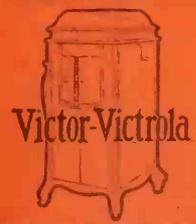


*The* **TALKING** *AND*  
**MACHINE**  
**WORLD** *AND*

**AND NOVELTY NEWS**

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



A Corner of the Music Room  
in the White House



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We will equip the \$50.00, \$60.00 and \$75.00 Machines with the Music Master Wood Horn at no extra charge.

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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.

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**Universal Talking Machine Mfg. Co.**  
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ville St.  
Winnipeg, Man. Whaley, Royce & Co., Ltd.

# The Talking Machine World

Vol. 8. No. 4.

New York, April 15, 1912.

Price Ten Cents

## TALKING MACHINES OF FORMER AGES.

Ancestors of the Present Creations Were Wonderful and Intricate Contrivances, But Without the Scope of the Modern Machine—Some Interesting Facts.

By MILTON GOLDSMITH.

The talking machine, a thing of yesterday, has already become a necessity in the social and commercial world, and has been so perfected and simplified that one may be bought for a trifling sum. About thirty years ago the world first heard the announcement that the Wizard of Menlo Park had found means of perpetuating the human voice and of taking an indelible record of the slightest variation of sound. It sounded like some fantastic fairy tale, beautiful but visionary, until at length Edison's first uncouth effort was exhibited and the world stood in mute surprise. Since then the phonograph has undergone such vital changes as to be scarcely recognizable from the cumbersome, uncouth, tin-foiled cylinder of former days. It has become a vast industry and gives support to an army of men.

It is interesting to note the wonderful contrivances that have preceded the phonograph. From the earliest time of which the world has any record have men striven to imitate the human voice, and many have been the efforts to construct a machine which would articulate or play upon musical instruments. Ancient magicians devoted much of their time in devising apparatus calculated to startle their unsophisticated audiences, and found in the wonderful properties of acoustics a fertile field for their ingenuity.

In the labyrinths of Egypt, which, as historians tell us, contained 1,500 subterranean apartments, the gods were heard to speak in tones of thunder, and Pliny informs us that the doors of some of the palaces were so constructed that when they were opened peals of thunder were heard. It is possible that modern theater methods of producing thunder were resorted to in this case, although historians are silent on the subject.

More remarkable as acoustic contrivances among the ancients were the singing or speaking heads which were supposed to be inspired by the gods and were worshipped as oracles. The speaking head of Orpheus, which became celebrated as the oracle of Lesbos, was known not only throughout Greece, but even in remote countries, and to it was accredited the predicting of many bloody tragedies. Odin imported into Scandinavia a head encased in gold, which was supposed to have been that of the sage of Minos, and which uttered responses and made many wonderful prophecies. In the thirteenth century Albertus Magnus invented a head which not only moved, but talked in a rational manner. It was made of earthenware and the mechanism was marvelous, if we can credit the authority of such a man as Thomas Aquinas.

There is little doubt that many of these so-called speaking machines owed their powers to ventriloquism. The priests of Egypt and Greece were obliged to perform a certain number of miracles daily for the benefit of their lagging followers and all manner of schemes were resorted to to impose on their credulity. It is also probable that pipes or tubes conveyed the sound from a living person through the mouth of the figure and thus made it appear gifted with articulate speech. Theopilus broke one of the Alexandrian speaking statues into pieces and found it hollow and so constructed that a man might conceal himself within.

During the seventeenth century a successful attempt was made to produce an automaton which would really talk. The Academy of Science of St. Petersburg offered a prize for the construction of the instrument which would utter the vowels, and many were the inventors who gave their ingenuity to the subject. Mr. Kratsenstein won the prize by devising an instrument consisting of reeds so shaped that the vowels were distinctly recognizable

when air was blown through the apparatus. Mr. Kempelen, of Vienna, continued experiments on the lines which Kratsenstein had originated. He successfully contrived a hollow box so arranged as to represent human jaws. By a series of reeds and by controlling the movements of these jaws he not only produced the vowels, but a number of consonants as well. By means of these he could combine syllables, such as papa, mamma, etc. Finally, by imitating the human glottis and palate by the aid of elastic gum and by adding a nose of metal, communicating with the jaws much as in the human being, he produced some very creditable conversation. Some very intricate sentences were uttered by the machine. When any word or phrase was desired by the audience the inventor would place his hand into the box and by manipulating certain levers would slowly and laboriously bring forth the desired utterance. When the machine was exhibited in France a modification of the nose was required to enable it to speak with a French accent. The machine was never fitted up as a human figure, although that was the inventor's original idea.

Many years later Mr. Willis, of Cambridge, improved on Kempelen's experiments and devised an apparatus which did not need the introduction of the hand to produce the variations, but in which the same result was obtained by a sliding lever from the outside.

In 1835 the world was startled by the invention of a talking machine which went by the name of "The Invisible Girl," and which for a long time baffled all attempts at solving. This machine not only repeated whatever the audience desired it to say, but answered questions and gave descriptions of persons addressing it. That some trickery was employed was evident from the start, but it was years before the mystery was solved. We are indebted to Brewster's letters on natural magic for a detailed description of this ingenious device. Four upright posts were united at the top by cross pieces, forming as it were, the skeleton of a table. Four bent wires proceeded from the top of these posts and, forming an arch a few feet overhead, the ends were joined by a copper ball. From the ball, suspended by a string, hung four metal trumpets, forming a right-angled cross, the mouths of these trumpets being right on a level with the cross pieces. The apparatus could be examined, but the complete absence of machinery and its extreme simplicity baffled all attempts at discovery.

The spectator was requested to ask a question by placing his mouth near one of the trumpets. An appropriate answer was then heard issuing from all four trumpets. The machine talked in any language, and the replies were usually very oracular and suggested a power almost superhuman. It was evident that the wires or string could not conceal anybody and the mystery grew. The explanation of this prodigy was very simple. One of the legs of the supporting stand was hollow and communicated through a hole in the floor with a speaking tube to a distant room. The cross beams were also hollow, and the voice from the invisible girl was conveyed through the tube right against the mouths of the trumpets and thence reflected out into the ears of the person listening.

There have been some wonderful acoustic automaton invented in past years which would put our modern ingenuity to shame. Sheep that bleated, dogs that barked and birds that sang were frequent toys in France during former centuries. In 1736 Mr. Vaucanson produced a very wonderful automaton called the "Flute Player." This contrivance, which was life sized, played the most intricate and

beautiful selections on an ordinary flute without the aid of human hands. A metallic roller containing pins supplied the motive power and bellows the wind. The mechanism must have been exceedingly intricate. This was followed in 1741 by another figure called "The Pipe and Tabot Player," and excited great curiosity, King Louis XVI. himself taking a hand in its construction.

How intricate all these contrivances appear by the side of our exceedingly simple Victrola. Here the human voice is impressed upon a hard rubber-like disc creating a series of indentations and depressions. When the needle attached to a sensitive diaphragm is made to retrace these indentations, the resulting vibrations to the diaphragm give vent to the same sounds which at first produced them. No intricate wheels or bellows, no imposture on the part of the exhibitor—simply a law of nature thoroughly comprehended and brought to a stage of perfection by great inventors. That this apparatus should reproduce not only different sounds, but the minutest variations of sound and quality of tone is certainly marvelous, but so accustomed have we become to marvels of this kind that we are no more startled when we hear a bit of mechanism reproduce the voice of Caruso, Tetrizzini and a host of popular operatic stars, the inspiring music of the world's greatest bands or the rendition of the latest ragtime or music hall successes. How the Greeks or Egyptians would stare in amazement could they hear our own Victor talking machine utter sentences which, with all their supernatural backing, their talking heads were never able to accomplish.

## TO HANDLE TALKERS IN CANTON.

Complete Victor Department to Be Installed in Store of W. F. Frederick Co. in That City—To Be Run Through Cleveland Store.

(Special to The Talking Machine World.)

Cleveland, O., April 9, 1912.

The W. F. Frederick Piano Co. is giving large display space and dividing attention between the piano and talking machine business. Norman H. Cook, manager of the talking machine department, said: "Our business in Cleveland is still building up satisfactorily on the very solid foundation of satisfied machine and record customers. The company is about to install the talking machine line in the store at Canton, and plans for a very complete department have been given the contractor. We expect to have it installed about May 1, and will carry a complete line of Victrolas, Victor machines and Victor records. I will handle the Canton store in connection with the one here in Cleveland. Miss Gast, now in the Canton store, will look after the department locally there."

## TRADE INCREASED FIVEFOLD.

(Special to The Talking Machine World.)

Washington, D. C., April 9, 1912.

Some interesting figures which show the progress that the United States is making in this decade in manufactures appears in a final summary of the census of manufactures showing the totals, the number of establishments, the output, and the States and cities that lead in manufacturing activities. The grand aggregate of manufacturing output for 1909, the year of the manufacturing census, was \$20,672,052,000, an increase of 39.7 per cent. over 1904, when the last previous census of manufactures was taken. This is almost a doubling of output in ten years, the total for 1899 having been \$11,000,000,000.

In the talking machine industry there are interesting data to be observed.

The manufacture of talking machines increased fivefold from a total value of \$2,246,374 to \$11,725,000. The number made five and ten years ago was not taken in the censuses of those years. The manufacture of records now constitutes 42.7 per cent. of the business.

## CONDITIONS ON THE PACIFIC COAST.

Trade for March Exceeds Expectations—Improved Weather Conditions Have Helped to Cause a Feeling of Extreme Optimism—Leading Houses Making Extensions and Improvements—Byron Mauzy Featuring Victor and Columbia Records—Recent Visitors of Note—Big Demand for Victrolas at Sherman, Clay's—Pacific Phonograph Co.'s Big Trade for the Edison Goods.

(Special to The Talking Machine World.)

San Francisco, Cal., April 6, 1912.

Talking machine dealers, both wholesale and retail, report last month's business the best in their experience for the month of March, and the critical condition noted at the end of February has given place to a feeling of extreme optimism all over the Coast. The drouth, which had caused a temporary interruption of business, was broken several weeks ago, and the rain was followed by a resumption of buying on an even larger scale than had been expected. The present prosperity and high expectations of the trade are well illustrated by the great improvements recently made in departments in San Francisco and other Bay cities, and the numerous new dealers who are starting in outside towns. It seems safe to say that more attention is given to this line by the music trade than ever before.

The progressive policy of the Columbia Phonograph Co., Gen'l., and the marked improvement made in its machines within the last year or two have resulted in a rapid gain in business in the Pacific Coast district. Local stores specializing on Columbia goods are putting in facilities for increased business, and several firms, who have formerly handled only other lines, have recently made arrangements for large stocks of Columbia goods. Among the most prominent of these are Byron Mauzy, Benj. Curtaz & Son and Clark Wise & Co.

Clark Wise & Co., who have been doing business in a rather desultory way for some time past, have rearranged their quarters, installing a large and well-appointed talking machine salesroom and a large stock of Victor and Columbia goods, this part of the business being under the personal supervision of R. H. Wise. They have already picked up quite a lot of business, and are sending out 50,000 circulars featuring the Columbia machines, from which they expect immediate results.

Byron Mauzy has just completed the new talking machine rooms in his building, and held a formal opening for the department on Thursday evening of this week, when the new records for April were played before a large and appreciative audience. In addition to the complete Victor line, which he has handled in the past, he has taken on a large assortment of Grafonolas. His demonstration rooms are the largest in the city, as he is con-

vinced that the average demonstration room is too small to give the best results. Heriman Beck, for several years with the local store of the Columbia Phonograph Co., Gen'l., and lately with Sherman, Clay & Co., has been engaged to look after the work of the department. Mr. Beck's energy and ability in this line are well known, and he is expected to build up the department to a point never before reached. A special recital, similar to that of this week, will be held every month when the new records come out, this being the first house in the city to adopt this method of advertising. The first recital was a great success, resulting in some good sales the following day.

Benj. Curtaz & Son have been making a prominent feature of the Grafonola for the last month, making a display of these machines on the ground floor, and report many sales resulting from the new departure.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., Gen'l., arrived here early in March, accompanied from Los Angeles by W. S. Gray, the Coast manager. Mr. Lyle left for the East about the middle of the month. Mr. Gray is preparing to make another trip South about April 15, planning to go as far as San Diego, where the rapid growth of the business merits special attention. Mr. Gray says the new double record, containing "King Chanticleer" and the "Houn Dawg" song, has aroused more enthusiasm than anything he has seen in a long time, orders for it being far larger than can be filled promptly.

E. W. Scott, who operates the graphophone department at the local Kohler & Chase store, has been unable to get into his new rooms on the mezzanine floor as expected, owing to delay in delivery of the glass for the walls. The rooms are now complete, however, and the removal will be made at once.

The J. Raymond Smith Co. has its new talking machine store at the Harbor View Exposition site well established, M. E. Dietrich being in charge. Mr. Smith is well pleased with the start made, but looks for an enormous growth when work on the exposition grounds and buildings is fully under way.

Andrew G. McCarthy, of Sherman, Clay & Co., returned about three weeks ago from his Northern trip, where he found everything in very satisfactory shape. He looks for an active summer in the Victor line, and says the March business has been the best in his experience, with large sales of the more expensive Victrolas.

George Ornstein, traveling from the Victor office, was in San Francisco a few days ago.

The Wiley B. Allen Co. has just about completed the new elevator in its talking machine department and is fitting up some new rooms in the basement. The increased accessibility of the demonstration rooms is expected to keep them much busier than

formerly, though the former facilities were rather crowded before the changes were started.

The employes of the graphophone department of Kohler & Chase in Oakland are preparing to go on a picnic next week. J. W. Clancy, manager of this department, is enthusiastic over the recent gain in the Oakland business, particularly on the higher-priced Grafonolas.

J. E. McCracken, traveling for the Pacific Phonograph Co., of this city, has just left for a long trip in southern Oregon and the northern coast. A. R. Pommer, head of this company, reports a great deal of inquiry regarding the new Edison kinetoscope. A number of talking machine dealers from southern Oregon have visited the Pacific Phonograph Co. recently to look over the new goods and place large orders for their summer trade. This company has just put into service a large motor truck to handle goods between the warehouse and the freight sheds.

The Ralston-Collier Co. at El Centro, Cal., has put in a full line of Victor goods, and expects to build up a big business in the Imperial Valley.

The Yakima Music Co., of North Yakima, Wash., is improving its sheet music and small goods departments, and is prominently featuring the Grafonola, though all the leading lines of talking machine goods are carried.

Fred Huffaker, of Visalia, Cal., has just received the largest shipment of talking machine goods ever received at that place, consisting of all lines of Edison machines, records and supplies, on which he is starting a strong selling campaign.

## LOS ANGELES "TALKER" MEN MEET.

Los Angeles Talking Machine Association Holds First Dinner and "Get-Together" Session—New Organization Proves Popular.

(Special to The Talking Machine World.)

Los Angeles, Cal., April 6, 1912.

The first meeting of the Los Angeles Talking Machine Association took place in the form of a banquet at the Hollenbeck Hotel, Tuesday, March 19.

This being a "get-together" meeting it was well attended by some sixty representatives from all the principal music firms of the city. A. G. Farquharson took charge of the affair, and through his efforts arranged a thoroughly delightful dinner.

After the repast future "ways and means" were discussed and a committee appointed to arrange details.

The Los Angeles dealers are to be congratulated on their success in starting this social organization, where, as pointed out by several of the speeches, many are enabled to meet their fellow dealers and salesmen whereas formerly they were practically unknown to one another.

WRITE US FOR INFORMATION AND PRICES NOW

**EDISON**

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

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

AND ABOVE ALL

**VICTOR**

Distributors  
Largest, Most Complete Stock  
East of the Factory

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

**EASTERN TALKING MACHINE COMPANY**

177 TREMONT STREET

BOSTON, MASS.

FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE



## MARION DORIAN SPEAKS ON TARIFF.

Treasurer of the American Graphophone Co. Appears Before the Finance Committee of the Senate for the Purpose of Protesting Against the Placing of a Tax Upon Copal Gum and Gum Shellac—His Contentions.

Among those who took an active part in the recent fight before the Finance Committee of the Senate against the provision of the House Chemical Schedule that proposes to place a tariff upon copal gum and gum shellac, at present on the free list, was Marion Dorian, treasurer of the American Graphophone Co.

In his address before the committee Mr. Dorian stated that both copal gum and gum shellac enter largely into the manufacture of talking machine records and that the American Graphophone Co. had expended a large sum of money trying to find a substitute, but nowhere in the world except in the Far East can this be found. It cannot be produced in this country. He said that in the manufacture of talking machine records of the disc type shellac forms a very important ingredient. Copal gum is also used in some makes of records. In this particular industry, he said, it is clearly demonstrated that no substitute can be employed in place of the shellac and the same is true of the copal gum in the case of records employing it.

Mr. Dorian also said it was evident that no American industry was to be benefited by the imposition of this tax, but, on the other hand, he thought a handicap would be imposed upon the American industries manufacturing the articles enumerated, because the arts mentioned are common to several important foreign countries, with the manufacturers of which our American manufacturers are in constant and keen competition, not alone for the home market, but international markets as well. These foreign manufacturers, he said, already have a very substantial advantage over the American manufacturer, due to the fact that they are nearer the source of supply and profit

by a much cheaper transportation rate, speedier delivery and less depreciation in transit.

"If we add to the handicap already referred to the additional burden of a specific duty on articles which enter so largely and indispensably into American manufacture we shall unquestionably discriminate in favor of the foreign competitor," he said. "We think the discrimination should be in the opposite direction if there be any means of accomplishing it. There is no doubt in the minds of the American manufacturer that the imposition of this duty will greatly encourage the importation of British and German made goods, which will do serious injury to the American manufacturer without benefit to the American consumer."

The speaker stated that his company had a large factory located in the city of Bridgeport, where they employed upwards of 1,500 people, and another in the near vicinity of London, England. Fifty per cent. of the product of the Bridgeport shop, he said, was records. He said that if this useless tax on their raw materials became a law it would be necessary for his company to transfer all of their record work to their London shop in order to compete with the foreign manufacturer. He said that about 30 per cent. of their product was exported under present conditions.

## FEATURING THE CARUSO RECORDS.

How the Wanamaker Store Calls Attention to the Famous Victor Records in Its Local Advertising—Telling a Story That Means Something, and in an Interesting Manner.

The high class of the Wanamaker advertising, whether it be devoted to cravats or player-pianos, is generally conceded, for both the text and the manner of presenting it is not only original, but decidedly interesting and pleasing. In other words, the story each day is presented in a thoroughly readable manner, and the reader does not feel that his time has been wasted in the perusal of the advertisement. The method of calling the atten-

tion of the public to the line of pianos handled by the store, and particularly to the various desirable features of the Victor talking machine and Victor records is unique. The story is told in the column immediately adjoining the regular display announcement, and its character may be understood from the following treatise on the Victor records by Caruso, which appeared recently:

"When Caruso sings at the Metropolitan seats are at a premium. A long line of people willing to pay for the privilege of standing throughout the opera stretches from the box office, and whoever has not secured tickets in advance has small chance of hearing the greatest of living tenors.

"When Caruso sings in the Wanamaker Auditorium, comfortable seats are plenty, and they are free to everyone who cares enough to hear him to come take them!"

"It is true that the actual physical presence of Caruso is not here.

"But it is not that that brings high prices and great crowds to the Metropolitan.

"It is his magical voice—a voice without a flaw, with marvelous depths of feeling and heights of emotion. A voice with wonderful tears and laughter in it, and with such musical qualities as no other tenor voice on earth possesses.

"And this golden voice of Caruso's is heard in the Wanamaker Auditorium just as truly and just as really as it is heard at the opera!

"The records of this great singer's voice on the Victrola are the most perfect the Victor Company makes.

"Some voices may occasionally rasp, or thin out, or flaw. Caruso's never. It is full-rounded, clear and vital.

"It may seem trite to talk about anything so well known as the emotional qualities of Caruso's voice, but it is important to add that his enormous ability to enter into every air he sings is marvelously demonstrated in these Victor records. Passion, love, grief, scorn, anger, mirth, are poured forth as convincingly as they ever are on the stage.

"To hear a Caruso record on the Victrola is to hear the great singer at his best.

"Caruso's voice sings in the Wanamaker Auditorium every morning at 11 o'clock, at Victrola recitals.

"So does Eames's and Melba's, Farrar's, Scotti's, Homer's, Journet's, Aida's, Amato's and Calve's.

"These are all new records, and even though you have a Victrola you have not heard these unless you have gotten the new records for March.

"The recital begins at eleven each morning. Twenty-eight numbers are given, with piano accompaniment."

## NEW TALKING MACHINE MOTOR

Being Introduced to the American Trade— It Is Made Under a New Construction Called the Hydra-System.

We have just received from one of the largest German manufacturers of talking machine motors a new construction called Hydra-System, which appears to be of the greatest interest to the trade and to the public, and on which a patent has been applied for in the United States.

One of the advantages of the "Hydra" construction is that it avoids all the discrepancies which on any make of talking machine takes place in case of breakage or defect of the spring or spring box. In this connection the manufacturers say: "On Hydra motors a child can repair any of such defects within thirty seconds by exchanging the detachable spring box by another one. By selling such complete spare spring boxes, which are supplied at a special cheap price to the trade, a decent profit to dealers and factors is secured. By these means the proprietor of a talking machine with Hydra motor can do such repairs by himself, practically without an interruption in using the machine, without sending the machine away, without taking the motor out of the cabinet, or without taking the motor to pieces, and without using any tools, simply by loosening one or two nuts. It is, of course, very practical to put in order again the defective spring box.

"The Hydra motors are to be supplied in several models, at all prices, with one or two spring boxes, all of a solid construction, first-class workmanship, nickel plated. Of the greatest importance are the Hydra motors to all firms building up their own talking machine models, because all these different models of the motors require for fastening the very same holes in the cabinets. By this means any cabinet, once bored, can be fitted with any Hydra motor which is required."

The illustrations and data in the company's advertisement on page 42 of this issue are worthy consideration. For further details, quotations, catalogs and samples of motors, other accessories required for self-building the machines, and for complete machines it will be well to apply direct to the manufacturers, the Triumphon Co., Ltd., Berlin, S. W., Kreuzbergstr. No. 7 H.

Geo. F. Herrling, 1309 East 75th street, Chicago, Ill., has recently opened up as a dealer, handling the U-S Phonograph Co's line.



## 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.



**Everybody's Doing It Now! You couldn't travel about this country very long without discovering that the Columbia line is going in everywhere, going in right, and going in to stay.**



**Columbia Phonograph Company, Gen'l  
Tribune Building, New York**

### MRS. FRANCES E. CLARKE'S LECTURE.

Speaks Before the Annual Session of the Public School Musical Supervisors—Also Met the Executives of the St. Louis Schools During Her Visit—Entire Affair Was Most Interesting and Educational.

(Special to The Talking Machine World.)

St. Louis, Mo., April 8, 1912.

Mrs. Frances E. Clark, director of the educational department of the Victor Talking Machine Co., who was here in February to attend the National Convention of School Superintendents, returned recently to participate in the annual sessions of the Public School Musical Supervisors. By good fortune the musical meeting was coincident as to dates and hotel with the National Mother's Congress, and Mrs. Clark also interested the members of the latter organization in the talking machine as an educational instrument and appeared before the convention to talk on "The Education of the Child Before School Age."

Mrs. Clark's March errand in St. Louis was vastly different from that of February. As was told in *The World*, she was doing pioneer work among the superintendents, showing those who had heard but doubted and further convincing those who had permitted limited use of the machines in their schools. But at the musical meeting she was among those who, for the most part, knew and appreciated the value of the talking machine and who knew and believed in Mrs. Clark. For Mrs. Clark was for many years in public school work and she had been meeting with some of the persons attending this meeting in State associations for 20 years. Last year, soon after she took up the Victor work, she appeared on the program of the Musical Supervisors with her machines and gave an extended and explanatory talk. This year such a talk was not needed. Her mission was largely to display new records, show the progress the Victor educational department has made toward meeting school requirements and how much has been done toward making the kindergarten work come up to the ideal by presenting Mother Goose and other childish classics through the highest type of human ability, ability that the ordinary school teacher cannot hope to rival, for if she could larger salaried fields would claim her.

However, the talking machine did not go without a champion on the program, as it was referred to by several speakers, and W. Otto Miesner, of the Oak Park (Ill.) schools went into his profitable experience with the machines rather thoroughly. He has seen to it that an abundance of machines have been provided in his schools and that he has funds for the purchase of needed records.

Mrs. Clark's connection with this organization is very intimate, as five years ago she was one of the organizers and served as the first chairman. She was then connected with the Milwaukee schools, where she was for eight years in school work. Last year the official badge of the supervisors was a dainty bronze pin supplied with compliments of the Victor Co. at the suggestion of Mrs. Clark. These pins were saved and worn by the members this year, without the ribbons which

marked them as being for the Detroit meeting. The centerpiece of the pin is a picture of Lowell Mason, father of music in the public schools. This year Mrs. Clark noticed that none of the school authorities had caused to be printed a roster of those attending the meeting, and she had a list of delegates printed and distributed with compliments of the Victor Co. She participated in several discussions on the floor, some of which pertained to her present work. She also loaned an enlarged portrait of Lowell Mason, which was given place of honor over the president's chair.

The Mothers' Congress was valued by Mrs. Clark because most of the women attending it are prominent at home in work of the school patrons' associations, through which funds for the purchase of talking machines must come until laws are altered, or at least school board rules, to permit their purchase with public funds, which has not yet been done.

In her address before the mothers Mrs. Clark first established the reasonableness of the theory that the ear of the child, which is fully developed almost from birth, should be educated before the sight, which does not attain reasonable perfection until several years of age. Then she took up the natural course of music through the progress of the human race. First the tom-tom, next the reeds and pipes, then come horns and finally the piano and orchestra effects. She demonstrated through records how this effect may be gained for the child. She compared the present mode of teaching music to that of placing a child in a deaf mute asylum until eight years of age and then bringing it out, never having heard spoken words and handing to the child a grammar and telling it to "learn language." The time, she said, for musical grammar comes after the child's musical appreciation has been developed by graduated advancement of the music it hears.

Mrs. Clark's talk excited so much interest that her rooms were thronged with mothers during the rest of her stay seeking more information. And it was then that she planted the suggestions that are expected to bear fruit with the purchases of machines for school work. And it is likely that dealers who have neglected the educational records will hear from Mrs. Clark's address in an unexpected demand for these records for home work in many cities.

During Mrs. Clark's stay it was arranged that she meet the executives of the St. Louis schools, including the musical supervisors, at Bollman Bros. Piano Co. for an evening with the Victor-Victrola from an educational standpoint. The attendance was not as large as was hoped for.

St. Louis has been slow to take up with the talking machine in the schools, but those present were greatly interested and all concerned felt that the evening was profitable. When Mrs. Clark came here in February four machines were in use in the schools. She learned before she left after the March visit that 15 had been sold for schools here as a result of her work during the two visits.

H. C. Brown, who accompanied Mrs. Clark here on her previous visit, was with her again and they had little idle time. A helper was engaged to operate the machines for them, so that they might have

full time to devote to their visitors, all of whom had many questions to ask.

### DEALERS SHOULD GET TOGETHER.

Philadelphia Now Has a Well Organized Dealers' Association, Which Should Win Hearty Support from Their Confreres in That City.

The recent organization of the Talking Machine Retail Dealers' Association, of Philadelphia, Pa., with the following officers, president, Wm. S. Gibson; vice-president, John A. Popp, secretary, M. Goodstein, and treasurer, L. L. Goodman, should give the dealers of that city an opportunity of getting together for mutual advancement. There are many matters that are ripe for discussion that will tend to uplift the trade if the dealers cooperate. They can uplift the standing of the business, discuss ways and means for its development and so emphasize the importance of the retail end of the business as to make it a factor of helpfulness to the industry as a whole.

The Philadelphia association, which held its last meeting at 119 North Broad street, meets every second Wednesday of the month, and among the resolutions recently passed was that of taking strong action against price cutters. This has already borne good results apart from the trade benefits to be derived from the association effort is the matter of interchange of views and social amenities that do much to wear away the rough edges of discord and misunderstanding.

### FEATURES M'CORMACK RECORDS.

Schmelzer Arms Co., Kansas City, Takes Advantage of Appearance of Great Tenor in That City—Enter 55th Year of Business.

(Special to The Talking Machine World.)

Kansas City, Mo., April 8, 1912.

The Schmelzer Arms Co., of this city took advantage of the recent appearance of John McCormack, the great Irish tenor, in Kansas City on March 29 to have inserted in the official program of the Willis Wood Theater a notice to the effect that each of the selections recorded McCormack on Victor records were obtainable at the store of that company.

The Schmelzer Arms Co., distributors of Victor talking machines and Edison phonographs in this city, have entered on the fifty-fifth year of their business life, and report a great trade for the opening months of the present year. They recently sent out a letter to the dealers in their territory urging them to put more steam on and sell more goods. In this connection they outlined plans that might prove helpful.

### NOW PROMINENT IN THE SOUTH.

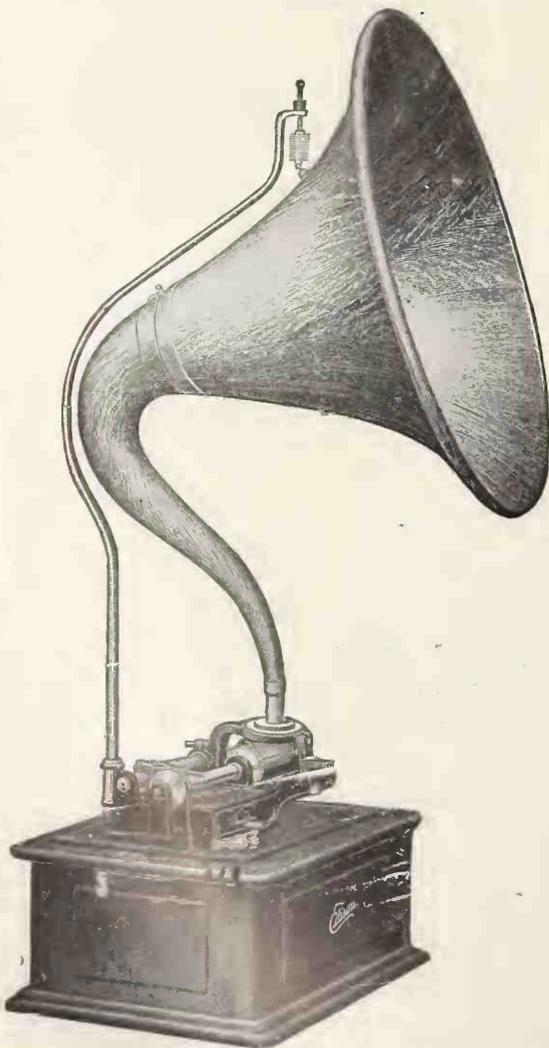
T. R. Lombard, who is one of the incorporators of a new corporation in Atlanta, Ga., for the development of Southern enterprises, was at one time president and general manager of the North American Phonograph Co., which figured prominently many years ago in the talking machine field.

Take it for granted that every

# EDISON PHONOGRAPH

prospect is an Amberola prospect

Reports from all parts of the country show that more and more people are buying the Amberola—people in villages of 600 population as well as in the cities—folks who look at every dollar twice, as well as those who can afford anything they want.



This is because the desire for the best is growing all the time in all the people, and because live Edison dealers are fostering that desire and playing up to it.

Take the lesson home—offer your best first. Talk Amberola from the beginning, and *talk to win*. You *will* win in a surprising number of cases—and when you don't, it's easier to come down from the Amberola to one of the lower priced models than it is to start at the bottom and work up.

Optimism is contagious—so is enthusiasm. Call them in to help play your game.

*Thomas A Edison*  
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

If you are not stocking and pushing Edison Amberol Concert Records, you are letting good profits go by.

Don't underestimate your customers' musical appreciation. Even those who generally buy the light, catchy airs of the day will also prize a few of the classics—many prefer them.

Edison Amberol Concert Records have scored a big success and are gaining in popularity every day. They offer a variety of the world's best music, sung and played by the best talent, and perfectly recorded. Think of the appeal of Tosti's "Good-Bye" as sung by Riccardo Martin—of Massenet's "Thais" when played by such a master of the violin as Albert Spalding. And think of the added momentum this appeal will give, not only to your Record sales, but to your Phonograph sales as well.

Everybody in your vicinity who owns an Edison Phonograph, or is thinking of owning one, should hear all of the Edison Amberol Concert Records that have appeared and the new ones as they come out each month.

Keep your eye on the new record list. and keep in touch with your Edison jobber.

*Thomas A Edison*  
INCORPORATED

59 Lakeside Avenue, Orange, N. J.





EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD. HENDERSON, C. CHACE, L. E. BOWERS, B. BRITAIN  
WILSON, A. J. NICKLIN, AUGUST J. TIMPE, H. E. JAMASON.

Boston: JOHN H. WILSON, 324 Washington Street.

Chicago Office: E. P. VAN HARTINGEN, 37 So. Wabash Ave.

Philadelphia: R. W. KAUFFMAN, Minneapolis and St. Paul: ADOLF EDSTEN.

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

Cleveland: C. F. PRESCOTT.

St. Louis: CLYDE JENNINGS.

Cincinnati: JACOB W. WALTER.

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

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NEW YORK, APRIL 15, 1912.

EVIDENCE abounds on all sides that the present year promises to be a phenomenal one for the talking machine industry. The busy holiday period was followed by continuous trade activity during January and February, while the past month has made new records in a business way as compared with any preceding year. As a matter of fact it is impossible for some of the manufacturers to fill the demands for machines and records, despite the fact that the plants are working full force and that enlargements are constantly under way.

The talking machine has made a tremendous advance in popularity during the past couple of years, and people who formerly looked upon it with disdain or indifference now are enthusiastic over its great possibilities not only in the home, but as an educator and stimulator of musical taste and knowledge in public institutions.

This position has been won through the increasing merits of the products themselves as well as by the forceful, educational campaign carried on in an advertising way by talking machine manufacturers.

Correspondents of The World in all sections of the country report the brightest prospects for the talking machine business, with an increasing demand for and appreciation of the high priced, high class instruments.

IT is noteworthy that those dealers who are giving the talking machine most serious consideration and demonstrating it in an artistic environment through special rooms and parlors, as well as proper window display, are reaping the greatest reward.

This tendency to surround the talking machine with an art atmosphere is most commendable, and points the way to the achievement of a still larger success.

That the talking machine is entitled to consideration from the art viewpoint is apparent from the fact that the greatest artists of the world, both vocal and instrumental, are now being heard through the medium of this instrument, and when the machine or records are demonstrated in special rooms, garbed in furnishings that lend an aesthetic influence, it becomes a factor of importance.

Refined people like to buy in such surroundings and when the talking machine is shown in this environment it attracts a class of people, who, in the past, considered the talking machine beneath their consideration.

That is why talking machine men of keen discernment in all parts of the country are devoting considerable time and money to the equipment of special stores, or special rooms, and that is why they are advertising along dignified lines, either in the way

of special recitals or daily paper publicity. Wherever these plans have been adopted business has made steady strides.

THERE is no room to-day for the talking machine man who is indifferent to public requirements. The dusty, ill-kept talking machine stores with their crowded, dirty windows and poorly-kept stock—and we have a few of them, sad to say, in Manhattan—are not making headway and they never will. Such stores may have made progress in the past, when there was little competition, but they cannot win out to-day.

It is impossible to visit one of these stores without being disgusted and disheartened. And yet the proprietors actually expect purchasers to pass by well-equipped, well-lighted and attractively arranged talking machine showrooms and buy from them! They complain of hard times, but they rarely seek to find the reasons why their business is retrogressing instead of progressing.

This is an age of keen competition in all lines, and no business man, whether in the talking machine field, or elsewhere, can expect to make headway unless he thinks and acts.

It is refreshing to visit the magnificent talking machine display rooms which are now to be found in practically every city of any importance throughout the United States. The men back of these establishments have had faith in the talking machine from the very start, and while others were talking hard times they were planning and perfecting their establishments so that they are to-day reaping the reward of their enterprise.

It is just this kind of effort that should give "light" to the men who are depressed, to the men who cannot comprehend why things are not going well with them. For it is time to wake up to the fact that the talking machine business is here to stay, that it is not a transitory trade "to be milked while the grass is high," that a full measure of reward awaits the man who conducts his business with enthusiasm, with faith in and a full understanding of its future.

WHAT we want in this trade is men who appreciate the possibilities of the talking machine of our day—men who believe in its future—men who will not sit supinely by and wait for trade to enter their warerooms, but men who will use modern methods to bring the business to their store, and who are interested to the point of enthusiasm in that which they have to offer for sale.

There is plenty of waste territory in this country which can be cultivated with such profit that a big crop of orders can be reaped where the land is now sterile.

Jobbers in particular should make a study of their territory to the end that it is properly worked to its full strength.

Many jobbers are not fully alive to the absorptive power in their territory and they should inaugurate a campaign so as to make dealers realize the situation; in other words, they must get busy. If one, two or three dealers are holding down the business lid and not working the territory, it is best to replace them, for an agency is worth nothing to a jobber or a dealer unless it pays.

This waste territory proposition is a topic worthy of a great deal of serious consideration. In these days it is necessary that the jobber and the dealer should be thoroughly alive to developments. In this way the enterprising dealer will be suitably rewarded, and the backboneless dealer, who is hindering progress, will be eliminated. There are new conditions coming up all the time which must be considered, and talking machine men, whether in the manufacturing, jobbing or retailing ends, must be wide-awake. There is an immense amount of unworked territory in this industry which can be made profitable, but it requires men fully awake to the situation to achieve the best possible results.

PLANS are now being perfected by the National Association of Talking Machine Jobbers for the annual convention to be held at Atlantic City on July 1 and 2. Present indications point to a very large attendance from all parts of the country, for this reunion offers a very pleasing opportunity for the talking machine jobbers and their families to make a short stay at one of the most famous seacoast resorts in the world.

The Jobbers' Association has been a factor of no small importance in bringing about many betterments in the trade, aside from the social enjoyments which form no small feature of its

annual gatherings. Through co-operation it has helped to bring the jobbing trade of the entire country closer together and through association intercourse, views have been exchanged and suggestions made which have been of mutual advantage to every member.

The association has been conducted along broad lines, and has been free of those picayune animosities which oftentimes do so much to mar trade progress. While the list of jobbers who belong to the association is imposing there is still room for others, and it is time that all should lend a hand to making this association a greater power for trade good and trade advancement.

The coming convention at Atlantic City will be a most opportune time for jobbers outside the fold to come into line. The

arrangement committee for the forthcoming convention, of which J. C. Roush, of the Standard Talking Machine Co., of Pittsburgh, Pa., is chairman, is perfecting plans and outlining a program for the gathering and within a few days Mr. Roush, accompanied by Perry B. Whitsit, L. C. Wiswell and E. F. Taft, will make all the necessary hotel, banquet and other arrangements during a visit to Atlantic City.

We understand that L. F. Geissler, general manager of the Victor Talking Machine Co., has extended an invitation to the jobbers' association to spend the day of July 3 with the Victor Co., and a very unique program will be arranged for the jobbers' entertainment.

**ADVERTISING A BIG ORDER.**

J. W. Jenkins' Sons Music Co., Kansas City, Mo., Hold Parade Upon Occasion of the Transfer of Two Carloads of Victrolas from the Railroad to Their Warehouse.

When doing something big it never hurts to get full credit for the act. This at least appears to be the theory of the J. W. Jenkins' Sons Music

goods, wherein Mr. Eilers said: "Half of our enormous business is in talking machines."

"Do you believe that the coal strike will affect the talking machine industry?" was asked of Mr. Dolbeer.

It is evident that he has some inside information on this point, as he is keeping in close touch with the situation evidenced by his reply: "I look for the coal strike to be promptly cleared, so I cannot say that any injury will come to our industry

**THE VICTOR IN SAVANNAH.**

Success Met With in Pushing That Line by the Phillips & Crew Co. Store.

(Special to The Talking Machine World.) Savannah, Ga., April 8, 1912.

One of the interesting features of the recent celebration of the ninth anniversary of the establishment of the local branch of the Phillips & Crew Co., Atlanta, Ga. was the attention given to the line of Victor talking machines, Victrolas and Victor records handled by that house. One of the most successful departments of the store since its opening has been the Victor department, and many homes in Savannah and vicinity have been supplied with elaborate outfits of machines and records by the house.

**USING PHONOGRAPH RECORDS**

As an Aid in Teaching Telegraphy—The National Educational Association Behind the Move of Which W. Smith Is President.

