

The **TALKING**
MACHINE
WORLD

AND NOVELTY NEWS

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



A Corner of the Music Room
in the White House



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ZON-O-PHONE

Double Record Discs

10 inch—65c.

12 inch—\$1.00

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.

Our first complete new catalogue of Double Side Spanish and Italian Records is ready to mail on application. Grand Opera and other selections list at 65 cents each.

In offering you our first list of thirty-five Russian Double Record Discs, we do so at a big expense on account of duty and other charges. We are only charging you 75 cents for two selections. These records were all recorded in Russia so you will understand your home songs and music.

ZON-O-PHONE INSTRUMENTS

from \$20.00 to \$75.00

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

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

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

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

ARKANSAS

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

CONNECTICUT

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

FLORIDA

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

ILLINOIS

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

KANSAS

Topeka..... Emahizer-Spielman Furn. Co., 617-619
Kansas Ave.

MARYLAND

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

MINNESOTA

St. Paul..... W. J. Dyer & Bro., 21-22 W. 5th St.

MICHIGAN

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

MISSOURI

Springfield Morton Lines, 326 Boonville St.
St. Louis..... Knight Mercantile Co., 211 N. 12th St.
St. Louis..... D. K. Myers, 3839 Finney Ave.

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

NEW YORK

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

NORTH DAKOTA

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

OHIO

Akron..... Geo. S. Dales Co., 128 S. Main St.
Cincinnati..... J. E. Poorman, Jr., 689 Main St.

PENNSYLVANIA

Allegheny..... H. A. Becker, 601 Ohio St.
Harrisburg..... J. H. Troup Music House, 18 So.
Market Sq.
Philadelphia..... Harmonia Talking Machine Co., 1231
Arch St.
Philadelphia..... S. Nittinger, 1202 N. 5th St.
Pittsburgh..... C. C. Mellor Co., Ltd., 219 Fifth Ave.

TEXAS

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

WISCONSIN

Milwaukee..... G. H. Eichholz, 552 12th St.
Milwaukee..... Hoeffler Mfg. Co., 306 W. Water St.

CANADA

Toronto..... Whaley, Royce & Co., Ltd., 287 Yonge
St.
Vancouver, B.C., M. W. Waitt & Co., Ltd., 558 Gran-
ville St.
Winnipeg, Man., Whaley, Royce & Co., Ltd.

The Talking Machine World

Vol. 7. No. 7.

New York, July 15, 1911.

Price Ten Cents

SECURING BUSINESS IN SUMMER.

The So-called Summer "Slump" Is a Fallacy— This Is Demonstrated by the Fact That the Men Who Seek Business Intelligently and Persistently Secure It in Good Measure.

Quite a few talking machine men are learning in a most satisfactory and convincing way that business can be had in the summer as well as in other seasons of the year, provided a proper campaign is inaugurated for its capture.

This is a subject to which we have referred frequently in the editorial columns of *The World*, pointing out that this summer slump is largely imaginative and due to the inactivity of the dealer and jobber.

Only recently an instance came under our notice of a retail piano house which, like many of their co-workers, had for years and years closed down on active work after prospects from July 1st to September 15th. A new manager, however, last year, who was educated in the West to different methods than exist in the East, took charge and he could not see why business could not be had in the summer just as well as at any other time.

He put out a force of men through Long Island, covered all the summer hotels and boarding houses and residences, with the result that during these hitherto non-productive months he made the remarkable sales total of \$50,000.

Now there is a lesson here for the live talking machine man.

There is a tremendous talking machine territory to be covered within fifty miles of New York—a territory where talking machines can be sold with success if the proper campaign is inaugurated and persistently prosecuted.

It is a matter that deserves the fullest consideration from men desiring to develop their business and incidentally make money.

These thoughts have been brought to mind afresh through the issuance of a circular by an enterprising Victor distributor, which we reproduce for the benefit and we trust profit of the trade:

DISTRIBUTOR'S LETTER TO HIS DEALERS.

"Dear Sir: There is no doubt but a good portion of the summer 'slump' in the talking machine business is caused by habit.

"YOU, YOUR COMPETITOR and WE have gotten the idea into our heads that we must expect business to fall off during the summer months. The writer does not believe this is necessary.

"Instead of cutting down expenses and letting up on your work, we're hitting the opposite trail this year, putting on more salesmen, and going after the business stronger than ever—instead of cutting down, we have increased our expenses.

"The result achieved this year is 40 per cent. ahead of last year at this date. It is worth while! Business can be had during the summer—**THE VICTOR IS AN IDEAL OUTDOOR ENTERTAINER!**

"How to get it? That's the question. If you want an excuse telephone or write your old customers that you have something new to offer them. It is not the question of the profit to be gained by selling them this new article—it is the idea of keeping in touch with them—getting them into your store; increasing their record stocks; getting the names of some of their friends who have heard their Victor and may be good prospects.

"The new monthly records are another business awakener—don't overlook them. Here is another advance list in case you mislaid the original one sent you.

"There is nothing gives you a better chance to telephone that prospect or customer whose interest is waning than the arrival of new records. Let us have that order NOW, right away—here is an addressed envelope."

What the piano man above referred to has ac-

complished and what this Victor distributor is now doing are worth emulation.

Business is at the door.

Why not take advantage of it?

STERLING DISCUSSES COPYRIGHT.

Interesting Chat with the Sales Manager in the United Kingdom for the Columbia Phonograph Co.—Tells the World of the Status of Affairs Regarding Copyright and Cognate Matters in Great Britain.

Before sailing for Liverpool, Eng., on the "Caronia," of the Cunard line, July 1, Louis S. Sterling, sales manager in the United Kingdom for the Columbia Phonograph Co., General, spoke of the new copyright bill now before the House of Commons, to *The World*, and said:

"The bill, which is a government measure, is now in the hands of the Parliamentary Committee, many of whom are authors or writers and are apparently indifferent to anything or anybody so long as their particular rights or claims are looked after and covered. In other words, if books are protected other interests have so far been neglected. Of course, only members of the committee have the privilege of speaking, and this places the talking



LOUIS S. STERLING.

machine people at a disadvantage. G. Croydon Marks, who is the attorney for Thomas A. Edison, Inc., in England, is a member of Parliament and also of this committee, and as he has quite a reputation in the profession as a lawyer who aided materially in framing the present trade-mark and patent laws—an acknowledged authority on these subjects—he carries great weight in the House of Commons; and before the bill is placed on final passage will doubtless explain existing conditions to his fellow-members, so that they will come around and accept our proposed amendments.

"The government, or rather the chairman of the committee, has since been enlightened and is inclined to take a more liberal view of the situation and grant concessions. The compromise or amendment we have in mind is arranged on a percentage basis of royalty or value for copyright works not to exceed 5 per cent. We think this is fair and reasonable and is a good return to the composer or owner. All the player-piano manufacturers are co-operating with the talking machine trade and the outlook for the success of our efforts is bright.

"Prices on goods are protected by the manufacturers in Great Britain but not by the courts. The trouble has been that we have never been able to get a test case on price-cutting before the courts on patent rights on account of the great cost of litigation. The defense has always backed down when it came to trying the issue to a finish. The difference between the cost of litigation in the United States and England is startling, and here it

is cheap in comparison to what it is on the other side. The K.C., or barrister with a junior, who are retained through a solicitor, will want, say, \$500 for a retainer and a further \$250 as a "refresher." The client never comes in contact with these distinguished gentlemen—but transacts all his business through the solicitor. It is a fine arrangement for the barrister, but of no special advantage to the client.

"Business with us is 60 per cent. better than last year, and we feel assured the fall trade will be brisk and active. At least, it looks that way now. I came over as much for pleasure and an opportunity to see the home folks as anything else. Of course, I have been at the executive offices of the company and had conferences with President Easton and General Manager Lyle, and also had the pleasure of meeting the heads of departments. Competition is keen with us in Great Britain and prices are cut pretty close at times. The American trade is in a better condition in this respect and are fully protected by the manufacturers and the courts. This is beneficial all around."

BRIGHT WINDOWS ATTRACT.

Hours After Dark Most Valuable for Advertising and Should Be Utilized Through the Show Window.

The object of a store window is to advertise, not only by day but also by night the stock within.

The hours after dark are the most valuable of the whole twenty-four for advertising purposes, if a window is properly lighted.

People on the street are at leisure to note its contents, and many persons will make it a point to cross a street to see what may be displayed in a particularly bright window on the other side of the way.

Thousands are employed during the day whose chance for observing window displays comes only after their business hours. The streets are filled after closing time with people either going home or to some place of amusement. It is the experience of merchants who have brilliantly lighted windows that customers will come back one day inquiring for goods they have seen in the windows the night before.

ONE MILLION DOLLARS CAPITAL.

The New York Magnaphone and Music Co. have been incorporated at Albany with a capital of \$1,000,000 to generate and distribute music electrically by means of telephone wires from New York to Buffalo, passing through Albany, Syracuse, Rochester and intermediate cities. The directors are: George R. Webb, Charles A. Benton, Josiah L. Blackwell, Benjamin Natkins, Adelbert R. Whaley and Oliver W. Doty, of New York, and Henry W. Webb, of Baltimore.

TALKING MACHINES ON THE PIERS.

An excellent suggestion has been made by Lewis Phillips in regard to music on the New York City recreation piers. He said: "As our piers are devoid of music because of the cost, might the city not furnish mechanical entertainment with talking machines? There is no operating expense connected with that, and it seems to the writer that Verdi or a song by Caruso would be highly appreciated in Little Italy, at 113th street and East River, while Wagner or Strauss would go well at East Third street for the German element. "Home, Sweet Home," sung by Bessie Abbott, or Sousa's marches, with "Suwanee River" interspersed, would answer requirements elsewhere.

Henry W. Savage has secured the American rights of the famous Paris talking pictures, and will exhibit them in this country next season. It is said the pictures are lifelike in their illusion and reproduce the voices of the actors so well that it is difficult not to believe it a genuine performance.

The Convention at Milwaukee ought at least to serve as a reminder to you that under the Columbia policy the dealer runs his own shop and makes his own money in it.



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

THE MAKING OF RECORDS.

An Interesting Talk with Mme. Gerville Reache, the Celebrated Contralto—Her Impressions Before and After Making Records.

Mme. Gerville Réache, the celebrated contralto, in discussing the making of records the other day, said:

"There was a time when I felt slightly scornful toward talking machines," she says. "I was under the impression that it must be extremely easy to sing arias for record making, and that 'anything would do.' One day I was engaged to sing for a talking machine company. My first discovery was that I would have to stand with my back to the orchestra, facing a prosaic tin funnel, whose small end disappeared in a wooden partition. Some one gave a signal, the orchestra started, I sang. A matter-of-fact person in overalls invited me to follow him into the next room and to listen to my record.

"Alas, during one pause I had drawn a long breath and the treacherous record testified to it by a silly swishing sound; during another pause I had cleared my throat discreetly, but not discreetly enough for the too accurate recording needle. Then, carried away by old histrionic habits, I had moved away from the funnel and my voice dwindled into a faint, echolike moan, etc. And then the whole thing was so cold, so flat, so temperamentalless.

"The matter-of-fact person in overalls made me listen to record after record of the same aria. No longer did I believe that 'anything would do.' Not only does singing for the purpose of phonographic production require much more care and accuracy

than stage singing, but it requires more of an intellectual effort. The magnetic communication of thought between audience and singer is lacking; there is no longer any inspiration or any atmosphere. We address our impassioned appeals to a tin funnel, and however violently our temperament may prompt us to 'act' we must stand rigidly in front of the tin funnel."

REGARDING THE MULTINOLA.

A Wonderfully Ingenious Invention—Automatically Operates a Number of Cylinder Records—Should Interest Talking Machine Men Throughout the Country.

The Multinola, illustrations of which appear on page 11 of *The World*, is attracting the attention of hundreds of Cleveland citizens, who visit the offices of the company, where daily demonstrations are given of its ingenious construction and wonderful possibilities. The photographs of the instrument give a very clear illustration of it, but one has to see it to fully appreciate its wonderful merits. The company are busy at the factory, under the personal supervision of the manager and their expert in the construction of the machines, assuring perfection in every detail. A number of sales have already been negotiated, and from the numerous inquiries which the company are in daily receipt, the enterprise is destined to prove entirely successful. The company have been a long time working out the details of the construction of the Multinola, and claim it is now absolutely perfect, and are placing it on the market with the utmost confidence that it will prove a valuable addition to the stock of every talking machine dealer in the country.

GOOD REPORTS FROM SOUTH.

Leading Furniture Men of Atlanta and Tampa Speak Enthusiastically of Their Columbia Graphophone Departments.

(Special to *The Talking Machine World*.)

Atlanta, Ga., July 5, 1911.

John A. Futch, of the Rhodes-Futch-Collins Furniture Co., Jacksonville, Fla., and Jack T. Mahoney, of the Rhodes-Pearce-Mahoney Furniture Co., Tampa, Fla., spent a day here last week en route to the furniture market. They both speak most encouragingly of their Columbia graphophone departments. Even though the summer months in Florida are very dull, they report business remarkably good, and predict that this fall and winter would show an enormous increase in sales. The Rhodes-Futch-Collins Furniture Co. have recently doubled the size of their graphophone department, which was found necessary in order to make a proper showing of the Grafonola line and take care of the increased business.

Business as a whole in the Atlanta territory is very satisfactory, each month showing substantial increases over the same months of last year. On account of the splendid crop prospects the Columbia store has found it necessary to put another traveler in the field, but their entire force is working full time. Instead of withdrawing their travelers during July and August, as has been the custom heretofore, the Columbia Co. expect to keep them out right straight on through until Christmas. Indications are that the July sales will be by far the biggest July in the history of the Atlanta establishment. Indeed, the outlook is most satisfactory, viewed from any standpoint.

SIXTEEN YEARS' EXPERIENCE

Handling Talking Machines, Records and Accessories
Does Count

EDISON

Experience is a great teacher.

The results of our experience are yours to command.

Especially if these goods are handled exclusively. Just how much it counts you can easily demonstrate to your own satisfaction by placing your orders with us for Victor and Edison Machines, Records and Supplies, and becoming familiar with Eastern Co. service.

THE EASTERN TALKING MACHINE CO.
177 TREMONT STREET BOSTON, MASS.

DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS AND SUPPLIES

VICTOR

If you do not handle our GRAND OPERA NEEDLES you are not supplying your customers with the best.

Now that the jobbers' convention is over, let's get back to business. And business means selling musical instruments and records, not a continual discussion of *what's* going to happen next and *who's* going to get it *where*.



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

FROM THE CITY OF THE GOLDEN GATE

Oakland Phonograph Co. Doing Well with the Edison—Marked Increase in Columbia Business Reported by Manager Gray—Hauschildt Co. Could Handle More Victor Goods—Bacigalupi's New Quarters—Pommer Returns from Vacation Spent North—Sherman, Clay & Co. Report Immense Trade with New Model Victrolas—Wiley B. Allen Representative Visiting the Orient—Sherman, Clay & Co.'s New Seattle Store—Other Items of General Trade Interest.

(Special to the Talking Machine World.)

San Francisco, Cal., July 6, 1911.

The Oakland Phonograph Co., located in the arcade of the Bacon building on Twelfth street, have found this spring's business in that city a very gratifying one. The company formerly rented floor space from the Eilers Music House in San Francisco, but moved this stock to the Oakland headquarters late in the spring. The Edison style is making a great hit with buyers, and the managers say that they are unable to secure enough machines to fill orders for this model. The company have felt to a considerable extent the effect of the opening of summer resorts and the commencement of the summer home season, many machines having been sold to people going to the country. The record trade has also been very active this spring.

Walter S. Gray, Coast manager of the Columbia Phonograph Co., reports a marked increase in business done by the retailers in this city. Advices from the Los Angeles territory are still of a splendid business in practically all lines. Music dealers in general have spoken very highly of this spring's business, and the talking machine end has received its full share. Mr. Gray says that the recently received Regent Junior has already made many friends. Eugene W. Scott, local manager for the Columbia Co., has been spending some time in Los Angeles on his vacation with W. F. Stidham,

of the Los Angeles branch. The Dictaphone has been making big strides in this city lately, so much so that Mr. Gray has added two new salesmen, Mr. Wolf, an old typewriter man in town, and Charles Pearson, a former Home Telephone man. They will have the city territory. Mr. Scott recently made a short trip to San Jose and Watsonville. F. P. Cook, formerly in the San Francisco office of the Columbia Phonograph Co., has been placed in charge of the Dictaphone business in the Oakland branch.

The Hauschildt Music Co.'s talking machine department have just received a shipment of the new \$50 Victrola, which is going to be a big seller, judging from the interest which the buying public is showing in the new model. The department is handicapped by a lack of Victrola goods, which have not been received in sufficient quantity this year to supply the demand. Wm. Ringer, head of the talking machine department, has returned from a two weeks' vacation spent in Lake county.

The Heine Piano Co.'s talking machine department, under C. F. Lundberg, has just laid in a complete line of Victor goods, with which the department has been doing a good business this spring. The company expect to do a good business with the \$50 Victrola, especially as other models of Victrolas are hard to get out here from the East.

Peter Bacigalupi & Sons are now settled in their handsome new quarters in the Douglas building at Market, Eddy and Powell streets, where they have a large and finely lighted store, with several times the window display space formerly used by the firm. This old house has laid in a new stock of Edison goods, for which active demand is felt at this season, with many of the summer resorts just opened and people leaving town for country homes. The new home of the company is much better situated than the former one, and the business will undoubtedly prove to be benefited by the change. P. Bacigalupi, Jr., is at present on an outing in Lake county, and Mr. Bacigalupi, Sr., has just returned after a short

rest at his fine country home in Marin county.

C. W. Beatty, a dealer in the old fields district near Maricopa, Cal., has taken the agency for Edison goods in that section, and will soon have a large line of the company's phonographs and records. Mr. Beatty is fitting up a wagon to cover the out-of-town territory by monthly trips.

A. MacDowell, of Petaluma, and J. C. Clayworth, of Benicia, were in town last week purchasing goods for summer and fall business.

A. R. Pommer, of the Pacific Phonograph Co., is again in town after a very enjoyable vacation in the Sierra Nevada Mountains at the family's summer home on Bear River. Mr. Pommer plans to go East this summer to visit the Edison factory. He will shortly begin work on the introduction of the Edison hornless machine, which is expected to receive a warm welcome on the Coast. The company's two traveling men, Mr. McCracken and Mr. Voltz, are still away, and are doing nicely with the Edison goods. The summer business has begun well, and with the good crops assured California, the fall promises to be one of the best in years.

The Girard Piano Co., of Oakland, are making extensive alterations in their Broadway store, preparatory to enlarging equipment. A talking machine department will be added, as well as small goods and sheet music, it being the plan of the company to make the store a complete music house in every respect.

Andrew G. McCarthy, vice-president of Sherman, Clay & Co., reports that the company are having a large demand for the new model Victrolas, which he says are becoming extremely popular. The company are still having difficulty securing all of these goods that they could use.

James J. Black, head of the talking machine department of the Wiley B. Allen Co., speaks well of the business with this firm for the last month. He says that the firm's representative, Lawrence K. Wilson, who is now in the Orient, writes encouragingly of conditions there. Mr. Wilson, who is making the first trip for the company in this field, will be away some weeks yet. F. P. Cochran, another Allen talking machine man, is spend-

If you find a new set of restrictions nailed to your front door pretty soon, don't blame the jobbers. They represent the manufacturer, not the dealer, and they can't help it. Handle the *Columbia* line and you can help it *yourself*.



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

The Columbia sales-policy often results in other lines being thrown out; but never under pressure and often with a similar concession on our part in the way of protection from competition.



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

ing some time with his family visiting old friends in his home town, Seattle.

Sherman, Clay & Co. recently moved into their new store in Seattle, at Third avenue and Pine street, and are now doing an excellent summer business, especially with talking machine goods. The second floor is completely given over to the handling of the Victor goods, a new stock of which was received for the new home of the company.

Prof. A. L. Krosber, of the California University, has concluded a task of nine years, in which he recorded by means of phonographs many of the nearly extinct dialects of the native Indian tribes of northern California. The records will be placed in museums in the State. The investigations have determined, it is declared, that only one of the six tribes recognizes the difference between the masculine and feminine, with several unable to explain the difference between singular and plural. The tribes studied included the Miwoks, the Pomos, the Yukis, the Wiyocots, the Yuroks, and the Korocks.

BALTIMORE'S BUDGET OF NEWS.

Fair Business for June—W. A. Eisenbrandt, Victor Representative, Takes Prominent Part in "Safe and Sane" Celebration—E. F. Droop & Sons Co. Make Excellent Report Regarding Business and Prospects.

(Special to The Talking Machine World.)

Baltimore, Md., July 6, 1911.

While the sales during June in this territory have not been up to those of the spring months, a comparison with June of last year shows a decided increase. This is rather pleasing to the dealers and they have every reason to believe that the fall trade will surpass that of last year. There has not been much doing in the way of sales of machines thus far during July, and neither do the dealers anticipate any big sales. The records, however, have had a good run, the usual demand from persons who take their talking machines to the country with them being as heavy as ever. All kinds of records are in favor, the popular songs as well as the Red Seal operatic records, which have been big sellers ever since last fall.

All of the dealers observed the Fourth of July in a most patriotic way by observing the requests of the Safe and Sane Committee to keep their stores closed from Saturday noon until Wednesday. This afforded those dealers who remained in the city to participate in the land and water parades and the fireworks celebrations at night in the various sections of the city. At the head of this movement was W. A. Eisenbrandt, of the firm of H. R. Eisenbrandt Sons, who handle the Victor machine here. Mr. Eisenbrandt was chairman of the executive committee, and it was to a great extent due to his efforts that the Fourth celebration here proved such a big success.

Mr. Eisenbrandt stated that the month of June showed up very favorably against the same month last year, and that the indications greatly favor a good fall trade. He is laying plans accordingly.

William C. Roberts, manager of the local store of E. F. Droop & Sons Co., states that he is satis-

fied with the way business has continued during the warm weather. While, of course, the Victors and Edisons have not had the same demand as during the busy months of the fall and winter, they have been going better thus far this summer than for several years past. Mr. Roberts is another one of the local men who looks for big doings after the hot season passes over. Mr. Roberts, accompanied by Clarence Gore, wholesale manager of the Washington office of the Droop firm, will attend the convention of the talking machine men in Milwaukee.

At Cohen & Hughes, Manager M. Silverstein stated that while the trade for the month of June was not so rushing, he was pleased to say that he is having his share of the business. He says the month's comparison with last year is very encouraging and that the prospects for his firm with the Victors for the coming fall are excellent.

At the local branch of the Columbia Phonograph Co., Manager Laurie stated that he had no kick

coming with the condition of the trade. It has been going along nicely, he said, taking everything into consideration. He believes that the talking machine is becoming more popular every day and that the fall and winter season to come will prove among the best experienced by the trade.

Similar statements are made by Sanders & Stayman, who handle both the Victor and the Columbia, and Hammann & Levin, who sell the Victor.

WEDDING MARCH BY GRAPHOPHONE.

(Special to The Talking Machine World.)

Brockton, Mass., July 1, 1911.

To the strains of a wedding march from the big horn of a graphophone, Miss Carrie Louise Ackerman and Arthur B. Paulson, both of Campello, were married last night at the home of the groom's brother, Henry E. Paulson, 402 Summer street, by the Rev. Walter Perley Buck, pastor of the South Street M. E. Church.



**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.

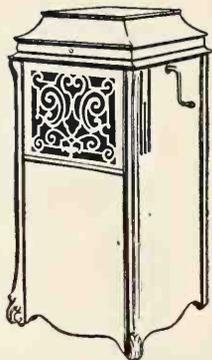
The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational 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.

Are you using this great series of ready-made ads? You know everything contained in these ads by heart—but your prospects want to know and ought to know. And you're the one to "put them wise."

The Amberola



the newest Edison Phonograph

The Amberola has the sweetness, clearness and faithful reproducing powers that characterize all Edison instruments and, in addition, a case that is a masterpiece of the cabinet-maker's art. It plays both Edison Standard and Edison Amberol Records. It comes in either Mahogany or Oak. Has drawers for holding 100 Records. The price is \$2.00.

Other types of Edison Phonographs, \$15.00 to \$125.00. Edison Standard Records, 35c. Edison Amberol Records (play twice as long), 50c. Edison Grand Opera Records, 75c to \$2.00.

This Space Mortised for your
Name and Address



The thing to consider

in purchasing a sound-reproducing instrument is the fidelity with which it reproduces the human voice in songs or speeches and the musical notes of instruments. Until you have heard the

Edison Phonograph

you cannot appreciate how far Mr. Edison has carried his invention in this respect.

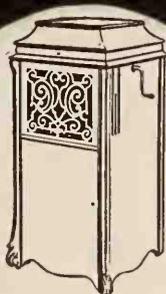
Every note of music and every syllable of a speech is not only clear and distinct, but also a perfect reproduction of the singer, band, orchestra or speaker who made the original Record.

This Space Mortised for your
Name and Address

Have you proofs of this entire set of ready-made ads? There are 20 in the set. Write for them today.

Thomas A. Edison, Inc.

Run these ads in your local paper and make our big national magazine campaign directly and doubly beneficial to yourself. Let your prospects know all the definite advantages of the Edison over other sound reproducing instruments.



The Amberola
A new Edison Phonograph

The greatest of all sound reproducing instruments—as beautiful artistically as it is wonderful, harmonious and natural musically. It plays both Edison Standard and Edison Amberol Records.

It comes in either Mahogany or Oak; has drawers for holding 100 Records. The price is \$200. Circassian Walnut, \$250.

This Space Mortised for your
 Name and Address

We furnish electros free to you. Get the full set of proofs and order cuts by numbers.

Lakeside Ave., Orange, N. J.



Thomas A. Edison
did another wonderful thing

when, having brought his Phonograph to a point where not even the most critical could ask for improvement, he multiplied its entertaining ability by two.

He did this by producing a Phonograph Record that plays, sings or talks twice as long as the Standard Edison Records.

He did this without increasing the size of the Record, making it a Record that can be used on old instruments as well as new.

He did it without affecting in any way the clear, rich, musical tones for which Edison Records have always been famous.

He calls this double-length Record "Amberol."

Edison Amberol Records, 50c.

Edison
Phonographs

\$15.00 to \$200.00

This Space Mortised for your
 Name and Address

Next time any jobber's salesman brings up the subject of which lines you are to carry, say this to him: "I have decided that I, John Smith, retailer, male, of legal age, and not in business for my health, am the backbone of the talking-machine industry and I make my own decisions." Look him in the eye and say that. Then let us jot down some figures and send them to you.



5

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

SCIENTIFIC SALESMANSHIP.

Characteristics Which Mark the Successful Man in the Selling Field.

The successful salesman is a clean-cut, neat, quiet individual, who aims to gain your confidence and does it; he never promises anything he cannot do; price is not the argument he advances—but quality.

He dresses up his story regarding the goods he is offering, strictly adhering to the truth, understanding the merits, rather than overstating them, knowing that you will be more than glad to see him on his next visit if you have received more than you anticipated in quality. He makes a study of the purchasing agent, and in the two or three minutes of general conversation, or introductory talk, forms his idea of the purchasing agent and plans his attack. This is where the true salesman shows his ability. Should he fail to make a sale, he will not spoil his future welcome by useless importunity or argument—he knows when to quit; retires leaving a good impressin, and before his

next visit will analyze the interview, endeavoring to locate his mistakes and rectify them.

PACIFIC COAST BUSINESS GOOD.

Californian Predicts Good Fall.

Orson A. Lovejoy, manager of the talking machine department of the Southern California Music Co., Los Angeles, Cal., accompanied by Mrs. Lovejoy, has been tarrying a few days in the East.

Mr. Lovejoy speaks optimistically of the steady development of the talking machine business in California and predicts a splendid fall trade.

He represented his company at the Talking Machine Jobbers' Convention at Milwaukee.

NO RECORD OF JERSEY "SKEETER."

The phonograph is constantly coming into new service. A Boston artist and musician who has a summer home in the White Mountains and is a

great lover of nature in all the phases of outdoor life proposes to catch the notes of song birds and reproduce them for the benefit of the public. A concert of bird music no doubt might be made highly delightful. But there is no "bird" whose song is not likely to be perpetuated on the phonograph record. The music of the Jersey "skeeter" will never become popular.

PRAISE THE TALKING MACHINE.

Victor Herbert Speaks Enthusiastically of Its Educational Value in a Musical Way.

During the stay of Victor Herbert and his famous orchestra at the Piano Exhibition held last month in Chicago, he spoke in a very enthusiastic way of the educational value of the talking machine and the splendid work which it is doing in developing a taste for the better class of music.

"The talking machine is really the poor man's friend," said Mr. Herbert, "and those who hear the records of Caruso and other famous artists are fired with a desire to attend a grand opera performance and hear the great artists in the flesh and blood. Invariably the users of talking machines start out with the use of popular music, but that is only for a while. Sooner or later their preference becomes more striking and they demand 'Lohengrin' and 'Tannhauser,' and the vocal and instrumental compositions of the great composers."

VICTOR RECORDS BY ALMA GLUCK.

Alma Gluck is one of the latest additions to the Victor's list of famous opera singers, the youngest of the Metropolitan Company's prima donnas. Her first contribution appeared in the June supplement to be followed by others. Although born in Bucharest, Roumania, Mme. Gluck is essentially American, as she came to this country at the age of six, and most of her musical education was received here. Nature has been most kind to the lady; she is dainty, petite, beautiful to look upon, with a lovely, even, sympathetic voice. Two other artists, whose records appear for the first time in the current month's supplement, are Janet Spencer, a talented American contralto, and Albert Reiss, the versatile tenor-comedian of the Metropolitan Opera Company.

DECORATED FOR JULY 4TH.

Goetz & Co., the well-known piano dealers of Brooklyn, N. Y., had their place handsomely decorated in honor of the Fourth of July celebration which was held in the Borough Hall, in the neighborhood. In connection with the display of flags and bunting they showed a very fine line of Victor talking machines in the Victor talking machine department, which is in charge of E. S. Van Arsdale.

A new enterprise is the rebuilding of talking machines, the same as typewriters. It is a New York concern on Fulton street.

Victor--Edison

Always

As Usual

We are the only Jobbing House within 190 miles of Pittsburg which can ship you both

Victor and Edison in one shipment

and save you double freight or express charges—worth considering

We have a complete line—in stock, ready for immediate shipment—Edison and Victor Machines, Records and Supplies.

Standard TALKING MACHINE Co.

PITTSBURG, PA.



The "MULTINOLA"
Style A
Mahogany Cabinet.

THE "MULTINOLA"

THIS new creation is a decided innovation in the phonograph world. It being the only multiple phonograph that will play all makes of cylinder records—16 in number, of 4-minutes each—and do it AUTO-MATICALLY. A reproduction that is perfect, and of a quality unequalled.

Attractively built for Commercial and Home uses, with coin controlled mechanism if desired; and the only instrument of its kind constructed on correct principles. *Others are imitations of no comparative merit or value.*

Our "DISC" record instrument, manifestly unique and a marvel in simplicity, will soon be ready for the market. It will be offered in various Cabinets made of any wood and design to harmonize with any environment ranging in prices from \$5.00 to \$500.00 each—playing any disc record manufactured, in a manner unapproached for purity and sweetness of tone.

These instruments are distinctively new and original, possessing quality of great merit. *They are covered by fundamental patents here and abroad, owned exclusively by us, and our rights thereunder will be maintained against all infringers.*

Representative Dealers Everywhere are invited to communicate with us for further information, *Exclusive Selling Rights, Etc.*

THE AMERICAN MULTINOLA CO.
CLEVELAND, OHIO

THE ARCADE

Capital \$2,500,000.00



The "MULTINOLA"
with Cabinet front opened, partially displaying
its Controlling Mechanism and Records in Carriers.



EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

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Philadelphia: R. W. KAUFFMAN.

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

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London, England, Office

1 Gresham Building, Basinghall St.

W. LIONEL STURDY, Manager.

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

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

ADVERTISEMENTS \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$60.00; special position, \$75.00.

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

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

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

NEW YORK, JULY 15, 1911.

THE talking machine business is maintaining a fair degree of activity during the summer months, and it is again obvious that the business is being secured by those firms who are tireless in their efforts to keep their business before the public by effective advertising and through the activity of their traveling representatives.

In the summer season the talking machine fills a new place of usefulness. It is utilized on the water, in the motor and passenger boats and canoes; on land, in the large hotels, private homes, and boarding houses, where it supplies music for dancing and other entertainments in a manner most pleasing.

When we consider the great percentage of the population that leaves the large cities for recreation at this season one can realize what a large volume of business can be transacted in talking machines during the summer months.

While the talking machine is the ideal musical instrument for the summer, a great many people who are now using them would never think of doing so, nor would they consider their adaptability, were it not that some wide-awake talking machine man converted them into a new viewpoint regarding the talking machine.

In other words, in the summer time you must not wait for business to come to you. You must seek it.

Too many talking machine men are prone to look upon summer business with indifference, and it is evident they are not reaping the reward which is being secured by competitors—the live ones in the industry—who make business, by going about it in the right way.

These people utter few complaints about a summer business.

IN another month it will be time to consider the plans for fall trade, which promises to be the largest and most satisfactory in the history of the industry. It is the wise man who prepares for business well in advance. It takes a good while to get stock in shape, and it does not pay to wait until the rush is on before ordering stock and getting ready to capture the desired measure of fall trade. It is good business to be prepared before the rush comes, and it does not require such an exhaustion of nervous energy to keep things up to the high water mark.

Last fall as well as that of the preceding year jobbers and dealers complained of delays in shipments, which were largely due to the fact that orders were not placed with the manufacturers at a sufficiently early date to enable them to make up stock or apportion it with any degree of certainty.

There is no reason why orders should be delayed until the last moment, and the man who has his stock in hand in good season is prepared to meet the incoming business wave with a feeling of confidence and security that well repays the outlay of an early consideration of this matter of placing orders.

THE great campaign now under way to equip the music schools of the country with talking machines will receive the hearty approval of everyone interested in the musical advancement of this country.

It would be superfluous to enter into a dissertation on the elevating influence of music. Real artistic music cannot be heard outside of the professional sphere as a rule; that is an indisputable assertion. Amateur performances on the piano or organ, while in a measure effective and elevating in home life, still remain an amateur performance.

What shall we say to an instrument, such as the talking machine, which brings into the school room as well as into the domestic sphere, the very essence of divine art?—truly artistic representations of the classics. As an educational factor its power is certainly far-reaching and potent for good.

A well-known musician said to the writer recently, when discussing this subject: "I consider the talking machine the greatest musical educator I have yet known. I find in my own case that my children, young as they are, already develop good taste in the selections they make, and the ease and facility with which they recognize the great vocal numbers sung by distinguished artists, as well as the excellent music of the leading bands and orchestras.

"I am confident that the talking machine will exercise a tremendous influence for good in the way of educating and elevating the musical taste of the general public; that it will do this effectively is obvious from the fact that it enables them to become familiar with the works of the great composers without previous musical training on any instrument."

These remarks uttered by a man of wide vision emphasize the great part the talking machine is destined to play in the school room.

It is, therefore, the duty of the dealer to

co-operate enthusiastically in the great work that has been so very successfully started, and lend every aid toward placing talking machines in every school, large and small, throughout the United States.

Thus, the students in the country school in time will become as closely acquainted with the works of the great masters as their more fortunate brothers and sisters in the larger cities, and a new era of musical enlightenment and advancement will mark this move throughout the country.

The musical critics, many of whom were skeptics up to a recent date, must now recognize that the talking machine has entered a new sphere—as a potent factor in the musical uplift of the country.

In a very few years the work which has recently been started and which is now being systematically pursued, will produce results that will be as surprising as they will be gratifying.

IN another part of The World will be found a report of the fifth annual convention of the National Association of Talking Machine Jobbers, which occurred in Milwaukee from July 10 to 14. The gathering was very successful in many ways. It brought together a great assemblage of jobbers from the principal states in the Union. This was due in a large measure to the very central city where the convention was held.

Many important matters were taken up for consideration which have a direct bearing upon the trade, present and prospective, but as the sessions were private these matters become public only when released by the executive committee.

These annual reunions are not only helpful from a business standpoint, but they enable the busy jobber to break away from business cares for a week in the year and indulge in a chain of social festivities that make the convention rather unique in many respects. The program carried out at Milwaukee this year kept the talking machine jobbers moving at a lively pace, but every minute of the time was thoroughly enjoyed.

THE intense heat which covered a vast section of this country the early part of the month has, of course, seriously affected business.

Then to the uncertainties of politics have been added the uncertainties of the crops and the slackening of the demand that ordinarily comes in mid-summer.

The result, of course, has been dulness.

While there is perceptible in business conditions as a whole a slightly accelerated tendency to wait, there is at least one notable exception.

We refer to the iron and steel trade.

The reports which have come in from the iron and steel centers during the past two or three weeks indicate improvement in both orders and actual volume of work.

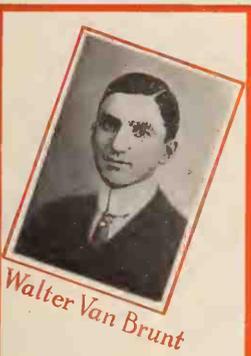
The improvement has been very slow and moderate and has in it nothing of the rush buying character.

The Government cotton report was the highest percentage in fourteen years and several points over a year ago.

More than 100 New U-S Records in June and July

They are Records of quality, too, for the standing of the talent represented is of a very high class. The portraits on this page will convince you of that fact.

Our Record demand is growing rapidly among the best dealers. Whether it be classic Opera selections by Metropolitan stars; musical renditions by popular favorites; or vaudeville specialties of unusual merit; it will be found on



Walter Van Brunt



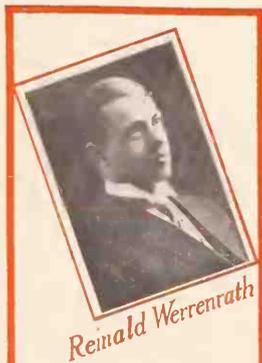
Arthur Collins



Reed Miller



Byron G. Harlan



Reinald Werrenrath



John Barnes Wells



Guido Gialdini



Fred Van Eps

Send for Sample Record

and let it show you that it produces the music in all its original quality for your permanent enjoyment—that there is nothing made to equal it—for it does not wear, chip, crack, or deteriorate, and is practically indestructible. **PLAY IT ON ANY PHONOGRAPH** and see the improvement, though its highest excellence is reached on the

U-S Combination Phonograph

Call at any of our branches and hear this new machine with its following improvements: Flexible Tone Arm to properly amplify the sound waves; Automatic Change Reproducer Carriage which shifts instantly from two-minute to four-minute records and vice versa; Mandrel Pulley Balance Wheel which insures reproduction true to pitch; Improved Motor; New Diaphragm or Speaker, etc., etc.

Write at once for details concerning our liberal arrangements with dealers. U-S Phonographs and Records are taking the lead, and this proposition is pleasing everywhere. **HOW ABOUT YOUR TERRITORY?**

THE U-S PHONOGRAPH COMPANY

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

1013 Oregon Avenue - - - Cleveland, Ohio

5-7 Union Square, West.....New York	Broadway and Beaver Sts.....Albany
219-225 West Washington St. (old No. 192-198 East Washington St.).....Chicago	16th St. and Sherman Drive.....Indianapolis
36-60 East Fifth St.....St. Paul	225-227 West Fourth St.....Cincinnati
321 First Avenue, N.....Minneapolis	60 West Mitchell St.....Atlanta
229 Cedar St.....Milwaukee	1106 Commerce St. (old No. 258).....Dallas
Washington and Causeway Sts.....Boston	210-212 South Broadway.....St. Louis
	960-962 Mission St.....San Francisco

Good product, sold *to* the dealer and *by* the dealer strictly on its merits, co-operation always, and protection against competition when the dealer can show it is merited—that's *business*, Columbia style.



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

OPTIMISTIC IN MILWAUKEE.

Retail Trade and Jobbing Business Satisfactory—Interested in New Edison Discs—Wisconsin Talking Machine Co. Now "At Home"—Kaun Music Co.'s Talking Machine Department—Milwaukee Dealers Organize—Mrs. McGreal's Accident—Victrola Concert at Sanitarium—New Law Regarding Working Hours—Interesting Budget of News.

(Special to The Talking Machine World.)

Milwaukee, Wis., July 6, 1911.

The local retail talking machine business has taken on new life during the past two weeks, as a result of the opening of the summer resort business. Just as soon as the schools closed for the year people began to flock to their summer homes to escape the unusually hot weather which Wisconsin has been experiencing this season. The State and surrounding territory includes within its confines some of the most famous outing spots in the Northwest, so this phase of the business has many possibilities for the Wisconsin talking machine dealer. Milwaukee dealers say that demand is unusually brisk for machines, records and supplies, and predictions are being made that business will be more than satisfactory this summer, despite the fact that the mercury has been making some new high records.

The jobbing business about the State is fairly satisfactory, but better things are expected later in the season. Dealers seem to be well stocked up in the various lines now on the market, but plenty of inquiries are being made regarding the several new machines which are expected to make their appearance soon, and this would indicate that the late summer and early fall business will be especially brisk.

Dealers all over the State are evincing genuine interest in the new Edison disc machine which the Thomas A. Edison Co., Inc., will place on the market. The machine is expected to make its appearance in Milwaukee about September or October, and dealers are beginning to place their ad-

vance orders even at this early date. Lawrence McGreal is the local Edison jobber.

The Wisconsin Talking Machine Co., incorporated last month to take over the jobbing interests of the Victor Talking Machine Co., are now nicely settled in quarters on the third floor of the McGreal building, 174-176 Third street. Handsome mahogany furnished offices have been fitted up on the Third street side of the building, and the remainder of the floor has been given up to display and warerooms. Harry Fitzpatrick, formerly a member of the Victor Co.'s traveling sales force, is in active charge, assisted by Joseph Gannon, brother-in-law of Lawrence McGreal. Miss Gertrude Gannon, proprietress of the company, will divide her attention between the new jobbing business and her retail store.

The new talking machine department opened by the William A. Kaun Music Co., 209 Grand avenue, some weeks ago, is now in direct charge of Mr. Kaun himself. "The talking machine business fits in nicely with our sheet music business," said Mr. Kaun. "There were people who told me that I was making a mistake in entering this field, but now I am thoroughly convinced that any sheet music dealer can increase his business by adding a talking machine line."

Among the recent visitors at the store of the Hoeffler Manufacturing Co. were: Mr. Ornstein, of the Victor Talking Machine Co.; H. Thomas, U-S Phonograph Co., and Roy J. Keith, of the Talking Machine Co., Chicago.

The New Idea Cabinet Co. are now operating at full blast in their new plant at 3306-3308 North avenue and are turning out 100 cabinets each week. Considerable additional equipment has been installed during the past four weeks, and the plant is admittedly one of the finest of its kind in the Northwest. Manager William Schmidt is now giving particular attention to the manufacture of disc cabinets intended especially for Victrolas IX, X and XI. Lawrence McGreal, a member of the company, reports the receipt of orders from entirely new territory during the past week.

The Milwaukee Retail Talking Machine Dealers' Association, reorganized recently, held an especially interesting meeting at the store of President George Eichholz on July 5. Details in the work of completing the reorganization of the association were carried out and various matters of interest to the local trade were discussed. Preparations for the part which the retailers will play in the entertainment of the delegates to the convention of the National Association of Talking Machine Jobbers in this city, July 10, 11, 12 and 13, were completed. Oscar Schefft, of the firm of Charles H. Schefft & Sons Co., 839 Third street, will probably deliver a paper before the convention on some topic relating to the retail business.

Mrs. Lawrence McGreal, wife of the well-known Edison jobber of Milwaukee, is confined to her home as the result of a painful accident which she experienced recently while at Pewaukee with Mr. McGreal. Mrs. McGreal sprained her ankle severely and present indications are that she will not be able to attend the social features during the coming convention of the National Association of Talking Machine Jobbers. Mrs. McGreal has not missed one of these conventions since the organization of the association.

A brisk business in high-grade machines is reported by A. G. Kunde, Columbia retailer and jobber, 516 Grand avenue. Mr. Kunde has been working faithfully and persistently in the interests of the Columbia and his efforts are being rewarded by a trade never before secured by a Columbia store in Milwaukee. Charles F. Baer, Chicago manager of the Columbia Phonograph Co., accompanied by his wife, spent a few days in Milwaukee recently as the guests of Mr. and Mrs. A. G. Kunde.

Miss Gertrude Gannon, proprietress of the McGreal retail store, 174-176 Third street, reports an active demand for Edison and Victor machines.

L. C. Parker, manager of the talking machine department of Gimbel Bros.' Milwaukee store, has been making some good sales of Victor machines to the Milwaukee school board of late, despite the

Columbia dealers are holding a mid-summer convention of their own—all over the country—largely attended by customers with money to spend.



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

fact that the public schools are not now in session. Mr. Parker bears the distinction of having made more sales of talking machines for use in the local schools than any other dealer in Milwaukee. The afternoon concerts at the Gimbel store on the Victrola, accompanied by the Knabe-Angelus player, are drawing immense crowds that pack the new Victor concert hall daily and prove an excellent advertisement for the talking machine department and the entire store.

Lawrence McGreal, Milwaukee Edison jobber, has completed plans for the erection of a handsome new residence at Forty-eighth street and Highland boulevard. The building will be a two-story frame structure, 28 x 32 feet, and will cost \$3,000. The neighborhood is rapidly coming to be one of the most attractive on the Milwaukee west side.

J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co., is closing negotiations with five Milwaukee dealers for the handling of the U-S line. Mr. Becker has been meeting with an excellent business in the U-S machines and records, and is predicting a bright future for this new line which the company has just taken up.

An unusually interesting Victrola concert was given in one of Milwaukee's largest sanitariums recently by J. H. Becker, Jr., manager of the talking

machine department of the Hoeffler Mfg. Co. The concert, which extended over two evenings, entertained a large number of patients and resulted in the sale of several Victrolas and a large number of Red Seal records. The entertainment was given in a room 45 x 150 feet in dimensions, and yet the Victrola was understood with ease in every corner of the quarters. Victor fiber needles were used both evenings by Mr. Becker.

Talking machine dealers of Wisconsin are among the many classes of business men who will be affected by the new law relating to the working hours of women and girls just passed by the State legislature and signed by Governor McGovern. The act, a Republican platform measure, provides that women and girls shall not work in any establishment in cities of the first, second and third class for more than ten hours per day, eight hours if working nights, and not more than a total of fifty-five per week. While the law is admittedly a good one, it will seriously affect dealers, especially during the rush season of the holidays, and will necessitate the putting on of extra forces. Children under sixteen years of age are limited to nine hours per day and fifty per week.

Honesty means what a man thinks as well as what he does. And a man is nothing short of a fool nowadays who is not absolutely honest.

INCOMPETENT HELP COSTLY.

Better to Pay Good Wages for Good Help—Unsatisfactory Clerks a Detriment to the Business—They Should Be Instructed.

It is necessary to pay good help good wages sometimes—even high wages perhaps—but this is money made in the end, as new and inexperienced help work to the detriment of the business at first. If too young, they may not be suitable for the position; or, on the other hand, are not fitted for the particular place and have to be transferred to another stock, and are generally unsatisfactory for the first six months.

There are clerks that are utterly hopeless, and the sooner they are dropped the better. Others, by temperament or inclination, are better suited to some other line, and should be transferred.

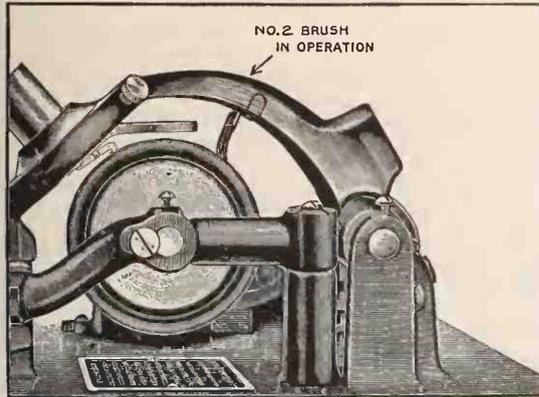
Incompetent help are often taught how to be good help by encouragement, advice and careful instructions from the management. Placing in their hands trade journals and periodicals pertaining to their line of work for their study at home often brings good results. It is well worth the time of any merchant to teach his help all that is possible, remembering that greater selling efficiency is thus acquired, more loyalty to the business is created and the wheels run smoother.

<p>FOR</p> <h1 style="margin: 0;">EDISON</h1> <p style="margin: 0;">PHONOGRAPHS</p> <p>List Price</p> <h2 style="margin: 0;">15c</h2> <p style="margin: 0;">each</p>	<p style="font-size: small;">Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.</p>  <p style="font-size: small;">TRADE MARK</p> <h1 style="margin: 0;">Cleanrite</h1> <p style="font-size: small;">RECORD BRUSH</p> <p style="margin: 0;">Formerly called the "PLACE" Record Brush</p>	<p>FOR</p> <h1 style="margin: 0;">VICTOR</h1> <p style="margin: 0;">Talking Machines</p> <p>List Price</p> <h2 style="margin: 0;">25c</h2> <p style="margin: 0;">each</p>
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ANNOUNCEMENT

To the Trade:

Our line of RECORD BRUSHES as per ad below formerly known as the "PLACE" will hereafter be known by our new, trade-mark, name *Cleanrite* change has been made in the brushes, and, for a "PLACE" stamp and labels until our present New printed matter is ready but NO time, they will be supplied with the stock on hand is exhausted.



