

# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

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



**The best-known trademark in the world**

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces.”—*Collier’s Weekly*.

# 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 Elliard, 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..... Emahiser-Spielman Furn. Co., 517-519  
Kansas Ave.

**MARYLAND**

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

**MINNESOTA**

St. Paul..... W. J. Dyer & Bro., 21-23 W. 5th St.

**MICHIGAN**

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

**MISSOURI**

Springfield..... Morton Lines, 225 Boonville St.  
St. Louis..... Knight Mercantile Co., 211 N. 12th St.  
St. Louis..... D. K. Myers, 2220 Finney Ave.

**NEW JERSEY**

Hoboken..... Eclipse Phono. Co., 208 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., 620 Main St.

**PENNSYLVANIA**

Allegheny..... H. A. Becker, 601 Ohio St.  
Harrisburg..... J. H. Troup Music House, 15 So.  
Market Sq.  
Philadelphia..... Harmonia Talking Machine Co., 1291  
Arch St.  
Philadelphia..... S. Nittinger, 1202 N. 5th St.  
Pittsburgh..... C. C. Mellor Co., Ltd., 210 Fifth Ave.

**TEXAS**

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

**WISCONSIN**

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

**CANADA**

Toronto..... Whaley, Royce & Co., Ltd., 227 Yonge  
St.  
Vancouver, B.C.M. W. Waitt & Co., Ltd., 528 Gran-  
ville St.  
Winnipeg, Man. Whaley, Royce & Co., Ltd.

# The Talking Machine World

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Price Ten Cents

## HELPING THE RETAILER.

**The Jobber or Wholesaler, Drawing Upon Broader Experience Can Offer Many Practical Suggestions to the Little Fellow That Will Result in Larger Orders and More of Them—The Value of Co-operation.**

Industry and ability are the things in demand, and even these essential qualifications are more than likely to be quickened after a few months' contact with the wonderful organizations of the larger businesses. Some money and some experience are necessary, of course, but both of these may be readily obtained if the proper energy and initiative are behind to back them up. The big fellow is willing to go a long way. Big business thrives on little business—wherefore he helps himself by teaching others the science of success.

The retailer and wholesaler are neither one independent. Neither are they dependent. In the strictest sense are they inter-dependent. Therefore the first principle of successful retailing is a full and proper realization of the help and support obtainable from the man higher up. In many cases they are willing to take their coats off—literally and figuratively—to lend a helping hand. Their one aim is to make better merchants and better business men of those having business dealings with them.

They will, for instance, offer particular suggestions as to particular sales; prepare advertising matter; write circulars; get out follow-up letters and do other things which they charge up to their "service" account. The small retailer, for example, knows little—perhaps—of the advertising business. Consequently he writes to the wholesale house—the jobber from whom he buys his goods. He

tells him in a general way what he would like to do. The latter at once places the matter in the hands of his own experienced advertising man, who is directed to be of assistance to dealers at all times.

This department which, in many instances, becomes a sort of advertising department for the local merchant himself, sets at once to its task. It analyzes the field, determines what kind of "copy" would pull best; what lines should be featured and pushed; what the local needs are; what medium had best be employed and then—having done this—prepares the copy itself. If advisable, it will outline and conduct an extended campaign; furnish the cuts and electrotypes—all at the actual cost it has to pay. In some instances, where stock cuts will do, it will furnish both the illustrations and copy entirely free of charge.

In addition to this the jobber stands willing in many cases to help in other specific ways. He will outline and devise selling plans for certain needs—and for all occasions. He will develop an idea or—if asked—suggest one himself. He will supervise and suggest proper displays—either through explicit directions, by mail or else by sending an expert to the store itself. He will map out attractive and business-getting window arrangements; devise show cards and trimmings.

Or—if the store be in its initial stages—he will personally canvass the field; select what he considers a suitable location; lay out the store attractively; suggest its arrangement, fixtures, shelving and—in short—renders such aid as he feels will be of the greatest value in establishing the business on a paying basis.

At other times—if the retailer is in trouble, or not making what he feels he should—the jobber stands ready to help him out of his dilemma.

Toward this end he will make a careful analysis of the business done; dissect its strong and weak points; go thoroughly into the organization and management of the business itself and by his advice and suggestion show him wherein his mistakes have been made. More often than not the jobber—trained by his years of experience—can put his finger on the direct thing at fault and show with exactitude the precise errors that have been made.

For the beginner the service thus rendered is, of course, invaluable. Equally important it is, however, for the man already established. For him the jobber has a dozen ways in which to aid. He helps him in the building up of his trade and in the bringing of business to his store. Very often, in fact, of his own volition, as a writer in Opportunity aptly says, he keeps a paternal interest in the small store to which he sells; watches with a kindly eye its ups and downs; its successes and its failures. And often, too, having seen a pitfall here or a mistake there, he offers unsolicited a timely bit of advice that keeps many a man from the bankrupts' court.

## TALKING MACHINE EXPORTS.

**The Figures for June Presented—Reports Show Strong Gain in All Departments of Industry.**

(Special to The Talking Machine World.)

Washington, D. C., Aug. 5, 1911.

In the summary of the imports and exports of the commerce of the United States for the month of June (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 June, 1911, amounted to \$221,084 as compared with \$211,779 for the same month of the previous year. The twelve months' exportation of talking machines, records and supplies amounted to \$2,983,686, as compared with \$2,381,172 in 1910.

## A CONTINUOUS RECORD.

**Many Inventors Trying Their Hand—What F. C. Goodale Has Accomplished.**

Efforts have been made from time to time to make a record for talking machines on a long film somewhat like that used on the reels of moving picture machines. The latest in evidence is a talking machine and continuous record invented by F. C. Goodale, of Tacoma, and referred to before in these columns. If this machine is demonstrated to be a practicable one it will permit the recording of long speeches and of entire operatic and theatrical performances upon a single record. Its inventor says he hopes to use this machine in conjunction with the moving picture machine, so that patrons of the motion picture theaters may not only see, but hear entire operas and plays.

## "TALKER" FOR AUTOMOBILES.

A New Yorker is now at work on a special talking machine and record to be used on automobiles instead of the present disturbing horn. The records to be used will contain requests to the public, politely worded, as to what the driver of the automobile desires. The inventor doesn't mention what special record will be used in case of collision.

## VALUE OF EXPERIENCE.

Experience is like a lemon squeezer; if there is anything in the man, it will bring it out. If there is nothing in him, it will leave him empty as it found him.

## A BIG VICTROLA SHIPMENT.

**Greatest Number of Machines Ever Received at One Time by Iowa Concern Gives Harger & Blish a Chance to Advertise.**

(Special to The Talking Machine World.)

Des Moines, Ia., Aug. 5, 1911.

Upon receiving, on a recent occasion, what they

city, took the opportunity to get all the publicity possible out of the occurrence by having the shipment moved to their store on a number of drays, forming a small procession, both cases and drays being practically covered with advertising banners. Afterward they regretted that they had not hired a brass band to attract further attention to the large shipment, which in itself went far to impress upon the people of Des Moines the growth of the



DELIVERING VICTROLA SHIPMENT TO HARGER & BLISH, DES MOINES.

believe to be the largest single shipment of Victrolas ever made into the State of Iowa, Harger & Blish, the well-known Victor distributors of this

talking machine industry of the country. The accompanying illustration gives an excellent idea of the procession when in motion.

### WITH THE CINCINNATI TRADE.

**Sales of Records Chief Feature of Midsummer Business—Dealers Start Circular Campaigns to Enliven Things—Trade Shows Up Favorably as Compared with That of Similar Months During Previous Years—What the Various Talking Machine Houses Have to Report—Interesting Personal Notes.**

(Special to The Talking Machine World.)

Cincinnati, O., Aug. 2, 1911.

The midsummer business season is now engaging the trade. Only a few weeks ago the dealers were busy supplying the wants of the campers, and now the demand is principally for records, and this is about fair. Several of the houses plan to put new life in the business with the approach of the fall season. Already some have started a circular campaign, which will be followed up with personal calls later on.

The Rudolph Wurlitzer Co. report a very satisfactory increase in their talking machine business over the same months in previous years. The approach of hot weather, which, with the majority of talking machine dealers, is the signal of relaxation from the efforts to get business, holds no such significance in the case of the Victor department of that company. Some years ago they inaugurated the policy to continue right through the summer season with the same amount of help and the same outlay in advertising and literature, and the business that they have enjoyed during the summer months of the past few years showed the wisdom of their course. It stands to reason that it requires a great deal of extra work and effort to get additional summer business. The town is practically deserted by the society people, and we must also take into consideration the immense sums which are spent on vacations and which naturally affect the purchase of articles which are considered a luxury for some months.

Business, however, was very active in July, and the talking machine force was kept fairly busy. The feature of the month was the many out-of-town visitors who made the Rudolph Wurlitzer Co. their headquarters during their stay in Cincinnati, in going to and fro from the Northern summer resorts, many customers from the South naturally stopped over at Cincinnati and took occasion to visit the talking machine department. Many pleasant acquaintances were renewed.

With the rearrangements of the entire main floor of the store, the talking machine department will have greater facilities than they ever had before for showing machines and records. The basement record rooms will be reserved to take care of the overflow from the first floor record selling booths. If the last winter's business was any criterion, the Rudolph Wurlitzer Co. will have

occasion to use these record rooms during the busy season.

Mr. Sigman, the Wurlitzer Co.'s traveling man in the State of Ohio and Northern Kentucky, leaves in a few days on his vacation, and on the way to the seashore will visit the various talking machine factories.

William J. Kenney, an experienced talking machine salesman, connected with a local concern for the last three and a half years, has taken service with the Cincinnati branch of the Columbia Phonograph Co. as their special representative, also Amos Huber, long connected with the Dallas (Tex.) office, has cast his lot with the Cincinnati branch, realizing the great field the territory offered him in handling Columbia Grafonolas.

Manager R. J. Whelen, of the Columbia Phonograph Co., when asked regarding July business stated: "Retail and instalment sales during the month of July were better than last year. However, the wholesale end of the business is a little slow, a condition brought about by the busy farmer harvesting his crops. The opinion of our dealers, however, is that the fall trade is going to be enormous, as all indications point that way. The new Grafonola Regent, Jr., is being received by the trade with marked success, and we cannot get them from our factory fast enough to supply the demand. We had a very good Grafonola month, having sold one or two every day, which shows the Grafonolas rank high in musical circles, and a steady demand still continues from all directions for the Regent, Jr., and Favorite machines. The two new popular-priced Blue Label double-faced records—"The Sextette from Lucia" and "The Quartet from Rigoletto" have taken the market by storm, they are so brilliant, and we are pleased to state that we have now a very familiar pair of records at a price within the reach of all."