The National Educational Association, Wm. Smith, president, Boston, Mass. is behind the movement of a new stunt in educational lines for the Edison phonograph, and this is to teach telegraphy by the aid of phonographic records. It has succeeded admirably in getting master records of the telegraph alphabet, numerals and punctuation marks by which even the beginner can hear exactly what the "tapping" is. Wm. Smith, the prime mover in the new school, is an old telegraph operator of years of experience and he believes that by the aid of the Edison records people can be taught telegraphy very quickly and at a low cost. Public announcement of this method will be forthcoming shortly.



J. W. JENKINS' SONS MUSIC CO.'S PARADE OF VICTROLAS.

Co., Kansas City, Mo., and judging from the success that had attended their efforts during the past they have the right idea.

Some weeks ago the company received a shipment of two carloads of Victrola XIV's and immediately set to work to acquaint and impress the public with the fact. The entire shipment was loaded on a large motor truck and six double horse trucks, and each truck was appropriately decorated with large banners telling of the reason for the exhibition. The parade wended its way through the principal streets of the city to the J. W. Jenkins' Sons Music Co. warehouse, with its progress heralded by a bugler seated on the first truck. The event afforded an excellent indication of the extent of the company's business.

**DOLBEER IS OPTIMISTIC**

Regarding Business Generally, and Reports a Marked Increase in Sales—Piano Dealers Pushing Edison Goods Energetically—Eilers' Great Record—Discusses Labor Troubles.

Commenting about business, F. K. Dolbeer, general sales manager of Edison phonographs, says: "The past few weeks have shown a marked increase in sales, which reflects the general prosperity of the country at large. The volume of business comes from all sections, thus denoting an absence of the 'spotty' conditions which were in force some time ago."

Mr. Dolbeer remarked that he is greatly pleased at the energetic manner in which the piano dealers of the country are handling Edison machines and records; he says that many of them are making a fine success, particularly those who are prosperous in the piano field. He pointed with considerable pride to the statement made by Hy. Eilers, head of the big Eilers piano and music industry along the Pacific Coast, who sells Edison

from that score. I had a communication yesterday from a party who is closely affiliated with the powers that be in this strike, and he advises me that the coal strike will be adjusted in a very few days." Probably ere this appears the trade at large will have had an opportunity to judge of the correctness of Mr. Dolbeer's prediction.

**The DITSON Pledge**

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

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

**The Fastest Victor Service**

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

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

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

**LIVER DITSON CO., Boston, Mass.**

# The Talking Machine Trade in New England

## TRADE IN GLOUCESTER

Is Now Becoming Very Active—Demands from Summer Resorters and Shipping Men.

(Special to The Talking Machine World.)  
Gloucester, Mass., April 10, 1912

The Gloucester Talking Machine Co., which is conducted by Schwartz & Bernstein, reverses the usual experience that obtains with talking machine dealers. For instance, while most of the houses enjoy a big demand for goods during the winter season, that is just the time when this company does its smallest business. On the other hand, during the spring and summer, when the city concerns are feeling the effect of people going away, the Gloucester company makes ready for its heaviest demand for goods, and that is why this Gloucester concern just now has been heavily stocking up, for Gloucester is not only a popular summer resort but it likewise is a fishing port, and the great number of fishermen who have been away on fishing trips all the winter are now coming back into port as the spring comes on. These same fishermen are great enthusiasts over talking machines, and many a Columbia outfit is to be found on the fishing craft. Always ere they start on a cruise these vessels stock up with records, for there is scarcely a ship that is not equipped with a Columbia machine. So that is why Schwartz & Bernstein are now beginning to do their big annual business.

## SELLS MANY EDISONS IN BROCKTON.

(Special to The Talking Machine World.)  
Brockton, Mass., April 8, 1912.

Charles S. Sackett, proprietor of the Caesar Misch Store at this place, is doing a big business with the Edison line of outfits. His store is fortunate in having fine display windows, which show off the goods to splendid advantage. Much of Mr. Sackett's business is confined to high-priced goods, and his customers number some of the most prominent people in Brockton.

Charles Monahan, who runs a large instalment jewelry house at Worcester, Mass., has found it profitable to add Columbia machines and records to his line of trade, for his business in this department alone has grown at a rapid rate.

## REPUTATION AND PROFITS

Are Centered in the Bagshaw Needles—Why the Duplexetone Has Won.

Knowledge is power, a student of manufacturing cannot know as much as the teacher or the professor. As each step advances, so does the amount of knowledge. Being the oldest makers of talking machine needles in this country, it is proper to give the title of professor to W. H. Bagshaw, the widely known needle manufacturer of Lowell, Mass. The honor of making the first needles for a disc talking machines is something worth achieving, particularly from the experience point of view.

All the time since these first needles appeared, W. H. Bagshaw has strived to follow all possible trends of the market with a contingent improvement of the products. Quantity never interfered with quality, as when the unchallenged world's shipping record was made by Bagshaw some time ago when 63,020,300 needles left the Bagshaw factory in ten consecutive working days, the needles were of the same artistic quality as marks the Bagshaw standard. It is a question of quality once and for all the time.

This extended and varied experience behind the new needles recently put upon the world's market—the Duplexetone needle—the needle with two tones. The crystallization of years of effort is centered upon this one needle and it is no wonder that the dealers and jobbers of the aggressive type are displaying these Duplexetone needles prominently with good advantage to their reputation and profits.

## GETTING RESULTS IN VERMONT.

(Special to The Talking Machine World.)  
St. Johnsbury, Vt., April 8, 1912.

The McLean Music Store, of this city, is a favorite rendezvous with music lovers, and with Miss Morrison in charge of the talking machine department the business has grown considerably, for this capable woman is especially qualified for the position. Mr. McLean, who is a hustler, has gone some long distances through the snow this past winter to work up business in the Edison goods, and he will long remember some of his twenty-mile rides in a sleigh with the thermometer 30 degrees below zero.

## HOW DEALERS ARE HELPED

To Develop Their Business and Make It Most Profitable—The Good Work of Henry Winkelman Throughout New England.

(Special to The Talking Machine World.)  
Boston, Mass., April 11, 1912.

Perhaps the greatest compliment a man can secure is to have the term applied to him "He's another Henry Winkelman." Henry Winkelman, the reference used, is the manager of the Victor department (wholesale and retail) of The Oliver Ditson Co. He is known as one of the most pleasant and experienced men in the field and has a wide circle of friends all over New England. He has been with the Ditson Co. for years, during which time he has watched the talking machine field grow and prosper. One of the important parts of Mr. Winkelman's duties, which is pleasing to him as well, is the coaching of new dealers so that they understand the best way to reap the most profits. He helps them and he invites their inquiries regarding all phases of the business.

## BUSINESS SUFFERS FROM STRIKE.

(Special to The Talking Machine World.)  
Lawrence, Mass., April 8, 1912.

Among those who are glad the Lawrence textile strike is over is Mr. Kneupfer, of Kneupfer & Dimmock, who are large Victor dealers in that city. Mr. Kneupfer said in a conversation lately that business all through the city suffered terribly while the strike was on, and himself included, though by no means, in proportion to other departments of business. However, now that it is all over business is picking up considerably and he sees a big business ahead in Victor outfits. He has a well-fitted-up establishment in a very convenient locality.

## DEMAND FOR PURITONE NEEDLES.

John M. Dean, the talking machine needle manufacturer of Putnam, Conn., offers to send a sample package of "Puritone" needles to any talking machine man who will send the name of his jobber. The evident faith of this proposition is surely indicative of merit, and to those who are not acquainted with the Puritone needle it is an excellent offer. Anent business conditions, Charles E. Dean remarked: "I am pleased to say that the sales of Puritone needles are gaining all the time, I finding our strongest gains being with those of the trade who have been using the brittle foreign needles to the detriment of their business. In buying the Puritone needles they secure an American-made needle at even a little less cost than they were paying, quality considered. The outlook for the year is most encouraging and I believe it will rank with the record year."

## MEETING WITH BIG EDISON DEMAND.

(Special to The Talking Machine World.)  
Newport, Vt., April 8, 1912.

Charles A. Clark, of this city, is making some much-needed alterations in his store, mainly in the way of installation of booths wherein more perfect demonstrations of the Edison goods can be made. Mr. Clark has sold some of the highest-priced Edison outfits lately, and his business is coming along right merrily.

## COLUMBIA LINE IN HOLYOKE, MASS.

J. G. Heidner, the leading piano dealer of Holyoke, Mass., has just installed a large number of Columbia outfits, and the first day saw a great demand for these goods. Each customer has become so enthused over the possibilities of the machine that he or she has informed neighbors, with the result that already Mr. Heidner's business has grown rapidly.

## Two Edison supply centers with a single thought —Fast Service

If you have tried our "P-E Service" you know how valuable it is to your business success. **THE PARDEE-ELLENBERGER CO.** positively guarantees that all orders will be filled the same day as received.

Our complete stock of Edison Goods and up-to-date methods make our "P-E Service" an absolute necessity to up-to-date dealers.

Remember, we are exclusively Edison and exclusively wholesale, which insures your getting machines and records just as they come from the Edison works. Two complete sources of supply—Boston and New Haven.

# FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., April 10, 1912.

There is a rumor abroad in the city that there is more or less price cutting being practised among those handling talking machines, and the worst of it is, according to The World's informant, it cannot be run-down. Evidences of the practice keep cropping up and it is badly handicapping several of the Boston trade, who have good prospects, but find someone has got in ahead of them with a lower price on the same goods, but who the person or persons are cannot be ascertained. Not long ago one read of the rather demoralized condition of the talking machine business in England due to this deplorable practice of price cutting, and it then was a matter of congratulation on this side that such a condition did not obtain here. It would be a pity, and bad for the business at large, if there is to be a disposition to break faith on the part of the local distributors. Up to now there has been an honest disposition to "play fair" and it has been a source of pride that the business has not felt the sting of what is so frequently found in other departments of commercial activity.

Arthur C. Erisman's Visit to New York.

Manager Arthur C. Erisman, of the Columbia Phonograph Co., General, was over in New York a week ago and visited the Columbia's laboratory in 38th street, and while there he witnessed the taking of records of a number of prominent singers and comedians, whose names will be conspicuously displayed in a forthcoming list of the Columbia Co. While in New York he lunched at the Knickerbocker Hotel with Manager Henry Russell, of the Boston Opera Company, who was sailing that very day for Europe. Mr. Erisman and Manager Russell discussed the new stars whom the latter is to contract with for appearances at the Boston opera house next winter, and tentative arrangements were made for taking records of their work at the Columbia laboratory. Manager Russell is a great believer in the efficiency of talking machines as a medium wherewith to popularize grand opera in Boston.

Talking Machine Associates Meet.

The Eastern Talking Machine Associates enjoyed a very pleasant evening at their headquarters the latter part of March, and the chief feature was the entertaining talk that President E. F. Taft, of the company, gave the members relative to his visit to the several factories where talking machines are turned out, and the information that he gave should prove of the greatest value to the Eastern's employes in their future trade relations. Incidentally the information which he gave threw new light on why there is such a shortage of goods at this time.

The committee on entertainment reported that considerable progress is being made in the details of the field day, which will be enjoyed at Crescent Park, Rhode Island, on June 17, which is the same place the boys went to last year and where a great day was enjoyed. Mr. Brown, who recently resigned his connection with the company to go with the Waltham Emery Wheel Co., sent a letter of resignation from the several committees on which he had so ably served, among others that of chairman of the press committee, and the chairman asked S. J. Freeman, manager of the Victor department, to accept that position to serve out Mr. Brown's unexpired term as publicity representative of the company.

Sylvester With Columbia Co.

Roy C. Sylvester, a brother of Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., has become associated with the Columbia Co. and is "making good" in fine shape. This new addition to the Columbia forces is a little hustler, active, alert and right "on the job" all the time.

Atwood's Easter Display.

Charles F. Atwood's new place in Tremont

street, around the corner from Boylston, had the large window almost entirely given over to a beautiful Easter display of Victor goods early in the month. In the center was an angelic figure with a harp, and the lily effect was used to good advantage. There was a quantity of discs of Easter hymns, with their titles conspicuously displayed all around the window, and several handsome machines were included in the exhibit. The window was as attractive as anything one sees around town at this time.

Sales of High Priced Outfits.

Chester J. Sylvester, in charge of the talking machine department of the C. E. Osgood Co., has been having some good sales in high-priced outfits. The sale referred to last month of a lot of records, which the house was able to secure at a

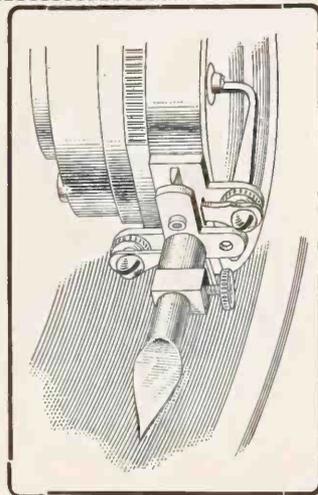
low figure over in New York, are being rapidly disposed of, and the purchasers are surprised at the good things they are able to pick up in this collection.

Visitors at Pardee-Ellenberger Co.

W. O. Pardee, president of the Pardee-Ellenberger Co., was a visitor in Boston for a few days lately, going back to Connecticut deeply imbued with the idea that there is a large field here for the Edison goods. Another visitor at the Pardee-Ellenberger Co.'s quarters in Batterymarch street was M. A. Carpell, Eastern sales manager of the Herzog Art Furniture Co., of Saginaw, Mich., who handles cabinets, and was in town calling upon the trade. Still another caller who dropped in on Mr. Silliman, of the Pardee-Ellen-

(Continued on page 14.)

## This is the Loud Position for Duplexetone Needles below is shown the Soft



LOUD

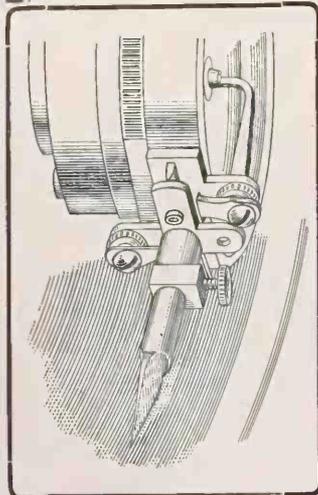
☞ You have many customers who want the BEST; they own a high priced machine and buy expensive records. They want the BEST MUSICAL EFFECTS. These are the people who WILL BUY Duplexetone Needles, the HIGH QUALITY needle with TWO tones.

☞ It is absolutely ESSENTIAL that you sell the highest grade needles for the reason that it helps your business by a bettered tone. Customers say: "I can get better tones with Duplexetone needles and also I can secure both LOUD and SOFT tones with ONE needle." They will go out of their way to reach your store.

☞ You are losing profits if you do not sell the Duplexetone.

☞ Although Duplexetone needles have only been on the market for a few months, the sales have leaped forward by kangaroo jumps. Remember that they are made by the House of Bagshaw, the oldest and largest makers of needles in the country. We sell to jobbers only, furnishing all sizes, shapes and styles.

SOFT



☞ Your jobber will supply you with any quantity desired. If you want a generous package of Duplexetone needles for your personal tests, send us his name and the package will go to you postpaid by return mail.

# W. H. BAGSHAW

Sole Manufacturer

LOWELL - - - MASS.

FROM OUR BOSTON HEADQUARTERS.  
(Continued from page 13.)

berger Co., was J. W. Scott, special representative of the phonograph sales department of the Edison Co., who stopped over on his way from Maine, where he reported business good.

**Interested in Record Exchange.**

Oscar P. Ditleff, of Gouldville Terrace, Roxbury, is one of those enterprising young men, who has become interested in the record exchange business. He does this in addition to his regular vocation.

**Does a Large Business.**

H. N. Rosen, whose talking machine department in School street is most conveniently located, as it is in close proximity to the downtown business section of the city, is the distributor daily of any number of records for Victor, Edison and Columbia outfits, and it has happened more than once that he has been able to supply some records that another dealer had lacked in his stock. Mr. Rosen has lately taken on a line of dictaphones, as well as language phonograph outfits put out by the Edison house. Edgar L. Davenport, the former well-known actor, is associated with Mr. Rosen, and he is very successful in selling outfits.

**Big Call for McCormack Records.**

An interesting aftermath of the appearance in concert of John McCormack, the Irish tenor, who appeared at Symphony Hall on March 31, was that there was a great demand for his records at all of the talking machine places in the city. Though not on his program, he was obliged to sing "I Hear You Calling Me," which is by far one of his most popular records, and it was the current opinion among those familiar with his recorded voice that closing one's eyes it would have been hard to distinguish between the singer and his record, which is a pretty good tribute to the faithfulness of reproduction.

**Alice Nielsen Sings the Mayor's Song.**

Mayor John F. Fitzgerald, of Boston, has lost his great chance of going down to posterity through the medium of a talking machine—though there is hope yet. He is as famous as a singer as head of the great municipality, and his song, "Sweet Adeline," is frequently sung by His Honor at gatherings. Now comes along Miss Alice Nielsen, the opera star, who has sung the song for the Columbia Co. It is reported that the Mayor has heard the song as interpreted by a woman and thinks that it really ought to be sung by a tenor, so the Columbia Phonograph Co., General, is still hoping that His Honor will finally find time to get his voice bottled up for the enjoyment of future generations. Meantime Miss Nielsen's record is in wide demand.

**Takes On the Victor Line.**

The Shepard Norwell Co., which has been doing a large business in Columbia outfits ever since it opened up the department under the management of F. C. Henderson some months ago, is going to enlarge the department through the addition of Victor products. The house has qualified as Victor dealers and the goods of this company were placed on sale on Monday, the 8th inst. L. F. McNeil, the manager of the Victor department at the Providence establishment of the John Shepard Co., came over to Boston to get the department started, and from the first day the sales have been large.

**Large Business in Edison Opera Styles.**

The Pardec-Ellenberger Co. has been doing a large business in the new opera machines put out a few months ago by the Edison Co., and Manager Silliman says it is hard to get sufficient goods from the factory. The April list of records likewise is proving very popular with the patrons of the house.

**Attractive Signs Interest Public.**

No one can fail to find the Columbia's quarters in Tremont street these days, for the front of the building has lately been adorned with an enormous sign stretching across the front of the building with large letters in gold against a black background, which from Boston Common, across the thoroughfare, stands out most conspicuously. Meantime the windows are constantly being kept

well dressed, thanks to Norman Mason, the floor manager of the Columbia, who is responsible for some very catchy effects in front of which there always is a group of spectators who are interested in the Columbia display. Manager Erisman reports the business in Columbia outfits as extremely large, with the demand for goods growing all the time. Mr. Erisman has lately contracted with a number of new dealers, who now are Columbia distributors, and among the more important ones are J. N. Soloman, of Groveton and Littleton, N. H., who has the largest installment house in northern New Hampshire; the B. A. Bloome Piano Co., of Manchester, N. H., whose initial order was a large one; the Avery & Woodbury Co., of Milford, Mass., who are making a specialty of table machines, and whose first customer was Manager Sturgis, of the company, who has become a great enthusiast.

**Recent Visitors.**

Willie Golden, of the vaudeville team of Golden and Hughes, who sings for the Victor people, was a welcome visitor to the quarters of the Eastern Talking Machine Co. lately.

A Boston visitor a few days ago, whose trip here was partly for business, was Auditor T. L. Laurie, of the Columbia Co., who makes his headquarters at the New York executive offices of the company. Manager Erisman entertained Mr. Laurie at the Boston opera and in other ways while he was in town.

Donald M. Bliss, chief engineer of the laboratory of the Thomas A. Edison Co., Inc., was in Boston the latter part of March and called upon the trade.

**Congratulations for Miss Davis.**

Miss Annie J. Davis, one of the very popular members of the office staff of the Eastern Talking Machine Co., recently announced her engagement to L. C. Hammond, who is widely known in the tailoring business in this city. Following the announcement of her engagement Miss Davis' many friends gave her a surprise in the shape of a tin shower, and she accordingly was the recipient of many useful gifts which will come in handy when she goes housekeeping following her wedding, which will be some time in June, so her office associates say. As all the Eastern's staff know the sort of young woman Mr. Hammond is getting for his bride they have been giving him most hearty and genuine congratulations.

**Demonstrating New Kinetoscope.**

John W. Farrell, sales manager of the home kinetoscope department of Thomas A. Edison, Inc., with Adolph F. Gall, staff engineer of the Edison laboratory, J. H. Gill and C. W. Phillips, of the sales department of the kinetoscope end of the business, were in Boston lately and gave a most interesting demonstration of this new Edison invention at Manager Silliman's office in Battery-march street. They were here three days and those who were privileged to see the demonstration which they gave were filled with wonderment.

**Planning Extensive Improvements.**

Conditions at the quarters of the Eastern Talking Machine Co. are much the same as they were at the Christmas season. All the employees are busy as bees, and there is the same difficulty of getting a sufficient amount of stock to supply the demand for Victor goods. The management hopes, however, that this condition will show some signs of improvement, but there are no such signs in sight as yet, "Although," as General Manager Taft says, "I am using a powerful field glass." The company is planning extensive improvements which will greatly add to its facilities for handling business. This will particularly apply to the first floor, details of which changes will be announced later.

**Victor at Miller Co. Reunion.**

Ubert Urquhart, manager of the Victor department of the Henry F. Miller & Sons Co., has had an extensive call for the April list of records, and he and his able staff have sold some of the most expensive outfits during the month just passed. Mr. Urquhart operated most successfully a Victor at the dinner which the Miller Co. gave its employees at Wakefield a couple of weeks ago. Mr. Urquhart assembled a fine collection of records,

so that the concert which he gave was a thoroughly enjoyable one for all present.

**Takes On the Columbia Line.**

The Summerfield Co., which has stores all over the country and has just opened one in Washington street, Boston, has installed a talking machine department and has chosen the Columbia goods as its medium. One of the store's large windows is given over to a fine display of Columbia goods. By way of bringing its output before the public the house has lately sent out 20,000 circulars.

**Special Victor Rooms Installed.**

George Lincoln Parker's changes in his establishment in the Colonial building in Boylston street have proved of the utmost benefit to his rapidly growing business. Mr. Parker has taken two additional rooms on the other side of the building across the hall and is devoting these rooms exclusively to the Victor goods. The rooms are tastefully furnished, with a handsome rug on the floor, and Manager Charles Trundy is thus given exclusive quarters quite apart from the piano rooms. The business has been excellent during March, so Mr. Parker reports.

**Steinert Quarters Rearranged.**

The first floor of the M. Steinert & Sons Co.'s Arch street quarters, which is the company's Victor department, has been considerably rearranged so far as counters are concerned, and business therefore can be despatched with more economy of time than heretofore. The Steinert Co. has had a surprisingly large business in Victor outfits the past few weeks, and the business continues to grow at a rapid rate.

**Close Some Big Contracts.**

Manager Erisman, of the Columbia Co., has just closed some big contracts in the dictaphone department. A few of the biggest houses to arrange for these machines are the A. W. Stephens Manufacturing Co., of Waltham, the Boston Elevated Railway Co., the Commonwealth, of Massachusetts (the State House), where the dictaphones will be used in the auditor's department, and the Carnegie Institute, whose large nutrition laboratory is located close to the Harvard Medical School in the Back Bay.

**Waked to Victor Music.**

A Back Bay gentleman, whose family has been in the habit of being awakened by morning alarm bells, has hit upon a new and more welcome plan of being aroused from slumber each morning. He went to the Eastern Talking Machine Co.'s store the other day and purchased an expensive Victor machine and he established this in the hall of the second floor of his house. The desired record is placed on the machine the night before and early the next morning a domestic starts the machine at the proper time and out pours the velvety voice of some soprano singing an "Ave Maria" or some other equally pleasing classical number such as would tend to gradually rouse one to ennobling thoughts. Thus far the scheme has worked to perfection, and everyone gets up in a highly classical atmosphere of music. Here is another use for a talking machine.

**Demand Active at Oliver Ditson Co.**

Manager Winkleman, of the Victor department of the Oliver Ditson Co., has no fault to find with business, for the demand continues large for both machines and records.

**PREPARING FOR SUMMER BUSINESS.**

(Special to The Talking Machine World.)

Pomfret, Conn., April 8, 1912.

Carl E. Gilbert, of this city, was a caller upon the trade in Boston lately, going up to arrange for the replenishing of his stock of machines. Mr. Gilbert has a large and well-arranged establishment in Pomfret, which, as everyone knows, is a popular summer resort. Mr. Gilbert has lately sold a large number of high-priced outfits, his customers taking most kindly to the Victrolas, which are getting to be very popular in Pomfret.

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.

Get the fast-selling U. S. Line  
**More Profit**



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

**The Silent Motor**

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

**The "Duplex" Reproducer**

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

**The Flexible Tone Arm**

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

**Sapphire Reproducing Points**

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



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

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

**Popular Prices**

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

**Popular Selections**

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

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

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

**A Big Line**

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



**May List Now Ready**  
**Send for Catalog and Dealers Proposition**

**The U-S Phonograph Company**

Associated with

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

1013 Oregon Ave.

Cleveland

The U-S Phonograph Company

1013 Oregon Avenue  
 Cleveland, Ohio

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

**BRANCHES**

Chicago, - 219-225 W. Washington  
 Boston, - Portland & Chardon Sts.  
 Atlanta, - 58-60 W. Mitchell St.  
 St. Louis, - 210-12 S. Broadway

New York, - 5-7 Union Square  
 St. Paul, - 338-340 Minnesota St.  
 Albany, - 368-370 Broadway  
 Dallas, - 1106 Commerce St.

Name \_\_\_\_\_

Street \_\_\_\_\_

Town \_\_\_\_\_

State \_\_\_\_\_

**Everybody's Doing It Now! Not necessarily supplanting competitors, but the Columbia line is making its profit for dealers on even terms—a profit some of them used to miss entirely.**

**Columbia Phonograph Company, Gen  
Tribune Building, New York**

### THE INFLUENCE OF THE TALKER.

Grant S. Jones, of the Scott & Jones Co., Youngstown, O., Makes Some Strong Points in Favor of That Instrument in An Interview in the Sunday Vindicator of That City.

(Special to The Talking Machine World.)

Youngstown, O., April 8, 1912.

Youngstown is really a musical city, for besides the many who can play the piano or some other musical instrument there are thousands who are getting an excellent musical education by means of talking machines. So heavy has the local demand for talking machines become that the dealers are finding some difficulty in securing sufficient stock to supply their customers. It is stated on excellent authority that one store supplied over \$800 worth of records to the inhabitants of one square block during the holiday season. The growing popularity of talking machines in this city recently caused the Sunday Vindicator to publish a special interview with Grant S. Jones, of the Scott & Jones Co., the prominent piano and talking machine dealers of this city, on the subject, in which he said in part:

"There is many a home in Youngstown where the talking machine is all that the household has to cheer and brighten it. Men and women who objected to it at first and declared that they would not have such a thing in the house, are now among the talking machine's best friends. Music made a bigger difference in their home than they had ever dreamed it could. Once they had experience of it, heard how well it reproduced and felt what charm it could add to their homes, they would not do without it.

**Pianos Traded for Talking Machines.**

"Papa will not pay you now," said a young lady in selecting a machine in one of the local stores, 'for he's against our having a talking machine. But I know that if you send one up he'll pay for it sometime.' It was four months, the dealer said, before the machine was paid for. But in that time the father's attitude had completely changed. He is frequently confined to the house and the talking machine proved such a comfort as he had not known for years. Particularly in homes where children have grown up and gone away has the talking machine proved itself a kindly aid. Many a lonely old man and wife whose children have moved away and left a piano behind have traded in the piano for a talking machine and have felt that the day they could have music in their home marked a new epoch in their lives. It was like bringing a companion into the house who could make them forget themselves.

**Raising the Standard of Taste.**

"Many people object to the talking machine on the ground that it is mechanical and that it provides entertainment without any effort on the listener's part. They hold that it is a step backward that modern children should enjoy the music of a talking machine, whereas the children of a generation ago themselves acquired by long practice and study the accomplishment of playing. Dealers say that the objection does not hold good. The head of the largest music house in the city said last week that instead of making young people satisfied

with listening to music played by others, the talking machine was encouraging them to learn to play. More people than ever are buying pianos, he said, and the only effect that talking machines have had upon the sale of pianos has been that people are buying better pianos. Hearing good music on the records has given them a better ear and they are not satisfied with any but good instruments. The talking machine has had an effect upon the sheet music department; but the effect has been



to decrease the sale of ragtime and increase, many times, the sale of music that is really good."

Mr. Jones also took the opportunity to call attention to the growing use of talking machines in schools and to the elaborate repertoire of records offered to talking machine owners.

### FILLING A RECORD ORDER.

Several Trucks Required to Handle the Initial Order of the Bon Marche Dry Goods Co., Lowell, Mass., Which Was Placed with the Eastern Talking Machine Co. Recently—251 Machines and Accompanying Records and Supplies Make a Total of \$7,996.87.

(Special to The Talking Machine World.)

Boston, Mass., April 8, 1912.

The accompanying photograph shows the front of the Eastern Talking Machine Co.'s establishment in Tremont street, on one of its busy days. The Bon Marche Dry Goods Co., of Lowell, Mass., recently qualified as Victor dealers, placing with the Eastern Co. the largest initial order for a dealer's contract that ever had been placed, and this initial order is the one seen in the picture all ready to start away. The Bon Marche is one of the largest and best department stores north of Boston. Its general manager, Mr. Gilmore, and the confidential man, Mr. Martin, recently called at the Eastern's quarters and, in discussing the details of this order, said: "If

its in the Victor catalogue it is good, and if it is good, we want it and we'll have it." The machines ordered totaled up 251. Every record in the entire Victor catalogue was sent the firm, and all of the fixings that go to make up the Victor outfit were sent also.

The progressiveness and enterprise of this Lowell house, which is known far and wide to the people who live within any sort of distance of Lowell insures a most faithful representation for the Victor products.

T. W. Duncan, one of the hustling traveling men for the Victor line, was largely instrumental in putting the big deal through and his success in the matter is another proof of his ability as a salesman.

### M'GREAL WINS OUT FOR CLARK.

Chosen Delegate for Clark to National Democratic Convention Despite Progressive Sentiment Throughout State.

(Special to The Talking Machine World.)

Milwaukee, Wis., April 8, 1912.

Lawrence McGreal, president of the National Association of Talking Machine Jobbers, and Edison jobber for Wisconsin, won a sweeping victory at the polls at the recent election and was chosen as a Clark delegate from the Fifth Wisconsin district to the National Democratic Convention in Baltimore, June 25 to 28. Despite the fact that Wisconsin is a strong progressive State and went almost unanimously for LaFollette and Wilson, Mr. McGreal secured the largest vote polled for a Democratic delegate and won by a plurality of 1,500 votes. The vote was sure proof of the decided popularity of Mr. McGreal in Milwaukee and surrounding territory. Mr. McGreal will now be able to combine his Eastern trip to the Baltimore convention with his trip to the annual convention of the National Association of Talking Machine Jobbers at Atlantic City. Mr. McGreal has long been a personal friend of Champ Clark, having met the well-known Democrat many years ago in Missouri, and is regarded as the original Champ Clark man in Milwaukee.

The more a man mixes with the world generally, the less he is apt to develop into a crank.



EASTERN TALKING MACHINE CO. MAKING A VICTOR SHIPMENT TO LOWELL.

**WITH THE CINCINNATI TRADE.**

Dealers Seem to Be Satisfied with the Business Developments for the Past Month, and Each and All Look Forward to a Very Active Spring and Summer Trade—Victrola Concerts at Wurlitzers Attract Crowds—C. S. Browning a Recent Acquisition—Columbia Styles Which Are Especially in Favor.

(Special to The Talking Machine World.)

Cincinnati, O., April 6, 1912.

There have been no startling doings in the local talking machine situation during the past month. All the houses appear to be satisfied with the business transacted during March, and some are looking forward to the opening up of the camping season and the consequent demand for goods, particularly in the cheaper grades, for use during the summer.

The Rudolph Wurlitzer Co. report a very flourishing trade for the month of March, the sale of Victrolas and records far exceeding their expectations. The special records which were recently issued by the Victor Co. are certainly proving good sellers, particularly the record, "They Gotta Quit Kickin' My Dawg Aroun'," which seems to be the favorite. The activity in the retail department during the month of March was a gentle reminder of the month's rush of business enjoyed in December. This we undoubtedly believe is due in part to the efforts of the "Wurlitzer Concert Company." The organization has given a number of concerts wherein the Victrola has played a leading part with such good effect that a number of sales can be traced directly to their efforts along these lines.

The Columbia Phonograph Co. reported the busiest March in its history, Manager R. J. Whelen stating: "March business was tip-top in every department, retail and wholesale, as well as Dictaphone, and April has started off with a boom. The arrival of the Creator 12-inch double disc records created a great deal of interest and enthusiasm among record buyers, everyone hearing

them pronouncing them to be the most exquisite band music they ever heard. The 'specials' placed on sale have proven unusually popular. In the machine trade the Grafonola \$50 'Favorite' is the leader in the largest volume of sales, with the \$150 'Nonpareil' and the \$100 'Baby Regent' close after the 'Favorite.' The announcement of the new 'Princess Regent,' \$75 table, has created great interest among the dealers, whose orders are being filled as fast as stock arrives from the factory. We are proud of our great record in taking care of our enormous sales the past month or six weeks, as we have been able to make prompt deliveries on nearly all types, thus avoiding the disappointment of our retail customers as well as dealers, which is greatly appreciated by them. This shows great work and foresight on the part of our factory as business has gone even beyond our expectations, the figures for March going far ahead of any other March in the history of this store, which is proof positive of the great progress we are making from month to month."

The Dictaphone department of the Columbia Phonograph Co. had a very satisfactory month in March; C. M. Beckett, Springfield, Ohio, agent, placing a large number of Dictaphones with The Bauer Bros. Co. and the Robins & Myers Co., while R. L. Seeds, Columbus, Ohio, agent, placed several Dictaphone outfits of equal interest; of course the Cincinnati manager came in with his share of the business with several large installations, the chief one being with the law firm of Reeves, Burch, Peters & Oppenheimer, of Cincinnati.

A. M. Winstandley, exclusive Columbia dealer of Bedford, Ind., spent a very pleasant day in Cincinnati talking over Columbia plans of the future with Mr. Whelen, of the Columbia Co.

E. J. Meyer, of Madison, Ind., exclusive Columbia dealer, was also another visitor at the Columbia store recently.

The Mt. Healthy Public School, of Cincinnati, has purchased a Columbia Grafonola "Favorite" for school work, with which the teachers and pupils are all delighted.

The larger number of instruments sold during March by the Wurlitzer Co. were of the larger type. This may have been due to the shortage of the smaller types. Altogether the business of March far exceeds the business for the same month of last year, and the Wurlitzer Co. is looking forward to a still larger month in April. All indications are pointing this way.

C. S. Browning, formerly of the Victor Co., has joined the ranks of workers of the Rudolph Wurlitzer Co. to act as their traveling man. It can be said that the month of March has been one of the best months which the Wurlitzer Co. has enjoyed for some time at this season of the year.

President W. H. Stever, of the Lyric Piano Co., is more than pleased with the results that is being obtained from his experiment of adding a talking machine shop to his piano business; the results that he has obtained are very satisfactory. Through a little extra effort of keeping in touch with each and every consumer by writing them every month, sending them catalogues of the new records that have been issued and sending machines out upon approval, he finds he has been very successful. He now has two people in the department and keeps them busy most all the time. On the whole there are very few things that Mr. Stever turns his mind to that he does not make a success of in some way or other. He is now thinking of making some more room for his Victor machines, and he says he expects to add to it by degrees until the Victor department is bringing him a net business of \$5,000 per month. It is now almost one-half that amount, and he expects before another four or five months to double that amount. He thinks this is a nice way to get people into his place of business, and he has found that this has brought him several good piano deals and player customers. He is more than pleased with his efforts in this line.

With John Arnold, Elm street dealer, the last half of March was the best. The month, Mr. Arnold stated, was a good one, beating the sales for March, 1911. He is planning some big things which he expects to spring upon the trade as a surprise.

J. F. Poorman has not very much to report about the machine end of the business, but is highly pleased with the demands for records. Mr. Poorman gives up much of his window space to the plates.

**TALKING MACHINE EXPORTS.**

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

(Special to The Talking Machine World.)

Washington, D. C., April 6, 1912.

In the summary of exports and imports of the commerce of the United States for the month of February (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 February, 1912, amounted to \$228,342, as compared with \$244,001 for the same month of the previous year. The eight months' exportation of talking machines, records and supplies amounted to \$1,843,504.

**ALTERS STORE TO HANDLE TRADE.**

(Special to The Talking Machine World.)

Montpelier, Vt., April 8, 1912.

Thanks to the alterations made in his well-arranged store, this city, E. T. Sequin is now better able than ever before to handle his rapidly increasing business. He has some finely arranged booths for purposes of demonstration and his business has grown so that he is able to show the best results of any time in three years.

More dollars are lost through the lack of force put into the throw, than through inaccuracy of aim.

If you want to catch the crowd, bait your hook with something that looks like money.

**"DUSTOFF" RECORD CLEANERS**

WILL CLEAN

**VICTOR COLUMBIA ZONOPHONE RECORDS**  
or any make of disc

"Dustoff"s are a necessity and thoroughly efficient



"Dustoff" De Luxe Record Cleaner for Discs.

Each in a neat box and every dozen in an effective display carton.

Retails for 50c. Each  
Liberal discounts apply.



The Original "Dustoff" Record Cleaner for Discs and Cylinders.

Each in a two-color carton—very attractive. A fast seller.

Retails for 15c. Each  
Liberal discounts apply.

Circulars for mail enclosures, etc., are supplied free with every shipment. Cuts for advertising furnished on request.

**A FREE SAMPLE** will be forwarded to any talking machine dealer on request if jobber's name is given.

**MINUTE SHINE COMPANY**

(Sole Manufacturers)

281F CANAL STREET PROVIDENCE, R. I., U. S. A.

New York Office, Space 1205 Furniture Exchange  
46th St. and Lexington Ave., New York

**Everybody's Doing It Now! Columbia  
money is good money—and "velvet" to  
many dealers who used to get none of it.**



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

### FIFTEEN YEARS OF SERVICE.

Hayward Cleveland, Manager of the 23d Street Warerooms of the Columbia Co., Has a Great Sales Record to His Credit—An Interesting Chat with Old-Time Columbia Man.

In a recent chat with Hayward Cleveland, manager of the retail store of the Columbia Phonograph Co., General, on West 23d street, New York, the Talking Machine World learned that Mr. Cleveland had been with the Columbia Co. for fifteen years. In speaking of his long term of Columbia service, Mr. Cleveland said: "Early in March I entered my fifteenth year of service with the Columbia Phonograph Co., General, this fourteen years added to fourteen years in a previous position makes a total of twenty-eight years in two employments. My total years of labor number thirty-one and a half, and I am still a 'boy' in thought if not in years.

"I guess," continued Mr. Cleveland, "I can claim to be one of the old guard now. I can recall only ten or twelve who preceded me, among whom were Mr. Easton, G. W. Lyle, E. N. Burns, the Dorians, V. H. Emerson, H. A. Budlong, W. P. Phillips and R. F. Bolton. The rest have left the service or have gone to the Great Beyond.

"Some call me the 'dean of the office managers.' I do not know if this is true, but certain it is that I have been largely on the same old job, in the same dear old town all these years, making an exception to that unwritten law of the Columbia Phonograph Co., General, that 'all men shall move.'

"I have been through two panics with the company and wavered but once, in 1901 when things were at a low ebb. I have seen a mere toy, thought by many to have a short life, become a dignified musical instrument with a certain future. I have seen the trade completely shift around from cylinder to disc.

"From the day when I issued the first list of special records on a postal card (that was to grow to the now well established monthly supplement) I have taken an interest in the larger game, and while the task recently set me was very exacting, I have found time to continue and perhaps enlarge upon that interest. I recall several moves, made in the last two years that I strongly advocated."

Mr. Cleveland is too well-known throughout the trade to need much mention here. He is named as friend among the whole industry. The Twenty-third street store is typical of his success as a manager. The Talking Machine World joins with the rest in wishing him fourteen years more of prosperity and success.

### GOOD BUSINESS IN MALDEN.

(Special to The Talking Machine World.)

Malden, Mass., April 8, 1912.

In Summer street there is a store which few people can pass by without stopping to look at the admirable arrangement of Edison outfits. It is conducted by W. H. Cooper, who is one of the most enthusiastic of Edison dealers. Mr. Cooper's March business was very large, and he reports the outlook as excellent.

