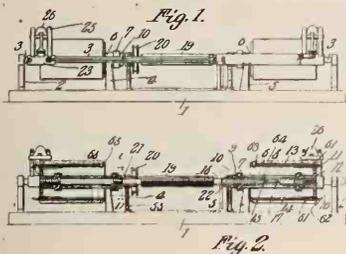
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially Prepared for The Talking Machine World.)

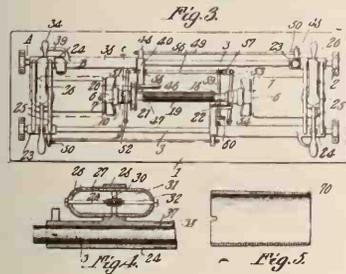
Washington, D. C., March 10, 1911.

PHONOGRAPH. Estey M. Turner, Pasadena, Cal. Patent No. 983,183.

This invention has reference to improvements in phonographs and is designed to produce a machine of this character with which the sound may be recorded or reproduced to as great an extent as desired even though far exceeding the limits of the record tablet, the structure being such that



when the record on one tablet is about exhausted or the limits of the tablet are about reached, a second tablet will come into action automatically so that during the recording or reproducing of the sounds with the second tablet a third tablet may be placed on the machine after the removal of the first tablet and on the completion of the second tablet the third tablet will be automatically introduced into action, and this operation may be



repeated indefinitely so long as the operator desires.

Figure 1 is a side elevation of the machine. Fig. 2 is a central vertical section longitudinal of the machine. Fig. 3 is a plan view of the machine. Fig. 4 is a section on the line A-B of Fig. 3.

Fig. 5 is a sectional view of a sleeve or adapter. Fig. 6 is an end elevation of the machine. Fig. 7 is a section of the line C-D of Fig. 3. Fig. 8 is an end view of one of the record mandrels illustrating the lock for the record tablet. Fig. 9 is a detail view of the mechanism for operating the feed nut.

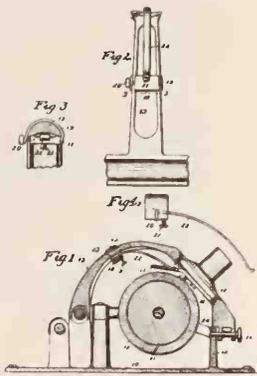
PHONOGRAPH. William W. McCauley, Madrid, la. Patent No. 983,155.

This invention relates to that class of phonographs in which the reproducing disc is provided with a weighted extension to yieldingly hold same in engagement with a phonographic record.

The object is to provide a device in the nature of an attachment that may be applied to phonographs of this class to apply a yielding pressure to the reproducing disc in order to yieldingly hold the reproducer to the record so that shocks and jars to the phonographic instrument will be prevented from throwing the reproducer out of its proper path of travel on the phonographic record so that in using extremely hard records of the kind ordinarily called indestructible records the follower may be held firmly to the record to there-

by more accurately reproduce the sounds than is possible with a reproducing instrument that is held toward the record by a weight only.

Figure 1 shows a sectional view of a part of an ordinary phonograph having improved spring pressure appliance connected therewith. Fig. 2 shows an enlarged, detail view of the arm that supports the reproducer of a phonograph with improved spring attachment applied thereto. Fig. 3 shows a sectional view on the line 3-3 of Fig. 2, and Fig. 4 shows a side elevation of the attachment disconnected from the phonographic instrument.

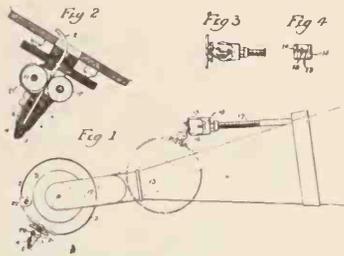


STYLUS, OR NEEDLE FOR SOUND RECORDING AND REPRODUCING MACHINES. Julius Jetter, Camden, N. J. Patent No. 983,061.

This invention relates to the sound recording and reproducing mechanism of phonographs and other sound recording and reproducing instruments, and it consists of an improved form of stylus or needle applicable more particularly to the reproduction of sound from disc records.

This invention comprises further means for adjusting or feeding such stylus or needle whereby all wear upon the same is compensated for.

In the accompanying drawings illustrating the

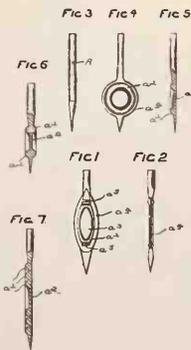


invention: Figure 1 is a view in elevation of a sound-box carrying the improved form of stylus forming the subject of this invention, showing the same in the position of use, and showing also, in dotted lines, the position of the sound-box when it becomes necessary to feed the needle or stylus forward, and Figs. 2, 3 and 4 are views illustrating details of my invention.