There is some talk about town relative to President Stever, of the Lyric Piano Co., making a change at the end of this month. Under his direction the Talking Machine Shop was instituted there, and has proven to be a successful branch of the business, particularly just now. One of the store's show windows contains a display of talking machine palaphernalia with an appropriate decorative scheme.

The Victor department of the Aeolian Co. will be in operation in its new quarters, Fourth avenue West, before the close of this month. Mr. Ahaus, who has charge of this department, is looking forward to the event with interest.

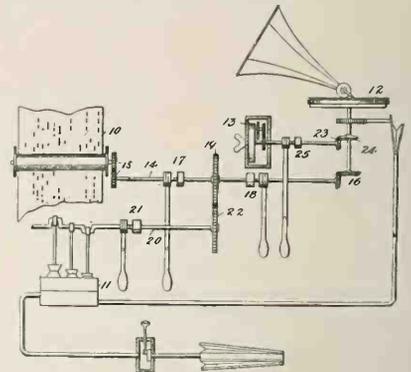
The employes of the Rudolph Wurlitzer Co. held their annual picnic at Highland Grove, O., on July 15, which was attended by 233 people, including the families of the employes. The entire party met at the Wurlitzer store and carrying banners and accompanied by the Wurlitzer Band marched to a specially decorated train, which took

them to the picnic grounds. Dancing and various sports contributed to the enjoyment of the day, and an old-style Kentucky chicken dinner, which was served in the open, was greatly enjoyed. The entire affair greatly impressed Cincinnatians with the magnitude of the Wurlitzer institution.

### AN INTERESTING COMBINATION.

**Edwin S. Votey's Latest Invention Combines Player Piano and Talking Machine in One Instrument—Some of the Details.**

Edwin S. Votey, secretary and assistant treasurer of the Aeolian Co., New York, and who is well known for his numerous and valuable inventions relating to player-pianos, has received a patent on a new combination player-piano and talking machine, an instrument that should open a new field in the world of music. The playing of talking machines in connection with player-pianos has been attempted with considerable success in the past, but the fact that both instruments have been combined in one, thus providing for greater accuracy and



synchronism of movement, is most interesting.

Mr. Votey, in the claims made for the invention, states that it comprises a new and improved combination player-piano and talking machine in which the player-piano and the "talker" are each provided with a separate and independent motor and which motors can be so coupled with or uncoupled from the piano-player mechanism or the talking machine mechanism, as to operate both the piano-player mechanism and the "talker" from the piano-player motor or from the talking machine both at the same time, or to operate the piano-player alone by the piano player motor, or the talking machine alone by its motor or the pianoplayer mechanism alone from the phonograph motor or at the same time to operate the pianoplayer by its motor and the phonograph by its motor, all at the will of the operator. The patent (No. 994,489) has been assigned to the Aeolian Co.

# 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.



The *long wear* of Columbia records is a feature that printed words hardly convey. But in practice there is no mistaking it. It is a feature that is peculiarly Columbia, and once a record buyer realizes it, he is *solid*. They will all realize it, too, before we get through.



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

## GOOD REPORT FROM SO. CALIFORNIA.

Business Keeping Up in Excellent Shape Considering Season of Year—Numerous Vacation Visitors Help Record Sales—Music House Installs Victor Department—What Different Prominent People Are Doing—O. P. Swem Swells Out Business—What the Dealers Are Doing to Increase Business—Recent Trade Visitors of Record—General News of the Month Worth Recording.

(Special to The Talking Machine World.)

Los Angeles, Cal., Aug. 2, 1911.

The talking machine business in all southern California has been keeping up in a most wonderful way, considering the season of the year. The activity is due to the vast number of people visiting the nearby beach resorts, who take talkers or a fresh supply of records with them, so that their vacations may be more enjoyable.

San Diego, the city of much importance of southern California, has just closed its ground breaking carnival for the Panama World's Fair, which will be held in that city in 1915. There was a large attendance of talking machine men.

The talking machine department of Geo. J. Birckel Co.'s new home is one of the most up-to-date places in the west. Mr. Cook, the manager, is putting every effort in advertising foreign grand opera series. To their vast Victor stock they have just added a more complete stock of Columbia and Edison goods.

The S. C. Purser Talking Machine Co. have moved to their new quarters at 244 South Broadway, with the Eiler's Music Co. Mr. Purser has recently installed a complete Edison line in connection with his Victor stock. He considers that one line helps the sale of the other in many ways.

The T. J. Johnston Piano & Music House, 415 South Main street, have installed a complete line of Victor machines and records. Mr. Johnston states he is sorry he did not handle the line before.

The Talking Machine Shop, 216 West Fourth street, opened on July 28, and we wish to extend our congratulations to the Messrs. D. Wolfskill, A. D. Wayne and T. Moreno upon the excellent taste displayed in the decorations and the arrangements of the seven sound-proof demonstration rooms. The latter are beautifully finished in dull white, partitioned by heavy plate glass from floor to ceiling. The walls are decorated on either side with handsome mirrors from floor to ceiling. Their stock of Victor and Columbia goods is admirably complete, a feature being the sale of records in sealed envelopes, thereby insuring absolute newness.

Harry Clubb, sales manager of the Picture-Disc Co., returned to Los Angeles after a most successful trip to the east. He states that he had the time of his life.

Wm. Hobbs Richardson, the new manager of the retail department of the Southern California Music Co., in which he has been active for many years, has many new ideas for the development of the department which are proving a great success. He is a real "live wire" in the talking machine business.

B. H. Beck, of Sherman, Clay & Co., San Francisco, was in the city for several days, and reports business good in the northern city. Mr. Beck is probably one of the best known salesmen on the Pacific coast. His talking machine career dates back over fifteen years here on the coast.

O. A. Lovejoy, manager of the wholesale talking machine department of the Southern California Music Co., has returned from an extended eastern trip. He visited the Victor and Edison factories, attended the jobbers' convention at Milwaukee, and also visited the old home in Chicago, where he was formerly engaged in the talking machine business. Mr. Lovejoy was accompanied by Mrs. Lovejoy, who enjoyed the trip immensely.

The Southern California Music Co. have been doing a most wonderful business considering the season of the year, the principal run being on the more expensive machines, also a great selling success of the new type Victrola IX, which seems to be in a steady demand. The new Victor Herbert orchestra records are taking the talking machine owners by storm, making the most remarkable hit of any specials that has ever been put on the market.

W. J. Raynard, traveling representative for the Southern California Music Co., who spent a few warm days up in the oil fields, says that on July 22 the mercury rose to 124 degrees at noon in the shade and at 11 p. m. 98 degrees.

O. P. Swem, Escondido, Cal., who has been in business for many years, has sold out to Mr. Beacher Fream, who will continue selling phonographs. This is proving a prosperous season for the Edison business phonograph. The Southern California Music Co. just installed eighteen machines for the Santa Fe System, which makes a total of thirty machines which they have in use in Los Angeles.

Another Edison dealer, B. Hearne, Jr., of Ventura, Cal., has retired from business, J. J. MacGreggor, of MacGreggor Bros., taking up the line from Mr. Hearne.

W. A. Voltz, the Edison coast representative, will spend the month of August in the East on vacation.

D. W. Carroll, Jerome, Ariz., was in the city for a few days, and reports business good in his section of the country.

Shierson Bros. carry a complete stock of Columbia, Edison and Victor records, American, Spanish and Chinese, and they also intend putting in a complete stock of Russian and Greek records. Both members of the firm are accomplished linguists.

E. W. Woolsey, Watts, Cal., is a new dealer in the Edison line. He is starting out in a promising field.

T. J. Medland, of Redlands, has been visiting Los Angeles. Some years ago he made records as a chorister for the Columbia Co. He is an enthusiastic dealer and never allows his Columbia stock to diminish.

Cass Redewill, president of the Redewill Music Co., Phoenix, Ariz., accompanied by his charming bride, are spending their vacation in Los Angeles.

E. Holland, 1052 East Vernon avenue, a prosperous suburban dealer, has just put in the Edison

line. The Ford Music Co., 524½ East Fifth street, are also among the new Edison dealers of the city.

Sherman, Clay & Co. have had a most excellent July trade, especially in the Victrola XVI in oak, which seems to be a very popular finish just now. Manager Ruggles states that the demand for Victrolas IX. from the Victor dealers is remarkable. They are all calling for this special type of machine.

## VICTOR HELPS TO CATCH FISH.

Attracts Many Victims to Bait of Talking Machine Man—Some Suggestions.

According to J. W. Becker, with the Hoefler Manufacturing Co., Milwaukee, Wis., the Victor talking machine proves a mighty valuable adjunct to a fishing outfit, and in proof of the statement declares that while on his recent vacation to New London, Wis., he succeeded in landing eleven large fish in a very short time by placing a Victor machine on the bank and keeping a lively band record playing continually. Perhaps the fish were bass who, owing to their fighting spirit, should appreciate military music. On such a theory it might be well to try "Dr. Munyon" for the weakfish, "Give My Regards to Mabel" for lobsters or a talking record covering a gold mine proposition for suckers in general.

## WHAT ADVERTISING DOES.

First, it saves time, and time is money. Shopping, especially with men, takes time that real business men or artisans can ill afford to spend. The modern method is to decide from reliable information, previously obtained, what you want to buy before going to the street or sending for goods by mail. The economical method for obtaining this information is by reading advertisements.

True, some are false statements, but the public is getting more and more wisdom every day, and the advertisers more honest. More credence is given to advertising now than ever before, and this condition is bound to increase, because it is the experience of business men that truthful advertising is the only kind that is permanently profitable.—Seth Brown, in "Library of Advertising."

## 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

## TALKS ABOUT BUSINESS BUILDING

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

### TALK No. 1.

By the term "BUSINESS-BUILDING" I mean the ART of securing Permanent and Profitable Patronage.

Right there SUCCESS IN LIFE, COMMERCIALY, hinges. Think that over well.

For the sake of emphasis, let me state the same truth again this way: SUCCESS IN LIFE, COMMERCIALY, hinges on BUSINESS-BUILDING, the ART of Securing Permanent and Profitable Patronage.