No. 2 BRUSH IN OPERATION



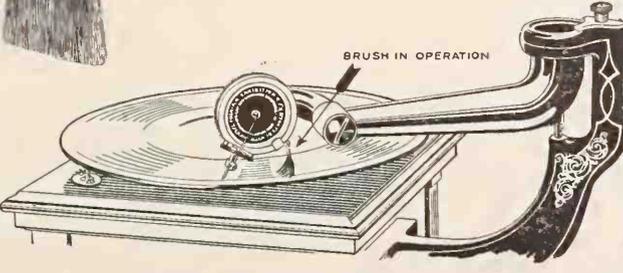
No. 1 Fits Triumph

No. 2 Standard and Home

No. 3 Gem and Fireside

IT SAVES THE TONE

You can't afford to lose this protection.



BRUSH IN OPERATION

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

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

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

MANUFACTURED BY BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"

The Talking Machine Trade in New England

WHY MANCHESTER PROSPERS.

How the Twelve Thousand People Employed in the Amoskeag Cotton Manufacturing Plant Save Money for Talking Machines—John B. Varick & Co., Big Edison Representatives, Make An Excellent Report.

(Special to The Talking Machine World.)

Manchester, N. H., July 7, 1911.

This city lays claim to the largest cotton manufacturing plant in the country, employing as it does, approximately 12,000 people. It is the Amoskeag plant, and is but one of many factories, the others, of course, being considerably smaller. Cotton manufacturing is the main industry, and while the average pay of the city is small, say even less than \$7 a week, there are many instances where the family income will range from \$35 a week and upward. Take a family with four "grown-ups" plus the husband and wife, working in these mills, it means at \$7 a week only, \$42 for the family. They live very cheaply and it is said that the "kitty" gets the major portion of their earnings. The talking machine business is on the cheaper priced machines and foreign records have a big sale.

John B. Varick Co., one of the biggest sporting goods houses in New England, are the Edison jobbers here, with the department managed by E. L. Burrows. Mr. Burrows reports a fairly staple condition in the wholesale field, and from his observations of general conditions, he believes that the fall will show some good results.

C. H. BAGSHAW CONVALESCENT.

Friends of the Well-Known Needle Manufacturer Will Be Glad to Learn That He Is Recovering from His Serious Illness—Prevented the Bagshaws from Being at Milwaukee—Business with This Concern Is Excellent.

(Special to The Talking Machine World.)

Lowell, Mass., July 10, 1911.

The many friends in the talking machine trade of C. H. Bagshaw, of the House of Bagshaw, needle manufacturers, will be glad to know that he is recovering from his recent illness. Both C. H. and W. H. Bagshaw were planning to be in Mil-

waukee at the time of the convention, so they could shake hands with the "boys," but owing to the illness of Mr. C. H., both were detained here.

"No-Scratch" needles are having an immense sale, and there will soon be an announcement from these quarters that will be still further interesting. Everyone who has tried these needles has been unanimous in praise from all standpoints, and it is apparent that their sales will reach tremendous figures. Jobbers from all over the country are buying and selling "No-Scratch" needles, and a big bunch of samples await those who write for them to W. H. Bagshaw, Lowell, Mass.

QUICK EDISON SERVICE.

C. R. Cooper, Manager of the Boston Cycle & Sundry Co., Tells How They Look After the Dealers' Edison Requirements in the Summer Time—Mr. Cooper Spends All His Outing Time on His Motor Boat.

(Special to The Talking Machine World.)

Boston, Mass., July 8, 1911.

"During the summer many extra trains and additional express lines are operated," says Charles R. Cooper, manager of the talking machine department of the Boston Cycle & Sundry Co., exclusive Edison jobbers, "and under our summer service, we are enabled to give even quicker service than customary to some points. Take, for instance, to the summer resorts, we can offer very quick Edison service both on records and machines. At frequent periods, the dealers in summer vacation spots have a rush that they are unprepared for, and it is right at those emergencies that we fit strongly."

Mr. Cooper has been enjoying himself this hot weather by sleeping on a 30-foot motor boat down the harbor, which is also the way he takes his vacation. It has averaged practically over 100 degrees for the past five days, which is hot enough to even make talking machine men swelter.

HANDLES THE EDISON EXCLUSIVELY.

(Special to The Talking Machine World.)

Worcester, Mass., July 10, 1911.

One of the enterprising talking machine dealers of this city is M. E. Havener, owner of the Have-

ner Sporting Goods Co., at 507 Main street. Mr. Havener handles the Edison line exclusively, and reports a very staple business with it. His store is admirably located.

THE "ART TONE" DIAPHRAGM.

The Talking Machine Co. of Springfield Who Manufacture This Specialty, Succeed in Securing Additional Quarters for Manufacturing—Will Be Able Henceforward to Insure Rapid Delivery of Diaphragms.

(Special to The Talking Machine World.)

Springfield, Mass., July 10, 1911.

Important developments have occurred during the past month with The Talking Machine Co., of this city, whereby they have changed the name of their new diaphragm from the "New Art" to the "Art Tone" diaphragm. They have also succeeded in securing additional quarters for manufacturing. So now they are in a fine position for a rapid and continued promotion of their business.

W. W. Young, inventor of the "Art Tone" diaphragm, states that the improvement in tone resulting from putting one of these diaphragms onto any talking machine is considerable; in fact, making an "art tone." Mr. Young could not think of anything better to be desired by talking machine owners than an "art tone"—hence the name.

This company reports receiving a big pile of requests for samples and particulars from their advertisements in The Talking Machine World, which evidently show two things—one that the readers of The World are live, keen, energetic people, ever on the lookout for improvements and profit-making possibilities, and second, to be in that class, the dealers and jobbers all must read The World closely. This company's proposition is on another page of The World and is worth reading.

TRADE NOTES FROM PUTNAM.

The Great Factory of John M. Dean Kept Busy Supplying "Puritone" Needles to the Trade—G. W. Shaw Doing Well With the Edison and Victor Lines—F. G. Letters Pushing the Edison Goods Energetically.

(Special to The Talking Machine World.)

Putnam, Conn., July 6, 1911.

Just a year has passed since John M. Dean, manufacturer of "Puritone" talking machine needles, removed from Lowell, Mass., to his new factory, which was designed and erected especially to accommodate his rapidly growing business. It is built of brick with concrete floors, the main building being two stories high, 100 feet long by 50 feet wide. The annex is 50 by 60 feet. Their needles are hardened by gas flames and in addition to their regular power plant, Mr. Dean owns and operates a gas-making plant that produces enough gas to light many a small city. This is mentioned to show the magnitude of their power facilities, which, in order to be profitably operated, must have a certain production every day of considerable size.

Charles E. Dean says business is fine and that the call for "Puritone" needles is growing all the time. "Puritone" needles are furnished in seven styles—loud tone, opera, exhibition, symphony, ideal, soft tone and spearpoint—and are supplied either under the "Puritone" brand or to order with the jobbers' advertisements.

Geo. E. Shaw is a dealer here with a fine looking spot. Mr. Shaw handles both Edison and Victor lines, and has a wide following of patronage throughout his territory.

F. G. Letters, who in addition to being a prominent piano man, sells the complete Edison line, understands the field thoroughly, and is devoting considerable energy in the promotion of Edison goods.

This is the time of the year when the "ordinary" talking machine dealer's backbone limbers up. He gets a little lazy and in a "what's the use" attitude. Don't be "ordinary."

Be "extraordinary"! Keep your backbone taut—your enthusiasm high—your energy at 100 per cent. Bang right after those "will buy in the summer" prospects and send the orders to the Boston Cycle & Sundry Co.

Why—in New England over \$6,000,000 is spent yearly by summer tourists; your summer resort machine and record business should be tremendous. We back your efforts with the largest Edison stock; with speedy service and a brother to brother co-operation.

See if you cannot close just one more sale this week and "test" us with that order! Remember we are "exclusively Edison and exclusively wholesale."

Boston Cycle & Sundry Co., 48 Hanover Street, BOSTON, MASS.
J. M. LINSOTT, Manager

FROM OUR BOSTON HEADQUARTERS

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

(Special to The Talking Machine World.)

Boston, Mass., July 10, 1911.

For the first time in the history of the talking machine business several stores having a retail department were obliged to close several days this week at 2 o'clock on account of the excessive heat. Prominent among these were the Oliver Ditson Co. and the Eastern Talking Machine Co. The officials of the Houghton & Dutton Co. gave any employe liberty to go home if they felt the heat. The talking machine business, consequently, for the past week has been very quiet, although the average for the month will assume fair proportions.

Milwaukee the "Mecca."

"On to Milwaukee" is an all absorbing topic, although but two jobbers are attempting to go there, these being E. F. Taft, general manager of the Eastern Talking Machine Co., and Herbert L. Royer, manager of the jobbing end of the M. Steinert & Sons Co.

Cutting Prices of Records.

The Henry Siegel Co. have been severely criticized by some of the trade members because of their advertising of \$1, \$1.50 and \$2.12 talking machine records for 29c., which they claim arouses suspicion among a certain class of people.

Enjoying Outing.

H. R. Skelton, the Edison ambassador, is about town enjoying a deserved rest for a couple of weeks.

Henry Winkleman's Good Work.

Henry Winkleman, manager of the Victor talking machine department of the Oliver Ditson Co., which is called "the largest Victor talking machine distributors east of Chicago," has returned from a trip to the New York headquarters and also a jaunt to the Victor factories. This department, under Mr. Winkleman, is putting out some exceptionally fine retail advertising, which is showing up in good results. On their jobbing end they also enjoy similar prosperity.

Attending Jobbers' Convention.

Two well known talking machine men who at this writing are planning to be at the Milwaukee convention are John L. Gately, the diplomat of the Victor Talking Machine Co., and Geo. D. Ornstein, manager of the traveling department.

Well Informed Talking Machine Man.

Charles P. Trundy, manager of the Victor department of Geo. Lincoln Parker, the Krakauer piano dealer, has leased a cottage at Nantasket Beach for the summer, where he can enjoy an ad lib. program of aquatics. Although a comparatively young man, Mr. Trundy has enjoyed a training during the past eight years that covers all phases of the industry, particularly in the retail department store, jobbing and wholesale road work, and he ranks as one of the best informed talking machine men in this territory.

Stay West, Young Man!

"Would like to know the name of the department store in Boston that is having so much trouble getting a desirable manager," writes a talking machine man from Chicago to The World. It appears that this man has been successful in the western field and wants to come East, but to revise the Horace Greeley stuff—"young man, stay west"—as far as that store is concerned. A cham-eleon is a "piker" compared to the changeable qualities of their policy. Some of the very best men in the field here have got out or were fired (no known reasons why), and from the past it appears that a man who goes there takes all the chances with nothing to gain in any event.

Where E. F. Taft Is Rusticating.

E. F. Taft, general manager of the Eastern Talking Machine Co., Edison and Victor jobbers, has purchased a summer home at Touissett, Mass., where his family and himself are enjoying the beauties of that spot, it being a combined salt water and woods location. Before Mr. Taft departed for Milwaukee he remarked

to The World man that the convention is the most important one ever held and that there was considerable interest in it.

Merry Pranks of E. T. M. Co. Associates.

The accompanying snaps show some of the



THE TRIPLETS.

merry bunch of E. T. M. Co. Associates who enjoyed an outing at Providence, R. I., on June 17. The "triplets" are S. H. Brown, chairman of the outing committee; Wm. J. Fitzgerald and Frederick Hager, the well-known composer and music publisher. The seven world wonders are



THE SEVEN WONDERS.

E. Reardon, M. Price, M. L. Read, D. McLaughlin, George Reese, Fred Finn and Edward Welch. Following the ball game, wherein the "Victors"

victoried the "Edisons" by 16 to 6, a splendid dinner was served, Chairman Brown acting as toastmaster. Speakers were E. F. Taft, general manager; A. W. Chamberlain, president of the Associates; S. J. Freeman, Frederick Hager and George K. Cheney, of the Boston Talking Machine Co.

The Joy Crew chartered a sailing craft in the afternoon, and but for a change of wind, almost got a free ride to the recent Crown-nation. No need of mentioning names, as all the trade know who the "Joys" are.

Everyone had "the" time of their lives and were loud in their praise of the Doings, the Committee and the Day.

Wm. F. Howes Resigns.

Wm. F. Howes has resigned his position as manager of the talking machine department of Houghton & Dutton Co., and has become traveling representative for a wholesale plumbing supply house. Prior to the department store connection, Mr. Howes was with the Columbia Phonograph Co., and in all has been connected with the industry for over seven years. Mr. Weeks succeeds Mr. Howes.

Activity in Columbia Circles.

At the Columbia Circle business is reported as good. In fact, Arthur C. Erisman, manager of the Boston headquarters of the Columbia Phonograph Co., summarizes the six months just past as "over 20 per cent. gain in business volume compared to the corresponding period of 1910." This is a splendid growth, and with its continuance will make a historical business year.

Recently two Columbia machines were sold to ships of the United States Navy, the Government appropriating half of the money. The ships so favored were the U. S. S. "Terry" and the transport ship "McCall."

J. D. Erisman, of Philadelphia, father of Manager Erisman, is spending a two weeks' vacation in the city. The second day he was here his hotel burned out and he lost some personal effects—a fine reception to a visitor.

T. N. Mason leaves Saturday for his yearly visit to Quebec and Montreal.

Manager Erisman will spend his vacation at Bass Rocks, Mass., the home of bass fish and bass ale.

"No-Scratch" Needles

That's one broad statement and it means just what it says. If you cannot supply your customers with "No-Scratch" Talking Machine Needles, you are losing money! You are "out" in several ways.

"No-Scratch" Needles represent the height of needle perfection—they stand alone in the quality field.

yield big profits and satisfaction to

Our offer to jobbers, plus samples, is a real 1912 offer. Send for it to-day and get a proposition that competes with the U. S. Mint for money making possibilities.

W. H. BAGSHAW,

ESTABLISHED
1870

Lowell, Mass.

Oldest and Largest Makers of Talking Machine Needles

alert jobbers and dealers everywhere

The Columbia business never grew so fast as when certain manufacturers tried to force certain dealers to recognize the difficulty of competing on even terms with the Columbia line.



8

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

VACATION SPIRIT IN DETROIT.

Many Sales of Machines and Records for Vacationists—Doran Phonograph Co.'s Excellent Business—Talking Machine a Factor in the Study of Music—Columbia Co. Pleased with New Quarters.

(Special to The Talking Machine World.)

Detroit, Mich., July 9, 1911.

Small Victrolas, the \$50 Grafonola Favorite, and \$25 and \$30 horn machines which play disc records are in big demand in Detroit just now. They are used for steam yachts, launches, canoes and other small boats. The large hornless machines are placed on passenger steamers to a profitable extent. These latter are utilized in place of orchestras. They provide first-class music for travelers by water without the expense to the company of hiring and feeding a dozen or so musicians.

Detroit is a particularly fertile field for this class of business. In Belle Isle Park probably three thousand canoes glide about. Perhaps a third of them have talking machines—small ones, of course.

July is opening a little dull here, but business is a heap better than it would be were it not for the summer resorts.

The Doran Phonograph Co., whose specialties are the U-S, the Victor and the Columbia machines, report an especially large trade in the small horn machines. The city business in these and in

the larger hornless machines is holding up wonderfully well, in spite of the torrid weather and the natural summer lull in every line of endeavor except baseball. What dulness there is is up-State, and this is accounted for principally because the farmers are hustling in crops that matured too early because of the extraordinarily fine spring which blessed the Middle States this year. They have no time for aught but work and sleep. June was better with this company than May, and collections were better, too, controverting the tales that Detroit and Michigan are in the dumps commercially.

The talking machine dealers here are unanimous in saying that every month of the first half of this year was better than the corresponding month of last year. The enormous growth of Detroit undoubtedly has a good deal to do with this. But if there was any truth in the stagnation report Detroit would not be growing like a beanstalk, nor would the talking machine business be soaring even if Detroit did grow, for a talking machine is more or less of a luxury, except for musical students who need them to aid in the fine points.

In passing, it might be said that in Detroit the talking machine is becoming a recognized factor in the study of music, especially in voice culture. When an advanced pupil gets a piece a little difficult, she goes to a store and buys the record of the number. If she doesn't, she asks to have it played for her. The dealers always are pleased to do this, for they are practically certain of selling that student a machine before long.

Up-State talking machines and supplies are sold in all sorts of places. The Doran Co., which has a very large list of State agencies, even has one located in a farm house. The farmer is wealthy. He lives near Ovid. He has fitted up a couple of rooms as a store and sells to farmers for miles around. He sends in a good many more repeat orders than do a whole lot of agents in small cities and villages.

Grinnell Bros. also do an enormous up-State business, because they carry Victor and Edison talking machines in every one of their twenty-five general music stores in Michigan. They have a special department for them in every store, with demonstrating rooms.

In the new branch store just opened in Detroit, on Monroe avenue, they sold eight machines in the first day's business. They have a fine location and a fine display window, which accounts for their early success in a strange district.

The Columbia Phonograph Co. also are doing well in their new location. They carry a third more stock than they did in their old Woodward avenue store. The city wholesale business is larger than ever before, so is the up-State wholesale business, of which the Detroit branch of the company has entire charge. The Columbia Co. have 32 agencies in Detroit alone, and 205 in the State.

In locating on Broadway the Columbia Co. are taking part in a pioneer movement the object of which is to get away from the exorbitant rentals on Woodward avenue. Heavy purchases of real estate on Broadway by capitalists who propose to erect expensive office and store buildings have been put through within the last three weeks. Within six months a lot of fine retail stores will be available on the upper part of Broadway, and they are bound to be filled at once by first-class firms. That will place the Columbia branch in the heart of the newest and therefore best retail district.

Why You Should Push Udell Cabinets For Your Customers' Records



No. 446. Cabinet for Victor I and II. Mahogany or Oak. Holds 180 10 and 12-inch Disc Records. Top can be arranged for Victors III, IV, V and VI.

☞ We offer such a range of price, pattern, capacity and interior. They are entirely practical. The WORKMANSHIP AND FINISH of EVERY UDELL CABINET is POSITIVELY GUARANTEED.

☞ We cut all patterns so generously owing to an enormous demand that orders can be filled promptly. Every Victrola and Victor machine has its cabinet in the Udell Line. For your convenience we have assembled all of these Cabinet pictures between the covers of a splendid catalog.

☞ Now, where do we address Yours?

THE UDELL WORKS
Indianapolis, Indiana

MAKE THOROUGH TEST OF NEEDLES.

Manufacturers of Disc Records Try Out Needles Imported by the Talking Machine Supply Co. and Express Satisfaction with Them.

Max Landay, of the Talking Machine Supply Co., New York, states that one of the leading concerns engaged in the manufacture of disc talking machine records in this country have been conducting extended experiments with the needles imported by his house and reports that the needles have given the greatest satisfaction both as regards finish and reproducing powers. The experts in charge of the laboratories of the company in question, with a thorough knowledge of just what should be expected of first-class needles, gave the needles handled by the Talking Machine Co. a most thorough trying out. The tests may lead to an interesting trade announcement in the near future.

The features claimed for the needles offered to the trade by the Talking Machine Supply Co. are high quality, low price, first-class finish and attractive packing, in keeping with the special demands of the customer if desired.

Victor Herbert and his great orchestra now make records only for the Victor



In adding the name of Victor Herbert to the list of great artists who recognize in the Victor the best way to perpetuate their art, and send true examples of their work into the homes of music lovers in every nook and corner of the earth, we feel it is just like adding one more priceless gem to the diadem that crowns the Victor.

Victor Herbert needs no introduction to the American public—his great work as composer and conductor has established his fame in every home where music is known, and the simple statement that he has entered into an arrangement to make records of his great orchestra under his personal direction, exclusively for the Victor, is sufficient to stir every Victor owner to a happy expectancy of what future supplements will bring to them.

Dealers throughout the country will probably recall that during the past two years Victor Herbert and his orchestra have made phonograph records for another company, and his reasons for entering into an exclusive agreement with the Victor Company is fully explained by Mr. Herbert's announcement to the public as follows:

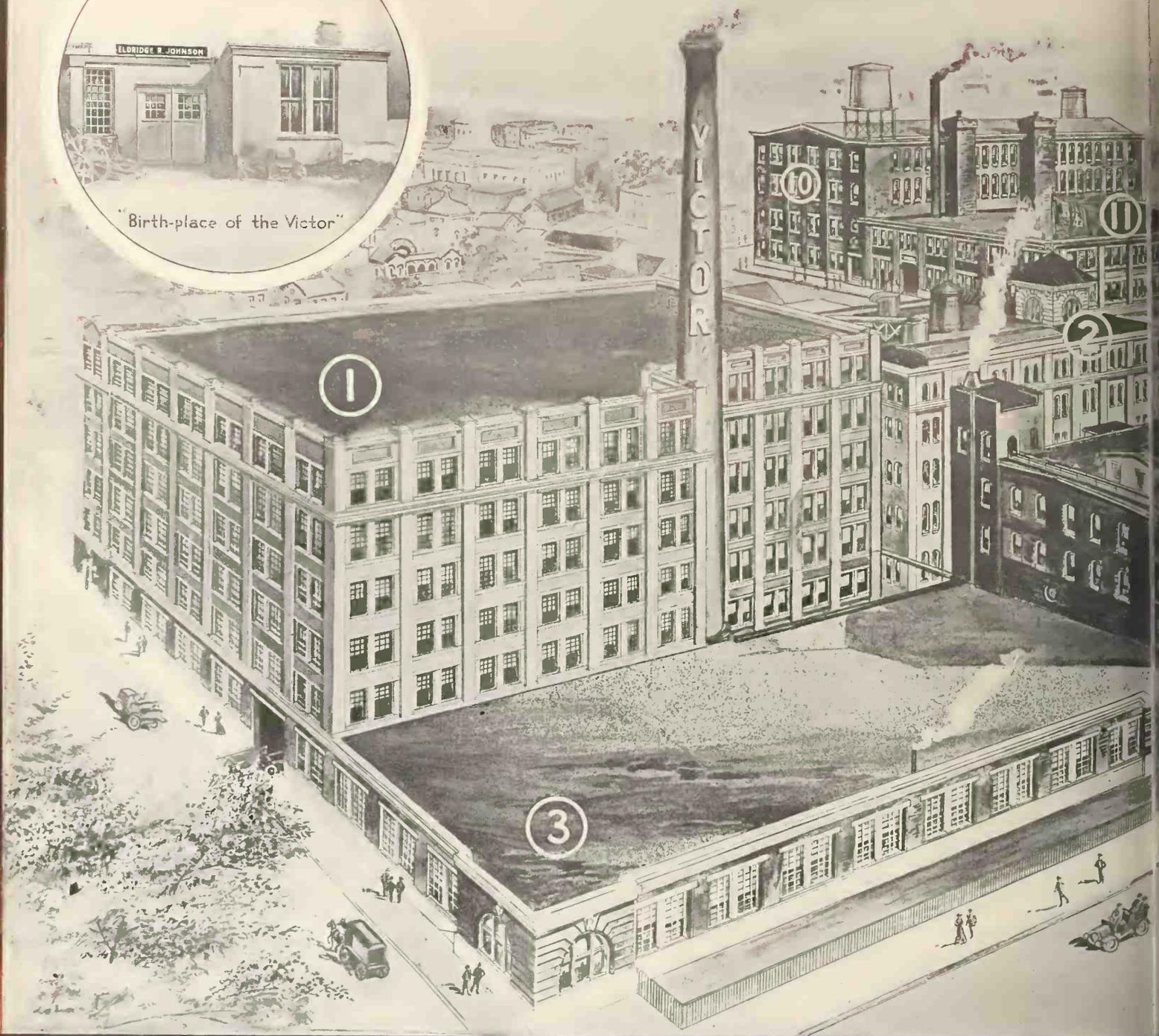
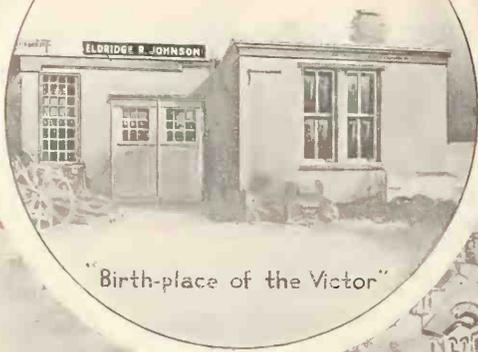


June 1st, 1911
"I have entered into an agreement with the Victor Talking Machine Company to make exclusively for them, under my personal direction, records of Victor Herbert's Orchestra; and have entered into this agreement because of the artistic merit of their goods and because of the great names represented in their record catalog."

A handwritten signature of Victor Herbert in cursive script.

Victor

1898



1. Machine Factory
2. Machine Factory
3. Power Plant (4,000 horse-power)
4. Record Factory
5. First and second floor—Executive Offices
Third and fourth floors—Recording Laboratory
(Three floors now being added to this building.)
6. Storage Building
7. Window Display and Printing Department
8. Cabinet Factory No. 1
(This building now being extended 65 feet, and two floors-added to the whole.)
9. Lumber Dry Kilns
10. Warehouse and Shipping Department
11. Assembling Department

In the illustration, Buildings Nos. 10 and 11 are grouped with the other buildings, while they are actually located two blocks distant.

COMPARE the Victor factory of 1911 with the Victor birthplace of 1898. That tells the story of Victor success.

What is the reason for this immense growth? What has made the Victor plant grow to be the greatest musical instrument business in the world in the short space of thirteen years?

Victor quality. Victor progressiveness. Victor advertising. And the enthusiastic co-operation of Victor dealers.



You, Victor dealers, have appreciated our instruments and what we do to help you sell them.

Your business has increased as ours has increased, and we thank you for your help in making the Victor business for the first six months of this year the largest in the history of the talking-machine industry.

Victor Talking Machine Company

- 12. Cabinet Factory No. 2
- 13. Lumber Yards
- 13. Lumber Yards
- 14. Record Material Storage Department
- 15. Record Material Storage Department
- 16. Coal Yards and Docks
- 16. Coal Yards and Docks
- 17. Cabinet Factory Heating Plant
- 18. Supply Tank for Automatic Sprinkler System
(Height 160 feet. Tank capacity 100,000 gallons)
- 19. Experimental Laboratory
- 20. Victor Lunch Club
- 21. Veneer Warehouse
- 22. Lumber Dry Kilns

Victor



What you can do with changeable needles

Adding the Fibre Needle to the Victor is like adding a new group of beautiful pipes to a church organ. It gives new range and variety, as well as beauty.

Some Victor Records sound best played with a Victor Steel Needle, others with a Victor Fibre Needle. With the Victor you can have *both*. You can adjust volume and tone to suit the record and the conditions. Practice soon develops the ability to use the different Victor Needles in bringing out the peculiar beauties of different records.

Learn how to use the changeable needles in playing the Victor, and you will find in it new charms and beauties.

Loud



Victor Needle
produces the full tone as originally sung or played and is particularly suited for playing records in large rooms, halls, etc., and for dancing.

Medium



Victor Half-tone Needle
produces a volume of tone about equivalent to what you would hear if seated in the third or fourth row of the dress circle at the opera house or theatre—a splendid needle for general home use.

Soft



Victor Fibre Needle
is particularly suited to the discriminating music lover, and reproduces Victor Records with all their clarity and brilliancy in a slightly modulated tone. With this needle your records will last forever. Victor Fibre Needles may be repointed eight to ten times and used as often as repointed.

For 50 cents and 22 cents for return registered postage, we will alter your Exhibition Sound-box so you can use Victor Fibre or Steel Needles at pleasure.

Or, on payment of 50 cents and 44 cents to cover cost of registered postage both ways, your dealer will forward it for you.

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

Victor Talking Machine Co., Camden, N. J., U. S. A., Berliner Gramophone Co., Montreal, Canadian Distributors

And be sure to hear the
Victor-Victrola

This is one of the Victor Needle advertisements now appearing in the leading magazines, calling attention to Victor Fibre Needles.

The more thoroughly you understand the many admirable qualities of Victor Fibre Needles, the more enthusiastic you will be in bringing them to the attention of Victor owners.

Victor Talking Machine Company

Victor

When you were younger you wouldn't let anybody tell you "you dassent." Has any manufacturer told you you "dassent" salt away the profits of a Columbia line?



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

TRADE NOTES FROM CLEVELAND.

Business Surprisingly Good Considering Season—Devineau Heard from—Lawrence H. Lucker Establishes Local Branch at 414 Prospect Avenue—Columbia Co. Makes Excellent Business Report—U-S Phonograph Co. Steadily Increasing Output and Making New Connections—Eclipse Musical Co. Notes.

(Special to The Talking Machine World.)

Cleveland, O., July 10, 1911.

Business in all lines of the talking machine trade has been unexpectedly exceptionally good during the past month. That the business is growing is evident in the expanding circle of dealers, and rumored still other contemplated additions. It is explained that the satisfactory volume of business and the accretion of dealers is owing to the popularity of the more magnificent machines and the production of records of the highest class talent. Almost without exception dealers predict there will be an unusually fine fall trade.

Officials in the Cleveland city auditor's office have been informed that Louis Devineau, who disappeared from here in 1908 is at present in Holland. A business man of this city, who has just returned from a trip abroad says he saw Devineau in that country. At the time of his departure he was secretary of the sinking fund commission of the city and was an alleged embezzler to the extent of \$12,000. He will be remembered by The World readers as the inventor of the Bophone, an ingenious disc attachment to a cylinder machine, and also the "Ideal," a self-supporting horn. Just prior to leaving he, with others, had started the "International Talking Machine Co." in the Taylor Ar-

cade. His decampment brought the operations of that concern to an abrupt close and a number of creditors to mourn their misplaced confidence. He was a protege of the late Mayor Tom L. Johnson, and for a time French tutor in his family.

Dr. C. H. Clark, physician in charge of the State Hospital for the Insane in Cleveland, is an advocate of motion pictures and the talking machine to soothe the nerves of the inmates. At his suggestion a picture machine supplied with the latest equipment, and a phonograph with a selection of records, have been installed in the hospital auditorium. He does not believe with Dr. Eyman, of the Massillon State Hospital, that they will cure insane persons, but are good for entertainment to keep the hospital inmates from becoming restless.

The W. F. Frederick Piano Co. have moved from the Hippodrome building and are now settled in the new quarters at 1612 Euclid avenue. The company contemplate putting in a complete line of Victor goods, but have not yet concluded arrangements.

B. L. Robbins, formerly of the firm of B. L. Robbins & Co., the oldest talking machine dealers in Cleveland, now the Talking Machine Co., at 42 The Arcade, is now associated with the Eclipse Musical Co. His long experience in the business and extended acquaintance makes him a valuable acquisition to the company.

Lawrence H. Lucker, the well-known Minnesota talking machine jobber, has just established a branch at 414 Prospect avenue, S. E., Cleveland, with a very large and complete stock of Edison phonographs, records and supplies. The branch at present is in charge of W. L. Meyers, from the Minneapolis office, as Mr. Lucker is now enjoying

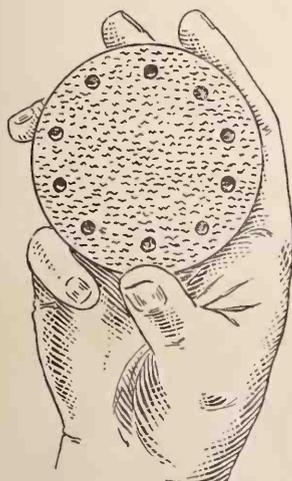
his honeymoon abroad. The location is central, three blocks from the public square, occupying large, suitable quarters of the sixth floor of the Ellastone building. Three carloads of Edison machines and records were received June 16, and no time was lost in opening and placing the stock, the first shipments going forward to dealers on the 19th. Judging from the size and completeness of stock carried the dealers of Cleveland and vicinity can congratulate themselves with the feeling that they will now get service such as they have never before had. Mr. Meyers states that a fully-equipped repair shop will be installed and a complete line of Edison repair parts carried. He says that all orders will be shipped the same day received. Service and promptness will be the motto of the house. A standing invitation is extended to all dealers to make the place their headquarters when in the city. A large and finely appointed display room is being arranged where all models of Edison machines and latest improvements can be inspected and demonstrated.

W. H. Hug, representative of the Thomas A. Edison, Inc., was in Cleveland the week of June 19, and reported that dealers in Cleveland and this vicinity are enthused over the opening of an Edison jobber in Cleveland, and many orders were taken for immediate delivery. Judging from the way shipments are leaving the office business is booming for this season of the year. Mr. Lucker while abroad will arrange for many specialties in the small musical merchandise line, which is growing very rapidly.

R. Svehla is now operating two stores, one at 5101 Fleet avenue and one at 1831 West Twenty-

(Continued on page 24.)

Have You Received a Sample of the



Full of holes and melody

"ART-TONE" Diaphragm?

(Fits ALL Machines.)

Made in combination of Aluminum and fibre.

Dealers

This invention retails for \$1. A good margin of profit for you. Every machine already sold and selling is a sure sale for the "ART-TONE" Diaphragm.

Jobbers

Send out a batch of our circulars with your regular mailing. Piles of orders will result. Profits sure. No selling expense.

Send business card with request for FREE Dollar sample and our proposition. Write right away.

THE TALKING MACHINE CO.

218 WORTHINGTON ST.

SPRINGFIELD, MASS.

When the manufacturers get all through deciding which lines you may carry, and which lines you must not, go take a look at your cash register. The Columbia policy is a *selling* policy—not a book-keeping policy.



10

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

TRADE NOTES FROM CLEVELAND.

(Continued from page 23.)

fifth street. In connection with the piano and musical instrument trade, in which he has been engaged for several years, he has taken on a full line of Columbia goods. He states that while business is rather slow, it is fair for the season, and that he is making sales of machines right along, including a goodly number of records. He is an importer and jobber of musical instruments and strings and, together with a good line of pianos and Columbia machines and records, is destined to become an important factor in the trade.

The Columbia Phonograph Co. are having an excellent run of trade since moving into their new quarters, and under the local management of Geo. R. Madson. "We anticipated some falling off in business during the month of June," said Mr. Madson, "but both in machines and records it was exceptionally good, and was the best month we have had since establishing our new store; and July has started in with a volume of trade, which, if it continues, will prove a record month for records. All the Columbia dealers of Cleveland report to us exceptionally good trade, particularly in records. We have added two new dealers that handle the Columbia goods exclusively, H. Ziehm & Son, 16312 Superior avenue, and Rehburg & Busch Co., 3169 Pearl road. The outlook for business during the balance of summer is especially good.

The Eclipse Musical Co. are doing nicely in their new store—a credit to any city, and one of the most attractive in the country. All the different makes of Victor and U-S machines are carried in the retail department, and a desirable trade is daily adding to the volume of business. Mr. Towell said the wholesale trade was very good at the present time, and, judging from the large number of inquiries coming in, a prosperous business future was in evidence. He said they would undoubtedly have the largest fall business in the history of the local trade.

The B. Dreher's Sons Co., one of the oldest and largest piano houses in the city, announce that they

have been appointed representatives for the complete line of Victor and Victrola talking machines and records. The company have set apart several rooms in the large quarters, in The Arcade, for the display and demonstration of the various machines, of which they have in stock a full supply, as well as the catalogued records. Sales already made and the many inquiries they are receiving forecast a successful business in this addition to their piano trade.

Nothing but the most encouraging reports come from the headquarters of the U-S Phonograph Co. The factory, in constant operation, is one of the busiest plants in the city and is daily increasing the output. G. M. Nisbett, sales manager, said: "Things are booming here at the factory. The hot weather has had no effect in reducing business, but, on the contrary, seems to have accelerated it, and it has shown a steady gain to date."

Phil Dorn, manager of the department of Callister & Sayle, says he is selling some Victor machines and doing a very fair business in records in the retail department, but he expects trade will be rather dull until the vacation season is over. Business, he stated, was slow in the wholesale department, but somewhat better than in the retail department.

E. A. Friedlander, manager of the talking machine and musical instrument department of the Bailey Co., expressed himself very well satisfied with conditions. "Trade," said he, "is about normal for the season. Our sales of machines are very fair, especially Victrola IX., of which I am unable to obtain a sufficient supply to meet the demand. It is a magnificent instrument, and the most popular of the Victrolas. Sales of records are good, especially for the gems from 'Madame Sherry'—in fact, the entire July lists of both Victor and Edison are selling well. Business in the piano and small musical instrument line is good."

Business at the Victor machine and record parlors of the Caldwell Piano Co. is reported very good, quite as satisfactory as was expected when opening the department.

W. H. Buescher & Sons have been busy during the past month, especially in the wholesale depart-

ment, having made sales of a number of high grade Victrolas and Victor machines. In the record line they are kept busy keeping up the supply, and report an unusually good demand for the red seal and purple label July list. The company's policy is to keep a full supply of both machines and records always in stock, so that an order may be filled the moment it is filed.

S. A. Mintz, manager of the Talking Machine Co., 42 The Arcade, says business is fairly good for the season, and that there is an excellent demand for records, especially the July Amberol list, all of which are very popular. He stated that Victor records were also selling fairly well, while the demand for machines was light.

Not very many sales of machines, but a pretty fair record trade for the season was reported by the May Co. Especially in demand were said to be the three new songs by Cohan, and all of the new red seal records. The company handle both the Victor and Edison lines and in connection with the piano trade do a large volume of business.

DEMURRER SUSTAINED

By the United States Circuit Court of Appeals in the Case of American Graphophone Co. Against Victor Talking Machine Co.

(Special to The Talking Machine World.)

Philadelphia, Pa., July 4, 1911.

On June 12 Judge Buffington, of the United States Circuit Court of Appeals, third district, handed down an opinion sustaining the demurrer of the Circuit Court, district of New Jersey, in the case of the American Graphophone Co., New York, against the Victor Talking Machine Co., Camden, N. J. The American Graphophone Co. had brought suit against the Victor Co., charging them with a tantamount infringement of the Jones patent by certain acts of the defendants. The defense demurred to the complaint in the lower court, and was upheld. The Graphophone Co. appealed, with the foregoing result, the decision, a technical document of some length, however, stating they could obtain their remedy in another way if desired.

When the manufacturers have decided what lines you may *not* handle, ask yourself whether the *reason* for that decision may not now be stronger than the decision itself. This isn't a matter of sentiment for you—it's entirely a matter of present profits and business independence.



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

FROM OUR EUROPEAN HEADQUARTERS

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

Talking Machine Conditions Unsettled—The Hornless Instrument Growing in Favor—Strikes at Principal Ports Interfered with Export Shipments—National Grand Phone Co. to Exploit a Disc Record—Latest Gramophone Issues Interesting—Paul H. Cromelin Welcome—New Pathe Agent in Belfast—Outing of Hough Employees—Latest Zono-Twin Records—Talking Machine Houses Decorated in Honor of the Coronation—Canadian Copyright Bill—Some High Class Records Issued by the Columbia Co.—The Gramophone Co.'s Summer Campaign Succeeding—Other Items of General Interest.

(Special to The Talking Machine World.)

London, E. C., July 5, 1911.

From a general viewpoint talking machine conditions here are somewhat unsettled. With the advance of summer both record and machine sales are on the decline, although up to the present trade more than compares favorably with that experience during an even time last year. The chief line of value from a sales point of view is undoubtedly the portable hornless instrument, which is selling very well, indeed, with every class of buyer. Dealers regard this type of machine as their mainstay, for it is fairly easy to sell these just now, and they recognize that every machine sale means profitable business in records.

Future prospects are unfortunately none too encouraging, for practically every shipping port in the kingdom is affected by the decision of the Seamen's Union to call a general strike. Indeed, this has already occurred at many of the chief ports, and at the moment of writing the trouble continues to spread. Conflicting reports reach me as to a settlement, or compromise here and there, but the serious aspect of the case is only too evident. Many of the transatlantic liners are laid up for want of crews, and a large number of local services have been interrupted. We can only look forward in the hope of an early settlement of the difficulty.

Pathe Goods in Belfast.

Thos. Edens Osborne, of Belfast, has been appointed a factor for the Pathe goods. He will handle the various machine models, in addition to the records. It is very evident, from the fact that Mr. Osborne has already commenced advertising these well known products, that he is determined to establish a nice trade. We wish him the best of success with his new product.

Our Bankruptcy Laws.

Discussing the failings of our bankruptcy laws, and in particular the enactment that every bankrupt shall prepare an account explaining exactly how his deficiency arises and verify it by affidavit, a writer in the Draper's Record points out that "theoretically the idea is good, but in practice it falls a long way short of expectations. In cases where the bankrupt has not kept proper books, these accounts are often misleading, always almost useless, and not infrequently cover frauds of the grossest description. He suggests that a remedy is provided by the American law, which is the committal of the bankrupt to prison if, in the opinion of the court, he has failed satisfactorily to explain his deficiency, or if the court believes he is withholding facts deliberately." As it is hundreds of traders here run up debts in the full knowledge that they cannot meet their liabilities. And they can do it with impunity.

Agency for Favorite Interests Change Hands.

A matter of special interest this month concerning the future of the Favorite record has been made known to the trade. During the last fourteen months the agency for this country has been held by O. Ruhl, Ltd., but they have decided to relinquish the handling of the record after June. The Favorite interests now pass into the hands of Karl F. Harth, who takes over the English

agency as and from July 1. This gentleman brings to bear a very wide experience in the marketing of machines and records, and although the Favorite record is well and favorably known in trade circles, we have no doubt but that under Mr. Harth's able guidance business will proceed as merrily as ever, and the record become even more popular than at present. Our readers should continue to forward their orders to the same address, 45 City Road, London, E. C.

The Automatic 'Phone.

We are so interested in the development of new inventions that we are apt to overlook the ceaseless activity of those engaged in perfecting some of the older ideas. One is that of the automatic telephone exchange. A similar idea was put forward by a Mr. A. M. Thomson about ten years ago. In his system the number required was built up on the instrument. It was sent to the telephone exchange by a number of impulses. These actuated an electro magnetic counter device. The number was made to appear in front of the operator. There were the usual plugs and cords for connecting the subscriber with the number which he called. There is no evidence that the system was ever used on a commercial scale. At the present time there are a large number of automatic telephones at work in the States. One of the manufacturers of these instruments in Chicago claims that there are 300,000 of them at work on their system. From the subscriber's point of view the matter is quite simple. The ordinary type of telephone is used, except that there is a small circular switch for opening the line. There are finger-holes on a face, and under each of these holes is a number. The finger is inserted over the figures which make up the number to be called and the dial is pulled round. If it is required to call up 428, then the finger is placed over 4 and the dial pulled around to the stop. Similarly with 2 and 8. The number is then automatically connected. An aspect of the automatic system which is likely to make it popular is its complete secrecy. Clearing is also quite instantaneous. There is an increased cost with the automatic equipment, but it is claimed that this is more than counterbalanced by a reduction in the cost of the building, the space required being considerably less.

The National Grand 'Phone Co.

is the title of a new concern recently formed to exploit a disc record engraved with a distinctive cut of its own. The capital of the company is £6,000, and their registered office is located at 13a New St. Hill, London, E. C. The invention of a gentleman of wide experience, Mr. Packman, this new record is said to be V cut on the hill-and-dale principle, and is played by an ordinary steel needle which touches the bottom only; not the sides of the sound track. Under their special process of recording (at the standard speed) and making of galvanos, they have produced a record which will carry an entire song and many musical selections unabridged. The average is five minutes on a 10-inch disc, and eight minutes for a 12-inch, although some of the former will run for six minutes. There is a noticeable absence of surface noise, and the tracking is perfect. It is a double-sided record, and will sell from 2s. 6d. and upward. The record is characterized by a pure and natural tone, free from extraneous sounds, and of full volume. Obviously the commercial value of such an original product is almost unlimited in its scope, but the exigencies of present day competition in disc records is such as to exercise an adverse effect upon the sales of any new record, no matter how good it may be, unless well supported financially. We mention this matter in order to emphasize the fact that the record proposition under review is backed not only by men of ability and great experience, but also by a large city firm of sound

finance, whose policy it is to have the record marketed successfully. For the consummation of which we extend our hearty wishes.

New Gramophone Issues.

The special mid-monthly issues of Gramophone records are invariably gems, but we would particularly emphasize this fact in regard to the company's recent titles of "Tony from America," by Miss Gertie Millar, one of her most successful songs from "The Quaker Girl"; "The Two Obadiahs," by Geo. Grossmith, Jr., and Edmund Payne; "Archibald, Certainly Not!" by Geo. Robey, who has scored a great success with this song on tour; and "Gems from Peggy," part I. and II., by the Light Opera Co., conclude a splendid little list which should prove of great value to every dealer. Since writing the above another special issue is announced, that of the "Homage Anthem" (Rejoice in the Lord), specially composed for the coronation ceremony by Sir Frederick Bridge, organist of Westminster Abbey, and director of music at the coronation. The record is made by the choristers and musicians who actually sung and played in the abbey on this historic occasion. Apart from the beautiful singing of the abbey choir, Sir Frederick Bridge could not have chosen a more capable man for the solo part than Mr. Edward Lloyd, the wonderful tenor, who emerged from his retirement for the express purpose of singing at the coronation of King George. It is altogether a magnificent, not to say unique, record of excellent tone, and is in great demand.

The ordinary supplementary list for July contains many pleasing selections, just the right kind in fact, for this time of year. The titles are: "Baron Trerch," selections I. and II. (two records) (Albini); "El Abanico" (Javaloyes); "Convivial March" (O'Harra), and "Through the Valley March" (Walker), by the band of H. M. Coldstream Guards; "Amina Serenade" (Lincke); "On the Bosphorus" (Lincke); "Luna Waltz" (Lincke), and "Onkel Fichte" (Lincke), by Lincke's Orchestra; "Lighterman Tom" (Square), Mr. Harry Dearth; "An Evening Song" (Blumenthal), Mr. John Harrison; "The Admiral's Broom" (Bevan), Mr. Thorpe Bates; "Largo (Omra mai fu)" (Handel), Mme. Edna Thornton; "Wee Jean Macgregor," Mr. Harry Lauder; "Slavonic Dance in C" (Dvorak), the Renard Trio, and "Variations" (Tartini-Kreisler), is a beautiful violin solo by Fritz Kreisler. There is also in the list a descriptive coronation record entitled "Heard During the Royal Progress Through London," which portrays in a most lifelike fashion the humors of a London crowd in waiting for the procession. We have not the space for a full description of the drama enacted, but would say that the representation as exemplified by the record is a distinct success in every respect.

Mr. Cromelin Warmly Received.

As the future controller of the Edison business in the United Kingdom, Paul H. Cromelin has been most warmly received in trade circles here, and his altogether pleasing personality contributes not a little to softening the general regret felt in the departure of Mr. Thomas Graf, who shortly takes up his headquarters at the Edison Berlin office. Mr. Cromelin is collaborating with Mr. Graf in the copyright matter, and both have been so very busy in this direction as to preclude the time for any extended interview, but next month I shall doubtless be in a position to present my readers with Mr. Cromelin's view of the trade situation.

Music by Wireless.

Speaking at the Royal Institution, T. Thorne Baker, F. C. S., described several new wonders in wireless telegraphy. One novelty of great interest was a keyboard instrument by which musical sounds could be transmitted. During some

ENGLAND'S LARGEST FACTORS!



The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. It is by the judicious handling of "just those goods that sell", coupled with a perfect and prompt despatching system, that The House of Murdoch stands where it is today—England's largest factors.

EXCELSIOR

The Perfect Singing Machines
14 models from £2/2. to £16/16. retail.

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

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

Telegrams "Patiel London,"

Special shipping terms.

TOURNAPHONES

The Ideal Disc Machines
27 distinct models, from 11/9 to £12/12 retail.

PETMECKY MULTI-TONE NEEDLES

The finest needles made. We also control the Angelus Duplex Tone, Invincible Bull Nose and Tournaphone needles.

Catalogues and samples mailed free.

JOHN G. MURDOCH & CO., Ltd., 91 & 93 Farringdon Rd. LONDON, ENG.

recent experiments between Brussels and Slough, a few bars of "God Save the King" were transmitted and clearly received. A practical use for this invention would be the sending of bugle calls, say, to an army in the field. By the application of a piece of paper to certain parts of a whirring electric battery before him Mr. Baker ran up and down the musical scale quite perfectly.

International Music Trades Exhibition.

Get ready for the International Music Trades Exhibition to be held at the Agricultural Hall, London, from August 14 to the 19th. It is going to be a big thing. The whole of the musical instrument trade, including several of the best talking machine firms, will be represented, and the hearty support already extended indicates that the exhibition will be worth visiting.

Louis Sterling Due Middle of July.

Louis Sterling, British manager of the Columbia Phonograph Co., Ltd., who has been on a visit to the States, is expected to return here about the second week in July.

Outing of J. E. Hough, Ltd., Employees.

The annual outing of the employes of the firm of J. E. Hough, Ltd., Edisonia Works, Peckham, this city, arranged for Saturday, June 24, came off in fine style. Favored by exceptionally fine weather, about 60, including many of the gentle sex, who had fixed upon the historic town of Hastings as their center, left London Bridge Station at 8 a.m., arriving at their destination by 10:10. The morning was spent by making excursions to places of interest. Some visited the ruins of the old castle, which, by the way, dates back hundreds of years; others explored the eerie caves under the west hill, while others—couples, if you will—were to be seen wandering along the country lanes, enjoying the opportunity for a quiet chat upon things in general, and "science" in particular. The keen demand of the inner man brought all our friends together at Feast's Restaurant, Castle road, and right well were they feasted. The rest of the day passed very pleasantly, the only regret of the ladies being their inability to persuade a veteran old salt to take them for a row. It was a little too breezy for any boats to go out. London was reached on the return journey about 10 p.m., in time to view the coronation illuminations around the city. Coming home in the train a vote of thanks was passed for the excellent arrangements made by Mr. Lawrence and Mr. Pleasance, and this was carried unanimously—excepting those not in the particular compartment. Mr. Alec Hesse, whose irrepressible good humor kept the party in high spirits all the way up, would insist upon performing certain acrobatic feats, and enlightening the audience as to his own powers of eloquence, thereby causing not a little confusion among the ladies of his party. Well, everything passed off most satisfactorily, and by the time London Bridge was reached quite a number looked as though, like Oliver Twist, they could do with more.