NEEDLE FOR SOUND REPRODUCING INSTRUMENTS. Ernest Alfred Allwood, Alcester, England. Patent No. 984,789.

The present invention has relation to needles for use with sound reproducing instruments, and comprises improvements whereby the sound reproducing and vibratory qualities are greatly enhanced.

Figure 1 is a front elevational view of one form of the present invention. Fig. 2 shows a side view of the needle illustrated in Fig. 1. Fig. 3 illustrates a pointed needle previous to stamping. Fig. 4 shows a modified form of needle subsequent to stamping. Fig. 5 is a vertical section of the needle shown in Fig. 4. Figs. 6, 7 and 8 are further modifications of the improved needle.



PHONOGRAPH REPRODUCER. Frank L. Dyer, Upper

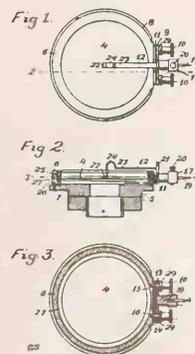
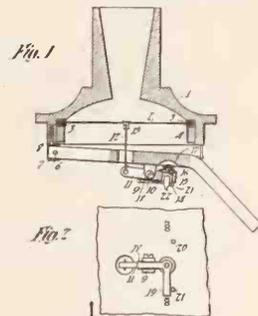
Montclair, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 985736.

This invention relates to phonograph reproducers and the object thereof is particularly to improve the construction described and claimed in the application of Louis A. Chipot, Serial No. 474,843, for phonograph reproducer styluses, filed January 28, 1909. In the application of said Chipot, a phonograph stylus is provided, which is formed with different contours in planes at right angles to each other, or at some different angle to each other, so that the stylus as viewed in one direction is narrower than when viewed in the other direction. The cross section of the stylus in one direction is of suitable size and form for tracking a record groove having certain characteristics, and its cross section in the other direction is of suitable size and form for tracking a record groove having different characteristics. The stylus was designed particularly for use in tracking record grooves having respectively 200 threads to the inch and 100 threads to the inch, although, of course, it is obvious that it might be used in connection with record grooves having different pitches or different characteristics by modifying the contours of the stylus above referred to. This stylus was mounted by the said Chipot in any suitable manner so that it could be shifted readily through an angle of 90 degrees, or through whatever angle was requisite to permit the stylus to be used for tracking the two records of different characteristics above referred to. The stylus was thus adapted to be used in a single reproducer comprising a diaphragm, sound box, floating weight, and a single stylus lever, upon one end of which is preferably mounted a holder for the stylus. In this preferred form, the holder is rotatably mounted upon the lever, so that by rotation of the holder, either contour may be presented in position for tracking the desired record. In the improvement upon this construction, arms or projections are provided upon the said holder, which can be easily manipulated to rotate the holder, and stops or projections upon a relatively fixed member, as the floating weight, adapted to co-act with the arms upon the stylus holder in order to limit the movements of the holder and properly position the stylus for tracking the different records. There is also provided indicating means to designate the particular record with which the stylus is in position to co-act when one of the arms above described is in contact with its appropriate stop.

Figure 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with the invention, and Fig. 2 is a bottom plan view showing the stylus lever, stylus holder and stylus, together with the arms upon or integral with the stylus holder, the stops upon the floating weight co-acting therewith, and the indicating means.

SOUND-REPRODUCING INSTRUMENT. Harlan H. Ballard, Pittsfield, Mass. Patent No. 985,496.

This invention relates to improvements in sound reproducing instruments, but more particularly to sound boxes for phonographs, graphophones, and the like. The greatest problem in the construction of these instruments has been to eliminate the metallic sounds caused by the contact of the stylus holder with the metallic portions of the sound box. Heretofore, the bar carrying the stylus



holder has generally been supported upon metal projections or lugs upon the rim of the diaphragm holder, and controlled by spring arms also fastened to this rim. This connection of metal parts causes the vibrations of the stylus to be transmitted to the diaphragm holder, and produces the metallic sounds so common to instruments of this type.

In the present invention, this metallic contact has been avoided by means of vibration insulation separating the metallic parts.

Figure 1 is a top view of the sound box complete. Fig. 2, a section on 2-2 of Fig. 1. Fig. 3, a section on 3-3 of Fig. 2, with all parts above the section removed.

PHONOGRAPH. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 985,716.

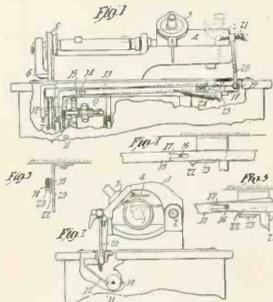
This invention relates to phonographs, and the object thereof is the provision of an improved means for mounting the phonograph horn or sound conveying means, whereby the end thereof connected to the neck of the reproducer on the traveling carriage may be permitted to travel with the said carriage in a horizontal line, while the body of the horn or the mouth thereof swings through a small angle. This result is achieved preferably by the provision of a rocking support for the horn so shaped as to accomplish the result desired.