### AN ORIGINAL WINDOW DISPLAY.

McCormack Greeted With a View of His Native Athlone Upon a Visit to the Store of Sherman, Clay & Co., San Francisco.

The importance of attractively decorated show windows has been dwelt upon to such an extent that there is probably not a talking machine dealer in the country who does not realize the fact. The activity of the manufacturing companies themselves in suggesting and actually preparing window displays for their dealers has done much to stimulate this form of publicity. Whatever virtue may lie in window displays of standard character there is no question but window decoration represents a field wherein originality pays premiums.

An interesting example of the effectiveness of originality in window decoration was recently evident in San Francisco during the tour of the country made by John McCormack, the Irish tenor. When the famous singer reached the Golden Gate one of the first things to attract his eye was the display in the window of the Sherman, Clay & Co. store, which represented a bird's-eye view of Athlone, Ireland, McCormack's native town, with a figure representing the singer himself placed in the foreground. The Victor records made by the tenor were placed along each

### PLAYING THE AUDIENCE.

Christie MacDonald, Star in "The Spring Maid," Enjoys Interesting Experience When Listening to "Day Dreams" Through the Medium of the Victrola.

One of the most popular of the operetta records issued by the Victor Talking Machine Co. during the past season has been that of "Day Dreams" from the clever operetta, "The Spring Maid," in

side of the window and the general effect was thoroughly pleasing. Incidentally it sold records.

### NEW RECORD DISPLAY STAND

Which Will Certainly Interest Columbia Dealers

The Columbia Phonograph Co., General, New York, has still another record display stand ready which it is offering to its dealers at factory prices. It is the first time that a stand of this model has been offered. It is designed to display Columbia records vertically in front of the passer-by and at any height the dealer may please. The records are held in place by a thumb-screw without damage—are always in plain sight and clean. The company is ready to ship them in any numbers from one up.

Advertising at its best is something more than space in magazines, clever copy and attractive designs. It is a vital part of the problem of salesmanship which can best be solved by the team work of experts—experts in manufacturing, experts in distribution and experts in publicity—pulling together for a common purpose.

Buy no business which has failed, or which has been given up by its owner for lack of prosperity. The old stock will be like so much lead.

which Christie MacDonald plays the stellar role. Much of the value of the records, besides that of their musical excellence, lies in the fact that they were made by Miss MacDonald herself, the artist who actually sings the numbers in the operetta. An interesting picture in the Voice of the Victor for April shows Miss MacDonald resting at ease and listening intently to her own rendering of "Day Dreams" through the medium of the Victor Victrola. From the expression of Miss MacDonald's face she is perfectly satisfied.



CHRISTIE MACDONALD LISTENING TO CHRISTIE MACDONALD.

## KEEPING UP ITS GOOD RECORD.

The Demand in Cleveland Is For the More Expensive Machines and Records, but the Sales as a Whole for the Month Are Away Ahead of Last Year—The U-S Phonograph Co. Brings Suit Against Lawrence Lucker as Edison Agent for Infringement of Patent—Hart Piano Co. Purchases Business of Talking Machine Co.—Situation Analyzed.

(Special to The Talking Machine World.)

Cleveland, O., April 9, 1912.

Business in Cleveland is keeping up its good record and the demand for talking machines and records instead of letting up is actually showing a considerable volume of increase. The distributors are all doing more than a normal business, although handicapped by their inability to obtain from the factories a sufficient quantity of goods to keep up their supplies of either machines or records. This condition with the distributors is reflected in the business of the retail dealers, and they are almost without exception doing a satisfactory business.

It is observed that the demand is for the more expensive durable and ornate machines. In his purchase, the buyer selects the more costly, conditioned on time payments, rather than a cheaper, cash down machine. There are few more expert musical critics than the Italians, and there are few that have not a machine or some musical instrument in their house, however humble it may be. They are among the dealers' best patrons, and have among their repertoires some of the most famous operatic selections, and are the owners of records for which they have paid from 75 cents to \$7.

The April lists of records are the most popular that have been issued this year. Especial favorites are "Let Us Have Peace," by Werrenrath; a double record by Maria Gay and Giovanni Zenatello, and "They Gotta Quit Kickin' My Dawg Aroun'."

The last week in March the State convention of motion picture men was held at Findlay, O. Although the industry is practically in its infancy, there were present on the occasion upward of one thousand. The proceedings of the convention demonstrated that the industry is growing and expanding in various directions.

William N. Thornburgh, former general manager of the American Multinola Co., recently filed a petition in involuntary bankruptcy in the Federal Court. A grand jury investigation of his admitted debts of over \$20,000, by his creditors, has been asked, they alleging he incurred most of his liabilities by obtaining money and merchandise under false pretenses. Among the numerous creditors is Samuel Grossman, a director of the Multinola Co., and K. D. Bishop, president of the Bishop-Babcock, Becker Co., of the U-S Phonograph Co., from each of whom he borrowed \$400.

Business with the Eclipse Musical Co. during the month of March was very satisfying, said T.

H. Towell, president of the company. Machine and record sales were unusually good, and only the shortage of the smaller type Victrolas kept March from being a banner month. Both the wholesale and retail departments are doing a larger business than ever. Mrs. Edward Leighton, well known in talking machine circles in Cleveland, is now with the Eclipse Musical Co. in the retail department. She takes the place of Miss Ince A. Johnson, who was for several years with Grinnell Bros., of Detroit. Max Strasburg, who was with the same firm, has gone into business for himself and drafted Miss Johnson back to Detroit.

John McCormack, whose records are so popular here, sang in a concert given by the Irish Choral Society in the Hippodrome March 24. During his stay he called at the Eclipse store and delightedly listened to some of his own productions.

The Talking Machine Co., 42 The Arcade, has sold out to the Hart Piano Co., just across the Arcade, and on the first of May will establish the talking machine business in the piano store.

The dictaphone business, under the management of G. J. Probeck, is steadily improving, and has been increasing month by month since the first of the year. The outlook for April is very bright, and judging from the present number of prospects it is going to be an unusually good year for the dictaphone.

Suit for the infringement of patent on phonograph reproducers has been filed in the United States District Court here by the U-S Phonograph Co. against Lawrence H. Lucker, the Edison distributor. An accounting is asked for, and the plaintiff also seeks an injunction restraining Lucker from the further use or sale of the patent.

Business at the Columbia Phonograph Co.'s store is characterized by a steadily increasing volume, both in machines and records. "Business is extra good," said Mr. Madson, manager. "March was the second best month we have had since we opened up here. The retail dealers throughout this territory all report trade good and are quite well satisfied with conditions. Our \$50 Grafonola 'Favorite' is leading in sales, which are constantly increasing. The new \$75 Grafonola 'Princess' is one of the most attractive of that type and has made a most favorable impression. It will prove a good seller."

Mr. Madsen relates the following incident: "I was in one of the small towns in my territory a few days ago taking a customer's order, when one of the townsmen, hearing our conversation, called our attention to the March number of one of the magazines which contained two stories of Edward D. Easton, president of the company. The man was contemplating purchasing a talking machine and he said: 'Now if your company had such a well known president that the magazine would write him up I would buy your machine.' I immediately produced a Columbia letterhead showing E. D. Easton, our president, and the local dealer on the strength of that sold the man a Regent Baby for spot cash."

The March business of the W. H. Buescher & Sons Co. showed continuous sales of Victrolas and records, largely decreasing the stock, which it was unable to replenish from the factory. Trade, Mr. Buescher stated, greatly exceeded the most sanguine expectations of the company, both as regards variety and the large volume of business transacted.

F. B. Guyon, manager of the Victrola department of the B. Dreher's Sons Co., reports business is very satisfactory and that he is booking new customers daily. "We are making sales of cabinets and records," said Mr. Guyon, "to customers who purchased Victrolas last winter, and the volume of this trade is away ahead of expectations."

In line with other Victor distributions, the Collier & Sayle Co. were busy throughout March, the volume of business being circumscribed both in machines and records by the inability of the factory to fill the orders. Mr. Dorn said he was completely out of some types of machines, for which there was an excellent demand, and which he hoped the Victor people would soon be able to supply.

## If Bought at the Right Price

Albums are Profitable.



THE  
**Schafford**  
Albums

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

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

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

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

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

**THE SCHAFFORD ALBUM CO.**

23-25 Lispenard Street, New York

The offices of this trade newspaper institution are now located at

373  
**FOURTH  
AVENUE**

Near Twenty-seventh Street

Telephones  
5982-5983 Madison Square

The Talking  
Machine World

The Music  
Trade Review

Trade and  
Technical  
Publications

## GEO. W. LYLE IN LOS ANGELES.

General Manager of the Columbia Phonograph Co., Gen'l, Royally Entertained by Southern California Music Co.—The Bowling Contest.

(Special to The Talking Machine World.)

Los Angeles, Cal., April 5, 1912.

The recent visit of Geo. W. Lyle, general manager of the Columbia Phonograph Co., Gen'l, in Los Angeles, was attended by many enjoyable incidents. After calling on the numerous dealers in the



Left to right: Columbia Bowling Team—I. M. Stone, F. Saltamachia, W. F. Stidham, W. V. Hardy and W. S. Gray. Southern California Music Team—O. W. Terry, J. Depew, J. V. Haines, W. E. Smith and O. A. Lovejoy. Standing Special Representative—A. G. Farquharson.

various parts of the city, a duty which he seemed to take exceptional pleasure in. Mr. Lyle, together with Pacific Coast Manager W. S. Gray, Local Manager W. F. Stidham and Special Representative A. G. Farquharson, attended a sumptuous dinner at the Cafe Bristol given by the Southern California Music Co., represented by Vice-President and General Manager Geo. S. Marigold, Treasurer

and Advertising Manager Jas. A. Stitt, Edison Business Phonograph Manager C. H. Rundel and Talking Machine Manager O. A. Lovejoy.

The dining table was decorated in a most elaborate manner with huge bunches of roses, and was fittingly ornamented by a very pretty miniature figure of Miss Columbia, which entirely captivated the visitors, one of whom, in fact, well known for his gallantry, insisted on presenting his card. Mr. Lyle complimented the Southern California Music Co. on its beautiful establishment in a city which was remarkable for its handsome music houses and remarked that his visits to Los Angeles seemed more enjoyable each time.

After dinner the company proceeded to the Majestic Bowling Alleys, where a team consisting of O. A. Lovejoy, J. V. Haines, W. E. Smith, J. Depew and O. W. Terry, of the wholesale department of the Southern California Music Co., met the Columbia five, with W. S. Gray, W. F. Stidham, W. V. Hardy, F. Saltamachia and I. M. Stone. The result was a victory for the former team. Great enthusiasm was then

aroused when Mr. Lyle and the popular C. H. Rundel proceeded to give an exhibition game, and when the Columbia general manager was declared winner the applause and delight knew no bounds.

General Manager Lyle, accompanied by Pacific Coast Manager Gray, left for San Francisco the following morning to continue his work of inspection.

## NO LULL IN BUSINESS.

Lenten Season Has No Effect Upon Talking Machine Sales in Baltimore—Heavy Demand During March—What the Various Prominent Firms Have to Report—Hub Piano Co. to Install Talking Machine Department.

(Special to The Talking Machine World.)

Baltimore, Md., April 5, 1912.

The Lenten season nor any other season seems to have little effect upon the talking machine business, judging from the rosate reports made by the various local dealers. At each of the stores where the representative of The Talking Machine World called the statement was made that sales for the month of March eclipsed those for any other month this year, while in several instances it was stated that the sales for March netted more money than those during December for the reason that the demand for large machines was greater than during the holidays. Another feature about the trade in some instances was the fact that the dealers were able to supply the demand in consequence of their efforts to obtain the necessary number of machines from the factories being successful.

Manager M. Silverstein, of Cohen & Hughes, reports the Victor business to be in fine shape for March. The sale of the lower-priced machines at this house has been better than usual, and this has been attributed to some extent to the advertising done and the display of these machines which has attracted a great deal of attention. During the month Mr. Silverstein had a number of these machines arranged in an artistic manner in the firm's show windows.

F. A. Denison, of the local branch of the Columbia Phonograph Co., has been a happy man recently. To begin with, he was presented with a daughter weighing nine pounds, and following this up he reports trade for the month of March to have been fine. Mr. Denison has been the recipient of many congratulations in consequence of the newcomer in his home.

At E. F. Droop & Sons Co., Victor and Edison representatives, Manager Roberts stated that the demand for the larger machines was better than usual during March, this feature of the trade being better than the sale of the smaller machines. Mr. Roberts was especially pleased with the fact that he was able to better supply the demand by reason of the fact that he was able to obtain a greater number of machines from the factory.

Thomas Gordon, manager for the talking machine department of the Kranz-Smith Piano Co., stated that both the Victor and Columbia machines had a good run during March and that prospects for the spring were excellent. He also reports a good record business for the month. Joseph Fink, who is connected with this department, has just returned to work after an illness of several weeks.

The demand for records was rather heavy during the month at Sanders & Stayman, who handle the Victor and Columbia lines, according to Manager Albert Bowden. There was also a nice call for the various sizes of machines.

The Hub Piano Co., which will soon open at 122 North Liberty street, will put in a line of talking machines, but just what make they will handle the members of the firm have not yet announced.

The Kunkel Piano Co., which recently took on

1866

1912

# NYOIL

FOR

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

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

## NYOIL

Absolutely Prevents Rust.

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE  
NEW BEDFORD, MASS



the Victor line, and William Knabe & Co., who is handling the Columbia line, makes encouraging reports concerning the trade during March.

Hammann & Levin also talk encouragingly about the business for March. This firm also handles a Victor.

## SUCCESS COMES AT LAST.

Young Man Profits Through Study of Inspirational Literature.

The bright young man had tried several business ventures and promptly failed in each.

"You're not well grounded," said a friend who had been watching his commercial tumbles. "What you need is technical knowledge."

So the bright young man sat himself down and ate up the six best sellers of the commercial library. They told him how to do business in every way known to the gods of supply and demand, and they plainly showed him that if he had efficiency and energy and enthusiasm on his side he could take the limited to success and get there ahead of time.

So the bright young man read these helps to prosperity forward and back and down the middle.

One day he met his friend.

"Hell," he said; "I've got all the success dope I can carry and don't intend to shake down for any more."

"Good," said the friend. "I suppose you'll be right back in business again?"

"Nothing doing," laughed the bright young man. "I've got something better on hand than that."

"But aren't you going to apply the principles you have just absorbed?"

"Yes, yes."

"By working?"

"No, by lecturing!"

Up to date to-day will be out of date to-morrow unless you have an open mind and keep up with the procession.

Being satisfied with old methods handicaps a merchant's progress.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

# ELECTRIC-PLAYERS

MADE BY

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

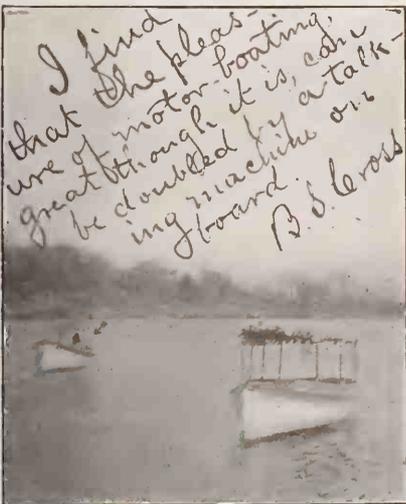
Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

## ABOUT THAT SPRING TRADE.

## A Few Suggestions Relative to Toning Up Your Tired Business, Mr. Dealer.

The air is balmy; I hear a robin calling from amid the naked branches of a maple; the chipmunks are quarreling over the last of their winter store, and above the waters of the Rancocas, a wild gander is marshaling his feathered legions for their northward flight. There comes the staccato roar of a motor, and a long black shape darts round the wooded bend. The gander, wild-eyed, and frightened, hurls his followers into line, and describing a long irregular U athwart the sky, they aviate rapidly away toward the Canadian marshlands. The wild geese have gone; the motor boat has dropped anchor in the cove; spring is here.

Yes, the spring is with us again, and that means, of course, that a sort of languor prevails throughout the business world. Especially is this true in talkerdom, for with the coming of warm weather, the desire for indoor amusements wanes very materially. The open country calls Mr. Cityman away from his home and the talking machine. While this lust for the great outdoors is develop-



ing in the breasts of your customers, Mr. Dealer, you must show them that instead of abandoning the talker, they should make it their boon companion upon every occasion where good music is acceptable. The automobilists and motor-boatmen among your patrons will tell you that their Victrolas, Amberolas, Grafonolas, and U-S Cabinet talking machines, though wonderfully entertaining at home, are prohibitive while en route because of their size and weight.

This information should ring in your ears like the tinkling of silver bells, for it means more business. If you state to Mr. Travelingman that you have exactly what he needs to make his touring kit complete, namely: a perfect hornless machine so compact that it will take up no more room than a lunch hamper, you can rest assured that he will express a desire to hear it. When you play one of his favorite selections upon any of the Junior 'olas, and inform him that he can procure a satisfactory outfit for as little as \$15.00, he will surely accept your advice; and this spring-time, whether upon the broad highway, chugging up the winding channel of some inland stream, or roughing it in the pine woods, the talker will accompany him.

As I write, the opera season in Philadelphia is just closing, and there is nothing, Mr. Dealer, to take its place but the talking machine. While the last faint melodious echo is still ringing in the ears of Mr. and Mrs. Operagoer, and before they have had an opportunity to recover from the sad news that there will be no more Caruso, Scotti, or Eames until next winter, you should get right after them. Act as their physician; diagnose their case as operaitis, and prescribe a rigid diet of Red Seal Records. This remedy will prove most effective, and both your business and reputation will wax great. The opera goer is a valuable cus-

tommer, and can be depended upon to carry you through the months of light trade if you handle him judiciously. He represents the class that enjoys itself during the summer season. He has his automobile, his motor-boat, and, perhaps, his aeroplane. Each of these vehicles should be equipped with a diminutive 'ola, and if you do not advertise the merits of the talking machine in this particular field, you are neglecting golden opportunities.

In reference to the small cabinet machine as part of a motor-boat's equipment, I wish to state what my friend, Benjamin S. Cross, of Mount Holly, N. J., has to say upon the subject. This gentleman holds a unique and enviable position in the marine world, his racer, The Witch, being the fastest craft of her power afloat, so his opinions should bear some weight.

"To my mind," exclaims Mr. Cross enthusiastically, "there is nothing that adds so much to the pleasure of motor-boating as the talking machine. I am having a small hornless installed in my Lady Alice, and anticipate much enjoyment from it during the spring, summer, and autumn, while skimming the waters of the beautiful Rancocas. Although we talker fiends contend that our instruments give perfect renditions under all circumstances, the fact remains that they sound their very best on shipboard. Slight imperfections in the records, such as surface noise, etc., which are sometimes apparent in the music room, are entirely eliminated when heard upon the water, and all selections, whether they represent the matchless bowing of Maud Powell, or the eccentric gymnastics of the Great Frosini, are absolutely true to life.

Oh, the peace that flows into the soul from the fountain of phonographic melody is past all understanding. A few miles below the quaint little town of Mount Holly, nestling close to the tranquil bosom of the Rancocas, stands our Antlers Club House. Of an evening, our launches and canoes tethered to the landing stage, our pipes aglow, and the appetizing odor of frying catfish in our nostrils, we recline at full length before the campfire, watching the gorgeous banners of the sinking sun fling themselves in glorious array across the western sky, and listen to Elman make love to his violin. That is life, indeed."

Cool, ghostly mists caress the sedge  
Where wild geese honk and heron feast;  
A mink waits at the water's edge  
To glimpse the moonrise in the east.

A whip-poor-will calls to his love:  
She answers him—a wailing cry.  
An owl hoots in the pines above:  
The first star lights the velvet sky.

The shadows lengthen—night is near;  
A last faint banner tints the west;  
On shore a campfire blazes clear,  
While breezes whisper, "Twilight, rest."

Then rising gently, liquid, soft,  
A low sad thrum of silver strings  
Salutes God's night lamps hung aloft,  
And to the great Caruso sings.

Now, Mr. Dealer, after reading this little tale of mine, I trust you will consider it worth your while to investigate the motoring fraternity, and that you may be able to do some good business with them is the very earnest wish of your most humble servant.

L'Envoi.—By way of finale, the writer has just learned that John M. Smith, Supt. Burl. Co. Trans. Co., Hainesport, N. J., has a collection of something like 3,000 records. Can you beat it?

Mr. Smith lives alone upon the property of the company in a snug little bungalow, and in the evenings after his labors connected with the maintenance of the plant are over, he turns to the talker for recreation, deriving much pleasure from his extensive repertoire. Some dealer has profited by Mr. Smith's enthusiasm. Why not create other customers with a like purchasing capacity. It can be done if you hustle.

HOWARD TAYLOR MIDDLETON.

Trust more to work than to talent. Rely more on your own sweat than upon your friends' recommendations. Pin your faith to labor, rather than to the short cut. The genius who works indefatigably is the only one his generation remembers.

The man whose selling points don't carry ought to use more ginger for ammunition.

## Have you received your package of imported needles?

☞ You can have these if the request is made on your business letter-head.

☞ These needles are made in various sizes and imported solely by The Talking Machine Supply Co. You cannot buy these special needles from anyone else.

☞ When you consider that the needles will be put up for you in lithographed boxes with your own advertisement and that they cost no more than inferior needles made in this country, it is the most wonderful opportunity that you have.

☞ The tonal possibilities with our imported needles are many, being adapted for demonstrations. They are used with equally fine results by your customers, too.

☞ Capacities of our factories have been doubled and there will be no more delay in shipping—we positively guarantee this.

☞ Special prices for large quantity buyers. Send us specifications of your requirements for our lowest prices. Today is a good time to write.

Sole Importers and Distributors

## THE Talking Machine Supply Company

563 FIFTH AVENUE  
NEW YORK, N. Y.

### LANDAY ON BROADWAY.

Lease Quarters in Building Now Being Erected at Broadway and 42d Street—Will Be Fitted Up in the Style of the Grand Salon of Versailles—Will Be Fourth Store.

Landay Bros., Inc., have signed a lease for ten years, at an aggregate rental of \$110,000, for a store in the twelve-story building now being erected at the northeast corner of Broadway and 42d street, Times Square, New York. The Landay store will be on the ground floor about 50 feet from the corner. This building will probably be completed about September 15.

In a chat with *The World*, Max Landay said: "We are going to install ten booths fitted up in the style of the Grand Salon at Versailles, with many novel acoustical devices for Victor exhibitions. Weekly concerts will be given there of both grand opera and entertainments for children. The fittings and hangings of the new Landay store will be in the French style, details of which I can tell you later."

When the house of Landay is settled at this new location it will be the fourth in the chain of stores operated by them in New York.

Landay Bros., Inc., are also planning an addition to their present motor truck delivery service by installing a two-ton truck, which will be ready in a few months.

### WRONG TIP QUEERED HIM.

Experience of a Salesman Who Endeavored to Get Close to Customers by Studying Their Hobbies—How Times Have Changed.

"Times have changed," said the retired merchant, after the salesman had left the hotel office. "Notice how businesslike that salesman is? He comes into this town every once in a while, visits half a dozen dealers in an afternoon and then takes the next train out. When I was a young man I was on the road for several years and was considered a success, but I couldn't hold my end up now.

"The world was more leisurely then. When I landed in a town I never knew when I'd get away again. A merchant had to be coaxed and jollied along, sometimes for a day or two, before he was ready to talk business.

"If a traveling man bounced into a store and opened his grip and began lecturing on the goods he was selling before he had said a word about the weather and the crops and the Sullivan-Kilrain fight, he'd be pretty apt to bounce out again with no sales.

"I made a special study of every customer on my route. I knew every man's fads and peculiarities and made the most of them.

"There was old man Joppy, down in Iowa. He was crazy on horse racing, although he had never seen a real race horse in his life. His trade was worth having, and so I fairly soaked myself in race track figures and statistics, and when I blew into his store I'd give the history of every race horse in the world, from Bucephalus down to the President's saddle horse, and the way the old man would loosen up when I produced my order book was a sight for sore eyes.

"Well, my scheme fell down just once, and if I live a hundred years I'll never forget that once. I returned home from a trip and learned that an old customer in Iowa had sold out to a stranger. That old customer was one of my good friends, and the news didn't cheer me up any. I wanted to know what particular fad afflicted the new man and wrote to the hotel man in the town asking for information.

"The hotel man answered that the merchant's chief peculiarity was an unreasonable hatred of vegetarianism, which was then being agitated a good deal. 'If you want to make yourself solid with him,' wrote the hotel man, 'just sail into vegetarians with spiked shoes.'

"I must have been in a trance at the time or I'd have remembered a joke I had put up on the hotel man on my last visit there and might have suspected that he was trying to get even.

"In due time I landed in the town and went to the store, loaded to the guards with useful infor-

mation concerning vegetarianism. I had read up everything bearing on the subject, from the account of Nebuchadnezzar's stunt in a pasture down to a table of statistics showing the annual yield of rice in China.

"I opened up without loss of time. The way I threw it into the vegetarians was a sin. I ridiculed the idea that a vegetable diet built up the muscular system.

"'A cow eats grass and succotash and beets and such wishy-washy stuff,' I cried, 'and that sort of grub will do for a cow, which doesn't know any better, but that's no reason why a man should live on greens. When a man has four or five stomachs, like a cow, it will be time enough to swear off on sausage.'

"'Why, my dear sir, a tiger doesn't weigh half as much as a cow, but it adheres to a sensible, wholesome diet. You never see a tiger going around eating cauliflower or string beans.'

"'When a tiger wants something to eat it goes up to a cow and knocks that cow's fool head off with a blow. Why doesn't the cow lick the tiger, if a vegetable diet is such a muscle builder?'

"'There's no use talking, sir; the man who eats greens when he can get sirloin steak has a leak in his headpiece.'

"I got about as far as that when the merchant gathered me in his arms and shut me together like a jackknife, so that my heels made dents in the back of my head. Then he hustled me outside and dropped me down a coal hole and sent my grips after me.

"He was a crank on vegetarianism all right enough, but it happened that he was an enthusiastic advocate of the greens diet. The hotel man had crossed the wires on purpose."

The harder, the more intelligently you use well directed advertising, the quicker the returns come back to you.

The ability to sell more and do more and to make one's personality felt, and to do it all with greater ease, brings its own financial reward.

## Two Disc Record Cabinets From The Hanover Factories



D33 TOP 21½ x 18  
QUARTERED OAK AND MAHOGANY.



D30 TOP 20½ x 17½  
OAK AND MAHOGANY.

Hanover Quality  
will be  
Maintained

Illustrated matter  
sent on request.  
Distributed by  
the jobbers.

A sample order will show you the exceptional construction and splendid finish.

**THE GEO. A. LONG CABINET CO.**  
HANOVER, PA.

Address Communications to CLEMENT BEECROFT, Sales Manager, 309 W. Susquehanna Ave., Philadelphia.

**Everybody's Doing It Now! The fact that dealers are everywhere installing the Columbia line doesn't make half so good a reason for your doing it as the profit there is in it—but it's interesting just the same.**



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

### THE EDISON HOME KINETOSCOPE.

Long Looked for Moving Picture and Lantern Slide Machine for Home Use to Be Placed on the Market About May 1—Factories Busy Turning Out Stock—Details of Machines and Proposed Retailing Methods.

On May 1 will appear the long looked for Edison Home kinetoscope, which is a moving picture and lantern slide machine for the home. Manufacturing of these machines is energetically going on at the huge Edison factories, and it is apparent that in a few weeks the general public will be privileged to see and buy the wonderful machine.

The Home kinetoscope, according to J. W. Farrell, sales manager of that department, is absolutely fool-proof; you can wind films or rewind backward or forward without the least fear; you can throw a picture approximately six feet square at a distance of thirty feet and use a film that has as many pictures as on a thousand foot reel of the regular professional machine.

The entire machine weighs about twenty pounds, which includes a cover that, when not used for carrying the Home kinetoscope, is used as a stand for showing the pictures. A strap on the top of the case is intended for hand use in transportation. The mechanism itself is simple, there is a metal spool for putting on the reel of film, which looks somewhat like a big typewriter ribbon, the spool being larger at one end than at the other, so that the reel shall be put on exactly the same every time.

It is a very easy matter to "get a light," there being three methods, one by acetylene gas, one by a Nernst lamp and the other with a baby arc lamp, the latter being the most powerful, naturally, although the other two are very brilliant. A few minutes' instruction should teach the average person how to operate the entire mechanism, which in its entirety from putting in the reel to the rewind at the end, is exceedingly simple.

By pressing a little button the Home kinetoscope is converted instantly into a stereopticon. Special slides can be purchased for projecting these "magic lantern" slides at a cost of 50c. each, which is eight times less than the cost of the ordinary slide now on the market, for the reason that with the Edison slides there are eight views, as against the one view of the others. The lantern slides to be furnished will be more of an educational nature, as "Views in Holland," "Views in Germany," etc.; 50c. for eight clean-cut views of the finest photographic art showing pictures about four feet square is considered to be the most reasonable offer ever put upon the market. These Edison slides, by the way, are only 1½ inches tall and 4 inches long, which is very small for ten photographs.

The most wonderful thing about the films for the Home kinetoscope is the way the photographs are arranged. A film of a thousand feet long for the regular moving picture machine is condensed into 80 feet, although the number of pictures, 16,000 photographs, remains the same. The time for displaying either film is the same, sixteen minutes. The way this is accomplished is by having three rows of pictures running on the Home kinetoscope

film, although this film is not quite half the width of the regular film, the former being ¼ inch wide. Thus by the new methods the actual picture on the Home films is ⅜ inch long and a trifle over ¼ inch high, so small that the views are barely distinguishable by the naked eye, although clear and perfect when projected upon the screen. The operator, who can be man, woman or child, with equal ease reels off the full film on the outside line of pictures, then shifts the picture so that the middle line of pictures is thrown and, by reversing the cranking, re-reels till the film is back to where it started. Then another little shift and the other outside row of pictures goes upon the screen, a total of 16,000 pictures on an 80 foot film in a time of sixteen minutes. Talk about the comforts of home! Perhaps if Thomas A. Edison keeps on he will have things so we can press a button for a full course dinner before the Home kinetoscope entertainment and when concluded another button will give an "after-theater" supper. Then the expression "Home was never like this" will have plenty of popularity.

A very ingenious plan has been created for securing new films. When a purchaser buys a Home kinetoscope he has to purchase four films to go with it. The lowest priced film is \$2.50 and contains ten feet. This is known as a class "A" film, the company preferring to call them by class rather than by the number of feet. This little film has 2,000 pictures and can be run off in a few minutes. The next class is "B," which has 20 feet and costs \$5; the next "C," with 30 feet at \$7.50; "D," with 40 feet at \$10; "E," with 50 feet at \$12.50; "F," with 60 feet at \$15; "G," with 70 feet at \$17.50, and "H," with 80 feet at \$20, the highest priced film that will be manufactured. As this article is going to the trade is the reason that the number of feet is mentioned, because the films will be sold only by class designation.

When the purchaser has had the films long enough to be tired of them he can send one or more back to the Edison factory at Orange and by a small payment secure a new film of the same class as sent. To facilitate things, coupon books have been published and are on sale at all authorized dealers, each book containing 50 ten cent coupons and costing the buyer \$5. Suppose a man has a class "B" film (retail price \$5) and grows tired of it; he detaches four ten cent coupons from the book, sends the film and coupons to the Edison factory at Orange with a request that a selected film number be sent in exchange. The entire exchange problem is to be cared for by the home plant, and monthly bulletins of new films will appear like is now the policy of the phonograph record end. The exchange fee of the various classes is as follows: A, 30c.; B, 40c.; C, 50c.; D, 60c.; E, 70c.; F, 80c.; G, 90c.; H, \$1. A person buying four films can exchange and exchange indefinitely, getting new films every week or every day if wanted, at a very small cost. A wide variety of subjects in various ranges of interest will be offered and all Home films will be of the character that mark the regular Edison films—sharp, clear and brilliant.

Most important of all, the pictures are printed on non-inflammable film, so the kinetoscope can

be used with safety in homes, schools, clubs, lodges, churches, halls, etc.

The Home Kinetoscope prices are based upon the lens system used and also upon the system of lighting purchased. Sixty-five dollars is the lowest retail price of the Home kinetoscope, this price being for a machine with acetylene generator, lens system "A," or for a machine complete with the Nernst lamp equipment, with the same lens system. Eighty-eight dollars is the highest retail price, this figure covering a machine complete with arc lamp and transformer for alternating current (110 volts) with lens system C. Three lens systems are used, A, B and C.

Through the courtesy of Mr. Wilson, of this department, J. W. Farrell, sales manager of the Home kinetoscope branch of the Edison industry, and G. B. Ward, foreman of the Home kinetoscope and film department, a representative of The Talking Machine World was extended a special demonstration of the ease, efficacy and points of merit of this machine. The pictures displayed were clear and showed every movement distinctly, in every way they were as good as those seen of the large regular size. The stereopticon pictures were marvels of sharpness, resembling a photograph taken by a high priced camera and printed upon the best grade of paper. Mr. Ward operated the kinetoscope, doing it with ease, which shows that this work is performed without fatigue. "Getting a light" was simple. Mr. Ward explaining that the bugbear of not getting lights frightened more professional operators for some unwritten reason that he couldn't explain. The process of "getting the light" on the Home is simple indeed.

With the production appearing on May 1, it is natural that the sales manager, J. W. Farrell, is doing considerable hustling these days in an effort to create a strong jobbers' field. Demonstrators are going about the country showing the advantages of the Home kinetoscope and, which is better, also the profits that they say are bound to come to jobber and dealer alike. So far only one Edison jobber of phonographs and records has signified his intention of handling the kinetoscopes, and this house is the Pardee-Ellenberger Co., Inc., of New Haven, Conn., and Boston, Mass., one of the most aggressive and up-to-date jobbers of Edison phonographs in this country, but the idea at present seems to be to create jobbers rather than to have the line handled by the talking machine trade. For instance, in the optical field, concerns like Williams, Brown & Earl, of Philadelphia; H. E. Murdock Co., Portland, Me.; J. H. Hallberg, New York, and others are already enrolled as jobbers. There seems to be no question, however, but that the line will be a remarkable seller with dealers, not alone for its low price and ease and cheapness of securing films, but because of its novelty. Take a family living in the country nowhere near a theater, as an illustration, it will be possible for them to have all the latest moving picture films at a very low cost. The field in a mail order way seems boundless. The Home kinetoscope adds more laurels to the achievements of Thomas A. Edison, and is the result in its present completeness of many years of experimenting at a cost of thousands of dollars.

## IRELAND AS A FIELD FOR TALKING MACHINES.

By WALDEN FAWCETT.

For no industry more than the talking machine trade does the present "new era" in Ireland hold promising significance. It means, in effect, the development of what will probably prove in time one of the richest fields open to this form of musical expression. It is a field, too, in which, for sentimental and other reasons, American firms and their foreign connections will have an immense advantage. And, finally, it is unique in that it is a field every step in the development of which will be reflected by a corresponding stimulus to trade here in the United States—the explanation of this latter phase of the situation being found, of course, in the steady and growing demand here in America for the various talking machine records of Irish music.

During a recent extended journey through almost all parts of the Emerald Isle I was struck



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ONE OF THE NEW COTTAGES IN REAWAKENED IRELAND.

with the small proportion of the homes where talking machines were to be found. This absence of the universal musical instrument—or, for that matter, any musical instrument at all—was much more marked in the rural districts and in the small towns than in the larger cities of Ireland, but since agriculture, cattle raising, dairying, etc., form the backbone of Erin's activities it goes without saying that a majority of her people reside outside the five large cities. The paucity of talking machines in these rural habitations was in particularly marked contrast to the situation in that other musical country, Italy, where instruments of this class are rapidly becoming household necessities or to the status in some of the Latin-American countries or in our own island of Porto Rico, where there is an axiom to the effect that a phonograph and a goat are the adjuncts of every household, however lowly in estate.

The casual traveler in Ireland, knowing of the passionate love of the Irish people for music, and the further circumstance that Erin possesses a wealth of the most beautiful music in the world, is likely to be mystified as to why the talking machine has fewer devotees in this land of the reel and the jig. The explanation is found, however, in the best of reasons—lack of means to indulge a love of music. The last half of the last century found Ireland in pitifully poverty-stricken condition. The situation became acute with the famine of 1846, 1847 and 1848, and thereafter with industry paralyzed and hope and ambition stifled the people were obliged to bend every energy to derive means of livelihood, and only a very limited number in any community could give thought to equipment for musical education and entertainment.

Happily, however, this period of depression has passed or is passing, and, as has been said, to no interest should the regeneration of Ireland prove more welcome than to those concerned with mechanical musical reproduction. Much has appeared in the newspapers of late regarding the benefits that will accrue to Ireland with the advent of Home Rule, which appears to be a certainty of the next few years. There is no doubt but that if genuine Home Rule is granted it will further stimulate an awakening in Erin, but as a matter of fact, Ireland has been recovering in-

dustrially for almost ten years past and far from waiting for the boon of self-government she has forged ahead until in many respects she is actually, to-day, more prosperous than either England or Scotland.

The main factor in this improvement in Ireland has been the workings of that new legislation which is designed to break up the great landed estates, long controlled by absentee landlords, and to place the farming areas in the hands of the men who till them, thus doing away with all the horrors of that system of eviction which was for decades the curse and blight of Ireland. Moreover, not only have the farmers and cattle raisers thus been made masters of their own destinies, but even the laborers are being given a better chance for health and contentment through the medium of neat, new, sanitary cottages which are rapidly replacing the old stone and turf houses in all parts of Ireland.

Just here, too, it may be noted that no influence is going to do more to make Ireland a fruitful field for the purveyors of talking machines and records than this era of better housing conditions. Instead of the one-room or two-room cabin of other days any family can now enjoy a cosy two-room to four-room cottage of brick, stone or concrete construction with slate roof, and its own garden plot. And what is more, such a home can be purchased on the installment plan by means of payments as low as 36 to 50 cents per week. The government has advanced the money to build these new homes—upward of 35,000 of them are already completed—and it is also selling fishing boats, looms for weaving, harvesting machinery, etc., to the people of Ireland on the instalment plan. Consequently, talking machine interests that desire to proceed along the line of least resistance in developing the trade possibilities of the "new Ireland" will do well to adopt the easy payment plan almost exclusively—preferably with weekly instead of monthly collections.

It must be evident from the very nature of things that the main market in Ireland will be for the cheaper machines, and the popular price records—provided the selections are standard, for the Irish like good music. While Ireland is recovering, and her savings bank deposits have increased several hundred per cent. in the past score of years, prosperity with some of her people will be of slow growth, and they will be obliged to count the cost carefully in the case of all expenditures. At the same time there is a market for some expensive machines—not only among the well-to-do class of the native Irish population, but also among the Irish-Americans who are returning in increasing numbers to reside in Ireland, and among those Americans of wealth and leisure who have acquired residence in the land of the shamrock solely because of its fascinations and climatic advantages. For instance, Eugene Zimmerman, the Standard Oil millionaire, and American railroad magnate, who purchased for \$350,000 the famous Kylemore estate as a resi-



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ONE OF THE NEW FREE SCHOOLS IN IRELAND.

dence for his only daughter, the Duchess of Manchester, had no sooner gotten well settled at Kylemore Castle than he sent to America for a \$200 Victrola and several hundred dollars worth of records to help the family while away the evenings in this mountain stronghold in western Ireland—a dozen miles from the nearest railroad.

If American interests care to go after the business there is no doubt that they will enjoy a marked advantage in Ireland. Unlike the inhabitants of most countries beyond the Atlantic the Irish not only have not the slightest prejudice against American products or inventions, but on the contrary prefer them. The explanation is found in great part in the circumstance that Ireland is linked to America by strong ties of sentiment. During the past century millions upon millions of her people have crossed the ocean to



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KYLEMORE CASTLE, IN WESTERN IRELAND, The American purchaser of which (Mr. Eugene Zimmerman) has installed a Victrola and a large library of records.

seek fortunes in the big republic, and many of the older generation in Ireland owe such comfort as they have enjoyed in more recent years to the money sent home from America by their children. Moreover, it is only the American talking machine interests which have given liberal recognition in their recordings to the beautiful music of Erin.

Reference was made at the beginning of this article to the unique situation which presents itself with reference to Irish music in the form of disc or cylinder records. It is probable that the time is not far distant when it would be well worth the while of a recording laboratory to perpetuate all the Irish airs if from no other consideration than the record sales to be attained in Ireland just as Columbian or Chinese or Hawaiian music is recorded for sale in those respective countries. But behind this, in the case of the Irish music is the certainty of a tremendous sale here in America. And this means not merely a sale for such standard selections as "Come Back to Erin" and "Kathleen Mavourneen," but also for such less-known gems as "My Lagan Love" and "Savourneen Deelish."