It is true of the EMPLOYER. It is true of the EMPLOYEE. It is true of the PROFESSIONAL MAN. It is true of EVERYONE engaged in useful effort. It is certainly true of those engaged in all branches of the talking machine business and allied industries.

Everybody engaged in useful effort is engaged in BUSINESS—in BUSY-NESS, and his MONEY-MAKING POWER depends upon his power to secure Permanent and Profitable Patronage.

Make this, then, your mental SUN-GLASS, with which to focus things; make this the TARGET at which you aim; make this, then, your DAILY SLOGAN, "I WILL DEVELOP MY ART OF SECURING PERMANENT AND PROFITABLE PATRONAGE."

To do this start out by bearing in mind that you are A SALESMAN; realize that you actually have something to sell.

If a bookkeeper or stenographer, you are selling your services; if selling talking machines you are doubly A SALESMAN.

FIRST, you are selling the product of the house

you represent, to the buying public.

SECOND, you are selling your own services to the house you represent.

It will be a blessed old day in the WORLD OF TRADE when everybody wakes up to the fact that he is A SALESMAN; and that the price he gets for his goods, even though the goods be SERVICE, is potently influenced by one of the same laws that so largely regulate the SALE OF MERCHANDISE: namely, that the PRICE is very largely regulated by the QUANTITY AND QUALITY of the GOODS delivered.

"I'm not paid for doing that" never made good goods in the way of service.

"I'm earning my salary now, and I'll be blessed if I will do any more," never brought a raise.

The man who is always looking to see how little service he can render, never becomes A MASTER SALESMAN; and that's what every man in the commercial world to-day should strive to be—A MASTER SALESMAN; for a MASTER SALESMAN is a MASTER BUSINESS-BUILDER, and the MASTER BUSINESS-BUILDER is the ARCHITECT of a nation's commercial greatness.

Thus you see that those who dwell on the mental plane of doing as little as they can for their wages forget that the man who never does more than he is paid for IS NEVER PAID FOR MORE THAN HE DOES.

Let this thought sink deep into your mind, if you strive for success in the commercial world. THE DOERS ARE THE MONEY-MAKERS—become the CAPTAINS OF INDUSTRY, the MASTER MERCHANTS; but the "SHIRKERS"

and the "WORK-DODGERS" are the "DOWN-AND-OUTS," the "MIGHT-HAVE-BEENS" that never were.

### What Are You in Business For?

We have seen that in final analysis everybody engaged in useful effort is a BUSINESS-BUILDER. He has a business of his own to build. To do that, he is selling something—Service or Something Else.

This series of articles must be eminently practical from a business point of view. However, in a broader sense, this series of articles should appeal to all workers in the vast FIELD OF COMMERCE, or—to change the figure—to those who have set sail upon the SEA OF COMMERCE, since each one is sailing for or wants to sail for the same port—SUCCESS.

Let us be real plain about it: WE ALL WANT TO ACHIEVE FINANCIAL SUCCESS. Of course, REAL SUCCESS includes more than that, but it does include FINANCIAL SUCCESS.

As the prime object of human existence is the attainment of content—HAPPINESS—in the broad sense of that term, I have but little sympathy with those idealists who say that money has nothing to do with happiness. Personally, I do not believe it is possible to be broke and happy at the same time. If you do, you are an exception to the rule.

To you, then, who are engaged in that particular branch of the world's commercial work known as the talking machine trade I ask these questions:

First, In what direction lies the HARBOR OF FINANCIAL SUCCESS?

Second, WHAT POWER propels your craft?

Third, WHAT are your CHART and COMPASS?

Before you answer these somewhat abstruse questions, I want to ask you again, MR. EMPLOYER, this question: WHAT ARE YOU IN BUSINESS FOR?

Of you, MR. EMPLOYEE, I would inquire this: WHAT ARE YOU WORKING FOR?

Did I catch your answer correctly, and, written out, does it read, "TO MAKE MONEY?"

Let me ask each of you the same question in a little different way: WHAT IS THE OBJECT OF THE EXISTENCE OF THAT COMMERCIAL INSTITUTION OF WHICH YOU ARE A PART?

Is your answer the same as before? Did I hear you say, "TO MAKE MONEY?"

If I have caught your answer correctly, then I want to say this:

YOU are not HEADED in the RIGHT DIRECTION for the HARBOR OF FINANCIAL SUCCESS. Your MOTIVE POWER is not GOOD. Your CHART and COMPASS are OUT OF ORDER. YOUR CRAFT will NOT ARRIVE at the DESIRED DESTINATION, except the chance wind of favorable fortune should drift it there. YOU will not reach it by THAT KIND OF NAVIGATION.

Now, don't jump off your chair, nor tear your hair, nor swear; neither believe this "hot air." BE FAIR. Wait till I finish this thought.

If you want more of some particular article of the manufactured kind, what do you do?

Can you get the manufactured article by going directly after the real thing? Or are you obliged to think about the ingredients which brought together make that article and then really do something to bring them together?

You are obliged to get back to CAUSE—THE THINGS, which combined, MAKE THE EFFECT, THE RESULT—THE (commodity).

It is just so with this COMMERCIAL SUCCESS BUSINESS—this financial affluence question.

MONEY DOESN'T "MAKE" ITSELF. IT HAS TO BE "MADE."

And the necessary ingredients for making money may ALL be summed up in ONE WORD—"SERVICE."

SERVICE—the Open Sesame of the GATES OF SUCCESS;

SERVICE—the bugle-call of high endeavor.

It is the most potent word to my mind that man

(Continued on page 10.)

# 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.

What's the use of going up against an uphill game when by putting the same amount of effort behind

## *The* EDISON PHONOGRAPH

you'll do more business and make more money than you ever made before in your life.?

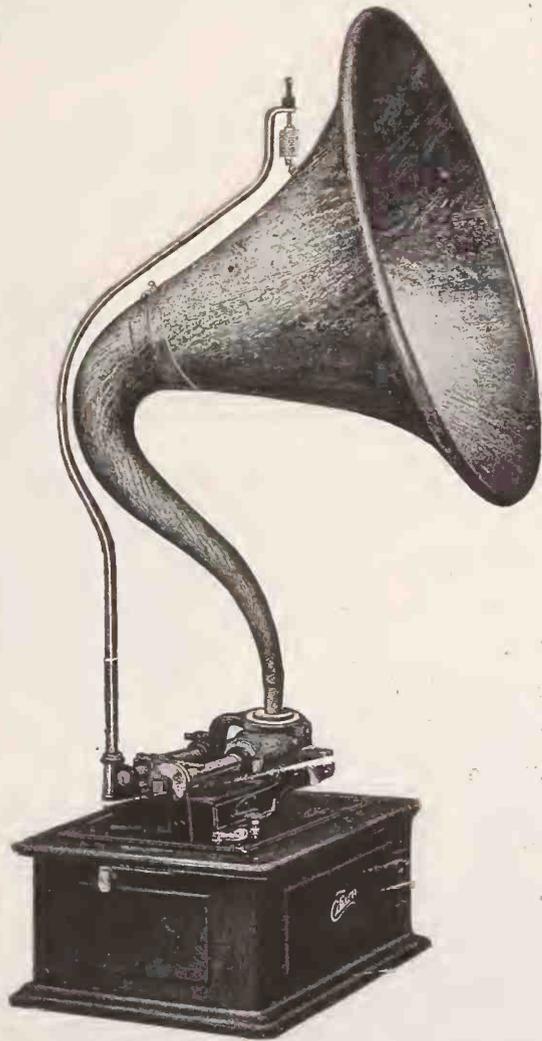
The Edison is the great popular choice—the instrument that everybody wants.

There's enough selling momentum in the name Edison Phonograph alone to make a sale seven times out of ten against the stiffest competition—and coupled with your efforts, you can make it ten times out of ten—a bull's-eye every shot.

# When it comes down to details you've got everything your way—the Edison Phonograph has all the arguments.

Tone—Edison tone—the result of the sapphire reproducing point which does not scratch or wear the record, never wears out or requires changing—no changing needles. Exactly the right volume of sound for the home. The ability to play both Edison Standard and Amberol Records. The ability to make records at home.

Don't fight an uphill fight—go the way of least resistance. Crowd a little more steam in your salesmanship—and don't forget to write an Edison jobber now while you've got him in mind.



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

### TALKS ABOUT BUSINESS BUILDING.

(Continued from page 7.)

has ever coined—SERVICE. Study what it means and you will think so, too.

Certain ingredients are CAUSE; the talking machine is EFFECT. SERVICE is CAUSE. MONEY is EFFECT.

Correctly combine large quantities of the right kind of ingredients together and you get many talking machines.

Mix enough of the right kind of deeds (THE THINGS YOU DO), and the right kind of words (THE THINGS YOU SAY), and you then render great service, and the NATURAL RESULT is—MORE PROFIT TO YOU.

The profit you make is the pay you get for the service you render.

Are you aware of the fact that NINETY-FIVE PER CENT. of those who set sail on the SEA OF COMMERCE FAIL TO REACH the PORT of FINANCIAL SUCCESS?

STARTLING—BUT TRUE. WHY?  
THERE'S A REASON.

There is always a reason why this man WINS and that man FAILS.

ASK the NEXT ONE HUNDRED PERSONS you meet the question, "What are you in business for?" You will get the answer, "To make money" from at least NINETY-FIVE PER CENT. of them.

That's the reason for their failure.

When Ninety-five out of every One Hundred can knowingly and understandingly say, "I am in BUSINESS, or I AM WORKING TO RENDER SERVICE"; when they can say that honestly, meaning every word of it, THEN THE STATISTICS WILL BE GLORIOUSLY REVERSED—NINETY-FIVE PER CENT. WILL WIN. For NINETY-FIVE PER CENT. CAN WIN, if they will render the world THE SERVICE that the WORLD NEEDS.

We must get back to the law of CAUSE AND EFFECT in the WORLD OF BUSINESS.

FIRE is CAUSE, HEAT is EFFECT. If I want HEAT, I build a FIRE.

SERVICE IS CAUSE; MONEY IS EFFECT.

If I want the heat of money, the warmth of profit, the enjoyment of more pay, I must build a bigger fire of SERVICE.

SO MUST YOU—YOU WHO READ THIS. SO MUST EVERY MAN WHO WOULD BE A BUSINESS-BUILDER, AND A MONEY-MAKER.