Figure 1 is a front view of a cabinet having a phonograph mounted thereon and a phonograph horn contained therein so mounted as to embody the invention. Fig. 2 is a cross-section on line 2-2 of Fig. 1, the phonograph and horn being shown in elevation, and Fig. 3 is a detail, partly in section, showing the manner of connecting the horn to the reproducer neck.

PHONOGRAPH STOP DEVICE. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 985,717.

This invention relates to phonograph stop devices and the object thereof is to provide a simple, novel and efficient means for stopping the motor of the machine automatically when the reproducer reaches the end of the record or any other desired predetermined point.

Figure 1 is a front elevation of a phonograph provided with the invention, the front of the cabinet of the machine being shown as partly broken away to show the inclosed parts. Fig. 2 is an end view looking from the left in Fig. 1. Fig. 3 is a detail of construction, and Figs. 4 and 5 are details showing the position of the line connections and detent means when the machine is in "on" and "off" positions, respectively.



COLUMBIA HEADQUARTERS IN ALLENTOWN, PA.



John A. Wuchter has secured the exclusive Columbia selling rights for Allentown, Pa., and intends to make the Columbia a prominent feature of the piano business he is establishing in that city. The illustration herewith is an interior view of Mr. Wuchter's newly-opened premises and gives an idea of the spacious showroom specially equipped for the display and demonstration of the Columbia line.

The Columbia is not a new or untried proposition with Mr. Wuchter, for it forms a part of his piano business in Egypt, Pa. In fact, his actual experience with the Columbia and his confidence in the possibilities of the line—especially in the Grafonolas and the splendid grand opera series of double disc records—have induced him to launch

out in a very extensive way in the larger city.

Grafonola concerts in the morning, afternoon and evening were features of the opening of the new store on February 16, and proved so successful that they were repeated on the two following days and a special program was arranged for Washington's Birthday, when a large audience attended.

We learned from Mr. Wuchter when in New York a few days ago, arranging for additional shipments of Columbia product, that the concerts had resulted in the sale of all the machines he originally had on the floor. In addition to this he had distributed 400 of the Columbia demonstration records, which he expressed as "the record breaking business getter."

COMPLAIN OF PRICE CUTTING.

According to Some New York Dealers It Is Quite a Simple Matter for Shrewd Customers to Secure a Substantial Discount from the List Price of Machines—Hard to Get Real Evidence.

There is quite a considerable howl being raised by a number of dealers in New York regarding the prevalence of price cutting in certain quarters. It is claimed that some concerns, despite the fact that they are supposed to be bound by price agreements, have cut the regular prices as much as 20 or 25 per cent. for the sake of making a sale, and where they do not care to chance making a cash discount, reduce the price of the machine itself by throwing in "free gratis" from \$10 to \$50 worth of records.

The proprietor of one concern in speaking of this matter said: "During the past few months we have run across several people in this locality who have purchased machines at reduced prices. They come into our store, look around, and when prices are mentioned, state that they can do better downtown. We show them our agreement and explain that we cannot take one cent off the list price of any machine, but they walk out and the first thing we know they call us up and ask us to put their machine in operation—the machine they purchased downtown for the sake of the discount. "As a rule, we get the record business and there

is a little profit in that, but it isn't pleasant to follow up a prospect for several months and then find that he has purchased a machine from another concern at less than the price we are forced to ask. The purchasers acknowledge that they have secured a special price, but wisely refrain from giving the name of the concern from whom they bought the machine. When we complain to the manufacturers they reply that they are watching the price cutters closely and will proceed against them in every case where sufficient evidence can be obtained to warrant a suit. There's the rub. We know that the trouble exists, but to prove it to the satisfaction of a court is a different matter. It's dollars to doughnuts that if we attempted to shade the price to save a customer we'd be pulled up short on the first sale."

CUSTOM HOUSE MUSICAL.

The last auction of unclaimed articles disposed of by Col. J. H. Storey, head of the seizure room of the public stores, was to the accompaniment of ten imported talking machines. In the bunch of records that came with them across the sea were a number of operatic airs by Italian and French virtuosos, prime donne and primi tenori. The canned music had been in possession of the Colonel for one year, but he only recently got it out to fix it up to attract customers. The whole force in the public stores has recently been spending lunch hour, when Uncle Sam had no demand on its services, listening to imported melody. The sale took place on March 4. It was called Colonel Storey's musicale.

Live every minute of the day. Work, play, rest, but don't loiter, hesitate, or stagnate. Moments are to be used, not wasted. Think hard, work with all your might, throw yourself into your recreation with enthusiasm, rest as absolutely as if you had not a care in the world, but live every minute.