In reality the splendid market in the United States for recordings of Irish music is readily explainable when we take into consideration the sentimental nature of the Irish people, their loyalty to home and their fondness for music, and when we further take into consideration the numerical strength of our Irish-American population. There are in the United States more than 2,000,000 people who were born in Ireland; at least 6,000,000 people who were born in Ireland or whose parents were born there; and the astonishing total of 20,000,000,000 people, or more than one-fifth of our entire population, who have Irish blood in their veins. The excellence of the American recordings of Irish music has also done much to stimulate this trade here at home, and will do much to facilitate the American conquest of the talking machine field in the Isle of Saints. Two of the leading American companies have a wide range of recordings by John McCormack, the greatest of all Irish singers, and a lyric tenor whose records from a technical, mechanical or reproductive standpoint are splendidly flawless and in the uniformity of such excellence are perhaps unrivaled by any save those of David Bispham.

Sound reproducing instruments will undoubtedly be used to a considerable extent in the schools of Ireland, and apropos consideration of this trade channel it may be noted that no feature of the awakening in Ireland is more impressive than the improvement of the schools. All over the island modern, commodious school buildings are being erected, and the advance in art and education is keeping pace with the revival in industry. Already the phonograph is being employed—together with specially prepared records—as a language instructor in connection with the crusade to perpetuate

the Gaelic language. A number of public-spirited men and women have determined that the rising generation in Ireland shall have a knowledge of the native Irish language, and in pursuance of this policy traveling teachers and others are making use of a series of thirty-six Gaelic records, including twenty-one dialogues, two folk-tales, six recitations and seven songs. It is probable that Gaelic songs and recitations in record form would find a sale at the present time in the open market both in the United States and in Ireland.

### NO REHEARING IN PATENT CASE.

United States Supreme Court Stands by Its Decision—Important Action That Has Wide Significance—Subject Up to Congress.

(Special to The Talking Machine World.)

Washington, D. C., April 9, 1912.

It will interest manufacturers and sellers of talking machines to know that the Supreme Court, sitting in chambers to-day, refused to reopen for rehearing the "Patent Monopoly" case decided a few weeks ago. The decision reached to-day was a surprise, as it was generally expected that a reargument before a full bench would be ordered, as the question involved is one of transcendent importance, involving issues in one or more important anti-trust cases brought by the Government, notably the United Shoe Machinery case.

No statement was made by the Court as to the reasons for denying the rehearing. It is presumed that the justices decided, owing to the wide difference of opinion disclosed in Federal Court decisions construing the patent laws, that Congress should assume the responsibility of removing all ambiguity by remedial legislation that will definitely fix the legal rights of a patentee.

The case which called out the "Patent Monopoly" decision was brought by the A. B. Dick Co., of Chicago, against the Henry Co. of New York. The patentees held patents on a rotary duplicating machine or multigraph. They sold it under a license imposing a condition that purchasers or licensees of the machine should use only such supplies as were manufactured and sold by the A. B. Dick Co.

The purchaser of one of the duplicating machines purchased supplies other than those prescribed in the license from the Henry Co., which sold them with the knowledge that they were to be used in violation of the license restrictions.

The court decided by a vote of four to three in favor of the Dick Co., holding that the patentee could impose on the purchaser or user of his patent any restrictive conditions he might elect as to the manner of its use.

The Government took the keenest interest in the decision, because of its probable effect on pending anti-trust suits in which the alleged monopoly rests mainly on patent rights. Notice was given that the Government would ask leave to intervene, and, at the instance of the Attorney General, the formal motion for rehearing was made last Monday by the defendant-in-error and at the same time the Government moved to intervene. Both motions were denied to-day.

At the time of the original hearing there was one vacancy on the Supreme Court bench and Justice Day was absent. This left but seven justices to decide the case, and they were divided four to three, making the majority opinion come from a minority of the full bench. For this reason it was believed a rehearing would be granted. Chief Justice White disagreed entirely with the majority opinion and wrote a vigorous dissent, pointing out the dangers likely to result from the ruling.

The original decision was handed down on March 11 last, and caused more comment throughout the country than has been aroused since the Standard Oil and Tobacco Trust decisions.

Justice Hughes and Lamar concurred with Chief Justice White in the minority opinion. They held that the only rights conferred by the patent were property rights and that the patentee had no legal authority to enforce the use of any special kind of supplies.

Whatever your personal character may be in the matter of selfishness, or generosity, never let your store get a reputation for stinginess. No one likes to do business with a stingy store.

### AN EFFICIENT TONE MODIFIER.

Kreiling & Co., North Fortieth avenue and Le-Moyne street, Chicago, have just introduced a novel and efficient tone modifier in connection with their "Tiz-It" all metal, ball-bearing horn connection for Edison phonograph. This combination is made in two models, one a straight tube horn connection and tone modifier for all Edison phonographs equipped with Cygnet or Music Master horn, and model O or model S reproducers, and a curved tube horn connection and tone modifier, fitting all Edison straight horn phonographs. In either instance the "Tiz-It" horn connection can be furnished without a tone modifier if desired, at a somewhat lower price.

### EXCITE COMPLIMENTARY REMARKS.

Emil Bauer, of the Keen-O-Phone Co., Philadelphia, Pa., makers of the Keen-O-Phone, was in New York recently looking after the sales end of the business. Mr. Bauer says that the house is making rapid progress with the manufacture of records and is preparing a list which will be published soon. He also says that a full sample line

of the latest design of hornless Keen-O-Phones is at the offices, 136 South Fourth street, Philadelphia which are the subject of many complimentary remarks from visitors and trade members. The new records also coming through are winning high praise.

### INSTALL COMPLETE DEPARTMENT.

(Special to The Talking Machine World.)

Washington, D. C., April 10, 1912.

The F. G. Smith Piano Co. has installed a modern and complete department in its handsome new store at 1217 F street, with a full line of Columbia Graphophones and Grafonolas, as well as a complete library of Columbia disc records. The new department is under the management of Joseph H. Chase, a thorough musician, and who is acquainted with the talking machine of to-day. The new department is being widely advertised in the daily papers, a special announcement being set in the center of a liberal white space in a manner to attract attention.

Men who brag are like brass drums. The bigger the noise the greater the hollow.

## "Sparks" from Blackman's Wire

### Have You Noticed This Condition in Your Territory?

The "progressive," "hustling," "up-to-date" dealers are "successful," "prosperous" and increasing their business and profit. The "disgruntled," "rut sticker" drifting kind spend all their time complaining about their successful competitors, refuse to adopt up-to-date methods and are fast losing ground, prestige, business and money.

### You Must Be One or the Other

The American merchant of to-day seldom stands still. You must fight for business, for business of to-day is a struggle, and those who participate must be trained for the contest.

### Think This Over, Mr. Dealer

What are you doing to increase your business, hold your customers and attract others, as compared with your competitor?

### What Is the Matter With My Business?

Have you ever asked yourself the above question, or, if so, did you try very hard to find the answer?

If your business and profit is entirely satisfactory you won't need to, but that is seldom the case.

### Find the "Trouble," Remove the "Cause" and Effect a "Cure"

Take the position of one of your own customers and be serious. Be just as particular, critical and impatient as you would be in some other store and you will soon notice the "weeds" in your business.

Perform an "operation" if necessary; "clean house," put things in order. Systematize what stock you have so you can find anything called for quickly, and last, but not least, increase your stock so that you will be in a position to give "service."

### We Believe in "Reciprocity" and Hope You Do

Reciprocity is a "Give and Take Proposition" whereby one should balance the other.

To work satisfactorily it should not be one-sided, for then it defeats its purpose and becomes something else.

### "The Blackman Policy" Calls for "Reciprocity in Service"

That means that we owe "Service" to our "Steady Customers," for they encourage it and are entitled to it by steady patronage.

We don't believe in "Emergency Bait" when some other jobber cannot make good with his regular dealer. That should be the "Cue" for the dealer to become a "Regular Customer," so that he can expect "Regular Service."

### Blackman's "Regular Dealers" Come First Every Time

This means fewer disappointed dealers and less necessity to go to the other fellow. It will pay you to become a "Regular Blackman Dealer." "Show Good Faith" and don't place orders only for goods that you cannot get anywhere else. Give us some "Regular Orders."

It is not too late to start if you are not already in the "Blackman Fold."



Yours for EDISON or VICTOR

## Blackman Talking Machine Co.

97 Chambers Street, New York



**Everybody's Doing It Now! Arranging to give their stock a square deal by giving the Columbia line a side-by-side representation—their interest being centered on the making of a sale to every caller.**



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

### THE QUAKER CITY IS AWAKE

To the Value of the Talking Machine as a Musical Factor in the Home and Elsewhere—March Business Surprisingly Good and April Is Following Suit—Interesting Chats with Some of the Principal Jobbers Reveal Progress All Along the Line—Some Anxiety Through State Over Coal Strike Prospects.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 8, 1912.

The talking machine business in Philadelphia during the month of March was excellent in every way and the only complaint that is to be heard among the dealers is the old story of scarcity of goods. All of them agree in the statement that the difficulty they have experienced in getting machines and records has seriously handicapped them in preventing them from securing the full amount of business which would ordinarily have come to them had they been able to supply the demand. The trouble in getting the more popular records seems to be the cause of more complaint just at present than is the lack of machines.

Manager T. C. Henderson, of the Columbia Phonograph Co., reports that the retail business of his firm was excellent in March, and the wholesale business was quite satisfactory; however, the coal region business has been affected somewhat by the talk of strike. It has been doing considerable advertising in Philadelphia, which has assisted it materially in the volume of business it has done. It has been having a number of attractive window displays during the month, and its Easter window is one of the prettiest ever seen in this city. Its business has shown quite an increase in March over last year.

Among the recent visitors at the Columbia house were F. Grant Sweet and Charles Reed, of Williamsport, who have just organized in that lumber city of Pennsylvania the firm of Sweet & Reed, and they were in Philadelphia placing a large order for Columbia machines and records. Morris Housel, who is at present connected with the Columbia, is going to Williamsport to conduct the Grafonola department for this firm.

The Columbia Co. had considerable business during March on its Dictaphone, having sold a large quantity of them to the Pennsylvania Railroad Co. Walter Linton, who had been with the firm for several years and recently went to Wilkesbarre in the same business, has again returned to Philadelphia to the Columbia Co. It is patiently awaiting the new Princess Columbia, a \$75 machine upon which they expect to have a large sale.

Gimbel Bros., last week called a meeting of the talking machine men with the general managers of the store with reference to the coming fall business and the talking over of changes in the department which have been contemplated for some time, most important of which is the building of several more hearing rooms. Gimbel Bros. will make some extensive improvements in the department, and the plan of the department as a whole is to be more comprehensive and much more extensive than ever before. The system of filing records at the Gimbel department will be entirely changed.

W. J. Elwell, manager of the Hepe talking machine department, reports that his firm had a most excellent March, with the old complaint of shortness of goods still seriously handicapping it. It has also had considerable trouble in getting from the Victor factory parts of machines which it wishes to use in repair work. It has sold a number of machines which the owners have damaged either through carelessness or not understanding how to use them, and they have sent them to the house to be repaired, and some of them have been held for six weeks and two months awaiting the parts to go ahead with their repair work, and as many of these machines have been purchased on the instalment plan the owners have refused to pay instalments until they have had their machines returned to them. Among the visitors to the Hepe department recently have been Harry F. Cake, of Pottsville, Pa.; J. Harry Holt, of Mt. Holly, N. J., and William Keys, of Trenton, N. J.

C. N. Woodrop, secretary and assistant treasurer of the Columbia Phonograph Co., spent an afternoon last week at the Gimbel department trying to prevail upon that firm to undertake the handling of the Columbia Phonograph Co.'s product.

Lit Bros. have made a wonderful improvement in their talking machine department in the short time that it has been in charge of Harry Hovey, their new manager. Three new hearing rooms were built during March and a little later several more will be added. The entire department has been rearranged and they have been having a splendid business.

Louis Buehn & Bro. report that they are considerably ahead of last year. Mr. Buehn says that they would have been able to have done considerably more business if they would not have been handicapped by a lack of Victor stock. He further says that the outlook for business during the coming months is extremely good and expects a fine summer trade. He believes that the grand opera season has helped the sale, particularly of the high-class records, but on the other hand he attributes the unusual success of the past opera season to the great love for music that has been fostered by the Victor and Edison talking machines, as well as other machines of the same character.

The Buehn branch in Pittsburgh is booming and each month is showing an increase of Edison sales over the previous month.

W. C. Holzbauer, manager of the Wanamaker talking machine department, and A. C. Weymann, of Weymann & Sons, have the same report to make of a good March business—much better than last year.

The trade generally in Philadelphia feels that the coal strike agitation in Pennsylvania is going to materially affect business in that section, and as they depend almost entirely on Philadelphia, the volume of business in a wholesale way is going to be considerably cut until conditions again change.

There were no new stores opened in Philadelphia during the month of March, but there is considerable talk of other firms going into the handling of the little "talkers."

Jacob Bros. have their new talking machine department fully established, and they have three fine hearing booths as well as a most complete record room. They are handling the Victor line and carrying a heavy stock of records. While they have only been in business a short time they have already had the satisfaction of supplying records to customers who had purchased their machines at some of the old-established houses, who seem not as progressive as this new firm in keeping supplies on hand. They are running their department themselves at present and have already had most encouraging results.

### BRIEFLETS.

J. W. Binder, now a Woodrow Wilson presidential campaign manager, with headquarters at 42 Wall street, New York, was a caller at the Columbia general offices Monday.

Joseph H. Wilson, Dominion manager for the Dictaphone, spent the week-end at headquarters, New York.

Kenneth N. Johns, manager of the Columbia Phonograph Co., General, store at Detroit, Mich., with his wife, spent the latter part of the week in New York. Mr. and Mrs. Johns were entertained Sunday at the New Jersey home of President E. D. Easton.

J. "Dictaphone" Westervelt, outside traveler for the Dictaphone, is back at headquarters after an absence of several days among the trade in the South. He reports business conditions in the South as improving rapidly.

### SALES STEADILY INCREASING.

That little talking machine accessory, the "Dust-off" de luxe disc record cleaner, while only being on the market a little over six months, is certainly showing some results for itself by its steadily increasing sales. The manufacturers report that initial orders are being steadily duplicated by the trade throughout the country and some of the foreign countries. This de luxe model is a very pretty thing, being made of a beautifully designed metal holder finished in a "tiger back" oxydized design. Besides being individually boxed the cleaners are put up every dozen in an effective display carton that helps a great deal in selling the article on the dealer's counter. "Dustoff's" are now being manufactured under the new trade name, namely, "Minute Shine Co."

G. A. Scofield, manager of the retail department of the Pease Piano Co., which handles the Victor line of talking machines and records, 128 West Forty-second street, New York, in speaking of the talking machine trade said: "There is a good demand for Victrolas, in fact the demand is a little stronger than we are able to supply. The medium priced machines are enjoying the bulk of the call just at present. The entire line of records is going well. Popular music is, maybe, a little more in vogue than opera or classical selections."

Don't take it for granted that the engine which whistles the loudest pulls the heaviest freight.

**CONDON-AUTOSTOP EXPANSION.**

Wm. A. Condon Returns from Successful Road Trip—Placed the Representation of the Condon-Autostop with Leading Jobbers—Campaign of Publicity in the Magazines—To Visit the South This Week.

Wm. A. Condon, treasurer and general manager of the Condon-Autostop Co., 26 Front street, New York, returned this week from an extended Western trip, which carried him as far as Denver. He visited in all thirty-one of the leading cities and placed the representation of the Condon-Autostop with representative jobbers in every city visited.

While in Chicago Mr. Condon appointed H. P. Carlton, Western representative of the company with headquarters in Chicago. The latter, who is an experienced talking machine man, has been associated with the Chicago branches of the Wurlitzer and Aeolian companies and intends to give the Condon-Autostop a vigorous representation in the territory allotted to him.

At every point Mr. Condon found the jobbers interested in this Autostop for disc talking machines and a proof of its popularity is to be found in the fact that at the present time the Condon Co. has orders on hand for more than five thousand Autostops to be delivered at an early date. Consequently its large factory is now being kept fully manned, so that there will be no delay in shipments.

Late this week Mr. Condon expects to make a tour of the South visiting the cities of importance, and it goes without saying that he may expect the same success that he met with in the West.

This week the Condon-Autostop Co. is sending out prints of the very striking illustrated advertisements which are to appear in the Saturday Evening Post for April 21st and May 4th, and in Collier's Weekly, April 27th. These advertisements are attractively displayed, and cannot fail to stimulate a great deal of interest among users of talking machines in the Condon-Autostop, all of which, of course, inures to the benefit of the dealer handling this specialty.

At the present time jobbers report that dealers are manifesting a keen interest in the Condon-Autostop, and this advertising campaign in the magazines will certainly augment this interest materially. Speaking of his trip Mr. Condon paid a high compliment to the enterprise and progressiveness of the talking machine jobbers at all points visited.

**VALUE OF INDIVIDUALITY.**

The moment that every one thinks you are right, you are probably wrong. Popularity is by no means an indication of strength. Individuality is positive. It has a distinct form—it is unique—it departs from precedent.

**Talking Machine Manager Wanted.**

WANTED—The best retail Talking Machine manager in the United States to take charge of largest Victor retail business in the country; must be aggressive, with knowledge of Department Store advertising, and have ability to pick retail salesmen. Salary \$2,500 and excellent prospects. In answering give present employer, references; go into detail about self, age and habits of life. Address XLT, Chicago Office of The Talking Machine World, 37 South Wabash Ave., Chicago, Ill.

**Salesman Wanted.**

WANTED—An experienced Columbia retail salesman for position with an up-to-date, progressive music house located in Central Iowa. State experience and furnish references. Address COLUMBIA PHONOGRAPH CO., 101 North Wabash Ave., Chicago, Ill.

**DINE AUSTRALIAN MANAGER.**

W. W. Wyper, Managing Director of Thomas A. Edison, Ltd., in Sydney, N. S. W., Entertained at Banquet Upon Eve of Departure for America—Cleverly Compiled Menu and Toast List Presented to Guests—An Excellent Sense of the Fitness of Things Exhibited.

(Special to The Talking Machine World.)

Sydney, N. S. W., March 6, 1912.

An interesting event in talking machine circles in this city was the dinner tendered to W. W. Wyper, managing director of Thomas A. Edison, Ltd., by the staff of that company upon the eve of his departure for a tour of America, where he will take occasion to visit the factories of Thomas A. Edison, Inc.

The dinner, held on February 29, was an elaborate affair, one of the interesting features being the menu and toast list, wherein trade terms were injected with due regard for the fitness of things. The matter on the menu card, which may offer inspiration to those in charge of other trade banquets, is reproduced herewith. It is like reading through the Edison catalog:

**MENU.**

"Hello People (200)  
Hors d'Oeuvres  
(A Prize for the best guess what this means)

Oysters (with Attachments complete) Shells  
(No crating allowance)

**SOUP**

Consomme d'Amberola  
(Mahogany Finish)

**FISH**

Fried Fillet of Whiting, Sauce a la Florrie, Forde (hot stuff)  
"Girls, Study your Cookery Book" (13715)

**ENTREE**

"Two Little Sausages" (13650) got drowned, Bow Wow  
Lamb Cutlets and Green Peas  
(With "Red Pepper Kag" (665) ad lib.)  
"Possum Pie" (8697) and "Rabbit Hash" (5628) are off.

**RELIEVE**

"Spring Chicken Selection" (13363)  
If you order this it's "Tosti's Good Bye" (13355)  
Roast Turkey (in the Straw (2191) and Ham  
"Boiled Beef and Carrots" (13934) got spoiled, so don't  
order  
Potatoes Peas

**ENTREMETS**

Charlotte Russe a la Billy Williams  
Harry Lauder Jelly  
Nesselrode Ice Pudding  
(How would you like to be the Ice man.—A cut-out.)

**DESSERT**

"Strawberries" (323) "Peaches and Cream" (448)  
"Have a Banana" (12190)

**CAFE**

"Drink, Boys (and Girls), Drink" (12335)  
"Scotch and Polly" (14006)  
"Has Anybody Here Seen Kelly" (416)  
Or know the "Cook's Whereabouts" (13807)

**TOAST LIST**

"Just for To-night" (12164)  
Our Guest (Mr. W. W. Wyper)  
"He Was Very Kind to Us" Lauder (13783)  
Proposed by Mr. A. H. Pettifer, Assistant Manager  
Response by Mr. Wyper  
We won't see him again for "Months and Months and Months" (12162)

**The Ladies**

"You all want Something to Cuddle" (12003)  
If not "Tax the Bachelors" (12133)  
"No Wonder We (the married men) Look Jolly" (12317)  
Proposed by Mr. John Stinson, Director.  
Response on behalf of Ladies, Mr. J. Carmichael  
Comic Song—"The Grass Widower" Mr. A. H. Pettifer  
"I'm Bursting to Tell You This" (13382)

**The Staff**

"B.P.O.E." (223) which means Best People on Earth  
Proposed by Mr. Cumming, Auditor  
Response by Mr. F. L. Thomson, Secretary  
"Is Everybody Happy Here" (13789)

**Mandolin Selection, Miss M. C. Norris**

"Over the Waves Waltz" (513)  
This is a Miss Record not Master  
"Don't Wake Us Up, We're Dreaming" (696)

**Presentation to Our Guest**

"It's better than being a Carnegie" Chairman (13736)  
By the Chairman

This Programme was made up by the "Two Poets" (663)  
"We've had a most delightful evening" (12254)  
"Fall In and Follow Me" (12282) "Good-Bye" (816)  
"Good-Bye Till We Meet Again" (12402)  
"Auld Lang Syne" (325)

"There is a good idea," said a clerk as he picked up a bright trade paper and read suggestions. It contained, and which would be especially helpful to his department of the store. "I'll just file that away, until I get a little time, and then I'll make the few changes necessary in order to enable me to apply that idea in our store." That is just where this young man fell down. He filed it away instead of going at it at once to put "the bright idea" into execution.

**NEW CABINETS PLEASE TRADE.**

Numerous Reorders Coming in for the Products of the Hanover Factories—Handsomely Finished to Match the Leading Styles of Machines—Clement Beecroft's Good Work.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 11, 1912.

Clement Beecroft, of 309 West Susquehanna avenue, reports that the high-class talking machine cabinets recently placed on the market by the George A. Long Cabinet Co., Hanover, Pa., are meeting with a full measure of favor, and that with repeat orders coming in rapidly the sales total is most satisfactory. The attractiveness of the line is becoming widely known in the trade, and the result is making itself evident in the form of orders.

The various cabinets in the new line are made under the direction of experts in cabinets, and the construction and finish are both exceptionally fine. The cabinets are designed to conform with the leading styles of machines as to finish, and will be kept strictly up to the minute in that particular as new machines are placed on the market by the different manufacturers.

Mr. Beecroft, through his long connection with the trade, is well qualified to handle the sales end of the proposition in a thoroughly satisfactory manner. The cabinets are sold to the retailers through the recognized distributors and jobbers.

**MAY TRAVEL CHEAPER NOW.**

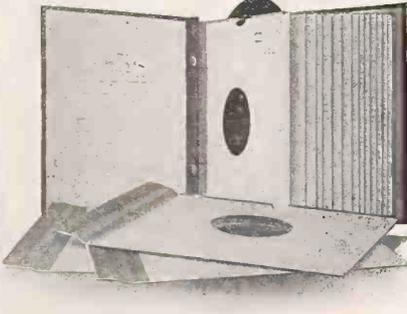
Through Business Allowed on Excursion and Commutation Tickets—Of Interest to Traveling Men in the Talking Machine Field.

(Special to The Talking Machine World.)

Washington, D. C., April 11, 1912.

The Interstate Commerce Commission announced to-day its interpretation of the law governing the use of mileage, excursion or commutation tickets for through passenger business over connecting lines. It was held that regular established excursion, mileage and commutation rates, in accordance with tariffs lawfully filed with the commission, may be used in basing fares for the transportation of both passengers and their baggage the same as if the passengers held through tickets over the entire route of their journeys.

Passengers, however, must procure either through tickets over the two or more lines involved or present to the initial line separate tickets covering the entire journey. Railroads then would be permitted to accord through accommodations, including all conveniences, such as through sleepers, in the same manner as is accorded on through tickets over the entire physical line.



PATENT APPLIED FOR.

**Standard Loose Leaf Holders for Disc Records**

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

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

# An offer of "the 24 best records"

NUMBER TWO in our campaign of special advertising for the direct benefit of Columbia dealers appeared in the Saturday Evening Post of April 6th.

You saw it—and so did two million others. And you could hardly fail to notice that every line of those two big pages was concentrated on *retail business for the Columbia dealer*.

The same was true of our big double-page advertisement in the Saturday Evening Post of February 17th, which, as you may by this time know, produced an absolute landslide of Grafonola "Favorite" and record business.

You will notice also that this advertising was designed—and the future advertising is being laid out in the same way—not to create a demand for something the dealer did not yet carry, but to make a definite offer of stock that the dealer already had and assist him to keep it moving in a healthy fashion.

We are not suggesting that you ought to throw out any other line for the Columbia—but we should be extremely glad to have somebody give us one solitary good reason why you should not carry the Columbia line with your other lines if you don't see your way clear to negotiate exclusive Columbia selling rights.

It is a fact that the Columbia Grafonola "Favorite" occupies a place all its own—and the demand is undeniable and the profit is highly interesting. It is likewise true that every record mentioned in the list printed in the Saturday Evening Post advertisement of April 6th is a record that every owner of a talking machine ought to have and that every talking machine dealer ought to be able to supply. And if you haven't heard everyone of those records yourself—don't let anybody shut your ears for you, but take the first opportunity to hear them.

Certainly the names of the artists represented in this record list are names that positively should not be without representation in the store of every talking machine dealer who makes any pretense of carrying a complete stock. The record buyers are getting those records somewhere—and they are going to get them more and more all the time. Why should your customers have to go somewhere else, as they are doing?



## The List of 12 Ten-inch Records (Selections)

Any one of these Records delivered by your dealer at the price named—or the complete series for \$8.65

- "HERD GIRL'S DREAM." (Double-Disc No. A587, 65c. This selection has already had the largest sale of any record in the world). Violin, Flute and Harp Trio, by STEHL, LUFESKY AND SURTH. Coupled on the reverse side with "Invincible Eagle March," Banjo Solo by Vess L. Ossman, with orchestra.
- "SILVER THREADS AMONG THE GOLD," (Double-Disc No. A835, 65c.) Counter-tenor solo by FRANK COOMBS, with orchestra. Coupled on the reverse side with "Nelly Was a Lady," sung by Frank Coombs, with orchestra.
- "JUANITA," (Double-Disc No. A903, 75c.) Sung by ARCHIBALD BROTHERS QUARTETTE, unaccompanied. Coupled on the reverse side with "The Two Roses," sung by Archibald Brothers Quartette, unaccompanied.
- "HUNGARIAN DANCE NO. 5," (Double-Disc No. A1095, 65c.) Played by PRINCE'S ORCHESTRA. Coupled on the reverse side with "Hungarian Dance No. 6," played by Prince's Orchestra.
- "CONSTANTLY," (Double-Disc No. A915, 75c.) Sung by BERT WILLIAMS, with orchestra. Coupled on the reverse side with "I'll Lend You Anything I've Got, Except My Wife," sung by Bert Williams, with orchestra.
- "COOPER'S SONG," from Boccaccio. (Double-Disc No. A1070, \$1.) Baritone Solo by CECIL FANNING, with orchestra. Coupled on the reverse side with "Vaquero's Song," from Natoma, sung by Cecil Fanning, with orchestra.
- "ROSARY," (Double-Disc No. A227, 65c.) Violoncello Solo by VICTOR SORLIN. Coupled on the reverse side with "Motor March," Banjo Solo by Vess L. Ossman, with orchestra.
- "ON THE BANKS OF ALLAN WATER," (Double-Disc No. A1103, 75c.) Soprano Solo by GRACE KERNS, with orchestra. Coupled on the reverse side with "Irish Lullaby," Soprano Solo, by Beulah Gaylord Young, with orchestra.
- "LOVE'S OLD SWEET SONG," (Double-Disc No. A968, 75c.) Violin, Cello and Harp Trio, played by STEHL, RICHARD AND SCHUETZE. Coupled on the reverse side with "Song Without Words," Harp Solo, played by Charles Schuetze.
- "HOLY CITY," (Double-Disc No. A242, 65c.) Tenor Solo by HENRY BURR, with orchestra. Coupled on the reverse side with "Take the Name of Jesus With You," Duet by Harrison and Anthony, with organ.
- "BEAUTY'S EYFS," (Double-Disc No. A941, 75c.) Tenor solo by REED MILLER, with orchestra. Coupled on the reverse side with "Forgotten," tenor solo by Reed Miller, with orchestra.
- "LIBERTY BELL MARCH," (Double-Disc No. A118, 65c.) Played by COLUMBIA BAND. Coupled on the reverse side with "Manisot March," played by Columbia Band.

## The List of 12 Twelve-inch Records (Selections)

Any one of these Records delivered by your dealer at the price named—or the complete series for \$26.25

- "ISOLDE'S LIEBESTOD," from Tristan and Isolde. (Single-Disc No. 30652, \$3.) Sung by LILIAN NORDICA in German, with orchestra.
- "LIBERTE!" from Le Jongleur de Notre Dame. (Double-Disc No. A5289, \$3.) Sung by MARY GARDEN, in French, with orchestra. Coupled on the reverse side with "Il Est Doux, Il Est Bon," from Herodiade. Sung by Mary Garden, in French, with orchestra.
- "DICH THEURE HALLE," from Tannhauser. (Double-Disc No. A5281, \$3.) Sung by OLIVE FREMSTAD, in German, with orchestra. Coupled on the reverse side with "Elsa's Traum," from Lohengrin. Sung by Olive Fremstad in German, with orchestra.
- "THE LAST ROSE OF SUMMER," (Double-Disc No. A5283, \$3.) Sung by ALICE NIELSEN, in English, with orchestra. Coupled on the reverse side with "Home, Sweet Home," sung by Alice Nielsen, in English, with orchestra.
- "HOME TO OUR MOUNTAINS," from Il Trovatore. (Double-Disc No. A5370, \$4.) Duet by GIOVANNI ZENATELLO and MARIA GAY, in Italian, with orchestra. Coupled on the reverse side with "White Yet in Languishment," from Il Trovatore. Duet by Giovanni Zenatello and Maria Gay, in Italian, with orchestra.
- "MARY OF ARGYLE," (Double-Disc No. A5132, \$1.50.) Sung by DAVID BISPHAM, with orchestra. Coupled on the reverse side with "Drink To Me Only With Thine Eyes," sung by David Bispham, with orchestra.
- "THOU BRILLIANT BIRD," from Pearl of Brazil. (Double-Disc No. A5350, \$3.) Sung by BERNICE DE PASQUALI, in Italian, with orchestra. Coupled on reverse side with "O Luce di quest' Anima," from Linda Di Chamounx. Sung by Bernice de Pasquali, in Italian, with orchestra.
- "EVER OF THEE," (Double-Disc No. A5244, \$1.25.) Sung by MARGARET KEYES, with orchestra. Coupled on the reverse side with "Angel's Serenade," sung by Margaret Keyes, Contralto, with orchestra.
- "SCENES THAT ARE BRIGHTEST," (Double-Disc No. A5159, \$1.) Violin, flute and harp trio, by STEHL, LUFESKY AND SCHUETZE. Coupled on the reverse side with the Intermezzo from Cavalleria Rusticana, played by Prince's Orchestra.
- "O TERRA ADDIO," from Aida. (Double-Disc No. A5331, \$1.25.) Sung by the COLUMBIA ITALIAN OPERA COMPANY, with orchestra. Coupled on the reverse side with "Selections from Aida," played by Prince's Orchestra.
- "THE LAST HOPE," (Double-Disc No. A5355, \$1.) Played by PRINCE'S BAND. Coupled on the reverse side with the Gloria from Mozart's 12th Mass, played by Prince's Band.
- "BARCAROLLE," from Tales of Hoffman. (Double-Disc No. A5274, \$1.25.) Duet by IDELLE PATTERSON AND MARGARET KEYES, with orchestra. Coupled on the reverse side with Schubert's Serenade, duet by Idelle Patterson and George Clarence Jell, with orchestra.

You have considered this subject at various times before, of course. But it seems to us that you owe it to yourself right now to take it up again and decide whether you are going to get along without the Columbia line.

# Columbia Phonograph Company, Genl.

Creators of the Talking Machine Industry. Pioneers and Leaders in the Talking Machine Art. Owners of the Fundamental Patents.

Largest Manufacturers of Talking Machines in the World.

# and a splendid success renewed

THE "Favorite" offer of April 6th was practically a repetition of the first one which appeared in the Saturday Evening Post of February 17th, and started the rush of "Favorite" and record business that everybody knows about now. This advertising campaign is planned to keep our dealers' stocks moving—not to force something new every twenty minutes. The "Favorite" is the most regular kind of regular stock—and only *two* of the records in the advertised outfit are named; the selection of the rest is left to the dealer.



## Everybody's Doing It Now!

(Columbia Double-Disc Record A1123)

Turning the Columbia demand into *money*, instead of turning it *away*.

Selling Columbia instruments and records, instead of paying salesmen to tell their customers why not.

Meeting a good business half way, instead of missing it altogether.

Putting Columbia instruments and records alongside their other lines to let them all sell on their merits.

For the good, plain everyday reason that there's money in it.

Because the Columbia "Favorite," for instance, is in popular demand, with nothing in the market to touch it.

Because the Columbia "Regents," for another instance, are musical instruments that have no competitors at all.

Because *every* Columbia model is an instrument that appeals to certain people who won't be satisfied with something else—and at a price that makes that appeal final and decisive.

Because records by Nordica, Fremstad, Garden, Nielsen, Destinn, Zenatello, Hofmann, Bispham, and hosts of others are so sure of an audience that it's good business policy to be in a position to furnish them to inquiring customers.

You next! Next or soon, that's certain. But *how* soon? Don't give yourself a last year's reason why it shouldn't be this afternoon!

*Write our nearest distributor or direct.*

## Tribune Bldg., New York

More Dealers Wanted—Exclusive Selling Rights Granted Where We Are Not Actively Represented.

DISTRIBUTORS  
IN EVERY LARGE CITY

EXECUTIVE  
OFFICES



## Everybody's Doing It Now! Admitting that the Columbia demand has taken a wonderful jump, and either meeting it with Columbia product or trying to explain to themselves why they don't.



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

### A CONDITION TO BE IMPROVED.

**The Shortage of Machines, Its Effect and Possible Remedy, Outlined by J. Newcomb Blackman, President of the Blackman Talking Machine Co., New York.**

In discussing business conditions with J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, who said:

"Who can honestly say that dealers, jobbers and manufacturers are not always seriously handicapped and suffer great loss when they cannot get the benefit of holiday business through a shortage of goods?"

"Is it not discouraging to the dealer and jobber, who has patiently and expectantly paid the rent and other heavy expenses during the summer season in view of the reward he expects to get from the extra heavy holiday business? What manufacturer can truthfully say that his competitor does not benefit by such a condition?"

"Then, again, does it not encourage other manufacturers to enter the field, and perhaps do so in a manner which would be objectionable to the trade in general?"

"I think that most all would agree that the above are but a few of the results of a general shortage of manufacturers' goods."

"Those who point to a condition which should be improved usually leave it to the 'other fellow' to suggest a remedy, but I am going to try and be more fair, even though the suggestion may not be received with 'open arms.'"

"Compared with other months the summer months represent a dull period in the talking machine business. It is the time when we all should use the temporary lull to find defects and apply remedies. Is this not the time when most factories in our business reduce their manufacturing force, catch up on orders and sometimes deliver in April, May or June, a carload of 'machines' needed badly during the winter, but hardly as much when received. In other words, can holiday machine orders always be received with the same welcome in March or April and will they fill the purpose for which they were intended?"

"The dealer cannot be forced, and more often cannot afford to stock up months in advance of the demand, and this condition is also true of the jobber. The factories say, 'We are manufacturers, the jobber should carry the stock,' all of which is true to a 'reasonable' extent."

"The successful merchant is the man who pays his bills, and the man who pays his bills nowadays usually likes to discount, and this type of man is considered a desirable representative for the factory. That being the case, as well as the fact, that most everybody's resources are limited, is it conservative, is it good business judgment for the manufacturer to encourage the jobber to 'plunge' during the dull season by stacking up all machines that he can stagger under, simply because he fears the factory will be unable to fill his orders, except on a 10 per cent. basis, during the coming holidays? Should he not consider that the factory might find it necessary to make certain changes during the many months intervening, and that these changes might make it almost impossible to dispose of the old type machines?"

"The factories often relieve jobbers in such cases, but I believe in giving as much thought in 'preventing fire' as in having an efficient fire department to put it out. To boil it down, is this not the situation?"

"The dealer expects the jobber to carry the stock for him to get 'telegraph service,' and it seems as though he will continue to view it that way. The jobber does not have unlimited capital, and if conservative wants to remain so and must consider the possible evil of plunging as much as the benefits that may mature."

"The factory don't propose to stack up machines during the summer for delivery to the jobber in the fall. Now, what are we going to do about it? Let us consider what they do in other lines of business."

"In the dry goods and other staple lines goods for a certain season's use and delivery are sold months in advance against bona fide orders for specified delivery and are made up during what is the dull season from a retail sales standpoint."

"The manufacturer gives dating consistent with the time the goods will lay on the jobber's or dealer's shelf before the season opens. The manufacturer obtains his financial accommodation from banks during this period without difficulty, because it is considered necessary to manufacture ahead and have the goods on hand when the harvest is at hand. Why cannot we adopt this principle in the talking machine business? The manufacturer could determine what would be a reasonable regular stock for the jobber to carry during the summer months and require him to maintain that stock on current terms. Above that, special stock orders could be given in May or June with regard

to fall and holiday requirements, with invoice dating to September, October and November, on proper proportionate parts of the quantity of machines ordered."

"Assuming then that a large quantity of machines was shipped and received by the jobber in July, the invoice dated from October 1, the jobber who discounts could, after properly checking the invoice, give his note to the manufacturer payable on the discount date, after dating, for the gross amount. The factory would, after payment of note, then credit the jobber with the cash discount."

"In the case of the jobber who never discounts, his note could be made to mature on a proper date for net payment. These notes would come from concerns whose financial standing would probably make it very easy for the factory to use them for discount purposes."

"Instead of laying off a large number of factory hands during the summer and suffering the effect of re-employing a lot of green ones at the eleventh hour, a steady experienced force would be kept at work during the summer and we would all have the goods when the big rush was on."

"If this is not 'the plan,' I think it certainly represents something that can be used as a basis for careful consideration, for the factory is the 'supreme court' when it comes to making decisions regarding changes, improvements, etc., and they could so regulate the matter as to provide properly for such contingencies."

"This article is not to be considered as a complaint, but more as a suggestion, for those who have the future welfare of the business at heart should be of a 'progressive' type and, taking the talking machine business as a whole, it certainly has been and should continue to be progressive. If I cannot do anything else I want to set everybody to thinking on this subject, for I feel that many thousands of dollars have been lost by not better solving this problem during the last few holiday seasons. Let us get together and see if we cannot crack this 'stubborn nut' and expose the 'kernel' of 'desired results.'"

### THERE'S A DIFFERENCE.

There is a wide difference between having a note in the bank and having a banknote in the pocket, and therein lies the difference between complacency and discontent.

One breeds confidence, the others worry.

# RECORDING WAX

# MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.  
Ready for recording without any further preparation.

SPECIALTY  
Wax plates for private record taking.

Has unlimited life.  
Plates absolutely ready for recording.

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

Established 1856.

WURLITZER  
INCORPORATED

Fifty-sixth year.

# SERVICE

Give the Wurlitzer Victor and Edison wholesale service a trial.

We believe you will find Wurlitzer service the most satisfactory you have ever had.

Large shipments of all types of machines and records are now arriving daily. Wurlitzer has complete stocks of every type of machine and record the factories can supply.

Send us your orders—large or small—and they will be promptly and completely filled with fresh, new goods.

The Rudolph Wurlitzer Co.

CINCINNATI    ::    ::    ::    CHICAGO

 TWO POINTS OF SUPPLY; ORDER FROM THE NEARER

VIEWS OF THE NEW YORK TRADE.