Melba's Farewell Concert.

The call of her native land would seem to be too overwhelmingly strong for Madame Melba,

for, despite her recent tour through the antipodes she has decided to embark upon another. To a vast throng of her friends and admirers she gave a farewell concert at the Albert Hall June 11, and particularly impressive was her beautiful rendition of Tosti's "Good-Bye," which was only too appropriate. During the afternoon Mme. Melba was presented by the Gramophone Co. with a beautiful model of the steamship Osterley, on which she will travel to Australia, made in flowers, floating on a sea of green moss, and bearing the request to "come back soon."

Important Court Ruling.

The question of a newspaper's right to withhold publication of advertisements announcing a reduction from the standard price of an article came up for consideration in the recent action of A. W. Gamage, Ltd., v. The Temple Press, Ltd. It appears that Gamages placed a contract for a series of advertisements in the defendant company's publications, and after a number of insertions had been given they forwarded copy advertising a certain cycle tire at a price below the figure fixed by the tire maker. Having paid for the space they claimed that they were entitled to put in what they liked. Defendants were supporters of the manufacturer's price maintenance scheme, and refused the advertisement. As a result they were sued by Gamages for breach of contract. The Lord Chief Justice, in summing up, pointed out to the jury that the only question was whether a newspaper proprietor could reasonably do what the defendants had done in this case. * * * If the defendants thought honestly that they were obliged to act as they did in order to protect their other advertisers, it would not be proper to say they had acted unreasonably. The jury found that the defendants had acted reasonably, and judgment was therefore given in their favor.

New Hough Record.

J. E. Hough, Ltd., announce that they will issue a 10-inch single-sided record, to be known as the Celebrity V. F. disc. Only talent usually confined to records selling at 10s. 6d. or more will figure on the celebrity list, but the company do not intend to charge more than their fixed rate of 3s. Mme. Jomelli, the beautiful soprano of the Metropolitan Opera House, contributes the first series of titles to which we refer elsewhere in this section.

Talking Machine Houses Bedecked.

Those talking machine houses located on the route of the royal procession through the city June 29 were bedecked in quite the fashion, bunting and flags of various designs predominating. But the magnificent display made by the Gramophone Co. calls for special mention. Dressed in a tasteful array of big and small flags, banners of royal blue and other decorations, the building by day certainly presented a most pleasing appearance, and when the time came for switching on the hundreds of electric lights, a veritable fairy scene was disclosed, giving one the impression as of a sea of twinkling stars encompassed in a small area, just as though, too, they had descended from the heavens in sympathy with the

general rejoicings of us poor mortals below. It was a most beautiful sight, and one that we shall long remember in connection with the coronation of King George V. Our thanks also to the Gramophone Co., who spared no expense in their signal contribution to the general rejoicings.

During the long wait for His Majesty the enormous concourse of people outside the company's premises were cheered by the strains of popular music rendered by the electric auxetophone. The crowd in massed voice arranged their own program of selections, and finally gave a very hearty "Three cheers for the Gramophone Co."

Other houses on the royal route were the Favorite Co. and O. Ruhl, Ltd., whose premises were tastefully decorated. At the latter firm a number of trade visitors gathered and were royally entertained by their hosts.

A Progressive Move.

Evolutionary! That is the sum and substance of our thoughts now that we have had time to fully appreciate the important influence which the Zonophone move brings to bear upon the progress of the talking machine industry. It is a development of great significance in relation to the disc record. As my readers are aware the twin double disc is now absorbed with the Zonophone single, and will in future be known as the Zono-Twin, selling here at the popular price of two shillings and sixpence. Buyers do not suffer by the change; on the contrary they gain enormously, for apart from the value of two records at a very little more than the price of one, they have the benefit of the same high class talent, much of which was hitherto only obtainable on the 2s. single record. Is it any wonder, then, that the trade have unanimously extended a whole-hearted support quite beyond comparison with any trade venture of recent years? No! Enthusiasm is unmistakable this time, and approbation of the company's enterprise, of so general a character, has caused great satisfaction in official circles. From the following examples one may glean some idea of the splendid value now offered in Zono-Twin records: "Il Bacio" and "Alas, Those Chimes," from "Mariana," by Mme. Deering; "Young Tom O'Devon" and "Glorious Devon," by Peter Dawson; "My Sweet Rosetta," courting and marriage, by Billy Williams; "Much Obligated to Me" and "In Trouble Again" (talking), by Tom Foy; "Standard Bread" and "You Ought to See the Missus in a Harem Skirt," Harry Champion; and "Imperial Life Guards" and "Storm and Sunshine," two stirring marches by the Black Diamonds Band.

Influence of the Cinematograph.

The cinematograph, we read, is spreading its popularity even to the kingdom of the—professional—blind. A well-known American actor, Howard Russell, on leaving the theatre after an evening's performance, placed a copper in the hand of an apparently blind man standing at the corner of the street. The coin was just saved from falling to the ground by the mendicant's skilful manipulation of his hat. "Why, you're not blind," said the actor, scornfully. "No, sir," confessed the beggar; "I am taking a friend's place while he is having a bit of a rest. But he's blind, sir,

FROM OUR LONDON HEADQUARTERS—(Continued.)

been blind from birth." "And where is he taking his rest?" demanded the benevolent player. "Well, sir, the fact is," was the hesitating reply, "he's heard so much about these animated pictures that he's taken a night off to go and see them!"

Lively Summer Campaign.

As announced in our last issue, the splendid summer advertising campaign inaugurated by the Gramophone Co., not to mention, too, the generous circular letter scheme for dealers, has oiled the wheels of commerce and stimulated sales to an amazing extent. Well might the company congratulate themselves, but their appreciation modestly takes the form of bestowing praise upon their traders for the magnificent response and enthusiasm displayed. It is a reception quite beyond comparison with any publicity scheme issued within memory, and in Manager Goff's own words, "the results are already a foregone conclusion." Certainly Gramophone agents know how to appreciate a good thing, and that their appreciation is directed along practical lines in co-operation with the company's policy, is the best and only reciprocity desired. Unity is strength!

Schubert's Unfinished Symphony.

The Columbia Co. are assuredly earning the gratitude of music lovers by the constant issue of great musical compositions in the complete form rendered possible by the 12-inch double record. This month the achievement in this connection deserves special mention, for they claim to have presented the first record ever made of Schubert's Unfinished Symphony. Such an issue is invested with special significance when one considers that the masterpiece is brought within the reach of all, at the regular prices of Columbia-Rena records. This famous symphony in B minor, which for some reason was never finished by its composer, is, strangely enough, one of the two great symphonies which alone entitle Schubert to rank with the world's foremost composers—and this, too, out of more than a thousand compositions.

A Striking Batch of Records.

A splendid batch of Edison Bell & V. F. disc records is to hand from J. E. Hough, Ltd. Of special interest are the two titles—"The Blind Boy" and a parody on "Asleep in the Deep"—by G. H. Chirgwin, popularly known as the "White-eyed Kaffir," who, although close upon seventy years of age, after considerable persuasion was induced to record these two favorite songs exclusively for the Edison Bell Co. They are perfectly recorded and represent a distinct triumph for the company. Another great acquisition is Mme. Jomelli (of the New York Metropolitan Opera House), who is responsible for "Ah, fors e lui," Parts I and II (Traviata); "Louise," from the opera of that name; "Annie Laurie," "Depuis le joie," and Gounod's "Ave Maria," with violin obligato. These four titles constitute the first issue of Grand V. F. Celebrity records, and although the prices for such quality are usually fixed at a much higher rate, Messrs. Hough are making no charge above their standard price of 3s. per single record. Mme. Jomelli has a soprano voice of great beauty and power, and her records are a real treat to listen to. On the same list we find four titles by the famous Renard Clarionette Quartet, "Scotch Melodies," "Irish Melodies," "Caprice" and "Paderewski's Minuet," all excellently rendered. Other good numbers are: V. F. "The Palms" and "My Dreams," by Miss Ruby Helder; "Fra Diavolo" (overture) and "Echo des Bastions" (interlude), King Edward's Horse Band; "Cupid's Garden" (intermezzo), Parisian Orchestra; "Whispering of the Flowers" (intermezzo), King Edward's Horse Band; "Morning" and "Death of Art" (Peer Gynt suite), Royal Guards Band; "Dance of the Imps" and "Anitra's Dance" (Peer Gynt suite), Royal Guards Band; "Still Is the Night," Miss E. May and R. Carr; "Oh, Robert, Oh, My Beloved," Miss E. May; "In the Shadows" and "Narcissus," Royal Court Orchestra. Edison Bell discs—"Ladies Beware" (from "Peggy"), "La Sonnette Waltz,"

Royal Court Orchestra; "Coronation March" (Le Prophete) and "Coronation Bells," King Edward's Horse Band; "The Roll of the Drums" and "Army and Marine," London Regiment Band; "Patriotic Welsh Selection" and "God Bless the Prince of Wales" and "The King" (medley), Royal Guards Band; "The Territorial March" and "Trafalgar March," Royal Guards Band; "Festival of Empire," Royal Guards Band; "The Maple Leaf Forever," King Edward's Horse Band.

The Truth About the Canadian Copyright Bill.

An interesting reference to the above bill was made by Mr. Buxton at a recent meeting of the grand committee now sitting in discussion upon the British copyright bill. He said: "Reference had been made to Canada and Australia, and he had communicated with Mr. Fisher, the minister who was responsible for the new Canadian copyright bill, as he was sure it was not intended that there should be anything in the nature of a printing or publishing clause in Canada with regard to English copyright works." Mr. Fisher had replied to his telegram as follows: "Copyright bill provides for complete reciprocity in copyright between Canada and all other parts of the Empire by order in council. Any owner of British copyright, who is a British subject or a bona fide resident in Great Britain would be given copyright protection in Canada without conditions. Similar arrangements may be made with each self-governing Dominion."

Two Stirring Marches.

The Scots Guards Band, exclusive to Columbia-Rena, as all the world knows by now, are represented this month by two stirring marches, in addition to selections from "The Count of Luxembourg."

A Pleasing Duet.

Special attention should be given by dealers to a record by new artistes on this month's Columbia-Rena. It introduces a new soprano possessing a beautiful voice and a new piccolo soloist. The record is a vocal one necessitating bird-like effects



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEDIVÉ
OF EGYPT



To H. M. the KING
OF ITALY

ROYAL APPRECIATION

OF

"HIS MASTER'S VOICE"

[THE GENUINE GRAMOPHONE]

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GERMANY

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RUSSIA

SPAIN

INDIA

Cie. Française du Gramophone, 15 Rue Bleue, Paris

Deutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin

Compagnia Itallana del Grammofono, Via S. Prospero 5, Milan

The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria

Skandinavisk Grammophon Aktieselskab, Frihavnen, Copenhagen

Appelbergsgatan 52, Stockholm

The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen
312-322, Moscow
Fontanka 58, Petersburg

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

Cie. Française du Gramophone, 56 Balmes, Barceloua

The Gramophone Co., Ltd., 139 Belleghatta Road, Calcutta



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA



You know it by this

His Master's Voice

THE GRAMOPHONE CO., Ltd.

21 CITY ROAD, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued.)

and Miss Ena Vine and Mark Brewer, the soprano and her accompanist, have succeeded in producing a very pleasing duet of voice and piccolo. The titles are: "The Songster's Awakening" and "Silver Birds."

For Tyneside Coronation trade the Columbia Co. have issued a special record of "Geordie at the Coronation," in which Eric Foster as "Geordie" proceeds to prove that King George is "a New-

castle chap." Coupled with it is "Coronation Bells" by the Scots Guards Band. Other good records to hand are the following: "Then You'll Remember Me," from "The Bohemian Girl," and "An Irish Love Song," by Walter Wheatley; "Rosetta" and "You're the One," by Billy Williams; "That Funny Little Tie" and "The Harem-Scarem Skirt," by Harry Champion, and "Persevering Potts," Parts I. and II., by Fred Kitchen & Co.

equity, rather than making an arbitrary re-fixture now. The question of registration also calls for consideration. At present there is no compulsion for a copyright owner to register his name, but we in the trade consider it very necessary to be in a position to know who is the actual owner of a copyright. Changes in, or transference of ownership should also be registered. The trade also require that in some way or other public notice should be given when any author is prepared to license his productions, otherwise secret communications may be made to favored manufacturers, thus giving them an unfair start."

Provisions Passed by the Committee.

Several clauses have been added to the bill, others amended, and some deleted. Of special interest are the following particulars: Clause 10 provides that an action in respect of infringement should not be commenced after the expiration of three years next after the infringement. This was agreed to.

Mr. Buxton moved the omission of clause 13, authorizing a court of summary jurisdiction to grant a search warrant to a constable to enter premises and seize any copies of an offending work or plates. He stated that in order to carry that out it appeared necessary, on the face of it, to bring copyright generally under the provisions of summary jurisdiction as applied to musical works. He thought the penalty too severe. The clause was deleted from the bill. Clause 16, which provides that copies made out of the United Kingdom of any work in which copyright subsists, which, if made in the United Kingdom, would infringe copyright, shall be prohibited from importation, providing that the copyright owner gives due notice to the commissioners of customs. This clause was added to the bill.

MEETING POSTPONED UNTIL JULY 11.

A cablegram received from our London correspondent on July 7 reads as follows: "Copyright meeting has been postponed until July 11."

COPYRIGHT BILL STILL UNDER DISCUSSION.

Continued Hearing and Discussions Regarding the New Measure—Cablegram Announces a Postponement of Hearings Until July 11th—The Situation to Date.

(Special to The Talking Machine World.)

London, Eng., July 4, 1911.

The present is an anxious time for the whole of the talking machine record manufacturers, not to mention the wholesalers and the thousands of dealers largely dependent upon this industry for their commercial existence. The copyright bill is still under discussion in grand committee. What to-morrow will bring forth we know not. But there is one ray of hope, and that is centered in the person, the strength rather, of the president of the Board of Trade. Tuesday, July 4, he will introduce amendments or new clauses in the bill framed in conformity with the just claims of record makers. At least, that is our belief, which is based upon his expressed recognition that compulsory license on a universally fixed rate of royalty is imperative. We believe also, that the Ministers in charge of the bill now realize that it would mean almost ruination to the majority of record manufacturers were the royalty fixed upon a retroactive basis. But just exactly what Mr. Buxton will propose we do not know until the 4th. Of one thing though, we may be sure, and that is a compromise in our favor. Speculation is rife, but it is useless to labor the various arguments and opinions expressed, at the present time, in these columns. I shall cable the result of the

committee's decision to the editor, who will give due prominence thereto.

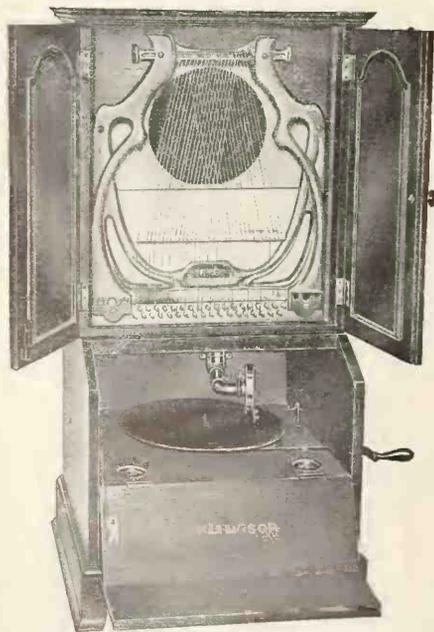
What the Trade Has Done.

Since my last report great advances have been made, as outlined above, in consequence of the agitation set up by prominent members of this industry. About two weeks ago, another memorandum, setting forth definite claims, and signed by all the record manufacturers, was sent to the president of the Board of Trade. In this memorandum it was suggested that in order to adjust themselves to the new conditions a royalty of 2½ per cent. only should be fixed for the first three years, after which period the manufacturers would agree to pay 5 per cent. on the retail price of every record actually sold. This to come into force as and from the date of the bill passing into law.

Mr. Hough Dissents.

"Personally speaking," said Mr. Hough, "I do not agree with the 5 per cent. proposal, because it seems to me a greater burden than the trade ought to be called upon to bear. These royalties will be earned in a manner which gives no trouble or risk to composers, who have nothing to do but draw the money. I should strongly advocate reconsideration at the end of three years as to equity of 2½ per cent. and a re-fixture based on

This Is A Genuine Klingsor



KLINGSOR THE ONLY MUSICAL TALKING MACHINE

Beware of cheap and spurious imitations and make sure it is a *Klingsor* you get. Don't be deceived by similar outside appearance of other *Cabinet Machines*.

NO HARSH OR TINNY MUSIC

Klingsor Records are better than most, but second to none.

KLINGSOR WORKS, 22-24 TABERNACLE ST. LONDON, E. C., ENGLAND

CABLES: DEFIATORY, LONDON

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., July 10, 1911.

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

JUNE 15.

Antwerp, 1 pkg., \$100; Berlin, 11 pkgs., \$220; Buenos Ayres, 14 pkgs., \$306; Callao, 5 pkgs., \$888; Colon, 6 pkgs., \$279; 6 pkgs., \$214; Copenhagen, 13 pkgs., \$326; Curacao, 5 pkgs.; \$230; Havana, 28 pkgs., \$918; 8 pkgs., \$457; Havre, 87 pkgs., \$1,410; Kingston, 5 pkgs., \$104; Limon, 13 pkgs., \$699; London, 11 pkgs., \$828; Mollendo, 3 pkgs., \$207; Montevideo, 3 pkgs., \$173; Para, 45 pkgs., \$1,873; Pernambuco, 3 pkgs., \$200; Sydney, 10 pkgs., \$225; Valparaiso, 15 pkgs., \$771; 6 pkgs., \$227; Vera Cruz, 167 pkgs., \$4,575; 17 pkgs., \$524.

JUNE 22.

Bahia, 7 pkgs., \$265; Berlin, 8 pkgs., \$455; Buenos Ayres, 196 pkgs., \$12,224; Callao, 4 pkgs., \$173; 29 pkgs., \$277; Cartagena, 3 pkgs., \$129; Colon, 6 pkgs., \$160; Copenhagen, 29 pkgs., \$805; Guayaquil, 12 pkgs., \$562; 5 pkgs., \$314; Havana, 17 pkgs., \$574; Havre, 58 pkgs., \$1,410; Kobe, 12 pkgs., \$374; Limon, 9 pkgs., \$271; London, 8 pkgs., \$440; 38 pkgs., \$707; Manila, 38 pkgs., \$1,955; Melbourne, 962 pkgs., \$13,540; Para, 27 pkgs., \$1,891; Rio de Janeiro, 59 pkgs., \$2,239; 13 pkgs., \$500; Singapore, 6 pkgs., \$216; Sydney, 52 pkgs., \$1,358; Vera Cruz, 54 pkgs., \$3,371.

JUNE 29.

Berlin, 56 pkgs., \$1,575; Callao, 1 pkg., \$135; Cape Town, 61 pkgs., \$1,325; Demerara, 5 pkgs., \$124; 3 pkgs., \$170; Guayaquil, 3 pkgs., \$113; Havana, 6 pkgs., \$241; London, 11 pkgs., \$268; 36 pkgs., \$872; 171 pkgs., \$4,924; Manila, 3 pkgs., \$169; Manzanilla, 3 pkgs., \$125; Rotterdam, 2 pkgs., \$172; Soerabaya, 14 pkgs., \$382; Valparaiso, 15 pkgs., \$992; Vera Cruz, 19 pkgs., \$700.

JULY 6.

Acajutla, 15 pkgs., \$519; Bahia, 57 pkgs., \$3,362; 9 pkgs., \$651; Guayaquil, 7 pkgs., \$579; Havana, 4 pkgs., \$322; La Guira, 18 pkgs., \$1,059; La Paz, 4 pkgs., \$167; Macoris, 8 pkgs., \$567; Santiago, 6 pkgs., \$154; Shanghai, 10 pkgs., \$559; Vienna, 19 pkgs., \$685; Yokohama, 14 pkgs., \$974.

POCKET MOVING PICTURES.

Berlin Fad of Getting Photographed in Motion to Come Here.

One of the latest novelties with which Berliners are amusing themselves is about to be imported into America.

For some weeks one of the popular pastimes among the people who loiter in the evenings along the Friedrichstrasse has been to get photographed by moving picture machines.

There are a number of small shops where the customer, after attitudinizing a few minutes before the camera, receives a roll of photographs packed in a small metal box. By turning a crank rapidly the pictures are made to appear in as rapid succession as in the cinematograph. The proud owner goes around exhibiting his pocket picture shows to his friends.

Marcus Braun, Port Warden of New York, has decided that the idea would catch the popular fancy in American cities, and has completed arrangements to introduce it into the United States.

Never knock your competitor, for it gives him too much free advertising.

GOOD TRADE LITERATURE.

New Booklet Which Should Be Widely Read by Dealers—Some Business Points Interestingly Presented.

"How to Become a Talking Machine Dealer" is the title of a cleverly written booklet recently put forth by Lyon & Healy, Chicago.

This book has been compiled by L. C. Wiswell, manager of the talking machine department of Lyon & Healy, and is brimful of good, sound practical advice and suggestions to talking machine dealers.

It starts off by showing the advantage of the talking machine and says:

"The inventors are not resting idly on their laurels so far achieved, but are continually striving to make improvements, perfecting their inventions.

"The wonderfulness and permanency of the talking machine as a musical instrument is found in the fact that the world's greatest artists, namely, Caruso, Scotti, McCormack, Mme. Melba, Patti, Tetrassini, Geraldine Farrar and others too numerous to mention, have made records for use on these machines. These artists, as you undoubtedly know, are paid fabulous sums for their services.

"Many of the leading musical colleges of the country are using the Victor talking machine in their course of instructions.

"Churches are using them for choir work.

"Public schools throughout the country have and are adopting the Victor for use in their school work, using the instrument in teaching the children proper musical interpretation, accurate execution of song, calisthenic work, etc.

"Business colleges and business houses are using Edison phonographs for dictation purposes, etc.

"The versatility of the talking machine is its greatest asset."

Here are a few lines on "Stability" which are well worth repeating:

"In casting the foundation on which talking machines were to be sold to dealers and retailers, both companies were far-sighted enough to realize that the ultimate success of themselves, as well as their distributors and dealers, lay in the fact that their product should be sold on the one-price method, as well as protection system for their dealers.

"All piano dealers realize the seriousness of this one-price question. We are safe in saying that it is the one-price method as well as the protection afforded the dealer by the manufacturers, that has made the talking machine business so profitable and successful; therefore, Mr. Prospective Talking Machine Dealer, you need not fear in taking on the talking machine lines, that you will experience the same difficulty that the piano dealers do—namely, price cutting."

Then follows a series of short articles on profits, advertising, record exchanges, etc.

This is the kind of literature that dealers should read; and, right here, we might state that the great producing houses have sent out within the past few years literature most valuable to salesmen and dealers, but many of them do not read this matter as they should.

And, yet, the great houses never lie down.

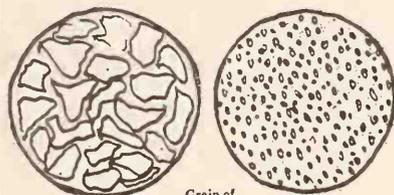
They are constantly carrying on extensive work in order to counteract the inertia which exists on the part of the retail selling forces of this country.

The Lyon & Healy booklet will do good and dealers should read it.

SONORA PHONOGRAPH CO. EXPANSION.

The Sonora Phonograph Co., 76 and 78 Reade street, New York, have greatly improved their premises, removing their offices and salesrooms from the second to the third floor. Their vertical gold sign, with lettering over two feet deep, in front of the building, may be seen for two blocks each way.

Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

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

Consequence:

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

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

Finest Reproduction, No Ruin of Record.



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

Sole Distributor

H. R. H. NICHOLAS

258 Broadway, Room 615
NEW YORK

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

CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

COLUMBIA CO.'S NOTABLE ARTISTS.

This Institution Steadily Adding to Long List of Famous Artists—Prominent Recent Accessions Are Josef Hofmann, the Famous Pianist, and Cecil Fanning, the American Baritone—Hofmann Records Destined to Have a Tremendous Vogue, Owing to Popularity and Eminence of This Artist.

Perhaps it is needless to call the trade's attention to the excellence and extent of the operatic numbers rendered by the Columbia Phonograph Co., General, New York. Details have been given of the long list of artists, together with their repertoire, in previous issues of *The World*. Among the latest records of this description are those of Cecil Fanning, the distinguished American baritone; Lydia Lipkowska, the famous Russian Coloratura soprano; Alice Nielsen, and Josef Hofmann, one of the world's greatest pianists.

The position to which Cecil Fanning has attained during the past few years is one that places him in the front rank of contemporary recital artists. His voice—a rich, vibrant baritone that thrills the listener with its abounding virility and inherent musical beauty—would alone entitle him to be included in a list of perhaps a half dozen singers who dominate the American concert stage to-day. When, however, with his voice are considered the many other high qualities of temperament and educational fitness which combine to make him the finished and impeccable artist that he is, we are forced to realize how much of the charm of interpretation is due to personal endowments that transcend the demands of merely perfect technique and pure vocalism. With Fanning the literary sense of the poem he is interpreting is paramount, the turn of every phrase conveys its due significance, every word is given its correct emotional and intonational meaning. He makes a tone picture of everything he essays.

The first list of Fanning records follow: 10-inch double-disc—A-1027, *Widmung* (Dedication) (Schumann) in German, with orchestra; *Bid Me to Live* (Hat on), in English, with orchestra. 12-inch double-disc—A-5308, *It Was Not So to Be*, from "The Trumpeter of Sakkingen" (Nessler), in English, with orchestra; *A Perfect Day* (Jacobs-Bond), in English, with piano and violoncello accompaniment.

Among the world's famous coloratura sopranos may be included Lydia Lipkowska, the dainty and charming young Russian singer. In common with many of her countrywomen, who have become world-famous as coloraturas on the operatic stage, Lipkowska has a voice of extraordinary flexibility with which she interprets the dazzlingly florid and spectacular music of the old Italian school with the ease and grace of a most consummate artist.



CECIL FANNING.



ALICE NIELSEN.

In sweetness and clear, flute-like intonation her voice is almost unique among coloratura singers now appearing in America, and her voice has the rare combination of warmth, color and brilliancy.

In spite of her youth, Lipkowska is an experienced and seasoned singer, having made her operatic debut five years ago in the St. Petersburg Imperial Opera House.

In view of her American success, the Columbia Phonograph Co. was quick to secure her exclusive services for recording work and the first series of Lipkowska records are issued herewith. As will be seen, it includes some of the best and most celebrated numbers in the coloratura repertory, as follows:

Symphony series—A-5294, *Romeo et Juliette* (Gounod) (waltz song, "In Fairy Dreams I'd Live"), in French, with orchestra; "Lipkowska Waltz" (Troilin), in Russian, with orchestra. A-5295, *Lucia Di Lammermoor* (Donizetti) (These Flaming Tapers), in Italian, with orchestra; *Rigoletto* (Verdi) (Dearest Name), in Italian with orchestra.

A-5296, *Rigoletto* (Verdi) (My Daughter! Father!), soprano and baritone duet in Italian by Lydia Lipkowska and George Baklanoff, with orchestra; *La Traviata* (Verdi) (Fair As an Angel), by Lydia Lipkowska and Ramon Blanchart, with orchestra. A-5297, *Don Giovanni* (Mozart) (Now Hand in Hand We'll Go), duet in Italian, by Lydia Lipkowska and Ramon Blanchart, with orchestra; *Il Barbiere di Siviglia* (Rossini) (Then 'Tis I You Mean), in Italian by Lydia Lipkowska and Ramon Blanchart, with orchestra.

The Columbia Co. have now ready and are issuing a new series of double-disc records by Alice Nielsen, supplementing the splendid list issued in December of last year, the success of which, though phenomenal, was no more than to be expected in view of the popularity of this world-famous artist and the excellence of the recording. The recently announced engagement of Miss Nielsen as leading lyric soprano of the Metropolitan

Opera House has brought her more than ever into public regard.

The Nielsen records are altogether of unusual interest in all respects, not the least of which is the fact that they include recordings of the immortal old ballads—"Old Folks at Home" and "Bonnie Sweet Bessie." This double record forms a splendid companion to that of the "Last Rose of Summer" and "Home, Sweet Home," issued some time ago. In another combination is found a record of the famous player from "The Sacrifice," the new Converse opera, produced at the Boston Opera House last season. Coupled with this is a new and popular number by Charles W. Cadman. Two new numbers from Miss Nielsen's star role, that of Cio-Cio-San in "Madam Butterfly," form another double-disc and the list closes with two of the most dramatic and effective of the many duets in "Rigoletto," sung with Ramon Blanchart, leading baritone of the Boston Opera House. The list:

A-5298, *The Sacrifice*, in English with orchestra; "From the Land of the Sky-Blue Water," in English, with orchestra. A-5299, "Old Folks at Home" (Foster), in English, with orchestra; "Bonnie Sweet Bessie" (Gilbert), in English, with orchestra. A-5300, *Madam Butterfly* (Puccini) (List Now to What I'll Tell You), in Italian, with orchestra; *Madam Butterfly* (Puccini) (Beloved Idol), in Italian, with orchestra. A-5301, *Rigoletto* (Verdi) (As On Festal Days I Went), in Italian, by Alice Nielsen and Ramon Blanchart; *Rigoletto* (Verdi) (Vengeance I'll Have), in Italian, by Alice Nielsen and Ramon Blanchart, with orchestra.

Hofmann, as one of the world's greatest pianists to-day, stands in no need of the critic's eulogistic analysis. Since, years ago, he first delighted the musical world, when, as the most gifted boy pianist of the age, he toured America and Europe, creating one of the most profound impressions pianistic traditions had ever known, his name has been constantly before the musical public as standing for interpretative resourcefulness, facility and impeccable excellence. To the faultless technique that has been at his command since his earliest days, maturer years have added breadth of style, dignity and temperamental power.

An extraordinary reflection of Hofmann's dominant personality is found in his first two Columbia recordings now issued as one Columbia double-disc. His playing of Rachmaninoff's celebrated prelude in C sharp minor is marked by a grandeur of style and depth of poetic imagination; and in Schubert's superb military march, as transcribed by Taussig, is found an equally fine record, commencing as it does with a barely audible pianissimo. The number is A-5302.

As previously stated, these artists are engaged by the Columbia Co., exclusively, and their records are among the best sellers offered the trade.



JOSEF HOFMANN.

Fifth Annual Convention of the National Association of Talking Machine Jobbers

Milwaukee, Wis., July 10, 11, 12, 13, 1911

(Special to The Talking Machine World.)

Milwaukee, Wis., July 10, 1911.

One of the first things which the National Association of Talking Machine Jobbers accomplished at the annual convention which opened at the Hotel Pfister this morning was to select a place for the 1912 convention, and Atlantic City, N. J., which entertained the association last year, was the fortunate city. Not that the jobbers did not like Milwaukee, for the events of to-day and the coming three days will make them like it, but the East alternates with the West in the entertainment of the association, and the tidewater city did so well last year that its invitation to come back was enthusiastically accepted.

The election of officers, which was to have been held this afternoon, was postponed until Wednesday, because of the press of other business. The business sessions are not open to the public, and representatives of the press must remain beyond the portals also, just as at Atlantic City last year. However, L. C. Wiswell, chairman of the press committee, is looking after the boys, and what he forgets to tell the newspaper men they ask for.

It did not take the jobbers long to get acquainted and down to business. The morning session was called to order promptly at 10 o'clock and fifty-seven members responded to the roll call. In the afternoon there were more than seventy members present and more were expected.

As the morning session was an open one and the fact that Emil Seidel, mayor of Milwaukee and the only Socialist mayor of any large American city, was to make the address of welcome, brought to the convention hall in the Red room of the Pfister a bunch of hotel guests who had heard of the mayor and wished to hear him.

It was a happy little speech that the little fighter made, and he caught the spirit of the association without delay. The mayor's speech will probably go down in history, for he said:

"I think it would be a good plan to replace the alarm clock with music. I believe we could all start the day in better spirits if we were awakened by some inspiring march or song. We all ought to have music before breakfast."

The mayor then referred to the talking machine as an educative force. "I do not believe that people realize what a great force for civilization the talking machine is, and it has unbounded possibilities as an educational factor," he said. He referred to the fact that the talking machine trade robbed Milwaukee of a great educator when the Victor Talking Machine Co. took away from the Milwaukee public school system Mrs. Frances Elliott Clark, supervisor of music, to promote the educational end of the Victor business. Mrs. Clark was the first educator to introduce the talking machine to assist musical instruction in the public schools, and her place has not yet been filled.

After the mayor had finished, "business of getting acquainted" was the order and hands were shaken all around. Luncheon followed and at 2 o'clock this afternoon the jobbers assembled for the first business meeting, which was an executive session.

The opening business session of the convention was called to order by President Whitsit at 2 o'clock, after which Secretary Roush read his report as follows:

SECRETARY ROUSH'S REPORT.

While it is incumbent upon the secretary of this association to make a report at the members, nothing appears in the by-laws and constitution to prevent a few preliminary remarks.

It is to be hoped that these remarks will not be construed as officious or offensive in their pointed-

ness, surrounded as we are by this hospitable German atmosphere and that the secretary will be able to withdraw gracefully without cries of "Roush mit 'im!"

Your secretary is so filled with enthusiasm (from various sources) that he cannot restrain the desire to express in allegory and fact a certain contentment—akin to enthusiasm—that should be shared by each and all the members of this association.

Sentiment is a wonderful factor in life. It is a wonderful factor in business. It is born of a keen appreciation of the bright side of existence, and when the real historical facts of this past year's business are brought to light there is certainly great cause for rejoicing among ourselves.

The meeting of last year will be always a pleasant memory to those who attended. It will likewise be always a regret to those who stayed home. The direct and indirect result of the business and social features of the Atlantic City sojourn has been felt throughout the year by all our members, and it is safe to say that this meet at Milwaukee will go last year's just one better.



THE OLD OFFICERS TALKING IT OVER.

From left to right—Perry R. Whitsit, president; J. C. Roush, secretary; J. N. Blackman, vice-president; Louis Buehn, treasurer; Lawrence McGreal, executive committee.

When the point of this year's "round-up" was in consideration, I was reminded of the anecdote of the man and woman who were preparing for a summer vacation. The man wanted to go to the seashore and the woman to the mountains. There was a considerable dispute between the two which finally resulted in a compromise by going to the mountains.

To those members to whom there was a slightest suspicion of a doubt that Milwaukee, for a minute, was second to any other place, we propose showing them our long-headedness and keen-sightedness by giving them the time of their lives.

Milwaukee is just like Chicago—only not so much so. But, notwithstanding this last statement we think that the association, to a member, at the end of this meet, will cast a unanimous vote that "Milwaukee's the place."

It is to be hoped that none of you remember, verbatim, the secretary's report of last year, for fear that the deadly parallel will be drawn and the secretary pronounced (not accused) the victim of a chronic summer complaint. The disease (if there be one) is only an aggravated, acute attack which could be removed by a sort of osteopathy which would relieve undue compression and restriction on certain vital anatomical portions of the secretary's job.

As you all know, the secretary is paid with "conversation money." You have heard that story of the four bums playing poker out in the country. Their possession of greatest value being an old greasy deck of cards. The only real money in the

party was "conversation money," so when it came time for the first "say," Bum No. 1 says coolly, "I'll just 'betcher' a million dollars." It is then up to Bum No. 2. He coolly bets a billion dollars. No. 3 then coolly draws out, "I'll just see your million and billion and I will make it a trillion." Bum No. 4 looked perplexed, and after scratching his head threw down his hand and says, "Oh! just give it to that educated son-of-a-gun over there."

I merely rehearse this little incident to impress upon your goodly number emphatically and unambiguously that the secretary, being paid in "conversation money," the respective value of his services may be proportionately appreciated. That this is so is evidenced by some of the members having received as many as eight requests for the payment of their dues without even so much as a "stand-off" in reply.

Some of the members are also greatly delinquent in their response to the secretary's appeal for votes. There are also certain other matters of delinquency which certain members here present will readily appreciate without enumeration, which taxes the patience of the secretary to its extreme elastic limit. It is hoped that some of you take offense at this remark and supply the missing link in your co-operation with the secretary's efforts.

In this connection (in regard to the payment of dues) the Secretary announces that between the hours of 3 and 4 a. m., on every night of this meet, he wishes to be let alone and allowed to sleep and not be interrupted by any member who wishes to pay up his delinquent dues. On all other hours the secretary can be approached with great freedom in this respect.

During the past year, one of the greatest aims of our organization has been to gather in the stray sheep. The secretary is quite pleased to report that eleven new members have been added. We have lost seven members, but of these seven, five were on account of selling out and retiring from the talking machine business, only two resigning. This really makes a net gain of nine new members, the names of which are as follows:

Talking Machine Co., of Philadelphia; R. I. Penick, Montgomery, Ala.; R. S. Williams & Sons, Toronto, Canada; Sherman, Clay Co., Seattle, Wash.; Phillip Werlein, New Orleans, La.; Schultz Bros., Omaha, Neb.; Early Music House, Fort Dodge, Ia.; Walter G. Clark, Omaha, Neb.; Eilers Piano House, Seattle, Wash.; Henry Horton, New Haven, Conn.; Emanuel Blout, New York City; Wisconsin Talking Machine Co., Milwaukee, Wis.

This makes a total membership of 120, the largest in the history of the organization.

Since October 15, 1910, the secretary has collected and turned over to the treasurer \$2,363.42 for current dues, leaving \$45 still outstanding. It is to be hoped that the observation that this is the smallest amount we have ever had delinquent, will not in any way appease the disturbed conscience of those not in good standing.

During the past year there have been two special executive meetings held upon call of the president. The first at New York, Orange and Camden, August 4, 5 and 6, 1910, at which were present Messrs. Whitsit, Blackman, Buehn, Wurlitzer, Taft and Roush. At this meeting the following committees were appointed:

Press Committee—L. C. Wiswell, chairman; A. A. Trostler, R. Shaw, Herbert Royer, I. Davega.

Resolution Committee—J. F. Bowers, chairman; Lawrence McGreal, Burton J. Pierce.

Grievance Committee—H. H. Blish, chairman; I. S. Cohen, W. Barnhill, G. A. Mairs, Max Strasburg.

(Continued on page 32.)

Too much energy during the last two years, concentrated on instructing the dealers what lines to discontinue, has resulted in the most rapid increase of Columbia representation the trade ever saw.



12

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

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 31.)

State Commissioners and Membership Committees—Geo. E. Michels, chairman, Nebraska Cycle Co.; R. Shaw, Western Talking Machine Co., Winnipeg, Can.; W. H. Ross & Son, Portland, Me.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass; Max Landay, Landay Bros., New York City; Mr. Silverman, Pardee-Ellenberger Co., New Haven, Conn.; Edisonia Co., Newark, N. J.; Dan O'Neil, C. J. Heppie Co., Philadelphia, Pa.; J. Fisher, C. C. Mellor Co., Pittsburg, Pa.; Carl Droop, E. F. Droop & Sons, Washington, D. C.; Thos. Towell, Eclipse Musical Co., Cleveland, O.; Montenegro-Rheims Co., Louisville, Ky.; Ben Lee Crew, Phillips & Crew, Atlanta, Ga.; W. H. Reynolds, Mobile, Ala.; C. C. Koehring Bros., Indianapolis, Ind.; L. C. Wiswell, Chicago, Ill.; Max Strasburg, Grinnell Bros., Detroit, Mich.; Lawrence McGreal, Milwaukee, Wis.; Lawrence Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; H. H. Blish, Harger & Blish, Des Moines, Ia.; Burton Pierce, J. W. Jenkins Sons Co., Kansas City, Mo.; National Auto Fire Alarm Co., New Orleans, La.; Houston Phonograph Co., Houston, Tex.; Ross P. Curtice Co., Lincoln, Neb.; Montana Phonograph Co., Helena, Mont.; Knight-Campbell Co., Denver, Col.; Consolidated Music Co., Salt Lake City, Utah; Southern California Music Co., Los Angeles, Cal.; F. M. Graves, Graves Music Co., Portland, Ore.; Eilers Piano House, Spokane, Wash.

The second meeting of the Executive Committee was held at Chicago, February 19 and 20, for the purpose of taking up matters of immediate interest to the talking machine trade, at which meeting were present the following members of the Executive Committee: Pery B. Whitsit, J. N. Blackman, J. C. Roush, Louis Buehn, J. F. Bowers, Lawrence McGreal and Rudolph Wurlitzer.

All jobbers carrying both lines were invited to be present, and the following were with us: L. C. Wiswell, H. F. Miller, Fred H. Putnam, Geo. E. Michels, W. H. Reynolds, Chas. Schmelzer, A. A. Trostler, Max Strasburg, Lawrence Lucker, Fred A. Sieman, W. G. Walz, Geo. W. Koehler, Ross P. Curtice, Mark Healy, E. H. Uhl.

A number of matters of considerable importance have been taken up by the executive committee and also by the secretary with both factories. Most of our requests to the factories have been granted.

The Victor Co. have agreed to give their distributors as nearly as possible sixty days' advance notice over the dealers on Victor cut-out record exchange propositions.

They are also extending the distributor and dealer the privilege of exchanging 10-inch cut-out records for 10-inch or 12-inch, as far as royalties will permit.

The Edison and Victor companies will not permit a dealer to requalify with another distributor when said dealer has been reported by the credit department of the National Association as having defaulted with three or more distributors in the payment of his account.

Tags in duplicate are being placed on Victor

machine boxes so that one can be removed for recording machine sales.

Upon request of the association the Victor Co. have agreed and did take back from the jobbers and dealers all obsolete cut-out records of 1909 and 1910 that were overlooked by distributors and dealers on previous exchanges.

The Victor Co. have decided that all 40-10 per cent. dealers must purchase at least \$600 worth of goods annually to entitle them to the 40-10 per cent. discounts.

Relative to our request that the Victor Co. arrange a scale of allowances in series of numbers for second-hand machines when taken in exchange, after a thorough investigation, it has proven practically impossible to do so, and the matter has been dropped for the present.

The Victor Co. have also agreed to confer with the executive committee shortly in advance of their different exchange announcements, whenever possible, so as to avoid imposing any hardship unnecessarily on the jobber.

Our suggestion that the Victor Co. do not permit the carrying of samples by the road men has been rejected for the present by the Victor Co., as they wish to give this further consideration.

The Victor Co. has, at our request, re-established the Victor record exchange bureau, which so far seems to be meeting with great success, and the Edison factory has virtually agreed to establish a bureau along the same lines.

Another matter taken up by the association with the National Phonograph Co. was the matter of the special clause in the wagon contract, which prohibits any dealer from selling any other make of musical instruments from any vehicle for a term of three years. We have received assurance from the Edison Co. that no undue advantage will be taken of all dealers who wish to handle other makes with his own vehicle, and the matter stands in that shape at present.

Regarding the matter of long-time credits, would say that this matter has been discussed thoroughly by the committee with Louis F. Geissler, as was the Victor letter on credits, a few weeks ago, asking the jobber's opinion as to the terms as outlined in said letter. I believe that Mr. Geissler will have an announcement on this subject to make in the very near future.

Your secretary went over the 10 per cent. exchange proposition with the Edison Co.'s officials in December, and when asked his opinion, called their attention to the fact that it would not work out to the satisfaction of the jobbers, although he believed it would be a good thing for the majority of the Edison dealers. At that time he understood that they would make special concessions to the jobbers, but found later that this was not done.

At the executive meeting in Chicago, February 19 and 20, a resolution was passed requesting Thos. A. Edison, Inc., to modify their 10 per cent. exchange plan to the jobbers. Up to the present time this request has not been granted, and no doubt this matter will be discussed fully at this meeting.

I would call your attention to the fact that we have not had an Edison cut-out list since February 1, 1910, practically a year and a half, during which

time we have had three satisfactory ones for one exchange.

In March, 1911, the secretary acted in conjunction with the Piano Manufacturers' Association of America in sending out proper notices, etc., to all the members in the State of Pennsylvania, regarding a bill before the Legislature of Pennsylvania, which if passed would have practically killed the instalment business in pianos, furniture and musical instruments. The matter was also taken up with the Victor and Edison companies, and I am glad to say that this bill was defeated.

The secretary wishes to call the members' attention to the proposed increase in freight rates on Victor Victrolas west of Chicago, and urgently advise all members present to use their influence toward having this matter defeated.

President Whitsit has appointed a special committee to meet with the Freight Revision Committee at the Plankinton Hotel at 10.30 a. m., Tuesday, the 11th, protesting against this increase and presenting arguments against same.

This committee consists of L. C. Wiswell, chairman; Lawrence McGreal, Geo. Michels, H. C. Koerber, Andrew McCarthy.

Two very great kindnesses have been extended to the members of this association which will contribute greatly toward their pleasure and happiness while in Milwaukee.

P. J. Keely, secretary B. P. O. Elks No. 46, extends in a letter to the members of this association and their friends the courtesies of their club rooms. Chairman of Arrangement Committee, Lawrence McGreal, has made special arrangements with the Milwaukee Athletic Club whereby every member of our association will receive a card making him a member of the club during our stay in Milwaukee.

This truly represents hospitality, and it will most certainly be appreciated keenly by every member of this association.

Milwaukee is known as one of the most hospitable, friendly cities in the Union; it is therefore within the province of every one of us to feel perfectly at home and enjoy himself to the fullest extent. Milwaukee is a city where veneers don't count; it is a place which verifies Kipling's saying, "The Captain's Lady and Susan O'Grady are sisters under the skin." It is up to every one of us to have a good time, each can feel (as we have been assured) that we own the city. We can be just as pompous and proud as the young man who went up to the license clerk and said, "I want a license to marry the best girl in the world." "Sure," commented the clerk, "that makes thirteen hundred licenses for that girl this season."

That we all came to have a good time is sure. Let's all join hands and have it. Remember that moral to George Ade's fable, "To appreciate civilization one must pace a few heats with the Indian now and then."

REPORT OF THE GRIEVANCE COMMITTEE.

H. H. Blish, chairman of the Grievance Committee, submitted the following report:

Officially nothing in the nature of a grievance has reached the chairman of the Grievance Committee. If any of our members has anything on his mind it has not leaked out. I am, therefore, led to be-

lieve we have passed a fairly peaceful period since our last convention. Unofficially, three or four individual cases of complaint have reached the ears of the committee, but nothing has been presented for action. All of which is respectfully submitted.

REPORT OF MEMBERSHIP COMMITTEE.

At the beginning of the year there were 156 jobbers, both Victor and Edison, in the United States. There were 117 who were members of the association. During the year every firm and every individual not a member of the association has been solicited by mail to join the association, and an application blank sent them. We have been able to secure the following members: Sol Bloom (Talking Machine Co., Philadelphia); R. I. Penick, Montgomery, Ala.; R. S. Williams & Sons Co., Toronto, Can.; Sherman, Clay & Co., Seattle, Wash.; Philip Werlein, New Orleans, La.; Schultz Bros., Omaha, Neb.; Early Music House, Fort Dodge, Ia.; Walter G. Clark Co., Omaha, Neb.; Eilers Piano House, Seattle, Wash.; Henry Horton, New Haven, Conn.; Wisconsin Talking Machine Co., Milwaukee, Wis.; Emanuel Blout, New York City; making a total membership of 120. There are now thirty jobbers who are not members of the association. Respectfully submitted,
GEO. E. MICHELIS, Chairman.

REPORT OF PRESS COMMITTEE.

L. C. Wiswell, chairman Press Committee, submitted the following report:
Your Press Committee desires to report that they have worked diligently endeavoring to give as wide publicity as possible to all notices and announcements pertaining to our association.

Your committee, immediately upon receipt of news matter, placed same in the hands of the trade papers for publication.

All members present can testify that the trade papers, especially The Talking Machine World, have had, during the past few months, many excellent articles pertaining to our association and the present convention, i. e. arrangements made for the entertainment of delegates, etc.

This small report would not be complete without a due vote of thanks and extension of our lasting appreciation to the trade papers, especially The Talking Machine World, for their support and good-fellowship.

Edward Lyman Bill, editor of The Talking Machine World, is due a special vote of thanks for the excellent full-page ads. he ran in The Talking Machine World, issues of May and June, in the interest of this convention.

LAWRENCE MCGREAL'S REPORT.

Lawrence McGreal, chairman of Arrangement Committee, made a report detailing the program which was carried out so successfully during the week.

TREASURER BUEHN'S REPORT.
Louis Buehn, treasurer, made the following report: It has been my privilege since the forma-



L. C. WISWELL, CHAIRMAN, PRESS COMMITTEE.

tion of the National Association of Talking Machine Jobbers at Buffalo in 1908 to hold the office of treasurer, and it is with considerable pleasure that I submit herewith my report showing the most healthy condition of our finances since our organization.

RECEIPTS.

Balance on hand, July 1, 1910.....	\$410.72
Cash received from dues	1,702.50
Cash received from Report Blanks	20.42
Banquet receipts	615.00
	\$2,751.64

EXPENDITURES.

Printing	\$200.43
Salary (J. C. Koush)	375.00
1910 Banquet	575.00
Stenographers' fees 1910	49.80
Postage	106.55
Mileage for Executive Committee	354.24
Miscellaneous	30.20
	1,691.22

Balance on hand

It is very gratifying to note the substantial increase in the cash on hand, this being particularly true when you take into consideration that we have absolutely no unpaid bills on file and that our secretary's salary is paid up until the expiration of his present term, September 15.

I feel that our entire membership is entitled to hearty thanks for the manner in which they have responded with their dues, and it is particularly gratifying that there is such a small amount on our books as delinquent.

EDISON POLICY DEFINED.