The man who gets enthusiastic only about his play, allowing his work always to seem drudgery, is on the road to a sour and disagreeable old age.

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RECORD BULLETINS FOR APRIL, 1911

NATIONAL PHONOGRAPH CO.

NEW EDISON AMBERLOR RECORDS.

640	"Mignon"—Selection. National (London) Mil. Band
641	As It Began to Dawn.....Edison Mixed Quartet
642	I'm Falling in Love with Someone.....Herrick von Norden
643	Somewhere.....Irving Gillette and Chorus
644	Genius Loci.....Kaltenborn String Quartet
645	(a) Thy Beaming Eyes; (b) Mighty Like a Rose Elizabeth Spencer
646	Under the Yum Yum Tree.....Collins and Harlan
647	Levy—Athau Polka.....Charles Daab
648	Stop, Stop, Stop.....Billy Murray and Chorus
649	Swing Me High, Swing Me Low.....Miss Spencer and Mr. Ormsby
650	Les Sirenes Waltz.....American Standard Orchestra
651	Peek-a-Boo!.....Ada Jones, Billy Murray and Chorus
652	Home to Our Mountains—"Il Trovatore".....Mary Jordan and Harry Anthony
653	Hop-Scotch—Barn Dance.....Alexander Prince
654	Little Annie Rooney.....A. C. Clough and Chorus
655	Come, Josephine, in My Flying Machine.....Ada Jones, Billy Murray and Chorus
656	Elifentanz Valse—Concert Waltz.....Sousa's Band
657	The Revival Meeting at Pumpkin Center. Cal Stewart
658	When the Corn is Waving.....Knickerbocker Quartet
659	Pilgrim's Chorus—"Tannhauser" Edison Concert Band
660	Grand Baby, or a Baby Grand?.....Ada Jones
661	Does the Girl You Left Behind Ever Wish You Back Again?.....Manuel Romain
662	Day Dreams—"The Spring Maid".....Miss Narelle and Mr. von Norden
663	The Two Poets.....Golden and Hughes
664	Girimeo Polka—Clarinet Duet.....U. S. Marine Band

NEW EDISON STANDARD RECORDS.

10486	Old Berlin March.....U. S. Marine Band
10487	Sweet Red Roses.....Agnes Noll
10488	If He Comes In, I'm Going Out.....Edward Meeker
10489	'Way Down East.....Peerless Quartet
10490	Chicken Reel.....American Standard Orchestra

NEW EDISON OPERA AMBERLOR RECORDS.

30042	Forza del Destino—O tu che in seno agli angeli (Thou, Heavenly One) (Verdi).....Carlo Albani, Tenor (Sung in Italian with orch. accomp.)
30043	Il Trovatore—Il Balen (The Tempest of the Heart) (Verdi).....Carlo Galuffi, Baritone (Sung in English, with orch. accomp.)
30044	Provençal Song (Dell'Acqua) Marie Rappold, Soprano (Sung in Italian with orch. accomp.)
30520	Incantatrice Valzer (Enchantress Waltz) (Ar- diti).....Maria Galvany, Soprano (Sung in German with piano accomp.)
40043	(Solomon) (Hermann).....Karl Jörn, Tenor

VICTOR TALKING MACHINE CO.

SINGLE-FACED RECORDS.

No.	Size.
31815	Operatic Masterpieces.....Arranged by Safranck Reed Miller, Tenor (with orch.) 12
5829	Tell Her I Love Her So.....Weatherly-de Faye Elise Stevenson-Henry Burr (with orch.) 10
5830	Day Dreams, Visions of Bliss (From "The Spring Maid").....Smith-Reinhardt 10
5832	The Army and Navy.....Carpenter-Cooke 10
5833	Nightingale.....Drislane-Meyer 10
31813	Gems from "The Mascotte".....Audran 12
31816	Gems from "Patience".....Gilbert-Sullivan 12

NEW DOUBLE-FACED RECORDS.

16686	Old Dog Tray (Foster).....Haydn Quartet 10
16692	Hear dem Bells (McCosh).....Billy Murray 10
16693	The Burglar Buck (Jones) Banjo.....F. Van Eps 10
16693	Zallah—An Egyptian Intermezzo (Lorraine) Xylo- phone.....William H. Reitz 10
16693	Honey, That I Love So Well (Freeman).....Chicago Glee Club 10