Business in and around New York is far ahead of any previous year. All of the representative New York jobbers and distributors are substantially ahead of the first three months of last year and, in every instance, they say that actual sales might be much further advanced if they were able to get shipments in quantities desired.

The growing tendency of the public toward high grade goods, both in records and machines, is most notable. This does not mean that lower-priced goods have gone out of date or even lost much ground; it is a fact though that the demand for the better class of instruments and records has grown all out of proportion to the lower grade. This in itself is a pleasing feature of present day conditions, and one which has marked the marvelous uplift of the industry the country over.

Collections are fairly good. There is also a slight gain in the percentage of cash sales. The installment departments report larger initial payments in many cases than characterized the business for 1911. This would seem to argue that money is more plentiful among the working people, and that General Prosperity has not retreated from the active campaign, as some would try to make out.

\* \* \* \* \*

The main item of gossip in talking machine circles the past few days has been the contemplated expansion of Landay Bros., Inc., who are planning to occupy another store at the corner of Broadway and Forty-second street, one of the busiest centers in the city. Details of their signing a lease for ten years at an aggregate rental of \$110,000 are to be found in another section of The World.

The rental of the new store is at the rate of \$11,000 per year; the store at 563 Fifth avenue, the one at 400 Fifth avenue and the one at 27 West Thirty-fourth street are all valuable locations, and while we make no attempt to pry into the personal affairs of houses, a real estate man places an estimate that the total rental involved would be approximately \$50,000 to \$60,000 per year for the four locations. Just think, \$50,000 to \$60,000 a year for fixed charges of rent alone! The business of Lan-

day Bros., Inc., is exclusively Victor talking machines, and it is doubtful if there is another organization in the world exclusively devoted to the distribution of talking machines that equals the magnitude of the house of Landay.

Skeptics, wish-bone dealers and other pessimists should read the foregoing and ponder.

Max Landay believes that the political debates are not effecting business, and he looks forward to a year of good volume. "Who do you think will be elected President?" was asked of Mr. Landay, who humorously replied: "Taft, Roosevelt, Wilson, Clark or Harmon."

\* \* \* \* \*

V. W. Moody, sales manager for the New York Talking Machine Company, 81 Chambers street, New York, Victor jobbers and distributors, is optimistic to the very limit. In talking with The Talking Machine World he said: "Really there is nothing to tell you except the same old story. We are busy, of course, as is everyone else in this industry. The situation at present is deplorable. Here we are with almost unlimited opportunities waiting at our very door, and we are unable to get goods enough to fill even a substantial percentage of our orders. At present we are easily 25 per cent. ahead of the corresponding three months of last year. Nobody knows how much we might increase that if we secure good shipments. I've no doubt the result would be surprising though." Mr. Moody said that the demand was not confined to any particular instrument or line of records. Victor goods generally, and of course when Victor is mentioned everyone immediately thinks of the Victrola, are enjoying a popularity hitherto unprecedented. Wholesale and meritorious advertising, coupled with Victor quality in both records and machines, are largely responsible for the creation of a demand which is far in excess of the factories' resources.

\* \* \* \* \*

In speaking of the new machine recently marketed by the Columbia Phonograph Co., General, New York, which is fully described in another part of this issue of The World, R. F. Bolton, manager

of the company's store at 89 Chambers street, New York, stated: "The Princess, our new model Grafonola, which we sell for \$75, is proving itself a winner from the start. We have taken more orders for the Princess directly from the photograph, and even before we had a sample machine for our customers' inspection, than of any other in our whole line. Our advertising campaign in the local papers, with local dealers advertisements surrounding ours, is working wonders. The Journal, Globe, Commercial and two German papers are the mediums employed so far. The dealers are particularly enthusiastic over this scheme for keeping trade lively in local circles. The special list of Easter records was a great success."

\* \* \* \* \*

Channing Ellery, director and manager of Ellery's Band, has recently arrived in New York from London. Most everyone is acquainted with the Ellery Band reputation, both in this country and on the Continent. Mr. Ellery was a caller at the Columbia store on Chambers street the first of the month, and brought with him several band records which were made in London, and as Mr. Bolton expressed it, they were "some" records.

\* \* \* \* \*

O. Brushaber, manager of the Dictaphone for New York, states that his department is fully 50 per cent. ahead of March. To explain this extraordinary increase he says: "Every day our selling organization is improving, our men are a unit, they work for each other and for the firm, personal gain is secondary, for they thoroughly realize the advantage of struggling for the desired end, increased general sales. We are confident of gaining still more right through the summer. The cream of the phonograph business has hardly been touched as yet, and the summer season will be just as productive for us as any other."

\* \* \* \* \*

S. B. Davega & Co., 126 University place, New York, report the same conditions as are in evidence among the other New York jobbers. Both the Edison and Victor lines which the firm handle are away behind so far as filling orders is concerned.

Somehow I always admire a monkey who hangs on to a mule's tail till he's kicked to death, better than the man who'd let go.

SPECIAL "FAUST" WINDOW FOR USE OF TALKING MACHINE DEALERS



The Victor Talking Machine Co., Camden, N. J., is announcing the Faust Window Display No. 27, and suggesting that now, with the close of the opera season, is the time for bringing the Victor to the attention of the music lovers of their respective communities. The Victor Co. has recorded the entire opera, and the window display is designed to promote the sales of these records. The imitation of the art glass window with Marguerite at the spinning wheel, and the life-size pictures in colors, true to life, of Mephistopheles and Dr. Faust, illustrate the story of one of the most highly dramatic scenes in the opera. The display is easy to assemble. Machines and records are arranged as best suits window space available. Victor dealers will find the Faust Window Display a puller and a typical Victor creation, which it will pay them to feature. No live dealer can afford to overlook this display.

# FROM OUR CHICAGO HEADQUARTERS

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

**March Proves Excellent Month for Business and Does Not Betray Usual Spring Slacking Up—Many Sales Being Made to Piano Prospects—What the Managers of Some of the Prominent Departments Have to Report—Good Demand for the Various Specialties—New Quarters of Talking Machine Shops Assuming Settled Appearance—Booths Handsomely Decorated—Muskegon House Increases Facilities—New Salesmen for Talking Machine Co.—Numerous Trade Visitors During the Month—General News of Interest from the Western Metropolis.**

(Special to The Review.)

Chicago, Ill., April 11, 1912.

The story of March can be told in a few words; it was an usually good month and did not betray, even at the close, the usual slacking up of activity coincident with the approach of spring. In fact, the talking machine business this year has been really remarkable, especially when considered in conjunction with the distressing dullness in the piano trade. There is no doubt whatever but what a considerable proportion of the talking machine sales now being made are to people who were piano prospects before they got interested in the talker game. Especially does this maintain in the case of the higher priced machines, which constitute attractive pieces of furniture, as well as universal entertainment. This statement, of course, furnishes a potent argument for the handling of talking machines by piano dealers.

**Business Situation Discussed.**

F. A. Siemon, assistant manager of the Chicago House of Wurlitzer, says that March was a thoroughly good month, ahead of the corresponding month of last year, and also of February of this

year. April is opening up in good shape. Mr. Siemon says that while there is a great deal of talk each year about the number of sales made to people leaving for summer resorts, that this business is by no means what it is cracked up to be. However, the new Victor \$15 and \$25 machines should stimulate this class of trade considerably because of both their low price and extreme portability.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, says that last month was the biggest March in the history of the talking machine department of the house, and that the increase was about evenly divided between the wholesale and the retail.

Lyon & Healy have two specialties which are enjoying a very large sale. One is their fiber needle-cutter, which is being ordered by dealers everywhere, and the other their machine table, which can be shipped in collapsible form and contains an under shelf on which can be placed their special compartment files.

Business conditions in the talking machine industry in Chicago seem to be very good, according to Arthur D. Geissler, manager of the Talking Machine Co., who says that March this year with him was 20 per cent. better than March of last year, and 10 per cent. ahead of February. April also starts out even better than March, and indications are that business is going to continue good for some time. There is still a shortage in the VIII, IX and X Victors, but records are coming along better.

**The New "Shops."**

The new quarters of the Talking Machine Shops on the fourth floor of the Steger building are now beginning to take on a business-like appearance. The ten large demonstration booths have been built

around the walls of the room, leaving a large space for display purposes in the center of the room. All except two of the booths have outside exposure. They are white enamel and double panes of glass, making them as nearly soundproof as possible.

It is intended to devote three of them to machines all of the same finish. One will contain all the styles of mahogany from the XVI down; another the weathered oak and a third the golden oak. On the display floor in the center will be shown as many as possible different finishes in the Style XVI. The stock of machines was moved into the rooms only last Friday, but the rooms are being rapidly put in shape so as to take care of business.

**Add to Facilities.**

Two new display booths to be used for talking machines have been added to the store of the Alden & Biddinger Co., of Muskegon, Wis. One will be devoted to the Edison and the other to the Victor machines. The booths are located in the front of the store, and besides adding attractiveness to the store rooms give prominence to their talking machine business. They are now splendidly equipped for handling talking machines.

**Enlarge Force.**

Two new employes have been added to the Chicago branch of the Talking Machine Co. H. F. Colson, an experienced salesman, both in the talking machine and other lines, will be on the floor at all times to take care of dealers and customers of dealers who come to call at the headquarters. With this addition to the force of the Talking Machine Co., dealers and their customers will have expert attention when they come to the Chicago branch, all sales made by Mr. Colson to be accredited to the dealer. Alden Senny, the second new employe of the Talking Machine Co., will call upon the city dealers, keeping them well posted on the monthly records and looking after their other wants.

**New Dealer.**

The Schultz Piano Co., 1503 West Madison street, has added a complete line of Victor talking machines and is going after the business in that line aggressively and in an up-to-date way.

**Visitors and Personals.**

E. H. Jackson, retail manager of the Victor talking machine department of the Chase-Hackley Piano Co., of Muskegon, Wis., was a Chicago visitor last week.

Frank C. Miller, president of the H. C. Waite Music Co., of Cedar Rapids, Mich., was in the city recently.

Edward A. Vaughn, talking machine dealer, of Peoria, Ill., was a visitor last week.

L. C. Parker, manager of the Victor department of Gimbel Brothers, Milwaukee, who is known in the talking machine trade for his progressive ideas, was a visitor to Chicago last week for the purpose of inspecting the various retail stores and picking up a few clever ideas that he can adapt to his own business. Mr. Parker is a wideawake dealer and one of the kind who believe that neither a Presidential year nor a pestilential year will seriously affect business if the dealer is a hustler and knows the game. He reports that his business has doubled this year.

Herman Schaad, assistant to General Manager Perkins, of the Aeolian Co., was in Chicago last week on a tour of inspection of the Western territory.

Arthur D. Geissler, general manager of the Talking Machine Co., Chicago, is spending this week in French Lick, Ind., working off a case of spring fever and chasing the festive golf ball.

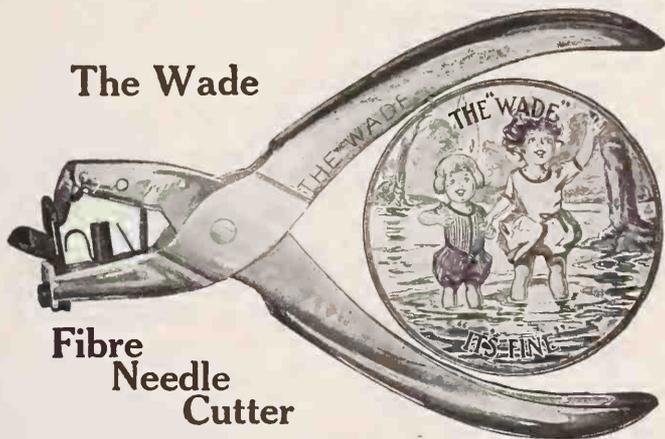
Walter Stotts, one of the directors of the Victor Talking Machine Co., was a visitor in Chicago last week.

**Keeping the Dealers Posted.**

A new method of keeping dealers posted as to the condition of the record stock of the Talking Machine Co. of this city has been instituted by Arthur

(Continued on page 34.)

\$1.50      \$1.50      \$1.50      \$1.50      \$1.50      \$1.50



**The Wade**

**Fibre Needle Cutter**

**SELL THE "WADE" AND INCREASE YOUR TRADE**

The WADE CUTTER is the manufacturer's best effort—the buyer's best judgment.

When you hear this statement, "JUST AS GOOD AS THE WADE, with one exception—the WADE has a triangular guide for holding the needle in position while repointing"—make up your mind to have the best, "THE WADE."

The WADE FIBRE NEEDLE CUTTER constitutes a very important part of your Talking Machine Equipment.

Give us a chance to make good with you as we are doing regularly with other jobbers.

**WADE & WADE**

1227 East 46th Street, CHICAGO, ILL.

\$1.50      \$1.50      \$1.50      \$1.50      \$1.50      \$1.50

## FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 33.)

D. Geissler, the general manager. Instead of compiling a list of the stock records on hand each month and sending them to the dealers, Mr. Geissler has reversed the custom and is sending them a list of the records he is out of. In this way the dealer can compare his own list with the company's, and if he finds they do not compare he knows that the company has on hand the records he desires. Incidentally in compiling the record Mr. Geissler finds that out of over 3,000 titles in the Victor catalog there are only about 300 that are not now in stock at the Chicago headquarters. Consequently they are able to fill their orders 85 to 90 per cent. complete.

**Phonograph Suggests Suicide.**

A sentimental song being played and sung on the phonograph in a Chicago shooting gallery has been accredited with stimulating in the mind of a despondent young man the idea of taking his own life. The young man, Edward Wicks, aged twenty-two, walked into a shooting gallery at 106 South Halsted street last week and as he passed the door he heard from the horn of the phonograph a mechanical voice singing: "I Wish I Had a Girl Like the Girl That Married Dear Old Dad." He stopped and listened a minute to the song then passed in. He walked close to the musical instrument and seemed to be influenced by the song. When the song was finished the listener asked the attendant of the gallery for a target revolver. Four times he shot at the targets at the other end of the room and then turned to the keeper: "Would a bullet from this small revolver kill a man?" he said.

"Sure, if it went into his brain," said the target setter. The young man then deliberately placed the muzzle of the revolver to his head and pulled the trigger. He died instantly.

**Has Made a Favorable Impression.**

Kreiling & Co. report that the new straight tube "Tiz-it" horn connection and tone modifier advertised in *The World* last month has made a favorable impression in the Edison trade. They are offering a special discount for a limited time.

**New Factory for Lyon & Healy.**

Lyon & Healy have just purchased a tract of six acres at Fullerton avenue and Fortieth avenue, on the Chicago, Milwaukee & St. Paul Railroad. There is a freight and passenger station at this property, and it can also be reached by the Fullerton avenue trolley and Fortieth avenue trolley, which pass the property, and also by the Northwestern elevated. Lyon & Healy are making plans to erect a large fireproof structure, which is to be one of the most modern musical instrument factories in existence. Improvements in methods of lighting and of maintaining a uniform temperature will be incorporated in this building. The ample amount of floor space will permit of many economies in the making of musical instruments of the highest grade. The manufacture of Lyon & Healy pianos, Lyon & Healy harps and other musical instruments will be carried on there under ideal conditions.

**March a Good Month.**

C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., said: "March of last year was an abnormal month on account of a single immense order that came in. Eliminating that, March of this year showed a good increase over the corresponding month of 1911. Business looks very bright to us, indeed. The new Princess, the only talking machine made standing on its own base to sell at as low a price as \$75, is a winner both as to appearance and tone, and is going to have a whirlwind sale."

**The Wade Fibre Needle Cutter.**

The Wade fibre needle cutter, manufactured by Wade & Wade, 1227 East 46th street, Chicago.

**LAVAL POCKET LIGHTER**

Only practical pocket lighter yet produced. No mechanism to get out of order. Durable, reliable, waterproof, made of best material, highly nickle-plated. Occupies space of pencil. Just the thing for lighting cigars, pipes, lamps, gas, campfires, etc. Money refunded, if not as represented. Special prices to agents and dealers. Sent complete with pocket clip, 35 cents. LAVAL MFG. CO., Dept. , CHICAGO

is continually growing in favor with the trade. This cutter reaches the high point of efficiency, convenience and ease of operation. It works like a pair of scissors or pliers, and is hailed generally in the trade as one of the most practical devices of the kind ever placed on the market.

**Speeches by Dictaphone.**

A unique entertainment feature was pulled off by Hibbard, Spencer, Bartlett & Co. last week in their farewell dinner to S. Sandell, manager for many years of the purchasing department of that firm. About thirty men representing the heads of the different departments of Hibbard, Spencer, Bartlett & Co. were in attendance. Instead of making personal speeches, as is usual in an affair of this kind, the banqueters had previously recorded their flowery offerings on wax cylinders by means of the dictaphone through a Twentieth Century horn, several of which are used in the company's store, and these were reproduced on a Columbia graphophone. The stunt was quite a novel one and furnished much amusement.



No. 100 Adjustable Corners.

The above picture illustrates Salters' Patent Adjustable Square Corners, made to fit any make of machine, providing the top, in which the talking machine stands, is of sufficient size.

Salters' corners do away with the old style rails, which have always been a source of annoyance for the reasons that they were either too large or too small, and that they were dust catchers. These corners are made in both mahogany and oak and finished in any color. There are four to a set, furnished with eight round head, nickel plated screws. They are easily adjusted and make an excellent appearance. The use of the corners is to keep the machine in place on the cabinet. They are sold, complete with screws, at \$1 a set.

**THE PHONOGRAPH IN THE HOME.**

The Subject of Some Commendatory Remarks From Walt Mason.

Thomas A. Edison, Inc., has had put in folder form the very clever story written by Walt Mason in the *Chicago Daily News* recently, entitled, "Canned Symphonies." It is worth reproducing for the benefit of our readers generally:

"The man in the house next door has invested his hard-earned savings in a phonograph," said the morose boarder, "and he keeps it going every evening just when I want to read some uplifting book. Unless he can be suppressed I foresee that I'll have to hunt another boarding house, for I can't stand it to hear a corn sheller trying to sing 'When the Daisies Bloom, Dear,' every evening."

"I trust you will seek another boarding house," said the star boarder, politely. "Such a proceeding would give general satisfaction. As William Clarence Shakespeare remarked, the man who is not charmed by the concord of sweet sounds is fit for treasons, stratagems and spoils, and some extremely sweet sounds are produced by the phonograph next door, and by all other high-class phonographs, which are properly oiled."

"It has become the fashion with half-baked humorists in boarding houses and elsewhere to say biting, caustic things of the phonograph. These humorists are the descendants of the merry men who used to insist in print and on the stage that a mother-in-law in the house is worse than a contagious disease. A quarter of a century ago you couldn't pick up an almanac or a comic paper without seeing the mother-in-law held up to scorn and contumely."

"In the course of time the joke concerning this admirable female became so halt, lame and blind that it was forced

into retirement, and then the stove-pipe joke made its triumphant debut. It was held by American humorists for many years that the chief employment of the married man was putting up stove pipe, and that such employment caused him to mutilate the English language beyond recognition. This truly irresistible quib did yeoman service for many years, until it was discovered by a committee of savants that the average married man seldom has anything to do with stove pipes.

"Then came the phonograph jest, which has contributed to the gaiety of the nations for several years, and which appears to have a long career of usefulness before it. When a man appears in society and wishes to convulse people with merriment he makes some casual reference to a phonograph, and everybody lies down on the floor and indulges in apoplectic mirth.

"Now, the truth is that the phonograph is one of the greatest blessings of this age of blessings. I have a married friend whose humble abode I pass an evening once in a while, and every time I go there he furnishes a free concert with his music mill. He is a phonograph fiend and keeps his machine going most of the time when he is at home. Perhaps some of the neighbors are sore about it, but what of it? If a man can't open a few cans of music in his own home, what's the use of having a home?"

"Before he got the phonograph habit my friend was a restless, dissatisfied man. He didn't know what to do in the long winter evenings. He got tired of beating his wife and jawing the children, and his eyes were too weak to read much, and he was a trial to himself and everybody else. He liked music, but it cost a good deal to go to concerts and take his tribe along. He belonged to a club, but he was a poor hand at poker, and generally lost."

"Then he was persuaded to buy a phonograph and his nights were filled with music and the cares that infested the day folded their umbrellas and chased themselves. He gets more happiness out of that little box with a sheet-iron horn attached than the millionaire gets out of his yacht, and his wife and children have an equal share. He buys a record for a few kopecks and plays it a million times, and enjoys it every time."

"Tell me, if you can, of another amusement as cheap and satisfying. The phonograph has made home life in this country as attractive as it used to be, and it makes my blood boil in my veins when I hear an Aleck speaking of the canned music grinder in slighting terms, in a misguided effort to be funny."

**A POPULAR EDISON STYLE**

Is the Opera Model Which Has Been in Great Demand Throughout the Country.

One of the most popular creations put out by Thomas A. Edison, Inc., in some years is the new opera style, of which an illustration appears herewith. It has proven a big seller and its reproduc-



NEW EDISON "OPERA" STYLE.

tive qualities are highly acclaimed. Reports from correspondents at all points throughout the country are a unit in proclaiming this one of the sellers of the season.

Don't try to get rich suddenly, by selling goods at a figure that doesn't pay a profit. Trade now in that way is not held. Your patrons expect you to make a profit, and if you do not, they are sure there is a trick somewhere. If they come to trust in your judgment, and you assure them that the price is fair, they take your word, and the goods.

"Let us have ninety per cent. of confidence and ten per cent. of money with which to conduct business, rather than one hundred per cent. of money and lack of confidence."



Our Hat's in the Ring!

You know our stock is not in as good condition as it should be—and we realize it. But we're sending out the most completely filled orders in the country—and we can **prove** it.

And You Mr. Dealer—

you that have some empty bins, you've been trying to fill—**send us that order.** See if we don't come pretty close to "making good."

Another Point—

**The Talking Machine Company** is the original concern doing business under that name—been in business fifteen years—has no branch offices—and wholesales **exclusively.**

**The Talking Machine Company**  
137 N. Wabash Avenue : : Chicago, Illinois



THEY AINT  
NEVER KICKED  
YOU AROUND"

**U-S PHONOGRAPH CO. PLANT REALLY A LABORATORY.**

Every Move the Result of Close Study and Under the Direction of Experts—Some Facts About Sapphire Quality—Interesting Views of the Principal Departments of the Large Plant—Nothing Left Undone to Guarantee Reliability in the Product of the Company.

(Special to The Talking Machine World.)

Cleveland, O., April 10, 1912.

The thing that impresses the visitor to the plant of the U-S Phonograph Co., of this city, is the scrupulous care exercised in every department of the business. Each of the various processes is

carried out under the charge of a man of long experience in that particular branch. Technical books are seen everywhere. This is not a factory in the accepted sense of the term—it is a laboratory. It is hardly possible at this time to enter into a detailed description of the manufacture of the U-S

phonograph and of the everlasting non-breakable records, but every dealer within reach of Cleveland would find an hour or so spent in this remarkable plant a most enjoyable as well as instructive experience. A few views of the interior of the factory are here given. The conditions under which the employees labor are the very best, and the high character of the workers is evidenced by their countenances. One does not go very far in his journey in this plant before he under-

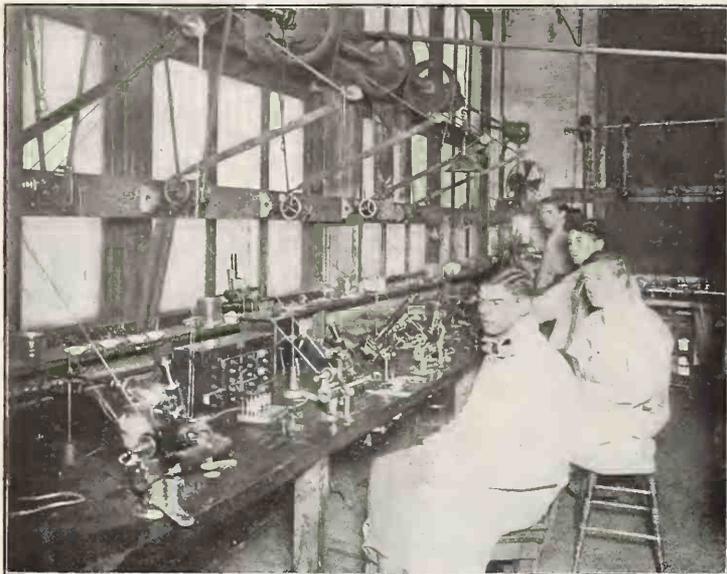
stands why the finished product has achieved such wide distribution in so comparatively short a time. Take, for instance, the department in which are prepared the permanent sapphire needles that are used on the U-S machines. It is in charge of a man whose experience in this line goes back almost to the inception of the cylinder machine. A special type of sapphire is used. The stones come either from the island of Ceylon or the Casimer mountains. Experiments were made at one time with stones from Montana, but it did not prove suitable to needle purposes. It's quite a scientific procedure, the grinding of these sapphires to the required size and shape, and one requiring expert workmanship of the highest order.

Probably next in interest is the record-making department. The matrices come direct from the recording laboratory in New York, are subjected to a copper bath and finally leave their impression on the celluloid rolls, which are afterwards appropriately mounted.

The assembling department where the various parts of the machine are put together is a model of system. Scientific factory management here maintains and waste of time is here reduced to a minimum. The men controlling the destinies of the U-S Phonograph Co. are used to handling big propositions, and everything in this plant moves with a noticeable precision and accuracy.

The fact that the manufacturing methods of the U-S Phonograph Co. have been successful in developing a product of recognized quality is indicated by the cordial reception extended to its machines and Everlasting records by the trade throughout the country. The entire proposition is a big one and has long ago passed the period of experimenting.

This brief sketch only suggests one or two of the salient features in this remarkable plant. A trip of inspection to Cleveland is well worth the taking.



CORNER OF JEWEL ROOM, U-S PHONOGRAPH CO.



VIEW IN TESTING ROOM, U-S PHONOGRAPH CO.



CORNER OF ASSEMBLING ROOM, U-S PHONOGRAPH CO.

**WHERE DR. COOK FELL DOWN.**

A map is to a country what a photograph is to a man.

**NEW STRAIGHT TUBE**  
**TRADE "TIZ-IT" MARK**  
**Phonograph Horn Connection and Tone Modifier**

This new connection will fit all Edison Machines equipped with Cygnet or Music Master Horn and Model "O" or "S" Reproducer.

**"TIZ-IT" COMPLETES THE EQUIPMENT**  
 Price - \$1.00  
 Plain (without modifier) 75c

Special discount to the trade for a limited time.

**Kreiling & Company**  
 1504 N. 40th Avenue  
 CHICAGO, ILL., U. S. A.

If it looks natural it is not regarded as authentic.

On maps all bodies of water are blue, and some States are pink, while others are yellow, green, mauve, magenta or red.

New York is always red and Rhode Island is green. Massachusetts is a calm gray and Texas is a hectic pink.

Maps are useful to show children how some place is bounded.

Railroad maps are more interesting than any other kind. A railroad map can make the State of Illinois twice as long east and west as it is north and south, without the slightest inconvenience. Only on a railroad map may New York, Nashville, Butte and San Antonio be shown upon the same parallel of latitude.

Dr. Cook sought the North Pole with a railroad map.

Much should be forgiven him, therefore.—Chicago Evening Post.

**TEACHING BIRDS BY PHONOGRAPH.**

In the death chamber of the Ohio Penitentiary, with the electric chair and the old gallows as com-

panions, John Atkinson, Cuyahoga County prisoner, is conducting the largest and most scientific canary bird farm in the State. Every bird raised in the old death chamber is taught to sing by the use of a phonograph.

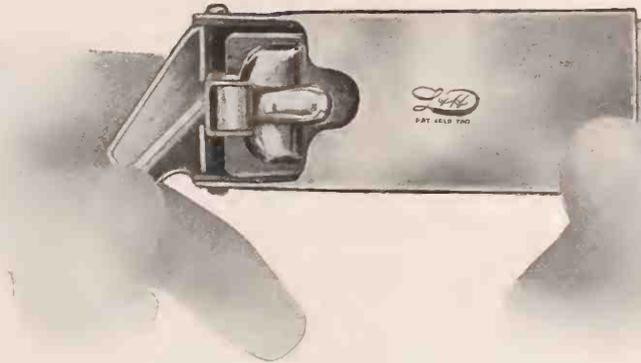
Atkinson was received at the prison 15 years ago from Cleveland to serve a sentence of 15 years for robbery. Before his sentence expired he killed a guard, was tried in the Franklin County courts at Columbus and was sent back to the penitentiary to serve a life sentence.

**A NEW FORM OF AUTOMATIC LIGHTER.**

The Laval pocket lighter, which fits in anywhere that a match is ordinarily used, has simplicity as one of its strong features. The lighter is handsomely nickeled, fits in the pocket like a pencil and is, moreover, durable and waterproof. The claims of the manufacturers are backed by their guarantee. It should be quite a pleasure for the smoker to possess an automatic lighter that does not require the constant services of an experienced mechanic in keep it in working order.

# THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE  
AND  
EASY  
TO  
OPERATE



CORRECT  
LEVERAGE  
FOR A  
PERFECT  
CUT

FINEST TOOL STEEL



GUIDE  
WHICH  
SAVES  
ALL  
WASTE



The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments and we feel safe to assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered and with ordinary usage will last for years, without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

## RETAIL PRICE \$1.50

GET YOUR ORDERS IN NOW. LIBERAL DISCOUNT TO TRADE.

DEALERS, ORDER FROM YOUR DISTRIBUTOR

*Lyon & Healy*

VICTOR DISTRIBUTORS

CHICAGO

EDISON JOBBERS

## POLITICS HURT MILWAUKEE TRADE.

**Bitter Municipal Campaign Which Results in Defeat of Socialists Receives Much Attention—Improvement Noted, However—Death of Well-Known Dealer—Victrola Relieves Tiresome Job—What the Various Dealers Are Doing to Capture Business—New Columbia Dealer Established—L. C. Parker Honored by Associates—William A. Kaun Music Co. to Remodel Quarters—News of Interest.**

(Special to The Talking Machine World.)

Milwaukee, Wis., April 10, 1912.

Now that one of the most exciting and bitterly fought municipal elections in the history of Milwaukee is a thing of the past, local talking machine dealers say that business is beginning to take on new life. The Socialist administration was defeated by a decisive majority. People had been too deeply engrossed in politics during the latter part of March to have much time to buy much of anything out of the line of absolute necessities. Conditions in all lines have settled down once more and business is showing steady and healthy improvement. Genuine spring weather has made its appearance and the reaction from a long and severe winter is making itself manifest in a better trade in all fields. The fact that this is a Presidential election year does not seem to be causing any uneasiness either in the jobbing or the retail trade. As long as business in general is showing improvement talking machine men say that they are confident of meeting with a fairly prosperous year and are making preparations accordingly.

Jobbers seem to be well satisfied with conditions. Dealers are ordering well in order to be well stocked up in readiness for the late spring trade, and the outlook is better at this time than it was a year ago. Indications are that retailers are not stocked up especially heavy and this is taken as a hopeful sign.

The Milwaukee trade was shocked recently by the death of Oscar Bach, 3515 North avenue, a well-known music dealer, who carried both the Edison and Victor lines and has always played a prominent part in the local talking machine trade. Mr. Bach had been in ill health for some time and had recently undergone an operation.

Louis F. Stark, of Hilbert, Wis., has joined the Wisconsin contingent of Edison dealers.

George D. Ornstein, sales manager of the Victor Talking Machine Co., is expected to arrive in Milwaukee soon on his way from the Pacific Coast. Mr. Ornstein has several sisters in Milwaukee and

will probably spend a short time in the city.

Otto F. Leidel has resigned as general manager of the Victor department of Emil O. Schmidt, 310 Grand avenue, and has joined the forces of the F. G. Smith Piano Co. No successor to Mr. Leidel has been chosen, and Mr. Schmidt announces that he will give personal attention to the Victor line. Mr. Schmidt has a high class trade and is doing especially well with his talking machine line.

Probably the Victrola has never been put to a more unusual use than it is in Milwaukee at the present time. Secretary Frank Harbach, of the Milwaukee school board, is a busy man and at the end of each month has to sign 1,600 pay checks for the teachers in the local schools. He used to find it a pretty tiresome job, but now signs the checks while listening to the music of a Victrola. He says he actually enjoys the job now and he strongly recommends that various financiers, who find it so wearisome a task in signing checks, adopt his little scheme.

L. C. Parker, the enterprising manager of Gimbel Bros.' talking machine department, has been elected vice-president of the association of Gimbel managers and assistant managers. Monthly meetings and luncheons are held by the organization, and Mr. Parker has been one of the faithful workers. A gain in business of 148 per cent. for the month of March, as compared with the same period a year ago is reported by Manager Parker. The Gimbel department made some especially fine sales of Style V Victors to several of the Milwaukee schools during the past month. Mr. Parker has the distinction of having sold Victors to practically every school in Milwaukee. He is a strong advocate of the use of the Victor in teaching music and in the regular routine work of the lower grades, and the campaign which he has carried on has done much to increase Victor sales not only in Milwaukee schools, but in the schools about Wisconsin.

Lawrence McGreal, Edison jobber for Wisconsin and president of the National Association of Talking Machine Jobbers, furnished practically all the Milwaukee newspapers with Edison stereopticon machines for use in flashing the returns of the recent municipal election.

A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue, announces that he has established a new branch Columbia dealer in the foreign section of the Milwaukee downtown district. General trade at the Kunde store has been showing a steady increase during each month of the present year.

E. H. Phillips, manager of the credit department of the Thomas A. Edison, Inc., stopped over in

Milwaukee recently as the guest of Lawrence McGreal. He was on an extensive Western trip and reported conditions as favorable. He said that the new Edison disc machine may be expected to make its appearance on the market during the late spring or summer.

Mr. McGreal has received news that the Thomas A. Edison, Inc., will place its Home moving picture machine on the market within the near future. It is probable that he will assume the Wisconsin State agency for the machine.

News from Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., Victor jobber for Wisconsin, indicates that she will probably not return to Milwaukee before May 1. Miss Gannon, in company with a party of friends, has completed a trip up the Mediterranean, through the Holy Land, down the Nile into Egypt and is now touring Europe. Harry Fitzpatrick and Joseph Gannon, in charge of the Wisconsin Talking Machine Co. during Miss Gannon's absence, report a brisk Victor business and announce the securing of several new Victor dealers about the State.

The new store at 1120 Walnut street, conducted by J. H. Becker, Jr., under the name of the Talking Machine Co., is meeting with a steadily increasing business and Manager Becker reports some especially fine sales of Victrolas XXIV., XVI. and VI. A brisk business in Red Seal records, including records by Caruso, is reported. Mr. Becker, as usual, has an attractive window display that is bringing him much business. An Easter exhibit of more than ordinary merit has brought out much favorable comment. Mr. Becker is now devoting much of his time in calling upon the outside trade, leaving his new store in charge of Mrs. Becker, who is proving herself to be a most able saleslady in the talking machine field.

The William A. Kaun Music Co. has awarded contracts for the remodeling of its recently acquired quarters at 90 Wisconsin street, where it will be located about the latter part of the month. A new front will be erected, new fixtures and a new heating system will be installed and the store will be made into one of the finest in the Milwaukee downtown section. Mr. Kaun will have more room at his disposal in the new store and will be able to give up considerably more space to the talking machine phase of his business. A full line of Victor machines, supplies and records is carried.

## WHY TRADE IS GROWING.

Business has been growing so rapidly with the Schafford Album Co., New York, that it has been forced to seek larger quarters. Recently it moved from 182 Grand street to 23-25 Lispenard street, where it will have three times the room—approximately 10,000 square feet of room. In fact, this company has been cramped for space during the past few months and it was only the difficulty of finding the proper quarters that prevented it from moving before it did.

To The World, T. C. Schaffuss, head of this company, said: "In our new factory we can take even better care of the trade for talking machine record albums. As it is now, over 40 per cent. of the distributors buy their albums from us, which in itself is a very good testimonial of the merits of the Schafford album. Price and quality of goods make the Schafford the 'best buy' for the talking machine man who wants the most profits and the quality reputation."

## L. J. REID NOW IN CHARGE.

(Special to The Talking Machine World.)

Louisville, Ky., April 9, 1912.

Leo J. Reid, of the Columbia Co.'s St. Louis store, has been transferred to the local house and will have charge of the retail and instalment business here. Mr. Reid has been with the Columbia Phonograph Co. for two years and is one of its best salesmen. R. G. Gay, of Little Rock, Ark., has also joined the retail force.

The retail business of the Columbia Co. store is increasing by leaps and bounds, the February business being a large increase over February, 1911, and March shows a still larger increase. A Pyro day and night sign has just been installed—one of the handsomest signs in Louisville. The sign was furnished by the E. C. Plume Co., of Chicago.

**GET BUSY BUILDING YOUR OWN TALKING MACHINES**

**CONTROL YOUR OWN DESIGN  
INCREASE YOUR PROFITS**

**SPRING MOTORS  
TURN TABLES  
TONE ARMS  
SOUND BOXES**

**ORIGINAL CONSTRUCTIONS FOR INSIDE  
AND OUTSIDE HORN TYPES**

**LET US QUOTE YOU PRICES**

**MERMOD & COMPANY**  
505 Fifth Avenue New York City

# It's a Long Tale that Has No Ending

Nevertheless, the tale without an end is infinitely better than a tale with a poor ending. Poor endings have spoiled many fine beginnings. Many exquisite musical efforts have been spoiled by some slight noise at the end. That such a noise will come at the end of every talking machine record is almost undisputed. It is a raucous uprising against peace and harmony. It has been the chief drawback to the talking machine. An automatic stop to put an end to these noises became a necessity. Necessity, mothering invention, brought forth the

## CONDON-AUTOSTOP

The demand for this device is unending. Every talking machine owner needs it.

The naturally strong selling features of the Condon-Autostop are to be backed up by an extensive advertising campaign. We are just starting this campaign. The first advertisement will appear in the Saturday Evening Post issued for April 20th. This is to be followed by other strong sales getting advertisements.

The Condon-Autostop is a thoroughly practical device—tried and true. It works silently and effectively, but does not put any strain upon the machine.

The Condon-Autostop stops the record at the place desired. At the same time it stops the machine it lifts the needle from the record, preventing any chance of the record becoming damaged.

Using the Condon-Autostop in the salesroom, it allows a salesman to attend several machines at once, increasing his sales efficiency.

The Autostop makes the records fit closer to the table of the machine, producing a smoother tone and giving the record a longer life.

The universality of the Condon-Autostop is a strong selling feature. It fits any disc talking machine and any length record. A few moments are all that are required to adjust it to the machine.

The Condon-Autostop comes either nickel or gold plated to match the mountings of the machine. Prices \$3.00 and \$4.00.

Write for samples and circulars explaining the Condon-Autostop more fully and giving "cuts" of advertising to appear soon.

## CONDON - AUTOSTOP COMPANY

26 Front Street, New York

CANADIAN OFFICE: 126 Sparks Street, OTTAWA

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

## HOW THE TALKING MACHINE ELEVATES MUSICAL TASTE

The Remarkable Work Accomplished in the Public Schools of Boston, Mass.—The Reader Is Taken in Spirit Into One of These Institutions and a New Conception of the Usefulness of the Talking Machine Is Received—"Talkers" Bound to Win A Still Wider Recognition.

The growing appreciation of the value of the talking machine and specially selected assortment of records, when used in schools, on the part of the school authorities, and more particularly on the part of the daily papers, is a factor that should prove most pleasing to those who are interested in the development of the talking machine and its field for business reasons, and also those who are interested in the development of a taste for the best in music on the part of the children.

Among the numerous references to the use of the talking machine in the schools, which have appeared in the daily papers of the country recently, one of the most interesting articles has been published by the Christian Science Monitor, of Boston, regarding the use of the talking machine in the schools of that city, and to which paper we are indebted for the cuts reproduced in connection with the article which reads as follows:

Seventeen and a half minutes had been ticked off by the schoolroom clock and there had not been a sound worth mentioning. Little feet had shifted on the floor, little bodies had wriggled in the seats, there had not been an occasional sound of hard breathing signifying intent application to some task in hand; but, for little boys and girls no bigger than is usual at six years, it had been quiet enough. In fact, the quiet was becoming rather burdensome when Harrigo sat back in his chair with a force that made everybody around him look up, and raised his hand.

"What is it, Harrigo?" said Miss Foley.

"Can't we have 'Tramp, Tramp, Tramp?'" requested Harrigo.