An interesting paper on "The Edison Policy," by Frank L. Dyer, president of Thos. A. Edison, Inc., was then read by F. K. Dolbeer, sales manager of the Edison concern, as follows:

The first announcement to which attention should be called, rather more as an actual achievement than as a prediction, is the change of our corporate name, and the inclusion within our activities of a large and lucrative business in connection with moving pictures. The coupling of Mr. Edison's name with the company, was, we believe, an important move, because he stands to-day pre-eminent as a man who has accomplished wonders in the past, and who may be expected to accomplish even greater wonders in the future. The public realize this, and they know that in an active commercial life of upwards of forty years Mr. Edison has never handed them a gold-brick. His cement and storage battery enterprises, to which he devoted so much of his time during recent years, are now on a commercial basis, and he has, therefore, turned his almost undivided attention to the development and improvement of the phonograph, with which his name has been so intimately connected.

Artistic Reproducing Disc Machine Designed.

We have recognized that for some years past a demand has been gradually growing for phonographs outside of the field of popular amusement; that is, in the field of artistic reproduction. Robert G. Ingersoll divided music into three classes—that which appeals to the head, that which appeals to the heart and that which appeals to the heels. In the past the phonograph has largely appealed to the heart and to the heels, but we now recognize that it should make an appeal to the head. For the past two years we have been devoting much time and expense to the perfection of a d.s.c. machine designed especially to make this appeal, but which we do not anticipate will seriously displace our present machines and records in the special fields they have always filled.

It would have been a simple matter to have copied the designs of our competitors, making only such changes and adapting such expedients as were necessary in view of patents, and in doing so we would not have been without precedent. We need only call your attention to the fact that probably the greatest invention in the phonograph art was the system originally introduced by us of selling goods under agreements to maintain prices. We

(Continued on page 34.)



PHOTOGRAPH OF SOME OF THE VISITING DELEGATES TAKEN IN FRONT OF THE HOTEL PFISTER.

Can you imagine anyone saying there would be no demand for Nordica records? Or Mary Garden records? Or Fremstad records? Or Nielsen records? And can you imagine any Smart Aleck trying to offer you a substitute for them? And does a manufacturer's policy shut you out of the profits in them?



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

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 33.)

have no fault to find that our methods have been copied, because if one method of doing business is desirable, it is well that such a method should be followed by all.

Mr. Edison Original in His Ideas.

Mr. Edison set his face like steel against copying any of the types or designs of our competitors, and has produced a new disc record based on his ideas that run back as far as 1878, when he took out a patent in England on the first disc phonograph ever made, and which, by the way, disclosed a double-faced record. This record is made of an exceptionally hard material, so that it may stand very rough usage, and the grooves are practically unwearable. A jewel stylus is used which does not require changing. Surface noises are reduced to a minimum. The record is rotated at a high surface speed, so that its perfection of detail is remarkable.

Notwithstanding this, by reason of the fineness of the record groove, a 10-inch record runs upward of five minutes, and a 12-inch record more than seven minutes—between one-third and one-half longer than any other disc record now made. Its tone is marvelously sweet and pleasing to the ear, being entirely free from the harsh, strident, horn tones that are often noticed in reproduction. It is essentially an artistic record—one that makes its appeal to the artistic sense of the hearer, and which can be heard over and over again with undiminished pleasure. The records in question will be 10 and 12 inches in diameter, generally double-face, although in the case of very expensive records they will probably be single-face. It may be of interest to know that in the development of this record Mr. Edison constructed and tested almost 3,000 separate reproducers and recorders.

New Product Ready for Fall Delivery.

Although we have not definitely settled upon the price, and while the records are considerably more expensive to make, are of superior quality, and run much longer than other disc records, yet we expect to be able to list them at prices and with such profits to the trade as will be entirely satisfactory. We confidently expect to have a fair size list of records ready for delivery in the fall, and the number will be added to as rapidly as possible until a catalog of substantial size is secured.

We recognize that the trade have looked forward with considerable interest to the introduction of this new disc record by us, and in some instances jobbers have expressed impatience at what they evidently thought were unnecessary delays. If they could, for one moment, appreciate the tremendous efforts and expense that are required to practically inaugurate a new industry they would realize that we have moved as rapidly as could be expected under the circumstances. It has come to our knowledge that in the case of a prominent typewriter company upwards of five years were spent in developing and introducing a new visible writing machine; and we regard the introduction

and development of the new disc machine and records as a much more difficult task.

Two Types of Machines Perfected.

On the subject of disc machines we were strongly hopeful that by this fall we would be able to present to the trade at least five different types, but in this we have been disappointed. We shall, however, have a high class enclosed horn cabinet machine, similar in appearance to the Amberola, and we hope also to be able to offer a considerably cheaper machine in time for the holiday trade. The larger machine will represent the very highest class of finish, workmanship and material. It will be equipped with the finest motor ever put into a talking machine, and the horn will present a continuous passage from the reproducer through to its mouth, without any joints to give trouble or leakage, and interfere with the reproduction. It will be so arranged that sound boxes of varying degrees of volume can be used from a soft low tone, suitable for the home, to a louder tone of great carrying power.

Important contracts have been made with noted artists from the opera houses in London, Paris, Berlin, St. Petersburg, Vienna and Milan, as well



F. K. DOLBEER.

as with some of the finest and best known orchestras in Europe. The trade need have no apprehension, therefore, as to the character and advertising value of the records we purpose putting out, and we believe our list will compare in these respects very favorably with that of any other company.

The introduction of the Edison disc machine and records will not be difficult, and in view of the name and reputation behind the goods, and their intrinsic novelty and merit. Many dealers and users are anxiously awaiting the advent of this great musical instrument.

Improvements in Cylinder Outfits.

So much for the new disc product; and now taking up the cylinder business, this should have your thoughtful attention, because it is through this line that a large majority of dealers will make their sales. We expect to materially improve our cylinder machines from time to time, and this fall many of the present options will be eliminated, and a smaller number of standard outfits will be listed, ranging from the Gem machine with straight horn, to the Amberola with concealed horn. This will eliminate many of the troubles which the trade have experienced in handling a larger number of outfits, each with different options, and will simplify the proposition very materially.

The improvements being made by us should clearly demonstrate our faith in the future of the cylindrical goods, as well as convince you that we do not in any way propose to lessen our efforts in promoting that line. We, therefore, urge most strongly upon jobbers not to diminish their efforts in pushing Edison cylinder phonographs and records. They are the machines which have always appealed to the working classes, and when the prosperity of the working man is re-established these machines will still appeal to him as strongly as ever. In fact, considering the country at large, they are now sold to a greater extent than any other type. Upwards of two millions of these machines sold by the Edison Co. alone are in the hands of the public, which means the sale of records in large quantities by those dealers who are active and enthusiastic enough to go after the business.

Record Exchange Proposition Discussed.

Before leaving the subject of phonographs, it would seem well to refer to a matter that appears to be the cause of considerable anxiety to some of our jobbers, although entirely satisfactory to others. We have reference to the 10 per cent. record exchange, as announced in our bulletin of December 31, 1910. It would seem unnecessary to discuss the facts leading up to the exchange in question.

The plan, as is well known, was not arbitrarily put into operation, but was seriously and carefully considered and fully discussed, and it was approved and endorsed by several members of your executive committee and by numerous other jobbers. Every jobber to whom the plan was explained approved it in principle, although in two or three instances the claim was made that an allowance of 10 per cent. was not sufficient to the

jobber and should be 15 per cent., the dealer to have an allowance of 10 per cent. This criticism was based on the fact that if dealers took advantage of the full 10 per cent. exchange they would return to the jobbers a larger number of records than the jobber would be privileged to return to us.

To this our reply was, that while in theory dealers would be in a position to return more records to jobbers than the jobbers could to us, and therefore the jobbers would be unable to reduce their stocks, yet we felt that the plan should be given a fair trial to ascertain whether or not dealers did return their full quota; and we further pointed out that jobbers had an opportunity to diminish their surplus stocks by obtaining credits on retail sales and on the establishment of new dealers. Therefore, the plan was tried out, and even before any returns were received by us, pessimistic predictions were made by one or two jobbers, and the attempt was evidently made to start an active propaganda against the plan, but without success.

Direful Predictions Failed to Materialize.

Statistics were obtained by your secretary, and we also requested reports from the jobbers, which, when compared did not agree, nor could they be expected to agree, as they were secured at different times. However, the figures showed conclusively that in most cases the dealers were not fully availing themselves of the opportunity given them, so that most jobbers were benefiting to some extent. The results thus compiled were only approximate, as they did not cover a full exchange period, but they certainly do not indicate that the direful predictions originating from certain sources had materialized.

In any event we are satisfied that our exchange plan is correct in principle. It presents a scheme that enables us to control our business conditions without being overwhelmed by the allowance of credits that may wipe out all of the profits for a long period, and while protecting the trade against the accumulation of obsolete and unsalable records to a liberal extent, it requires a fair degree of intelligence in ordering records and discourages any tendency to order them regardless of their salability in certain sections.

We would ask that the jobbers continue to cooperate with us in this matter. Let them forget that there was a time when the factory assumed all the burden of improvident and reckless ordering. Let them give it a fair and impartial trial. If it develops that hardships are encountered, by reason of the fact that there should be a difference between the credit allowance to jobbers and dealers, we will endeavor to adjust those allowances to take care of the actual conditions. Obviously, we cannot tell precisely what these allowances should be until we have sufficient data of actual returns upon which to make our calculations. Jobbers and dealers know, from our record in the past, that we have always tried to deal fairly with them and to meet every contingency as it arises, in a fair and liberal spirit, and they need have no apprehension that the exchange proposition will be administered in any other way.

Jobbers to Handle Small Picture Machines.

With the change of our name to Thomas A. Edison, Incorporated, the moving picture business formerly conducted by the Edison Manufacturing Co. was absorbed, and in this connection reference is to be made to a small moving picture machine which we proposed to handle through some of our phonograph jobbers. This machine will embody all of the perfections of workmanship and material that appear in the Edison phonograph, and there will be an option as to the source of the light used, either acetylene or electricity. It will be capable of projecting a picture up to 3 or 4 feet in width, of a quality that will compare favorably with the large moving picture machines now used for exhibition purposes. At the same time, owing to the small size of the picture film used, we are able to get on a film 80 feet in length, as much of a picture as on an ordinary standard film of 1,000 feet. The price of the machine will

be in the neighborhood of \$50 and the films from \$1.50 to \$12, list, with substantial discounts to the trade. This machine will be ready for fall delivery, in time for the holidays, and its introduction, we believe, will fill a very large and active demand.

Profits Predicted for the Trade.

Having recounted as briefly as possible what our plans are, we do not think it requires much foresight to see what the future holds for phonograph jobbers and dealers. We believe that with the return of the country to normal conditions, the cylinder business can and will be developed to a point beyond the fondest hopes of anyone. There is no reason why it should not be when one considers how popular this form of entertainment has become.

With the advent of the Edison disc machine and records, an additional opportunity, not substantially in conflict with the cylinder business, will be offered to deal with a class of customers who probably could not be reached in any other way, and to whom the artistic appeal should be made; and with the introduction of the household moving picture machine an attractive side line is offered that should be a source of large profit to the trade.

Program for Monday Evening.

At 6 o'clock the party of more than 125 left the Pfister for the famous Schlitz Palm Garden, the original institution of its kind in the world. The mammoth resort was reserved for the convention, and while the party looked rather small in the big

place, enough noise was made to fill it. It wasn't all noise, for Lawrence McGreal, the energetic chairman of the arrangements committee, had placed two of his best machines near the party, and with the help of the orchestra there was some music in the air. Speeches were made galore and at times everybody talked at once. As a surprise to the jobbers, Manager Randolph put on Francesco Creatore's great Banda Verdi, which has been playing a three months' engagement at the Garden. The band was hidden by a special screen of giant palms. A fine Dutch lunch, consisting of sandwiches, wieners, salad, with fine Milwaukee brew to wash it down, was served, and at 8 o'clock the party went across the street to see "A Gentleman from Mississippi" at the Davidson Theater, where a good stock company is holding forth.

Under the guiding hand of Lawrence McGreal and his committee of local dealers, assisted by the committee in charge of the day's entertainment, A. A. Trostler, H. H. Blish and Ross P. Curtice, things went along smoothly. After the show the party split up and went out to see Milwaukee after dark.

The weather is cool, that is, to Milwaukeeans, who have been sweltering under a 104 degree temperature for two weeks. Some of the Eastern and Southern jobbers don't think so, however, and are hoping for snow. The convention is being held on the seventh floor of the Pfister, facing Lake Michigan, two blocks East, and there is always a cool breeze.

THE DOINGS OF TUESDAY.

(Special to The Talking Machine World.)

Milwaukee, Wis., July 11, 1911.

This was the "fresh air day" of the fifth annual convention of the National Association of Talking Machine Jobbers, and the members were indoors



THE PACIFIC COAST TRIO.

only to eat and sleep. Beginning with an excursion to the mammoth brewery of the Pabst Brew-



ASHTON, TAFT AND M'GREAL HESITATE.

ing Co. at 10 o'clock this morning, and ending with a joyous visit to Ravenna Park this evening, everything was out of doors. Even to-day's business session was held practically in the open air, for the delegates assembled in the salon of a lake passenger steamer. For the first time since the convention opened the jobbers really felt cool, but only for a few short hours.

Not one was "among the missing" this morning when the members and their ladies gathered in the lobby of the Hotel Pfister to take trolley cars to the great Pabst brewery for a look at one of the largest institutions of its kind in the world. Col. Gustave Pabst, president of the company, who, by the way, is a real patron of the talking machine, was on hand to welcome the jobbers at the door of the administration building. He was ably seconded by Vice-President C. W. Henning and Secretary Henry J. Stark. A fine-looking lot of guides took charge of the party and every step in the manufacture of beer was shown to the visitors.



UHL ADMINISTERING RELIEF—STUDY THE FACES GATHERED AROUND.

the tour winding up at the good old "Staeuwirth" or "standing waiter," who is a big icebox with a lot of taps ready to pour forth the beer of quality to all who come and see—and drink. It was a prohibition crowd, this N. A. T. M. J., and no one drank—more than a couple. The ladies enjoyed it, too, and with the men were obliged to pose time and again for the battery of cameras and camera men who dog their heels at every step. There were characteristic poses and otherwise. Acting under a sudden but happy impulse,

(Continued on page 36.)

It is getting harder by the minute to **substitute** for the Columbia. There **is** no substitute for the Grafonola "Regent", for instance, and it was some time before there was a substitute for the "Favorite" at \$50. Same thing over again in this Fall's business—put a chalk mark on that!



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

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 35.)

someone forced "Bill" and Taft to pose together for a Bill-Taft picture. "Bill" was Edward Lyman Bill, editor and publisher of The Talking Machine World, and "Taft" was the well-known Boston talking machine jobber—E. F. Taft.

A visit to Milwaukee without seeing the Pabst



A PICTURE OF BILL—TAFT.

brewery is wholly incomplete, and by accepting the invitation of the genial Colonel Pabst the jobbers maintained the tradition.

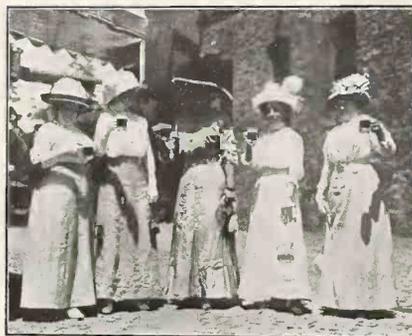


GERSON, LANDAY AND SCHLOSS SAY "PROSIT"—NOTICE MAX'S FAR-AWAY LOOK.



A "COMBINATION" OF THE MANUFACTURERS OF TALKING MACHINE CABINETS—PICK THEM OUT.

Following luncheon at the Pfister, the jobbers prepared for the big lake ride, and duck trousers, yachting caps, and other sea-faring paraphernalia was dug out of trunks and suit cases. The majority would have passed at the Marine House or the Seaman's Rest for genuine sailors, captains, or deckhands at least. The good ship "Pere Marquette No. 4" was boarded at the docks on West Water street before 2 o'clock and at the appointed hour the lines were cast off and the visitors dashed



OF COURSE THE LADIES "SMILE."

through Milwaukee river to its entrance into Lake Michigan at the dangerous speed of four miles an hour. The bascule bridges made quite a hit with the delegation, despite the fact that some feared a calamity momentarily should the counterweights tear from their moorings and allow one of the heavy leaves to fall on the craft. The bridge-tenders were minding their own business, however, and there luckily was no repetition of the accident recently when a bridgetender not altogether sober raked off the upper deck of a Goodrich liner by releasing his brakes too quickly.

It was a pleasant period of three hours that the visitors spent in cruising the beautiful Milwaukee bay, than which there is none finer in America. The Texas delegation, consisting of Mr. Shaw,

and the State of Washington contingent, consisting of Mr. Kelley, naturally claimed that the harbors of the Gulf of Mexico and the Pacific coast, respectively, had this "skinned a mile." However that may be, it was an unwilling bunch of jobbers which was corraled by Secretary J. C. Roush for the afternoon business session in the salon. It might be said, too, that about half of the members refused absolutely to go inside, determined to keep in sight of land.

A wholesome Dutch luncheon, with all the necessary appurtenances thereto belonging, which included mineral water, was served in the hold of the "P. M. No. 4" all afternoon. Caterer Strauss.



ROUSH SAYS MILWAUKEE IS GREAT—HE'S THE MAN WITH THE WHITE SHIRT AND TURN-DOWN HAT.

of Milwaukee, did nobly in providing for the visitors, and his generous supply of eats, etc., vanished rapidly. There was only one incident to mar the pleasure of the afternoon, Mr. Neal, of Buffalo, accidentally striking a huge tackle suspended from the ceiling in the dark hold and cutting a gash in his scalp. While Mr. Neal was being attended to the crew removed all overhanging obstructions excepting the door frames, which continually formed obstructions to the hats and caps of the tall fellows until the cry "low bridge" became universal.

Without changing their yachting costumes, the jobbers continued their "fresh air flight" after dinner, going to Ravenna Park, the largest amusement



"CERTAINLY, WITH PLEASURE!" SAYS DOLBEER, AND HE IS IN THE PICTURE.

The Columbia sales-policy is that of the open shop for the dealer. He can make his own business decisions—and we will boost both his demand and his supply.



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

resort in Milwaukee, where the management had provided special entertainment in the line of acrobatic features, vaudeville specialties of other kinds, and refreshments. The jobbers took particular delight in riding on the scenic railway, the roller coaster, the miniature railway, and taking the sensational tub ride down the spiral stairway. A few tried to stick on the human roulette wheel too long and just escaped severe bruises, the penalty of stick-to-it-iveness. There was plenty of music and as an honor to the visitors the management had

several large talking machines in the refreshment and dance halls.

Tired, but thoroughly happy, the jobbers returned to the city late this evening and gathered in open session at the Schlitz Palm Garden, where Francesco Creatore and his Banda Verdi played a special program for the benefit of the visitors. The athletes of the association went home early, to be fit for the great struggle at Athletic Park tomorrow, when East meets West in a battle for supremacy in the art of baseball.

stole) second, and on an overthrow by Pierce, went to third. Roberts fanned and the inning ended with the score 3 to 0 in favor of the East.

The West only scored six runs in their half of the first—only six. It was pie for Trostler's bearcats. Lucker hit a ripping single through McMenimen and took second on Buehn's passed ball. Wiswell reached the initial sack on a muffed third strike, and Lucker went all the way home. Foxy Wiswell stole second and Buehn overthrew second, sending Wiswell to the plate. Creed pounded a

THE BASEBALL GAME ON WEDNESDAY

(Special to The Talking Machine World.)

Milwaukee, Wis. July 12, 1911.

The West repeated its triumph of last year over the East in the annual baseball contest this morning, trimming the cream of athletes among the Eastern jobbers by the score of 14 to 4. There only was time for three full innings, as the game did not start until after 11 o'clock, and the heavy



EASTERN AND WESTERN TEAMS READY FOR THE FRAY.

hitting of the Westerners prolonged their innings until lunch time.

The entire party of jobbers and the ladies went out to Athletic Park, the grounds of the Milwaukee American Association Club, as early as 10 o'clock, making quite a formidable appearance in the huge grandstands as compared with the attendance at Atlantic City last year. The members of the two teams rode to the park in style, using rubberneck wagons pressed into service by the managers, while the lowly hoi polloi was obliged to take street cars. It was expected that Mayor Emil Seidel, who made such a hit with the members with his address of welcome on Monday noon, would pitch the first ball, but his honor was too busy and could not spare the time, much to his regret, of course.

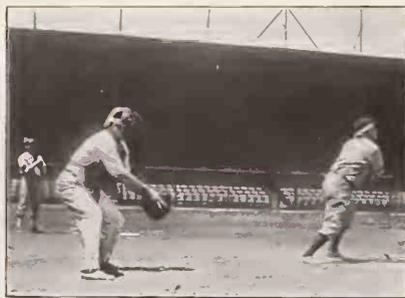
As Manager Trostler, of the Westerners, trotted his henchmen on the field to meet the bitter enemy from the Atlantic, there was a mighty cheer from the Western contingent. It was repeated when Manager Landay strode majestically into the grounds at the head of his Eastern jobber-athletes, his hands and pockets full of yellow bills, watches, diamonds, jewelry, pearls and junk, which the adherents of the East had entrusted to him as chief better to back their rather vociferous claims that the West would be licked up clean this time.

The teams warmed up—and warmed up—and

warmed up—until they could no longer practice in the face of the insistent cries of "play ball" from the bleachers and grandstands, and promised to get down to work or get thrown out of the grounds. Then the umpires, H. C. Brown, the doughty little champion of the Victor, and C. H. Wilson, general manager of the Edison, made pretty little speeches to the ladies, explaining in detail how baseball originated, progressed, and its future prospects. But for the fact that their voices were drowned out by more insistent cries to "play ball!" the umpires doubtlessly would be talking yet.

A sharp command from Umpire Brown, who took care of balls and strikes, and the great contest of the age was on!

The Eastern jobbers went to bat and after considerable good, bad and indifferent playing amassed the grand total of three runs, which, by the way, was more than half of the total earned during the entire game. McMenimen, who never had a grouch in his life and can sell Music Master horns and Pooley cabinets much, much better than he can play the national pastime, ignominiously fanned.



BUEHN BRACING FOR A CATCH.

(He repeated this performance several times afterward.) Moffatt hit to left field for two bases, and at once proceeded to pilfer the third sack, scoring easily on Towell's slashing home run to right. Royer died by the strike-out route and Gore hit a neat fly to Lucker, who was overcome by the glare of the sun and let the pill fall six feet outside of his reach. Mrs. Lawrence McGreal immediately dispatched Billy Schmidt to third base with a pretty and dainty little green parasol for Mr. Lucker. Buehn walked and yegged (meaning



TOUCHING THE BASE.

liner over second and stole that bag, scoring when Pierce hit through the same place. Pierce neatly pilfered second and third while Siemann was fanning out, and then crossed the plate on Roush's Texas leaguer. Davisson hit to third and stole second and third behind Roush, after Trostler struck out and Fischer sent a stinging grasser through short. Lucker came to bat the second time but was out on Gore's sine stab of his line drive. Score: West, 6; East, 3.

Round Two—Wiswell cried "Nuff," and Creed came in from short to do slab duty, the Chicago man taking the short field. Blackman got a free trip to first and stole second. Morris hit the air thrice in the same place and retired to his bench with bowed head. Blackman stole third, but had to slide for it, and it was several minutes before the dust lifted and the umpires, after a conference, decided he was safe. McMenimen fanned again and Blackman scored on a passed ball, with Moffatt at bat. It took four strikes to convince Moffatt

(Continued on page 38.)



AFTER ROUSH AND THE BALL HAD MET.

Personally we are glad to say that we are the best of friends with every jobber from Milwaukee to There and back. But we don't believe in the politics that is sewing them (and their dealers) up in a sack.



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

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 37.)

that he can't bat worth a cent and the half was over with the score: West, 6; East, 4.

The West scored four more in their half and it was seen that the East was groggy and could not last. East's second refused to throw up the sponge, however, and Referee Brown allowed the gory battle to proceed. Wiswell made a peach of a hit to the left field fence and Creed came through with a three-bagger, scoring the erstwhile pitcher. Creed came home on Royer's miff of Gore's throw of Pierce's snake-like grounder, and when Siemann got to first on a neat single, Pierce romped under the wire. Siemann took advantage of poor Looie Buehn and stole second and touched the plate daintily when Roush reached first on a muffed third strike. Roush beat it to second as Brown gave the pill a terrific swat through second, and the ball struck Roush squarely in the forehead. The portly secretary went down in a heap, but in a few moments was again on his feet, bawling out Umpire Wilson for calling him out. It was adding insult

to third on a stinging hit to first and Pierce brought both Lucker and Creed to the home station on a double, which he stretched to a triple, and then came home when Royer erred grievously in attempting to embrace Siemann's hit to first. While Roush was busily engaged in striking out, Siemann died on the circuit and the inning ended with the score: West, 14; East, 4.

As the Easts started to trip daintily into the field a roar came from the stands and hands stretched skyward, the spectators begged pitifully that the slaughter be stopped. Umps Brown and Wilson, at the risk of a severe beating, ran to the gate and called "Time" in their loudest tones. As there were no bottles or stones to be thrown, the Easterners submitted to the inevitable and in mournful silence sought refuge on their bench until the angry mob cleared off the field and it was found safe to venture forth to take the rubberneck back to the hotel.

Thus ended one of the most interesting and instructive games of baseball known to history. Instructive it was in this: "How the national game is NOT to be played."

The line-up and summary was as follows:

Creed-Wiswellpitcher.....	Moffatt
Piercecatcher.....	Buehn
Siemann1b.....	Royer
Davisson2b.....	Towell
Lucker3b.....	Gore
Wiswell-Creeds.s.....	McMenimen
Fischerlf.....	Roberts
Troustler-Silzerrf.....	Blackman
Roushcf.....	Morris

Innings played—3; time of game—1.30; injured—Roush; trousers soiled by oiled diamond—Buehn, Blackman; scorer—Whitsit; assistant scorer—Miss Gertrude Gannon; grandstand umpires—O. K. Houck, Lawrence McGreal, E. F. Taft, G. A. Mairs, William A. Schmidt; field umpires—H. C. Brown, C. H. Wilson; water carrier and chief of medical staff—Joseph F. Gannon; grand keepers of athlete's valuables—F. K. Dolbeer, John L. Gately, Edward Lyman Bill, W. H. Duffe, O. A. Gressing; final score—West, 14; East, 4. Scene of next contest—Atlantic City, N. J.; probable winner—West.

ELECTION OF OFFICERS.

(Special to the Talking Machine World.)

Milwaukee, Wis., July 12, 1911.

Lawrence McGreal, Edison wholesaler and jobber, 173-175 Third street, Milwaukee, and one of the best known talking machine men in the United States, was elected president of the National Association of Talking Machine Jobbers at the executive session in the Red Room of the Hotel Pfister this afternoon. The selection of Mr. McGreal is considered a reward of merit to one of the ablest and most active workers in the trade and one who was among the earliest interested in the N. A. T. M. J. After the result of the balloting was announced, the choice being unanimous, Mr. McGreal thanked the members in a neat speech, saying:

"In accepting the honor you have extended me, I wish to thank you and assure you that I will do my very best to repay this confidence in giving the association such service as presiding officer as will warrant your approval.

"If I can render such splendid service or even approach the excellent work of my predecessors, Mr. Bowers and Mr. Whitsit, I will feel that in your action to-day you have made no mistake. It will be my constant endeavor to rule impartially and fairly in the conduct of my duties, and I earnestly ask the co-operation of all members in carrying out the work of my administration.

"To promote and foster what is for the best interests of the association (as I see them) will be my constant plan and purpose. I am your servant during the next twelve months; use me as you deem necessary and I will stand ready at all times to give the best that's in me toward the welfare of our splendid organization."

E. F. Taft, of the Eastern Talking Machine Co., Boston, was elected vice-president to succeed J. N. Blackman. J. C. Roush, of the Standard

Talking Machine Co., Pittsburg, was honored with re-election as secretary, and William F. Miller, of the Penn Phonograph Co., of Philadelphia, was the choice for treasurer to succeed Louis Buehn, of Philadelphia.

The executive committee will consist of the following: J. F. Bowers, of Lyon & Healy, Chicago; Perry B. Whitsit, of the P. B. Whitsit Co., Columbus, O.; Rudolph Wurlitzer, of the Rudolph Wurlitzer Co., Cincinnati; G. E. Michels, of the Nebraska Cycle Co., Omaha, and C. A. Grinnell, of Grinnell Bros., Detroit.

Protest Against Change of Classification.

The proposition of the Western railways to change the classification of box and case machines from first class to double first class, which covers furniture, was a subject which formed the principal topic of discussion at all meetings. The discussion was brought to a head in the adoption by a unanimous resolution pleading with the railways to avoid this injustice and retain the present first class classification.

By a happy coincidence the Western Classification Committee, consisting of official representatives of all Western railways, met in Milwaukee at the same time that the talking machine jobbers were in annual session, thus affording the jobbers a most excellent opportunity to plead their case at first hand. Accordingly, President Whitsit was authorized to appoint a committee of five to confer with the railway men, consisting of L. C. Wiswell, chairman; Lawrence McGreal, Milwaukee; G. E. Michels, Omaha; Andrew McCarthy and E. C. Rauth, of St. Louis. At the time of the close of official business of the convention, no definite answer had been given by the classifiers, but the jobbers' committee received intimations that their protest would probably be heeded and the proposed advance annulled.



JUST ARRIVING AT THE GROUND.

to injury to call out a man who suffered a blow on the head that was heard downtown, but "rules is rules," and Roush came to the grandstand for sympathy. The best he got was to be called "Bonehead" and "Solid Ivory," because he was unhurt by the awful wallop. Brown tried to steal second and was actually caught stealing for the first time during the game. Davisson made first on a hit to right and Trostler struck out. Score: West, 10; East, 4.

Round Three—The challengers for the American title came into the ring much recuperated and the spectators believed they would go to the finish. The seconds tucked away the sponge and egged their principals on. After sparring and stalling, Towell knocked out a two-bagger and tried to stretch it into a triple, but was caught between the ropes, Pierce to Lucker. Royer fanned and Gore hit to short, reaching first when Siemann failed to get Wiswell's low throw. Gore made second on a passed ball and Buehn struck out, retiring the side without a single score. Score: West, 10; East, 4.

Fischer started the West's half with a double to right and came home when Lucker reached first on a fumbled grounder. Roberts made a swell catch of Wiswell's tall fly. Creed advanced Lucker

The change of classification on box or case machines, which includes all hornless machines, such as the Victrola, Amberola, Grafonola, Multinola,



LAWRENCE M'GREAL, A CHARACTERISTIC POSE.

etc., would be one of the most serious handicaps the American and especially the Western trade has ever experienced. The change would double the freight rates now existing, and on long distance shipments, which all shipments to the West actually consist of, the margin of profit would be so small that it would hardly pay to do business. Not only is it feared that an increase by the Western roads would influence the Eastern roads to make a similar change in classification, but the increase in the West would apply to all shipments from point of original shipment in the East to point of destination in the West.

Protection in Instalment Sales.

The matter of protecting talking machine dealers in regard to instalment sales also demanded considerable time from the members at this ses-

sion. At present there are no laws giving protection in such cases, although other organizations, especially in the music trade, are fighting vigorously for such legislation. The convention, by resolution, authorized the president to appoint a committee of three to investigate and confer with other bodies, notably the National Association of Piano Merchants, which is doing valiant work along these lines. The committee's report doubtless will mark the course to be pursued in seeking such legislation, both State and national.

Asked to Modify Exchange Agreement.

A resolution also was adopted asking Thomas A. Edison, Inc., to make certain specified modifications of the present exchange agreement.

Automobile Trip to Donges Bay.

After the long session the members and the ladies were not slow in getting started on the automobile trip to Donges Bay, where Lawrence McGreal's committee on arrangements had prepared a splendid feast of chicken and waffles. About twenty-five machines were provided and by 5.30 o'clock the last of the jobbers were seated and sent away from the Pfister in the wake of a steady stream of purring and chugging cars.

At Donges Bay, which is on the shore of Lake Michigan, eight miles north of Milwaukee's center, and is reached by a beautiful winding road along the lake shore, the tables had been set and no time was lost in filling the inner man. There was no time for speech-making or addresses, everyone being busy with the delightful pastime of eating. The chicken was great and the waffles likewise, and when the time came to get back into the automobiles not a few demurred.

Enjoyed Outing Immensely.

The train of autocars swung out of the entrancing grove into the open country and away from the smoke and grime of the city. It was delightfully cool and as the machines rambled through wooded roads and overhills, every member of the party sat back and enjoyed the time of his life. Upon returning to the city, the party was taken to the Schlitz Palm Garden, where an open session was enjoyed until the midnight hour.



THOMAS H. TOWELL,

General Manager U-S Phonograph Co., and whom his association friends now term "Home-Run Tom," after his famous work at the association game.

business in general has not been up to the standard, the talking machine business has shown an increase each year, probably due to the very generous advertising campaign of the manufacturers, and the wonderful improvements made both in machines and records.

To-day, as near as we can calculate, there is an annual sale of approximately \$200,000 worth of talking machines and records in the city of Milwaukee alone. It is gratifying to the dealers who have invested their money and carry representative stocks to know that the factories are protecting them as far as possible from competition, and this fact alone, if nothing else, will give the dealer confidence in the future of the business and relieve him of anxiety occasioned by the fear of others stepping in and reaping the fruits of his labors after he has given the business his capital and time. We have unbounded faith and confidence in the factories, and believe that they will take proper care of the dealers in the way of providing some means of relieving them of stock which has become dead and unsalable through no fault of their own.

Some Commendations.

The object of this paper, however, is not to flatter ourselves and bolster up our achievements. We have a few suggestions to bring to your kind attention in this meeting.

First—We wish to compliment and thank the manufacturers for the extensive advertising campaign they have carried on so successfully and which has made it so much easier for the dealer to dispose of their respective goods.

Second—The introduction of Victor machines into many public and educational institutions. The new department under the good guidance of Mrs. Frances E. Clark (who, we are proud to say, was for years an official of our local public school system); the descriptive label on the opposite side of the Red Seal records; the fiber needle arm attachment on all machines; the new album system in the Victrolas; all these things have materially added to the promotion and salability of the Victor product and lightened the work of the dealer considerably.

Third—Last, but not least, the great help every dealer has derived from the visit of Mr. Schwenker, who has greatly helped the repair department of every concern and given every repair man valuable points in repairing and keeping in good running order the Victor machines.

Fourth—The untiring efforts of the Edison laboratories in bettering and improving their products have found their climax in the model "O" and "R" reproducers and the new Music Master horn. The excellent talent which they have lately acquired is very commendable.

(Continued on page 42.)

SCHEFFT'S ADDRESS AT CLOSING SESSION

(Special to the Talking Machine World.)

Milwaukee, Wis., July 13, 1911.

When the final day of the fifth annual convention arrived a number of members were among the missing. As most of the important business had already been disposed of, some of the jobbers who attended at a sacrifice of time, returned home before the close of the meetings to resume work without delay. There was considerable talk of shortening the annual conventions to three days at the most, it being believed that all of the business can be finished in that time and still leave enough time for enjoyment and amusement. While the proposition was not brought before the convention, there is much agitation in its favor, and the executive committee will probably take the matter in hand before the next session.

Memories of Atlantic City were brought back this morning when the jobbers went to McKinley Beach on Lake Michigan, at the foot of beautiful McKinley Park at Lake Drive and Lafayette place. It is certain that those who took to the water found as much enjoyment as on the ocean beach.

At 2 o'clock in the afternoon the members assembled for the final session. There was little left to do, for the jobbers' confreres on the freight classification matter found it impossible to make a final report and all other matters had already been disposed of. Most of the ladies took advantage of the offer of a sightseeing automobile ride and after the final session adjourned the men joined them in seeing the beauties of Milwaukee.

Following the presentation and adoption of a resolution thanking the various interests, individuals and organizations for the excellent provisions made for the convention—a resolution which

spoke the feeling of all visitors—the Wisconsin Talking Machine Dealers' Association, represented by Oscar Schefft, of Milwaukee, gave a message to the jobbers. Mr. Schefft spoke as follows:

Oscar Schefft's Address.

Organization is one of the main assets in every line of business. Unless a business is thoroughly organized you will never make a success of it. The Wisconsin talking machine dealers, realizing the fact that it is necessary for them to form an association, got together about four months ago. The result of several meetings was the formation of the Wisconsin Talking Machine Dealers' Association, following in line the examples set by the New York and Ohio associations. The primary object in forming our association was to foster good-fellowship and kindly feeling toward each other, and the promotion of all subjects which appear to be for the betterment and improvement of the talking machine business.

We are proud to say that we have accomplished a great deal along these lines. Dealers who heretofore were practically unknown to one another have come together in a friendly spirit and much good has already resulted from these meetings. The rumors that price-cutting was being carried on have been run down and we can assure you, gentlemen, that so far as we know and believe, every dealer is strictly living up to the contract with the different manufacturers. We sincerely hope that our newly-formed association will build up and show a good membership locally and through Wisconsin, because in union there is strength. (The ends attained by the National Association of Jobbers attest the value of this.)

The talking machine business holds a peculiar position in the business world to-day, that, although

Good Columbia Money You

We are moved to take this occasion, while the Jobbers' Convention is still in session at Milwaukee, to say a few things that have needed saying for quite some time.

First of all let us state that we have a full understanding of the jobber's point of view—and we admit that in a good many cases he is “up a tree.” We are referring now not to the big retailer who sells at retail under a jobber's discount, who cannot legitimately be held down to a contract to carry any one line of musical product, but to the jobber whose business is that of middleman, representing directly the factory, and whose contract with the manufacturer calls for the handling of a single line.

This direct relationship of the jobber to the manufacturer only makes it all the more certain that he is pretty nearly the last man who should undertake to tell you what line to carry—for his interests are tied up; as one of them wrote to us, “the factory interests are identical with those of the jobbers’.”

ARE YOURS?

We believe **YOUR** interest lies in carrying any line of goods that is in demand.

We believe that any policy of restricting you against doing that very thing is one that can last only so long as you permit it—and not three minutes longer. If there is any other side to that we wish you would suggest it.

All right then—what is in demand? How much money do you suppose you have lost, flat, simply because you could not supply a demand that amounted to a shout—for an enclosed horn disc machine to sell at \$50? During a period of six straight months on end, you had to see the Columbia dealer delivering \$50 Grafonola “Favorites” as fast as his factory orders could be filled, just because the Columbia Company was more progressive than the factory represented by your jobber.

That's only one example of what the Closed Shop for Retailers has done to you. And you can see it happen again if you keep your eyes open—and you've got to keep your eyes open in this business from now on if you never did before. The “Favorite” was an innovator—not our only innovation, but a recent one, and an extremely profitable one. Our plans for the Fall will bring out a few other “innovations”

If you are still permitting yourself to
line, you are paying



- 1 NORDICA
- 2 FREMSTAD
- 3 MARY GARDEN
- 4 ALICE NIELSEN
- 5 ZENATELLO
- 6 BONCI
- 7 CAVALIERI
- 8 CONSTANTINO
- 9 LIPKOWSKA



The Columbia Grafonola

One of the Columbia money-makers that for six straight months created

Columbia Phonograph Company, Gen

Creators of the Talking-Machine Industry. Pioneers and Leaders in the Talking-Machine Art.

Are Missing Every Day

be shut out from the Columbia
g pretty high.



From Photos (C) by Mishkin, Dupont.

- ¹⁰ BAKLANOFF
- ¹¹ AMATO
- ¹² McCORMACK
- ¹³ BONINSEGNA
- ¹⁴ EMMY DESTINN
- ¹⁵ SAMMARCO
- ¹⁶ ANSELM
- ¹⁷ MARDONES



"Favorite" at \$50

new business that non-Columbia dealers could not even share in

en'l, Tribune Building, New York

ers of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World.

likewise, that will have dollar signs all over them. Are you going to be content to stay shut out?

Demand? If any of the thousands who crowd the opera houses of America and Europe to hear Lillian Nordica should hear a salesman suggest that there would be no demand for Nordica records, they would wonder what sanitarium was one shy. And those Nordica records are selling at a fine margin—and all this time you have been shut out because of a jobber's contract!

Olive Fremstad, too. A Wagner night at the Metropolitan Opera would hardly get into the papers without her. Mary Garden? Oh, yes, Mary Garden: It is safe to say, even without any account of our sales, that there is a demand for Mary Garden records. Rather—when you realize that there is probably hardly a person among the fifty millions or so who read the papers, who doesn't know her face and fame. Alice Nielsen, Lina Cavalieri, Lydia Lipkowska, Emmy Destinn, Celestina Boninsegna and Eugenie Bronskaja, among the sopranos; and David Bispham, Zenatello, Bonci, Amato, Anselmi, Baklanoff, among the tenors and baritones; Kubelik, the violinist, and Josef Hofmann, the pianist—every one of them offered to music lovers in the Columbia list and nowhere else, and therefore every one of them fitting into a demand that you can only see increasing and which up to now you have not been able to share in.

We want to go on record once more as telling you that we not only believe in the policy of the Open Shop for Retailers, but have proved it profitable to them and can give you the names and dates; and that the only way for a manufacturer, jobber or dealer to build up this business safely and rationally is to make quality of product the foundation.

The Columbia sales policy of exclusive selling rights, which instead of strangling the dealer gives him protection in his own zone, is right. It gives us, as manufacturers, no underhand hold on the dealer, but it does give the retailer a mortgage on all the Columbia business that can be built up by him and by us in his neighborhood. It's fair, and it works.

We have the goods, we have the organization, we have the advertising, we have the demand, we have many thousand loyal, plugging dealers, we have a doubled and re-doubling business, and we want to see you share it!

Columbia Distributors were on the job all over the country every minute during the Milwaukee Convention. And their job is to take orders *from* you, not to issue orders *to* you. Pretty fairly busy at that! June sales totaled a huge increase over last June—maintaining our two years' unbroken record of monthly sales-increase.



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

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 39.)

Edward Lyman Bill and his Talking Machine World deserve praise for his good work in acquainting the many jobbers and dealers with the current news every month. The World is a paper every jobber and dealer ought to have.

It is not all praise and comments that we have to offer to you, gentlemen. The Wisconsin Talking Machine Dealers' Association respectfully submit the following points as suggestions and criticism for your consideration.

First: The Exchange Proposition.

We refer in particular to the 500 Edison standard records, notification of which has been served on all dealers that these will be cut-outs on or about September 1, 1911. As it will take the average dealer too long on the present 10 per cent. exchange basis to eliminate these records, and as it will not carry out the intent of the manufacturer to have the dealer dispose of his surplus stock readily, we have suggested the following:

The Edison Co. to make an exception and take back the 500 Edison Standard cut-outs on the following basis: 1 Amberol for 1 Standard. The dealer to pay the difference in the cost of the records, and the 10 per cent. exchange proposition will

put the dealers in a position to turn his old unsalable stock into money, and will eventually assist the manufacturers and jobbers to sell more records.

With reference to the Victor records, it is our opinion that they are producing too many single-face records. We believe to cut out the single-face records which are made doubleface would greatly relieve the dealer in the amount of stock he would have to carry.

Second: The Division of Profit on Records.

Eight years ago, gentlemen, a dealer made a profit of 50 per cent. on all records. The profit has gradually been cut down to 40 per cent., and the difference of his profit has been put into the jobber's pocket.

This does not seem fair to us. The dealer today has a smaller market on account of the increased number of dealers. Where there was one dealer eight years ago, we have now as many as three and four in some localities. Further, consider that nearly all jobbers are competitors to the dealer in a retail way. It seems to us that the division of profit between the jobber and dealer is not fair nor reasonable. We have no suggestions to offer as to the price to be established but invite mutual discussion.

In conclusion we wish to thank the National Association for convening in this city and Mr. Mc-

Greal for his untiring efforts in bringing this about.

We wish to thank you, gentlemen, for this opportunity afforded us to be present at this meeting, and we trust that our suggestions and criticism offered in this paper will be taken in the spirit in which they are given, namely, the betterment and improvement of the talking machine business.

Close of Convention.

The convention closed to-night with an elaborate banquet in the Fern Room of the Hotel Pfister at 7 o'clock and the annual grand ball in the Red Room at 10 o'clock.

During the day Louis F. Geissler, general manager of the Victor Talking Machine Co., put in his appearance and was greeted heartily by all.

Another late-comer was Arthur E. Burson, of Santa Barbara, Cal., who is on his way East with models of his new automatic stop device for talking machines.

The jobbers who attended the fifth annual convention liked Milwaukee, and they want to come back in later years. It is the general opinion that never before has the N. A. T. M. J. been so lavishly entertained, nor so well received as in Milwaukee on this occasion. To Lawrence McGreal, new president of the association, man of affairs, good friend and jolly good fellow, is due the largest share of the credit.

THE JOBBERS' BANQUET WAS A PRONOUNCED SUCCESS

(Special to the Talking Machine World.)

Milwaukee, Wis., July 14, 1911.

Thursday night the convention closed with a banquet in the Fern Room of the Pfister Hotel. The room, with its decorations and its beautifully-gowned ladies, presented a very pleasing appearance. On either end of the speakers' table was a floral talking machine, one in the form of a Victor and another in the form of an Edison.

Jas. F. Bowers, who has fairly won the reputation of being one of the best toastmasters in America, presided, and his witty remarks evoked rounds of applause. Mr. Bowers prefaced his introduction of each speaker with some witticisms which were warmly received.

He paid a great tribute to the accomplishments of the talking machine men, particularly the creative department, and praised the association's efforts in promoting trade welfare. He stated that Frank L. Dyer, president of Thos. A. Edison, Inc., had sent a communication which would be read by Carl H. Wilson, general manager.

Mr. Wilson prefaced the communication of Mr. Dyer by stating that he did not know who first invented proxies, but their existence gave him the opportunity of presenting himself as proxy for one of the most honorable men, Frank L. Dyer.

FRANK L. DYER'S PAPER.

The following address, entitled "A Look Into the Future," by Frank L. Dyer, president of Thos. A. Edison, Inc., was read by Mr. Wilson:

In addressing the talking machine jobbers at their annual convention, where I suppose the usual harmony has prevailed, and especially when addressing them after finishing one of those banquets for which this association is famous, it behooves me to strike a note of encouragement and cheer. For some of you the past three years have been hard and trying. But remember that they have been much harder and more trying to jobbers in numerous other lines. The actual pinch of poverty has been felt by the working man, and even the bloated capitalist has had his trials in carrying on his business in a way that will meet the exactions of the federal authorities. But "let the dead past bury its dead." The future to all of us holds out hopes for a sound and recovering business. Industrial conditions never stand still, and no one yet has been so pessimistic as to believe that we are moving backward.

Edison Disc Officially Announced.

Undoubtedly there are a number of jobbers who sincerely believe that the day of the cylinder business is past. To such men we offer our new disc, which will be an assured factor in the business in the near future. But those predictions, in my opinion, are groundless, and there has been a confusion of cause and effect. To those jobbers whose cylinder business has fallen off, let me tell them that the reason is not that people do not want to buy phonographs, but because they are not able to buy phonographs.

The cylinder machine, because of its low cost

and other good points, has always appealed to what Mr. Bryan has called "the common people"; and I believe for many years to come it will continue to appeal to them. I cannot bring myself to the point of believing that concurrent and simultaneously with the panic of 1907 the working people of this country suddenly evinced a distaste for the phonograph. It is too much to believe that the two phenomena were separate and developed at the same time merely as a strange coincidence. It is much more rational and logical to assume that one was the effect and the other the cause of that effect.

Cylinder Phonographs Still a Factor.

Remember that there exists at the present time upward of \$120,000,000 as an investment by the American public in cylinder machines and records, and when that vast property is considered it will be seen that it cannot become obsolete for many years. Count the number of machines and records you are selling, and not the dollars you sell them for; and probably most jobbers will find, machine for machine and record for record, that they are selling more Edison phonographs and more Edison records than of any other type. This I submit to you is the desirable business. A lawyer who has many small clients is in a better position than one who has a few large clients, because if a few of those large clients should become capricious and turn their patronage from him, greater inroads would be made upon his income

than if an equal number of smaller clients should turn from the other.

Effect of Supreme Court Decisions.

The definite settlement by the Supreme Court of the doubts and uncertainties previously existing as to the scope of the Sherman law will undoubtedly prove of tremendous good. Capitalists are now reasonably well informed as to the extent they can go to in the formation of new and efficient industrial machines for carrying on their business. Additional employment can now be given to labor, and former rates of pay and days of work can be re-established. The laboring man will be in a better position to buy the products of the farm and factory, and this means that the manufacturer and the farmer will be able to produce more goods and supplies, necessitating the employment of more labor and the payment of more satisfactory wages.

Fortunately, the crop outlook is good, so that the farmer will be able to fulfill his share of the development. Thus, through the immutable operation of the law of supply and demand a normal industrial condition will be reached where labor will be fully employed, factories fully occupied, farmers selling their supplies at fair prices, and the other agencies and instrumentalities of our commercial life working in a satisfactory and normal way. This re-establishment of proper conditions is now in process and will come with gradually accelerating rapidity. The phonograph business will receive its share of the returning prosperity, and I predict that with the coming fall, and especially during the coming year, jobbers will be entirely satisfied with the extent of their business.

The putting out by the Edison Co. of a high-type disc machine and record will make it possible for dealers to sell to a class of people to whom they have not appealed in the past; but I do not think that it will have very much effect upon the large bulk of the people to whom the cylinder machine has always appealed and whose friends and neighbors have purchased such machines.

Record Proposition May Be Changed.

The Edison Co. have always co-operated with its jobbers in a fair and honorable way. It has made great financial sacrifices for its jobbers, because it has always recognized that its own prosperity depended upon their prosperity. The only bone of contention at present existing between jobbers and ourselves is the record proposition now in effect, but I sincerely and honestly believe that that proposition contains the germ of the right idea, and, while it may have to be changed to meet the actual conditions, it is certainly not unreasonable for us to ask that it be given a fair and impartial trial. Do not be too impatient, and remember that while the difficulties of a single jobber might be adjusted cheerfully, yet we must treat all jobbers alike, and we cannot afford to grant concessions to one that are not granted to all.