No one can escape the law of CAUSE and EFFECT.

There are thousands of employes ruining their eyesight looking for more pay. They get so close to the log of "more money" that they can't lift it. If they would look for more ways to render greater and better service they would soon make a lever that would lift the log.

There are thousands of corporations (composite salesmen) also who are looking longingly for dividends to increase. They are so close to their business that they can't see it.

Quit worrying about dividends and become more active in the use of your constructive imagination, figuring out ways and means to solve the problem of rendering more prompt and more efficient service in every way, then the "more dividends" question will take care of itself.

There is one more question I want to ask in this article—but it is a most important one. It is this: Who are the salesmen in the world of commerce?

We have seen that in the broadest possible sense everyone is a salesman, but we are narrowing the question right down to commerce in the technical sense of that term when we ask,

WHO ARE THE REAL SALESMEN OF THE WORLD?

Think it over and have your answer ready, and I will give you the answer that appeals to me as being the correct one in TALK NO. 2, which will appear next month.

A new definition of the word "competitor": A merchant who aids you in creating better business, for the benefit of you both.

### ATTRACTING ATTENTION.

Placing of Victor Dog on Baggage Makes Sales for H. B. Coreaux.

It is the unusual and not the common place that attracts the most attention, and working on this theory H. B. Coreaux, manager of the Victor talking machine department of the E. E. Forbes Piano Co., Montgomery, Ala., has devised a traveling



READY FOR CANVASSING TRIP.

outfit that informs everyone regarding the business he is engaged in while on the road. As will be seen by the accompanying photo Mr. Coreaux has had the Victor dog placed in a prominent position on the side of a special suitcase containing his demonstrating outfit and he states that the idea has resulted in a number of good sales to casual ac-

quaintances met on trains, etc., while he has been on his regular trips through the small towns in the neighborhood of Montgomery.

### MUSIC BY WIRE.

T. Thorne Baker Refers to This Subject in Recent Lecture in Paris.

Speaking at the Royal Institution, Paris, France, recently, on "Practical Progress in Wireless Telegraphy," T. Thorne Baker, F. C. S., described several new wonders in wireless telegraphy, which, he said, had reached a practical stage in connection with army operations, not only from aerials, but with the new portable field set. Improvements had been made in receiver instruments and in devices for preventing the tapping or interception of messages at sea. Another novelty was a keyboard instrument by which musical sounds could be transmitted. During some recent experiments between Brussels and Slough, some bars of "God Save the King" were transmitted and received. The practical use to which the transmission of musical sounds could be put 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 Baker ran up and down the musical scale.

### COURTESY THE PASSPORT.

Someone has called courtesy a passport to popularity, and it is a passport which will be honored in every country in the world. Etiquette changes as we go from one country to another, but the principle of politeness does not alter. "Thank you" may be an unknown quantity in the ears of the foreigner, but he understands and responds to the courtesy with which it is said. To get into certain classes of society, one needs the passport of wealth or a well-known family name, but the only passport needed to the goodwill of our fellowmen is courtesy.



## Won't You Have a Lesson in Spanish?

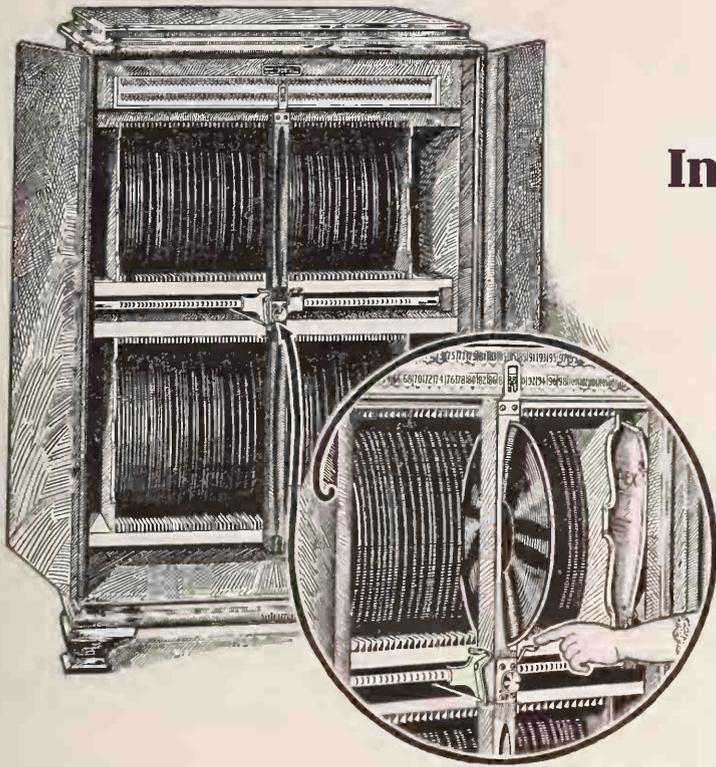
It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

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

**International Correspondence Schools**  
Box 918, Scranton, Pa.



The Record is  
Instantly Available  
with the  
Perfect  
Filing  
System  
of the  
**Pooley  
Cabinets**

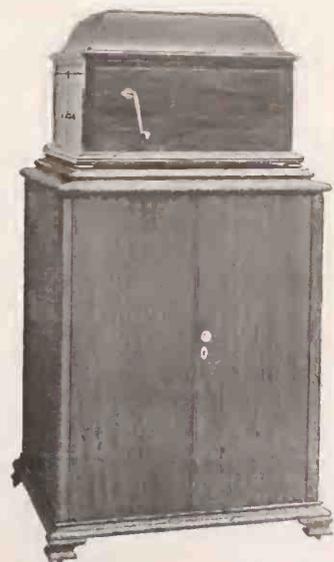
By simply pressing a lever, any record desired is at hand.

ORIGINAL IN CONCEPTION  
PERFECT IN CONSTRUCTION  
ATTRACTIVE IN APPEARANCE

**The POOLEY CABINET and  
DISC FILING SYSTEM**

is the result of long and careful experimentation brought to perfection with the purpose of filling an urgent demand.

Are you the Dealer to represent us? Write to-day for full information.



**POOLEY FURNITURE  
COMPANY**



16th & Indiana Ave.  
**PHILADELPHIA**



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

**NEW YORK, AUGUST 15, 1911.**

**T**RADER in the talking machine industry, both wholesale and retail, has slowed up quite materially during the past month in some sections. This, however, is not unusual, as this covers one of the duller periods in the entire business year—the season of rest and outdoor recreation.

The summer trade as a whole, however, has been up to the average with those dealers who have adopted progressive methods in their sales departments.

Developments these days, whether favorable or unfavorable, must be met with an intelligent comprehension of the requirements in order that the figures appear on the right side of the ledger.

When there is a slowing up in any department it is the duty of the sales manager to study the situation and inaugurate a new means of strengthening the weak spot. How this can be done is, of course, governed by local conditions and circumstances.

The application of new ideas and effort are necessary at all times to win success, but particularly so when there is a slacking up of business.

It does not pay a dealer or a jobber, either summer or winter, to sit down and complain. It is much better to rise to the situation and force business to come one's way.

We are now rapidly approaching the busy season, and within a few weeks more the talking machine men will be planning the business campaign for fall.

He should enter into this work with a spirit of enthusiasm, ever realizing there is no halting in the development of the talking machine, and that it is moving on steadily to new conquests and destined to occupy a new sphere of usefulness and importance in the musical education and entertainment of the people.

**I**T will be noticed that the talking machine manufacturers take no vacation in the matter of advertising their goods during the summer.

It is impossible to-day to scan a magazine without coming across forceful and well written announcements bearing upon talking machines of all kinds.

There is a moral in this which should be observed by every dealer and jobber.

They believe, as we believe, that there are no seasons in talking machines. There is trade the whole year around, but it must be followed persistently and with much determination to get the results.

There is still plenty of good undeveloped territory closely adjacent to every talking machine establishment in this country which needs systematic, careful working.

Something worthy of consideration in this connection is the automobile.

A dealer with a runabout can cover in a day a large number of prospective customers, and he is certain to make a profit on his automobile investment by carrying out and developing this scheme of enlarging trade.

We know of a dealer in a western town who has increased his business more than 40 per cent. by using a moderately priced automobile as a means of reaching his customers.

When new records arrive each month he visits those located in out-of-the-way points and brings to their notice the important new numbers.

This has resulted in a large record trade, and while engaged in this occupation he has interested the neighbors of his customers with such success that machine as well as record sales follow.

All this implies thinking and working, but every talking machine man must be wide-awake these days.

**G**EORGE BATTEN, one of the leading authorities in the advertising profession, in a recent talk said:

"Judging circulation by character rather than by size is a hopeful aspect of present day advertising. The use of this necessary standard is evidence that guesswork is giving place to practical certainty. No quantity of inappropriate circulation can make up for lack of character, any more than surplus flesh can make up for lack of brains."

While these remarks may have been meant for the general run of magazines, yet they apply as pertinently to conditions in the trade paper domain.

It is the paper with character, independent standing and authority that commands the support and appreciation of the advertiser and the subscriber.

It is not alone the mere printing of news that counts; its quality and trustworthiness are major considerations.

It is on the foundation of character that The Talking Machine World has built its present enviable standing in the trade paper world—a position which is recognized to-day not only in the United States, but throughout Europe, South America, Australia and the Orient.

And this despite the fact that the talking machine industry is, comparatively, a small one.

The paper that is conducted on a character basis confers a value on the industry it represents that is inestimable.

It means that its utterances are received with the consideration due an authority.

The trade paper that is consistently working to improve business methods—to improve trade ethics—to carry the message of optimism into the store—to make the employer and employe greater factors in the development of trade—must necessarily carry great weight. Keen advertisers appreciate this fact. They recognize that the utterances of a journal like The Talking Machine World must be of value and service.

The World is not in the habit of "blowing its own horn," but these very pertinent remarks of Mr. Batten, who is one of the most dignified and forceful figures in the advertising field, set forth some truths, that are so applicable to the position occupied by The World, that we feel compelled to present these bouquets to ourselves.

**T**HE trade outlook for the fall is causing some concern to business men.

Crop conditions are not up to the mark in certain sections, and at the present time the discussion about the tariff in Congress and the aggressive attitude of the Legal Department of the Government in assailing large business corporations and railroads has unsettled the business equilibrium, so that it is almost impossible to form any settled conclusion as to fall prospects.