Instantly every little short-cropped or be-ribbed head in the room bobbed up and the faces were turned eagerly toward Miss Foley, rippling into smiles when for answer she went to a table in a corner of the room, and taking from it a box-like looking arrangement placed it on her desk. Presently there came from it that stirring old-time melody, "Tramp, Tramp, Tramp, the Boys Are Marching," sung and played with a fervor like that which called it forth half a century ago. The

children listened with radiant faces, then returned to their words and letters while the music kept on. After a few moments came the pitter-patter of "Rain, Rain, Do Not Go," and at a signal from Miss Foley they joined in the second line, "Rain, rain, we love you so," and sang it through to the end.

The "talking machine" is a new thing in the Harvard school at Charlestown, and the children, seemingly, cannot hear it enough. It was introduced a month ago, to the wonder and delight of all who heard it. The first time it was used in the first grade "Tramp, Tramp, Tramp" was put on,



CHILDREN OF EIGHTH GRADE CLASS IN THE HARVARD SCHOOL AT CHARLESTOWN LISTENING TO THE TALKING MACHINE.

and immediately after "Rain, Rain, Do Not Go." Harrigo looked at it amazed. "How did that man get out and that lady get in?" he asked.

The "Rain Song" is so pretty and they liked it so well that Miss Foley taught the children the words and played the music for them several times; then they had learned it and have sung it nearly every day since, to the accompaniment of the talking machine. This plays for them as they work, and it plays for them to march by; and pretty soon, when the right records come, it is going to play for their other singing, their folk dancing and their games. They use it now to march by and Miss Foley and Henry C. Parker, who is the master of the school, say that just for that alone it is worth all that was

paid for it. Every man who ever put on a uniform or silk hat and joined a parade can tell what a difference it makes when the band strikes up. It is just so with the children. Marching in and out among the desks is a relief from sitting still, and singing does much to enliven it; but let the machine give out "Our Director," or Mozart's "Turkish March," by Creatore's band, or "Tramp, Tramp," and there is a swing and a dash to the marching that is all the most earnest advocate of that exercise could ask for as a vent for childish enthusiasm. "They move all over," as their teacher says. Their whole bodies dance in response to the music, and when they sing, too, they do it with a vim that makes people passing outside slacken their steps to listen.

The talking machine used in the first grade belongs exclusively to that room, being the personal property of the teacher; but the grammar school

pupils have one of their own, bought with their own money from a special fund raised by giving entertainments and so on. Thus far this machine has been kept in the big assembly hall, where the classes are taken by turns to hear it. One day the music had been going on for some time and the sounds wafted through the cracks of the doorways into the room across the hall, where the eighth grade pupils were busy with technical grammar. They kept perseveringly at work until the beautiful organ strains and bells of "The Coming of the Year" stole into the room. Then there was a brightening of the faces and an involuntary turning of the heads. It was not so much a welcome change from a tedious task as the expression of a genuine love for the beauty of the piece.

"Let us stop for a moment and listen," said Miss Gary. And, turning to a visitor, she added, "If it would not be cruel I would like to ask them if they would like to go into the hall, just to let you see what they would do." When the piece had ended they resumed their lesson, knowing that they could not give all their time to the renditions of the masterpieces of musical composition, but glad they could enjoy them sometimes.

It was not long before Mr. Parker opened the door and asked, "Do you think your class would like to come into the hall for a while, Miss Gary?"

Miss Gary had no need to put the question. The desks were cleared on the instant and everybody was ready to start at once. They filed into the big room in an orderly fashion, but filled it with the buzz of anticipation that always goes before the presentation of something that is expected to be good. As soon as the disc was put in place and Mr. Parker had touched the lever silence reigned. The beautiful barcarole from the "Tales of Hoffmann," as sung by Scotti and Geraldine Farrar, was given to an audience that seemed oblivious of all other things. There was a long ecstatic breath when it was over and Mr. Parker waited a few moments before he selected another record and put it on the machine. It was "Home to Our Mountains," sung by Louise Homer and Caruso and was listened to with the same intentness that had been accorded the former piece. Before playing it Mr. Parker gave the children a short talk about the opera, its composer and the two singers, telling in a general way how they ranked in their profession and what

## WANTED TO BUY

large or small stocks of talking machines or records, disc or cylinder.

Spot cash for real bargains. Give approximate inventory and state price. No cut outs considered.

**The Petmecky Co.**

AUSTIN

TEXAS



FIRST GRADE CHILDREN AT THE HARVARD SCHOOL IN CHARLESTOWN USING THE TALKING MACHINE.

they were paid for each performance. This was followed by a record given by a singer who "might get \$25 for an evening's performance." It was not difficult to make the comparison. Use of a record for the first time is preceded by a short talk covering the essential facts regarding it. These are repeated from time to time and the children are called upon occasionally to volunteer some of the statements.

The repertoire of this particular talking machine is exceptionally high class. It includes a number of selections from the greatest singers of the day. Among them are "The Miserere," by Caruso, Frances Alda and chorus, an aria from "Samson and Delilah," by Olitzka, and "Stille Nacht," by Fremstad, duets by Maria Gay and Zenatello, and the sextet from "Lucia." Once a teacher brought in her own "seven dollar record," as they call it, of Sembrich and Caruso. Then they have selections from oratorios, "The Holy City," by Evan Williams, "Hark, Hark, My Soul," by the Mendelssohn quartet, instrumental numbers of classic compositions by famous performers, "My Hero" from the "Chocolate Soldier," patriotic songs, old melodies and a few popular tunes. These latter are not so well liked. They have a place, but when the children are called upon to make their own selections they seldom choose one of them. This is regarded as remarkable in a school where the pupils are necessarily of mixed tastes, and an indication of the latent love of music which the school stands a chance of developing and cultivating away from the attractions of the cheap music hall.

When Mr. Parker asked this time what they would have next Schubert's Serenade was requested, and was reproduced as performed by Mischa Elman. Then he asked for just one more piece which would finish their music for the day. The calls for the sextet from "Lucia" and "Just Before the Battle" were so evenly divided that it was necessary to count hands. So they enjoyed both pieces. When the last note of the second piece had trailed away Mr. Parker put another record on the machine, and the room resounded with the irresistible swing of the "Stars and Stripes." "When you march out," he said, "be careful to go quietly so as not to disturb the director. Who is the director?" "Sousa," they answered. "And who is the cornetist?" "Herbert Clark."

When school was dismissed for the day two girls stopped to talk to Miss Gary about the music. "I never heard such music as that," one of them said. "I don't believe I shall ever want to go to one of those nickelodians again."

"That is one of the things we want to counteract," explained Mr. Parker, who had overheard. "One of the girls who left school last year is singing in one of these halls for a few dollars a week and the children spend their pennies to go and hear her. What kind of music is that and what kind of things do they get in the usual run of those places? By cultivating their taste for the good things they will lose any pleasure they may have experienced in the bad ones."

The talking machine is an innovation in the

schoolroom, but everywhere tried it is proving a success. It is making constant headway in public and private schools and colleges—in fact wherever it is used it has its way into favor. The one just purchased by the Harvard school in Charlestown is one of the first added to a public school equipment in Boston. Henry B. Hall has one of his own which he used at the Phillips Brooks school when he was master there, and has taken it with him to the John Winthrop district. William B. Snow, master of modern languages at the English high school, hopes to get one to assist his classes in the pronunciation of

words in other languages than English. The Bennett, Franklin and Thomas Gardner schools in Boston; the Hodgkins and the Bingham schools, in Somerville, use the machines in cultural work, entertainment and marching.

Professor Marshall, of Boston University, is using the talking machine in his lectures on the history and development of music, and also for technical work with his classes. It has been his custom to give series of lectures illustrated with selections given by singers from the Boston opera company. In future he expects to have the talking machine do this work and thus gain a wider range from which to select.

At the Dorchester high school in Boston two phonographs are in use in the commercial classes. They are used chiefly for dictation, particularly in the classes in stenography, where they are found to be of great value. While much dictation is given personally by the teacher, the use of the machine occasionally as a substitute leaves the instructor free to go about among the pupils during the dictation exercise to see how they work and aid them in their difficulties. As phonographs are in growing favor in business offices, where communications are spoken into the machine rather than to a stenographer, and are later dictated back for reproduction on a typewriter, the pupil is prepared for both kinds of dictation.

In addition to describing the success met with

the use of talking machines in the public schools of Boston, the article goes on to tell in an interesting manner of the use of talking machines in the various public and educational institutions in this country and Europe, and the methods employed for securing the best results.

### DINES BOARD OF DIRECTORS.

George D. Ornstein, of the Victor Co., Tenders Luncheon to Heads of Sherman, Clay & Co. While in San Francisco Recently.

(Special to The Talking Machine World.)

San Francisco, Cal., April 6, 1912.

George D. Ornstein, representing the Victor Talking Machine Co., while in this city recently gave a luncheon at the St. Francis Hotel in honor of Sherman, Clay & Co. The board of directors of Sherman, Clay & Co. was in attendance, its members including L. S. Sherman, Philip T. Clay, Andrew A. McCarthy, Fred. R. Sherman and Fred. Stevenson. L. S. Sherman, president of Sherman, Clay & Co., made a very adequate little speech in which he emphasized the fact that the relations between the Victor Talking Machine Co. and Sherman, Clay & Co. had been exceedingly cordial during a long period of years and that in all that time not one unpleasant incident had marred the close, friendly relations of the two big houses.

### PHONOGRAPH SPEECHES MADE

By Members of Sumner Society Unable to Attend Reunion in Chicago.

(Special to The Talking Machine World.)

Chicago, Ill., April 8, 1912.

Twenty-one of the original 117 members of the Sumner Society, organized as a literary club in 1873, attended their thirty-ninth reunion and banquet at the Hotel Sherman recently and recalled their schoolboy days. Phonograph records of talks that had been made by members in other cities, and stereopticon views and drawings and writings of Dr. Cornelius H. Patton during a journey through the heart of Africa, formed the program. The "canned" addresses were from John E. Wilkie, chief of the United States Secret Service, Washington; Charles A. Hilles, Los Angeles; Lawrence A. Norton, banker, and William J. Buckley, both of New York.

A plain price mark is a silent, potent salesman.

## The New Regina Electric Cleaner

(MODEL "C")

is a high-class, moderate priced vacuum cleaner of a new design and construction and of exceptional merit.

*Retails for \$45 with a nice margin of profit to the trade.*

*Fully guaranteed by a responsible manufacturer. Licensed under the basic (Kenney) vacuum cleaner patents.*

*Send for particulars regarding this and other models to*



211 Marbridge Building, Broadway and 34th Street, New York  
218 S. Wabash Avenue, Chicago

**BUYS OUTFIT FOR THE DUKE.**

Miss Catherine Elkins Sends Original Present to Duc d'Abbruzzi—\$200 Machine and \$109 Worth of Records on Way to Italy.

(Special to The Talking Machine World.)  
Washington, D. C., April 8, 1912.

A talking machine with many records of her own voice was the gift of Miss Catherine B. Elkins to the Duc D'Abbruzzi recently.

Following a recent victory by the flotilla commanded by Duc D'Abbruzzi, Miss Elkins appeared at a store in F street and inquired for a specified type of expensive talking machine. After testing a number of machines she finally picked out one that cost \$200.

Miss Elkins then turned her attentions to records. Songs by Farrar, Caruso, Eames, Scotti and a dozen other grand opera notables were set aside then followed a miscellaneous collection of band, orchestra music, coon songs, topical songs, waltzes, comic recitations, vocal quartets, trios and duets. The records by that time amounted to \$109.

"I want that machine and those records sent to the Duke of Abruzzi at Rome by the next steamer," she said. In order that there might be no mistake Miss Elkins wrote the name and address upon her card and handed it to the proprietor.

**TO USE VICTOR IN SCHOOLS.**

(Special to The Talking Machine World.)  
Waterbury, Conn., April 6, 1912.

Superintendent of Schools Dr. E. H. Forbes has purchased a Victor talking machine for use in connection with musical instruction in the public

schools. The records to be used are being selected by Miss Mary H. Burns, supervisor of music.

**OUR FOREIGN CUSTOMERS.**

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

(Special to The Talking Machine World.)  
Washington, D. C., April 9, 1912.

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

March 12.  
Algoa Bay, 162 pkgs., \$1,541; Batavia, 4 pkgs., \$204; Bremen, 14 pkgs., \$737; Callao, 11 pkgs., \$1,259; Chemulpo, 7 pkgs., \$400; Copenhagen, 40 pkgs., \$2,100; Havre, 13 pkgs., \$138; 10 pkgs., \$189; London, 119 pkgs., \$2,123; Manila, 47 pkgs., \$1,434; Maranham, 6 pkgs., \$365; Puerto Cabello, 32 pkgs., \$744; Stockholm, 47 pkgs., \$1,585; Valparaiso, 52 pkgs., \$2,259.

March 19.  
Acajutla, 1 pkg., \$118; Berlin, 58 pkgs., \$7,570; Buenos Ayres, 10 pkgs., \$201; Callao, 1 pkg., \$129; 4 pkgs., \$619; Demarara, 5 pkgs., \$125; Guayaquil, 3 pkgs., \$203; 15 pkgs., \$969; Havana, 31 pkgs., \$1,775; Havre, 2 pkgs., \$100; Kingston, 1 pkg., \$121; Montevideo, 71 pkgs., \$3,881; Santos, 10 pkgs., \$914; Vienna, 12 pkgs., \$548.

March 26.  
Acajutla, 3 pkgs., \$234; Antwerp, 2 pkgs., \$250; Bremen, 5 pkgs., \$150; Buenos Ayres, 223 pkgs., \$12,036; Colon, 2 pkgs., \$300; Corinto, 3 pkgs., \$352; Guayaquil, 2 pkgs., \$105; Havana, 31 pkgs.,

\$1,566; Havre, 10 pkgs., \$894; Iquitos, 4 pkgs., \$252; La Guayra, 5 pkgs., \$117; London, 84 pkgs., \$2,746; Montevideo, 189 pkgs., \$6,136; Rio de Janeiro, 17 pkgs., \$1,151; Santiago, 7 pkgs., \$690; Tampico, 7 pkgs., \$278; Vera Cruz, 138 pkgs., \$4,611; Vienna, 6 pkgs., \$332.

APRIL 2.

Antofagasta, 3 pkgs., \$107; Berlin, 56 pkgs., \$997; Buenos Ayres, 39 pkgs., \$6,706; Callao, 15 pkgs., \$567; 11 pkgs., \$571; Cartagena, 2 pkgs., \$293; Demarara, 4 pkgs., \$163; Genoa, 19 pkgs., \$362; Guayaquil, 4 pkgs., \$280; Havana, 5 pkgs., \$207; La Guayra, 3 pkgs., \$345; La Paz, 7 pkgs., \$846; Limon, 13 pkgs., \$1,674; London, 139 pkgs., \$2,649; 6 pkgs., \$3,018; Marseilles, 2 pkgs., \$400; Milan, 9 pkgs., \$367; Port Limon, 15 pkgs., \$593; Port of Spain, 10 pkgs., \$447; Puerto Mexico, 8 pkgs., \$359; Rio de Janeiro, 29 pkgs., \$1,820; Santiago, 3 pkgs., \$175; Savanilla, 17 pkgs., \$1,273; Stockholm, 21 pkgs., \$1,425; Valparaiso, 13 pkgs., \$879.

APRIL 9.

Barbadoes, 3 pkgs., \$100; Berlin, 404 pkgs., \$10,639; Callao, 5 pkgs., \$420; Ceara, 2 pkgs., \$387; Colon, 3 pkgs., \$103; Dunedin, 5 pkgs., \$113; Hamilton, 5 pkgs., \$150; Havana, 44 pkgs., \$1,622; 7 pkgs., \$175; Kingston, 5 pkgs., \$105; 5 pkgs., \$105; La Guayra, 6 pkgs., \$432; Liverpool, 3 pkgs., \$135; Progreso, 121 pkgs., \$4,148; Santo Domingo, 16 pkgs., \$486; Santos, 10 pkgs., \$418; St. John, 4 pkgs., \$1,644; Trinidad, 6 pkgs., \$160.

**TALKERS FOR ARKANSAS SCHOOLS.**

Sample Machines Exhibited to Acquaint State Educators with Their Possibilities.

(Special to The Talking Machine World.)  
Little Rock, Ark., April 5, 1912.

Two samples of talking machines, which it is proposed to introduce into the public schools of Arkansas, were placed on exhibition recently in the office of the State superintendent of public instruction. They will be used to demonstrate the possibilities of such machines to educators from all parts of the State who visit the State Department of Education.

State Superintendent Cook believes that there is a big place for the machines in the public schools. They can be used, it is pointed out, both for entertainment purposes and to aid in teaching music to the pupils. Machines designed for use in schools of all sizes and selling at various prices have been produced by the manufacturers.

**LEASES BIG NEWARK BUILDING.**

(Special to The Talking Machine World.)  
Newark, N. J., April 11, 1912.

The Edison Co. has leased the new five-story building recently erected at the corner of Central avenue and Broad street and which contains 53,000 square feet of floor space. The lease runs for eight years and ten months, and the total rental will be \$300,000.

**TALKING MACHINE MOTORS  
HYDRA-SYSTEM**

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**Without Competition**

In case of breakage of the spring or damage on the spring box the latter can be exchanged by a child within 30 seconds, thus practically avoiding any interruption in the use of the machine.

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also Double-spring

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for certain districts to be had.



# FROM OUR EUROPEAN HEADQUARTERS

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

The Influence of the Coal Strike on Business—  
Spending Power of the People Curtailed—  
Optimism, However, Rules Supreme and an  
Early Settlement of the Labor Troubles Is  
Looked For—The Attitude of Composers and  
Publishers Toward the New Copyright Law  
—Edison Public Exchange Scheme—  
Archives of the Imperial Academy of Sciences  
in Vienna Enriched with Interesting Records  
—Death of a Veteran of the Trade—Cyl-  
inder Record Popularity—Some Inter-  
esting Records from the Columbia Co.—Other  
Items of General Interest to the Trade.

(Special to The Talking Machine World.)

London, E. C., April 6, 1912.

Throughout the whole of the month of March—a truly black month for all trades, not to mention our own—the spirit of Mark Tapley has occupied the chair and infused us all with its genial character. Really, it is surprising. However optimistic one felt inclined to be, the fact could not be balked that the wheels of commerce must gradually slow up for want of the necessary oil. For the first time we have been brought to appreciate the value of coal. But that by the way. What most concerns us is the effect of this disastrous coal miners' strike upon an industry which really flourishes on the surplus spending money of the masses. As far as can be ascertained over two million of the normal working population have been thrown idle, apart from the number of short-time workers and others indirectly affected.

#### Strike Restricts Spending Powers.

The spending power of all these must be very considerably restricted for weeks, even perhaps for months to come, and the immediate future at any rate is therefore not too rosy for the average talking machine dealer.

But, as I have said, optimism rules among the manufacturers, and as evidence it may be mentioned that with the exception of the minor firms, the prominent record makers have maintained their average amount of advertising and in some instances increases are to be noted. When the strike was first put in operation many traders were not far removed from the panic stage, but this nervousness, fortunately, soon departed.

At the moment of writing an early settlement of the strike is within the bounds of probability, if not certainty, and while it must necessarily be quite some time before things return to the normal, a general feeling of relief, needless to say, is expressed on all hands.

#### Copyright Information.

As the time draws near when the act comes into operation, the different phases of the situation become more engrossingly interesting and complex. I have already outlined the attitude of composers and publishers, who it appears have now reached an agreement regarding the methods to be adopted for the proper safeguarding of their interests. There would appear, however, to have been some little dissension among themselves as the result of discovering that one of the favored collecting societies was financed to some extent by the mechanical music trade. Under these conditions it was not unjustly felt that the control of licenses and collection of royalties should be placed beyond the control of any talking machine or music roll firm, and objection was also raised against any institution which proposes to deduct a percentage of the royalties received for expenses and profit. As the outcome of their deliberations, the leading composers, lyric writers and publishers have decided to establish a separate association to look after their interests and a provisional committee was appointed. By trotting out the old bogey that sheet music sales were adversely affected by the sales of records, the publishers are to obtain a share of the royalty fees collected. It is proposed that

expenses of administration of the society should be shared equally by the three bodies mentioned; the royalties collected to be likewise divided. Hard upon this the Incorporated Society of Authors and the Society of British Composers issued a manifesto drawing the attention of composers in the United Kingdom to their powers and rights in regard to the mechanical reproduction of their works, as defined by the Copyright Act, 1911, which declares that the composer has the sole right to authorize or prohibit the making of any mechanical reproduction of his compositions. No matter what assignment of mechanical rights the composer may have made before the passing of the act, the act annuls such an assignment, and confers solely upon the composer all royalties derived from such mechanical rights. The society urges upon composers not to part with the property which is exclusively theirs by act of Parliament, not to employ any agents or agencies without careful inquiry into their financial position and stability, and not to enter into any contract for sheet publication which contains any conditions whatsoever with regard to their rights of mechanical reproduction.

#### The Methods of Collections.

The regulations governing the collection of royalties as prescribed by the act have not yet been issued by the Board of Trade, but I am given to understand on official authority that the plan to be adopted is under consideration and will be made public in the near future.

#### Valuable Work on Copyright.

The Solicitors' Law Stationery Society, 22 Chancery Lane, London, W. C., has issued a King's printers' copy of the copyright act, neatly bound in a stiff cardboard cover, published at 2s. 9d. post free. The work deals exhaustively with the subject, and presents in as concise a form as possible the more important changes of copyright law made from time to time. With this work, interestingly compiled, by the way, by Messrs. Andrew Strahan and Norman Oldham (barristers-at-law), is bound up the Musical Copyright Act of 1906, Musical Copyright Act of 1902, and the unrepealed sections of the Fine Arts Act of 1862. The whole has been carefully indexed, and with tables showing where the corresponding sections of the repealed acts are to be found in the new statute or vice versa, it furnishes a key to a veritable encyclopædic mine of information essential alike to all interested in or affected by the new law.

#### First Edison Public Exchange Scheme.

Under date March 22 the trade was notified of an exceptionally interesting proposition by which during March, April and May authorized Amberol dealers may make an allowance to the public on all worn, broken or otherwise disused Standard or Amberol records returned under the following conditions: Providing one new Amberol record is purchased at the same time, an allowance of 2d for each old Standard and 3d. for each old Amberol record is permissible. The company specially emphasizes the fact that any attempt to increase the allowance beyond that stipulated will be considered an infringement of the price maintenance agreement.

Facilities are afforded the dealer of returning the exchanged records to the factory under a fairly liberal plan. The scheme is rightly expected to prove highly beneficial all round.

#### A Most Interesting Record List.

Liszt's "Hungarian Rhapsody," Mendelssohn's "Bee's Wedding" and "Spring Song," and the famous Intermezzo from "Cavalleria Rusticana" are titles to conjure with, but when we hear that records of them have been made by the New Symphony Orchestra we know that they will have received the most perfect interpretation and execution that is possible. The records figure in "His Master's Voice" April list, which also includes the following: "Songs d'Autonne" (Joyce),

Mayfair Orchestra; "Le Domino Noir," overture (Auber), band of H. M. Coldstream Guards; "The Wee Macgregor, Highland Patrol" (Amers), band of H. M. Coldstream Guards; "O Rest in the Lord" ("Elijah") (Mendelssohn), Mine. Kirkby Lunn; "A Furtive Tear" (Donizetti), Evan Williams; "In Sympathy" (Marshall), Walter Hyde; "The Holy City" (Adams), John Harrison; "The Palms" (Faure), Harry Dearth; "Cleansing Fires" (Gabriel), Thorpe Bates; Novelletten, 1st movement (Gade), Renard Trio; "Adagietto" (Bizet), W. H. Squire, cello solo; "The Bridal Chorus," from Lohengrin (Wagner), the Grand Opera Company; "The Other Department, Please!" (Fragson), Harry Fragson; "Let Us Waltz Round Together" (Penso), Margaret Cooper, and "Little Dolly Daydream" (Leslie Stuart), Eugene Stratton.

Ten inch—"The River of Tears" (Marzials), Mme. Edna Thornton, and "Wot's the Good of Hanyfink?" (A Cockney Complaint) (Ingle), Albert Chevalier.

#### Valuable Records Added to Vienna Archives.

Some unusually interesting records have been added to the phonographic archives of the Imperial Academy of Sciences in Vienna.

Delegates sent to Jerusalem, says the Pall Mall Gazette, succeeded in obtaining a collection of various Semitic dialects and ancient Hebrew religious songs. These latter include melodies originating from the period of the Jewish kingdom, which are believed to have been handed down untouched by outside influences. They bear a genuinely Oriental character, but musically considered are not of great merit.

Another valuable addition to the archives comes from the Caucasus, in records of various dialects in the Georgian, Armenian, Tartar and Mingrelian tongues. These will, it is expected, provide rich material for comparative language studies.

Dr. Pospischil, of Olmutz, has done the academy a great service in gathering together records from scattered Croatian villages in Moravia. These have been found to be absolutely identical with the pure Croatian speech, leaving no doubt that these settlements are of Croatian origin.

The academy's archives already contain nearly fifteen hundred cylinder records, and it is proposed to issue a catalog of the first thousand shortly. The work has attracted a good deal of attention abroad, and similar phonographic archives have been started in Rome and Zurich.

Inquiries to a similar end have also come to the Vienna academy from several other cities.

#### Death of a Trade Veteran.

A picturesque and eventful career has ended with the death of Colonel George Edward Gourand at Vevey, Switzerland, says a contemporary. Colonel Gourand was born in the United States, but he lived in England for over thirty years. During the American Civil War he served with the Federal Army with distinction.

When the phonograph was one of the wonders of the world the colonel became associated with Thomas A. Edison, and subsequently represented the great inventor in England, being the first official agent for the phonograph. He named his residence at Brighton Edisionia House, in honor of the inventor, and he there accumulated a large and valuable collection of records, which he was pleased to refer to as his "library of immortal voices," declaring that he had been offered thousands of pounds for the wax cylinders, which contained impressions of the voices of many prominent persons. Queen Victoria was much interested, although she did not make a record, but Colonel Gourand was wont to boast with some pride that he had secured records from the late King Humbert, Bismarck, Gladstone and Moltke.

When Jacques Lebandy decided to proclaim a

(Continued on page 44.)

## FROM OUR LONDON HEADQUARTERS—(Continued.)

"ready-made" empire in the Sahara Desert, some eight years ago, the gallant colonel was appointed governor general of the new domain. With other members of the "Emperor's" court he established himself at the Savoy Hotel and acted as spokesman for his "sovereign." He found time to act as Prime Minister, Minister of Foreign Affairs and Chancellor of the Exchequer, and declared that he had actually established relations with the Sultan of Morocco, the "neighboring friendly power." And when M. Lebandy's dream of empire faded, the colonel turned his attention to politics, conducting his election campaign by means of phonographs fastened to bath chairs. He afterward resided in Paris, and for the last two years at Vevey.

**Reviving Popularity of the Cylinder Record.**

As the result of one or two new departures of an enterprising measure, the cylinder class of record is likely to regain some of its old popularity, and the National Phonograph Co. is to be commended for its boldness in carrying out its new trade and public exchange schemes despite the great wave of industrial trouble which has spread over the whole of the country and seriously hampered business generally. It is true that these new propositions were, of course, planned in advance at a time when the great coal strike was, at any rate, not expected to last for any lengthened period, and although some may question the wisdom of the move at this time there can be no doubt that its result will prove its justification, at least we sincerely hope so. Particulars of the scheme are outlined elsewhere, and an excellent inducement for the public to embrace the Edison Co.'s generous offer, the first of its kind, by the way, is represented in the exceptional quality of its latest lists. That for May, which we are privileged to publish in advance, manifests ample endorsement of our statement. Complete list is as hereunder:

Edison Amberol Concert Records—"Vito" (D. Popper), Paulo Gruppe; cello; "Coppelia—Entr-

Acte and Waltz" (Delibes), Armand Vecsey and his Hungarian orchestra, and "Old Folks at Home" (Foster), Miss Margaret Keyes.

Edison Amberol Records—"Hogmanay" (C. W. Murphy), Stanley Kirkby; "Popular Songs—Medley," National Military Band; "I Wish It Were Sunday Night" (Godfrey and Williams), Billy Williams; "When the Harvest Moon Is Shining, Sweet Eileen" (F. V. Bowers), Thomas Jackson; "Valse Decembre" (Felix Godin), Alhambra Orchestra; "There's No One to Harmonize" (Percy Edgar and Lawrence Wright), Jack Charman; "Derby Day" (Original), Ben Albert Company and band; "So You Want to Be a Soldier, Little Man" (Trottere), David Brazell; "No Wonder You Call It the Last Waltz" (Moore and Cliffe), Stanley Kirkby; "Sunny Savannah" (T. Thurban), National Military Band; "Alexander's Ragtime Band" (J. Berlin), Billy Murray; "Ye Merry Birds, that Sweetly Sing" (F. Gumbert), Miss Elizabeth Spencer; "Angel's Serenade" (G. Braga), Venetian Instrumental Trio; "Your Smile" (D. Forster), Miss Elsie Baker; "The Broken Melody" (A. van B'ene), American Standard Orchestra; "I Will Magnify Thee, O God" (J. Mosenthal), Miss Agnes Kimball and Reed Miller; "Second Polonaise" (Liszt), Edison Concert Band; "Mary was My Mother's Name" (A. Solmen), Joseph A. Phillips; "The Passing Caravan Patrol" (J. C. Schmid), New York Military Band; "Peggy Gray" (T. Chattaway), Manuel Romain; "That Hypnotizing Man" (A. Von Tilzer), Premier Quartette; "Are You Going to Dance" (The Count of Lupenbourne), Miss Elizabeth Spencer and Irving Gillette; "Old Folks at Home" (with variations) (piano solo), André Benoist, and "One Fine Day" ("Mme. Butterfly") (Puccini) (sung in English), Miss Agnes Kimball.

Edison Standard Records—"I Never Heard Father Laugh So Much Before" (Godfrey and Williams), Billy Williams; "'Tis a Far Better Thing" (Godfrey and Williams), Billy Williams;

"Take Me Where There Are No Eyes About" (Godfrey and Williams), Billy Williams; "Timelou" (Chinese Intermezzo) (H. Christine), Alhambra Orchestra; "Paper Bag Cooking" (H. Pether), Bobbie Naish; "Hush, Here Comes the Dream Man" (Weston, Barnes and Scott), Jack Charman; "I Had to Laugh at Once" (Whitlock), Billy Whitlock; "It's the Early Girl That Catches the Man" (Carter and Flynn), Miss Florrie Forde; "My Lantern Girl" (A. J. Laurence), Stanley Kirkby; "Popular Songs" (medley), National Military Band; "Alexander's Ragtime Band" (I. Berlin), Billy Murray, and "Spanish Dance"—Suite "Bal Costume" (A. Rubinstein), United States Military Band.

**Thos. Edens Osborne Still in Evidence.**

With his usual kindly thought, T. Edens Osborne, of Belfast, has been much in evidence of late at concerts and like functions, accompanied by his auxetophone. He has, too, been putting out some effective advertising in the local press, and seems as determined as ever to hold the talking machine trade in Belfast, etc., or as much of it as enterprise will insure.

**The April Zono-Twin Records.**

Full of good things, as usual, the April Zono-Twin list represents an exceptionally good batch of selections, among which the following call for special mention: Zonophone Records—"Over the Sticks" and "Riding to Order," Joe Elvin; "The Fighting Fifth" and "Grizzly Bear Two-Step," Black Diamonds Band; "The Goslings" and "Quibble's Cocoa," Zono. Concert Party; "A Farewell" and "Fiddle and I," Ernest Pike; "We're Here To-day, and Gone To-morrow," and "Love," Miss Florrie Forde; and "The little church across the way," and "Pretty little Cupid" Miss Zona Vevey.

**U. S. Patent Ruling Arouses Interest.**

The recent ruling of the United States Supreme Court concerning the right of a patentee to enforce the use of his own accessories with the patented article has attracted not a little at-



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

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 FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.  
 GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.  
 HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.  
 HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.  
 ITALY: Compagnia Italiana del Gramofono, 5, Via S. Prospero, Milan.  
 SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 33, Alexanderstrasse, Riga; 58, Fontanka, St. Petersburg; 9, Golovinsky Prospect, Tiflis; Warsaw.  
 SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Apellbergsgatan, Stockholm.  
 EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue, Mousky, Cairo.  
 EAST AFRICA: Bayley & Co., Lourenzo Marques, 8 Beira.  
 SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros & McMahon, 443 West Street, Durban; Ivan H. Haaburger, Maitland street, Bloemfontein.  
 INDIA: The Gramophone Co., Ltd., 139, Ballighatta Road, Calcutta; 7, Pell Lane, Fort, Bombay.  
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GREAT BRITAIN

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HIS MASTER'S VOICE

tention here in the press and amongst business men having dealings with your country. While the law upholds that sort of practice, although establishing monopolies in more than one direction, it is felt that one cannot blame the patentee. He is only exercising the inherent laws of nature. But for the laws of man the severest condemnation is expressed and it is regarded as strong indication of the need for new legislation to prevent a repetition of these monopoly actions.

**Praise from Band Master.**

Mr. Channing Ellery, the proprietor of the famous Ellery Band, has written to the Columbia Company the following glowing testimony to the Columbia-Rena records of his world-famous band: "On behalf of Mr. Di Girolamo, leader of the Ellery Band, and myself, I want to congratulate you most heartily on the extraordinary excellence of the records of our organization which were taken for Columbia-Rena. So perfectly do these records reproduce the tone and style of the Ellery Band that no one at all familiar with its playing could possibly fail to recognize it after hearing but a single bar of the music."

(Signed) CHANNING ELLERY.

**New Ocarina Records.**

The latest addition to the Columbia-Rena list of stars is Mose Tapiero, the accomplished executant of the ocarina. The Columbia Company has secured a number of attractive selections not previously recorded by this artiste, and chosen with the express object of demonstrating the unique powers and capabilities of the player. The first of the Tapiero records is issued this month.

**"The Pirates of Penzance" Record.**

"The Pirates of Penzance" is the subject of the newest record in the Vocal Gems series of Columbia-Rena. In the vocal excerpt are introduced all the familiar numbers, including "The Paradox Trio," "I am a Pirate King," "Hail, Poetry," "Go, Ye Heroes," "Let Us Gaily Tread," "Come, Friends Who Plough the Sea," while the band selection takes in the "Policeman's Song" and "Poor Wandering One"—The latter as a solo for the cornet.

Two delightful old favorites stand against the name of sweet-voiced Will Oakland in the new Columbia-Rena list. Who has not longed for an adequate rendition of "White Wings"—the song of the man who apostrophizes the white sails of his ship as the wings that never grow weary—the song that can never grow old. Or who has not craved for a sentiment-laden rendering of the semi-pathetic "Only to see her face again"? To such we commend Will Oakland's latest and one of his best, if not actually the best.

Other good records to hand are: Columbia-Rena, 12-inch—"Overture to Tannhauser" Part I. Andante Maestoso, and Part II. Allegro, (Wagner) Court Symphony Orchestra; "The Pirates of Penzance" Vocal Gems, and Selections (Sullivan) Prince's Orchestra; "I'll sing three songs of Araby" (Frederic Clay), and "Songs my mother taught me" (Anton Dvorak) W. Morgan Kingston. Ten-inch—"Take a little bit off" (David and Arthurs), and "You'll do the same thing over again" (A. Gumble) Beth Yate; "The White Squall" (G. A. Barker), and "The Bay of Biscay" (J. Davy) Robert Howe; "Hoch Hapsburg March" (J. N. Kral), and "Unter den Linden March" (W. A. Crosse) (Concertina Solos) Alexander Prince; "La Traviata—Prelude" (Verdi) and Quartet from "Rigoletto" (Verdi) (Accordion Solos) Guido Deiro; and "Grizzly Bear"—One Step (with effects) (George Botsford), and "The Bogey Walk" (with effects) (J. M. Gallatley) Casino Orchestra.

**New Commercial Information Bureau.**

For the purpose of supplying information free of charge to those interested in British trade in South Africa a commercial information bureau has now been attached to the office of His Majesty's trade commissioner at Norwich Union building, Cape Town.

**LEIPZIG'S GREAT TRADE FAIR.**

Sales of Records and Machines Reach an Unprecedented Figure—Over 120 Exhibitors and a Good Display of Parts and Accessories—New Models of Disc Machines Shown—Some New Tone Arm Devices.

(Special to The Talking Machine World.)

Leipzig, March 30, 1912.

In addition to visitors from pretty well every part of the world there was an extra large number from England, and it is safe to say that the trading results of this year's fair has been exceptionally good. As usual, Peterstrasse was the scene of operations, and an animated scene it was, too, considering that at times the thoroughfare was almost impassable, so great was the crush of would-be buyers.

Machine sales reached an unprecedented figure, substantial orders having been placed by large buyers from Russia, Italy, Austria, France, Holland, England and other European countries.

In the record field individual orders were placed for tens of thousands at a time, while in bulk an enormous turn-over was experienced. A remarkable feature of the situation was the presence of several large dealers, who sought to lay for themselves a golden nest. Germany being recognized as the home of extraordinarily cheap records, which, if not actually exhibited at the Leipzig Fair, are nevertheless in other ways prominently brought under the notice of buyers, it is perhaps only natural for the enterprising dealer to assume that by going over and placing a large order direct, over the head of the home agent, special terms might be forthcoming. In many instances the little plot failed of its purpose, but there are cases on record to the contrary.

Of the 120 odd exhibitors a good percentage were showing various parts and accessories. This condition of things was more noticeable than last year, and it would seem to indicate the trend of the times in that, the practice of assembling one's own line of instruments, is becoming more general. And it is to be observed that this can often be done more cheaply than buying machines in bulk complete.

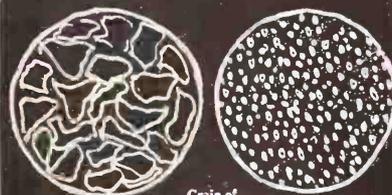
Many new models and styles of disc instruments were exhibited and prices ruled somewhat higher than in previous years. The cheaper class of machine was, as usual, much in demand, and although generally there appeared to be nothing especially new, one or two exceptions call for mention. Visitors evinced a deal of interest in a specially cheap line of the usual horn type fitted with a one-record motor enclosed in a wooden cabinet. The machine is wound up through the turntable and sells at five marks. A fair quantity of orders were placed, but it did not especially attract buyers from England. A new hornless model of somewhat better quality was more in demand. This latter instrument is equipped with a crank wind one-record motor, with a fairly good polished oak case. With six seven-inch double records it will retail at one guinea.

As the result of the recent tone-arm litigation a number of new devices have sprung into existence, and the invention of the Lindstrom Co.'s in particular attracted much favorable notice. The sound box is so fitted that it will rotate to a limited extent in the sleeve on the end of the tapered arm in which it is held. By means of an adjustable weight (a nickel ball), mounted on the projecting arm, the weight of the sound box on the record can be arranged to a nicety, while on swinging the sound box off the record the ball weight keeps it in position. Ingenious to a degree, it naturally was the object of much friendly criticism and praise.

Among the visitors to the fair I might mention the following: Messrs. Murdoch and Fulton,

(Continued on page 46.)

**Don't Buy Needles That Damage Records**



Bad Needles

Grain of Condor Needles

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

**Consequence:**

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

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

**Finest Reproduction, No Ruin of Record.**



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 the best existing recording material for Berliner- (Gramophone-) cut? If  
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 manufacture of Master-Waxes for Gramophone and Phonograph

**Everybody's Doing It Now! Meeting a Columbia customer with Columbia goods instead of trying to "convert" him. It was always a mistake, it took time, it cost money, and it was getting harder every day to make it work.**



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

**THE FAIR IN LEIPZIG.**  
(Continued from page 45.)

John G. Murdoch & Co., Ltd.; Messrs. Cullum and Smart, Lockwoods; W. Manson, British Zonophone Co.; Messrs. Hertzog and Ficker, New Polyphon Supply Co.; Frank and Edgar Samuel, Barnett, Samuel & Sons, Ltd.; Messrs. Ruhl and Balcombe, O. Ruhl, Ltd.; F. Nottingham, American Talking Machine Co.; K. Harth, Favorite Record Co.; W. Cooper, Cooper Bros.; W. A. Barraud, Dacapo Record Co.; Mr. Blum, Blum & Co.; Mr. Fellheimer, Polyphon Co.; Mr. Lesser, Abraham & Co.; J. G. Graves, of Sheffield; Mr. and Mrs. Christian Duwe, Manchester; W. Geddes, Richardson's Manchester; W. Johnson, Liverpool; Mr. Gilbert, Sheffield; Mr. Harris, Dublin; Mr. Simons, of Houndsditch; Mr. Bleakley, Perfectophone Co., and Mr. Appleton, of Leeds.