16710	You're the Queen in the Kingdom of My Heart. (Wesly-Andino).....John Young 10
16837	Lucy-Anna-Lou (Madden-Edwards).....Collins and Harlan 10
16838	The Minstrel Band (Gumble).....Pryor's Band 10
16838	1-Love It. (Goetz-H. Von Tilzer).....American Quartet 10
16838	A Bit of Grand Opera—Humorous Specialty... Murry K. Hill 10
16838	Amoureuse Waltz (Berger) Whistling.....Guido Giardini 10
16839	Old Black Joe—Trombone Quartet.....Chicago Glee Club 10
16839	Father Goose Songs.....Sallie Osbourne 10
16840	1—The Captain (Rogers-Baum) 2—The Soldier (Hall) 3—The Bumblebee (Hall) Dutch Kiddies—Wooden Shoe Dance (Trink- haus).....Victor Orchestra 10
16841	Below the Mason-Dixon Line (Reed), A. Collins Abie, Take an Example from Your Fader (Brock- man).....Monroe Silver 10
16842	When Mariola Do the Cubanola (Dillon-H. von Tilzer).....Billy Murray 10
35146	Gems of Stephen Foster (Tobani).Pryor's Band Snow Flakes Waltz (Resch).....Victor Dance Orchestra 12
35186	Seated 'Round an Oil Stove.....Murray K. Hill 12
16841	Jolly Jingles Two-Step (W. C. Powell).....Victor Dance Orchestra 12

NEW PURPLE LABEL RECORDS.

70083	Travel, Travel Little Star (From "The Old Town").....Bryan-Pryor 12
70083	John Lemmon, Flutist, accomp. by Maurice Lafarge. The Butterfly.....E. Kohler 12
70083	Bolero—Spanish Dance.....Emile Pessard 12
70083	Ada Sassoli, Harpist.
70083	Mennett.....Hasselman 10

NEW RED SEAL RECORDS.

64163	Otto Goritz, Baritone (with orch.)—In German. Flauto Magico—Ein Vogelfanger bin ich ja. (A Bird Catcher Am I).....Mozart 10
64164	Hansel und Gretel—Eine Hex' steinalt (The Old Witch).....Humperdinck 10
74212	Trompeter von Säckingen—Es hat nicht sollen sein (Werner's Farewell).....Nessler 12
74207	A VERDI AIR BY WITHERSPOON. Herbert Witherspoon, Bass (with orch.)—In Italian. I Vespri Siciliani—O tu Palermo! (Oh, Thou Palermo!).....Verdi 12

TWO ORFEO NUMBERS AND A PROPHET AIR

88284	By Louise Homer, Contralto (with orch.) Prophète—Ah, mon fils! (Ah, My Son!) (In French).....Meyerbeer 12
88285	Orfeo ed Euridice—Che faro senza Euridice (I Have Lost My Eurydice) (In Italian).....Gluck 12
88286	Alceste—Divinites du Styx (Ye Gods of End- less Night) (In French).....Gluck 12
87073	Geraldine Farrar, Soprano, (with orch.)—In English. O for the Wings of a Dove.....Mendelssohn 10
88283	Ben Holt.....Kneass 12
88287	Tosca—Ora stammi a sentir (Now Listen to Me) (In Italian).....Puccini 12
88282	Antonio Scotti, Baritone, and Grand Opera Chorus Faust—Morte di Valentino (Death of Valentine, Act IV).....Gounod 12

UNIVERSAL TALKING MACHINE CO.

ZON-O-PHONE DOUBLE RECORD DISCS.

5694	A—From Foreign Lands (Russian).....Moszkowski 10
5695	B—The Peace-maker March.....Alford 10

ZON-O-PHONE CONCERT BAND.

5695	A—The Last Good-Bye (Romance).....L. Moretti 10
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B—Keep a Shufflin'.....Pauline B. Story	
5696	A—Turkey Trot (Characteristic).....Haase
B—Dandy Dan—Two-Step (Cake Walk).....Fredericks	
5697	A—Bad'ner Mad'in (Girls of Baden) Waltz.....Karl Komzak
B—Jungle Time—Two-Step.....Severin	
VOCAL SELECTIONS WITH ORCH. ACCOMP.	
Al. Campbell.	
5698	A—I Love the Name of Mary.....Graft, Olcott & Ball
B—There's Something Fascinating 'Bout the Moon.....Sear-Wilson	
5699	A—I Feel Religion Comin' On. Robinson & Robinson
B—Brotherly Love.....Neil O'Brien	
5700	A—Cyrus Pippin's Wedding Day.....McKenna
B—If I Only Had a Home, Sweet Home.....McDermott	
5701	A—"Ooh! Maybe It's a Robber" (From the Girl of My Dreams).....Hauerbach-Hoschna
B—Teaching McFadden to Waltz.....M. F. Carey	
5702	A—When Mariola Do the Cubanola.....Dillon and Von Tilzer
B—She's the Right Little Girl for Me.....Dorothy Elliott	
5703	A—Doctor Tinkle Tinker (From the Girl of My Dreams).....Hauerbach-Hoschna
B—Ciribiribin Waltz Song.....Dole and Pestalozza	
5704A	—Tramp, Tramp, Tramp, Comes the Mail Man.....Paul Hoffrichter
B—Love is Like a Game of Cards.....Carrier & Miles	
5705	A—Reuben Rag.....De Pierce, Young and Norman
B—I Wish I had a Pal Like You.....Gross and Moore	
5706	A—Under the Yum Yum Tree.....Sterliug and H. Von Tilzer
B—Our Farm—A Rustic Picture (From the Ar- cadians).....Alice C. Stevenson and Henry Burr	
5707	A—Day Dreams (From the Spring Maid).....Smith and Reinhardt
B—Danube River.....Aide	
5708	A—I'm Falling in Love with Someone (Henry Burr) (From Naughty Marietta).....Young and Herbert
B—You.....Frank C. Stanley	

COLUMBIA PHONOGRAPH CO.