With the adjournment of Congress and more definite particulars regarding the exact condition of crops business men will be able to comprehend the situation intelligently and act accordingly. It is safe to say that while the value of the crops of the country this year will not be equal to the past few years it will compare favorably with past seasons which we considered most satisfactory.

Meanwhile our newspapers have an unfortunate habit of exaggeration when discussing crop conditions as well as other things, and their reports upon almost every topic are colored largely by their political or financial affiliations.

**R**EPUTATION is worth more than riches. Wealth in the hands of one who is discredited becomes a curse. "I have lost my reputation, and what remains is bestial," cries Cassio. He who is without reputation is like a rudderless ship without a sail.

A tree of a century's growth can be felled in an hour. So with reputation! Difficult to attain, priceless to possess, it must be jealously guarded.

Hard-earned reputations have sold innumerable square feet of bedaubed canvas. Such betrayals are always extravagantly expensive. The public is hard to win, but easy to lose. Deception is a double-edged dagger. As a prominent writer pertinently says: "A reputation is too valuable an asset to be sacrificed to greed. It is so valuable that it should be the aim of every man to attain."



PERATORI



CLARK



THAT GIRL QUARTETTE



REARDON



OSSMAN



VERGERI



SMITH



DELLA ROCCA



JONES

**U-S EVERLASTING  
NON-BREAKABLE  
RECORDS**

*Fit any Phonograph*



MUENCH



STANLEY



MORTON



THOMPSON



HOWARD



COOMBS



DAVENPORT



ZIMMERMAN



KRYL



ANTHONY



PORTER



D'ALMAINE



STEWART



MCCOOL



STOLBERG



WHEELER



PERCIPPE



BENZLER

A few of the leading entertainers of the day, whose able talent has been secured to make U-S EVERLASTING RECORDS popular.

Write at once for details concerning our liberal arrangements with dealers.

**The U-S Phonograph Co.**

*Associated with*

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

1013 Oregon Avenue - - - - - Cleveland, Ohio

5-7 Union Square..... New York  
219-223 W. Washington St., Chicago  
50-60 East Fifth St..... St. Paul  
321 First Avenue, N.... Minneapolis  
229 Cedar Street..... Milwaukee  
Washington & Causoway Sts., Boston  
Broadway & Beaver Sts..... Albany

16th St. & Sherman Drive..... Indianapolis  
225-227 West Fourth St.... Cincinnati  
60 West Mitchell St..... Atlanta  
1106 Commerce St..... Dallas  
210-212 South Broadway... St. Louis  
950-962 Mission St.... San Francisco



WHEELER



WATSON



KIMMEL



GRIMM



CARRE



SUTER



BURR



HOLLANDER



GOLDEN



BALLARD



KOSKELO



JAHN



LIBSOHN



MILESA



FIVE BROWN BROTHERS



VAN EPS



HILL

The new Columbia product coming along for the Fall will turn a new page in the history of the musical instrument business. Anybody can make predictions, that's a fact. But watch these fulfilled.



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

### THE CALL OF THE COUNTRY.

During the Summer and Early Autumn, Mr. Dealer, When Your City Trade is Slow, You Should Answer the Call of the Ruralite—He Will Help You Make Good Until the Vacationists' Return—The Following Article Will Tell You How.

The city dealer who is bemoaning the cruel fate that beguiled him into adopting the talking machine business as a means toward a livelihood should "dry those tears" and answer the call of the country.

The average metropolitan talker man figures on a light summer. He either depends on a paying side line to pull him through until fall, or else practically suspends operations during the hot weather. (Of course, this applies more forcibly to the retailer.)

Mr. Wise Guy, however, does not let a little thing like torrid atmospheric conditions affect him. He lays the foundation for his summer campaign just as soon as the first spring flowers nod their gay heads above the green sward in Central Park, and keeps it going until the last sojourner at seashore and mountains is back in town again.

A summer campaign, Mr. Dealer, is the thing that will make your business a paying proposition throughout the year. If you could assure yourself beyond a reasonable doubt that by a carefully planned trip through the rural district adjacent to your city your salesman would be able, during July, August and September, to sell as many goods for you as he does in the winter among your regular customers, you would send him out, would you not? Well, he can; so get his luggage packed at once. The country is calling him. It is not yet too late.

The writer is fortunate enough to reside in the country, so he knows whereof he speaks. While penning this article, the merry whir of a mowing machine floats in at the open window, accompanied by the fragrant odor of new hay. The man perched upon the seat of the mower, and cracking a long whip over his team of massive Percherons, is a talking machine enthusiast. Right now he is thinking how nice it would be to have some new records for the Amberola; "but, gosh ding it! it's harvest time, an', then, Mandy's so derned busy churnin' an' doin' a hundred an' seven things round the house that the Lord only knows when we'll ever be ready to go to the city."

Do you realize, Mr. Dealer, that this is a golden opportunity for a record sale going to waste? If your salesman should happen along at the farmhouse behind the hill, and interview Mandy, she would be surprised at the old lady's vivacity. She would gaze at him rapturously for a moment over her specs, then, realizing that he is a real, live, talking machine "canvasser," she would exclaim dramatically, "Land sakes! New records? I'll call Josh right away. He'll be about crazy to hear 'em."

Picture the scene: The ancient house painted a creamy white against a background of green hills. In front the open well with an "old oaken bucket" suspended from a moss-covered windlass. The

dinner horn is hanging on a nail inside the kitchen porch, and Mandy scuds toward it, looking for all the world like a heavily laden schooner making port under a twelve-knot breeze.

"Toot!! Toot!! Toot!!" bellows the horn. "Toot! Toot! Toot!" comes back from the distant



LISTENING TO VICTOR HERBERT'S BAND.

hills. In the field where her lord and master toils and wishes the echo lingers.

"Gosh ding it," cries Joshua, surprised. "Dinner time a'ready. Whoa thar, Dobbin! Hold still, Jinny! We be a'goin' home. Don't ye hear Mandy callin'?"

Upon his arrival with the team your salesman is introduced, and his stock of records played and commented upon. Mandy dotes on some of 'em. Josh call'ates the others is putty slick, so he naturally arrives at the following conclusion: "Gosh ding it! Young man, we'll take the whole derned business; then we'll both be tickled."

Barn dances are mighty popular down our way just now, and Samuel Holmes, a prosperous young farmer of Moorestown, N. J., has just driven in to ask for some dance records.

"We are so busy with our hay and potato crops that I have been unable to get to town," he remarks as he hitches his bay gelding to the big maple in front of the veranda, "so I thought I would call on you."

Fortunately I am able to accommodate him, but



SHE ABSORBS MANUEL ROMAIN WITH GUSTO.

if your salesman, Mr. Dealer, were on the job, the result would be a sale instead of a loan.

Taking a trolley ride in the evening, it is a common sight to witness a farmer, fatigued from a hard day in field or meadow, taking his ease in a hammock and listening to Victor Herbert or John Philip Sousa. And, say, maybe those Herbert-Sousa selections don't sound fine and dandy out of doors. If you want to hear a band or orchestra record at its best, just take your machine to the lawn. I'm going to do it this evening. There is a lawn fete scheduled to take place in the yard of William Walther under the auspices of the Hainesport Lutheran Church, and your sincerely is going to furnish a canned concert. They are also going to have ice cream in a can and candles in the Japanese lanterns, and several kinds of can-dy. Yes, to be can-did, we are going to do all we can to make it a success. Can you beat it?

The Jersey girls are keen on the talker, too. These hot days, after Marie Louise has finished plucking "tomats" for supper, she totes her phonograph "down in the old meadow lane." There is a nice breeze blowing off the limpid bosom of the dreamy Rancocas, so she perches her one hundred and thirty-four pounds of buxom beauty on the top rail of the pasture fence and absorbs Manuel Romain with gusto.

Now, to be serious, why not invade the country, and at once?

If my editors are kind this story will reach you on August 15. The farmer will still be 'busy'—too busy to go to town—and will, therefore, greet your salesman like a long-lost brother, which, as a matter of fact, is rather an unusual way for a salesman to be treated. The writer has been one; 'nuf sed.

The red and gold of late autumn will decorate the woodland, and the frost will nip the pumpkin vines before Joshua, Mandy and Marie Louise can call upon you at your sumptuously appointed salesrooms in the metropolis, so you owe it to yourself and to your business to send your salesman to them. Do it now.

Finale:

If you would eliminate the germs of stagnation that pray upon your trade every summer, answer the call of the country. You will find it a safe, sane and sure laxative for a torpid business.

It will not work while you sleep, however.

HOWARD TAYLOR MIDDLETON.

### TACT IN SELLING.

Commerce between nations or individuals is a matter of peace. It is a diplomatic negotiation from start to finish; and Tact is the magic wand of the diplomat as well as the crowning accomplishment of salesmanship. To do business, you must have the good will of your customer; and, to get it and keep it, you must tactfully give them good service and tactfully avoid antagonism and criticism. Remember that "vinegar never catches flies," but sweet things attract.

It does no good to buy stock carefully unless you get the money for it.

**INDIANAPOLIS TRADE NOTES.**

**General Rains Throughout Indiana Improve Agricultural Prospects and Business Men Rejoice—The Men Who Have the Destinies of the Talking Machine in Charge Are Preparing for a Busy Fall Trade—The News of the Month is Herewith Recorded.**

(Special to The Talking Machine World.)

Indianapolis, Ind., Aug. 8, 1911.

General rains over Indiana in the last two weeks have been a great help to the talking machine business. On account of the dry weather the prospects were not good for crops, and farmers were going slowly about buying talking machines and other luxuries. The rains of the last week undoubtedly have greatly added to the prospects for fall and winter business.

H. H. Myers, formerly traveling representative for the Columbia Co., with Indiana territory, but now in the real estate business, in Louisiana, called at the local Columbia store. Mr. Myers says all that is needed to develop the southern land is energy, and he is very enthusiastic over the way things are moving these days.

Clyde H. Spring, of Chicago, and Rufus S. Nock, of Louisville, are handling the dictaphone business for the Indianapolis Columbia store. They are meeting with success and are enthusiastic over the new style dictaphone.

The July business of the Columbia Co. was unusually good, without any particular apparent reason for the prosperity. Manager Devine is hoping that the end of August will show a similarly good record for this month.

The Hoffman records, just received by the Columbia Co., have been listened to by a number of Indianapolis piano experts, and have been pronounced gems. A big demand is predicted for these records.