Let me emphasize in conclusion that we have no thought of relinquishing our efforts to push the cylinder business, and we will continue to make improvements both in machines and records, of which definite announcement will be made in due course. We are putting out a disc machine to meet an entirely different kind of demand from what has always existed for cylinder machines. We have no intention of marketing a disc machine or record that will interfere with the cylinder business or that will take the place of the cylinder business. It is well that jobbers should be thoroughly apprised of this fact in order that they may be in a position to meet the demand for cylinder machines.

Letters from Notable Personalities.

Mr. Bowers then read communications which had been received by the secretary from various guests expressing their regrets.

Thos. A. Edison wrote that inasmuch as he intended to take his first real vacation in Europe next month with his family, he was extremely busy until sailing time, and therefore was unable to attend.

Eldridge R. Johnson stated that he hoped the feeling of mutual confidence, so beneficial to all interested in the talking machine trade would continue to grow and that producers, merchants and

consumers would receive their just proportions of benefit.

Frank L. Dyer wrote that his arrangements would not permit him to be present, but desired his good wishes conveyed to all.

Leon F. Douglass expressed his regrets and stated that he was just leaving on a bear and lion hunt in the California mountains. He said that it was the ambition of his life to get back into active business.

Emil Berliner, in sending greetings, expressed the opinion that the educational side of the talking machine might be very considerably developed.



FRANK L. DYER.

B. G. Royal said that he expected to come up to the last moment, but unexpected circumstances prevented him from doing so.

LOUIS F. GEISSLER'S ADDRESS.

The toastmaster then introduced Louis F. Geissler, general manager of the Victor Co., whose remarks were upon the topic, "The Probabilities That the Future Holds for the Victor—For Its Distributors and Dealers."

Mr. President, Toastmaster, Ladies and Gentlemen: It has been suggested that I choose for discussion the topic, "The Probabilities That the Future Holds for the Victor—For Its Distributors and Dealers." I have been asked to attempt to prophesy, to look into the future, but, to do so somewhat intelligently, I would ask you to engage with me in a reminiscent mood. I want you to go back ten years—those of you who can—for some of our distributors are so young in the business that they may not be able to recall the year 1901 in the talking machine business, and that was the date of the incorporation of the Victor Talking Machine Co. A very short space of time, is it not? A decade has produced what you all know as the Victor Talking Machine Co. of today.

As my own mind reverts to the conditions of that date, and I see in my mind's eye the Victor factories and organization as they exist to-day, it seems a veritable Arabian Nights tale—an Aladdin's lamp. I do not intend this talk as an advertisement for the Victor Talking Machine Co.—we do that through our national and international publicity campaigns.

It is not necessary for me to take advantage of this appearance before you for that, and I trust that in talking about my company you will assume that I do so only as an emblem of your interests and ours in the sale of talking machines and records. I want this to be a hard-headed talk; a free and full discussion, as it were, upon my part, of some of the things of which I know you think much and have wondered much.

I have never before felt like talking at one of our business banquets; in fact, it embarrasses me to no inconsiderable extent to do so now, but it has been my pleasure, in my business capacity, for

almost six years now, to have met each one of you and to have shaken you by the hand; and by this time we should feel very well acquainted, and I shall presume upon my business and social friendship for each one of you to talk to you in this friendly and confidential manner.

The Victor Organization.

In 1901 our esteemed president, Eldridge R. Johnson, gathered about him practically the entire board of directors of the Victor Talking Machine Co. as it exists to-day. In 1906 I was honored with a place upon that board; in 1910 B. G. Royal, an old-time personal friend and collaborator with Mr. Johnson in his earlier days at the bench, was called back from Europe, where he was in the Victor interests, to join our board of directors. In 1910 our efficient chief accountant, W. J. Staats, was admitted to the board and made comptroller of the company.

Every man of the Victor directorate, excepting Thos. S. Parvin (who has not been well for a great many years), is an active working man; each selected by our president with especial reference to the filling of some fitting position. I doubt if there exists another manufacturing or commercial institution, with interests as great and diversified as ours, that has a board of directors that works together as courteously, as considerably and as effectively as does the board of directors of the Victor Co.

We have, during the month—and every month—about twenty-five meetings, inclusive of directors, executive committee and "special" committee meetings. For such meetings our president has laid down the maxim of "full and free discussion of all subjects pertaining to the business." Everything is there discussed from the sinking of a well in the Delaware river for the production of steam to turn our wheels to the expenditure of a million dollars for an advertising campaign to sell our goods.

Without in the slightest removing the responsibility, or relieving the respective heads or directors of their respective responsibilities, each has, however, at these meetings inculcated into him much of the affairs and duties of each of the others. Whether the subject under discussion be the price of copper, lumber or shellac; the labor situation; the extension of our factories; legal affairs; conditions of our patents in Europe or the copyright law throughout the world; the affairs and relations of our distributors, or finance, they are discussed and listened to as carefully by the entire board of directors as though each were in charge of the whole affair.

And what has this secured? It has evolved a directorate that operates as smoothly and has progressed as efficiently as a well-trained football team.

As a result, there has been effected, through this directorate, an organization in the various laboratories, factories and other departments which, I assure you, is as pleasant to work with as it would be possible to imagine could exist in any large corporation.

Mr. Johnson's wonderful spirit of liberality and broad-mindedness has tied to him inalienably the interests of all the men who have helped him, in whatever degree, to his success. I mention and emphasize this condition of our organization because it is all important to your interests. You do not know, you cannot appreciate (because of the intricacies of our business) the absolute necessity of a harmonious management.

A gentleman—and one qualified to make the statement—remarked to me only recently that he would be willing to wager that if the Victor Talking Machine Co. were turned over to the United States Steel Co. to-morrow, with all its management, that there would not be a wheel turning in a week. An exaggeration, no doubt, but highly illustrative of the great detail and the delicate poise of the talking machine industry. I hope you will not consider me rambling from my subject, i. e., "The Probabilities of the Future." The future must be built upon foundations laid in the past.

(Continued on page 44.)

Any time you get tired of being told where you "get off at", remind yourself that with the Columbia line, under the Columbia policy, you quickly settle the only question that really counts—where you "get *on* at". You run your own business and we back you up in it.



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

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 43.)

We will now pass to that very important situation upon which our business is based—

The Patent Situation.

Any one operating a factory or a business fundamentally based upon patents is fully appreciative of the intricacies of the patent situation. There is probably no industry on earth so young as the talking machine industry that is so fully covered by patents and patent claims. The Victor Co. has been particularly fortunate in the successful maintenance of its patent claims. Perhaps this is because the Victor Co. steals no man's patents; appropriates no man's ideas. It has paid large sums to outsiders for valuable patents; it has paid queenly recompenses to patentees all over the world, many times, for patents of doubtful value; many times looking far ahead into the future, when time might or would mature the value of a patent.

Its own employes are encouraged in every possible manner to invent; they well understand that a liberal reward awaits them. I desire you to follow me closely upon this "patent section" of my talk. I would remind you of the statement in my prologue, that this talk was not intended to be an advertisement for my company. I am talking to you on matters that your pocketbook may eventually be more interested in than your brain is to-night. I am quite positive that our letters to you, touching on patents and patent suits, are, in the great majority of cases, consigned to the waste basket.

We have, during the last ten years, sent out many letters on this subject; our competitors or infringers have sent out their answers, perhaps many times refuting our claims and pooh-poohing our prophecies. Had you followed these matters as you should, you would now know that my statement, that we have made good in each and every case so far adjudicated, and to which we may have called your attention, is correct. The affiliated interests of the maker, the distributor and the dealer can be forcibly illustrated by citing the business and profits that each has acquired in selling certain goods which are the results of certain patents.

For instance, you and we should be profoundly grateful to the fates and good fortune that brought to us the original Berliner patent, acquired by the Victor Talking Machine Co. That gave us our start in the disc machine. Improvements, inventions and patents followed almost too rapidly to be noted. Improved sound boxes; tone arm machines, then the characterful "Johnson taper arm and goose neck," which gave an interest to the business that you all remember. I will mention only a few of the most brilliant achievements, but patent claims by the thousand might be injected.

The remarkable Auxetophone was brought out by our company after an expenditure of nearly \$75,000 in patents and developments—all this before one machine was marketed. It served and is still serving its purpose, and helped us on in

development and advertisement. Following this, as you all will remember—for it has been an epoch maker—came the Victor Victrola, to which both you and we are beholden for mammoth business strides. Well thought out, planned years in advance of its introduction, was the Victor Victrola. Patents were secured the world over. If I mistake not, we control the enclosed horn or Victrola situation by the ownership of some two hundred and twenty-eight separate claims, passed by the Patent Office of the United States.

We are suing a rival manufacturer of disc machines for the infringement of seventy-two out of these two hundred and twenty-eight patent claims. We have touched in circular letters very plainly, striking straight from the shoulder, on the action of this infringer, so further reference thereto is not necessary. Now, in this endeavor to impress upon you how much the patent situation has advantaged you and will continue to advantage you in the future, I would call your attention to a recent occurrence in the courts, of which little has as yet been said, but it means so much.

You are all aware with what glee numerous small manufacturers, past infringers and even foreign manufacturers—who would fain dump their trashy product upon American soil—have awaited the expiration of the Berliner patent. The date which they fixed for its expiration was Feb. 19, 1911; the date which the Victor Co. had fixed for its expiration was Feb. 19, 1912; and, as you are now no doubt all aware, final adjudication proves that next year is the date, and not this, of the expiration of the Berliner patent, but the all important denouement now takes place. Follow this closely:

At least as early as 1896 Eldridge R. Johnson perfected a new process, an absolutely new invention for the manufacture of disc records known as the "Johnson cut record process." A great step forward in the art dated from the employment of the Johnson invention.

In 1908 a patent was granted to our Mr. Johnson for his invention, and in 1911—most opportunely and just one year before the expiration of the Berliner patent—the United States Circuit Court of New York City has decided that this "Johnson cut record" patent is valid, and this means a further control by the Victor Co. of the most perfect disc recording process thus far invented, and valid for fourteen years after the expiration of the Berliner patent. Therefore, in view of the fact that the only fundamental patent for records and making them that will be in existence next year will be the "Johnson cut record" patent, the enormous value of this decision to yourselves and to us must be very apparent.

For the benefit of those among you who have not interested themselves much in the mechanical side of the business, I will try to illustrate the three processes of recording, so that you may grasp the meaning of the expression "Johnson cut record" process.

First.—We had what was known as the "up and down," or "hill and dale" Edison employed commercially almost exclusively on cylinder records in this country, but upon disc records in

Europe, to some considerable extent, for nearly ten years past.

Second.—Following this, in 1895, appeared the Berliner etching invention for recording disc records, wherein the stylus, by a lateral vibration, pressed or squeezed the wax film aside.

Third.—In 1901 commercially appeared and was employed the "Johnson cut record," and from that year dates the great commercial use of records made by this art of recording.

The "Johnson cut record" patent or process, generally speaking, embodies a cutting stylus or microscopical plow of the most delicate imaginable perfection, which, while laterally undulating, cuts out and removes from the recording plate the waxy spiral, recording far more perfectly than by any preceding processes—absolutely a new conception. That this invention should be adjudicated in our favor by the court in a most carefully written, broad and unequivocal decision at such an opportune time, is certainly a well deserved dispensation of the fates and incalculably important to our representatives.

We have now discussed, somewhat, the "organization" and the Victor strength under the "patent situation." I take it that the third topic is of exceeding interest to you, and one which all merchants can fully appreciate from every standpoint of view, because it is usually the cause of most harassment; that is

One's Capital and Financiering.

To represent a line of goods; to put money into and place investments in a stock of merchandise of a new factory, or of a concern of a mushroom growth, or one possibly just organized, in the full expectancy of only an ephemeral existence, every merchant knows—and some of you have learned—is a hazardous undertaking. The clean-up generally results in great financial loss, usually many times that of the expected profit.

To deal with and exploit the wares of any company whose organization and policies are of that insecure and doubtful character, which make their future doubtful, or whose financial management seems to be entirely in the interests of the insiders, dwarfing the expansion of the enterprise, assailing its financial credit and making hazardous investments of every dollar in their line, is certainly a condition to be deplored, and one to be avoided by every level-headed business man. You have all seen a number of such concerns come and go during the last few years. It is well that you should be satisfied and assured upon the all important matter of the financial strength of the factories that you represent.

They must carry on immense and expensive developments; immense sums of money and quick assets must be always available for emergencies if their position of world's leadership in this distinctively American industry is to be retained. We feel this responsibility keenly as a company. We appreciate the millions of dollars that other people have invested in our goods, and we cannot afford to let ourselves at any time approach a condition of doubt on finances.

Slumps will come. Unlooked for and expensive emergencies will arise and panics will occur. The

talking machine industry, as yet, is comparatively a new one. The piano industry is admittedly established. You can form an amalgamation of piano companies, incorporate a new company and list and sell their stock to advantage on the New York Stock Exchange.

Our industry has also outlived the term of a "fad." It has been steadily developing for thirty years, but I doubt if, in an emergency, a talking machine factory could go into the market and borrow one-fourth the money (unless it had the best of securities to offer) that a piano manufacturer might. Looking towards this very condition, and in order to keep clear of money lenders, our directors have, from the very beginning, financed most conservatively.

Like a good merchant who loves his business; who intends to stay with it; to sink or swim with it, the Victor directors have put every dollar's worth of their profits back into the business. There has been no exploitation of that company—6 per cent. on the common stock and 7 per cent. on a small proportion of preferred stock is all that has ever been taken out of it.

Increase of Victor Co.'s Capital.

Incorporated for \$2,500,000 in 1901, with \$180,000 in cash invested, the Victor Co. was enabled, through its careful, economical management and the enormous business through a series of years, to write off (out of its then fully earned capital stock and surplus) the sum of \$2,300,000 in the year 1908, the original estimated value of its patents and good will, these two items being carried upon our books at present at \$2. This year our capital stock was increased by the addition of \$2,500,000 common stock to \$5,500,000. This capital is entirely paid in, as is a surplus of no inconsiderable sum in addition thereto. The Victor Co. is, in my opinion, as strong financially as any bank in America. There can be no run upon it—there are no creditors, excepting for the current monthly accounts. Its cash securities and quick assets are of a size sufficient to make it improbable that any new financing or borrowing would be necessary for many years to come, no matter what the emergency.

Relative to ownership and control of the stock of the Victor Co. you are probably aware that it is a very close corporation, there being at the present date but about twenty stockholders, the directors of the company themselves controlling a large proportion of the stock, and Eldridge R. Johnson, by personal ownership, controlling a majority of the stock of the company, thereby insuring (without any danger of interference from outside parties) a continuance of the present progressive policy of the company. I sincerely hope that my hearers will appreciate that the foregoing statements are made exclusively for the purpose of enabling you to make up your own minds as to the probabilities of the future of the Victor interests.

To be sure, such statements as I have just made regarding finances are available to every merchant, through the mercantile agencies, and are published in the New York financial books; but these are, I know, not always available to our distributors and dealers. Bankers know more of these affairs than our merchants, but it is well that you should understand them, and we want you to feel fully acquainted with us in every particular and in every department.

Victrola and Horn Types of Machines.

Let us now jump from the factory to the distributors and dealers' store. There is where you live, and it is there that you have the greatest interest in my topic, i. e., "The Probabilities of the Future." The thought uppermost in your mind just at present, relative to our wares, will be the influence or strife between the Victrola type of machine and the horn type. The matter of when and how to introduce the respective new styles—to try to handle the market conditions in as intelligent a manner as possible—has been the subject of a great deal of thought on our part for several years past.

I believe that the hornless type of machine will

have an enormous sale for the next year or eighteen months, but I have no idea that it will entirely supplant the horn machine. I believe that, after a reasonable period, the trade will come back, to a considerable extent, to the horn type of machine. If you have but the horn machines and your competitor has the hornless, your customer will probably go from you and buy the hornless style, but, when the choice is given to your customer, when the machines are placed side by side, then he no longer must have either one style or the other. Being able to take a choice, it is my opinion that the peculiar tone qualities of each style will make its own converts.

We shall not drop any styles of horn machines from our forthcoming catalog. We shall gradually complete our line of Victrola types, and unquestionably, in the end, the line will be perfect and comprehensive; one that will meet every demand that can be made upon it and regarding which we feel so certain and secure that we shall be



LOUIS F. GEISSLER.

willing to throw the gauntlet to any competitive manufacturer, either American or foreign. The hornless machine, down to a very cheap price, has already been sold in Europe for several years past. We have shipped hundreds of thousands ourselves, but over there it has in no wise supplanted the horn types.

The largest German manufacturer's catalog, recently issued—if my memory serves me correctly—illustrated forty-two styles of talking machines, of which but eight were hornless types, and this manufacturer ships his goods through all sections of the world, excepting North America. The prospects for the future development of trade—especially on account of the new interest that has been given to the talking machine industry by the introduction of the Victrola—are very flattering, indeed. I will not expatiate further upon that point, but if our people will read carefully the printed matter that we send out, the various circulars and the "Voice of the Victor"—every word of them—they will get ideas therefrom and suggestions from other dealers which they could profitably emulate.

The Victor in the Public Schools.

I wish now to touch upon our "Public School Educational Department," to which we have been calling your attention for the last few months by various letters and circulars.

I shall not attempt to go into the many details of this subject. Suffice it to say it has been a dream of mine for four or five years past to have at the head of such a department a person who knew how to handle it. I interviewed dozens of people—applicants, men and women—and finally found my "man" in the person of Mrs. Clark, who came from Milwaukee, Wis., where she was a most enthusiastic promoter for the Victor in the public schools. I thought the Victor in the public schools could be made the third greatest advertising influence for the Victor Co., rating, I would say: First, our national magazine and other advertising; second, the value of the influence of our Red Seal catalog; third, the anticipated value of the influence of the Victor in the public schools.

Mrs. Clark, this department's head, has personally visited many of the large cities of America; is to-day in San Francisco, Cal., with a suite of exhibition rooms in the heart of the exhibitors of school supplies, in the St. Francis Hotel. The largest educational body in the world is meeting there at present. She is fully equipped to start effectively the influence of the Victor among thousands of the teachers there. She never fails to secure an audience of the most influential teachers of music wherever she goes. These people are interested; looking about constantly for new things; very receptive; they want to improve; every year they make additions of one kind or another to their school paraphernalia; the Victor appeals to them.

There are 500,000 school rooms in America. There are thousands of graduates passing out into the world, every one of whom will have heard and have something to say about the Victor, if you assist to make our scheme a success. We have already mailed you circulars and literature telling you "how to do it" and "how not to do it"; what selections to play; what selections not to play; giving you the benefit of years of experience on the part of a public school music teacher. Your way and my way of going about this would never do. You cannot sell a public school teacher as you would sell a gentleman and lady in their parlor.

It is an influence on the talking machine which I should be pleased and expect to have our competitors emulate, and I should be glad to have competitive machines sold there as well, for if you can only realize what it means to have a talking machine made a part of the curriculum of the public schools, and made so by choice and love of the article, then one of the most important probabilities and possibilities that the future holds for the Victor, its distributors and dealers, will be realized. I will not hold you longer on that subject—it is a dream, but can be made real by the intelligent enterprise and physical hard work of our dealers.

Two Conditions to Be Considered.

The future holds for the dealer, in my opinion, two new conditions, and has removed from it, to a considerable extent, one other condition, which made, in the beginning of the talking machine business much of the extent thereof. The two new conditions are harder work and larger sales than in the past. The condition so largely removed is that of novelty and curiosity, which sold goods.

The talking machine is no longer an absolute novelty. People are no longer astounded by the uncanny effect of listening to a human voice from a record, which influence sold thousands of machines in the beginning.

People no longer fall over one another to buy them; there is no necessity for that, for they are now offered for sale in innumerable places. The people all have some sort of an impression of

(Continued on page 46.)

It's a ground-floor proposition, this Columbia Exclusive Selling Rights plan—ground floor, front door, open door; fair and above board, proved and profitable. You meet the Columbia demand, you build up a business in Columbia product—and no dealer is permitted to take any part of it away from you.



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

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 45.)

what a talking machine will do and they can now buy them everywhere, whenever they get ready. They are no longer a new invention, but, set over against the loss of that influence is the much more valuable one of a large national conversion to the merits of the Victor.

The business is assuming more the nature of pianos, sewing machines, automobiles, life insurance soliciting, etc., with the advantage in our favor that when you interest your customer seriously with the Victor—once you get your customer before the horn you convert him and make him wish to own one. It is a pleasurable ownership, whereas most of the other articles are a dire necessity, and purchased generally as such. When each of our distributors organizes his force of solicitors—as a few of them have done—they will be surprised at the satisfactory results of that kind of work.

The larger trade of the future also demands special work upon the sale of records. I am free to admit that, considering the number of machines that have been sold, the record business is in a comparatively unsatisfactory condition. Your dealers should be taught to look upon the sale of a Victor as just an incident—an entering wedge for Victor business. There are innumerable ways of keeping up the interest of Victor owners thereafter and selling records thereby. You must go to this end of the business hard; you must think it out; you must have clerks who are willing to do the physical exertion necessary to sell goods.

Biggest Six Months in History of Victor Co.

It is wonderful what some men accomplish who try. It is remarkable how some men can go right into the territory of others and show them how to do business and make them feel like a back number; make them admit to themselves, at least, that they have been asleep. In the establishment of distributors and dealers we have observed this time and again. You must not have the pace set for you by the laziest man or the least enterprising. There is certainly no concern in America that attempts to do more for their customers—their distributors and dealers—than does the Victor. We must have this hard work on your side to keep that factory running and growing. In consideration of what the company does to create a market for its wares, it is not only our right to expect this hard physical labor, but we demand it from such of you as are not already giving it.

We are in no wise satisfied with our business; we are in no wise satisfied with our accomplishments. One of the best guarantees, one of the most potent influences at work for your good for the good of all Victor interests, is the fact that the Victor Co. does not consider a thing that it is selling to-day as fit to market, fit to sell, compared to our ideals and what we hope eventually to work up to. Mind you, this feeling and spirit of dissatisfaction is not engendered by a

desire to make more money. We are in the game and we want to make a success of it; we want to play the game for all it is worth; we wish to sell twice as many goods as we do today for the same net profits, if necessary—not double our profits by so doing.

We will give you the benefit of a lower percentage of profit if you will give us the benefit of a higher percentage of sales. We work like Turks, every one of us at the factory. We are on the job—either in the office or elsewhere—all the time. We believe that we worry and think a great deal more of your interests than you do of ours. We have in the past, and shall in the future, consider your interests primarily, for, without a satisfied clientele we cannot have a prosperous factory.

We have just closed the biggest six months of our entire history—the first six months of 1911 having surpassed, by a very satisfactory percentage, the last six months of 1910. This is a gratifying situation, because mercantile affairs generally throughout the country, the first six months of this year, have not been booming. It seems the talking machine business has been especially blessed. The last six months of this year will surpass by far any other similar period.

I am sure all of you who are interested in the Victor, and have the Victor interests at heart, will stand loyally by us, read carefully our letters to you; consider our suggestions and weigh the justice of our requests on seemingly minor points. In return for which I promise you continued solicitous interest in your affairs and the wisest direction of your policies of which our company is capable.

WM. GEO. BRUCE'S TALK.

Wm. George Bruce, secretary of the Merchants and Manufacturers' Association of Milwaukee, spoke on "The Purpose of Organization," in part as follows:

The invitation to speak at this gathering was accepted with a readiness which I can only explain in the charm which your industry has had for me rather than in any practical knowledge I may have of the same.

The art of reproducing sound has always appealed to me. From the time the first tinfoil sound reproducer made its appearance I have watched with interest the development of this wonderful idea. I was the second man in Milwaukee to own a phonograph and to experiment with its possibilities. This was some eighteen years ago. At that time there was considerable uncertainty as to what special direction the uses of the phonograph would take. It was known that there were three possible applications for the instrument, namely, commercial, educational and entertainment. It was then believed that the greatest future would be found in the commercial channels.

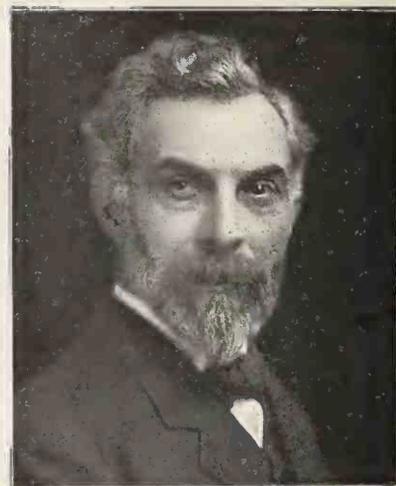
Experiences of the Past.

Instruments were placed in newspaper and telegraph offices and in various commercial houses. The salesmen exploited earnestly the phonograph as an aid to business routine. Experiments were made

again and again, but the results did not appeal, in a general way, to the business man.

The effort to utilize the talking machine for educational purposes was confined to lessons in foreign languages and was attended only with moderate success.

In the meantime the pleasure or amusement feature of the phonograph grew steadily in favor with the public. The demand was met by enterprising manufacturers and promoters. They increased the volume and variety of records, improved their machines, and the accessories and energy and zeal



WM. GEORGE BRUCE.

gave a tremendous momentum to the entire business. With each improvement followed clearness of sound, naturalness of tone and a wider range of sound reproduction until perfection was reached.

The inventor and the manufacturer were equal to the opportunity that was before them, and with a true American spirit developed the mechanical side and brought to the highest degree of perfection the modern talking machine.

The Third Stage.

This, the modern talking machine, has, in my judgment, reached the third stage in its development. The first was the inception of the idea of reproducing the human voice, the second the improvement in the machine and its attendant devices, and the third the application and uses of the same.

The period which has been reached would indicate that all the uses for the talking machine had been anticipated. But, with the lapse of time there are constantly unfolded new uses for the sound reproducers or new applications of old uses.

This is illustrated in the use of the machine as a factor in education. At one time it served to give individual lessons in foreign languages, to-day it serves entire classrooms and whole schoolhouses in teaching almost every branch known to popular education. It takes the place of high-priced instructors

in music, in elocution, in history, in geography and travel description.

The mission that is upon you, gentlemen, who are the warriors on the firing line of commercial conquest, it seems to me, is clear and unmistakable. You who are in immediate touch in the selling field and with the patrons and lovers of the machine are not only entrusted with the commercial exploitation of the same but also with the promotion of its extended and widened usefulness.

The Value of Organization.

Your organization has an object and purpose which cannot be minimized and which should impress themselves upon every member. The objects of trade organization are fourfold:

First, to dignify the calling and pursuit of its members.

Second, the elimination of trade abuses and weaknesses.

Third, the exchange of ideas strengthening of correct method and usage.

Fourth, the cultivation of social contact and personal friendships.

You are engaged in a calling of which you may justly be proud. The factors with which you are dealing have an elevating influence upon mankind. You bring into the homes of the humble as well as of the well-conditioned the richest treasures of civilization.

You should infuse your activities with enthusiasm and a realization that you are making an important contribution to the sum of human happiness.

The Duty of Business Men.

There is also a common duty which falls upon every business man and therefore is shared by you, namely, to hold high the banner of integrity and honor.

The American business man owes it to himself and to his country to purify the methods and dealings between man and man. If this nation is to command the respect of the civilized world, if it is to hold its prestige for vigor and honor, it must depend largely upon the character and stability of its commercial factors.

The duty then to attain high standards in commercial dealings is upon every business man, to the end that we may be worthy of the great Republic under whose flag we live and whose blessings we enjoy.

Frank A. Cannon Heard From.

He was followed by Frank A. Cannon, introducing whom Mr. Bowers gave an interesting automobile experience which elicited roars of laughter. Mr. Cannon, who is secretary of the Citizens' Business League, is a bright and witty speaker. His subject was "Talking Machines I Have Known," and the subject afforded Mr. Cannon an ample opportunity to display his entertaining powers as a story-teller. He related some personal experiences with various kinds of talking machines which greatly amused the audience.

Mr. Cannon then spoke of the serious side of the talking machine, emphasizing its powers as an

educator and its tremendous influence upon the nation. He stated that it was the one product of human brains and skill which preserved the voices of the great singers and the great speakers, not only for this generation but for those that follow.

EDWARD LYMAN BILL'S SPEECH.

At the conclusion of Mr. Cannon's remarks, the toastmaster introduced Edward Lyman Bill, editor of The Talking Machine World and The Music Trade Review. His subject was "Success in Business." He said:

I am going to take for my text success, for that is what most of us are desirous of obtaining during our short tarry on this little globe, whirling through space.

Decided successes may be generally traced to definite causes—sometimes a fortunate combination of circumstances called by some luck.



EDWARD LYMAN BILL.

But, I have always been a believer that luck is another name for hard work—that business success does not come by chance. It comes by serious application—by close attention to details—by energy—by system.

Non-success can always be traced to inability—lack of personal characteristics or an insufficient will power—indifference—and; there are many people who cannot accomplish any degree of success.

To win out in this busy work-a-day world requires some forces usually traced to some reasonable and easily explained cause.

Take away ambition and you take away the chances of success, for the world's advancement is gauged by man's ambition.

To be perfectly satisfied means a state of retrogression—to be dissatisfied is to desire more—to win more, mentally, financially and spiritually.

Ambition always works overtime and never on the eight-hour plan.

If we do only what we are ordered to we find no pleasure in the accomplishment—we are laboring against our will and that is a slaving proposition.

Consequently, blessed and fortunate is the man who gets pleasure out of his work. It is he who endeavors to do the best possible—the best in him. It is he who attempts more—hence accomplishes more.

We should aim to improve our work and not make our plans theoretically but practically.

Results can be obtained and the best results in any line of enterprise may be only accomplished through concentration.

We should constantly seek a better knowledge—a better general understanding of the possibilities which are around about us.

You can never know too much. Properly fortified you can hold out indefinitely.

Read and study all you can secure in your particular line, for, recollect knowledge is power.

Never rest on well-earned laurels, for rest means rust.

Always look for something beyond and there is much to be accomplished in the future in this talking machine industry.

In the first place, we must consider that the one great foe to the development of the talking machine business has been ignorance on the part of the dealers to properly appreciate the possibilities of the talking machine business—ignorance on the part of the salesmen to thoroughly learn their profession, for salesmanship is a profession—ignorance and indifference, on the part of many who are deeply interested, to successfully counteract the inertia which is usually observable no matter in which direction you may look.

The talking machine business affords oppo-

rtunities for many energetic ambitious business men but we must never overlook the advantage of special education in order that the best results may be attained.

In no industry which comes to mind has there been more beneficial and instructive literature distributed than in the talking machine line and yet intimate knowledge of trade conditions compels me to admit that much of this splendid work has lacked appreciation.

Now, I do not mean this in a personal sense; but, you gentlemen, who have dealings with the retailers in every part of the country must understand full well that they have not profited as they should by the educational matter which has been sent to them.

Herein lies a vital defect. Without steady and persistent effort that defect will still remain.

We must arouse and stimulate interest—we must equip ourselves for the work which lies before us.

To listen to some of the claims which are made one would imagine that the talking machine trade was composed of men who had waxed rich through enormous profits and that conditions were imposed which were unhealthy and unjust.

Now, as a matter of fact there is no trade (and I am acquainted with a few) which has done more or as much for its constituency as have the creative forces in the talking machine line.

When you consider for one moment the vast educational campaign which is being carried on—the great experimental departments which are maintained at an enormous expense—the publicity departments which are never ceasing in their endeavor to create public interest—the advertising power through which millions of people are being reached—we will have to at once concede that the talking machine manufacturers have done their part—thoroughly and well.

There may be of course certain disagreements—certain differences of opinion which will constantly arise between the different departments of the industry.

That is but natural for all men cannot view the business situation in the same light, no matter how closely their interests may be interwoven, but it is through friction of the right kind that better results will be obtained.

We should recollect that mental friction produces energy of the kind which keeps the world moving; and we should recollect that business rivalry always creates better results and aids success of any kind.

On the other hand, recollect the fact that sometimes a little nut on a little bolt that works loose forces the rest of the mechanism into a serious mix-up.



J. F. BOWERS, THE POPULAR TOASTMASTER.



FRANK A. CANNON.

Recollect that it is through harmony that advances are made; and we should recollect that we can never get ahead by attempting to cut over quicksands, for we are liable to be engulfed.

Success is not possible without optimism.

The great West has been developed by an optimistic spirit and all of the really great men of this section of the country carved their way to success with their own muscles—with their own brains and their own determination.

We can all learn a lesson by studying the lives of the great men who have made history in this specially favored section, where the talking machine men of the nation are meeting for friendly conference.

Such meetings should result in permanent good as they mean a mixing of men and ideas from different sections of the country.

I have many friends in the talking machine trade with whom I take exceeding pleasure in breaking bread on these annual occasions, and after all, if you eliminate friendship from life, you take from it much that is enjoyable.

"Oh you of the far, broad Western plain
Or you of the Eastern shore;
I call you into my life again,
And I hear your words once more.
And, though I stray in a stranger way,
It counts not when nor where;
You shall walk with me
To that silent sea;
For I haven't a friend to spare, not one,
No, never a friend to spare."

Ball Closes Proceedings.

At the conclusion of Mr. Bill's remarks the toastmaster announced, after a Byronic quotation, that the program would be still continued in the form of a ball.

This program then followed, which lasted until the wee sma' hours.

Those in Attendance.

Those present at the Milwaukee meet were: J. Newcomb Blackman, Blackman Talking Machine Co., New York; Louis Buehn, Louis Buehn & Bro., Philadelphia and Pittsburg; Louis Jay Gerson, John Wanamaker, New York; J. C. Roush, Standard Talking Machine Co., Pittsburg, Pa.; Perry B. Whitsit, Perry B. Whitsit Co., Columbus, O.; Mr. and Mrs. E. H. Uhl, Rudolph Wurlitzer Co., Chicago; W. F. Davisson, Perry B. Whitsit Co., Columbus, O.; Fred A. Siemon, Rudolph Wurlitzer Co., Chicago; E. F. Taft, Eastern Talking Machine Co., Boston; E. C. Rauth, Koerber-Brenner Co., St. Louis, Mo.; W. O. Crew, Elmira Arms Co., Elmira, N. Y.; H. H. Blish, Harger & Blish, Des Moines, Ia.; Max Strasburg, Grinnell Bros., Detroit, Mich.; H. L. Boyer, M. Steinert & Sons Co., Boston, Mass.; Mr. and Mrs. Burton J. Pierce, J. W. Jenkins Sons, Kansas City, Mo.; Geo. D. Ornstein, Victor Co., Camden, N. J.; Julius A. J. Friedrich, Otto P. T. Friedrich, and Julius A. Friedrich, Grand Rapids, Mich.; Milton H. Lowy, Lawrence Lucker, Minneapolis, Minn.; Max Landay, Landay Bros., New York City; Harry A. Ellis, The Talking Machine Co., Philadelphia, Pa.; Edwin G. Schloss, E. Schloss & Co., New York; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; F. K. Dolbeer and C. H. Wilson, Thos. A. Edison, Inc., Orange, N. J.; W. H. Reynolds, Mobile, Ala.; H. C. Brown, Victor Co., Camden, N. J.; G. A. Mairs, W. J. Dyer & Bro., St. Paul, Minn.; Charles Koehring, Musical Echo Co., Indianapolis, Ind.; Miss Gertrude F. Gannon, Wisconsin Talking Machine Co., Milwaukee, Wis.; William A. Lucker, St. Paul and Minnesota Phonograph Co.; V. B. Taylor, Victor Talking Machine Co., Camden, N. J.; Wm. P. Hope and A. N. Chandler, Thos. A. Edison, Inc., Orange, N. J.; E. Percy Ashton, American Phonograph Co., Detroit, Mich.; Mr. and Mrs. O. A. Lovejoy, Southern California Music Co., Los Angeles, Cal.; Geo. W. Shultz, Shultz Bros., Omaha, Neb.; Edwin G. Grau, G. L. Michels, Omaha, Neb.; E. L. Krech and Elizabeth McCarthy, Lawrence McGreal, Milwaukee, Wis.; Mr. and Mrs. Geo. C. Silzer, Harger & Blish, Des Moines, Ia.; L. C. Wiswell, Lyon & Healy, Chicago, Ill.; Mr. and Mrs. Daniel G. Williams, Udell Works, Indianapolis, Ind.; Wm. A. Schmidt, Law-

rence McGreal, Milwaukee, Wis.; Mark Silverstone, Silverstone Talking Machine Co., St. Louis, Mo.; W. E. Ludlow, Wulschner-Stewart Music Co., Indianapolis, Ind.; John Fischer, C. C. Mellor Co., Ltd., Pittsburg, Pa.; O. K. Houck, O. K. Houck Piano Co., Memphis, Tenn.; Allan Welbern, O. K. Houck Piano Co., Nashville, Tenn.; C. H. Arbenz, Knight-Campbell Co., Denver, Col.; G. H. Eichholz, Milwaukee, Wis.; J. P. Werlein, P. Werlein, Ltd., New Orleans, La.; J. N. Swanson, Houston Phonograph Co., Birmingham, Ala.; E. J. Schefft, C. Schefft & Sons Co., Washington, D. C.; Clarence E. Gore, E. Droop & Sons Co., Washington, D. C.; Wm. C. Roberts, E. F. Droop & Sons Co., Baltimore, Md.; Harry B. Levy, the Aeolian Co., St. Louis, Mo.; Jos. F. Gannon and H. R. Fitzpatrick, Wisconsin Talking Machine Co., Milwaukee; H. H. Clubb, Los Angeles, Cal.; S. W. Goldsmith, Victor Co., Camden, N. J.; H. W. Condon, Condon Autostop Co., New York; Harry W. Krienitz, Milwaukee, Wis.; James I. Lyons, Chicago, Ill.; J. E. Meagher, Lyon & Healy, Chicago, Ill.; Eug. Zimmerman, Peoria Phonograph Co., Peoria, Ill.; Henry Heinrichs, Koehler & Heinrichs, St. Paul, Minn.; John L. Gately and C. K. Bennett, Victor Co., Camden, N. J.; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo., and Oklahoma City, Okla.; Lewis H. Clement, the Whitney-Currier Co., Toledo, O.; R. J. Keith, The Talking Machine Co., Chicago, Ill.; H. L. Conover, the Talking Machine Co., Chicago, Ill.; W. S. Moffatt, N. Y. Talking Machine Co., New York City; M. A. Carpell, Herzog Art Furniture Co., Saginaw, Mich.; B. E. Neal, Neal, Clark & Neal, Buffalo, N. Y.; H. B. Hopkins, Lyon & Healy, Chicago, Ill.; Robert Shaw, Western Talking Machine Co., Winnipeg, Can.; O. A. Gressing, Aeolian Co., Indianapolis, Ind.; W. H. Duffe, Eilers Music House, Spokane, Wash.; Mr. and Mrs. G. W. Huver, Mr. and Mrs. H. W. Weymann, H. A. Weymann & Son, Philadelphia, Pa.

retains a financial interest in the horn and will remain connected with its manufacture as heretofore. The Pooley cabinet is mounted with a popular style of hornless machine. The interior arrangement of the record file is admirably devised, and as one talking machine man put it, it is almost literally true that the record answers its name automatically. By the simple pressure of a small lever, the desired record is at hand, ready to be placed on the machine. The file is a good protection for the records, as each disc has a separate compartment. The Pooley hornless record filing cabinet contains the Pooley amplifying sounding-board, which gives horn disc machines a decidedly augmented tone quality and music value. Any



H. N. McMENIMEN.

Convention Notes

(Special to The Talking Machine World.)

Milwaukee, Wis., July 14, 1911.

So far as exhibits are concerned the center of attraction was the new Edison disc machine and records which were displayed at the Plankinton Hotel. The visiting jobbers were very much interested in this new Edison product. The cabinet was placed at one end of a large room and seats were arranged so that the audience at all times had an opportunity of testing the tonal qualities of this new machine, the appearance of which the trade has been awaiting for some time. The comments were distinctly favorable and enthusiastic.

The carrying power of the new Edison machine was surprising; and, while at first the listener might be inclined to say that the volume of tone was mellow, yet, the fact quickly became apparent that it has full, round, penetrating tones. Seventy-five and one hundred feet away the music from the new Edison product could be heard with perfect distinctness.

The Edison Kinetoscope was also shown and attracted great interest. This is a moving picture machine which certainly opens up wide possibilities in this particular line. It will retail probably for about \$50, and although no definite policy has been as yet announced by the manufacturers, it is presumed that some of the Edison jobbers will handle this new product.

Messrs. C. H. Wilson, F. K. Dolbeer and C. E. Goodwin extended an invitation to all of the visiting jobbers to inspect their product, and they were much gratified at the attendance and at the favorable comments passed.

The Pooley Furniture Co.'s exhibit of cabinets was one of the busiest of all during the convention. H. E. McMenimen, who, with William K. Dewar, the general superintendent of the Pooley works, is in charge, will be remembered as the "Music Master" horn man. Mr. McMenimen still

type of disc machine may be mounted in this cabinet, the lower part of which contains the Pooley disc record filing device. The cabinet offers a new field to those customers who have purchased horn machines, as it presents possibilities of a new sale without allowance for old machines.

The Geuder, Paeschke & Frey Co., manufacturers of tinware specialties, exhibited their latest product, an automatic stop for talking machines. By this means the mechanism is locked as soon as the needle reaches the end of the disc and all damage to records by reason of the jumping of the needle is eliminated.

During the convention many of the visitors took advantage of the invitation of L. C. Parker, manager of the Bros.' big department store, in the heart of the city, to attend the series of special Victor concerts in the handsomely appointed parlors. As a special feature, Manager Parker treated the visitors to a program by a combination of the Auxetophone and the Knabe-Angelus player-piano, in which he was assisted by Manager A. E. Goodell, of the piano department. It was the first time most of the visitors had ever heard this combination, and the idea doubtless will be adopted in other cities without delay when the delegates return home.

In spare moments, too, the jobbers also visited the special U. S. Phonograph Co.'s exhibit at the big show rooms of the Milwaukee representative, the Hoeffler Mfg. Co., on West Water street. There were special Edison concerts at the Law-

For Exchange—One Walnut Pianola in first-class order, with \$100 worth of music, some never having been used. Will trade for 650 Edison 2-minute records. Address "Exchange," care The Talking Machine World, 1 Madison avenue, New York City.

rence McGreal house and Victor programs at the Wisconsin Talking Machine Co.'s new parlors.

One of the most popular exhibits in the Pfister parlors was that of the Udell Works, Indianapolis, in charge of D. G. Williams, assisted by Mrs. Williams. Twelve styles of cabinets, including the latest product, No. 455 for the Victrola IX, in all woods and finishes were shown and admired.

Max Landay's exhibit of the Talking Machine Supply Co.'s needles also attracted wide interest.

The Clubb song illustrator shown in the Pfister parlors by the Picture-Disc Co., 553 South Los Angeles street, Los Angeles, Cal., was a center of interest, not only for the jobbers, but for hundreds of Milwaukee people and guests at the hotel.

An automatic stopping device for talking machines was shown by the Condon Auto-Stop Co., of 25 Broad street, New York, at the convention headquarters. H. W. Condon was kept mighty busy explaining the little device, which retails at \$3 each and is one of the most convenient adjuncts to the talking machine ever invented. It requires no skill or mechanical ability to attach the Condon Auto-Stop to any machine. The Auto-stop is provided with a gauge, making it universally attachable to any size machine and for any size of record.

Every day a new program of enjoyment and entertainment was presented, the success of which was due to the efforts of the various committees, which follow: Monday—A. A. Trostler (chairman), H. H. Blish, Ross P. Curtice. Tuesday—Max Strasburg (chairman), Fred H. Putnam, Geo. D. Mairs. Wednesday—Max Landay (chairman), J. N. Blackman, R. H. Morris. Thursday—George L. Michels (chairman), Frank Davisson, Wm. H. Reynolds.

Max Landay, of Landay Bros. and the Talking

Machine Supply Co., New York, was very much in evidence every day. Max did his little "stunt," as chairman of Wednesday's entertainment, very much to the satisfaction of everybody, and was one of the most popular figures at the convention.

John Herzog, general manager of the Herzog Art Furniture Co., Saginaw, Mich., was present at the convention and enjoyed meeting with the jobbers.

Miss Gertrude Gannon, the only lady jobber in the United States, graced the business session with her charming presence on Wednesday.

Lawrence McGreal, the newly-elected president, certainly gave the boys a great time in Milwaukee. The entertainment program surpassed anything heretofore planned.

Louis F. Geissler, general manager of the Victor Co., reached Milwaukee Thursday afternoon.

Probably the business sessions of the next year's convention will be covered in two days.

It should be understood that the Talking Machine Jobbers' National Association is composed of Edison and Victor jobbers.

The attendance was not as large as was anticipated, but without doubt the terrific heat had much to do with keeping some members away.

A number of the jobbers left Milwaukee early Thursday morning, and therefore were unable to be present at the banquet.

DORIS JOINS SHEPARD FORCES.

W. H. Doris, who for the past six years has been associated with the Outlet Co., Providence, R. I., as a Victor salesman, has severed his connection and joined the forces of the Shepard Co., of the same city. Mr. Doris is a most successful salesman, and

has done much to introduce the Victrola and Red Seal records in his territory.

HOW THE TALKING MACHINE INFLUENCES.

At one of the recent Elman concerts in San Francisco, a request card from a Victor enthusiast in the audience was handed to Mr. Elman, a facsimile reproduction of which is herewith given.

Will Mr. Elman kindly play if possible the Minuet in G, Beethoven, of which there is an exquisite record for the Victrola?

ELMAN REQUEST CARD.

This unique and unusual incident in connection with a recital performance shows the wide and remarkable influence of the Victor Victrola.

The J. B. Brown Music Co., of Los Angeles, Cal., recently gave a delightful Victrola recital of selections from the opera "Aida," which attracted large and enthusiastic audiences.

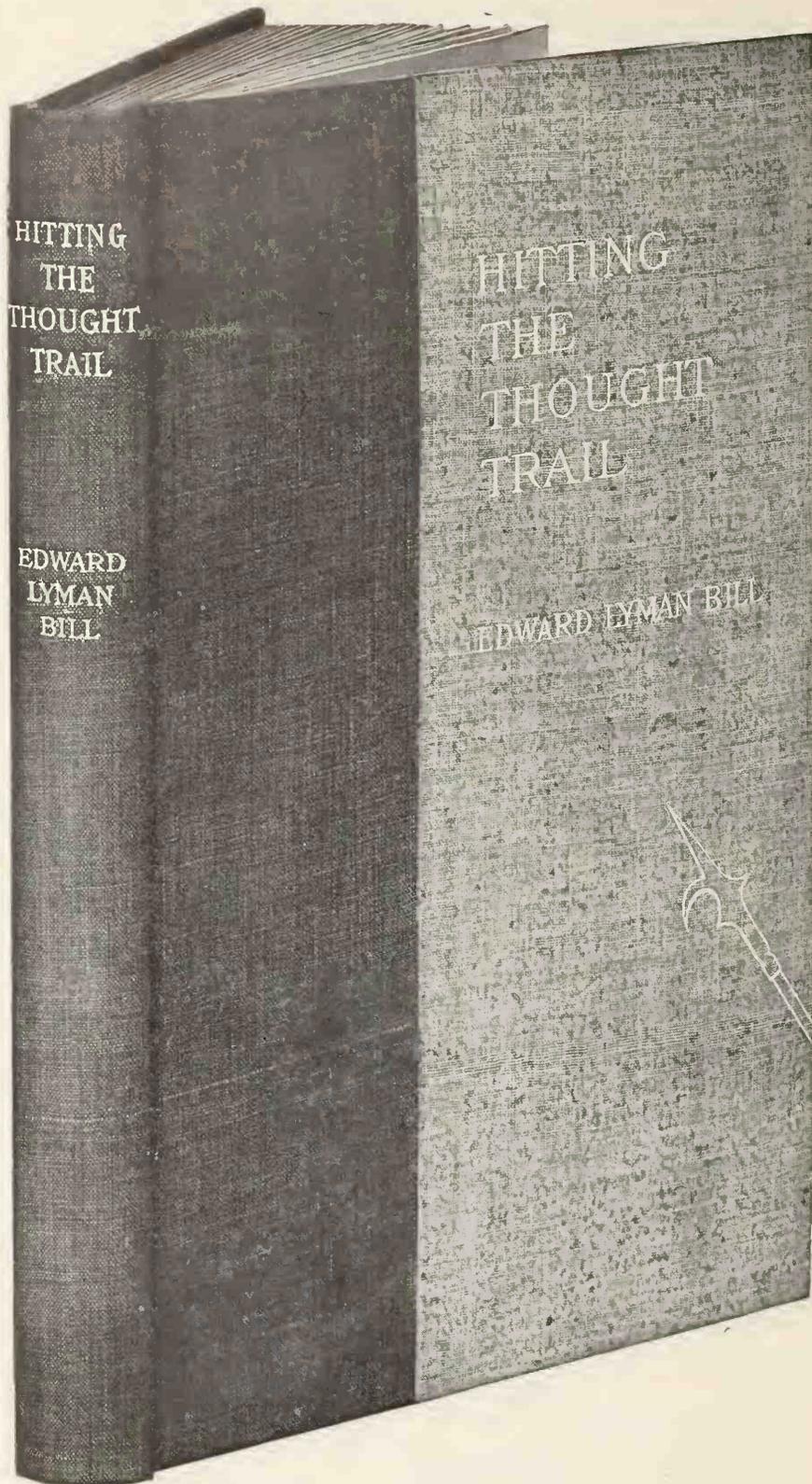
At the recent closing exercises of the Los Angeles State Normal School, Miss Philleo, president of the graduating class, presented a Victrola to the school, which gift was accepted by Dr. Millsbaugh in a very graceful speech in behalf of the school authorities.