12-INCH SYMPHONY DOUBLE-DISC RECORDS.

A5261	Fantaisie Impromptu, Opus 66—Chopin, Piano forte Solo.....Xaver Scharwenka
A5260	Polish Dance, Opus 3, No. 1—Scharwenka. Pianoforte Solo.....Xaver Scharwenka
A5260	Valse Brillante, Opus 34, No. 1—Chopin. Pianoforte Solo.....Xaver Scharwenka

10-INCH DOUBLE-DISC BLUE LABEL RECORDS.

A979	The Girl and the Kaiser—Cradled in Thine Arms—George Jarro. Soprano Solo, orch. accomp.....Miss Miriam Clark
A980	I'll Change the Thorns to Roses—Cheney and Fredericks. Counter-Tenor Solo, orch. ac- comp.....Will Oakland
A981	Good Night, Beloved, Good Night—James Oliver. Counter-Tenor Solo, orch. accomp. Will Oakland
A981	Come into the Garden, Maud—Balfé. Tenor Solo, orch. accomp.....Reed Miller
A979	Dreaming—Milton Wellings. Tenor Solo, orch. accomp.....Reed Miller

12-INCH DOUBLE-DISC BLUE LABEL RECORDS.

A5266	By the Seashore (Au Bord de la Mer)—(Ver- erie)—E. Dunkler.....Kaltenborn String Quartet
A5267	Symphony in B Minor (Unfinished) 1st move- ment, Allegro Moderato—Schubert.....Prince's Symphony Orchestra
A5267	Symphony in B Minor (Unfinished) 2d move- ment, Andante con moto—Schubert.....Prince's Symphony Orchestra

10-INCH DOUBLE-DISC RECORDS.

A971	What a Gathering—Ira D. Sankey. Tenor and Baritone Duet, orch. accomp.....James F. Harrison and Harry Anthony
A972	Sweet and Low—Barnby-Field.....Columbia Brass Quartet
A972	Tickled to Death—Chas. Hunter.....Prince's Band
A973	The Smiler—Percy Wenrich.....Banjo Solo
A973	Orch. accomp.....Vess L. Ossman
A974	Medy of Canadian Airs (Pot Pourri)—Airs Canadiens Part 1—Arr. by L. P. Lauren- deau.....Prince's Military Band
A974	Medy of Canadian Airs (Pot Pourri)—Airs Canadiens Part 2—Arr. by L. P. Lauren- deau.....Prince's Military Band
A974	Land of the Maple—March—Introducing "Maple Leaf Forever"—Arr. by L. P. Lau- rendeau.....Prince's Military Band
A975	Rule Britannia.....Prince's Military Band
A975	For Your Sake—Herbert Wrightson. Tenor Solo, orch. accomp.....James Reed
A976	I Never Knew Till Now—Chas. K. Harris. Tenor Solo, orch. accomp.....Henry Burr
A976	We've Kept the Golden Rule—Wenrich. So- prano Solo, orch. accomp.....Miss Ada Jones
A977	On Mobile Bay—Chas. N. Daniels. First Tenor and Second Tenor Duet, orch. accomp. Albert Campbell and Henry Burr
A977	If I Could See as Far Ahead as I Can See Behind—Branen and Lange. Baritone Solo, orch. accomp.....Ed. Morton
A978	Since I Fell in Love with Mary—Wm. Cahill. Tenor Solo, orch. accomp.....Walter Van Brunt
A978	Put Your Arms Around Me, Honey—Albert von Tilzer. Baritone and Tenor Duet, orch. accomp.....Arthur Collins and Byron Harlan
A5262	Mother's Chile—Al. Piantadosi. Baritone Solo, orch. accomp.....Arthur Collins
A5262	12-INCH DOUBLE-DISC RECORDS
A5262	Aithalia—War March of the Priests—Mendels- sohn.....Prince's Band
A5263	Die Fledermaus (The Bat)—Selections—Joh. Strauss.....Prince's Band
A5263	Her Bright Smile Haunts Me Still—Wrightson. Counter-Tenor Solo, orch. accomp.....F. Coombs
A5264	Ben Bolt—Nelson Kneass. Counter-Tenor Solo, orch. accomp.....Frank Coombs
A5264	Good-Bye—Tosti. Contralto Solo, orch. ac- comp.....Mrs. A. Stewart Holt
A5265	The Brook—Dolores. Contralto Solo, Violin and Harp accomp.....Mrs. A. Stewart Holt
A5265	The Spring Maid—Selections—Reinhardt.....Prince's Orchestra
A5265	Spring, Beautiful Spring—Lincke.....Prince's Orchestra

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INDIANAPOLIS TRADE NEWS.