Chas. Koehring, of the Musical Echo Co., Victor representatives, has returned from the Milwaukee convention. Miss Ada Wilsey, manager of this store has been out in the country on a vacation for three weeks.

W. E. Ludlow, of the Wulschner-Stewart Music Co., which handles Victors, was one of those to attend the Milwaukee convention, and he was greatly pleased with it. The record sales with this company has been good, considering the season. "The Fortune Teller," by the Victor Light Opera Co., and "The Inflammatus," by Lucy Marsh, have been the big sellers. Several large "40 and 10" accounts have been written by the Wulschner-Stewart Co., and the wholesale business has been unusually good.

Willis M. English, of the talking machine department of the Wulschner-Stewart Co., is visiting Niagara Falls. W. S. Barringer, manager of the department, said he expected to leave for the north on a vacation in two weeks.

The "Favorite" grafonola, at \$50, continues to lead with the Columbia Co. as a business getter. Large numbers of these machines are being sold month after month. In fact, Manager Devine, of the Columbia store, says the only fault he has to find is these machines are a little hard to get.

Business is reported good in the Victor department of the Aeolian Co. O. A. Gressing, manager of the local store, was full of praise for the Milwaukee convention. Since Mr. Gressing formerly lived at Milwaukee, he was called on to act as "friend, philosopher and guide," for a good many delegates, but he enjoyed these duties.

C. P. Herdman, late of the Cincinnati branch of the Columbia Co., but now assistant manager of the Indianapolis store, makes a specialty of selling Regent grafonolas or table machines. Mr. Herdman says the Regent in its original form was a good seller, and with half a chance, he could usually place it, regardless of competition. He adds that with the table in its latest form, that is, without a cut-in at the top and with sliding drawers, it is a "pipe."

M. G. Kreusch, Edison representative, called at the store of the Kipp-Link Co., who handle Edison machines. He and Mr. Kipp, of the company, talked over plans for the fall and winter trade.

The Edison people have a number of improvements to "spring," and Mr. Kipp is unusually pleased with the outlook. Mr. Kipp went to the Edison factory to remain one week and familiarize himself with the latest developments of the Edison machine.

**THE "TALKER" AN EDUCATOR.**

**Its Value As a Factor in the Musical Education of the Masses Set Forth.**

W. Dayton Wegefarrth, in Lippincott's, treats of the talking machine as a public educator, and in this connection says:

"The mechanical talking machine has become a more important factor in the musical education of the masses than is generally realized. More than five thousand agencies handle these instruments in this country, and it is through their courtesy in the demonstration of machines and records that the great army of employed men and women who, for sundry reasons, are unable to attend operatic performances and orchestral concerts are afforded an opportunity to advance their knowledge in the field of melody and to satisfy a craving, inherent in many of them, for more worthwhile music than is commonly ground out of green-covered street pianos.

"Thus the talking machine is, in a way, filling the void which exists because of a scarcity of

institutions for the advancement of all that is best in music, maintained for the benefit of the multitude of workers who are unable to avail themselves of the city's high-priced musical performances. For the American public's appreciation of good music is fully as keen as the European's, the only difference being that here the opportunities are not as manifold. Therefore, the talking machine should be looked upon as a public educator, and not merely as a mechanical toy. It is an invention which has a specific duty to perform and limitless possibilities; and there is no doubt that it will receive due recognition when its wide scope in the field of public good is universally appreciated."

**DISPLAY ROOM HANDSOMELY EQUIPPED.**

The U-S Phonograph Co., 7 Union square, are doing an excellent mid-summer business on machines and indestructible records, according to Manager L. E. Green. The company have just put in a large sound-proof booth for demonstrating purposes, also fitted up their sales office with golden oak desks, chairs, etc., to match the booth adjoining. The office is divided off from the main sales floor by an ornamental brass railing with handsome rugs covering the floor, as well as the demonstrating booth. The booth, 11x15 feet, is of figured quartered oak with glass sides and top and made specially at their factory in Cleveland, O.

**IMPROVE YOUR SYSTEM AND INCREASE YOUR RECORD SALES**

AND

**THE BLACKMAN CYLINDER RECORD TRAY**

BY USING

(Patented Dec. 28, 1909.)

**A Record Tray With Record Label for Less Than One Cent**



The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

**THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS**

enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. Write for prices.

**NET PRICES TRAYS ONLY**

(Subject to Change.)

No. 2	Hold	Net per 1,000.	Weight per 1,000.
" 2	2 Records.	\$6.00	60 lbs.
" 3	3 Records.	7.50	73 "
" 4	4 Records.	9.00	87 "
" 5	5 Records.	10.50	105 "
" 6	6 Records.	12.00	116 "

Note.—Price less than 1,000, same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

**NET PRICES RAPKE LABELS**

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1909.....\$3.50  
Per month, thereafter (postpaid), payable in advance (2 min. and 4 min.)..... .22

**FREE SAMPLE** of Tray with Label to any Dealer or Jobber who writes on business letterhead.  
**SPECIAL DISCOUNTS TO JOBBERS**

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by

**BLACKMAN TALKING MACHINE CO.**

J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK

# The Talking Machine Trade in New England

## A NEW DIAPHRAGM.

Wonderful Reproducing Qualities Claimed for New Invention of John H. Massey—Articulates Clearly and Has Many Fine Qualities.

(Special to The Talking Machine World.)

Providence, R. I., Aug. 10, 1911.

The "Massey" diaphragm is the latest offering in the way of tonal improvements for talking machines. The inventor of it is John H. Massey, 14 Adelaide avenue, this city. Mr. Massey, who, by the way, is manager of the talking machine department of the J. A. Foster Co., Edison jobbers, has been connected with the talking machine field for a number of years. The Massey diaphragm is the result of many years' study of acoustics on his part. In the creation of it many experiments were made, and while he has been the inventor of a diaphragm, for some time, it was not until he secured the present Massey diaphragm that he considered it good enough to achieve the tonal results which he was seeking.

One of the strongest features that Mr. Massey claims for his diaphragm is that it articulates clearly. Articulation is one of the greatest bugaboos of the talking machine, as a review of past years will reveal, and in the Massey diaphragm he has succeeded in manufacturing a diaphragm that makes a very creditable showing.

Styles of the Massey diaphragm are made for both Edison and Victor machines and the retail price of it is \$1. The J. A. Foster Co., Providence, R. I., are the general distributors, and to jobbers and dealers discounts are made that permit a good profit.

Mr. Massey is very optimistic over the Massey diaphragm, and judging from the preliminary wholesale and retail sales of it throughout Rhode Island, it is destined to be much in demand with the trade and also with the owners of talking machines.

## STOCKING UP FOR BUSY FALL.

(Special to The Talking Machine World.)

Brattleboro, Vt., Aug. 5, 1911.

L. H. Barber, the widely-known piano man, who also operates an extensive talking machine department, handling the Columbia, Edison and Victor

lines, has returned from a business trip to Boston, where he was leaving requisitions for fall shipments. Mr. Barber predicts a good, strong fall business and is leaving no steps unturned to have sufficient stock to meet his requirements.

## IS A PROMINENT CITIZEN.

W. D. Wilmot's Activity in Public Affairs and Aggressive Business Methods Makes His Name a Household Word in Fall River.

(Special to The Talking Machine World.)

Fall River, Mass., Aug. 5, 1911.

W. D. Wilmot, one of the leading talking machine dealers in southern Massachusetts, and who sells both the Edison and Victor lines, is quite a figure in the industrial life of the city. As secretary of the Merchants' Association he has accomplished a great deal toward booming Fall River and its facilities both as a commercial and residential spot. Mr. Wilmot employs the same tactics in exploiting his talking machine business, and as a result he has created a large following. In his executive position as secretary, which he has held for a number of years, he is undoubtedly better known to the citizens of Fall River than the mayor.

Mr. Wilmot also owns and operates the only doll hospital and typewriter repairing bureau. He also has a large bicycle and automobile repair shop; has the local agency for the Fox typewriters and other well-known specialties, and in addition has a first-class hardware and toy store. Brother Wilmot is quite a busy man, all told, and outside of attending to all the foregoing—and doing but little sleeping (the night kind only)—he still has time to read The Talking Machine World, which he considers invaluable to the trade. Moreover, Mr. Wilmot has all the copies of The World on file—from the first issue published to this one, if Uncle Sam has not fallen down in delivering it. That's Wilmot, and it's too bad there are not more big caliber dealers like him.

The Victor is sold exclusively by M. Steinert & Sons Co., who have talking machine quarters on par with the high Steinert quality of excellence everywhere throughout New England. Owen F. Kearns, manager of the piano department, is also head of the Victor department.

## GREAT NEEDLE OUTPUT.

Big Shipments of Needles by W. H. Bagshaw Made Basis of Article in Local Daily Paper.

(Special to The Talking Machine World.)

Lowell, Mass., Aug. 7, 1911.

The Lowell Sun—the leading daily newspaper here—recently published a big story about the tremendous production of talking machine needles which are manufactured at the factories of W. H. Bagshaw. A short time ago The Talking Machine World published an advertisement showing what their shipments are—63,920,000 needles in ten days—nearly 6,500,000 of needles daily, and it was from The World that the Sun secured its information. In this article the Sun highly praised the Bagshaw needle institution, calling it "the leading plant of its kind in the world," and showed the citizens of Lowell just how important this concern ranked with the talking machine trade of both this and foreign countries.

C. H. Bagshaw has leased a summer home at Hull, Mass., a section of Nantasket Beach, where in company with a motor boat and the sea waves he is rapidly regaining his health. Mr. Bagshaw is a very energetic worker, and in times past when he has been ill he was impatient to return to business and never secured sufficient relaxation for a really complete recovery. This time he will remain at Nantasket through September.

W. H. Bagshaw is summering at Salem Wilkows, a delightful North Shore summer resort. This is just about an hour's ride by automobile, and he motors to and fro nearly every day.

## DEMAND FOR ART TONE DIAPHRAGMS

Growing Steadily—Proves a Practical Success in Bringing Out Tones of Talking Machines.

(Special to The Talking Machine World.)

Springfield, Mass., Aug. 8, 1911.

According to W. W. Young, inventor of the "Art-Tone" diaphragm and head of the Talking Machine Co. of this city, there is a spirited call for Art-Tones. Dealers and jobbers from all over the country are sending in some fine orders for them, and Mr. Young believes it will only be a question of time before the sales of them will be widespread.