The old argument that there is no friendship in business was exploded long ago. Three-fourths of all the business transactions are based on friendship.

— THE HOME OF THE FAMOUS —
HERZOG RECORD CABINETS



HERZOG ART FURNITURE CO.
SAGINAW, W. S., MICH.



The above illustration shows the exact size of "Hitting The Thought Trail."

It contains over 200 pages and the price for single copies delivered anywhere in the United States is \$1.75.

Money will be cheerfully refunded in each case where it is desired after an examination has been made of the book.

CHEROUNY PUBLISHING CO.

17-27 Vandewater Street - - New York

TEACHING VOICE CULTURE.

The Edison Phonograph Being Utilized for the Purpose of Teaching Singing by Correspondence—Opens Up New Field for Additional Sales—Some Pointers Regarding How the Phonograph Is Used as an Educational Factor in the Domain of Singing.

A new use to which the phonograph is now put—as an aid in teaching voice culture, or singing, by correspondence—was referred to in the last issue of The World, the information being derived from the Edison Phonograph Monthly. This new use opens up an immense field for additional sales. Instead of being used only as a means of entertainment, the phonograph can in this connection be made to contribute to the direct education in voice of those who are interested in learning to sing, and they are many. What town is there, no matter how small, that does not have its half dozen or more choirs, composed of people who love to sing, but who have had very little opportunity for learning how to sing correctly? These musicians, who have voices to begin with, can now, through a correspondence course, given with the aid of the Edison, improve their voices, learn the fundamental principles of singing, and make rapid and substantial advancement toward real musicianship as singers.

The use of phonograph records, for teaching and demonstrating the correct principles of voice culture and singing is the very latest development in the art of teaching singing. This art has long suffered for lack of thorough, practical and interesting teaching and application. The greatest need of vocal students has always been voice models which they could copy and imitate and refer to as ready reference and reliable guides when any vocal difficulties presented themselves.

The usual method of taking private lessons with a teacher, in which the teacher sings tones and exercises for the pupil to imitate, has often proved a failure, because teachers only very rarely are possessed of good voices, and are able to sing correctly themselves.

The records used with the Edison phonograph solve this need of the vocal student in a wonderfully successful and convincing manner. They actually sing the teaching of the lessons so clearly that it seems as though the pupil were personally in the presence of his teacher. The records are always on hand at the pupil's service. His teacher will sing the model tones and exercises any time the pupil desires—not merely once or twice, but the same exercise a hundred times, if necessary.

The exercises are sung precisely alike every time; they are always right; they are sung when the teacher is at his best—not cross or indisposed. Anyone with a voice can master even the most difficult things in singing such as runs, embellishments, etc., with such a means as this at his disposal. The model records demonstrate and bring to the mind the teaching of the lesson so clearly and forcibly that they have been truly named "photographs of the voice."

These records are very different from all other phonograph records, because they have been made and arranged for the sole and special purpose of demonstrating the correct principles of singing—not for entertainment. All their phonograph vocal records are made chiefly for entertainment, but to a singer who wishes to study the principles of voice culture these records are especially useful, because they sing clearly separate illustrations of every principle and essential of voice culture and singing in progressive order.

L. C. McChesney, manager of the advertising department of Thomas A. Edison, Inc., Orange, N. J., who was in attendance upon an annual convention of advertising men in Buffalo, N. Y., for a few days last week, got back July 10. On the 29th he leaves with his family for a vacation at Pearl Point, Lake George, N. Y.

NEEDLES

We Import the
Highest Grade
Needles In the World

We sell them to the Jobbing Trade at a lower price than you are now paying for cheap American made needles.

We pack our needles in the Highest Grade Lithographed Tins and Envelopes at the same price you pay for cheap printed envelopes.

We are now selling our needles to the BIGGEST JOBBERS in the United States and we expect to sell to all of them in a short time.

We ask you to CONVINCE YOURSELF by sending for samples and quotations.

Talking Machine
Supply Company

400 Fifth Avenue, New York

IMPORTERS OF HIGH GRADE
NEEDLES

and Manufacturers of
HIGH GRADE REPAIR PARTS
for all makes of machines.

Get Our Catalog

NEEDLES

Experts in the Laboratories of the Largest Disc Record Manufacturers in this country have, after severe tests, agreed that our needles are the BEST IN THE WORLD FOR FINISH AND REPRODUCTION.

We have, on account of our rapidly growing needle business, installed a special packing department in New York, which enables us to put up our high grade needles in any special envelope you desire PROMPTLY.

Avail yourself of the enormous advertising value in selling needles under your own name or specially designed package.

SEND FOR SAMPLES
AT ONCE.

Our needles are of the highest grade and are sold for less than the cheap needles you are now using.

Talking Machine
Supply Company

400 Fifth Avenue, New York

IMPORTERS OF HIGH GRADE
NEEDLES

and Manufacturers of
HIGH GRADE REPAIR PARTS
for all makes of machines.

Get Our Catalog

The *real* question for the dealer is *how* to sell—not what *not* to sell. The Columbia sales-policy recognizes that fact. That's why it *is* a sales-policy.



20

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

SOUTHERN CALIFORNIA BRIEFLETS

Wiley B. Allen Co. Featuring the Grafonola—
The "Talking Machine Shop" Opens Up—
Some Recent Visitors to Los Angeles.

(Special to the Talking Machine World.)

Los Angeles, Cal., July 9, 1911.

The Wiley B. Allen Co., of Los Angeles, have been making an extra feature in their advertisements of the Grafonola "Favorite," very clever copy was used, and the results exceeded their most sanguine expectations. The Grafonola Regent, Junior, has been received by all the Los Angeles dealers with great satisfaction, its beautiful lines and exquisite tone being very much admired.

Mr. Janey, of the Red Cross Drug Co., Columbia and Edison dealers, of Santa Barbara, was a recent visitor in Los Angeles.

Phil Roche, Columbia dealer in Fillmore, made a business trip to Los Angeles a few days ago.

"The Talking Machine Shop" is the name of a new concern about to open on Fourth street, between Broadway and Spring. Besides D. Wolf-skill, who has been in the florist business for years, the firm will consist of Albert Wayne and Frank Moreno, whose connection with the talking machine business is too well known to mention. They will handle the Columbia and Victor lines exclusively.

Tucson, Ariz., has a new music house, which has recently been opened by Herman J. Efker, formerly with Geo. T. Fisher. He will conduct this business under the name of "The Music Store." He will carry a full line of all musical instruments, making a special feature of the Columbia line exclusively.

C. E. Stubbs, of Stubbs & Bohnert, San Bernardino, Cal., called at the Columbia wholesale house and increased his already large order for Grafonola Favorites.

E. W. Scott, local manager Columbia Phonograph Co., San Francisco, is spending his vacation in Los Angeles, as the guest of W. F. Stidham. The latter has left A. G. Farquharson in temporary charge of the Los Angeles branch.

O. A. Lovejoy, manager wholesale department Southern California Music Co., has gone East to attend the Jobbers' Convention and will visit the factories of all the leading manufacturers.

GEO. P. METZGER TO EUROPE.

The Publicity Manager of the Columbia Phonograph Co. to Enjoy Well-Deserved Vacation.

George P. Metzger, manager of the Columbia Phonograph Co.'s advertising and general publicity department, at the executive offices, New York, sailed for Europe, with Mrs. Metzger, on July 15. This is his first trip abroad, and those who know what brilliant and painstaking work he has accomplished since being in the service of the company will wish him the pleasantest kind of a time and a safe return. Mr. and Mrs. Metzger, who take the "Arabic," of the White Star line, will be back late in August.

RECORDS BY HERBERT'S ORCHESTRA

Just Made Under the Baton of the Famous
Operatic Composer at the Victor Factory.

A couple of weeks ago the Victor Talking Machine Co., Camden, N. J., notified their dealers that Victor Herbert and his orchestra had just completed a week's engagement at the Victor laboratories, with a resulting series of brilliant records.

The company say: "Our enthusiasm over these records leaves no doubt in our minds but that the trade is going to be equally as enthusiastic, and we are therefore losing no time in presenting these records to the public in a special list, consisting of five very striking numbers, to go on sale just as soon as you receive them."

The list follows: 10-inch purple label—60050, "The Rosary" (Nevin); 60051, Melody in F (Rubinstein). 12-inch purple label—70046, Liebestraum, "A Dream of Love" (Liszt); 70047, Air for G string (Bach); 70048, March of the Toys, from

"Babes in Toyland" (Herbert). Mr. Herbert upon hearing these records was most enthusiastic in his praise of the Victor Co.'s success in obtaining such splendid reproductions of his orchestra and gave them his full approval.

Further, in announcing the engagement of Mr. Herbert, the company make the appended statement: "Victor Herbert needs no introduction to the American public—his great work as composer and conductor has established his fame in every home where music is known." The simple statement that he has entered into an arrangement to make records of his orchestra under his personal direction, exclusively for the Victor, follows: "I have entered into an agreement with the Victor Talking Machine Co. to make exclusively for them, under by personal direction, records of Victor Herbert's orchestra; and have entered into this agreement because of the artistic merit of their goods and because of the great names represented in their record catalog."

FLAMES WERE SUPPRESSED.

An explosion in one of the laboratories of Thomas A. Edison, Inc., Orange, N. J., Monday, used for the manufacture of chlorine, caused a fire resulting in a damage of \$500. The employes suppressed the flames, and no one was injured.

WHAT ABOUT THESE REPRINTS.

Lawrence Lucker, the well-known Minneapolis jobber, will have to explain to his friends the newspaper reprints which have been going the rounds of the trade regarding his recent marriage, and the reproduction of the bride and groom's photos.

ENJOYING LARGE SALES.

The Louis Book & Cigar Co., San Antonio, Tex., are having some large sales of high class talking machines and records, and recently placed a big order with Hyatt Lemoine, who travels for the Columbia Co. in that section.

The Columbia business has multiplied so fast during the past year that there's no need of telling you—except to say to you, over our signature, that it is *just getting started*. You will remember this with pleasure about next February if you act on it now.



21

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

TIMELY TALKS ON TIMELY TOPICS

During one of the hot days this week, namely, July 11, *The World* was in Orange, N. J., calling on some of the department heads of Thomas A. Edison Co., Inc. In hunting up a certain party for some special information a peek was taken into the library. Much to the surprise of the newspaper man the impressive hall was occupied solely by Mr. Edison, who sat close to an electric fan in a comfortable position, trying to keep cool, in which effort he was evidently successful. Mr. Edison cordially beckoned to *The World* for he had a number before him on the table, and the chances were they were being critically examined. It had previously been ascertained that Mr. Edison was giving his personal attention to perfecting the new product; that he had already devised six different speakers for the machine, and that some wonderful results in the reproduction of the vertical cut had been attained.

However, *The World* had not dropped in to quiz anyone about the forthcoming disc, but to ascertain about Mr. Edison's trip to Europe. It appears his family are now abroad with the exception of one son. "Oh, yes," said he, "I am going abroad Tuesday, August 2. My family are there now, and I will be away about six weeks. You see they took an automobile along, and I will probably tour the Continent with them. I am feeling fine—never better. The weather is awful outside, but I am exceedingly comfortable." Mr. Edison has not been in Europe for many years; in fact, not since the last Paris Exposition, in 1878, when he was given the premier gold medal for his phonograph. On account of Mr. Edison's absence, F. L. Dyer, president of the corporation, who intended going to England with Paul H.

Cromelin, their managing director in that territory, will probably forego his trip.

The efforts of the record manufacturers of England to have the new copyright bill, now approaching final passage and in the hands of the Parliamentary committee, amended so as to recognize their contentions for a compulsory royalty charge, may be crowned with success. Up to the present, or rather recently, allowing for late news to change the situation, the composer or writer reserved all rights or privileges of reproduction. Sir Sidney Buxton, chairman in charge of the bill, has been convinced this is not a "fair deal" to the talking machine trade, whose product is now ranked as educational in the broadest definition of the term, and therefore are entitled to recognition in the copyright scheme. Members of the line who made representations to this effect have been advised to prepare a statement of their claims to a standing in this respect, when it will receive due consideration. It is believed that the arrival of Paul H. Cromelin, managing director of the Edison interests in London, and who will represent the American manufacturers as a body, will be materially beneficial, as he carries credentials from the State Department to Ambassador Reid and in this may be said to be on an excellent footing to have his views taken up and acted upon officially, as a matter of international courtesy and comity.

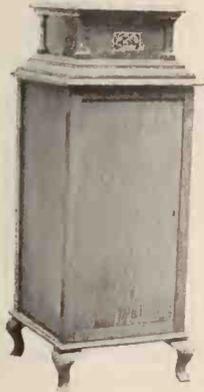
A merchant of Johannesburg, South Africa, who arrived in this country recently, and an importer of American goods, said: "American specialties are much in demand because they are so different from goods manufactured in England and Germany. I think that although the Germans and English manufacture cheaper lines, the spending power of the working classes in the Transvaal is so high that the people can afford to pay for a higher grade of

goods. American-made talking machines are selling, and the only trouble is we cannot get enough stock. You cannot do business down there from catalogs. They demand samples. There is only a 3 per cent. preferential tariff in favor of English goods, which is not at all formidable."

While *The World* has referred more or less in detail to the vast field which is being opened up by the Victor Talking Machine Co. in connection with their public school work, dealers should appreciate the company's efforts at their true worth, if only from a strictly commercial standpoint. The June issue of *The World* reported the address of Frances Elliott Clark at the Waldorf-Astoria Hotel, New York, last month, quite fully, as well as other material bearing on the same subject; for the importance of the question and its ultimate bearing on the trade per se cannot be minimized, let alone be overlooked. In fact, too much cannot be said of it.

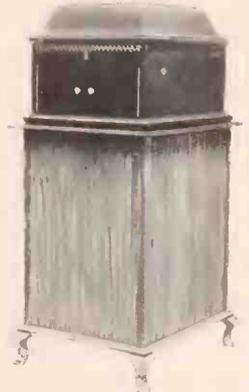
The preliminary steps have now been followed by very complete lists of records suitable for the schools, and include almost everything of note and that are recognized as standard by the test of time and general appreciation in the "world's treasury of song," as it has been happily termed. These selections begin with "a few numbers chosen to illustrate various facts and phases of music not ordinarily understood by children and not easily taught, save by hearing the real music." Then follow national songs of the different principal nations and music for various occasions, really a wonderful array, probably 400 in all. The instructions that have been formulated for the handling, care and use of machines and records in the schoolroom are also very complete and informing, and also the position of the dealer in connection with the entire proposition—nothing could be better, as he is the source of supply and his enthusiasm is not expected to go far beyond creating prospects and closing sales. To illustrate what rapid advances are being made in this field of endeavor—one of splendid

(Continued on page 50.)



E. SCHLOSS & COMPANY

"House of Values"



MAKERS OF

THE PERFECT FILING DISC CABINETS

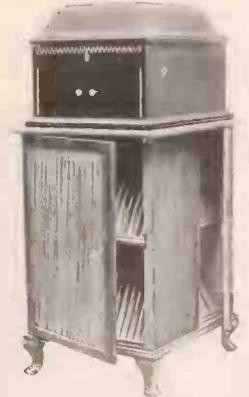
with the newest ideas in exclusive designs
to match all the prevailing size machines.

WRITE FOR CATALOGUE

E. SCHLOSS & CO.

Grand and East Streets

NEW YORK, N. Y.



The Columbia Phonograph Company is the one manufacturer in this line of business whose broad policy places its dealers in the position of business men dealing with a business condition—others are bound down as manufacturing representatives, even to the extent that they cannot choose whatever stock they may wish to carry.



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

TIMELY TALKS ON TIMELY TOPICS.

(Continued from page 49.)

promise and practical results for the trade at large—it may be added that the Victors are now in the schools of Milwaukee, Minneapolis, St. Paul, Chicago, Los Angeles, Des Moines, Cedar Rapids, Grand Rapids, Greeley, Col.; Lewiston, Idaho; Buffalo, N. Y.; Atlanta, Ga.; Washington, D. C.; Houston, Tex., and others. Many normal schools and colleges, viz.: Whitewater, Oshkosh, Milwaukee, Wis.; Cedar Falls, Ia.; Emporia, Kan.; Clark University, University of Illinois, etc., are using them in courses of musical appreciation.

Along other lines of interest to dealers is the "voice culture" teaching by means of the phonograph. On another page—though *The World* has mentioned it before—appears an account of this enterprise or method, in which the product of Thomas A. Edison, Inc., is employed. The records are different from others, because they have been made and arranged for the sole and special purpose of demonstrating the correct principles of singing—not for entertainment. The particulars of this opportunity for increasing sales of this line of Edison goods—carried on in a correspondence school—is worth investigating.

Possibly the most important as well as interesting announcement made at the Jobbers' Convention in Milwaukee was contained in the address of Frank L. Dyer, president of Thomas A. Edison, Inc., "A Look Into the Future," of which the full text appears elsewhere with the report of the proceedings. This relates to the forthcoming Edison disc record, which the trade has been patiently waiting for these many years, so to speak. Mr. Dyer said, in his reference, the first to officially appear as emanating from his corporation: "Undoubtedly there are a number of jobbers who sincerely believe that the day of the cylinder business is past. To such men we offer the disc, which will be an assured factor in the business in the near future." President Dyer, in concluding his forcible address, which was listened to closely, especially by jobbers handling the Edison product, made it clear that the new "high type disc machine and record" was placed on the market to "fill a long-felt want," but they are not to take the place of the cylinder phonograph. This he emphasized by saying: "We have no thought of relinquishing our efforts to push the cylinder business, and we will continue to make improvements, both in machines and records, of which definite announcement will be made in due course." The next thing is when will the new Edison product be definitely ready to go on sale! Later it was learned the outfit—two types—will be ready by the fall, in time for the holiday trade.

Don't stop when you have won your first victory. Don't rest when you have gained your first point. Don't relax when you have made your first sale. It is not a goal; it is only a step forward. Follow it up!

CHICAGO DEALERS ORGANIZE.

Form Permanent Organization and Elect E. T. VanDemark as President—Something of the Objects and Purposes of the Association.

(Special to *The Talking Machine World*.)

Chicago, Ill., July 10, 1911.

At a meeting held this afternoon, Parlor L 28, Great Northern Hotel, definite steps were taken looking toward the formation of a permanent organization to be known as the Chicago Talking Machine Dealers' Association.

The meeting was the result of preliminary gatherings at which temporary officers were elected. These officers are as follows: President, E. T. VanDemark; treasurer, Edward Selbman; secretary, J. S. Reynolds. The meeting to-day was disappointing in point of attendance, owing to the extremely hot weather, and it was decided to postpone the formation of a permanent organization until September, but plans were set in motion with a view to thoroughly posting dealers throughout the city as to the object of the new organization, and to secure a representative attendance at the September meeting.

On motion the president was authorized to appoint a committee to draft constitution and by-laws and to submit same for ratification at the September meeting. Mr. VanDemark appointed on such committee J. S. Reynolds, T. F. Deuther, and Ed. Selbman.

The secretary was instructed to prepare a statement of some of the objects sought to be obtained by the new organization, and to mail it to the various dealers throughout the city. Among the objects suggested by President VanDemark and others present were the following:

The establishment of reasonable minimum advance and weekly payments in instalment sales.

The adoption of measures "to prevent the use of this market as a dumping ground for discarded lines of machines and records."

The prevention of misleading advertisements of talking machine goods.

The prevention of price cutting.

Among those active in the organization of the new association are the following, all being dealers whose places of business are located outside of the loop district: E. T. VanDemark, 305 East 43d street; Edward Selbman, 2033 Milwaukee avenue; J. S. Reynolds, 1563 Milwaukee avenue; E. J. Melich, 3916 West 12th street; C. Reichardt, 733 Milwaukee avenue; H. Reichardt, 954 Belmont avenue; T. F. Deuther, 1700 West Chicago avenue; Abel Burman, 5749 West Chicago avenue.

The next meeting will be held on Monday afternoon, September 11, at 2 o'clock, at the Great Northern Hotel.

Quality competition gives ample room for getting trade and holding it. Quality competition is creative, enlarges the demand, and often places a merchant or manufacturer above price rivalry.

Mr. Southern Dealer:

**In VICTOR TALKING MACHINES
and EDISON PHONOGRAPHS**

Do you know that Mobile is your Best Market?

☞ Our prices and goods are the same, but our Freight Rates and Service are beyond comparison with more distant Jobbers. Your Stock and Investment can be reduced one-half.

☞ We carry the Stock, and fill orders the same day received. Think this matter over, and let us have a few lines from you asking us to prove our claim. This Service is yours for the asking.

REYNALDS MUSIC HOUSE
167 Dauphin Street, MOBILE, ALABAMA

If the Columbia product cannot sell in competition on merit it cannot sell at all—and so we do not attempt to prevent dealers from buying competitive goods if they wish to.



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

IN THE MOVING PICTURE FIELD.

The Synchronization of the Talking Machine and the Moving Picture Projector Seems to be the Uppermost Topic in the Talking Machine Trade These Days—A Radical Evolution—Moving Picture Theaters Now Form an Important Feature of Urban and Rural Life—Their Educational Importance.

In Paris, it is reported, the talking machine and the moving picture projector have been successfully synchronized and used with satisfactory results in public exhibitions. Mr. Edison has devoted some attention to a plan for the simultaneous use of the two contrivances and has made such progress as to give a number of private exhibitions. We have not heard of a commercial exploitation of this means of amusement in this country, but it is the next development to be looked for in what has grown within a few years into a gigantic business.

The moving picture theatres now form an important feature of urban and rural life, says the Sun. Scarcely a village is without its show. The regulation of the performances from a moral standpoint has enlisted the efforts of numerous agencies, official and volunteer. A long step in the improvement of conditions has been taken by the arrangement of appliances which allow the room in which the pictures are shown to be kept light throughout the displays.

To the scenes now actually depicted by means of film and lantern there can be slight if any objection. The larger manufacturers submit their products to an unofficial board of censors, whose approval is received before public exhibitions are made. Love and adventure, comical incidents that appeal particularly to the common taste, are the staple goods. But the pictures are used to advantage for educational purposes, for the implanting of patriotic thoughts and to show current incidents of passing or historical interest. A periodical devoted to the trade, now before us, contains advertisements of "reels" showing "The Coronation of George V.," "The Declaration of Independence," and such promising dramas as "A Cowboy and a Lord," "The Ghost of the Vaults" and "Greater Love Hath No Man." One company offers pictures of the Fifteenth Cavalry at Fort Myer, taken by permission of the Government, whose officers undoubtedly had a thought of enlistments. Prize fight films attract more attention than others, but the squared circle by no means monopolizes the camera man's activities. The secretary of the National Board of Censorship says in this connection:

"The motion picture is doing for dramatic art what the invention of the printing press did for literature, and to get the perspective of an invention of this sort one must look at it not in terms of purely amusement phase, but from the standpoint of an invention which will supply humanity with a means of expression and impression along many lines. Someone has predicted that the time will come when the business done in educative motion pictures alone will bear at least the same propor-

tion to the entire motion picture trade as the enormous text book business now bears to the entire publishing output. * * *

"The censoring committee insists that there shall be no sensationalism and no representation of crime except with the object of conveying a moral lesson. 'Crime for crime's sake' is condemned. Certain socially forbidden themes are of course proscribed, and any leaning toward oversensationalism is discouraged. But for the extreme demand which is sometimes made, namely, that all pictures of crime or violence be forbidden, the board is compelled to point out that such a standard would prohibit practically all of Shakespeare and the other classics and even some of the best Biblical motion pictures that have been made, and would likewise make impossible such historical pictures as the 'Life of Washington.'"

The opinions of at least part of the trade on the possibilities of the moving picture are expressed editorially in the Moving Picture News: "It can be used for the teaching of every subject. Foreign lands can be brought on the curtain and the minds can be taught geography and physiography, showing the actualities of these sciences far better than they can be obtained by the reading of the various school text books; in fact, everything can be illustrated, and it can be made a pleasure and not a hardship for the youth of to-day."

Of the regulation of this business the News says: "In Chicago one municipal department controls picture houses; in New York seven. Just six too many." This town should adopt a simple method of controlling and overseeing "picture houses."

OWES LIFE TO TALKING MACHINE.

That he owes his life to the song of a talking machine is the opinion of Herbert Baker, a leading attorney of Greeley, Colo., and son of E. G. Baker, a pioneer, who last week was given up for dead and who to-day is at work and well on the way to permanent recovery.

One afternoon last week Baker was lying in bed too weak to move or even to care what became of him, when through the open window floated the music of a talking machine and the song "Oh, Think of the Home Over There." This aroused him and he burst out laughing, saying:

"Not much. I'm going to think of the home over here." With that he jumped from his bed, dressed, and there was an immediate change for the better in his condition.

Another argument for the mental curists.

ORIGINALITY.

People are always talking about originality; but what do they mean? As soon as we are born the world begins to work upon us, and this goes on to the end. And after all, what can we call our own, except energy, strength and will? If I could give an account of all that I owe to great predecessors and contemporaries there would be but small balance in my favor.—Goethe.

AT LAST! Condon-Autostop

Patented



A Fool Proof Automatic Stop

The ONLY real effective device for all Disc Talking Machines

"A Necessity Though An Accessory"

A thin, light plate is PERMANENTLY fastened to the reproducer; a fine edge on the bottom of this plate is engaged in a cleft spring of a disc plate carried by the record disc, which disengages the needle from the record, STOPS the playing of piece and revolution of motor

Instantly, Permanently, Easily and Positively

no counting, figuring, marking or measuring!

"A Synonym For Simplicity"

Right at the end of the piece, where now you find it most inconvenient

"It Stops Right There"



Condon Auto-Stop Co.

JOHN F. TALMAGE,
President.

WM. A. CONDON,
Secretary and Treasurer.

25 Broad Street
NEW YORK, N. Y.

MUSIC IN THE SCHOOLS.

Some Interesting Information Sent Out to Dealers by the Public Schools Educational Department of the Victor Co.—An Interesting List of Records That Can Be Utilized in the Schools Where Victors Are Now Prominently Featured.

The Public School Educational Department recently inaugurated by the Victor Talking Machine Co., under the direction of Mrs. Frances E. Clark, who has had much successful experience in the use of the Victor in schools in the West, is already making rapid strides, and the prospects are that a surprisingly large number of schools will open in the fall fully equipped to look after the musical education of their scholars, with the Victor talking machine as a medium. The campaign has reached a point where the chief difficulty is the question of ways and means by which suitable outfits can be obtained by schools is the proper selection of music to meet the needs of the different educational institutions, for the scheme has already proven successful and the majority of educators are willing to acknowledge the fact.

In a recent letter sent out by the Public Schools Educational Department of the Victor Co., the question of obtaining a machine and suitable assortment of records is answered as follows:

"In some cities and towns it will be thought best to ask the school board or committee to appropriate money to equip each school with a Victor, just the same as with maps, globes, etc. In many cases this will not be practicable, and the expense is so very small compared to the return in use that each school neighborhood can easily raise money to buy one and at the same time be doing very effective school extension or missionary work with the parents. Any medium that brings the parents and patrons into the school and in co-operation with school work is a public benefactor. You can borrow from any dealer a Victor with sufficient records to give a concert. Have it sent in a few days beforehand, and let the children hear a num-

ber of the beautiful records. They will carry the news home and the parents will be interested to come and hear them also. If possible, have the children learn and sing some of the songs—and then hear the artist sing them. Give the children a matinee in the afternoon and invite the mothers who may not be able to come at night. A small admission fee will bring enough money to make a good payment on the instrument. Pay part of it and devote the remainder to purchasing records, giving another concert soon after to raise the balance. This gives the opportunity for the parents to hear a second program, and to become interested in what the children are doing.

"The cost is so small that there is no reason to embarrass the dealer by asking for a long-time payment scheme. It will be much easier to raise the money at once, and pay for the instrument and a goodly supply of records in thirty or sixty days."

The problem of proper music is practically solved by the Victor Co. in their carefully prepared lists of records especially suitable for instruction purposes and which include the best known and most distinctive folk and national songs of Ireland, early England, later England, Germany Italy, Spain, France, Austria and Russia, together with the record numbers, names of composers and recording artists. Another list contains songs for special occasions, such as songs of springtime, songs of the sea, songs of summer, songs of eventide, songs of the Christmas season, songs of warfare, songs for church and praise services, songs of Eastertide and the well-loved songs of our grandmother's day.

The last and best of the lists issued up to the present is entitled "Some of the things we can teach in the schools with the Victor," and is devoted to examples of the various forms of vocal and instrumental music. The contents of the list are well worth reproducing and are as follows:

VOICES

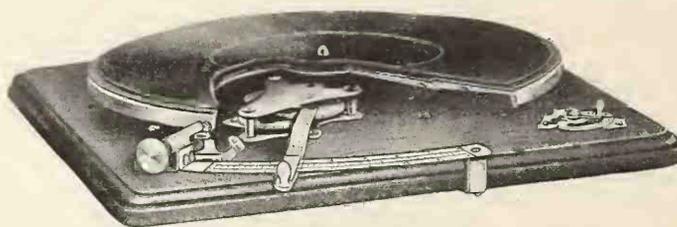
- Soprano.
- 88289 My Mother Bids Me Bind My Hair (Haydn)..... Farrar
- 88027 O Recall Not One Earthly Sorrow (Sonnambula)..... Sembrich

- Alto.
- 88138 Stille Nacht (Gruber).....Schumann-Heink
- Tenor.
- 64139 Four-Leaf Clover (Brownell)..... Williams
- Baritone.
- 88029 Prologue—Paggiacci (Leoncavallo)..... Scotti
- Bass.
- 85020 The Palms (Faure).....Plancon
- HEAD TONE.
- 88073 Lo, Hear the Gentle Lark (Bishop).....Melba
- 88299 Mad Scene—Lucia (Donizetti).....Tetrazzini
- ENUNCIATION.
- 88181 Room for the Factotum—Barber of Seville (Rossini).....De Gogorza
- PHRASING.
- 74131 Sound an Alarm—Judas Maccabeus (Handel)..... Williams
- 88016 Ave Maria (Bach-Gounod).....Eames
- 74070 Honor and Arms—Samson (Handel).....Witherspoon
- EXPRESSION.
- 64078 A Dream (Bartlett)..... Williams
- 64120 I Hear You Calling Me (Harford-Marshall)..... McCormack
- 88061 On with the Play—Paggiacci (Leoncavallo).....Caruso
- PATRIOTIC SONGS.
- 16495 Hail Columbia.....Macdonough and Haydn Quartet
- NATIONAL SONGS.
- Songs of All Nations Given in SPECIAL LIST.
- FOLK SONG.
- 74100 All Thru the Night (Welsh Air)..... Williams
- BALLAD.
- 74157 Killarney (Ralfe).....McCormack
- 88193 Bonnie Sweet Bessie (Gilbert)..... Farrar
- SACRED SONGS.
- 16742 Nearer, My God, to Thee (Lowell Mason)..... Haydn Quartet
- 74198 Open the Gates of the Temple (Knapp)..... Williams
- 64092 Lead, Kindly Light (Newman-Dykes)..... Williams
- 87076 Abide With Me (Monk)..... Farrar
- 2373 Onward Christian Soldiers (Sullivan).....Trinity-Choir
- ART SONGS.
- 88040 The Erlking (Schubert)..... Gadski
- RECITATIVE AND ARIA.
- 74126 Behold and See (Messiah)..... Williams
- ORATORIO.
- 64018 He Shall Feed His Flock—Messiah (Handel)..... Emma Juch
- 31770 Hallelujah Chorus (Handel)..... Victor Chorus with Sousa's Band
- 74088 If With All Your Hearts—Elijah (Mendelssohn)..... Williams
- OPERA.
- 88085 Habanera—Carmen (Bizet)..... Calve
- 96200 Sextette—Lucia (Donizetti)..... Sembrich-Severina
- Scotti-Caruso-Daddi-Journet
- 70036 Sextette—Lucia (Donizetti)..... Victor Opera Sextette
- 87075 Flower Song—Faust (Gounod)..... Homer
- 89018 Home to Our Mountains—Trovatore (Verdi)..... Caruso-Homer
- 95203 Prison Scene, Act V.—Faust (Gounod)..... Farrar-Caruso-Journet
- 89001 Forza del Destino—Swear in This Hour (Verdi)..... Caruso-Scotti
- OVERTURE.
- 31382 Tannhauser (Wagner)..... Pryor's Band
- WALTZ.
- 31294 Blue Danube (Strauss)..... Pryor's Orchestra
- MARCH.
- 31102 Stars and Stripes Forever (Sousa)..... Sousa's Band
- BARCAROLLE.
- 87502 Night of Love—Tales of Hoffman (Offenbach)..... Farrar-Scotti

SONORA AUTOMATIC STOP

(Patents Applied for Throughout the World.)

The Only Positive Automatic Stop in Existence. Adjustable to All Makes of Disc Machines.



List Price, \$5.00

This attachment may be set to stop the mechanism the instant a tune is finished—a positive necessity after its advantage is once realized.

Among other things, it will count the grooves on the record for you which is essential.

Anyone can adjust it—within a few minutes—and it may be attached to ANY disc talking machine.

No Talking Machine of value is complete without an automatic stop, and it will not be long before we get the Trade and the Public to realize this fact.

Orders are already coming in from all parts of the country, and our present capacity for manufacturing this article will soon be taxed to the limit. Dealers should not hesitate in placing their orders without delay, so as to secure prompt deliveries.

SONORA PHONOGRAPH CO.

78 Reade Street, NEW YORK, N. Y.

The Columbia sales-policy is a policy of progress and co-operation, not one of repression and restriction. Columbia product fits in with the policy, too.



24

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

- 31582 Lullaby (Jocelyn Godard)..... Bourdon
 74073 Menuett (Mozart)..... POWETT
 64140 Gavotte (Mozart)..... Elman
 74026 Concerto (Mendelssohn)..... Powell
 MUSICAL INSTRUMENTS.
 Violin.
 74163 Humoresque (Dvorak)..... Elman
 Cello.
 74044 Traumerei (Schumann)..... Josef Hofmann
 Harp.
 70031 The Fountain (Zabel)..... Sassoli
 Harp, Violin, Viola, Flute.
 4815 Kathleen Mavourneen (Crouch). Instrumental Quartet
 Cornet—Duet.
 16546 See the Pale Moon (Campana)..... Clarke-Kenecke
 Trombone.
 5346 Oh, Dry Those Tears (Del Riego)..... Arthur Pryor
 Balalaika (Russian Mandolin).
 60036 On the Wings of Song (Mendelssohn).....
 Balalaika Orchestra
 Piano.
 71040 Fantasie—Impromptu (Chopin)..... Backhaus
 Flute.
 70026 Wind Amongst the Trees (Briccialdi)..... Lemmone
 Bells.
 16825 The Coming of the Year..... Church Bells
 String Quartet.
 31756 Danse Caprice (Grieg)..... Vienna Quartet
 ORCHESTRA.
 31810 Midsummer Night's Dream—Overture (Mendelssohn)
 Victor Concert Orchestra
 4184 Cavalleria Rusticana—Intermezzo (Mascagni).....
 Victor Orchestra
 BAND.
 31160 Pilgrim's Chorus—Fannhauser (Wagner) Pryor's Band
 On the music question the Victor Co. have to say in their latest letter to the various educational authorities:

"From the lists enclosed you will see how you may give special programs of various sorts, suiting almost any need. You may teach all the patriotic songs from the records, many of them being made over especially for school use. You can teach all the old Scotch, English and Irish folk songs—simply listen to the singers—play again, humming the melody—hum it through once more, listening for the words—then sing with the instrument.

"Have half-hours once or twice a week before school in the morning, or a half-hour after school on certain days, or a concert on Friday afternoon for the grammar grades. Use the Victor as a reward for a studious class—giving a special half-hour program to the room which has the best record in spelling, or number, or attendance, or promptness. Keep it going—use it in different rooms—somewhere every day. Carry it about and make it a part of the school life, not as entertainment or only for great occasions. Use it for some clear purpose of teaching. The simple hearing of the great things over and over is, however, teaching of the best sort—teaching an appreciation and knowledge of music.

"At first play a promiscuous program all of classic records—later classify and direct the playing toward a certain composer, or nationality or author. Use the records to correlate with your studies in literature—the songs of Burns, Shakespeare or Teunyson—make clear the man and his time. Having played a number of records a great many times, as the 'Home to Our Mountains,' the 'Miserere,' the Sextet 'Berceuse,' from Jocelyn, and Schubert's 'Serenade,' etc., and having given the title and composer each time, at the end of the term have a test to see if they have learned to know these masterpieces—allowing the pupils to write the name of selection, composer and singer or player.

"In the lower grades use much instrumental

music—violin, cello, orchestra—especially those giving bird calls. A fine list of primary songs is being made as rapidly as it is possible.

"The special lists will give you an abundance of material from which to choose. The catalog is well supplied with marches for passing of classes, and special records will be made for that purpose. Many of the numbers are being used for classic dancing, posing and pantomime. It is hoped that special records may be prepared for accompanying the folk dances, rhythms and games now so much used.

"The Victors are now in the schools of Milwaukee, Minneapolis, St. Paul, Chicago, Los Angeles, Des Moines, Cedar Rapids, Grand Rapids, Greeley, Col.; Lewiston, Idaho; Buffalo, N. Y.; Atlanta, Ga.; Washington, D. C.; Houston, Tex., and many others. Many normal schools and colleges—White-water, Oshkosh, Milwaukee, in Wisconsin; Cedar Falls, Ia.; Emporia, Kan.; Clark University, University of Illinois, etc., are using them with splendid effect in courses of musical appreciation.

"The Victor Co. and their dealers will make every effort to co-operate with the schools and make this the greatest advance movement in school music that has come to us in a decade.

"We believe that music is the greatest single force in the education of the whole child, especially his perceptive, imaginative and emotional faculties, in our school curriculum. It has needed a miracle to bring this power to bear on the vitalizing of the best impulses of all the children in our matchless country. 'The Victor in the Schools' is that miracle."

EDISON BRIEFLETS.

Recent Callers at the Factory—Phillips Attends Credit Men's Convention—F. K. Dolbeer Discusses Business After a Six Weeks' Trip.

Recent callers at the works of Thomas A. Edison, Inc., Orange, N. J., included the following: A. E. Caldwell, Ball-Fintze Co., Newark, O.; George R. Youmans, Youmans Jewelry Co., Waycross, Ga.; Samuel Siegel and A. J. Llewellyn, of the Siegel-Myers Correspondence School of Music, Chicago; Charles Calderwood, of W. J. Dyer & Bro., St. Paul, Minn.; J. A. Rickard, J. A. Rickard & Co., Schenectady, N. Y.; J. N. Blackman, Blackman Talking Machine Co., New York City; A. Lasus, New Rochelle, N. Y.; Mr. and Mrs. Lawrence H. Lucker, Minneapolis, Minn.; A. Curland, Plaut-Cadden Co., Norwich, Conn.; H. W. Weymann, H. A. Weymann & Son, Philadelphia, Pa.; W. G. Walz, W. G. Walz Co., El Paso, Tex.; Louis Buehn, Louis Buehn & Bro., Philadelphia and Pittsburg, Pa.

At the annual convention of the National Association of Credit Men, in Minneapolis, June 13 to 15, E. H. Phillips, credit manager of Thomas A. Edison, Inc., Orange, N. J., was a delegate. On his return he said those in attendance were in most optimistic mood as to conditions in the future, and predicted an early and a great fall for business.

The Edison records of Toots Paka and her tal-

ented band of Hawaiians are commanding a ready sale wherever these unique artists have appeared on the vaudeville circuits. Each record is a distinct novelty, being in native dialect and sung to the accompaniment of weird and sensuous music.

During the latter part of June F. K. Dolbeer, sales manager of Thomas A. Edison, Inc., Orange, N. J., returned from a trip of six weeks, visiting jobbers and dealers in the Middle West and other parts of the country. He was impressed everywhere with the outlook for an extremely prosperous fall and winter. The business of the country is governed to a great extent by agricultural conditions. Therefore, Mr. Dolbeer figured, considering the crop prospects, that trade for the last four months of the year is sure to be of a generous character. The genial sales manager is a close observer, and being one of the best known and successful credit men in the country, his judgment is of unusual value.

ATMOSPHERE IS CLEARED.

So far as the patent situation is concerned the atmosphere has been emphatically cleared by recent decisions of the Federal courts. With the opening of the year no small amount of misinformation was current regarding certain important inventions, and doubtless not a few people were honest in their opinions. The courts, however, are final in such matters, and no matter what may be one's personal judgment or inclination or belief the judicial deliverance is the ultimate word to which all must bow, gracefully or otherwise. The easiest way in such concerns is invariably the best way.

If your trade journal does not suit you, write and tell the editor so, for that workman is just as anxious to make the publication valuable to you as you are anxious to have such a paper.

A LETTER TO THE TRADE.

To the Trade—A report has gained circulation that we do not manufacture our own cabinets, but buy them in the white and finish them.

This is not the truth—we are our own manufacturers. The cabinets you buy from us are distinctly a Schloss product.

When manufacturing these cabinets we aim to be infinitely better than the average, and at least a little superior to any. To accomplish this is no easy matter, but we know how, because our forty years in business has made this possible.

Therefore, you buy satisfaction when you buy the Schloss cabinets, because we give you the best finished and finest constructed cabinets ever produced, being just right in every detail.

It is not within the bounds of possibility to make them better, because expense is our last consideration, and quality the first. In fact, we leave nothing undone to produce cabinets representing our highest ideals.

We have something special for Victrola IX, also cabinets adapted for Victor O to Victrola XII, prices ranging from \$5.75 to \$15.50. May we mail you the prints? Very truly yours,

E. SCHLOSS & Co.

The Columbia policy of Exclusive Selling Rights has succeeded, and is spreading, because it is safe, sane and reasonable, and there's money in it. It gives the Columbia dealer a good market, good product, good profit and protection.



25

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

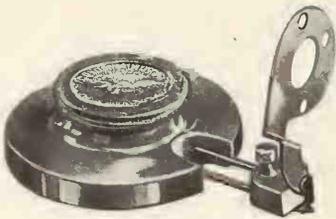
CONDON AUTOSTOP CO. ORGANIZED.

Incorporated for the Purpose of Making the Above Device—Something of Those Interested—Claimed to Be Positive in Results.

The Condon Autostop Co. have been incorporated at Albany to engage in the manufacture of a device to automatically stop the record and motor of all disc talking machines. The company acquires its name from a device which has been patented by E. T. Condon, Jr.

The officers of the company are John F. Talmage, president; William A. Condon, secretary and treasurer, who are directors of the company with Mr. Mills and E. T. Condon, Jr. The company is located at 25 Broad street, New York City. Mr. Talmage is on the directorate of one of the Hill railroads, and has lately been elected a director of the D. L. & W., is identified with mining interests, and is also a director of the Colima Lumber Co., of Colima, Mexico.

The Condon Autostop device is well styled by



THE CONDON-AUTOSTOP.

the company "a synonym for simplicity," and "its effectiveness has been well demonstrated." It only consists of a small, thin plate permanently attached to the reproducer of the talking machine, and a disc plate which is put on the machine over the record disc. The reproducer plate has a thin knife-like edge which engages a small spring on the disc plate at the conclusion of the piece, thus instantly, effectively and automatically stopping the playing of the piece and the rotation of the record. The device is well made, and its durability is unquestionable. The inconvenience experienced by the necessity of stopping the playing of the machine by the present method is known to all, and the advantage of the Condon Autostop will be heralded with delight by all users of the talking machine. The inquiries and orders received by the company have been far in excess of the optimistic hopes of the officers of the company.

J. O. PRESCOTT IN EUROPE.

June 18 last J. O. Prescott, who returned from Japan early in the year, where he was general manager of the American-Japan Phonograph Mfg. Co. of Tokio, sailed for Paris via "La Savoie," of the French line. He expected to look the trade over a little on the other side before returning, and attended the coronation of King George V. in London.

THE TRAVELER'S RIGHTS.

Courts Do Not Seem to Agree with Rules Laid Down by Railroads Regarding Loss of Baggage—Two Interesting Cases.

According to recent decisions in the courts the railroads of the country are not privileged to make hard and fast rules by which the traveling public is to be bound while on the premises of the railroads or in dealing with the latter. In other words the courts are holding that the traveler still has a few rights that public carriers are bound to respect and are seeing that those rights are maintained.

Only recently the Appellate Division of the Supreme Court denied an appeal of the New York Central & Hudson River Railroad from a traveler's successful demurrer to their special defense to his suit to recover \$550 for a lost trunk. The court held that as the agent did not ask the value of the trunk when it was checked, the announcement in small type on the back of the ticket limiting the railroad's liability to \$150 for baggage had no bearing on the case.

A later decision of interest to travelers is that handed down by the Court of Appeals recently holding the New York Central Railroad Co. liable for the loss of personal property sustained by Mrs. Julia M. Hasbrouck, a prominent resident of Kingston, N. Y., while a passenger on the Boston & Albany Railroad, one of the subsidiary lines of the company.

Mrs. Hasbrouck sued to recover \$1,500, the value of four rings, and a sum of money, which she asserts disappeared from her suit case while she was on her way to Natick, Mass. The lower court awarded her a verdict for the full amount, the Appellate Division affirmed the judgment, and now the highest court in the State has decided in her favor.

The railroad company contended that in the event of a recovery of damages Mrs. Hasbrouck should be limited to \$100, as provided in the ticket purchased by her, but the court held that part of the contract between passenger and company applies to baggage that has been regularly checked and not to hand baggage retained in the possession of the passenger. While the question was not raised during the trial, it was suggested that Mrs. Hasbrouck was guilty of contributory negligence, in that her suitcase was not locked at the time she delivered it to one of the company's agents. This contention was not upheld, the court holding that Mrs. Hasbrouck had proved delivery to the company and failure on its part to re-deliver on her demand.

According to the case as reported in the Law Journal, Mrs. Hasbrouck was the only witness who testified at the trial. The railroad company did not put in any evidence, but rested on a motion for non-suit. The property was missed while Mrs. Hasbrouck was on her way to Natick, on May 23, 1908, to attend a reception at a school which her daughter was attending. On reaching this city she left the suitcase at the Grand Central Station and went out to make some purchases. Before

buying her ticket to Natick, she says, she made certain that the rings and \$20 in money were in the bottom of the suitcase, where she had placed them earlier in the day.

INJUNCTION AGAINST DEALER.

Phillip Axelrad Restrained from Selling, Giving Away or Dealing in Victor Machines and Records for Less Than Their Established Price—Judge Hough's Decision Rescinded.

June 26 a preliminary injunction was signed by Judge Lacombe, United States Circuit Court, New York City, enjoining Philip Axelrad, trading under the name and style of Bibliotica Romana, 65 St. Marks place, from selling, dealing in, or giving away Victor machines or records for less than the established price. The suit was brought by the Victor Talking Machine Co., Camden, N. J., a temporary restraining order being issued June 16. Argument on the motion for a preliminary injunction was heard later.

On the latter date Horace Pettit, general counsel for the Victor Co., also argued a motion to have Judge Hough rescind his decision vacating an order regarding the expiration date of the Berliner patent, and reinstate his original injunction against the Sonora Phonograph Co., New York. It was granted.

THOS. H. MACDONALD IN NORTHWEST.

July 1 Thomas H. Macdonald, consulting engineer and director of the Columbia Phonograph Co., General, Bridgeport, Conn., whose inventions have made him known wherever talking machines, records, etc., are made, left New York for a short sojourn in Rochester, Minn. The journey is undertaken for the benefit of his health and on the advice of his physician, as Mr. Macdonald has been a sufferer from an acute attack of stomach trouble. It is believed a stay in Minnesota will restore his usual good health.

Recently the famous inventor returned from a month's pleasure trip to the Coast, stopping en route to visit the company's principal stores and greet the managers, many of whom are personal friends. Mrs. Macdonald is in Europe.

Regina Pneumatic Cleaners

Manufactured under the Kenney (Basic) vacuum cleaner patents.

HAND OPERATED AND ELECTRIC MODELS.

Handled with profit and satisfaction by thousands of dealers.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York
218 So. Wabash Ave., Chicago

A GREAT EDUCATIONAL FACTOR

Is the Miniature Victor Theater Recently Exhibited at John Wanamaker's in Conjunction with Great Victor Victrola Display—Seen in Many Cities During the Past Twelve Months Under the Able Management of Ernest John—Its Purpose and Accomplishments Worthy of Record and High Praise—Interesting Chat with Ernest John.

No one factor in the great campaign of publicity which has been conducted by the Victor Talking Machine Co. for years past has excited more admiration and comment from the general public than the miniature Victor Theater which has been exhibited in eight or ten cities during the past twelve months by Ernest John, as an aid in illustrating his lectures and other educational work in behalf of the Victor Victrola.

In connection with the great special display of Victor Victrolas at Wanamaker's New York store from June 14 to 28, when over two hundred of these instruments were shown in the main auditorium just adjoining the talking machine department, the Victor Miniature Theater formed a timely and interesting feature of this great event.

Under the direction of Mr. John concerts were given at stated intervals throughout the day; the effect of many of the records was heightened by the excellent work of the organist in charge of the auditorium pipe organ. Large audiences were in attendance at all the various recitals, and they were given a realistic idea of the various operatic

"In the various cities many singers, musicians and others of highly cultivated musical taste who were somewhat skeptical about the wonderful progress of the Victor machine and the perfection of the record, came to me after the concerts and extended congratulations, and stating that their skepticism had been changed to enthusiasm.

"The Victor Miniature Theater has also proven a great stimulus to the dealers and their friends, who invariably are invited by the jobber to attend whenever concerts are given, so that not only are the people of the city wherein we display the theater interested, but the distributor is able to interest the customers and friends of his dealers.