**THE VICTROLA IN CONCERT.**

The Demonstration of the Instrument in Connection With Sunday Evening Band Concerts the Latest Idea of Ludwig & Co., Victor Dealers in Wilkes-Barre, Pa.—The Success of the Plan Interestingly Proven.

(Special to The Talking Machine World.)

Wilkes-Barre, Pa., April 8, 1912.

Ludwig & Co., Victor dealers in this city, some time ago conceived the idea of arranging for band concerts on Sunday evenings for the purpose of bringing the Victor-Victrola strongly to the attention of the public. The success of the concerts,

which are given by Alexander's Band, has exceeded even the expectations of the originators themselves.

The Victrola is placed on the stage immediately in front of the conductor's stand, and after each selection played by the band a selection is given on the Victrola. During the evening vocal numbers are rendered by means of the Victrola and accompanied by the band, and in the course of the program the public has an excellent opportunity of learning much regarding the possibilities of the Victrola in furnishing musical entertainment.

**ISSUES GRAPHOPHONE FOLDER.**

R. A. Dinsmore Emphasizes the Desirability of Installing Such a Machine in the Home.

(Special to The Talking Machine World.)

Boston, Mass., April 8, 1912.

R. A. Dinsmore, the Columbia dealer and proprietor of the Roxbury Graphophone Store, at 1227 Tremont street, this city, has just issued to the public a well-written little folder for the purpose of calling attention to the desirability of the Columbia graphophone as an adjunct to the happy home.

In comparing the graphophone with a piano the booklet says, in part: "The piano makes piano music only, while the graphophone will make any kind of music you desire to hear, and is always uniformly good, but if you feel that you must have a piano, then buy a graphophone to teach you vocal and instrumental music.

"It furnishes for you at your home a band, orchestra, accordion, banjo, piano, violin, piccolo,

cornet, and every form of vocal music from ragtime to grand opera. It plays for you the sweet familiar hymns of childhood, or the latest comic opera hit.

"It never has to be coaxed to sing or play and it never catches cold. It plays when you wish to have it do so and its voice is stilled when you wish for quietude. It laughs with you, but never at you. Buy a graphophone, buy the best, buy a Columbia."

It is the sort of publicity that arouses interest and produces results in the way of sales.

**GOOD SIDE LINE FOR DEALERS.**

The Regina Co., 211 Marbridge building, Broadway and 34th street, New York, announces elsewhere a new model of Regina electric cleaner—model "C." This is a moderate priced vacuum cleaner of a new design and construction. It retails for \$45, which means a good sized profit for the dealers. In a chat with L. T. Gibson, secretary of the Regina Co., he said that many might believe that The World is a peculiar place to advertise vacuum cleaners. "But so many talking machine dealers handle Regina cleaners with profit that I know that not only Regina agents, but other talking machine dealers seeking a profitable side line will be greatly interested in this new machine.

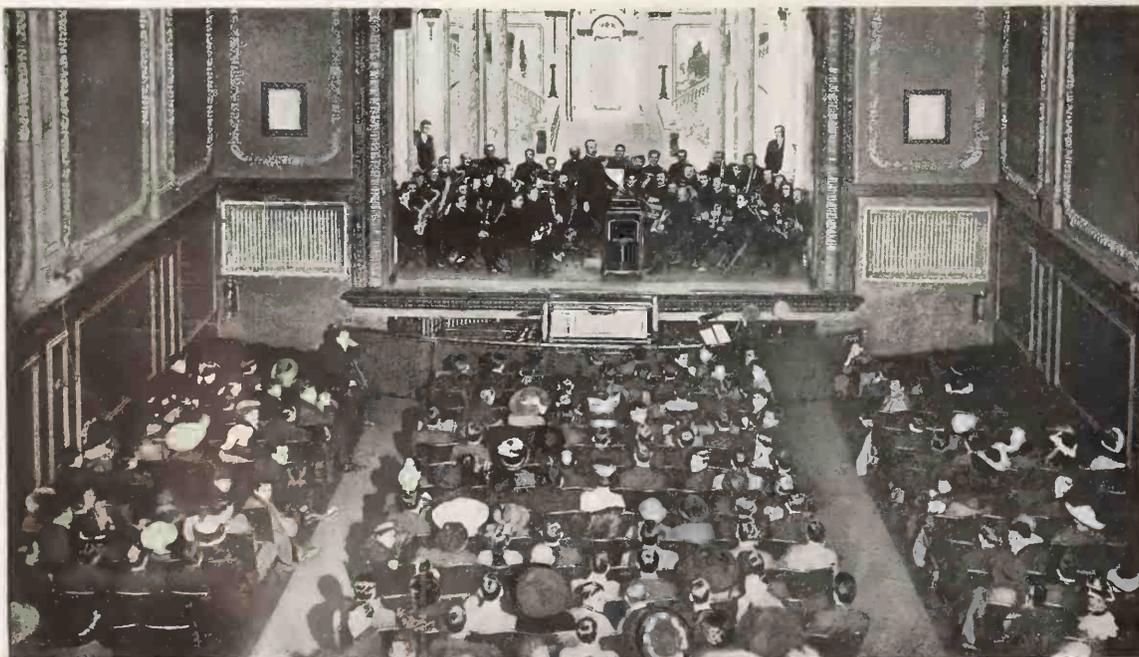
"The method of dust separation is a special feature. Instead of hanging an unsightly dust bag on the handle, we have incased the dust receptacle, which is of special design, and have placed it between the intake and the motor, where it should be. Thus all moving parts are properly

protected and no dust, matches or sticks can be drawn through or around the mechanism, or thrown out with the exhaust." Full particulars of this model "C" will be sent upon request to the Regina Co.

**STORE TALK.**

A certain atmosphere characterizes every store. To this atmosphere all customers are more sensitive than employees or employers realize, and the atmosphere itself is created entirely by the mental attitude of the clerks toward their customers.

When the atmosphere of the store betokens real cordiality the customers duly appreciate that fact and call again.



ALEXANDER'S BAND AND THE VICTROLA IN RECITAL.

## OPTIMISTIC IN INDIANAPOLIS.

Aeolian Co. Concludes Successful Concert Season—Latest Victor Records Make Big Hit—Thomas Devine's Narrow Escape from Death—New Columbia Style "Princess" a Favorite—The Kipp-Link Phonograph Co. Reports an Increasing Demand for the Latest Styles of Edison Machines and Records.

(Special to The Talking Machine World.)

Indianapolis, Ind., April 10, 1912.

The local talking machine houses are looking forward to a brisk trade in the spring and early summer and believe that the phenomenal volume of business done in the past two months will be equaled if not surpassed, as all indications point toward one of the most successful years in the business. The managers of the houses handling the Columbia, Victor and Edison machines are all enthusiastic over the business of this year and predict an increase as the year rolls on.

Thomas Devine, local manager of the Columbia Phonograph Co.'s branch, narrowly escaped death last week in a traction wreck near Fortville, Ind. Another passenger in the smoking compartment of the car in which Devine was riding was killed. Mr. Devine got off with serious injuries about his legs and hips. He has been confined to his home since the accident and it will be several weeks before he is able to get about, according to his physician. The wreck resulted from misunderstood orders and the absence of a headlight on one of the cars.

A peculiar incident of the affair was that C. P. Herdman, of the local branch of the Columbia Co., intended to make the trip which resulted disastrously for Mr. Devine, but at the last moment Mr. Devine decided to go. Mr. Herdman intended to go to Muncie and close a sale of Columbia Grafonola "Regent," but Mr. Devine was obliged to go to Anderson to see about the sale of a dictaphone and he decided to go to Muncie for Mr. Herdman also. The wreck occurred while he was coming from Muncie.

The Aeolian Co. concluded a series of ten concerts last week and is planning to give a farewell concert at one of the theaters within the next few weeks. Those who attended the complete series will be entitled to tickets to the last concert. The Victrola machine is used and there has been a material increase in the sale of this instrument since the first of the concerts. Miss Wiltsie, who is now in charge of the talking machine department of the Aeolian Co.'s branch, says that business has been very good since she has been with the company. Miss Wiltsie was formerly with the Musical Echo Co. She is in reality no longer a "Miss," as she was married last month to Arthur V. Lamb. Mrs. Lamb will keep her maiden name, however, when she is busy transacting a sale of the Victor machine.

W. S. Barringer, manager of the retail Victor department of the Wulschner-Stewart Music Co., reports excellent business conditions throughout the State. This company is creating a great deal of new business by featuring the records of the latest songs as they are sung at the local theaters. Records by Christie McDonald, of the "Spring Maid," which appeared at English's opera house this week, made a "hit" locally and a large number of them were sold during the week. Theatergoers are beginning to take notice of this feature of the talking machine business and the increase in trade has been noticeable. Caruso and Lucia Sextet records have been in demand in the last few weeks and are leading the sales. The four Miss Fords, who were at the B. F. Keith Theater this week, visited the Victor department of the Wulschner-Stewart Co. Nat M. Will's, the famous "happy tramp," also stopped at Keith's this week. His Victor records are always in demand here.

Samuel Goldsmith, traveling district manager of the Victor Co., stopped for a short time in Indianapolis recently and chatted with Mr. Barringer.

The local branch of the Columbia Phonograph Co. is making a special display of the new Columbia Grafonola, the "Princess," at \$75. The fact that no other music reproducing instrument that stands on the floor independent of a separate



SOLID WOOD (NOT VENEERED)

Mr. Dealer:

No Chance  
for  
Mistake



Trade Mark  
on  
Every Horn

SOLID WOOD Horn Not VENEERED

"WHAT YOU GET"

After you have listened or read all the big talk of Horns and Hornless machines; after all is said and done; what interests you most, when you select the article for your trade, is what you get.

We claim and can prove that the *Music Master Solid Wood Horn* is the best. The many thousands that are in use and the demand for them by the Talking Machine Manufacturers and users at the factory proves conclusively the Public knows the Music Master.

It is the only Horn Guaranteed.

Should your jobber be unable to supply you, write us.

**SHEIP & VANDEGRIFT, Inc.**

PHILADELPHIA, PA.

base has ever been offered for less than \$100 is expected to make the new style a "go" here. The local branch has started an extensive advertising campaign in the local papers. The business of the Columbia Co. in Indianapolis has been in keeping with the past records that it has established. Mr. Herdman, who is in charge while Mr. Devine is away, says the branch had the best March business that he has experienced. A report sent from headquarters shows that the Indianapolis branch of the Columbia Co. stands sixteenth in its sales for February. A number of cities which are much larger than Indianapolis are behind the local branch.

New records by Weber and Fields will be put on sale by the Columbia branch in the next few days. Post card announcements of these new records will be sent out to the trade. Other new records being offered are by Leo Slezak, the Bohemian tenor, and Emmy Destinn, the famous dramatic soprano.

Special Easter records were in demand for the few weeks preceding Easter. All of the local

houses prepared lists of their records suitable for Easter music.

Walter Kipp, of the Kipp-Link Phonograph Co., which handles the Edison machine, is favorably impressed with the conditions throughout the State. Paul Bassett, who travels for this concern and who is well known among the dealers, reports excellent business conditions. Mat Kreusch, of the Edison Co., of Orange, N. J., was here recently and stopped at the Kipp-Link house. Mr. Kipp says his company now has the most complete stock since the establishment of the house.

## SOME EFFECTIVE ADVERTISING.

E. F. Droop & Sons Co., general Victor distributors, 1300 G street, Washington, D. C., have been carrying some very effective advertisements in their local papers bearing on the Victor-Victrola in which they are pointing out the fact that every business man needs relaxation and that the Victor-Victrola is the tired man's tonic. The advertisement is admirably laid out, cleverly written and forms most effective publicity.

# SALTER MFG. COMPANY

337-343 North Oakley Avenue

CHICAGO

Exclusive Manufacturers of

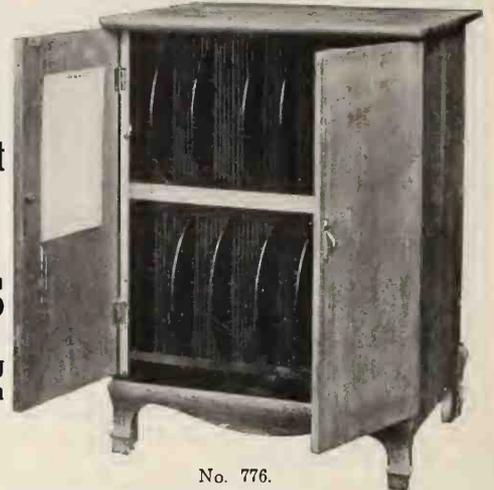
**Salter's Patent Felt  
Lined Shelf**

## Cabinets

Our latest Catalogue showing  
our entire line will be sent on  
application.



No. 788.



No. 776.

**WE MANUFACTURE THE MOST COMPLETE LINE OF HIGH-GRADE CABINETS FOR THE  
LATEST STYLES OF VICTOR, COLUMBIA OR EDISON MACHINES**

### TRADE CONDITIONS IN ST. LOUIS.

Bad Weather Conditions Have Retarded Trade—The Situation Now Improved—Victor School Propaganda Bearing Fruit—Educational Record Being Pushed—Zeigenheim Furniture Co. to Handle Talking Machines—High Priced Victrolas in Demand at the Aeolian Co.—Columbia Phonograph Store Being Redecorated—Silverstone Co. Featuring the Edison Goods—Clever Easter Window—The General Situation Most Satisfactory in All Branches of the Trade.

(Special to The Talking Machine World.)

St. Louis, Mo., April 10, 1912.

St. Louis talking machine men are looking forward to a fine spring trade. Their view is that the weather has been so miserable for business for three months that there must be considerable of the unfinished article lying around. The daily receipt book is not evidence of this, for business totals have been very good recently.

The jobbers say that country business is fair, that collections are not good in communities where the customers have to travel over roads to get to the store, where producers have been cut off from markets, and in the South, where planting is very late and discouraging. They think that a few warm, sunny days will change all of this and the farmer will come into his traditional good humor and all the ramifications of the trade will again smile and everyone will want a talking machine to help the expressions of joyfulness. Good crops, they say, cannot help but result from the combination of well soaked soil and sunshine, and the latter is bound to come very soon.

And then will come the school trade, not this spring, perhaps, in noticeable quantity, but it is beginning. All of the larger houses have stocked on educational records and they are beginning to move, just enough to show that the seed is well planted and that something is going to happen, and happen big, along next September when schools open. Talking machines for schools in this part of the country must be bought by patrons' associations, and these associations are nearly "broke" now, but they give picnics and entertainments about the school closing time, and replenish the strong box for next year. Then will come the sales. The jobbers say there is quite an out-of-town demand for these records, showing that this entire section is awakening.

The dealers' view is that following the sales in schools will come the sales in the homes, where the children have reported the fine music they have heard at school, and altogether it is going to be a fine prospect, especially for the Victor dealers.

The Zeigenheim Furniture Co., the largest in-

stalment house in East St. Louis, is completing arrangements for the installation of a talking machine department and the opening will be before The World reaches the readers. Mr. Zeigenheim is going into the business on a determined scale and his department will be the equal of any in the West, and he proposes to fight the St. Louis stores for every bit of trade on the east side of the river. East St. Louis has several talking machine dealers, but they have not gone after the business on so determined a scale.

Harry Levy, manager of the talking machine department of the Aeolian Co., recently made a business tour of the South and reports prospects good for late spring business.

The Koerber-Brenner Music Co., wholesale Victor dealers, is congratulating itself on the luck enjoyed recently with a badly needed record shipment. Five boxes of records were caught in a wreck and it was thought from reports that was a case of reorder, but to their surprise all but one box was saved in perfect shape.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., departed for Birmingham the first of the month, with a trip to Dallas as a prospect. Mr. Rauth said that the record business was making an excellent showing in the out-of-town trade and that as it became possible to more nearly fill orders complete, there is a much better feeling in the trade. His company had recently been compelled to file several fill-in orders between times and had just received a heavy shipment of the records on the envelopes, which were much in demand.

Sales Manager Orns'ein, of the Victor Co., was a recent visitor here.

Manager Levy, of the Aeolian talking machine department, says that the retail trade enjoyed by that firm recently has been quite a pleasing feature; that the country trade has held up fairly well, but needs open weather. Some difficulty is experienced, he says, in meeting orders on VIII, IX, X and XI machines, but that the record supply, which was so much of a problem for a time, is rounding up nicely.

President H. G. Koerber, of the Koerber-Brenner Music Co., returned the first of the month from Asheville, N. C., where he enjoyed an extended vacation and much needed rest. He arrived just in time to sit on the lid when Secretary Rauth was called South.

The redecoration of the Columbia phonograph store is complete, and it is quite a different looking place. All woodwork has been painted white, the walls finished in light buff and the picture frieze is light in general tone. New lights have been installed and new rugs and draperies placed in the demonstration booths, and the effect is very cheerful and clean, which was the effect desired.

The office quarters have been more completely partitioned off to give more quietness to that section, and the furniture is being rearranged and rebuilt for expediency of the business. Manager Ramsdell says he is very well pleased with results and believes that the increasing business will be handled with greater ease. "March was a very good month with us," said Mr. Ramsdell, "and we have no complaints. The new Princess Grafonola is proving a good machine for the wholesale business from this store and meets the requirements for a high class machine in the smaller stores."

The Silverstone Talking Machine Co., recently appointed exclusive jobbers for Edison phonographs in this territory, has also taken over the dealership for the Edison dictating machine and will push this work in this territory. A. M. Pierce, recently of the Chicago Dictating Machine Co., is sales manager of this department. Mr. Silverstone says that he expects excellent business to result. "The former dealers," he says, "have not paid enough attention to keeping the machine in order and, of course, trouble has resulted. I have been busy overhauling some of them, and I find that it is a job for a combination talking machine expert and electrician. I enjoy both branches of work and will show the users of these machines what good service means." An office for this department has been fitted for the present in the front booth of the Silverstone store in sight of the street, where the young woman in charge can be seen by passersby as she busies herself taking dictation from the machine and transcribing it on the typewriter.

The Columbia Phonograph Co. again enjoyed the exclusive talking machine exhibit privilege at the Household Show and got some very good business as a result. L. J. Reid was in charge of the exhibit, and Assistant Manager C. L. Byars, who is in charge of retail sales, gave a good many evenings to the booth. "There was an excellent attendance," said Mr. Byars, "and the class of trade we drew was all high class. There was no riffraff to fight away there. We got orders from there each day, and I have a good bunch of prospects left. Our handicap was the scarcity of Favorite machines. The advertising has made persons ask for this instrument and we probably would have more sales on our books if we had more of these machines to send out for trial right now, but we have been playing for those prospects which looked to be the quickest sales. The general business is holding up nicely and we have made a very creditable total on record sales, despite our handicap during the redecoration of our store."

L. J. Reid, a floor salesman with the Columbia Phonograph Co. here, has been transferred to the Louisville branch, where he will work under E.

B. Walthall, recently manager of the branch here.

Mark Silverstone, president of the Silverstone Talking Machine Co., has great hopes for the talking machine future of his son, aged four. Young Mr. Silverstone is much of an enthusiast and when his mother makes a cake the little fellow wants to "wind" it for her; also he wants to "wind" the coffee grinder. There is no word stir in his vocabulary, and Mr. Silverstone is of the opinion that he son will become an enthusiast.

An interesting Easter window was a dancing egg in the window of the Silverstone Talking Machine Co. The egg rested on a presumably level piece of glass, which was, in fact, a slightly concave watch crystal. This in turn rested upon two small goblets that stood on a wooden box. The egg danced continually and with it was a sign: "This egg will not set still until there is an Edison phonograph in every home for Easter." The device was very mysterious until Mr. Silverstone permitted The World correspondent to walk among the machines displayed and place his hand on the box, then all was plain. The top of the box was thin veneer and inside was a smooth running electric motor, which caused the veneer top to vibrate ever so slightly. This vibration was conducted to the watch crystal by the goblets, which were tightly glued in place, and this slight motion jarred the blown eggshell from the center and the curve of the watch crystal sent it back. The weight of the big end of the eggshell was sufficient to keep it turning irregularly and added to the weird appearance.

Manager Horras, of the Detmer piano branch, created some excitement in the talking machine stores when he placed a Columbia symphony grand machine in his window. The assumption was that he had added talking machines to his line, but he entered a disclaimer, asserting that it was merely a pick-up in a piano trade that he wanted to sell. The machine was two years old and had never had a record on it. The owner had drawn it at a raffle and had not cared to invest in records, so had let it stand silent until it was traded for a piano.

The Thiebes Piano Co. is making a big run on a specially designed needle for opera effects sold under the name and guarantee of that company, and Manager Robinson says they have been a good card. They are guaranteed to produce better effects than regular needles and to be less wasteful of records.

"Business is excellent," said Manager Robinson, of the Thiebes Piano Co. talking machine department. "Trade is holding up well and is well balanced. The record business keeps ahead of previous years and we are having quite a little business in the educational Victor records." Mr. Robinson has recently been making window displays of Regina-Phones and reports sales of a goodly number of the boxes.

S. H. Rash, recently traveler for the wholesale talking machine department of the Aeolian Co., is with Lyon & Healy, making northern Illinois, and it is expected that he will include St. Louis in his territory.

### TRADE IN SOUTHERN CALIFORNIA.

Month's Business Shows Up Well—Recent Visitors of Note—Pasadena Music Co. Remodels Quarters—New Cabinets Please—Trouble in Securing Sufficient Stock—Other News.

(Special to The Talking Machine World.)

Los Angeles, Cal., April 6, 1912.

Dealers in the southern section of California have had a very good trade during the past month, regardless of the shortage on Victor and Edison goods caused by the delay of freight on the various lines. In fact, many dealers report a phenomenal trade for the month of March.

P. T. Starck, of the P. A. Starck Piano Co., of Chicago, spent several days in Los Angeles recently and stated prospects for the future business were very encouraging in his city.

The Fitzgerald Music Co. is still continuing its special advertising, through which it is reaping many great results for this special effort.

The Pasadena Music Co., of Pasadena, has remodeled its talking machine department, thus mak-

ing a number of sound-proof salesrooms equipped in the most up-to-date manner. Mr. Campbell, the general manager, is putting every effort into the work, which has brought great returns, due to the fact that he is a real live talking machine man.

Anaheim, Cal., has a very live Edison dealer, L. B. Weber, who is having splendid success with the Amberola and Opera.

F. W. Wood, of the Wood Manufacturing Co., of this city, who is the inventor and manufacturer of the Wood filing cabinet, reports a great demand for this new disc cabinet.

E. W. Muller, of Klamath Falls, Ore., was a recent visitor in Los Angeles, where he spent several days. Mr. Muller is an active Edison dealer.

Sherman, Clay & Co., through their local manager, C. S. Ruggles, report a steady demand for all general types of Victrolas, having just received a carload of Victrola XVI. and disposing of them the same day as received.

J. J. MacGregor, of MacGregor Bros., Ventura, Cal., reports business very good in his section of the country.

### GEO. W. LYLE ENTHUSIASTIC

Over Trade Conditions—Leading Cities Visited During Recent Trip to the Pacific Coast—Made Some Very Important Deals

George W. Lyle, general manager of the Columbia Phonograph Co., has returned to New York after a visit to a number of the company's stores. His trip included Atlanta, Birmingham, New Orleans, Dallas, Los Angeles, San Francisco, Denver, Omaha, Salt Lake City and Chicago.

Mr. Lyle returned more enthusiastic than ever, if such a thing were possible, as to the future of the talking machine industry. At every point visited the reports made him were uniformly to the effect that the interest in the machines and records were steadily increasing; that the best people of every community were enthusiastic users, and that the employment of the machines and records in public schools as a medium for instructing the pupils in the essentials of good music was showing a remarkable growth, and had proven unflinchingly successful. Mr. Lyle had to express his gratification at more than one point at the tremendous advancement made.

So far as Columbia products is concerned, and getting down to his own company's part in this general advance, Mr. Lyle admits his complete and unqualified satisfaction. Everywhere he found Columbia stores as busy as bees, and Columbia managers elated and optimistic. Dealers handling Columbia goods were never more contented and friendly, and the public never more interested.

The aggressive and attractive advertising which the company has been placing came in for a lot of commendation by all the dealers Mr. Lyle visited, and without exception they assured him that it had proven effective and productive.

The alleged dullness in commercial circles, of which some mention is made in the newspapers, was not apparent, Mr. Lyle tells us, at any point he visited. Not only are Columbia stores at all these points extremely busy, but Columbia dealers are equally so, and all of them report collections easier and better than for several years. Judging the situation from Columbia activity and Columbia statistics he thinks there can be no question that the country is prosperous and business excellent.

An interesting fact brought out in our talk with Mr. Lyle is that several extremely important new deals were closed by him during his trip, which will be published fully later on. These provide for extensive handling of Columbia products by concerns of national repute and affiliations and whose operations are always on a magnificent scale. When we are free to publish the details we promise our subscribers some interesting news.

Mr. Lyle says he is glad he could make the trip at the time he did; glad to report such favorable conditions everywhere, and glad to be back at his desk again and to take up anew the work of promoting the interests of his company and of Columbia dealers.



## Don't sing promissory notes

to your customers about having their orders filled. Fill them—give them what they want when they want it.

Even the most careful dealer may find himself unprepared at times for a "freak" rush order, but if he has the right kind of a jobber he doesn't need to "bat an eyelash."

He can just pass the "freak" along to his jobber and know that it will get the attention it needs—that is, if his jobber is an "on-the-jobber."

Well, now that we're cornered, we are willing to acknowledge that we're the big "IT" when it comes to real service—all orders shipped the same day they are received.

That means you can get from us at once anything you need in Victors, Victor-Victrolas, Victor Records, record cabinets, needles, horns, fibre cases, repair parts and all kinds of accessories. It's just like going into your storeroom and bringing the goods into your store.

Take us at our word. Send us a trial order and see how we rush it to you.

At any rate, write today for our catalog and booklet, "The Cabinet That Matches."

## New York Talking Machine Co.

Successors to  
Victor Distributing and Export Co.

81 Chambers Street

New York



**Everybody's Doing It Now! Discovering that it's much better to use a salesman's time in selling *more records* to a Columbia customer than in arguing down that customer's convictions.**



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

### EXPANSION IN DETROIT.

**Columbia Phonograph Co. Opens Branch on Woodward Avenue, Near the Square—Why the Victor Is Like a Violin—Grinnell Bros. Quadruple Victor Stock—Manager Rupp Makes Some Record Victor Sales, Both Wholesale and Retail—New Edison Opera Machine Most in Favor.**

(Special to The Talking Machine World.)

Detroit, Mich., April 9, 1912.

S. E. Lind, manager of the city sales department of the Columbia branch, has a deal in pickle which will make almost everybody take a second squint when he pulls it off, but it is not ripe yet. Down in the vicinity of Cadillac square, where more people go oftener than anywhere else in the city, there is no talking machine store. A lot of people have planned to establish one thereabouts, but all have found the rents too fierce. But Mr. Lind has uncovered a proposition which looks like success, and it seems probable that Detroit will at last have a talking machine store where she needs it worst—on Woodward avenue near the square.

Manager Johns was called to Washington to-day to take charge of the Columbia branch in the national capital during the illness of Manager Grove, of that city. Mr. Johns is not a stranger to the Washington trade, being a native of that city and learning the business there. He expects to be away for a month.

"The Victrola is like the violin in one respect," said Harry Rupp, manager of the talking machine department of Grinnell Bros. "It is just the same now as when it was invented. The only changes have been in the cases, and those have been minor ones. Not a thing has been done affecting the Victrola itself. When people see what the machine is and consider that record of years' service, it gives them confidence that the Victrola is what it should be. That there is no reason for alteration is a big argument."

When the contemplated alterations and enlargements of Grinnell Bros.' talking machine department are made the company will quadruple its stock. It is planned to have a separate department for Red Seal, or grand opera records. That business has grown so that it can't be carried on in the manner it formerly was. It is necessary to carry a particularly heavy wholesale stock of them.

"All idea that this big business in talking machines might be a flash has been dispelled," said Mr. Rupp. "Notwithstanding that there are many more dealers, the business of the old dealers has not only doubled, but it stays doubled; it does not slump again. All the firms are doing more business than they ever did before in their existence."

"I'd like to tell you of something that happened day before yesterday, but I'm afraid I would get elected to the Ananias Club. But it's a fact. Between 4 o'clock and half past 5 we sold no less than six of those Victrola sixteens, the \$200 machines. And one day last week I opened up new wholesale accounts to the extent of \$4,500. We have some very big sales in sight to new agencies."

The local agents of all lines of talking machines are all doing well. The up-State demand is equally encouraging, and the managers of the jobbers and

branch houses see ahead of them the best summer business in history. In both Columbia and Victor lines the business for the first quarter of the year was from 18 to 25 per cent. better than for the corresponding period last year, and that is not casting any reflections upon last year, for 1911 was a pleasing whirl around the sun for the talking machine folks.

The new Edison "Opera" talking machine is gaining in favor constantly, though it is a horn machine. Its bid for favor is the remarkable clearness with which it renders instrumental music, especially that of string instruments like violins. The company is sending out a fine collection of records with which to set forth this superiority.

The newest Columbia on the market is attracting the same attention here that all of the recent new models have. It is the Grafonola Princess, which sells for \$75 dollars. Not only is the Columbia branch advertising it and showing it extensively, but the Max Strasburg Co. is pushing it and some other Columbias to the fore.

Mr. Strasburg still retains the name "Victrola Shop" on his windows, but has come to the conclusion that selling talking machines is a good deal

like selling clothing, hats and other things—what suits one man's taste another spurns, and in order to do the most comprehensive and extensive business a merchant must try to meet all tastes—hence his taking on the Columbia line.

The Strasburg Co. also is advertising and making a feature of the electric Grafonola.

### HOW HE WAS CURED OF SWEARING.

The Catholic Union and Times reproduces from a Buffalo journal the story of a man who was cured of swearing by hearing a phonograph repeat his language. "The gentleman was prolific of profanity; and, in an attempt to cure him, a scheme was devised to record his every-day conversation, and later turn the machine loose in his presence. It had the desired effect. He heard himself as others heard him. That was enough."

What does it cost you to do business? If you cannot tell exactly, better find out or the fellow across the street who does know will soon get your best trade.

### COLUMBIA CO. IN VIRGINIA.

**How the Business of This Institution, With Headquarters in Norfolk, Has Been Built Up—Emphasizes Tireless Work and Systematic Organization—A Great Business Campaign Being Developed.**

(Special to The Talking Machine World.)

Norfolk, Va., April 9, 1912.

From a small place on a side street to the magnificently appointed and well equipped talking machine store now occupied by the Columbia Co. at 67 Plume street, is a marked change, but it tells the story of how the progressive policy of the Columbia Co. has won out in this city and throughout the State of Virginia.

Through the systematic organization of O. H. Tufts, the secretary and treasurer, the genial man-

agement of D. W. Causey and the suavity and hustling qualities of the salesmen, Messrs. Woodhead and Ross, the store is a trade-getter.

Practically no effort had been made to push the Columbia line in Norfolk until the inception of the Columbia Co., and one can well imagine the rife competition that had to be combatted; but success came, as the Columbia goods were pushed in every direction and one by one of the others' customers were won by courtesy, individual attention and honest belief in the excellence of the goods.

In an interview the president of the company stated that the Columbia Phonograph Co. was due a large share of the credit, as its hearty cooperation in exchange of ideas, its improvement in the design and quality of the goods and its personal interest in the upbuilding of each individual dealer has been a big help in the making of its success.



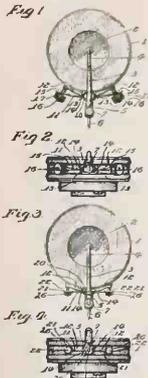
COLUMBIA CO.'S STORE IN NORFOLK, VA.

**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

(Special to The Talking Machine World.)

Washington, D. C., April 8, 1912.

**SOUND-BOX.** Leon F. Douglass, San Rafael, Cal., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,017,041.



This invention relates to improvements in sound-boxes for sound recorders and reproducers; and the objects of this invention are to provide in a sound-box an improved mounting for a stylus bar.

In the drawings Fig. 1 is a front elevation of a sound-box constructed in accordance with this invention; Fig. 2 a bottom plan view of the same; Fig. 3 a front elevation of a modified form of this invention, and Fig. 4 a bottom plan view corresponding to Fig. 3.

**DIAPHRAGM.** Frank B. Meech, New York. Patent No. 1,016,704.

This invention relates to sound apparatus where sound vibrations are received from or transmitted to a diaphragm.

More particularly the invention relates to a diaphragm where voice or musical sound vibrations are received or utilized, such vibrations or waves being compounded from many individual sound sources or component vibrations, and resulting in a complicated or intricately composed wave. If the diaphragm does not respond exactly to the wave form in all its detail and complication, the purity of the sound will be lost.

One of the objects of the present invention is to provide a diaphragm of such a character that the sound purity will be preserved; in other words, in which the sound wave will be received or utilized without changing its characteristics, even in the more minute or complicated details of sound wave form.

Diaphragms have hitherto been made on the principle of securing merely high elasticity; mica, glass, copper, aluminum or other similar sonorous substances being examples. Such materials by virtue of their elastic and sonorous character seem to be and are adapted to give certain acoustic results. The effort at improvement has hitherto been constantly in the direction of obtaining materials more elastic and more vibratile or sonorous in character than those hitherto utilized, and the latest developments are in the direction of mica as being a material having the above characteristics most prominently inherent in it.

In the drawings Fig. 1 is a perspective view of a diaphragm embodying the principles of the invention; Fig. 2 is a similar view showing a modified form of diaphragm; Figs. 3 and 4 illustrate further modifications; Figs. 5 and 6 are, respectively, sectional and front views of another modified form of diaphragm embodying the invention, and Fig. 7 shows diagrammatically the use of a diaphragm in a sound recording or reproducing apparatus.

**APPARATUS FOR FORMING IMPRESSIONS ON PHONOGRAPH RECORD BLANKS AND LIKE ARTICLES.** Walter C. Runge, Camden, N. J., assignor to Royal Phone & Phonogram Co., Boston, Mass. Patent No. 1,018,631.

This invention does not relate to the making of the blanks for phonograph records and like articles, but to the forming or impressing upon or into the same, of projections or recesses for the tone or other matter which is to be reproduced from the record.

In the accompanying drawings Fig. 1 is a vertical elevation partly in section of an apparatus suitable for use in carrying out the invention. Fig. 2 is a top view of a tank and appurtenances comprised in the apparatus.

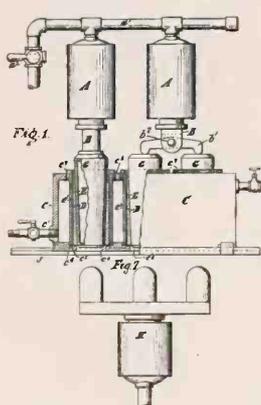


Fig. 3 is an inverted or bottom view of the tank and appurtenances. Fig. 4 is a side view of a segment of an expander comprised in the apparatus. Fig. 5 is a transverse section of this expander. Fig. 6 is a longitudinal section of certain parts of a modified form. Fig. 7 is a side view of an apparatus for ejecting the expanders. Fig. 8 is an enlarged longitudinal section of parts shown also in Fig. 1.

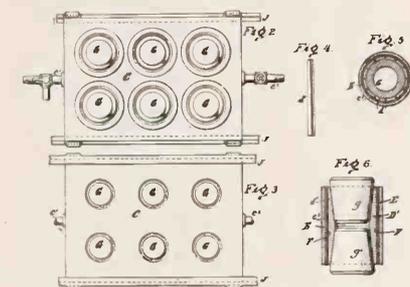


Fig. 9 is a central transverse section of these parts. Fig. 10 is a longitudinal section of parts of an expander. Figs. 11, 12 and 13 are views illustrating means whereby the expander is caused to exert

pressure first at its middle portion and from there progressively toward the ends; Fig. 11 showing a longitudinal section of the parts, on a larger scale than the previous views, and with the mandrel G out of engagement with the staves of the expander, which latter are shown as curved or bowed; Fig. 12 is a detail elevation of one of these expander staves showing in full lines the normal or bowed condition of said staff and showing in dotted lines the straightened out condition of such staff, produced by the action of the mandrel, and Fig. 13 is a fragmentary top view of one of the caps c', showing the openings c' therein for the escape of air.

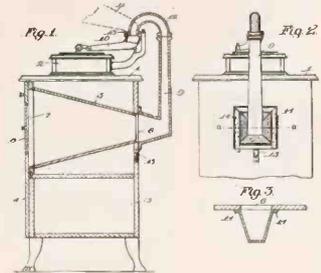
shown as curved or bowed; Fig. 12 is a detail elevation of one of these expander staves showing in full lines the normal or bowed condition of said staff and showing in dotted lines the straightened out condition of such staff, produced by the action of the mandrel, and Fig. 13 is a fragmentary top view of one of the caps c', showing the openings c' therein for the escape of air.

**STAND FOR TALKING MACHINES.** Annibal Casagrande, Rochester, N. Y. Patent No. 1,017,848.

The present invention relates to stands for talking machines and an object there is to provide a construction adapted to support an ordinary talking machine of the type having a horn projecting

forwardly therefrom above the machine, provision being made for connecting the tapering tone tube of a talking machine to a horn which is arranged on the stand below the supporting part thereof.

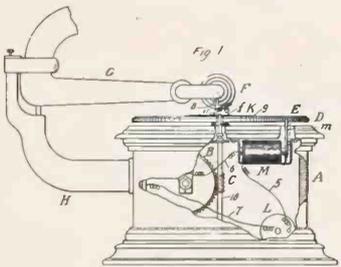
In the drawings Fig. 1 is a vertical section through a stand constructed in accordance with this invention; Fig. 2 is a rear view of the upper por-



tion of the stand, and Fig. 3 is a section on a line a-a Fig. 2.

**SOUND-PRODUCING APPARATUS.** Richard A. Whitehead, Los Angeles, Cal., assignor to one-half to Glenn R. Waterman, same place. Patent No. 1,017,834.

This invention relates to sound producing apparatus, and more particularly to means for throwing the same out of operation at the termination of the rendition of a song or instrumental or vocal selection, or such sequence of sounds as may be produced in the operation of the apparatus; whereby operation of the apparatus is automatically terminated at the termination of such rendition, and



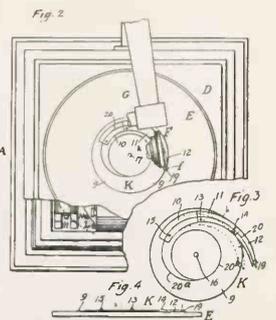
the invention has for its object to provide improved apparatus of the character described, of electro-magnetic character, which will be superior in point of positiveness of operation, relative simplicity and inexpensiveness of construction and organization, and sightliness in appearance, which may be applied to sound producing apparatus of standard and conventional forms and types with but slight alteration of the same, which may be readily kept in repair, and which will be generally superior in efficiency and serviceability.

In the drawings Fig. 1 is a side elevation, partly broken away and partly in section for clearness of illustration of sound producing apparatus, or a so-called talking machine, organized, equipped and constructed in accordance with the invention; Fig. 2 is a top plan view of the same, parts being likewise broken away for clearness of illustration; Fig. 3 is an enlarged detail plan view of an essential feature of the invention, and Fig. 4 is a fragmentary side elevation of the feature shown in Fig. 3 and a feature of the general construction of the apparatus.

**SOUND AMPLIFIER FOR PHONOGRAPHS.** Vito Et-tore D'Urso, New York. Patent No. 13,378 (re-issued.)

The present invention relates to phonographs, and more particularly to a device for amplifying the sound resulting from the contact of the reproducer with the record.

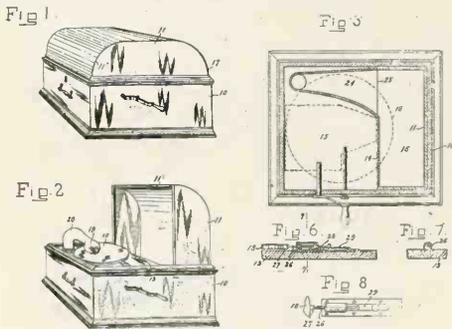
Ordinarily there is used in connection with a re-



producer of phonographic instruments a horn or similar device for amplifying the sound emanating from the reproducer. Such devices must necessarily be supported with reference to the disc or cylinder record, and owing to uncertain balance may affect the reproduction of the sound, causing improper action of the reproducer and a scarring of the record. Furthermore such horns, as have been commonly used, accentuate the mechanical sounds of the instrument and give a more or less "brassy" or "tinny" effect to the reverberations induced by the reproducer which passes over the record. Moreover, such devices are cumbersome and require adjustment with respect to the instrument, and must be applied to or removed from the instrument for the purposes of ordinary transportation.