The Art-Tone is made in a combination of aluminum and fiber, and a number of people who are acquainted with the practical side of talking machines pronounce the Art-Tone diaphragm a boon for improving the tone. Musical people who have put a New-Art on their machine will not part with it, so the writer is told. It is apparent that it is gaining in esteem right straight along. Mr. Young is greatly pleased with his success, and as every talking machine owner is a prospect for an Art-Tone, there is no limit to sales. The retail price of the Art-Tone is \$1.

## TO HANDLE COLUMBIA LINE.

(Special to the Talking Machine World.)

Rochester, N. H., Aug. 7, 1911.

The Pelton Piano Co., of Boston, have opened a branch piano wareroom in this city, and in addition are installing a talking machine department where the Columbia line will be exclusively handled. The Pelton Piano Co. are one of the long-established piano houses of Boston, and in that city also they sell the Columbia line.

## GOOD BUSINESS IN SALEM.

(Special to The Talking Machine World.)

Salem, Mass., Aug. 7, 1911.

The Popular Music Store, owned and managed by J. Share, report an excellent retail business with the Columbia line, which they handle exclusively. They rank as one of the leading talking machine dealers in this section.

# THIS IS ALSO GOOD FOR AUGUST

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. LINSKOTT, Manager

Dig Out  
after that other  
sale!

We know you  
can make it.

## EDISON

MACHINES  
RECORDS  
SUPPLIES

## EDISON

# BOSTON CYCLE & SUNDRY CO.

# FROM OUR BOSTON HEADQUARTERS

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

(Special to The Talking Machine World.)

Boston, Mass., Aug. 8, 1911.

Commenting on the recent Jobbers' Convention held at Milwaukee, E. F. Taft, general manager of the Eastern Talking Machine Co., and vice-president of the National Association of Talking Machine Jobbers, remarks that it was the most important meeting that they ever held. A number of important matters were disposed of and the pending season will show the results of their efforts.

Vice-President Taft makes a noteworthy suggestion from all standpoints when he advocates that a stated time and place for the yearly meeting should be made a part of the by-laws. "If every jobber knew months ahead exactly when our body would convene, they could make plans for attendance and there would be a bigger throng. Another thing I am strongly in favor of is that Atlantic City should be our yearly mecca. It is customary for jobbers to visit the factories at least once a year, no matter where their business is located. By holding the convention at a stated time and a stated place (Atlantic City) the jobbers could kill three birds with one stone. They could visit the factories; could attend the convention, and could secure their vacation. Now it takes three trips to do the same thing," continued Mr. Taft.

Without question Mr. Taft's suggestion is a good one, and time will reveal whether or not he accomplishes his idea. Mr. Taft remarked that while the attendance was large at Milwaukee, that he did not notice any more Western jobbers, or, in fact, as many, as he has been at Atlantic City at conventions gone by. "Another thing," Mr. Taft added, "New England is too large a territory and holds too important a position in the talking machine trade to be represented at conventions by only two people. With an Eastern meeting place more New England members will attend, and according to what I remarked a few minutes ago—a specified time and a stated place—more members from every section of the country will be present."

#### Where He Is Summering.

E. B. Holmes, manager of the Victor department of the Jordan, Marsh Co., is enjoying a two weeks' vacation at Lake Sunapee, N. H. Mr. Holmes is also quite a composer, one of his pieces—"The Hunter's March"—being on the list of Columbia band records.

#### A Tip to the Wise Is Sufficient.

No use talking, it pays to get after sleeping or dead members of the trade occasionally. Some time ago the writer published a peppery paragraph about the condition of the talking machine department of a certain live department store; that its location was "punk"; that the department's growth was retarded by red tape, etc. Someone kindly sent that World paragraph to the head of the firm, and a big change is following that will put their talking machine business on par with any department store branch in New England.

#### Edison Envoys Respite.

H. R. Skelton, the Edison envoy, is about town vacation-bent for the next two weeks. Mr. Skelton is a very energetic worker and this brief respite from business cares should prove especially beneficial.

#### Rosen's Report.

Harry Rosen, the School street dealer, handling the Columbia, Edison and Victor lines, reports that retail trade is very good for this season of the year. Mr. Rosen adds that it is considerably better than last year, and that fall looks very promising.

#### Will Be at the Helm.

Charles R. Cooper, manager of the Edison talking machine department of the Boston Cycle & Sundry Co., is not planning to take a vacation this year, as, on account of the "rest" season, employees of the company are continuously going and

coming and someone who knows the ins and outs of the Edison business must be right on deck. Mr. Cooper says that their exclusive Edison service is winning dealers over right along, as he says that the dealers appreciate the services of a house which confines their efforts to the wholesale field. He is planning an aggressive fall business campaign, which gives promise of rounding out a big year with them.

#### Vacationist Returns.

Guy R. Coner, Edison traveling representative of the Boston Cycle & Sundry Co., has returned from his summer vacation, which he spent sojourning about the State of Maine.

#### Long Lease for Columbia Co.

Interesting news comes from Arthur C. Erisman, manager of the Boston headquarters of the Columbia Phonograph Co. to the effect that they have secured a long term lease upon their present store and are "here to stay." Also they have leased a large amount of space on the second floor of the building, and the clerical and accounting departments that formerly were on the mezzanine floor will be removed half a story higher. Manager Erisman's office will hereafter be on the mezzanine, and the salesmen's desks will be where he was. This gives them more space on the ground floor for record racks and demonstrations, and the entire change when completed gives them 600 extra feet of space. The Columbia Co. report that their July business was within a few hundred dollars of doubling over the same period in 1910, and from the way they are meeting with sales success and business growth, it will not be very long ere they will require still more space.

On the territorial end a much wider field has been allotted to the Boston offices in the fact that New Hampshire has been turned over to them. This gives Boston sway over Massachusetts, New Hampshire, Connecticut and Rhode Island—which they can take care of all right.

Robert Souders, manager of the Dallas (Tex.) branch of the Columbia Phonograph Co., was a visitor here last week, being in the city to attend the convention of Advertising Men.

The Harvard Glee Club have made a series of records for Columbia phonographs, which will be ready shortly. The Harvard Glee Club is widely known and their records should be big sellers.

F. V. Baker, of the sales staff, has returned from his annual trip home to Dayton, O., where he passes his vacations. Mr. Baker says Dayton is a fast growing city.

J. T. Shaugnessy, manager of the instalment department, is again at his desk following a little recuperation at North Woodstock, N. H.

Manager Erisman will take the balance of the month off for a search of the joy stuff.

#### Nothing to It.

What's that I hear about John L. Gately, the special Eastern wholesale representative of the Victor Talking machine Co. going into the beverage business? The rumor was current very near by, but A. W. C. says there's nothing to it.

#### Ready for the Fray.

Theo. Bauer, press representative of the Boston Opera House, has returned from his extended European trip, greatly refreshed for his arduous duties this coming season.

#### More Room for Houghton & Dutton.

Houghton & Dutton are moving their talking machine department (Columbia, Edison and Victor) to quarters opposite the elevator, where considerable additional space will be used. Three soundproof booths are in process of construction and they will have a "real" department in every sense of the word. Manager Weeks is the new head of this end, succeeding Mr. Howes.

#### Columbia Line with Kraft-Bates-Spencer Co.

Kraft-Bates-Spencer, Inc., the new piano concern which takes over the piano retail business of Kraft & Bates, and the factory of Theo. J. Kraft, have taken the Columbia line exclusively, and will make a tremendous bid for business. Handsome quarters are being erected in their new warehouses at 156 Boylston street, one of the most expensive piano stores in the city, and it will be in full swing in about a week.

#### Off to "Bronzing" Spots.

A. W. Chamberlain, manager of the Edison department of the Eastern Talking Machine Co., will motor to Newfound Lake, N. H., in a few days, whence he will enjoy his annual vacation. He will auto in the car that was recently presented to him by his friends.

Wm. J. Fitzgerald, head salesman, will take his vacation at Eaton's Point, wherever that is. No matter. Billy Fitz will enjoy himself all right.

**"NO-SCRATCH"**  
needles save  
records and save sales.  
At their best in demon-  
strations. The only  
needle with a real tone.  
Ask your jobber for  
some, or ask us.

**W. H. BAGSHAW**

(ESTD. 1870)

**LOWELL :: MASS.**

**The Columbia twin-notes trade-mark is a *music* mark. It signifies *all* music and the *best* of music. No other trade-mark in any part of the world resembles it. It is fast impressing itself upon the people who buy musical instruments, and we assure you we have only just begun!**



3

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

#### Sort of Continuous Performance.

Honest, that department store which has been keeping The World man and a corps of linotype operators busy the past number of months chronicling managerial changes, is still losing 'em. This time it is the consulting talking machine manager—the man higher up—who did all the firing. He got through Saturday and will engage in business at New York. Wonder who's next, or what's next?

#### Victor Business with Oliver Ditson Co.

Henry Winkleman, the energetic manager of the Victor department of the Oliver Ditson Co., says business is very good. It doesn't seem to make any difference whether the weather is hot or cold, both wholesale and retail sales of Victors keep right up to a seasonable standard. Mr. Winkleman gives personal attention to all of the wholesale requisitions, which is no doubt responsible for the extremely satisfactory service which the Ditson Co. give to their customers.

#### Attended Jobbers' Convention.

Herbert L. Royer, manager of the downtown Victor headquarters (wholesale and retail) of M. Steincrt & Sons Co., has returned from Milwaukee, Wis., where he attended the fifth annual convention of talking machine jobbers.

L. W. Thompson, of the L. W. Thompson Co., Louisville, Ky., is carrying on an active campaign bearing upon the enlargement of his talking machine department.

#### GOOD SUMMER TRADE

Enjoyed by the Talking Machine Houses in Baltimore—This Applies to All Makes of Machine and Records—Vacations in Full Swing—Optimistic Feeling Prevails.

(Special to The Talking Machine World.)

Baltimore, Md., Aug. 5, 1911.

There has been such a demand for records of popular selections the past month that the talking machine dealers of Baltimore are doubly sure that their predictions for a big fall trade will be a reality. This demand has been larger than usual at this time of the year and the dealers are greatly encouraged in consequence of this. While they have all along been in an optimistic mood concerning the outlook for the coming fall and winter they now entertain not the slight doubt about the result. There has been some business in the way of sales of machines, but these have not been anything to brag about. This is not bothering the dealers, however, as they always look for a falling off in this line and would be greatly surprised if the conditions were otherwise than they have been.