Talking Machine Business Keeps Up Well During Month—Dealers Pleased with Conditions—Columbia Goods in Strong Demand—Being Well Advertised—Many Victrolas Sold—Wulschner-Stewart Co.'s New Record Keeping System—Kipp-Link Co. Pushing Edison Line—Talking Machines Used in Court House—Other Interesting Brieflets.

(Special to the Talking Machine World.)

Indianapolis, Ind., March 8, 1911.

The talking machine trade has had a good run during the last month. This is more than can be said for some other musical instrument lines—pianos, for example. Of course, no one knows just why the talking machine business has kept up as it has, but the theory among the dealers is that it is due to two or three causes. In the first place, the weather has been unusually warm during the month. The belief of the dealers is that there has been enough saving in coal bills to encourage people to buy talking machines, although these same people do not feel like tackling anything more expensive than a talking machine. Then again there has been a reduction in some lines of foodstuffs. This has meant a small saving to the people, although not sufficient to cause them to undertake any considerable expense. Also the people have paid high prices for food so long that they are a little skeptical about the reduced prices continuing or about further reductions that are promised. But the talking machine dealers believe the little saving in the expense of living has helped business. A good grade of talking machines have been sold during the month.

Thomas Devine, manager of the Columbia Co., says that their business was surprisingly good during the month, and he attributes this in part to the way they have been boosting their demonstration records. "They are an immense drawing card," said Mr. Devine. "No one takes the stand that he is too rich or too classical in his selection of records to be above making a pass at a good double disc record for a dime."

In advertising the demonstration record, Mr. Herdman, assistant manager of the Columbia Co., got up a special window. A large number of the demonstration records were suspended from wires in the display window and were kept in motion by a fan which was not visible from the street. This window proved to be very attractive.

One of the big features of the campaign preceding the election of officers of the Indianapolis Commercial Club was the use of a Columbia graphophone. It was used in support of the "Young Men's ticket" of the club, and special records were prepared. The way in which they were prepared was interesting. In order to make exceptionally loud records a Twentieth Century machine with a

large horn and an indestructible record was used, the big machine playing into a smaller machine with a recorder on it. When the matter prepared specially for the election was to be inserted a cardboard was placed over the mouth of the big horn, thus shutting off the sound, and then the record maker got in his say. For example, a popular musical selection was placed on the big machine and it was started. Then somewhere in the piece the cardboard was slipped over the horn and the man with the big voice yelled into the recorder on the little machine: "Vote for the young men's ticket!" Then the cardboard was slipped away and the big machine continued to shoot the musical selection into the recorder on the little machine. It was the first time, so far as is known, that this plan was ever used in an election in Indianapolis.

H. H. Myers, who has been covering Indiana territory for several years for the Columbia Co., recently resigned to go into the land business. F. J. Cook, who succeeded Mr. Myers, was in Indianapolis recently on his way to the north. He said he had just completed a very successful selling trip. He complained, however, of the shortage on certain styles of Grafonolas, notably the "Favorite" style, which retails at \$50, and for which there seems to be an endless demand.

The Wulschner-Stewart Co., who handle the Victor, report a good business for the last month in both a retail and a jobbing way. Nearly all of the sales have been Victrolas, and a few small machines have been sold.

The Wulschner-Stewart Co. have established a new system of keeping their records. The records are placed in numbered envelopes with an opening on one side so that the name of the record may be seen. Then the cases where the records are kept are numbered accordingly. In this way it can be seen at an instant when the department is out of a certain kind of records. The entire record room is to be arranged in this way. The cases in which Edison records formerly were kept are to be removed so as to make space for additional Victor records. The same system has been established in the jobbing department. Close attention will be given to the records in this department, and orders will be given promptly when any line has been exhausted. As soon as the system is in working order the company will guarantee to fill all orders complete with the least possible delay.

The "Italian Street Song" has been one of the big hits with the Wulschner-Stewart Co. in the last month and the company have been completely swamped with the demand for Caruso records.

The Musical Echo Co., in the window in which they are advertising the Victrola, are also advertising the "Bohemian Girl" music. The "Bohemian Girl" ran at the Murat Theater one week during the last month.