"Yes, I agree with you that the educational value of this miniature theater is incalculable. It affords me an opportunity not merely of introducing the voices of the great artists and the scenes in which they appear in opera, but I am enabled to give the actual 'atmosphere,' owing to our ability to follow the moods of the music with admirable lighting effects. Then, too, there is an added opportunity of descanting in the form of a talk on the number



ERNEST JOHN.

than descriptive. To quickly understand and to enjoy its amazingly subtle eloquence, one must have a point of departure, in other words, know the conditions and causes by which it is inspired. "The choicest adjectives count for nothing in



"MISERERE," FROM "TRIGVATORE"—ALDA AS LEONORA.



"VESTI LA GIUBBA," FROM "PAGLIACCI"—CARUSO AS CANIO.



SEXTETTE FROM "LUCIA."

numbers when sung by distinguished artists. For instance, Caruso's wonderful record, "Vesti La Giubba," from "Pagliacci," did not only convey to the ears of the audience the actual voice of the great artist, but they could see his presence on the stage just as he appears in that same song at the Metropolitan, with all the beauty of stage settings.

The lighting effects were in keeping with each requirement, and the illusion, whereby a complete stage setting appears to evolve from a Victrola, was so perfect that both eye and ear were satisfied. Thus those who attended not only got a new conception of the value of the Victor Victrola but were enabled to appreciate operatic impressions without the presence of the great artists.

In the opinion of the writer this work of Victor exploitation which is being carried on by Mr. John by means of this miniature Victor theater ranks unquestionably as among the most advanced and progressive forms of publicity in any industry.

Just think what has been accomplished and can be accomplished in cities where opera is seldom or never sung, where everything is more intimate and people are more inclined to be receptive than in cities like New York!

In an informal chat with Mr. John about his experiences he said: "The Victor Miniature Theater has proven an immense success in whatever city or town it has been introduced. The plan is to send out invitations in advance of its appearance to the better class of people in the city, and give a series of programs made up of ten selections including numbers that appeal to all tastes. These programs as introduced in conjunction with the scenic effects have given the greatest pleasure and excited the admiration not only of the audience, but of musicians and musical critics.

produced, or the artist who sings it, or the Victor machine which reproduces it. It is a vehicle which gives plenty of room to carry ideas to the public in a most convincing and interesting way.

"The trouble is that music is more suggestive

establishing a real appreciation of music. One solid fact is worth reams of oratory, and, until an actual foundation is laid, the best of music must always remain a mere indefinite tangle of impressions."
(Continued on page 56.)



GREAT DISPLAY OF VICTROLAS AT WANAMAKER'S—MINIATURE THEATER SHOWN IN POSITION.

The only thing that has so far barred you from your legitimate profits in such demand-filling trade leaders as the Columbia Grafonola "Favorite," for instance, and the Columbia records by Nordica, Fremstad, Nielsen, Garden, Bispham and the rest, has been the manufacturer's inability to meet that sort of competition. It can't last, but meantime **you** are losing the money.



26

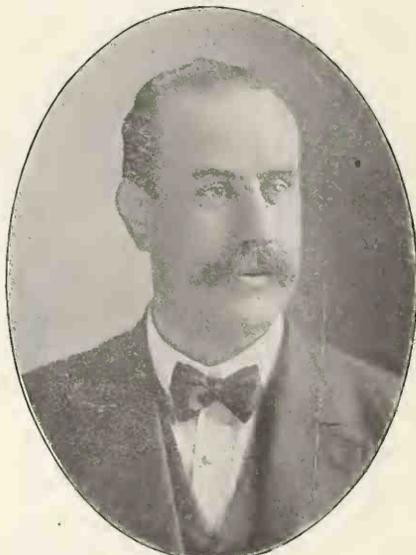
Columbia Phonograph Co., Genl., Tribune Building, New York

A GREAT EDUCATIONAL FACTOR. (Continued from page 55.)

sions, to all except the musically elect. The point to which all this leads commercially is sufficiently obvious.

"This work of mine goes positively to the root of the matter. The evident melodies of popular music are grasped even by a child, the less evident melodies of classical composition require intelligent consideration; and, because of that very fact, because we really respect and enjoy the elusive, rather than the evident, they actually do become a joy forever!

"There's a very real inspiration about work of



ELLIS HANSEN.

this kind. One is actually adding something to the sum total of human happiness, and if one result of such work is that the dealer sells a \$5 record in place of a 60-cent one, I imagine no one, not even the purchaser, will feel the need of commiseration."

The Victor Miniature Theater is the invention of Ellis Hansen, the manager of the window display department of the Victor Co. It was a slow development, and first occurred to Mr. Hansen on his trip to Paris in 1907. At that time he secured many pictures of grand opera and also desired data covering lighting effects and stage illusions which he first introduced the miniature theater to the public in Sherman, Clay & Co.'s establishment in the Christmas of 1908.

It made a decided hit and was considered one of the most unique productions ever shown on the Coast as a means of exploiting any specialty. It did not, however, satisfy Mr. Hansen, as the connection between the stage picture and the Victor talking machine was not sufficiently clear to make the kind of impression that he wanted to promote the sales of Victors and Victor records.

When he joined the Victor forces at Camden,

N. J., he enlarged the model which he used in San Francisco four times and first exhibited the completed theater during the convention of Talking Machine Jobbers at Atlantic City last year. Shortly after Ernest John, realizing the possibilities, took it on the road to aid him in illustrating his lectures, and he has been scoring success after success with this device ever since.

In the picture of the great Wanamaker Victor Victrola display on page 55 the Miniature Theater may be seen in front of the regular stage of the auditorium. No means, however, can convey an idea of the illusion whereby the Victor Victrola first stands out prominently on the "drop" curtain, until it "dissolves" into the various operatic scenes as they are produced.

The display at Wanamaker's in New York, and which was later shown at Wanamaker's in Philadelphia, called forth the highest praise from not only Louis Jay Gerson, manager of the talking machine department, but the members of the Wanamaker institution, who appreciated how difficult it is to arrest the attention of New Yorkers at any time in musical matters, particularly where so many free musical events occur weekly.

That the concerts under Mr. John's supervision at Wanamaker's did attract and interest is indeed a tribute to his ability and to the very novel and effective medium which he adopted to bring about these satisfactory results.

A PERSISTENT SALESMAN.

The Method of the Book Agent Which Should Be Studied, but Not Emulated.

While there are things in this incident not to be commended, yet the point as to shrewd, industrious persistence is one that cannot be overlooked:

On the way to the railroad station one morning a man in Cohoes was halted by a book agent, and being a great reader he bought a book for \$5.

"It will be something to read on the train," he thought, as he gave his name and accepted a receipt.

It was a dull book, however, and the Cohoes man left it at his office; but on his return home that evening there was another copy on the library table, and his wife explained that the agent had left it, and had collected \$5, saying that such were her husband's orders.

The Cohoes man was wild with rage. "If I had that agent here," he growled. "I'd kill him, the dastardly hound!"

"Why, there he goes now," cried his wife. "Look—hurrying down the street toward the station!"

The Cohoes man rushed upstairs for his coat and shoes; but while he was dressing, a neighbor came along in a motor-car. He halted the neighbor from the window.

"Hurry down to the station and hold up that chap for me!" he cried. "That chap with the books! see?"

"Sure," said the obliging neighbor; and he put on full speed and soon reached the agent.

"That man up there on the hill wants you," he said.

"Oh, yes," said the agent, as the train steamed in. "That's Mr. Smith. He wants one of my books. Do you mind taking it for him? It's \$5, please."

Then the train steamed off, with the agent on it, and the motorist sped back to Smith again.

"Here's your book," he shouted, holding it aloft, "and you owe me \$5!"

ESCHEW PROGRAM ADS.

Better to Make Cash Contribution, if Desired, Than to Have Name in Such Publications.

Certainly it is good policy to "stand in" with churches, "social life" and all good movements, but a most foolish and extravagant way to show your good feeling is by advertising in the sporadic publications, called "programs" or "souvenirs," with which these movements frequently manage to corral the coin. Of all forms of advertising this is the least advisable. Usually the number of copies printed are so few that when cost is figured on the basis of issue it will be found out of all proportion with that of a newspaper ad, and if you measure the effect by yourself you'll note how fleeting, if any, is the impression created.

Give, if you will, and, if you can, give freely; but keep your name out of all such publications, for as sure as you appear in one you are marked by every other fraternity or association that may adopt this means of swelling their funds. Then, as the Dry Goods Economist says, if you refuse to one what you have granted to another, the invidious distinction marks you as an enemy to a cause which promptly becomes resentful and by word of mouth creates more harmful publicity than all the programs can ever counteract.

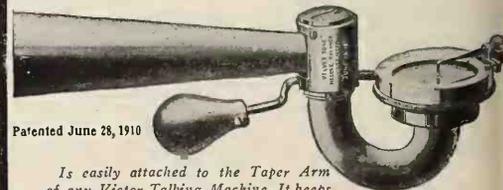
Appearing in none, you can retain an impartial attitude to all and firmly give the why and wherefore for your position. There are plenty of good ways of showing liberality.

Velvet Tone Needle Balance

FOR

Victrolas and Victors

Preserves Records Like New!



Patented June 28, 1910

Is easily attached to the Taper Arm of any Victor Talking Machine. It keeps sharp needles from cutting the records and also prevents scratching. Retail price, \$2.00 (either Gold or Nickel). Money refunded if not satisfactory after one week's trial.

Catalog on application. Discounts to the trade

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

ATLANTA PUBLIC SCHOOLS

Have Adopted Victor Talking Machines with Success.

(Special to The Talking Machine World.)

Atlanta, Ga., July 9, 1911.

Victor talking machines have been recently established with splendid results in Atlanta public

any other system or invention of the present generation.

The photograph reproduced herewith is a vivid illustration of one of the things the Victor machine is doing for the Atlanta school children. It shows the children of the Luckie street school, of which Mrs. Thomas is principal, marching and drilling to brass band music, played on a Victor

tary marches played by Sousa's band, by the Marine Band, and others of the most celebrated organizations in the world, giving the youngsters the magnificent martial rhythm which makes marching a veritable joy, and at the same time inculcating in their minds a love of good music for music's sake.

This, however, is only one phase of the talking machine's usefulness in the schools. People in America are coming more and more to realize that music is a real force in human life, and that for good music to be spontaneously appreciated the love of it must be inculcated in childhood. A child should know the music of the world as it knows its history, its civilization, its kingdoms and governments, its sciences and its literature. The Victor machine has made it possible for children in the public schools to have this opportunity. Good music, real music, has thus been made a part of the course in these Atlanta schools, and with such splendid success that educational leaders predict the system will eventually be adopted by every community, large and small, in the entire land. In fact, it is already being widely adopted in the most progressive localities.

In addition to its regular records, embracing practically all the music in the world worth while, the Victor people have a special educational catalog, a sort of musical "school library," from which records of folk-songs, familiar airs, patriotic songs, records suitable for kindergarten and primary grades, may be obtained in infinite variety. The company is establishing, in fact, a regular educational department, which will not only furnish the ideal records for music in the schools, but short and interesting stories of the composers and of their works.

The talking machines used in the Atlanta schools have been bought through the Phillips & Crew Co., Victor distributors, who are taking an active interest in the movement.

The committee of the Automobile Club of Paris, France, elected Thomas A. Edison an honorary member by acclamation at a meeting held July 5.



SCHOOL CHILDREN OF ATLANTA MARCHING TO VICTOR MUSIC.

schools, and the new departure marks the beginning of an important epoch in the progress of education in the South.

Atlanta, as usual, is taking the lead in a movement which is destined in the near future to mean more in advancing the cultural side of public school education, both in cities and smaller towns, than

recently purchased from the Phillips & Crew Co.

In this school, and in the eight or ten others where talking machines have already been installed, the children march in and out of the class-rooms, conduct all their wand-drills and calisthenic exercises, no longer to the old tunes banged out on a piano, but to the stirring strains of splendid mili-

New Idea Cabinets
FOR
Victrolas IX, X and XI



IX A
Capacity 200 10 or 12-inch records



IX B
Capacity 100 10 or 12-inch records



X
Capacity 140 10 or 12-inch records



XI
Capacity 140 10 or 12-inch records

WE have been forced to triple our capacity in order to meet the big demand for our line of Victrola cabinets to match. They have anything else of the kind beaten a hundred miles, in both attractiveness and salability. The retailer can sell one with every IX, X or XI without any trouble at all.

We make them in Birch, Mahogany Finish, Solid Mahogany five-ply veneer, or any style finish oak.

Our patent sliding files can only be drawn out far enough to admit taking out and replacing records. They are faced and finished to match cabinet.

Write for Catalog and Discounts.

LAWRENCE McGREAL
MILWAUKEE, WIS.

FROM OUR CHICAGO HEADQUARTERS

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

Review of Trade Conditions—Hot Weather Has Depressing Effect on Trade—Many Visitors to City Within Past Month—The Talking Machine Co. Carry on Vigorous Campaign Despite Weather—L. C. Wiswell's Clever Booklet—New Retail Store Opened in Chicago—Columbia Co. Make Excellent Showing for Business During Past Six Months—Lyon & Healy's Summer Talking Machine Window Display Highly Praised—Improvements in Retail Record Department—Arthur D. Geissler to Spend Vacation on Pacific Coast—Kreiling & Co. to Bring Out New Model of Their Device—Cabinet Business Active with Salter Mfg. Co.—Other Items of Interest.

(Special to The Talking Machine World.)

Chicago, July 10, 1911.

Although June, according to the majority of the jobbers and large retailers, was the first month this year that failed to show a material increase in business as compared with the corresponding month last year, the showing is considered a good one. In the first place, June of 1910 was an exceptionally good month, and weather conditions were far more favorable than this year, when the extreme heat and general business conditions were deterrent factors. That the month made an even break and in some instances a slight increase over last year is cited as showing the vitality of the talking machine trade. Another good feature is found in improved collections.

This section of the country has experienced so far in July the hottest weather known for years, and the depressing effect on all lines of trade is in evidence. Nevertheless, it was interesting to note that three \$200 machines were sold at retail by one of the local houses one morning this week. Of course, too much significance must not be placed upon this, as the sales constituted an oasis in the prevailing but perfectly natural trade dullness.

Distinguished Visitors.

There have been quite a number of well-known members of the trade in Chicago the past month, the majority of them, however, passing through on vacation trips. To-day and to-morrow jobbers and factory representatives will be arriving by every train, bound for the convention in Milwaukee. The latter part of next week Chicago will no doubt resemble a convention town, as many of the conventioners will take the opportunity of spending several days in the Western metropolis.

Mrs. Frances E. Clark, who has charge of the Victor Co.'s educational department, which has for its purpose the promotion of the use of machines and records in the public schools, was in the city last week on her way to the Pacific Coast, where she will attend a number of teachers' and music supervisors' conventions and make addresses in the interests of the work in which she is engaged.

Victor H. Emerson, manager of the recording department of the Columbia Co., was a recent visitor at the Columbia Co.'s Chicago office. He was on his return from a vacation spent in California.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., Edison jobbers and Victor dealers, Los Angeles, Cal., was in Chicago recently on his way East to visit the factories. He will attend the convention on his return.

"Ted" Geissler, the athletic young son of Edward Geissler, vice-president of the Geo. W. Birkel Co., of Los Angeles, came to Chicago recently with the glee and mandolin clubs of Leland Stanford University. The boys were brought here by the Santa Fe Railroad Co., who paid all their expenses. The clubs gave no less than sixteen concerts on the way at the company's various eating houses and hotels. "Ted" had a fine time while here visiting his cousin, Arthur D. Geissler, who

was a member of both clubs when he attended Stanford, and George A. Keith, who was the leader of the mandolin club for two years. "Ted," with several of his brother collegians, left for the East to "sec Broadway" before returning home.

Sam Goldsmith, of the Victor Co., recently returned from an extended business trip covering Montana, Colorado and Utah. He has been taking a rest at Calumet, Mich., prior to the convention.

Geo. D. Ornstein, manager of traveling salesmen for the Victor Co., and J. L. Gately, district manager for New York and New England, has been spending several days among the trade on their way to Milwaukee.

M. Dorian, auditor for the Columbia Co., was in Chicago recently on his return from a trip among the company's branches which took him to the Coast.

Vigorous Hot Weather Campaign.

"There is no question but that the summer dullness in the talking machine business is largely a matter of the mental attitude of the trade," remarked Roy J. Keith, sales manager of the Talking Machine Co. "It has been proven again and again that the dealer who does not lay down during the heated term, but keeps plugging away vigorously, using his brains to devise new plans, can do a good business in what is otherwise the deadest season of the year. We are following these lines this year. We have increased our sales force, are sending out more trade literature and have increased our expenses all along the line instead of cutting them, and are very well satisfied with the results. Every one of our salesmen carries with him data of no less than twenty-five original plans for stimulating business, and dealers who take advantage of them are reaping fine results."

Information for Prospective Dealers.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, is the author of a most valuable little booklet on "How to Become a Talking Machine Dealer," which has been printed in most attractive form by the house, and is being used with excellent effect in the wholesale sales campaign. The booklet gives just exactly the information that the dealer, who is considering putting in talking machines needs, and gives it in succinct and lucid form. The stability given to the talking machine trade by the maintenance, in contradistinction to other lines, of the rigid one-price system is dwelt upon most convincingly. The contracts of both the Edison and Victor companies are summarized and described and requisites for qualifying with both companies are given. Several suggestions for qualifying orders are also presented. A chapter is also given to the manner in which Lyon & Healy co-operate with their dealers in the matter of turning over to their dealers inquiries received through their extensive advertising and the work done by their traveling salesmen in helping the dealers consummate sales. A number of letters from dealers telling of sales made through the aid of Lyon & Healy bring the book to a close.

New Retail Stores.

"The musical tone music firm, sellers of 'ood for the ears," is the novel manner in which the R. H. Golding Co. characterize themselves. The company have just opened a new talking machine store at 1013 Montrose boulevard, handling Columbia goods exclusively. The front part of the store is fitted up in a thoroughly artistic manner as a reception room, and little suggestion of a business establishment is given. A library table Grafonola occupies the center of the room, which is furnished to resemble the parlor of a home. Mr. Golding, who has been an expert salesman in other lines, is only a recent acquisition to the talking machine trade. Judging by the evidence of brains and energy he has given, he should prove a distinguished success.

Pappas & Gramas have opened a new piano, art goods and talking machine store on Wilson avenue just west of the Northwestern Elevated Railway. They have a handsome establishment, and are planning a vigorous campaign on Victor goods.

The Reichert Piano Co., of 732 Milwaukee avenue, have leased the larger corner store adjoining the present location, and will greatly enlarge their talking machine department, putting up several fine booths. They handle both Columbia and Victor lines.

C. L. Fischer has opened a Victor talking machine and musical department in Gilmore's department store at Kalamazoo, Mich.

Hillman's department store, State and Washington streets, have enlarged their talking machine department and are starting several new booths.

John E. Moyer, of Dixon, Ill., has sold out his furniture business and will devote himself entirely to his talking machine business, handling larger Edison and Victor stock than heretofore.

J. Bart Johnson, Jacksonville, Ill., moved into a fine new store with six handsome booths devoted to the demonstration of Victor and Edison machines.

Columbia Items.

W. C. Fuhri, district manager of the Columbia Phonograph Co., is highly gratified with the business transacted in the extensive territory under his direction for the first six months of this year. A material increase over 1910 was scored all along the line. He has just received a letter from General Manager George W. Lyle expressing his satisfaction with the volume of the company's June business.

Mr. Fuhri was in New York the middle of last month, and while there met Col. F. B. T. Hollenberg, the big Columbia jobber of Little Rock, Ark., who was on his way to Europe for the summer.

The Columbia branch in New Orleans will move into a new store on Canal street this month. It is a fine modern building with a commodious basement, something rare in the Crescent City.

E. C. Poore, formerly assistant to Manager McMurtry, of the Columbia's branch at Kansas City, has succeeded J. L. Burr as manager of the Omaha office.

Manager C. F. Baer reports rather an unusual condition and that the Chicago office in June showed a slight increase over May, and quite a material gain over June of last year. The various types of Grafonolas are still hampered by the inability of the factory to keep pace with the demand. Collections made an important increase last month.

The company have offered \$25 to the branch house selling the most "Mignons" during July. Mr. Baer has offered to turn the prize if gained over to the retail sales force, and everybody is hustling for the honor and the money.

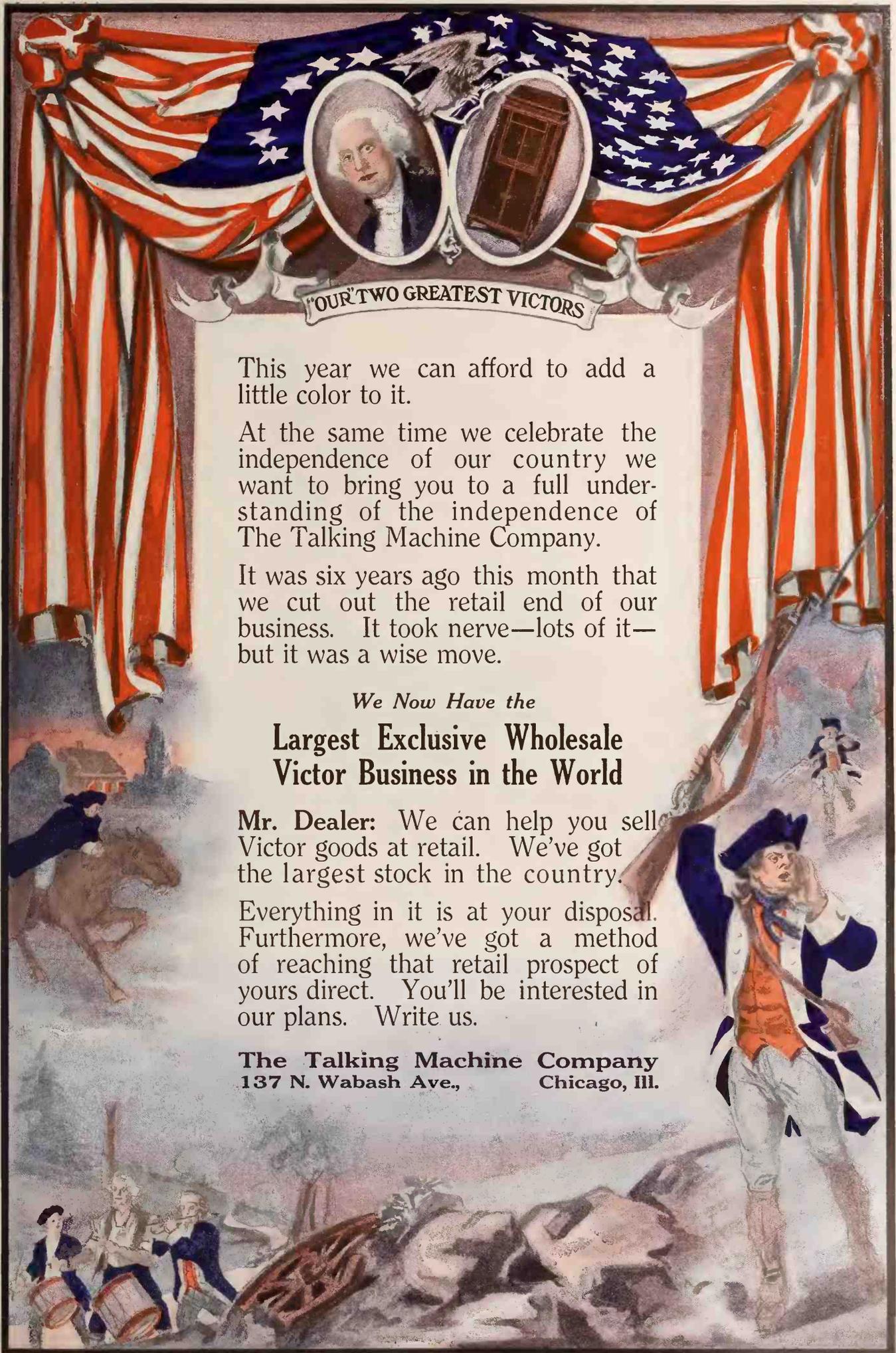
Good Summer Window.

Lyon & Healy have installed their annual summer talking machine window display. It takes up the entire space from the Wabash avenue entrance to the corner, and depicts a camping scene with the campers enjoying the strains from a Victrola. The main object of the display is to show the adaptability of the \$50 and \$75 Victrolas for vacation use because of their portability.

The extensive improvements to the retail record department on the fifth floor are practically completed. The color scheme has been changed from green to brown, and in each of the twelve record booths the windows opening into the record sales room have been replaced by doors, thus permit the attendants to enter the room and, therefore, enabling the use of Victrolas instead of horn machines for demonstration purposes.

L. V. B. Ridgeway, who travels Illinois for the L. & H. talking machine department, is spending a month's vacation on the Pacific Coast. Before

(Continued on page 60.)



This year we can afford to add a little color to it.

At the same time we celebrate the independence of our country we want to bring you to a full understanding of the independence of The Talking Machine Company.

It was six years ago this month that we cut out the retail end of our business. It took nerve—lots of it—but it was a wise move.

We Now Have the

Largest Exclusive Wholesale Victor Business in the World

Mr. Dealer: We can help you sell Victor goods at retail. We've got the largest stock in the country.

Everything in it is at your disposal. Furthermore, we've got a method of reaching that retail prospect of yours direct. You'll be interested in our plans. Write us.

The Talking Machine Company
137 N. Wabash Ave., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 58.)

he returns he will visit his brother as manager of the Portland store of Sherman, Clay & Co.

Annual Wurlitzer Picnic.

The Chicago branch of the Rudolph Wurlitzer Co. will be closed all day on Saturday, July 15, the occasion being the annual Wurlitzer picnic, to be held this year at Fox River Park, near Aurora. Assistant Manager Fred A. Siemon is chairman of the committee on arrangements, and his associates are Elkeen Cameron, retail talking machine manager; T. T. Clancey, John E. Kurtzknabe and C. E. Eichholze. The Wurlitzer Brass Band will furnish the music. The usual athletic events and ball game will take place.

Geissler to the Coast.

Arthur D. Geissler, general manager of the Talking Machine Co., will leave on July 14, with his wife and family, for the Coast. After locating Mrs. Geissler and the boys at Ross Valley, Marin County, for the summer, Mr. Geissler will, as usual, visit his friends and customers among the



TWO PROMISING TALKING MACHINE MEN.

Coast dealers, returning to Chicago in about a month.

The accompanying photograph shows two potential talking machine men, who are laying a foundation for future business success by cultivating sound physiques. They are A. D. Geissler's two sons, Allen, aged four and one-half, and Kenneth, commonly known as "Scrubby," aged three and one-half years. They were snap-shotted on the beach of Lake Michigan near the Geissler residence. The sturdy kids go bathing with their athletic father before breakfast each morning, and spend a large part of each day on the beach and in the surf.

Carries Big Edison Stock.

James I. Lyons carries a more extensive stock of Edison records than ever before at his new location at 10 West Lake street. Not only does he carry a full assortment of both regular-standard and Amberol records, but makes a specialty of the farm list. Mr. Lyons' jobbing business is steadily growing.

New Tiz-It Model.

Kreling & Co., manufacturers of the Tiz-It horn connection for cylinder machines, are working on a new model of their device, which will be ready within a few weeks, and which the firm feel confident will be received with favor by the trade.

Salter Progress.

With the increased capacity available this year the Salter Manufacturing Co. have been enabled to accumulate a good stock of all styles of Salter disc and record cabinets, and are, therefore, prepared to make quick shipments. The company will issue a new edition of their catalog in the near future.

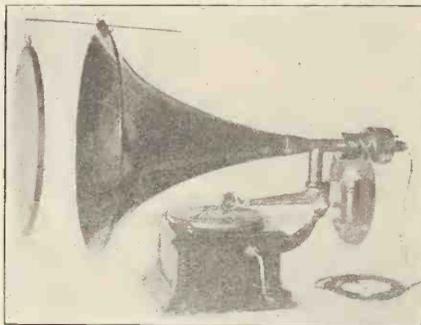
NEW CLUBB SONG ILLUSTRATOR

Invented by a Pacific Coast Talking Machine Man, Is a Clever Contrivance—Can Be Used in the Wareroom or the Home.

(Special to The Talking Machine World.)

Chicago, Ill., July 8, 1911.

Harry H. Clubb, a well-known Pacific Coast talking machine man, for several years past manager of the Wiley B. Allen Co. at Los Angeles, has been in Chicago for several days exhibiting the new club song illustrator to the local trade. It is an attachment for all makes of talking ma-



THE CLUBB SONG ILLUSTRATOR.

chines, and by means of a powerful lantern attached to the rear of the machine throws views illustrating the records onto a screen hung from the rim of the horn and making the pictures ap-

pear practically in the mouth of the horn. The slides or films are on a disc the same size as the talking machine record, and this disc is automatically revolved by the power of the machine, showing the pictures, one at a time, as the record progresses. The machine is especially adapted for the use of dealers in advertising talking machines and records in the windows as well as for recital work. The attachment does not obscure the tone of the machine and will be adapted for universal home use, as either electricity or kerosene can be used in the lantern. The device is controlled by the Picture Disc Co., of Los Angeles, of which E. H. McPherron is president; H. H. Clubb, vice-president and general sales manager; R. A. Whitehead, secretary and treasurer. The company have their own factory already in operation and will be ready to deliver machines in time for the holiday trade. They will start out with a catalog of twenty films and will bring out films each month for the new monthly records, and deliverable at the same time as the latter. Mr. Clubb received much encouragement from the local trade and from here went to Milwaukee.

TALKING MACHINE EXPORTS.

The Figures for May Presented—Reports Show Strong Gain in All Departments of Industry.

(Special to The Talking Machine World.)

Washington, D. C., July 5, 1911.

At the big Indianapolis auto race last month commerce of the United States for the month of May (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 May, 1911, amounted to \$246,023, as compared with \$188,831 for the same month of the previous year. The eleven months' exportation of talking machines, records and supplies amounted to \$2,762,602.

DICTAPHONES AT AUTO RACE.

At the big Indianapolis auto race last month two Dictaphones were in constant use every minute, operated by a staff of experts. They were right on the job at the judges' stand every minute of the race. While one man dictated to one machine the other was in course of preparation for him, so that there would be no delay. The whole scheme worked splendidly, and it is safe to say that hereafter at all the big auto races the Dictaphone will be utilized to good advantage.

Salter Mfg. Co.

337-343 North Oakley Avenue

CHICAGO

Makers of

**Salter's Patent Felt
Lined Shelf**

Cabinets

For other styles, write us for our New
Catalogue



No. 788

The top of this cabinet is 21 inches square and made especially for the new \$50.00 Columbia Favorite Machine.



No. 776

Made for the three Victor Victrolas, 9, 10 and 11. We put rim on this cabinet, if wanted, to fit any machine.

*If your jobber don't
handle our line we
can supply you.*

SOMETHING NEW!

The L. & H. Table

FOR

Victor-Victrola Styles IX—X—XI



DESCRIPTION

The L. & H. Table is especially designated to match the Victrolas 9, 10 and 11. Fitted with two mouldings, one for the Victrola No. 10, and one for the Victrola No. 11. No moulding is necessary for the Victrola No. 9.

One of the L. & H. record albums is included with each table. Additional albums may be purchased as needed. Top of table 20x24 inches. Height 32 inches.

Price, Retail - - - - \$10.00
 " to Dealers - - - - 7.00

Order of your Distributor

Ornamental--Sanitary--Inexpensive

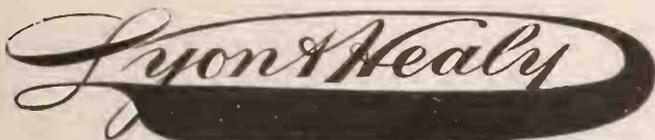


Five salient points about the

Lyon & Healy Disc Record Album

The most practical and convenient album on the market

1. Opens from the end, thus overcoming the necessity of taking the entire album from the cabinet to obtain the records desired.
2. Patent stop keeps the records always in place.
3. Keeps records free from harm and dirt.
4. Made to fit in Victrola style 16 and 14 as well as regular record cabinets.
5. Price is reasonable. Retail 10 or 12-inch size \$1.50 with regular Victrola discounts to both distributors and dealers.



Wabash Ave. and Adams St.
CHICAGO

America's Foremost Distributors of Victor Talking Machines and Edison Phonographs

"Exclusive", in the Columbia word-book, means the exclusion of *competition in Columbia products* in exclusive territory. Dealers in other lines compete with *each other* in the same territory.



27

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

THE ADVERTISING VALUE OF A SMILE.

An Optimistic Tale Showing How a Fortune May Emanate from a Little Cheerfulness—A Lesson for the Talker Man.

Mr. Dealer, are you an optimist? Do you indulge in a sunny smile when the clouds are blackest? Does your faith in your fellow-men shut the door of your heart in the face of pessimism with a bang? If so, then this article is not for you. For those who are not members of The Order of the Sunny Smile I have penned the following:

I once read a statement somewhere, I forget whether upon printed page or the glaring surface of an electric sign, that a smile has more real advertising value than reams of manuscript, and I believe it to be true.

Mingle with the throng upon a city street, and smile. The fellow next to you will imitate your performance every time; then Presto! You've advertised yourself as the man with the contagious smile and "he's a jolly good fellow." He can snatch trade from under the other gentleman's nose; he's always popular, and, of course, that means business. You never knew a popular individual who was not something of a business man, did you, now? I'll take a chance that you didn't.

The talking machine profession—I use the word in spite of the objections of Webster's Dictionary—is a good camping ground for smiles. There is so much about its every phase that should breed optimism, the smile's twin, and when these brothers sit together upon your premises, Mr. Talker Man, you'll make good. Just try it and see.

Did you ever try smiling instead of swearing when you had lost a customer or your goods from the factory were overdue? When Mr. Grouch comes to you for the thirteenth time with the same complaint, and makes the whole store ring with his kicks, do not call your strong man from the packing room and have him thrown out into the cold world, but lead him gently into your private sanctum and give him a real smile. One glance at your beaming countenance will start a smile upon his own which will rapidly expand until it surpasses even that of your office boy when he hears that the Athletics have wiped up Washington. This accomplished, Mr. Grouch will be willing to listen to reason, and, after a satisfactory explanation, he will take his departure in a contented frame of mind.

Upon his way home, he will keep on smiling, and that means more records sold; yes, lots more, for where the smile is you will find contentment, too, and there is nothing so satisfactory to the contented mind as good music—phonographic music.

What is that you say? Where contentment reigns naught else is needed?

Nonsense!

Can a man be so happy that he may not be more so?

No!

It is up to you to start the smile; the talking machine, through the medium of its wholesome fun-producing records, will spread it to its full capacity

—a six-inch smile on a four-inch face—and nail it there.

As optimists, the smiling dealer and the "talker" should go hand in hand. Create the one, Mr. Dealer, and you will be better able to sell the other. Now smile!

It is so easy to be happy in this glorious fraternity of ours, friend. The very records upon your shelves smile at you and are eager to do the same for your customers if you will allow them. Do you know, I've often wondered how a "talker" man could be unhappy. The chance always before him of making life a little brighter with his store of good music, imprisoned mirth, and sparkling song should prove a safe and sure vaccine when the germs of pessimism hover near.

If you would succeed with the success that brings ease, confidence and satisfaction, you must



THE VALUE OF A SMILE.

smile, and, further than this, make the world smile with you. Assist your clerks in acquiring the habit also. In fact, make your whole establishment a place set apart, as it were, because of its cheeriness, and you will find it widely advertised.

When your publicity man turns out your literature, see that there is a broad grin on every page.

It does no harm to start your patrons to smiling before they come to see you. Extend the opportunity to madam over her breakfast coffee in her dainty boudoir, and to monsieur at his club or office. If you do, when you place your wares before them a little later in the day, their respective smiles will have grown to a ripple of silvery laughter and a resonant ha! ha! and your coffers will groan under their weight of gold.

When life seems dark and dreary,
And everything goes wrong,
Just start the world to smiling—
You can do it with a song.

When customers are grouchy,
And goods are overdue,
Put on a funny record,
And this tale will all come true.

HOWARD TAYLOR MIDDLETON.

UNDERSTANDING INSURANCE.

Fire Policies Should Be Carefully Investigated at Intervals in Order to Avoid Complications in Case of Possible Fire Loss.

It is prudent to give the important matter of fire insurance a fair bit of your time and attention at intervals, so that your agent may properly explain to you what you are safeguarded against and what percentage, if any, of the risk you are carrying. It is well, too, to go over the hazard with him and make such correction in physical conditions as will earn a lower rate, or, at all events, decrease the chance of conflagration.

You'll get much valuable information from a study of any schedule showing on what the insurance companies base their rates, and particularly from such (if it exists) covering your risk. The man who cannot himself attend to this important detail, or does not delegate someone on whom he can thoroughly rely to properly investigate it for him, is guilty of a carelessness that may cost him very dear.

Another thing: be sure to store your insurance policies away from the risk they cover. It is thoughtless to have the property insured contain these documents, which, in the event of fire, will, even if not destroyed, be in an unapproachable safe or not get-at-able for an uncomfortably anxious period. If you don't want to rent a box in a safe deposit vault, it is easy enough to arrange with a friend to exchange courtesies by giving safe room to one another's policies. Or, if your residence be far enough removed from your business, keep the private insurance in the business safe and put the other policies in an equally secure place at home.

MISDIRECTED ADVERTISING.

Various Forms of Publicity That Are Unlikely to Produce Results.

In small and medium-sized towns one item of advertising misdirected is the taking space in society cook books, programs, school papers and such. It is a plain case of charity pure and simple and should not be called advertising.

Placing advertising for high-class goods in periodicals that circulate among the poorer class, and, on the other hand, directing advertisements that feature cheap goods to wealthy people are other forms of waste.

Another mis-hit is allowing boys to distribute flyers or circular matter, who, if not carefully watched, will do it in a slipshod manner.

Mailing advertising matter without discrimination, such as matter pertaining to children's wear directed to families without children, is another mis-hit.

A man alone will accomplish nothing. All of his thoughts and acts have a direct relationship with others. Men succeed only as they work together. Without companionship ambition droops; courage flags; reason totters, ambition vanishes, and the man dies.

1866 **NYOIL** 1910

FOR

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

A fine polish for varnished surfaces on cabinets, etc.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men
WILLIAM F. NYE
NEW BEDFORD, MASS.



DECISION IN THE PETIT-DUPLEX SUIT.

Case of the Victor Co. Against the American Graphophone Co. Which Has Been Before the Courts for the Past Two Years Dismissed by Judge Hazel—His Decision Which Appears Below Covers Many Interesting Points.

The so-called Petit duplex or double-face patent, owned by the Victor Talking Machine Co., Camden, N. J., has been before the courts for over two years—taking testimony, etc. The case of the Victor Co. against the American Graphophone Co. (Columbia Phonograph Co., General), New York, came on for final hearing February 28 last before Judge Hazel, Circuit Court of the United States, second district. Judge Hazel, on June 14, filed his opinion dismissing the case with costs. The decision in part follows:

This is a suit in equity, brought to enjoin the alleged infringement of patent No. 749,092, issued to A. N. Petit, on Jan. 5, 1904, for improvements in double-faced sound records which are of the disc type. The object of the patentee was to produce a sound record impressed in the form of a spiral groove on each side of the tablet; or, as stated in the specification, "to produce a double record faced disc." The validity of the patent is challenged and the defendants contend that the process by which both sides of a record or disc are used is not invention, and in view of the known process for making single-faced records, was a perfectly obvious thing to do.

Claims 1, 2 and 3 of the patent are for an article of manufacture. The third is broadly for any disc "presenting oppositely-facing sound-records," and the fourth describes the disc as of homogeneous material and is for the process.

The process of making a record having impressed on its face sound waves in the form of a spiral groove was old in the art. The material for pressing the record was old; its use in a plastic state and the method of compressing it between two matrices or discs, as above indicated, was familiar to those engaged in the talking machine art. It was old, moreover, to electroplate the matrix with a spiral line in relief running from the circumference of the disc to the center. Nothing whatever has been added to the prior art, save that in the process in suit two matrices are used (instead of the matrix and smooth die), with plastic material between them, and upon giving the required pressure the spiral grooves are impressed on each side of the disc.

Counsel for the complainant in support of the claimed invention argues that the product found favor with the trade; that the general public in many instances prefer to buy and use a double-faced record and that better records are made—records wherein the scraping and hissing sound of the single-faced records are much lessened. If I were satisfied by the evidence that such interfering sounds, which are known to accompany the sound of reproduction, had actually been appreciably lessened there would be such a doubt in my mind upon the question of invention as would prompt me to resolve it in favor of the validity of the patent. But I am not satisfied, by the testimony of Mr. Hunter, complainant's expert, that the double-faced records have the claimed advantages of superiority over the single-faced records.

It was not enough to set forth such superiorities and advantages in the specification, but complainant was required to prove such statements and claims by a fair preponderance of the evidence.

The specifications state that the hissing or scraping sounds noticed in operating the single-faced records are "produced by the stylus jumping across the minute spaces between the molecules," and that by the invention in suit such noises are reduced because the molecules are arranged

more closely together. Upon this point the expert witnesses are not in harmony. Mr. Cameron, expert for the defendants, did not seem to think there was any such molecular disturbances of the plastic material as to result in imparting to the double-faced records any superiority or advantage not possessed by the single-faced records. It is pointed out that the specification admits that as to quality and sounds the results of the double-faced records are essentially the same as in a single-faced record. But assuming that there is a molecular disturbance caused by the unequal flow of the material when the matrices are under pressure, it certainly was obvious that by pressing it between two discs or matrices, each having roughened surfaces, there would result a somewhat different flow of the material than when merely one matrix or die is pressed down on the material.

The patent to Kearsing, No. 317,143, clearly describes this procedure. Nor is the claim of complainant satisfactorily established that single-faced records are frequently rejected because of imperfections and that the percentages of imperfections of the double records is much reduced.

Giving consideration to the prior state of the art, including the British patent of Edison, No. 1644 of 1878, the patent to Wassenich, No. 505,910, and the patents to Myers, Nos. 663,192 and 663,194, I am of the opinion that no invention was made in impressing matrices on both sides of the disc to produce sound records on opposite sides, and that the complainant's invention was merely a duplication of the single-faced record. To attain the results flowing from such duplication did not require the exercise of the inventive faculties, but was an obvious expedient of which the skilled in the art doubtless would have taken advantage in the earlier stages of the sound record art if manufacturers of such records deemed it to their commercial interests to do so. In the Edison English patent, the description therein says:

"Fig. 34 is a perspective view showing a double phonet, there being a spiral line of indentations on each side of the revolving disc."

This certainly would suggest the idea of double-faced disc with grooves impressed on both sides. In the Wassenich patent the record is not placed on each side of the disc, nor is it made of a homogeneous material, still the specifications suggests the idea that both sides of the tablet may be used as recording surfaces. As the idea for doing the thing was not new it is difficult to perceive invention in the mere application of the idea to a slightly different disc without a process for effectuating it in a new and novel way. The Myers patents hereinabove cited, relate to the art under consideration and in the specification of patent No. 663,192, it is said:

"But if it is desired to have a record on both sides of the disc the latter may be taken out of the protector and inverted." In the specification of patent No. 663,194 it is stated: "The record 5 may be formed directly in the tablet and may be embossed or cut on both sides of said tablet if desired."

The Myers patents are thought to make it necessary that the process of impressing the material be performed simultaneously as in the patent in suit, and the only difference pointed out between such patents and that of complainant is that in the former the composition is celluloid and in the latter hard rubber or vulcanite—an immaterial difference.

Complainant claims that the Petit invention was made at an earlier date than the filing date of the application and that it antedates the Myers patents, but such testimony is not so convincing as to bring it within the rule "that the anticipation is not anticipated."

There was much discussion at bar upon the question of utility, it being claimed that that defense was not open to the defendants, who admittedly infringed complainant's patent. The single object in attacking the utility of the invention arises from defendants' desire to show that the patent was erroneously granted by the Patent Office in the belief that the process possessed superiority and advantages over the process by which the single-faced records were manufactured and not with a view of denying its operativeness. The Patent Office at first held that no patentable invention was shown, but on appeal the Board of Examiners in chief rejected such decision on the ground that the affidavits filed in the Patent Office showed prima facie that such records were of superior quality. The proof here, however, does not support such view.

My conclusion is that in view of the patents to Edison, Wassenich and to Myers, it requires no invention to make a double-faced record by practically the same process used in making single-faced records, and the patent in suit is invalid. Accordingly the bill is dismissed with costs.

Jorace Petit appeared for the complainants, and Philip Mauro, C. A. L. Massie and Ralph L. Scott for the defendants.

The case in all probability will be taken to the Circuit Court of Appeals.

The Phonofilm Syndicate of London is the assignee of a patent, No. 992,169, for a talking machine record and holder in which the record consists solely of an annulus of thin, flexible record receiving material, and this record is combined with a holder which has a backing and means are provided for securing one edge of the record to the holder.

Advertising is news—news more vital to the family than nine-tenths of the so-called news that goes into the newspaper.



Don't be caught napping

Keep your eye on your stock and don't let any customer catch you napping.

Try to anticipate the wants of your customers, and when you can't do that you ought to be able at any rate to tell them just when you will have what they want.

You can do that if you have the right kind of a jobber. He must be prompt or you can't be.

Our service is always right and particularly valuable when you get in a pinch. That's the time when you are sure to appreciate our promptness—the fact that we ship all goods the same day the orders are received.

Try us on any thing you want in Victors, Victor-Victrolas, Victor Records, record cabinets, fiber cases, horns, repair parts and other accessories.

Write today for our latest catalog and see what a complete line of goods we handle. We'll also send you a copy of our booklet, "The Cabinet That Matches".

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.
83 Chambers Street New York





SOLID WOOD (NOT VENEERED)

Mr. Dealer!

There Is But One Solid Wood Veneer Horn

You may as well have it. Always during our business experience our aim has been *QUALITY*, and our products are recognized as the *BEST*.

If you want the *BEST* and get your pleasure doubled, get the

Music Master Wood Horn

and show them to your customers. They look *good*, *sound good*, and *are good*, a perfect musical amplifier. The reproductions are rendered clear, full and rich, due to the resonance of the *MUSIC MASTER WOOD HORN*.

Besides, this is the only wood *HORN* which carries a *GUARANTEE*.

Should your Jobber be unable to supply you, write us and we will send you a sample line of the *MUSIC MASTER HORN*.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

AROUND THE CINCINNATI TRADE.

New Use for Dictaphone—Trade in Victrolas Exceedingly Active—Columbia Co. Double Retail and Instalment Business for June—Aeolian Co. Will Soon Be in New Quarters—Excellent Demand for Edisons at Arnold's Store—Other Trade Brieflets.

(Special to The Talking Machine World.)

Cincinnati, O., July 3, 1911.

A new use for the Dictaphone has been found by C. J. McNeill, who has charge of that department of the Columbia Phonograph Co., this city. One of the records made in Cincinnati last week will convey to The Hague, in Holland, a message from President Sonnoske Ogata, of the Methodist College, Tokio, Japan, to his former schoolmate, Aimara Sato, who is Japan's minister to that peace tribunal.

Ogata Sato, Senator Beveridge and former Con-

gressman Watson, of Indiana, and Mr. McNeill all attended school at Depauw College, Greencastle, Ind., at the same time. They parted and last week was the first time McNeill and Ogata met since 1885. The latter remembered that he had not seen Sato since then, and McNeill assured him there was no reason why he should not send a personal greeting to the diplomat which would reproduce his voice. Ogata said he had never heard of this being possible, although he said phonographs were in general use in Japan. The machine was ready and the letter dictated. The record also contains a message from McNeill, the latter being in the English language.

Contrary to the expectations of the talking machine dealers, the trade on Victrolas has been exceedingly active, especially for the summer season. The number of instruments sold to campers and people going to their summer homes was certainly surprising.

Judging from the sale of the July records, the

sale of these records will remain good throughout the summer months.

It is with much pleasurable anticipation that the employes of the Rudolph Wurlitzer Co. look forward to their annual outing, which is to take place July 15. Handsome grounds have been rented for the occasion and no pains or expense have been spared to make the day enjoyable and one to be remembered, as the previous picnics have been.

The advent of the Victrola nine has caused much enthusiasm, and a large number of orders have been booked ahead, both retail and wholesale, showing that this instrument will be a popular seller.

Manager R. J. Whelen, of the Columbia Phonograph Co., reports June business fine in both retail and instalment departments. He stated with a broad smile on his face, "We have simply doubled our retail and instalment business over June of 1910. We attribute this large increase to the highly improved new types of Grafonolas and our grand opera records by such artists as Nordica, Mary Garden, Olive Fremstad, and others of equal fame. Mail order business is good, which proves that conditions are good, and that Columbia product is well known throughout the smaller towns and rural districts. The wholesale business is a little quiet, but many of our dealers are already figuring on their fall line of goods and making plans for their fall campaign.

When asked regarding business the Aeolian Co. said: "We have had a very satisfactory month and report the close of one important competitive deal whereby we effected the sale of two Victrolas for a beautiful Steinway grand, making a very profitable deal, and in addition secured an order for \$165 worth of records from the two new customers. The immediate disposal of the grand at a fine advance in price over the allowance made brought us a nice profit.

"In a few weeks we expect to move to our new store, where we will have the most beautifully appointed Victor department in the United States.

"There is no use in talking, fine record booths and demonstration rooms induce many of our customers to patronize us continually, and we look for a great increase with our additional facilities and every want of the patron looked after by us."

Mostly city folks were buyers of machines at John Arnold's shop during the past month, business being good for June. There was little demand for records, most of the purchases being machines, particularly of the Edison type. During the dull moments Arnold has published "Oh, You Silly Rag," for instrumental as well as vocal, which is taking well in this city and Chicago.