One of the objects of the present invention is to provide a simple and compact device in which means arranged within the casing, together with parts of the inclosing casing, may be utilized as a sound amplifier.

Another object of the invention is to produce a device which will dispense with the ordinary horn type of amplifiers, which are usually arranged outside of the casing, and secure the necessary amplification of sound by utilizing a direct channel for the transmission of sound from the disc or record through the inclosing casing of the device.



A further object of the invention is to provide a casing for the mechanism of the instrument, which, in normal position, will inclose the parts of the mechanism, and when opened for use will provide an additional amplifying or sound board effect, comprising a surface to which the sound waves conveyed by the main amplifying means are directed and by which the same are smoothly deflected.

Fig. 1 is a perspective view of a device constructed in accordance with the present invention in its closed position; Fig. 2 is a similar view of the apparatus in its open position; Fig. 3 is a horizontal section taken through Fig. 2, certain parts being broken away to more clearly show the invention; Fig. 4 is a central transverse section taken through the device in its closed position; Fig. 5 is a similar section through the device in its open position; Fig. 6 is a section taken through the stop for the record; Fig. 7 is a section taken on line 7-7 of Fig. 6, and Fig. 8 is a plan view of the mechanism illustrated in Fig. 6.

**AUTOMATIC PHONOGRAPH STOP.** Milton E. Lewis, Oakland, Cal. Patent No. 1,019,669.

This invention has for its object to provide an attachment for talking machines by means of which the machine may be automatically stopped when the end of the record is reached.

The attachment comprises in its general features a pin mounted on the revoluble disc of the machine and a projection on the transmitter which engages said pin when the end of the record is reached and causes the pin to engage a brake which acts upon the revolving plate to bring the machine to a stop.

Referring to the accompanying drawing: Fig. 1 is a plan view of a phonograph of the disc type, provided with an attachment constructed in accordance with this invention. Fig. 2 is a view of

the top of the phonograph casing with the revoluble plate and a disc record thereon in cross section and a transmitter and a portion of its supporting arm. Fig. 3 is a detail view of an enlarged portion of the revoluble plate. Fig. 4 is an enlarged detail view of a portion of the top of the phonograph casing, looking at the upper side thereof and showing a brake employed with this invention. Fig. 5 is an enlarged detail view in cross section of a portion of a revoluble

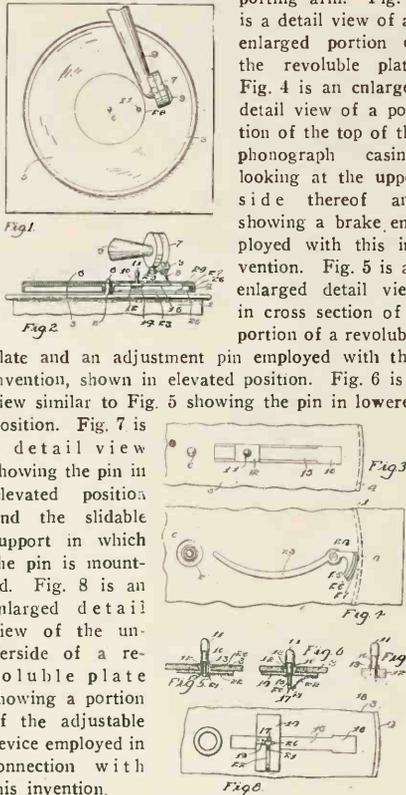
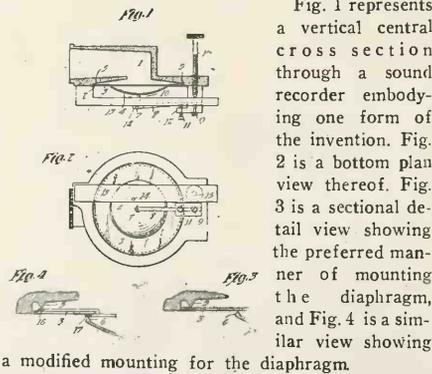


plate and an adjustment pin employed with this invention, shown in elevated position. Fig. 6 is a view similar to Fig. 5 showing the pin in lowered position. Fig. 7 is a detail view showing the pin in elevated position and the slidable support in which the pin is mounted. Fig. 8 is an enlarged detail view of the underside of a revoluble plate showing a portion of the adjustable device employed in connection with this invention.

**SOUND RECORDING APPARATUS.** Thos. A. Edison, Llewellyn Park, West Orange, N. J., assignor to Thos. A. Edison, Inc., same place. Patent No. 1,019,441.

This invention relates to devices for recording sound, and the objects are the provision of a novel and efficient sound recorder of sufficient sensitiveness to respond to sound waves of little power, and at the same time so constructed as to largely prevent excessive movement of the diaphragm and recording stylus in a direction away from the recording surface under the influence of sound waves of great amplitude. The improved apparatus therefore is intended to record sounds, both weak and strong, more truly than has heretofore been possible.



**PHONOGRAPH REPRODUCER.** Thos. A. Edison, Llewellyn Park, West Orange, N. J., assignor to Thos. A. Edison, Inc., same place. Patent No. 1,019,440.

This invention relates to reproducers for phonographs and more particularly to that type which is adapted to operate upon a sound record in the form of a groove having elevations and depressions corresponding to the original sound waves.

The object of the invention is to secure a louder and more perfect reproduction than can be obtained from the ordinary form of reproducer, or to secure a reproduction of equal loudness with less wear upon the record. With this end in view there is employed a pair of reproducer styluses, one of which is arranged slightly in advance of the other with respect to the record groove, so that both styluses track the same groove together, and

although the one stylus is slightly in advance it does not interfere with the other because of the elongated character of the record groove. In other words, each sound or note which is recorded on the record consists of so many elevations and depressions that the two styluses are operated practically simultaneously with respect to the record of each individual sound, however minute.

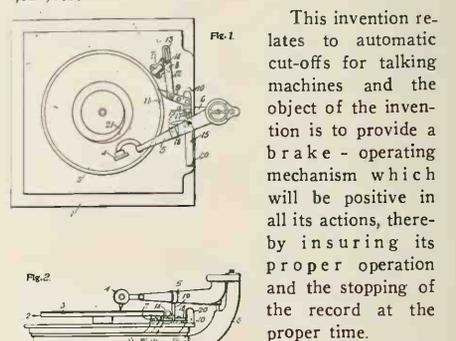
Fig. 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with this invention, and Fig. 2 is a bottom plan view of the stylus lever, styluses and a portion of the floating weight.

**TALKING MACHINE.** Wilburn N. Dennison, Merchantville, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,022,126.

The main objects of this invention are to provide in a talking machine a simple and effective joint between a hollow tone arm and a hollow support; to provide an improved joint between a tone arm and a hollow support by which the tone arm will be held yieldingly in position to permit of the free movement thereof, and to avoid rattling; to provide an improved joint between a tone arm and its support in which the tone arm will be readily detachable.

In the accompanying drawings, Fig. 1 is a side elevation, partly in vertical central section, of one embodiment of this invention; Fig. 2 a fragmentary horizontal section of the same, and Fig. 3 a rear elevation, partly in vertical section of the same.

**AUTOMATIC CUT-OFF FOR TALKING MACHINES.** James W. Nelson, Marion, O., assignor of one-half to Delphos C. Nelson, same place. Patent No. 1,021,109.



This invention relates to automatic cut-offs for talking machines and the object of the invention is to provide a brake-operating mechanism which will be positive in all its actions, thereby insuring its proper operation and the stopping of the record at the proper time.

In the accompanying drawings Fig. 1 is a top, plan view of a talking machine equipped with this invention, and Fig. 2 is a side elevation of the same.

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60 YEARS' EXPERIENCE

# PATENTS

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RECORD BULLETINS FOR MAY, 1912

VICTOR TALKING MACHINE CO.

No.	BLACK LABEL RECORDS.	Size
31860	Song Medley No. 2—"Feist Favorites"..... Victor Mixed Chorus 12	
31850	Gems from "Tales of Hoffman" (Gentes d'Hoffman)..... Lucy Isabelle Marsh, Soprano. Purple Label, 12-inch.	12
70069	The Island of Roses and Love, from Weber & Field's Jubilee..... Victor Herbert's Orchestra. Purple Label, 12-inch.	12
70070	Dance of the Hours, from "La Gioconda"..... Ponchielli 12	12
17055	The Rosary (Nevin.) Transcription; piano-forte..... Ferdinand Himmelreich Flower Song (Blumenlied) (Lange) Violin-flute-harp..... Neapolitan Trio 10	10
17056	Paddy Duffy's Cart (Harrigan-Braham)..... American Quartet 10	10
17057	When I Was Twenty-One and You Were Sweet Sixteen (Williams-Von Tilzer)..... Maedonough and American Quartet 10	10
17059	Love's Fond Dream (How Enthralling the Music), from "Rose of Panama" (Shine-Berté)..... Marguerite Dunlap 10	10
17060	Mah Honey Love, from "When Sweet Sixteen" (Hobart-Herbert)..... Marguerite Dunlap 10	10
17060	Ye Who Have Yearned Alone (Nur wer die Sehnsucht kennt) (Schubert)..... Elsie Baker 10	10
17061	I Know a Lovely Garden (d'Hardelot)..... Elsie Baker 10	10
17061	Lady Angelina (Reed-Christie), Collins & Harlan If Every Star was a Little Pickaninny (McCarthy-Edwards)..... Elda Morris 10	10
17062	Y Como te Va (Tango Argentino) (Valverde)..... Arthur Pryor's Band 10	10
17066	Up the Street March (Morse)..... Arthur Pryor's Band 10	10
17066	Moonlight Dance (Finck), Arthur Pryor's Band Naughty Marietta Selection (Herbert)..... Arthur Pryor's Band 10	10
17067	I Want a Little Lovin' Sometimes, from "The Opera Ball" (Chris. Smith) Edna Brown That College Rag (Porter-A. Von Tilzer)..... American Quartet 10	10
17068	Brass Band Ephraim Jones (Goodwin-Meyer) That Society Bear (Berlin)..... Walter Van Brunt 10	10
NEW RED SEAL RECORDS.		
Margarete Matzenauer, Contralto.		
87102	Die Walküre—Fort denn eile (Fly Then Swiftly, Act III)..... Wagner 10-in., in German.	10
88360	L'Africana—Aria de Sonno "In grembo a me" (Lulled in My Arms, Act I)..... Meyerbeer Enrico Caruso, Tenor. 12-in., in Italian.	12
88355	"La Danza"—Tarentella Napolitana..... Pepoli Rossini Efrem Zimbalist, Violinist. (Pianoforte accompaniments by Sam Chotzinoff) 10-in.	10
64241	Humoresque..... Tor Aulin 10-in., in French.	10
74280	(1) Sicilienne, (2) Minuet, from Suite in Old Style..... Luisa Tetrazzini, Soprano. 12-in., in English.	12
88349	The Swallows..... Gingham Cowen 12-in., in Italian.	12
THE FIRST FARRAR-AMATO DUET.		
Geraldine Farrar, Soprano—Pasquale Amato, Baritone. 12-in., in Italian.		
59057	Il Segreto di Susanna—Il dolce idillio (Suzanne's Secret "Dost Thou Remember")..... Wolf-Ferrari 12-in., in Italian.	12
AN "ALL-STAR" RECORD OF THE FAVORITE "ELEGIE."		
Alma Gluck, Soprano, with violin obligato by Efrem Zimbalist. 10-in., in French.		
87101	Elégie (Song of Mourning)..... Massenet Otto Goritz, Baritone. 10-in., in German.	10
64184	Königs-kinder—O du liebhellige Einfalt du! (Thou Innocent One, Act III)..... Humperdinck Geraldine Farrar, Soprano 12-in., in Italian.	12
88356	Le Donne Curiose—Tutta per te uno bene..... Wolf-Ferrari Geraldine Farrar, Soprano—Herman Jadlowker, Tenor. 12-in., in Italian.	12
88359	Le Donne Curiose—Il cor uel contento Wolf-Ferrari Marcel Journet, Bass, and Metropolitan Opera Chorus. 12-in., in French.	12
74282	Robert le Diable—Valse Infernal, "Ecco una nuova preda" (I Have Well Spread My Toils, Act III)..... Meyerbeer Ignace Jan Palerewski, Pianist 12-in.	12
88357	Hark, Hark, the Lark!..... Schubert-Liszt POLSKIE REKORDY (Polish Records).	
63607	(a) Mój przyjaciel Kohn (z operet, "Manewry jesienne") (art. teatru mięjsk, z akomp. ork. teatru)..... J. Solnickiego 10	10
63608	(b) Gdy ja w Becey (z operet, "Orfeusz w piekle") (art. teatru mięjsk, z akomp. ork. teatru)..... J. Solnickiego 10	10
63608	(a) Pójdź jódz luba kotko (z operet, "Manewry jesienne") (art. teatru mięjsk, z akomp. ork. teatru)..... Helene Milowska 10	10
63609	(b) Strazak z Warszawy, kuplet (art. polsk. kabaretu z akomp. orkiestry)..... Romana Leskiego-Fortwill 10	10
63609	(a) Miljardów królowa (z operet, "Ksiezniczka dolarów") (art. teatru mięjsk, z akomp. ork. teatru)..... H. Szupp, H. Milowska, L. Gutwinka, and J. Solnickiego 10	10
63609	(b) Oj Jenta, Jenta, kuplet (art. polsk. kabaretu z akomp. orkiestry)..... Romana Leskiego-Fortwill 10	10
JEWISH RECORDS.		
63610	(a) Kecitativ aus der Oper "Sulamith" (vom jüdischen Theatre mit Orchesterbegleitung)..... Fraülein Steif und H. Deutsch 10	10
63610	(b) "Hakufes," Feiertagszene (M. Chor. d. jüd. Theatres)..... J. Guttmann 10	10

63611	(a) Purimscene (Sänger des jüdischen Theatres) Julius Guttmann und dessen Frau (b) Auf dem Wey zur Aekide (Aus Aekide Jzchok) (art. des jüd. Theatres)..... Herman Waisman und Herman Sierodki 10	10
63612	(a) Hochzeitsgruss..... Czeronowitzer Civikapelle 10	10
63612	(b) Lechaim Brüder..... (Sänger des jüdischen Theatres)..... Leon Kalisch 10	10
63622	(a) Dueto Vaska a Marenky (z Opery Prodana Nevesta) (Smetana) (s pruvodem orkestru)..... Ilanna Foerstrova-Bohumil Pták 10	10
63622	(b) Ne ty to nepovis (Alois Lad, Vymetal) (s pruvodem orkestru)..... Bohumil Pták 10	10
63623	(a) Verné nase mlouváni (z Opery Prodana Nevesta) (Smetana) (s pruvodem orkestru)..... Hanna Foerstrova-Bohumil Pták 10	10
63623	(b) Má Divenka (Zd. Fibich) (s pruvodem orkestru)..... Bohumil Pták 10	10
63624	(a) Kdo nás oddal (z Opery Cikánsky Baron) od. J. Strause) (s pruvodem orkestru)..... Bohumil Pták 10	10
63625	(b) Kdýz já jsem sel kmestu Brnu (Lidová Pisen, od Boh. Ptáka) (s pruvodem orkestru)..... Bohumil Pták 10	10
63625	(a) U oknyka jsem stával (Blátácka Pisen) (s pruvodem orkestru)..... Bohumil Pták 10	10
63625	(b) Vstavej ma panenku (Blátácka Pisen) (s pruvodem orkestru)..... Bohumil Pták 10	10
63626	(a) Ach neni tu neni (Ceská Národní Pisen) (Malata) (s pruvodem orkestru)..... Hanna Foerstrova 10	10
63626	(b) Já jsem mistr semináry, (2) Já mam holku pokojnou (Blátácka Pisen) (s pruvodem orkestru)..... Bohumil Pták 10	10
"NA OBY DWOCH STRANACH HUDBOVE."		
63613	(a) Nitra Mila Nitra..... Dr. Kálmán József 10	10
63613	(b) Zatevna, i Mi sme smeple vojaci, J. Losinski 10	10
63614	(a) Jahodi, Cernice i Malini..... Dr. Kálmán József 10	10
63615	(b) Slovensky ti spivaj..... J. Losinski 10	10
63615	(a) Bojovník..... Dr. Kálmán József 10	10
63616	(b) Mlynarka a Huska..... J. Losinski 10	10
63616	(a) Styri clastky roku..... Dr. Kálmán József 10	10
63616	(b) Ked Slovack na hory vstupuje (Narodova pisnicka)..... Dr. Kálmán József 10	10
63617	(a) Ked Komara zenili..... Dr. Kálmán József 10	10
63617	(b) Zacali Brezu..... J. Losinski 10	10
NORWEGIAN RECORDS.		
63618	(a) Aa, Ola, Ola, min eigen Onge—Folkevisse (Vegardshien)..... Aalrud Tíllisch 10	10
63618	(b) Astril! Mi Astril—Folkevisse (Hanson)..... Aalrud Tíllisch 10	10
63619	(a) Der skreg en gugi (Christian Sinding)..... Aalrud Tíllisch 10	10
63620	(b) Haststormen..... Aalrud Tíllisch 10	10
63620	(a) Eg gjaette, Tulla—Folkevisse (Hjertedra)..... (b) Og jeg Vil ha mig en Hjertenskjaet (Grieg)..... Aalrud Tíllisch 10	10
63621	(a) Jeg els per dig (Grieg)..... Aalrud Tíllisch 10	10
63621	(b) Vuggesang..... Aalrud Tíllisch 10	10
MAGYAR KETOLDALAS LEVEZEK.		
63553	(a) Csenedessen, csak csenedessen, utána Piros bort ittam az éjeli, énekli (szigányzene kiséret mellett)..... Dr. Kálmán József 10	10
63553	(b) A sötéte, énekli (szigányzene kiséret mellett)..... Heltay Vilma 10	10
63584	(a) Lehullott a cseresznye levele, énekli (szigányzene kiséret mellett)..... Heltay Vilma 10	10
63584	(b) Csak a kinek a lelke beteg, énekli (A "Folies Caprice" v. tagja)..... Erdélyi Emil 10	10
63585	(a) Helyre tyt, remek kuplé, énekli (A "Folies Caprice" v. tagja)..... Erdélyi Emil 10	10
63585	(b) Kató szivem szép Kataja, énekli (A budapesti orfeum v. tagja)..... Thury Ilona 10	10
63586	(a) Darumadár gyere velem, énekli (szigányzene kiséret mellett)..... Heltay Vilma 10	10
63586	(b) Pechvogel Ignazka, remek kuplé, énekli (A "Folies Caprice" v. tagja)..... Erdélyi Emil 10	10
63587	(a) Lehullott az ősi róza levele, énekli (szigányzene kiséret mellett)..... Dr. Kálmán József 10	10
63587	(b) Hulló Falevél, énekli (A budapesti orfeum v. tagja)..... Thury Ilona 10	10

68321	(a) A vilájáró tót, előadja és énekli (A "Folies Caprice" v. tagja)..... Erdélyi Emil 12	12
68321	(b) Most van a nap lemenőben, énekli (szigányzene kiséret mellett)..... Dr. Kálmán József 12	12

COLUMBIA PHONOGRAPH CO., GEN'L.

Double Disc.	12-INCH SYMPHONY DISC RECORDS.	Single Disc.
A5376	Se Saran Rose (Melba Waltz)—Arditi. Soprano Solo in Italian, orch. accomp.....	30,934
11	Bacio (The Kiss)—Arditi. Soprano Solo in Italian, orch. accomp..... Bernice de Pasquali 30,935	30,935
10-INCH SYMPHONY DISC RECORDS.		
A1142	Il Trovatore—Di quella pira (Tremble, ye tyrants)—Verdi. Tenor Solo in Italian, orch. accomp..... Giovanni Zenatello 30,936	30,936
A1142	Cavalleria kusticana (Brindisi (Drinking Song, Hail to the Red Wine Flowing)—Mas-cagni. Tenor Solo in Italian, orch. accomp. Giovanni Zenatello 30,937	30,937
A1143	Darling Nelly Gray—B. R. Hanby. Soprano Solo, orch. accomp..... Alice Nielsen 30,938	30,938
A1143	You're the Flower of My Heart, Sweet Adeline—Harry Armstrong. Soprano Solo, orch. accomp..... Alice Nielsen 30,939	30,939
12-INCH SYMPHONY DOUBLE-DISC RECORDS.		
A5375	Turn Ye to Me. Baritone Solo, String Quartet accomp..... Cecil Fanning 30,940	30,940
A5375	The Last Leaf—Sidney Homer. Baritone Solo, String Quartet and Piano Accomp..... Cecil Fanning 30,941	30,941
10-INCH DOUBLE-DISC BLUE-LABEL RECORDS.		
A1134	The White Squall (A Song of the Sea)—Barker. Bass Solo, orch. accomp..... Frank Croxton 30,942	30,942
A1134	Labrador Watch—Williams. Tenor and Bass Duet, orch. accomp..... Reed Miller & Frank Croxton 30,943	30,943
A1135	The Wedding Trip—Awakening Love—De Koven. Soprano and Tenor Duet, orch. accomp..... Chas. W. Harrison and W. Harrison 30,944	30,944
A1135	Little Boy Blue—Aeroplane Duet—Henri Bereny. Soprano and Tenor Duet, orch. accomp..... Chas. W. Harrison and W. Harrison 30,945	30,945
A1140	That Hypnotizing Man—Albert Van Tilzer. Contralto Solo, orch. accomp..... Dolly Connolly (Mrs. Percy Wenrich) 30,946	30,946
A1141	Black Diamond Rag—Henry Lodge..... Prince's Band 30,947	30,947
A1141	Take Me Back to the Garden of Love—Osborne. Tenor Solo and Quartet Chorus, orch. accomp..... Chas. W. Harrison and Columbia Quartet 30,948	30,948
A1141	Around the World (the New York Hippodrome production)—It's a Long Lane That Has No Turning—Manuel Klein. Vocal Quartet, Male Voices, orch. accomp..... Columbia Quartet 30,949	30,949
A5372	Calvary—Paul Rodney. Tenor Solo, orch. accomp..... Reed Miller 30,950	30,950
A5372	Let Us Have Peace—Ernest R. Ball. Tenor Solo, orch. accomp..... Harry McCleskey 30,951	30,951
A5373	It Came With the Merry May, Love—Tosti. Contralto Solo, orch. accomp..... Margaret Keyes 30,952	30,952
A5373	Oh, Happy Day, O Day So Dear—Carl Gotze. Contralto Solo, orch. accomp..... Margaret Keyes 30,953	30,953
10-INCH DOUBLE-DISC RECORDS.		
A1121	Beautiful Isle of Somewhere—J. S. Fearis. Tenor Solo, orch. accomp..... Harold Jarvis 30,954	30,954
A1121	Where Is Heaven?—Felix Marti. Tenor Solo, orch. accomp..... Harold Jarvis 30,955	30,955
A1131	Just Pushin' Round—Eager. Descriptive Selection..... Prince's Orchestra 30,956	30,956
A1131	Ahoy! My Lads!—Bennett. Banjo Solo, orch. accomp..... Fred Van Eps 30,957	30,957
A1132	Hail to the Spirit of Liberty—March—John Philip Sousa..... Prince's Orchestra 30,958	30,958
A1133	Gate City March—Weldon..... Prince's Band 30,959	30,959
A1133	Good Night, Little Girl, Good Night—J. C. Macy. Tenor Solo, orch. accomp..... Henry Burr 30,960	30,960
A1133	Don't You Mind the Sorrows—Eugene Cowles. Contralto Solo, orch. accomp..... Mrs. A. Stewart Hoyt 30,961	30,961
A1136	The Ragtime Goblin Man—H. Von Tilzer. Baritone Solo, orch. accomp..... Arthur Collins 30,962	30,962
A1136	Hear the Pickaninny Band—Seymour Furth. Vocal Quartet, Male Voices, orch. accomp..... Columbia Quartet 30,963	30,963

(Continued on page 54.)

WHEN YOU HAVE SOLD THE MACHINE AND THE RECORDS WHAT NEXT TO MAKE A PROFIT?

A Cabinet, of course, to set that beautiful machine on and to file those expensive and fragile records in.

The illustrations show the result of not having a Cabinet and the ideal way to take care of both machine and records.

The Udell Line of Cabinets and Table Cabinets, Guaranteed as to Workmanship and Finish, should by all means be represented on your floor.

You get the necessary range of price and pattern in the Udell line.

Vitrolas IV. to XI. are all provided for with appropriate designs.

Udell service rendered the dealer includes advertising matter to be distributed among his good prospects and newspaper cuts that we supply free of charge. A postal addressed to

**THE UDELL WORKS**  
Catalog Dept Indianapolis, Ind.  
will bring all the necessary information.



RECORD BULLETINS FOR APRIL.

(Continued from page 53.)

- 11137 Lady Angeline—Ernest R. Ball. Tenor and Baritone Duet, orch. accomp. ....
- Byron G. Harlan and Arthur Collins
- I'm Going Back to Dixie—Snyder. Prince's Band
- 11138 When I Was Twenty-one and You Were Sweet Sixteen—Van Alstyne. First and Second Tenor Duet, orch. accomp. ....
- Albert Campbell and Henry Burr
- Over the River—Ring Ting-a-Ling—Jean Schwartz. Soprano Solo, orch. accomp. ....
- 11139 Nightingale—Doyle. Prince's Band
- The Trumpeter of Sakkingen—It Was Not So To Be—Victor Nessler. Cornet Solo, accomp. by Prince's Band. Vincent Buono
- 12-INCH DOUBLE DISC RECORDS.
- A5371 Wedding of the Winds—John Hall. Prince's Orchestra
- Lady Luna—Luna Waltz—Paul Lincke. Prince's Orchestra
- A5374 Nocturne in E Flat—Chopin. Cello Solo, orch. accomp. ....
- Max Droge
- Dream of Love (Liebestraum)—Franz Liszt. Cello Solo, orch. accomp. ....
- Max Droge

THOMAS A. EDISON. INC.

EDISON AMBEROL CONCERT RECORDS.

- 28014 Vito ..... Paulo Gruppe
- 28015 Coppelius—Entr' Acte and Waltz ..... Armand Vecsey and His Hungarian Orchestra
- 28016 Old Folks at Home ..... Margaret Keyes
- EDISON AMBEROL RECORDS.
- 987 A Songologue—Winter Garden ..... Stella Mayhew
- 988 Mary Was My Mother's Name ..... Joseph A. Phillips
- 989 That College Rege ..... Walter Van Brunt and Chorus
- 990 I Want Some One to Care for Me ..... Lottie Gilson
- 991 You've Got Me Hypnotized. .... Ada Jones and Billy Murray
- 992 Take Me Back to the Garden of Love. .... Reed Miller
- 993 (a) Three Little Owls and the Naughty Little Mice; (b) I'm Old But I'm Awfully Tough ..... Cal Stewart
- 994 The Passing Caravan Patrol. .... N. Y. Military Band
- 995 My Lou—Winter Garden. .... Stella Mayhew and Billie Taylor
- 996 That Coontown Quartet. .... Premier Quartet
- 997 Your Own Dear Kiss ..... Elizabeth Spencer
- 998 When I Was Twenty-One and You Were Sweet Sixteen. .... Joseph A. Phillips and Chorus
- 999 Peggy Gray ..... Manuel Romain
- 1000 Good Night, Mr. Moon. .... Campbell and Gillette
- 1001 That Hypnotizing Man. .... Premiere Quartet
- 1002 Alexander's Ragtime Band Medley. .... Fred Van Epps
- 1003 Cujus Animam—Sabat Mater. .... Chas. W. Harrison
- 1004 Rockin' in de Win' ..... Bessie Volkmann
- 1005 Are You Going to Dance?—"The Count of Luxembourg". .... Elizabeth Spencer and Irving Gillette
- 1006 Old Folks at Home, with Variations. .... Andre Benoist
- 1007 One Fine Day—"Madame Butterfly" (Sung in English) ..... Agnes Kimball
- 1008 Let Joyous Peace Reign Everywhere. .... Anthony and Harrison
- 1009 The Count of Luxembourg—Waltzes. .... American Standard Orchestra
- 1010 God Is Love, His Mercy Brightens. .... Agnes Miller, Reed Miller and Frank Croxton
- 1011 Happy Days ..... Venetian Instrumental Trio
- SPECIAL I. O. O. F. AMBEROL RECORDS.
- 1012 I. O. O. F. Opening and Closing Odes. .... Male Quartet
- 1013 I. O. O. F. Initiation and Installation Odes. .... Male Quartet
- 1014 I. O. O. F. Funeral Ode. .... Male Quartet
- EDISON STANDARD RECORDS.
- 10551 Spanish Dance—Suite "Bal Costume". .... United States Marine Band
- 10552 Pickaninny Lullaby. .... Elsie Baker
- 10553 I Want "A Regular Pal" for a "Gal". .... Walter Van Brunt
- 10554 'Lizabeth Ann ..... Campbell and Gillette
- 10555 Scotch Country Dances ..... National Military Band

U-S PHONOGRAPH CO.

FOUR-MINUTE RECORDS.

- 1225 In the Shadows—Dance. .... U. S. Symphony Orchestra
- 1382 Sheridan's Ride—Recitation. .... Edgar L. Davenport with Orchestra
- 1409 My, What a Funny Little World This Is. .... W. H. Thompson
- 1424 My Rosa, from "The Sign of the Rose". .... Joe Brown
- 1431 Home to Our Mountains, from "Il Trovatore". .... Elsie Baker and John Young
- 1435 In Maytime and the Red, Red Rose. .... John B. Wells
- 1441 Isabella, Overture. .... J. Louis von der Mehden, Jr., and His Orchestra
- 1453 Sleep, Little Baby of Mine. .... Miss Inez Barbour
- 1455 Sarga Cserebogar (Sieve de la Csarda). .... Violin Solo with piano accomp. .... Dr. Al. Popper, accomp. by Mrs. Popper
- 1457 Good-Night, Mr. Moon. .... Henry Burr and A. Campbell
- 1458 Rolling Down to Rio and Quid Dr. Ma'Ginn. .... John Barnes Wells
- 1462 Legende Pastorale—Oboe Solo. .... B. Labate Orchestra accompaniment.
- 1478 Raymond Overture ..... U.S. Military Band
- 1495 Where the River Shannon Flows. .... Will Oakland and W. H. Thompson
- 1489 I've Got the Mumps. .... Ada Jones
- TWO-MINUTE RECORDS.
- 448 Cupid's Arrow. .... Banjo Solo with piano accomp. .... Fred Van Eps and A. Benzler
- 464 Lady Angeline ..... Collins and Harlan
- 465 Way Down East Where I Belong. .... Byron G. Harlan
- 473 I Love to Hear An Irish Band Play on St. Patrick's Day. .... John W. Myers
- 474 Ring Ting-a-Ling, from "Over the River". .... Ada Jones
- 480 Triumphant America—March, Two-step. .... Band
- 482 They Gotta Quit Kickin' My Dawg Aroun' ..... Byron G. Harlan

UNIVERSAL TALKING MACHINE CO.

ZON-O-PHONE DOUBLE RECORD DISCS.

- 5888 A—The Gladiator's Farewell—March (Abschied der Gladiatoren). .... H. L. Blankenburg
- B—Die Hydropaten—Valse. .... Jos. Gangl
- 5889 A—Solid Men to the Front—March. .... C. S. Grafulla
- B—Levee Revels—Afro-American Cane Hop. .... W. C. O'Hare
- ZON-O-PHONE ORCHESTRA.
- 5890 A—"Tout Paris"—Waltz. .... E. Waldteufel
- B—Doc Brown's Cake Walk—Two-Step. .... Chas. L. Johnson

MISCELLANEOUS SELECTIONS

With Orch. Accomp.

- 5891 A—They Gotta Quit Kickin' My Dawg Aroun'—(The sensational song hit) (Byron G. Harlan) ..... Cy. Perkins
- B—Colonel Matthews March (Zon-o-phone Concert Band) ..... D. W. Reeves
- 5892 A—If It Wasn't for the Irish and the Jews (Billy Murray). As sung in Weber & Fields Juvenile production of "Hokey Pokey". .... Jerome Schwartz
- B—Everybody Has a Whistle Like Me (Arthur Collins) ..... E. Rogers
- 5893 A—The Trolley Car Swing (Walter Van Brunt) ..... Bert Grant
- B—Little Blue Flower (Harry McClaskey). .... H. Trotter
- 5894 A—Good-Bye, Rose. (Elsie Baker). Herbert Ingraham
- B—Jean. (Frank Croxton). .... H. T. Burleigh
- 5895 A—That Baboon Baby Dance (Arthur Collins and Byron G. Harlan). Introduced by Blanche Ring in "The Wall Street Girl". .... Joe Cooper
- B—Maggie Ryan from Dublin Town (John Neat Thompson) ..... John Neat
- 5896 A—That Society Bear, from the New York Winter Garden production "Whirl of Society" (Walter Van Brunt) ..... Irving Berlin
- B—Rosemary, for Remembrance (Florence E. Smith). .... Lady Arthur Hill
- 5897 A—That Slippery Slide Trombone (Bob Roberts) ..... Williams Van Alstyne
- B—Aho! My Lads!—March. Banjo Solo. (Fred Van Eps) ..... Harry Bennett
- 5898 A—The Deedle-Dum-Dee. Tremendous song-hit in "The Wall Street Girl" (Ada Jones). .... Silvio Hein
- B—Bygone Days (J. F. Harrison). .... Ernest R. Ball
- 5899 A—Something's Going to Happen to You (Al. Campbell and Henry Burr) ..... Theo. Morse
- B—The Land of Dreams (Vernon Archibald). .... H. Bennett
- 5900 A—"A Bad Boy and a Good Girl," from "The Quaker Girl." (Mae Jennings and H. Hindermeyer) ..... Lionel Monckton
- B—Rosamond (Harvey Hindermeyer) ..... Dorothy Forster
- 5901 A—The Swallows (Jennie Kerr) ..... F. H. Cowen
- B—Love's Sorrow (Geo. W. Ballard). .... H. R. Shelle

LYON & HEALY'S VICTROLA PUBLICITY.

Lyon & Healy were so pleased with a large black and white drawing of Caruso, the work of N. Inukai, the well-known Japanese artist, that they purchased it for use in their Victrola advertising. We present a reproduction of this drawing here-



CARUSO IN JAPANESE EYES.

with and we predict that this particular view of the great singer will speedily be known from one end of the country to the other.

This is only one of the many features of the Victrola advertising that Lyon & Healy, of Chicago, are presenting to the trade.

GRAPOPHONE MUSIC FOR WORKERS.

The Woman's Trade League of Chicago has planned to have graphophone entertainments at its monthly meetings for working girls. The girls like music and dancing, and it is too expensive to hire pianos and musicians. The girls do not of-

ten have the opportunity to hear Caruso and Mary Garden in the flesh, but on the graphophone they may hear a concert by these famous singers without spending the greater part of their week's wages. The girls have denied themselves little luxuries to get the graphophone and stock of records, and now will get their enjoyment in regular monthly dances and musicals. None but the best selections will be used.

NEW COLUMBIA GRAFONOLA.

The "Princess," Just Introduced by the Columbia Phonograph Co., to Be Sold at \$75.

The accompanying illustration shows the Columbia Grafonola, the "Princess," a new instrument



THE COLUMBIA "PRINCESS."

at a new price, \$75, just placed on the market by the Columbia Phonograph Co. Embodied in the new machine are some new and exclusive Columbia features. One of these is the tone shutters, replacing the two small doors and providing more sightly, effective and convenient control of tone-volume. By turning the small knob it is easy to partly or completely close the tone-shutters at the opening of the sound chamber, regulating the volume of music without affecting its tonal integrity. This new Grafonola "Princess" is a beautiful mahogany table, 31 inches high, with a top 18 inches square, ready at all times to serve all the purposes of such a table, worthy of its place in any part of any room in any house, yet ready at any time to provide the best of good music. Further details are unnecessary. The picture reveals the graceful lines of the "Princess" better than it can be expressed in words.

H. Nathansen, dealer in talking machines, pianos and music, is now occupying his new quarters in Newburgh, N. Y. They are located at 74 Broadway.

A man that is worthy of credit as a rule is not likely to take offense by reason of having his credit investigated.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.



VICTOR and EDISON JOBBERS

CHICAGO

# Leading Jobbers of Talking Machines in America

**HARGER & BLISH**  
JOBBER  
**VICTOR EDISON**  
It's worth while knowing we never substitute a record. If it's in the catalog we've got it.  
**Dubuque, Des Moines and Sioux City**  
IOWA

Try Our Hurry-Up Service  
on VICTOR, EDISON and REGINA.  
*We make a specialty of getting the order out an time—every time.*  
**The Rudolph Wurlitzer Co.**  
Cincinnati and Chicago  
*Two points of supply; order from the nearer*



**CHASE & WEST**  
Eighth Street, between Walnut and Locust  
**DES MOINES, IA.**  
**Victor Distributors**  
Talking Machines, Records and Supplies.  
Everything in stock all the time.  
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IN GREATER NEW YORK  
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Repairs and Parts For Dealers in All Lines A Specialty

IF YOU'RE IN WESTERN MICHIGAN  
it will be money in your pocket to order  
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**JULIUS A. J. FRIEDRICH**  
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213 South High Street, Columbus, Ohio.  
Edison Phonographs and Records **JOBBER** Victor Talking Machines and Records

**OLIVER DITSON COMPANY**  
BOSTON  
Largest VICTOR Talking Machine Distributors East of Chicago.  
Creators of "The Fastest Victor Service." Let us tell you more about our service.

  
**Where Dealers May Secure Columbia Product**  
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Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.  
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Kansas City, Mo., Columbia Phonograph Co., 1132 Grand Ave.  
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Providence, R. I., Columbia Phonograph Co., 119 Westminster St.  
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Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.  
Eilers Piano House, Seattle, Wash.  
Spokane, Wash., Columbia Phonograph Co., 818 Sprague Ave.  
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St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.  
Toledo, O., Columbia Phonograph Co., 229 Superior St.  
Washington, D. C., Columbia Phonograph Co., 1210 G 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.

**You should get this sample package of Puritone Needles sent free**  
Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.  
To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.  
You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.  
Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.  
**JOHN M. DEAN**  
PUTNAM, CONN.  

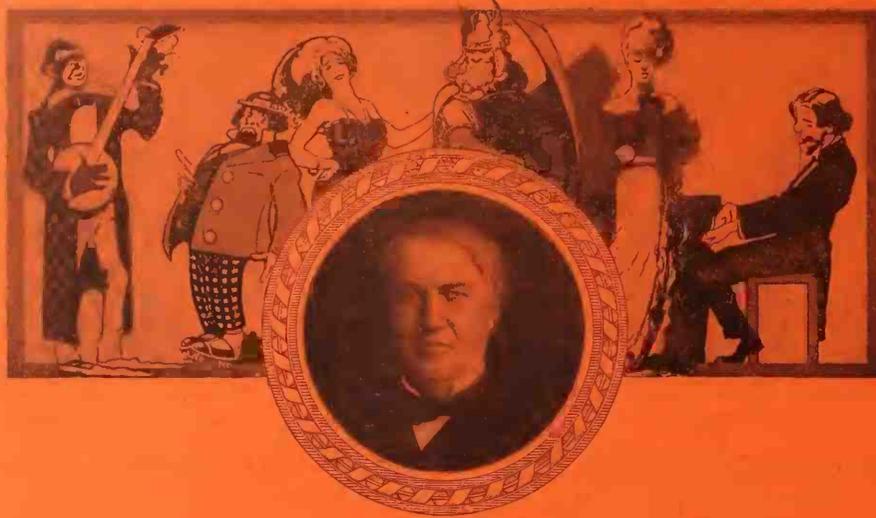

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*"If it's made we ship it the same day order is received"*

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 May List.



# EDISON RECORDS

Your profit on Edison Records is limited only by your own energy in keeping them before the people to whom you have sold Edison Phonographs.

The purchase of an Edison Phonograph is the expression of a desire on the part of the purchaser for the best music —*as it comes out*. But that desire won't do all the work. In order to keep enthusiasm at top pitch you must do your part.

Every month when you receive the new record list, stir up the town with it. Use your newspaper, your mailing list and your telephone. Make it a time of good news for all your customers and all your customers will make it a time of good sales and profits for you.

*Thomas A Edison* 59 Lakeside Ave., Orange, N. J.  
INCORPORATED