The Kipp-Link Phonograph Co. have a new plan for pushing the Edison machines. The company

advertise in the newspapers that an Edison machine and a large selection of Amberol records, "the longest playing and best record ever made for any talking machine," will be delivered to any home free of any cost and will be allowed to remain there for three days so that the family may invite their friends in to listen to the music. "You are not responsible for anything," say the company, "under no obligations to spend a nickel." The names of those who wish to examine a machine under such conditions are to be filled out in blanks published in the advertisement. A feature of the advertisement is a large picture of the Kipp-Link Co.'s store in Massachusetts avenue.

A number of commercial talking machines are in use in the State House and Court House here. Several dictaphones are in use in the Court House and two or three in the Attorney-General's office in the State House. Judge Remster, of the Indianapolis County Criminal Court, uses a Commercial machine almost exclusively, dictating all of his opinions on it.

The cabinet business with the Udell Co. has been unusually good for the last month, four new styles of the piano-player cabinet line have been put out, and three new styles for the disc playing machines, including No. 10 and No. 11. There have been no specially large shipments, but many of them.

NOVEL DEFENSE IN CUT RATE CASE.

Restraining Order Granted in Favor of National Phonograph Co. Against Tarey & Co., Marion, Ind.—Claimed to Lease Instead of Sell National Co. Products.

(Special to the Talking Machine World.)

Indianapolis, Ind., Feb. 20, 1911.

The ingenuity displayed by some dealers to sell goods at cut rates and still make themselves believe the agreement entered into to maintain the contract price has not been violated is worthy of a better cause, to say the least. The latest example of this manifestation is furnished by Tarey & Co., Marion, Ind., selling the Edison line at less than the established price. The National Phonograph Co., Orange, N. J., ascertained that Messrs. Tarey were cutting prices, secured the evidence and then argued a motion, through their local attorney, for a preliminary injunction.

The case came before the Circuit Court of the United States, District of Indiana, last Wednesday. The defense set up they had not sold the Edison records in question, but only had "leased" them for a period of ninety-nine years. The judge asked whether the sale of a horse could be effected in the same manner, and designated the so-called "lease" a "transference subterfuge." The restraining order was granted.

The yesteryears don't count, but you can make this year figure!

Leading Jobbers of Talking Machines in America

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Jobbers! Write us for samples and prices of our famous

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- Little Rock, Ark., Hillenberg Talking Machine Co.
- Livingston, Mont., Scheuber Drug Co.
- Los Angeles, Cal., Columbia Phonograph Co., 422 S. Broadway.
- Louisville, Ky., Columbia Phonograph Co., 207 Fourth Ave.
- Memphis, Tenn., Hillenberg Talking Machine Co., 22 S. Second St.
- Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
- New Haven, Conn., Columbia Phonograph Co., 25 Church St.
- New Orleans, La., Columbia Phonograph Co., 120 Canaladele St.
- New York City, Columbia Phonograph Co., 89 Chambers St.
- Omaha, Neb., Columbia Phonograph Co., 1311 Forum St.
- Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
- Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
- Portland, Me., Columbia Phonograph Co., 480 Congress St.
- Portland, Ore., Columbia Phonograph Co., 371 Washington St.
- Ellers Piano House, Portland, Ore.
- Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
- Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
- Sacramento, Cal., Kirk, Geary & Co.
- Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
- San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
- Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
- Spokane, Wash., Columbia Phonograph Co., Cor. Post and Main Streets
- Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
- St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
- St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
- Toledo, O., Columbia Phonograph Co., 233 Superior St.
- Washington, D. C., Columbia Phonograph Co., 1212 F St., N. W.
- Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented. Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.
Headquarters for Canada: Columbia Phonograph Co., McKinnon Building, Toronto, Ont.

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STANDARD TALKING MACHINE COMPANY EDISON PITTSBURG, PA. VICTOR

"If it's made we ship it the same day order is received"

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great Be sure and have your firm in the April list.

Here is a sample of what the trade thinks of the new

Edison Record Exchange Proposition

—one letter chosen at random from a huge mass of correspondence from the liveliest Edison dealers in the field.

“Your Bulletin, No. 59, in regard to cut-out and surplus Records received. The best way to express our feelings is to say merely:

“We thank you.

“Now then, how can we repay you, partially at least, for the loss this plan means to you? In this way. On each monthly list there have probably been good salable Records that haven't looked good to us and that we therefore haven't ordered; where, if we had, it might have meant increased sales for us. Now we can afford to take a chance on such Records, for if they do turn out to be poor sellers, you are willing to do as per your Bulletin.”

This new Record exchange proposition was explained in full in the February issue of the Edison Phonograph Monthly. If you didn't get your copy or have lost it, write us for a copy to-day.

With this new Record exchange proposition in view you can well afford to keep your Edison Records stocked shipshape and up-to-date.

GET IN TOUCH WITH YOUR EDISON JOBBER.

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

Thomas A. Edison, Inc. is the new corporate name by which the National Phonograph Co. will hereafter be known.