J. C. Groene closed shop recently and is now trying to recover his wealth through the restaurant line, having bought a place on Fifth avenue, west. A meeting of the creditors of the Groene Music Publishing Co. was held Friday and William L. Benham was appointed trustee. His bond was fixed at \$300.

Lavender decorations are being used by the Lyric Talking Machine Shop in order to attract attention. The central part of the show window display is a Victrola and the floor lined with records.

The talking machine business is slowly picking up at the Krolage Music Co.'s store on Race street. But little attention has been paid to it so far, although the indications point to this department being rejuvenated in the fall.

A new manager will shortly take charge of the talking department of the Milner Musical Co. to aid Mr. Stotler.

J. E. Poorman is well satisfied with the June showing, but is praying for the cold weather from a talking machine standpoint.

Although George Gross carries a line of talking machines at Main and Woodward streets there has been but little demand in that neighborhood for them, pianos having the preference.

Lee E. Gilbert, who is traveling for the Victor Co. through the northwestern part of Illinois, reports that while business conditions in all lines has been rather quiet for the past sixty days he has been getting a very liberal share of business in his line, and has no cause for complaints.

The increasing Columbia business you are missing ought to make you nervous. When it does, we hope you won't find somebody else's Exclusive Selling Rights shutting you out.



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

TRADE NOTES FROM ST. LOUIS.

Why E. J. Piper Is Right—Some Pertinent Remarks on the General Situation—Vacations Now Under Way Throughout the City—Retail Trade Makes Excellent Showing—Summer Resorts Big Buyers of Machines—E. R. Kroeger Says the Talking Machine Is an Educator—The Views of a Juror—Other Interesting Items Worthy of Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., July 9, 1911.

E. J. Piper, who has assumed control as chief owner of the Bollman Bros. Piano Co., says that he has just learned enough of the talking machine business to know that it is a specialty and not a side issue. The Bollman Co. sells Victor talking machines and frequently makes liberal window displays for that part of their business, but gives it no space on their main floor wareroom, and has not really been accounted one of the talking machine houses. So when Mr. Piper became president, treasurer and general manager, the natural question to put to him was: "What of the talking machines?"

"I cannot tell you that," he replied. "I am a piano man and have been in the piano line in all of my business life. I have paid but little attention to talking machines as a business proposition until recently, and now I have just learned enough about it to know that it is a business in itself, a specialty and not a thing to be handled as a side line by a piano man—mind you, I did not say by a piano house. I must look into the business here and its possibilities for this house and then decide. My opinion is that it needs a specialist if the line is to be carried. But that is a question of the future."

The talking machine business in St. Louis would indicate that Mr. Piper had reached a wise conclusion. The Aeolian Co. handle Victors both at retail and wholesale under the direction of Manager Levy, and he is enthusiastic and always ready to talk of trade conditions. At the Thiebes Piano Co., Manager Robinson conducts his talking machine department entirely apart from the piano business and is an enthusiast and to outward appearances does more business in that line than any other piano house in the city. He also gets more space in the warerooms, which is an indication that he is making the business pay the rent. Also the record business is used as a feeder for other lines of business. The F. G. Smith Piano Co. handle talking machines, but enthusiasm is apparently lacking among the excellent piano men there. Naturally at the two exclusive talking machine houses, the Columbia Phonograph Co. store and Mark Silverstone, who sells the Edison machines, there is enthusiasm and talk of business done and needs of the trade. The furniture stores handle talking machines as side lines to their piano departments, and there again the enthusiasm is lacking. The Grand Leader department store is the only dry goods store that handle talking machines, and it is made a special department there and the club system used freely. None of the local department stores handle pianos, but all of them and

the ten-cent stores sell sheet music and keep demonstrators. The old complaint that persons liking to hear particular songs played amused themselves by coming to the stores for that purpose has about died out.

The additional talking machine business is done by the outlying stores. Some of these are furniture stores and some are music houses, and they have not been considered a serious factor in the trade until recently, when it became apparent to the regular dealers that these houses were cutting prices. It seems now that they have been able to do considerable business by that means, and the method of conducting it has angered the agents. As a rule they have been sending customers to the downtown stores, where heavy stocks are carried, to inspect the line and make a selection.

Within the last few days there have been some developments that may clear the atmosphere in this line and which may bring relief by fall; at least it is hoped so. It seems that these cut-price dealers are receiving their supplies from a Chicago house which is quite ethical in its own territory, but which permits machines to be sent here on trial. The plan is for the local dealer to mail to the Chicago house the name of possible customers, and the Chicago house sends a machine to the local house for each of these for "30 days' trial." Nothing is said about the price in the correspondence, and if the local house vouches for the credit of the prospective customer all is well, and likely a sale is made; the local house cuts the price "because we do business at less expense than the downtown folk." Naturally they do when they have nothing invested in the machine.

The discovery of this plan has done much to relieve the local situation, as legitimate retailers were rather suspicious that local wholesalers were supplying the cut-rate houses. Now that the local jobbers have been cleared, it is believed that a united effort can be made and carry this entire question to headquarters and perhaps correct it.

Manager W. H. Alfring, of Aeolian Hall, left for New York the last of the month, and before starting on a pleasure trip through Canada will visit the Victor factory and take up some local questions with headquarters, especially the cut-price evil.

C. W. Kauffman, of the Columbia Phonograph Co., left June 17 for Chicago for a two weeks' vacation. F. Del Bondia, of the record department; A. F. Butterfield, salesman, and H. T. Bogley, manager of the collection department, for the same company, spent their vacations on the Current river and enjoyed two weeks of the best hunting and fishing to be had in Missouri, returning to their work as brown as Indians.

T. M. Carter, the hustling music man of 226 Collinsville avenue, East St. Louis, has completed extensive improvements in his store, and has further equipped himself for catering to the manifold musical wants of the thriving suburb by adding an extensive stock of Columbia disc machines and records. Carter has long been known as the "East Side Music Master," and he is reported to sell sheet music by the bale and to supply bands and orchestras for all occasions and to lead them him-

self on all special occasions. He also finds time to sell pianos.

Local retail trade conditions appear to be very satisfactory, more so than was anticipated for the summer. Considerable business has been obtained from persons going away for the summer, and some excellent record business has developed with those who visited the stores to order their machines packed for shipment to the summer homes. A reminder that the library might seem limited where there was little to do but enjoy a concert each night has often brought a big order for lighter-vein records. One house reported packing more than 20 machines for shipments and the sale of several smaller priced machines to persons who have very expensive ones in their homes and who feared to take the better machines. The idea seems to be that the talking machine is a necessary part of the summer home equipment.

Manager Robinson, of the Thiebes Piano Co., says that trade has been holding up nicely and that especial efforts to keep things going during the summer months have been well repaid.

At the Aeolian Co. Manager Levy said that trade was holding up very well indeed for the summer in both the wholesale and retail departments, and the record business was especially good.

At the Columbia store everybody is in good spirits and busy, and Manager Walthall reports some exceptional trade, mentioning several sales of the new \$150 Regent Junior. Record sales were good, with excellent demand for light music for porch concerts.

Mark Silverstone, of the Silverstone Talking Machine Co., spoke especially of the demand from summer resorters. He reports several sales to persons departing for their summer homes. These persons were chiefly, he said, persons who had music advantages in their homes and who could afford to hear any music that came along first-hand and who thought they did not need talking machines in their homes, but were buying to provide amusement for their summer homes. "When they get fully to appreciate the talking machines, we will likely get to sell them another," he said, "as it seems to be the intention to leave these first purchases in their summer homes."

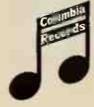
Mark Silverstone and H. B. Lévy, of the Aeolian Co., will be among those attending the fifth annual Talking Machine Jobbers' convention at Milwaukee. They are anticipating a pleasant and profitable time.

Manager E. B. Walthall, of the Columbia Phonograph Co., made a hurried trip to Kirksville, Mo., June 9.

Three splendid windows marked the Fourth of July season. The Silverstone Talking Machine Co. had the Edison window of a "Mine of Stars." The Columbia Co. modeled a miniature battery with plenty of red, white and blue trimmings, horn machines representing the howitzers and a Long Tom were modeled of the various sized records, making a fair representation of long, black cannon. Cylinder records were piled about for ammunition. The Bollman Bros. Piano Co. used the Victor set-piece of the Revolutionary fifeman and drummers

(Continued on page 66.)

New York, **July 4, 1911.** To the dealers of the United States: If you have put in the last two years of hustling for business under the handicap of a sales-policy that is **restrictive** rather than **protective**, you may be ready to sign a **Declaration of Business Independence.** It closely resembles a Columbia contract. Shall we send you one?



29

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

TRADE NOTES FROM ST. LOUIS.

(Continued from page 65.)

("The Spirit of '76") for a background of artistically trimmed machines with the motto, "The Sensible Way of Amusing the Children on the Fourth—Buy a Victor Talking Machine." All of these windows made an appropriate display of patriotic records.

At the recent State convention of Missouri jewelers, W. A. Vawter, of Marshall, Mo., read a paper on "Side Lines for Jewelers" in which he told of his experience in selling Victor and Edison machines for a considerable profit to him, and gave it as his opinion that talking machines were closely allied with many articles jewelers sold, and that they could not be improved upon as a side line. In the discussion that followed several merchants related of handling talking machines with their business and all had found the trade profitable and pleasant.

Ernest R. Kroeger, one of the best-known of St. Louis music teachers, told the State music teachers in their convention the last week in June that talking machines and other excellent mechanical music players were doing a great work in educating the general public to an appreciation of high-class music. He said that he believed seven out of ten persons on the street would now recognize the great Sextette from "Lucia," and that Caruso and other famous singers' names had become household words, and that even children recognized their voices and songs. Also that the player-pianos were raising the standard of appreciation of piano instrumental music.

J. K. Savage, formerly a talking machine dealer on Franklin avenue, this city, but more recently a traveler for the Zon-O-Phone, has been recently discharged from the city hospital after a serious illness and operation.

A. Colgrove, the Edison dealer at Taylorville, Ill., died of diabetes after a long illness. Mrs. Mary A. Taylor, the widow, has been appointed administratrix of the estate, but aside from that no plans for the future of the business have been attempted.

INDIANAPOLIS GLEANINGS.

Trade for June Made an Excellent Showing—Columbia Co.'s Window Display Attracts—Aeolian Co.'s Clever Victor Booklet—The Victrola Demand Undiminished—Machines and Records for Summer Homes in Demand.

(Special to The Talking Machine World.)

Indianapolis, Ind., July 6, 1911.

The talking machine business in Indianapolis and Indiana has kept up in an excellent way during the last month, taking into consideration the season. Most of the trade has been in high-grade machines and some of the dealers say that the business for the month of June just closed went ahead of that of any previous June in a good many years.

At the store of the Columbia Co. it was reported that the retail trade had loosened up in a very satisfactory way and that trade in June was much better than in May. It was said also that the

principal business was in high-grade machines. Several of the \$150 Migrations, it was reported, had been sold and quite a number of the \$200 machines to prominent persons both in the city and outside. The cool evenings, it was believed, had had something to do with the sales, as most of the machines sold had been for porch and indoor use. The summer resort business has not opened up to any great extent.

Charles W. Harrison's records have been good sellers with the Columbia Co. Mr. Harrison is a new tenor and sings in the issue for August "I Hear You Calling Me" and a selection from "Martha." Carl Morris, an Indianapolis baritone, who has sung with Harrison in New York, called at the Columbia store here to listen to the new Harrison records and was greatly pleased with them. He and Harrison are now planning to make a number of records.

The Columbia Co., in their window display, are showing a number of high-grade machines. The library table Regent, a Grafonola De Luxe, and a Grafonola Favorite in mahogany finish are attracting much attention. Five of these machines were received a short time ago and only one is left. An order for another consignment has been sent in.

The Aeolian Co., who handle the Victor line, are putting out a new advertising booklet entitled "Summer Time Is Victor Time." The booklet is well gotten up and designed to appeal both to those who are remaining in town for the heated season and to those who are leaving for their summer cottages. A new Victrola at \$50 sold on liberal terms is advertised.

The Victor business with the Aeolian Co. is going along nicely. A young woman who is particularly versed in the most popular music selections, has charge of that department.

The Musical Echo Co., which handles the Victor line, says the business is keeping up nicely and that the demand is chiefly for Victrolas. "We are really surprised when we sell a horn machine," said Miss Ada Willsey, manager of this store, and the only woman in Indianapolis who is manager of a talking machine salesroom. Miss Willsey has been in the business nearly six years. "The first day I came into a talking machine store I thought I would never like the business," she said. "But it is a business that grows on one and I like it better every day."

The Wulschner-Stewart Music Co. report a fair business for its talking machine business for the last month. This company handle the Victor line. The business has been largely in the high-priced machines. In the record trade the sextette from "Lucia" has brought a tremendous sale.

The Wulschner-Stewart Co. have been doing quite a business in the high-priced machines for the summer camps and cottages. Several machines have been shipped by this company as far north as northern Michigan. The summer trend in Indiana is to the north, and a number of the most prominent citizens of the State have cottages in the northern part of Michigan.

Most of the talking machine dealers made preparations in the way of window displays for the crowds on the Fourth of July in Indianapolis.

More extensive preparations were made for the Fourth in Indianapolis this year than ever before, the chief event aside, of course from the visit of President Taft, being a grand historical pageant in which the schools and other organizations of the city took part. The Kipp-Link Co., which handle Edison machines, were fortunate in the fact that the historical pageant was scheduled to pass up Delaware street near their store on Massachusetts avenue.

MEYERS TAKES CHARGE IN DETROIT.

(Special to The Talking Machine World.)

Kalamazoo, Mich., July 6, 1911.

E. J. Meyers, who has been in charge of the talking machine department of the Grinnell Brothers' store on East Main street, has been promoted to the talking machine department of the new Monroe street store in Detroit. Mr. Meyers came to this city a little over a year ago from Detroit. He returns to take charge of a department similar to the one in this city, only on a much larger scale.

While in Kalamazoo Mr. Meyers has made numerous friends. He has been the leader of Fischer's second orchestra and has brought that organization up to its present state of excellence.

John DeMay, an experienced talking machine man, will succeed Mr. Meyers.

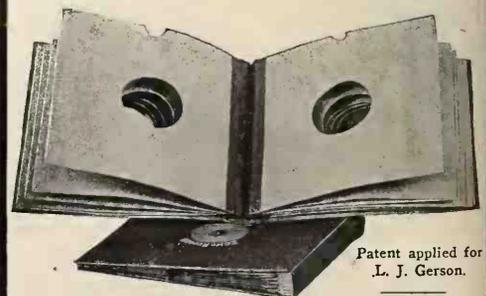
DISSATISFIED CUSTOMERS.

It is an unvariable rule in our store that no customer shall be allowed to leave the store dissatisfied, if it is in our power to please or pacify him, or her, says a successful merchant.

Every customer must be given a square deal. "Money back if you want it," is the word. In case of an incomplete stock or something not usually carried, we gladly offer to procure it.

Echo Record Albums

The Original Albums!
THE FIRST ON THE MARKET!!

Patent applied for
L. J. Gerson.

Send for Catalog of New Style Albums for Talking Machine Records.

NET PRICES TO DEALERS.

10-inch 16-page albums.....\$1.05

12-inch 16-page albums.....1.20

ECHO ALBUM COMPANY
926 Cherry Street, Philadelphia, Pa.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

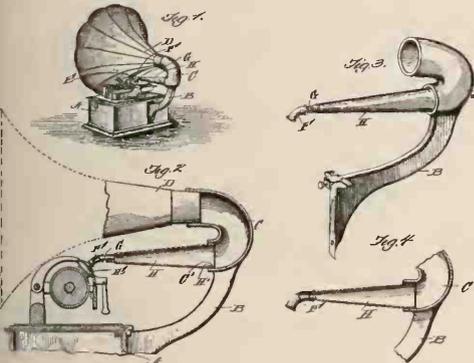
(Specially prepared for The Talking Machine World.)

Washington, D. C., July 8, 1911.

ATTACHMENT FOR PHONOGRAPHS. Charles A. Rumble, Lowell, N. Y., assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 991,090.

This invention relates to new and useful improvements in attachments to phonographs and graphophones, and especially in the provision of a means for connecting the reproducer to the horn, and utilized especially upon cylinder machines, and the object of the invention is to produce a simple and efficient connection between the reproducer and horn holder and so arranged that the connection may have a free movement corresponding to the movement of the reproducer.

The inventive idea may be embodied in a variety

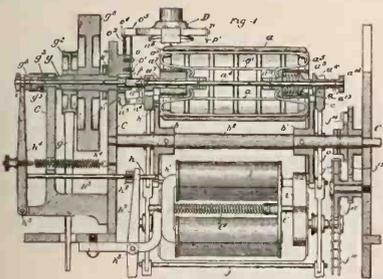


of mechanical structures, some of which, for the purpose of illustrating the invention, are shown in the accompanying drawings, in which—

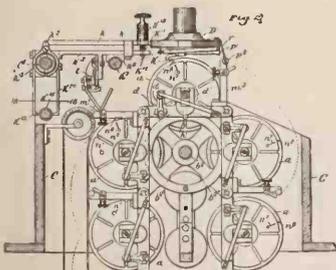
Figure 1 is a perspective view showing the manner of attachment of the invention to a talking machine. Fig. 2 is a vertical sectional view through the horn supporter and connection between the same and the reproducer. Fig. 3 is a perspective view of the horn support, the flexible tube for connection with the reproducer, and the tapering tone-arm which connects the horn support with the flexible tube, and Fig. 4 is a sectional view showing another form of the invention.

SOUND-REPRODUCING OR SOUND RECORDING MACHINES. George H. Underhill, Boston, Mass. Patent No. 995,390.

This invention consists in improvements in

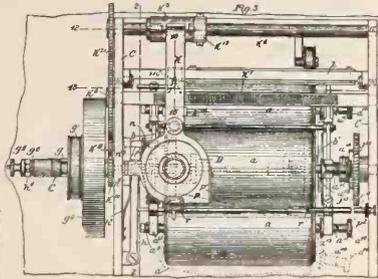


sound reproducing or sound recording machines. Many features of this invention have a useful application to many different types of such machines, including single record machines, but the invention on the whole is particularly applicable, and is herein illustrated with reference, to one type of multiple record machine having a plurality of cylindrical records supported by a linked carrying

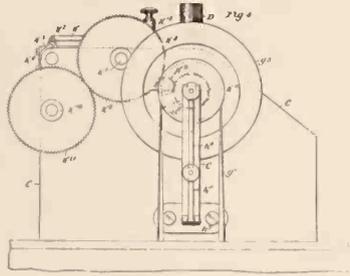


member, such records being automatically and successively brought into reproducing or recording relation to suitable reproducing or recording mechanism, the latter being caused to automatically traverse the face of each record as the same is presented.

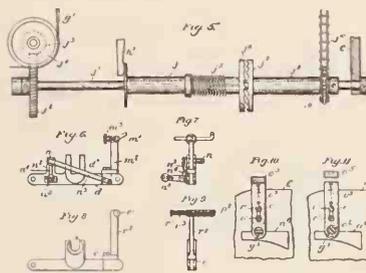
In the drawings—Figure 1 is a central sectional elevation of a portion of a sound reproducing ma-



chine embodying one form of the invention; Fig. 2 is a side elevation partly in section showing the machine of Fig. 1; Fig. 3 is a plan view partially broken away of the machine shown in Figs. 1 and 2; Fig. 4 is an end elevation of the machine shown in Fig. 1 looking from the left; Fig. 5 is an elevation of the underlying sprocket-wheel driving shaft arranged on the central plane of the machine but omitted from Fig. 1 through lack of space:

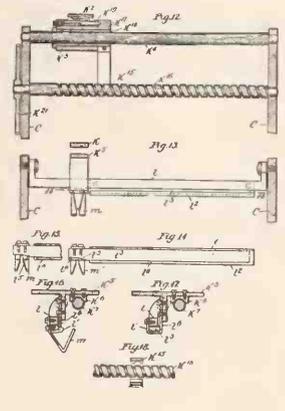


Figs. 6 and 7 show in side view and end elevation, respectively, the construction of the inside links of the record carrying member or those links at the left in Figs. 1 and 3; Figs. 8 and 9 show similar views of the outside links or those at the right Figs. 1 and 3; Figs. 10 and 11 are details showing in side elevation the sound box clutch con-



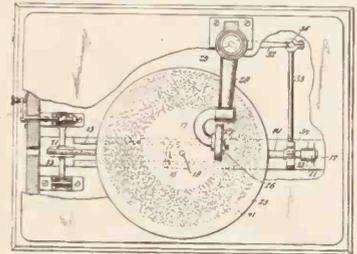
troller in its clutched and unclutched positions, respectively; Fig. 12 is a sectional elevation showing the construction of the sound box carriage and the return screw; Fig. 13 is a vertical section showing the depending sliding shoe at the end of the plate; Fig. 14 is a plan view

in section on the line 14—14 of Fig. 13; Fig. 15 is a similar but fragmentary view showing the depending shoe during its return movement; Fig. 16 is a sectional elevation showing the shoe in a position corresponding to that shown in Fig. 14; Fig. 17 is a section showing the shoe in elevation in a position corresponding to that shown in Fig. 15; and Fig. 18 is a section on the line 18—18, in Fig. 2, showing the construction of the nut which engages the sound box return screw.

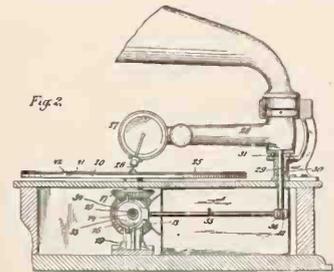


SOUND RECORDING AND REPRODUCING MACHINE. Daniel Howard Haywood, New York. Patent No. 995,347.

In U. S. Letters Patent No. 948,137, which issued to Mr. Haywood on the 1st day of February, 1910, a sound record is shown and claimed in which the sound groove, independent of its sound producing undulations, advances irregularly throughout its length, and the present invention relates to a machine for producing such a record and for reproducing sound from a record of such character. Sound producing records are commonly made by simultaneously rotating the record blank and producing a relative feeling movement be-



tween the record blank and a record stylus. In the present machines the inventor provides, in addition to these two movements, for a third movement, namely, a relative lateral movement between the rotating sound record and the stylus independent of the feeding movement above referred to. It is, of course, apparent that in the broad aspect of the invention, the feeding may consist either of a lateral movement of the record blank while it is being simultaneously rotated, the stylus being meanwhile held stationary so far as



such feeding movement is concerned, or a lateral movement of the stylus while the record is rela-

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 unequaled. 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.

Gradually, but steadily, the unequalled *long wear* of Columbia Double-Disc Records is being recognized by the record-buying public. *Every dealer knows. Make good use of this distinctive feature. It's true and it counts, more and more.*

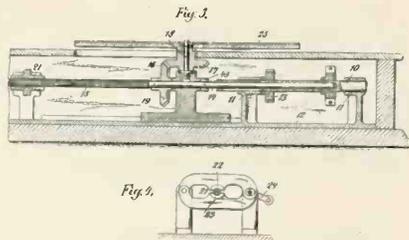


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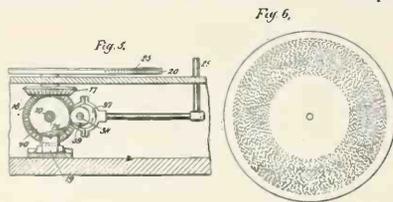
Columbia Phonograph Co., Genl., Tribune Building, New York

tively stationary with respect to such lateral movement. Similarly the independent lateral movement may be given either to the stylus or to the record and that regardless of to which of these elements the feeding movements are imparted.

For the purpose of the present specification, there is described and illustrated a machine in



which the feeding movements are imparted to the record simultaneously with movements of rotation thereof, while there is provided that the independent movements for causing the irregularity of the sound groove are imparted to the stylus, but it will be understood that the same is intended in no way as a limitation of the invention, but rather as an illustrative of one form of the machine embodying the invention. It will also be understood that while for clearness of description



the machine is referred to mainly as a machine for producing the sound records, the machine may be similarly used with a reproducing stylus for reproducing the sound as will be well understood by those skilled in this art.

In the drawings: Figure 1 is a top view of a machine constructed in accordance with the invention, certain portions thereof being broken away to show other parts beneath them. Fig. 2 is a view in partial transverse section and partial side elevation thereof.

Fig. 3 is a view in longitudinal section through the record support and means for imparting rotational and feeding movements thereto. Fig. 4 is a detail transverse sectional view through one form of feed nut employed. Fig. 5 is a detail transverse sectional view showing a modified form of the mechanism for imparting the irregular movements to the stylus. Fig. 6 is a detail face view of a record which may be produced in the machine.

SOUND RECORDING AND REPRODUCING MACHINE. Gusten Jungren, St. Paul, Minn., assignor of two-fifths to Frederick G. Bradbury, same place. Patent No. 995,680.

This invention is a sound-recording and reproducing machine, in which a musical composition or other combination of sounds is recorded in plural and unlike or similar parts or portions on plural recording surfaces, one surface for each

part. These parts or portions of the record are then reproduced at the same time and together so that the corresponding elements of tone and rhythm in them coincide, making the effect like that of the original production.

The object of the invention is to give more volume, clearness and strength to the reproduction of sounds and also to bring out the musical harmonies more fully than can be done by the method now in use of recording the sounds on one surface only.

In the accompanying drawings, Figure 1 is an elevation of the invention, partly in section along the line Y-Y (Fig. 2); Fig. 2 is a top plan, showing the sound conveying tubes partly broken away;

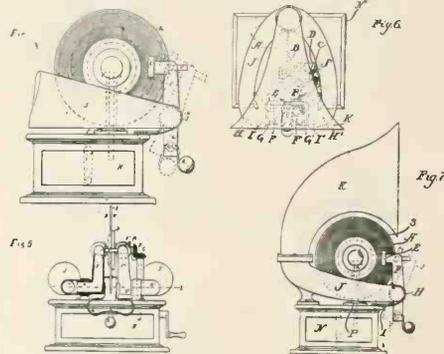


Fig. 3 is a section of the upper end of one of the tubular arms, supporting a sound-box; Fig. 4 is a side view of Fig. 1; Fig. 5 is a view similar to Fig. 1, with the sound-boxes spread apart; Fig. 6 is a plan of the invention with a single amplifying horn, and Fig. 7 is a side elevation of the construction illustrated in Fig. 6.

NEW COLUMBIA REPRESENTATIVES.

Some large accounts were recently opened up in Texas by Hyatt Lemoine, who travels for the Columbia Phonograph Co. The parties taking on these lines were: The B. Deutscher Furniture Co., Beaumont; the Oliver Music House, Houston, who recently moved into their new quarters in the Carter building, and the Dohsen-Horn Furniture Co., Galveston. In Louisiana he also opened up Columbia connections with the Hemenway Furniture Co., Lake Charles; T. J. Labbe, St. Martinsville, and R. S. McMahon, New Iberia.

When you have made your own position secure, do not be narrow-minded with your colleagues, but allow them to profit by your experience.

OPEN VICTROLA ROOM.

The Eilers House in Tacoma Making an Excellent Showing in Their Talking Machine Department with E. R. Sues in Charge.

E. R. Sues is doing some active work in developing the talking machine business of the Eilers Music Co., Tacoma, Wash., of which he recently took charge. He is concentrating his efforts with much success on the sales development of the Victrola, Amberola and Grafonola, and is issuing some very cleverly conceived literature which is attracting general notice. One pamphlet which was sent out recently has brought excellent results. It reads as follows:

"The Eilers Music House announces the addition of a Victrola room and will represent the celebrated instruments and grand opera records of the Victor, Edison and Columbia.

"The gradual evolution of the talking machine or phonograph from the stage of a mechanical toy to its present high state of perfection as a musical instrument is one of the most interesting developments of our time. From an educational as well as a musical standpoint, these instruments are recognized as an immense factor in the spread of musical knowledge, both as an aid to students, as well as a means of perpetual enjoyment of the best that music affords.

"Our record library is most carefully selected and designed to meet the requirements of a discriminating clientele. We carry a complete line of the 'Operatic Records' and the best of the cheaper records comprising the more popular record literature.

"We will be pleased to send out the Victrola, Amberola or Grafonola on trial to responsible residents and will send with such trial orders an expert demonstrator to explain the mechanism of the instrument, together with a selection of records which will adequately demonstrate the instrument.

"You and your friends are cordially invited to visit our Victrola room and hear these magnificent records of Caruso, Sembrich, Scotti, Farrar, Gadske, Schumann-Heink and others."

EDISON TO MAKE NICKEL PAPER

With the Aid of Electricity—Count Tolstoy in a Letter to a Friend Says He Saw the Wizard Working on It.

A despatch from Moscow says: "Count Leo Tolstoy, who recently made a trip to the United States, has written to a friend here that Thomas A. Edison has made an important discovery, the particulars of which have hitherto been a secret. Tolstoy says he saw Edison working on an invention by which nickel paper can be produced by electricity. This paper, besides being indestructible, will be so thin that the matter contained in the Encyclopædia Britannica can be printed in one comparatively thin, light volume.

"The texture of nickel paper is such, moreover, that the pages can be turned rapidly and easily despite their extreme thinness. Tolstoy recently paid a visit to Edison at his laboratory."

RECORD BULLETINS FOR AUGUST, 1911

THOS. A. EDISON, INC.

- EDISON AMBEROL RECORDS.
 740 The Glory of the Yankee Navy March... Sousa's Band
 741 In the Land of Harmony... Anna Chandler
 742 My Hula Hula Love... Metropolitan Quartet
 743 My Sweetheart (Tesoro Mio)... Guido Deiro
 744 De Develin' Tune... Stella Mayhew
 745 Yankee Doodle
 Premier Quartet and New York Military Band
 746 Mr. Othello... Ada Jones
 747 Infanta March... Fred Van Epps
 748 Back to Arizona... Murry K. Hill
 749 Pretty Pond Lillies... Will Oakland and Chorus
 750 Wishing (Then I'd Wish for You)... Manuel Romain
 751 All That I Ask of You is Love Medley—Waltz...
 National Promenade Band
 752 In All My Dreams I Dream of You... Will Oakland
 753 Hannah, Won't You Smile Awhile on Me...
 Billy Murray and Chorus
 754 Love's Old Sweet Song... Venetian Instrument Trio
 755 By the Saskatchewan—"The Pink Lady"...
 Frederick Weld and Chorus
 756 For Every Boy Who's Lonely, There's a Girl
 Who's Lonely, Too, from "Dr. De Luxe"...
 Elizabeth Spencer and Harry Anthony
 757 Hungarian Serenade (Serenade Hongroise)...
 Garde Republicaine Band
 758 Good-bye, My Love, Goodbye... Reinald Werrenrath
 759 God Be With You Till We Meet Again...
 Edison Mixed Quartet
 760 Marguerite... W. H. Thompson
 761 Jubel Overture... Victor Herbert and His Orchestra
 762 My Beautiful Lady—"The Pink Lady"...
 Elizabeth Spencer
 763 The Old Oak Bucket... Knickerbocker Quartet
 764 Chimes of Normandy—Selection, Edison Concert Band
 EDISON STANDARD RECORDS.
 10506 Myositis Waltz... U. S. Marine Band Orchestra
 10507 Baby Rose... Billy Murray and Chorus
 10508 In the Sunshine of Your Love... W. H. Thompson
 10509 All Alone... Billy Murray and Chorus
 10510 Forsaken... Whitney Brothers' Quartet
 EDISON AMBEROL RECORDS BY HARRY LAUDER.
 12320 Koamin' in the Gloamin'...
 12329 The Scotch Errand Boy...
 12342 Just Like Bein' at Home...
 12359 Mr. John Mackie...
 12362 That's the Reason Noo I Wear a Kilt...
 12372 The Weddin' o' Sandy Macnab...
 12372 The Weddin' o' Sandy Macnab...

VICTOR TAKING MACHINE CO.

- By Kryl's Bohemian Band.
 31832 Sakuntala Overture, Op. 13... Goldmark 12
 By Arthur Pryor's Band.
 6856 Prelude in C Minor (Op. 3, No. 2)... Rachmaninoff 10
 6862 The Druid's Prayer Waltz... Davison 10
 By the Lyric Quartet.
 6856 Martha—Good Night Quartet, Act II... Flotow 10
 Victor Light Opera Company.
 31834 Gems from "The Wizard of the Nile"... Smith-Herbert 12
 "Gene" Greene Comedian.
 5853 Cancel that Wedding March... Ted Snyder 10
 5854 King of the Bungaloes... Greene-Straight 10
 DOUBLE FACED RECORDS.
 16873 Lord Geoffrey Amherst (Amherst College Song)
 (Hamilton)... Werrenrath and Haydn Quartet 10
 The Orange and the Black (Princeton)
 College Song) (Mitchell-Biedermann)...
 Haydn Quartet 10
 16876 That Railroad Rag (Vincent-Bimberg)...
 Walter Van Brunt 10
 Clara Jenkins' Tea (Harrigan-Braham) Comic
 Duet... Collins and Harlan 10
 16877 1—The Lord's Prayer (Dressler)... Gloria
 Patria (Boyce)... Lyric Quartet 10
 Safe in the Arms of Jesus (Crosby) Trinity Choir 10
 16878 On Mobile Bay (Kones-Daniels)... Collins and Harlan 10

- Toddlng the Todalo, from "The Hen Pecks"
 (Sloane)... Billy Murray 10
 16879 Any Girl Looks Good in Summer (Ateridge
 Schwartz)... Van Brunt and American Quartet
 Summer Days (Those Good Old Summer Days)
 (McCarthy-Piantadosi) American Quartet 10
 16880 Don't Wake Me Up, I'm Dreaming (Whitson-
 Ingraham)... Walter Van Brunt 10
 Hold Me Just a Little Closer (Albert Van Til-
 zer)... "That Girl" Quartet 10
 16881 Valse Septembre (Felix Godin)...
 Arthur Pryor's Band 10
 A Little Story—Intermezzo (Zimmerman)...
 Victor Orchestra 10
 16883 Canhanibaldo Rag (Pryor)... Arthur Pryor's Band 10
 Blushing Maiden March (Vessella)...
 Vessella's Italian Band 10
 16884 All Alone (H. Von Tilzer)...
 Ada Jones-Billy Murray
 and Victor Orchestra 10
 35191 Fra Diavolo Selection (Auber)...
 Vessella's Italian Band 12
 Daughter of the Regiment Selection (Donizetti)
 Vessella's Italian Band 12
 35192 Answer (Robyn)... "That Girl" Quartet
 Ah, Yes, I Love You, from "The Fencing Mas-
 ter" (De Koven)... Mr. and Mrs. Wheeler 12
 35193 Pink Lady Selection (McLellan-Caryll)...
 Victor Concert Orchestra 12
 Seville Waltz (Porter Steele)...
 Victor Concert Orchestra 12
 PURPLE LABEL RECORDS.
 Frank La Forge, Pianist.
 60048 The Butterfly (Papillon)... Grieg 10
 70040 The Flatterer (La Lissonjera)... Chaminade 12
 John Lemmone, Flutist, piano accomp. by Maurice Lafarge.
 70041 The Nightingale... Donjon 12
 Dave Montgomery-Fred A. Stone.
 70042 Gay Paree, Comic Duet... George M. Cohan, Comedian.
 George M. Cohan, Comedian.
 60044 I'm Mighty Glad I'm Living, That's All?... Cohan 10
 60045 I Want to Hear a Yankee Doodle Tune... Cohan 10
 NEW RED SEAL RECORDS.
 Frances Alda, Soprano.
 10-inch, with orch.—In Italian.
 87079 Manon Lescaut—Minuetto di Manon, "L'ora o
 Tirsi" (Joyful Hours)... Puccini
 Alma Gluck, Soprano.
 10-inch, with orch.—In English.
 64190 From the Land of the Sky Blue Water...
 Everhart-Cadman
 64192 Will-o-the-Wisp. Piano accomp. by the composer.
 Charles Gilbert Spross
 74238 Pagliacci—Balatella (Bird Song)... Leoncavallo
 Daniel Boddoo, Tenor.
 10-inch, with orch.—In English.
 64195 Irish Love Song (Op. 82)... Margaret R. Lang
 64196 Elijah—Then Shall the Righteous Shine Forth
 Mendelssohn
 Mischa Elman, Violinist, piano accomp. by Percy B. Kahn.
 10-inch.
 64197 Traumerci (Griety)... Schumann
 64198 1—Gavotte... Tambourin... Gossec
 Otto Goritz, Baritone.
 12-inch, with orch.—In German.
 74230 Flicgende Holländer—Wie oft in Meeres tiefsten
 Schlund (In Ocean's Deepest Wave) (Sung
 by the Dutchman in Act I of "Flying
 Dutchman")... Wagner
 12-inch, with orch.—In German.
 74235 Siegfried—Zwangvolle Plage? (Heart-breaking
 Bondage)... Wagner
 John McCormack, Tenor.
 12-inch, with orch.—In English.
 74236 Kathleen Mavourneen... Crawford-Crouch
 74237 The Irish Emigrant... Sheridan-Baker
 Herbert Witherspoon, Bass.
 12-inch, with orch.—In Italian.
 74241 Simon Boccanegra—Il lacerato spirito (A
 Wounded Heart)... Verdi

G. Mario Sammarco, Baritone.
 12-inch, with orch.—In Italian.
 88312 Hamlet—Brindisi (Drinking Song)... Thomas

U-S PHONOGRAPH CO.

- FOUR-MINUTE RECORDS.
 1280 A Bunch of Roses (Spanish March)... U. S. Military Band
 1267 Just One Word of Consolation... Will Oakland
 1254 Lorna... George Alexander
 1264 When You're in Town... Miss Stevenson and H. Burr
 1269 I've Got My Mother's Husband and She's Got
 Mine... Alva York
 1276 The Flatterer (Bell Solo)... Albert Benzler
 1200 Good-bye, My Love, Good-bye... W. A. Thompson
 1266 Lorena... Frank Coombs
 1273 I'm Crazy 'Bout the Turkey Trot... Collins and Harlan
 1261 The First Heart Throbs... U. S. Concert Band
 1278 Gypsy Love Song (Slumber on, My Little Gypsy
 Sweetheart)... Reinald Werrenrath
 1281 Roses, Roses Everywhere... John Young
 1282 I Want a Girl (Just Like the Girl that Married
 Dear Old Dad)... Henry Burr and Chorus
 1284 Sweet Spirit Hear My Prayer... U. S. Instrument Trio
 1271 You'll Do the Same Thing Over Again... Fred Duprez
 1257 Oh! My Redeemer... Rockefeller Bible Class Male Quartet
 1259 If You were Mine, Dear... Leon Percipie
 1274 Peggy Gray... "The Girl" Quartet
 1275 The Village Barber... Porter & Harlan
 1262 Southern Roses (Waltz)... U. S. Concert Band
 TWO-MINUTE RECORDS.
 395 The Rifle Regiment March... U. S. Military Band
 391 Invictus... Reinald Werrenrath
 394 On the First Dark Night Next Week...
 Ada Jones and Walter Van Brunt
 393 Darned, If We Fellows Can Do Without Girl,
 Girls, Girls... Bob Roberts
 392 Baby Blue Eyes... Albert Campbell & Wm. Thompson
 396 The Enterpriser (Military March)...
 U. S. Military Band

UNIVERSAL TALKING MACHINE CO.

- ZON-O-PHONE DOUBLE RECORD DISCS.
 10-Inch.
 Zon-o-phone Concert Band.
 5754 A—Uncle Tom's Cabin (A Dream Picture of the
 Old South)... J. Bodewalt Lampe
 B—Choral March... W. Paris Chambers
 5755 A—The National Hymn of Greece... Severin Leoni
 B—The Light House March... Franz von Blon
 ZON-O-PHONE ORCHESTRA.
 5756 A—Serenade D'Amour... Franz von Blon
 B—The Coen's Patrol (Characteristic Piece)...
 Adolf Lotter
 5757 A—My Jewel (Mein Juwel) Waltz... Paul Lincke
 B—Surf Dance (Characteristic)... Nat D. Mann
 Vocal Selections with Orch. Accomp.
 Helen Clark.
 5758 A—For Every Boy Who's Lonely, There's a
 Girl Who's Lonely Too... From the new
 musical play "Dr. De Luxe"... Karl Koschna
 B—Mammy's Gwine to Buy the Moon... Marcus Lewin
 Billy Murray
 5759 A—Summer Days. (Those Good Old Summer
 Days)... Al. Piantadosi
 B—I Fell Off the Water Wagon... Jean Schwartz
 Arthur Collins.
 5760 A—The Railroad Rag... Allen F. Wilson
 B—The Umbrella Man... Ada Jones.
 5761 A—He's Coming Back... Ted Snyder
 B—A Letter to His Dad... Isidore Witmark
 Walter Van Brunt.
 5762 A—When I'm Alone, I'm Lonesome... Irving Berlin
 B—Hindoo Honey... Herman Avery Wade
 Byron G. Harlan.
 5763 A—I Like the Hat, I Like the Dress, and I Like
 the Girl That's in It... S. R. Henry
 B—Rueben Glue (I Am Stuck on You)... H. Spencer
 Al. Campbell and Wm. H. Thompson.
 5764 A—Baby Blue Eyes... Theodore Morse
 B—The Dear Little Stampak... J. W. Cherry
 Ada Jones and Billy Murray.
 5765 A—In the Land of Harmony... Ted Snyder
 B—I'm Growing Fond of You... John L. Golden
 Arthur Collins and Byron G. Harlan.
 5766 A—Alexander's Ragtime Band... Irving Berlin
 B—Sitting Bull... Chas. Zimmerman
 Miscellaneous Vocal Selections with Orch. Accomp.
 5767 A—Wanted—A Harp Like the Angels' Play
 (Henry Burr)... J. Fred Helf
 B—You and I (Cradle Song) (F. Ethel Smith)...
 Liza Lehman
 5768 A—Save Up Your Kisses for a Rainy Day (Alice
 Stevenson and Henry Burr)... Karl Koschna
 B—'Tis All I Can Say (Wm. Wheeler)... Hope Temple

COLUMBIA PHONOGRAPH CO.

- 12-INCH SYMPHONY DOUBLE-DISC RECORDS
 A5302 Prelude in C Sharp Minor—Rachmaninoff.
 Pianoforte Solo... Josef Hofmann
 Marche Militaire—Schubert-Taussig. Pianoforte
 Solo... Josef Hofmann
 10-INCH DOUBLE-DISC BLUE LABEL RECORDS.
 A1017 I'll Await My Love—Frank Howard. Counter-
 Tenor Solo, Orch. Accomp... Will Oakland
 We're Growing Old Together—H. A. Dinsmore.
 Counter-Tenor Solo, Orch. Accomp... Will Oakland
 A1018 At Midnight (La Media Noche)—Jose Aviles.
 Violin, Flute and Harp Trio...
 Geo. Stehl, Marshall P. Lufsky and Carl Schuetze
 Concert Mazurka—Schnecker. Harp Solo...
 Genevieve Warner
 A1019 'Vira—Franklin Riker. Vocal Quartet, Male
 Voices, Unaccompanied... Mendelssohn Quartet
 Stars of the Summer Night. Vocal Quartet,
 Male Voices, Unaccompanied... Mendelssohn Quartet
 A1024 The Pink Lady—By the Saskatchewan. Ivan
 Caryll. Baritone Solo with chorus, Orch.
 Accomp...
 Andrea Sarto and Chorus of Women's Voices
 The Widow Wood—Maurice Levi. Vocal Quar-
 tet, Male Voices, Orch. Accomp... Columbia Quartet
 12-INCH DOUBLE-DISC BLUE LABEL RECORDS.
 A5303 Martha—None So Rare—Flotow. Tenor Solo,
 Orch. Accomp... Charles W. Harrison
 I Hear You Calling Me—Marshall. Tenor Solo,
 Orch. Accomp... Charles W. Harrison
 A5305 Lucia di Lammermoor—Sextette—Donizetti.
 Operatic Selection—sung in Italian, Orch.
 Accomp... Columbia Italian Opera Co.
 Lucia di Lammermoor—Selections—Donizetti...
 Prince's Military Band
 A5306 Rigoletto—Quartet—Verdi. Operatic Selection
 sung in Italian, Orch. Accomp... Columbia Italian Opera Co.
 Rigoletto—Selection—Verdi... Prince's Band
 (Continued on page 70.)

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31

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PLEASED WITH SITUATION.

Blackman Talking Machine Co. Report That Business Is Satisfactory for This Season of Year and That Fall Prospects Are Bright—Specialties in Demand.

The Blackman Talking Machine Co., 97 Chambers street, New York, the well-known Victor and Edison jobbers, report that, considering the general conditions that prevail at this time of year their business has been of a very satisfactory nature and that the prospects are that the fall trade will be the best that the talking machine men have experienced for some time past. Taking advantage of the enlarged space available in their warerooms through recent additions, the company have made arrangements to keep a larger stock on hand for the accommodation of their dealers, so that less dependence will have to be placed upon last-minute deliveries from the factories.

The demand for the various specialties handled by the company is also including folding record trays, Melotone and Playrite needles and the Cleanrite record brushes for both disc and cylinder machines, is also of a satisfactory nature. The Cleanrite brushes are well known to the trade as the Place brushes, under which name they have been handled by the Blackman for a long time past. The Cleanrite name has been trade-marked and was adopted as being more distinctive than the former title. There has been no change made in the brushes themselves.

TALKING MACHINE AT FUNERAL.

The novelty of talking machine selections at a funeral was presented at the services over the body of Ira Hann, who was buried recently in Hope, N. J. Mr. Hann always found a large amount

of pleasure in his talking machine, and just before his death he made a request that the undertaker see that three of his favorite selections were played at the funeral. The request was carried out, and although the proceeding was rather unusual, still at the same time there was a solemnity to the occasion.

Suppose a fellow came along some day and offered you \$10 or \$20 per month for the use of your show windows. It's an even guess that you would turn him down. Now are you getting your money's worth out of the show windows? If not, it's your fault. The window is always there, it should never be allowed to get stale. Keep it alive with frequent changes.

The R. C. Golding Co., of Chicago, which was recently incorporated with a capital stock of \$2,000, will handle talking machines as well as musical instruments.

- 10-INCH DOUBLE-DISC RECORDS.
- A1020 Rakoczy March—Berlioz.....Prince's Band
 - St. Nicholas March—Franz Kaltenborn.....Prince's Military Band
 - A1021 When You're in Town—Irving Berlin. Soprano and Tenor Duet, Orch. Accomp.....Elise Stevenson and Henry Burr
 - Who Are You With To-Night?—E. Van Alstyne. Tenor Solo, Orch. Accomp.....Walter Van Brunt
 - A1022 The Cuckoo and Canary—Polka—Prince. Descriptive.....Prince's Orchestra
 - Flavilla—Mazurka—Nick Brown. Orchestra Bells, Orch. Accomp.....Thomas Mills
 - A1023 Hannah, Won't You Smile Awhile on Me?—Theo. Morse. Soprano and Tenor Duet, Orch. Accomp.....Elise Stevenson & W. Van Brunt
 - Baby Rose—Christie. Baritone and Tenor Duet, Orch. Accomp.....A. Collins and B. G. Harlan
- 12-INCH DOUBLE-DISC RECORDS.
- A5304 Dr. De Luxe—For Every Boy Who's Lonely. There's a Girl Who's Lonely Too—Karl Hoschna. Soprano Solo, Quartet Chorus, Orch. Accomp.....Beulah Gaylord Young and Columbia Quartet
 - Marriage a la Carte—Valse—Ivan Caryll.....Prince's Orchestra
 - A5293 Lustspiel Overture (Comedy Overture)—Keler. Bela.....Prince's Orchestra
 - Masaniella (La Muetta de Portici) Overture—D. F. E. Auber.....Prince's Orchestra
- 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.
- 1495 American Spirit—March—A. Buglione.....Band
 - 1496 All Alone—Dillon and Von Tilzer. Soprano and Tenor Duet...Ada Jones and W. Van Brunt
 - 1497 Oh, That Moonlight Glee—McCre and A. Von Tilzer. Baritone and Tenor Duet.....Arthur Collins and Byron G. Harlan
 - 1498 Don't Wake Me Up, I'm Dreaming—Whitson and Ingraham. Tenor Solo..Walter Van Brunt
 - 1499 When Willie Took a Fancy to Miss Nancy. Vaudeville.....Fred Duprez
 - 1500 Birds of the Forest (Waldvogeln)—Adolf Whistling Solo.....Guido Gialdini
 - 1031 Oh, Fiddle (Original). Comic Specialty.....Murry K. Hill
 - 1502 Sizziletta—F. V. Blon.....Band
- 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.
- 3234 Overture Tancredi—Rossini.....Band
 - 3235 The Spring Maid—Day Dreams—Smith and Reinhardt. Soprano and Tenor Duet.....Elise Stevenson and Henry Burr
 - 3236 The Pink Lady—By the Saskatchewan—McLellan and Caryll. Vocal Quartet, Maie Voices. Quartet
 - 3237 La Caid—Overture—Thomas.....Orchestra
 - 3238 I'm Looking for a Nice Young Fellow—Brannen and Henry. Soprano Solo.....Ada Jones
 - 3239 Il Bacio (The Kiss)—Ardita Whistling Solo.....Guido Gialdini
 - 3240 A Talk on Married Life (Original). Comic Specialty.....Murry K. Hill
 - 3241 Medley Popular Hits—Arr. by F. D. Wood..Band

60 YEARS' EXPERIENCE

PATENTS

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- Hartford, Conn., Columbia Phonograph Co., 719 Main St.
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- Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
- Little Rock, Ark., Hollenberg Talking Machine Co.
- Livingston, Mont., Schenber Drug Co.
- Los Angeles, Cal., Columbia Phonograph Co., 422 S. Broadway
- Louisville, Ky., Columbia Phonograph Co., 207 Fourth Ave.
- Memphis, Tenn., Hollenberg Talking Machine Co., 32 S. Second St.
- Milwaukee, Wis., Albert G. Kuntz, 516 Grand Ave.
- Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
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