A noticeable feature in connection with the demand for records has been the prominent and popular part that three song selections have played. These are: "You'll Do the Same Thing Over Again," "Who Are You With To-night?" and "All Alone." These songs have made a hit with lightning-like rapidity and nine out of every

ten customers ask for records of one or all of them. The result is that the dealers have had a difficult task in keeping enough of them in stock to properly supply the demand.

Manager Roberts, of the local store of E. F. Droop & Sons' Co., has left for his vacation. He will spend his two weeks of holiday with relatives who live along the Hudson River. It was stated at the store that for the summer business has been keeping up nicely and the outlook from a Victor and Edison standpoint is all that could be desired with the result that all the salesmen expect to break records in the amount of business they do.

At Cohen & Hughes, Manager M. Silverstein stated that he expects to have a big fall trade with the Victor machines and records and is making preparations for handling a large number of buyers. The trade has kept up in good style for the summer.

Columbias are also holding their own with regard to summer trade, and Manager L. Laurie, of the local branch of the Columbia Phonograph Co., says he has no complaint to make. Like the other dealers he is ever optimistic and is laying low until the big rush of fall buyers make their demands for the latest productions of the company's factory. Mr. Laurie is a great baseball enthusiast and will spend the better portion of his vacation attending the games played by Baltimore, for whom he is rooting hard to land the Eastern League pennant.

Manager Albert Bowden, of Sanders & Stayman, says the Victor and Columbia business is good for the summer, while the prospects for the cool months are such as to make it necessary to arrange for handling a big trade. Mr. Bowden will spend his vacation at Atlantic City.

Hammann & Levin report good prospects for the fall and are laying plans accordingly.

#### SUMMERING ON LONG ISLAND.

J. N. Blackman Has New Home at Bayshore—  
R. G. Caldwell Dodges Skeeters.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, now boasts a country home on Long Island, in addition to his town house in Orange, N. J. Mr. Blackman's summer residence is located at Brightwaters, Bayshore, L. I., right on the shore of Great South Bay, and in one of the most attractive suburban colonies in the vicinity of New York.

R. G. Caldwell, vice-president of the company, together with his family, enjoyed a fortnight's vacation at Greenport, L. I., where he has taken a bungalow for the season with a view, very likely, of dodging the Jersey 'skeeters in the vicinity of Rutherford.

George E. Michel, of the Nebraska Cycle Co., the well-known talking machine jobber of Omaha, Neb., suffered with a sprained ankle while visiting in Cincinnati recently, and for a time was confined to his room in the Gibson House.

## You can make money out of cabinets



No. 429. For Disc Records.  
Holds 168 10 and 12-inch Disc Records.  
Mahogany or Oak.  
The best cheap Cabinet yet.

☞ The sale of a Talking Machine should carry with it the sale of a Cabinet for your customer's records.

### Machine—Records—Cabinet

☞ It takes all three to make a complete outfit.

☞ To-day write for illustrations and prices. To-morrow when you have the Udell Catalog (and we hope some samples on the floor) you will say to the customer who has just bought a machine, "What price Cabinet do you want?" Say it as though you were not allowed to sell a machine without a place to keep the records. And really it's a crime to have your customer's records getting lost, broken and dirty.

☞ Remember:—The Udell Line embraces Cabinets for all Victrolas and Victors and also some splendid Cylinder Record Cabinets.

☞ To-day is the best time to write

**THE UDELL WORKS**  
Indianapolis, Indiana

**THOS. A. EDISON NOW IN EUROPE.**

**First Real Vacation in Many Years—Busy Perfecting Talking Pictures and New Phonograph Disc Record—Work Done He Is Off "To Worry"—Interesting Remarks on Many Topics Before His Departure.**

The departure for Europe on August 9 of Thomas A. Edison demonstrated afresh that he is a great national figure, consequently the New York papers "featured" the great inventor of the phonograph by extended "stories" and photographs. This is in every way correct, for Edison stands among the greatest Americans of our time—a man who has made this country and its products known and esteemed throughout the world.

When on the steamer he was surrounded by reporters, and when asked if he had anything up his sleeve he replied:

"No, I have just finished something new. My talking pictures are complete. Two hundred sets of them have been made and they are wonderful. You ought to see them and hear them."

Mr. Edison had been working for some time upon a device to make the moving picture machines and the phonograph take each other's hands and furnish a combined entertainment. He said the machines

were highly satisfactory. This tells the story. "I shall not lecture while abroad," he continued. "I am going for a rest, and if I meet any of the

distinguished persons of the other side it will be quite by accident. You know I want to go away and worry for a while—"

"What?" interjected his astonished friends.

"Yes, I said worry for a while. You see over here I have been too busy to work and I had to cut my usual Florida trip in the winter for work. Now I am going to worry a little for a change. My talking pictures are absolutely perfect and I have made a new phonograph disc that gives a



THOS. A. EDISON.

much deeper intonation than any of the old ones and which has a much clearer annunciation." "Are you working with the aeroplane any?"

"No, I am not," he said and laughed heartily at the recollection of his work in that line. "Thirty years ago I took up the aeroplane at the instance of James Gordon Bennett. We solved the idea of aviation at that time all right, but we could not get an engine that would do the work. I did invent an engine. I made one with gun-cotton as the explosive instead of gasolene," he said, and the idea tickled him immensely.

"Since then I have never fooled with the subject."

The inventor was a trifle restless on the first day of his vacation. He put in a full sixteen-hour day Tuesday, as is his custom, and had not stopped his dynamic energy, or thrown in the low gear of living yet. He thought he would, however, as soon as the ship got under way. Famous men entertained the electrical genius on his former tour, but he expects no entertainment this time—he wants a rest.

Here are some Edisonian flashes, fresh from his conversational short circuit:

"I expect to live 150 years with my system of living.

"Proper eating, sleeping and clothing make up my system.

"I stay in bed six hours, and it's solid sleep and quite enough.

"I never intend to retire. Work made the earth a paradise for me, and I don't believe there is any paradise up above.

"My body and I are still keeping at it for about eighteen hours a day, and I seldom get tired.

"I am better able to keep working now than I was at twenty-five.

"This earth is a cinch if you take it right.

"Agreeable work never hurt anyone. I am no exception to the rule.

"I am not an individual; I'm an aggregation of cells.

"I study music in my spare time.

"I eat what I wish—that's not much; only half a handful of solids at a meal.

"I was a business man for nearly half a century; now I am merely having a good time."

A large delegation from the various Edison works were present to wish bon voyage.

Passengers on the ship were much interested in the bright, stocky little man with the face that seemed lighted by electricity. They watched him talk with the reporters, with friends, and discuss his life work with much zest. But he did not seem to think much about the individuals around him. He had his mind on other things.

Latest reports from London state that Mr. Edison is greatly in demand, despite his desire to keep out of public notice.

Announcement Extraordinary of the Newest and Best—

**THE MASSEY DIAPHRAGM**

for EDISON and VICTOR

Five strong reasons why there is a marvelous difference between THE MASSEY DIAPHRAGM and all others, distinctly in favor of THE MASSEY. Has the element that beautifies REPRODUCTION of sound. Imparts a sweet and natural tone. Never fails to charm the listener. Articulates clearly. Improves the tone and volume of sound, and used with Edison Model O, R, and M Reproducer, it creates the BEST CYLINDER REPRODUCTION ever heard.

Retails at a popular price—\$1. Investigate the merits of THE MASSEY DIAPHRAGM.

Let us send you full particulars of our offer. Now is a good time to write.

THE MASSEY DIAPHRAGM for EDISON machines

J. A. FOSTER CO. PHONOGRAPH DEPARTMENT WHOLESALE AND RETAIL DISTRIBUTORS PROVIDENCE, R. I.

THE MASSEY DIAPHRAGM for VICTOR machines

Every month there is less substituting of other product when **Columbia** is asked for. It is already clearly **impossible** to substitute any other recorded voice for that of Nordica, for instance, and extremely hard to argue some other instrument for a Columbia Grafonola. And why in the name of sense should a dealer try it?



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

### NOW IT'S THE TELEPHONOGRAPH.

Wall Street Lawyer's Device Automatically Records Phone Conversations.

A lawyer genius down in Wall street has combined the phonograph with the telephone in such a way that it automatically records both ends of a 'phone conversation. He has named it "telephonograph." Obviously in business negotiations over the 'phone such a record might well prove vitally important and of the greatest value.

The device is so simple and so easy of construction that its inventor, or discoverer, expressed surprise that some one had not thought of it long ago.

The 'phone is equipped with twin receivers. One is for use in the ordinary way; the other is held by a bracket in proximity to a megaphone attached to a phonograph in which is a blank cylinder and a needle for making a record. The cylinder is turned by electricity when the operator presses a button, which in this case is set in the flooring convenient to his foot. This, of course, is to record the words of the speaker at the other end.

Say Mr. Lawrence gets a call. He takes down the receiver, starts 'phone No. 2, and asks for the name, and at the same time starts 'phone No. 1.

The answer comes back, "James J. Jones." It is recorded on the cylinder by Jones' own voice, and thereafter he cannot deny that he had any talk with Mr. Lawyer over the 'phone on that occasion.

The subsequent conversation is recorded in like manner, and at any time, in case of dispute as to what was actually said, the entire conversation can be reproduced.

"The value of my device has been demonstrated more than once since I rigged it up," said the lawyer while showing it to a visitor. "Only a few weeks ago I arranged an important business deal over the 'phone with a man. Three days later a question arose as to just what he had agreed to do, and he repudiated his own words.

"Will you deny it in court under oath?" I asked him.

"Certainly I will," he replied, "because I never said it."

"You will? Then listen to this."

"And I showed him my device and how it worked and ground out for him his own words

in his own easily recognized voice.

"You've got me," he said; and that settled it.

"Before a jury, without this record, his word would have been as good as mine."

### THE NEW "DUSTOFF" RECORD CLEANER.

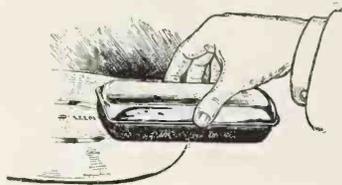
(Special to The Talking Machine World.)

Providence, R. I., Aug. 8, 1911.

The Tone Controller Co., who have had such success with their "Dustoff" Record Cleaners, have just installed new machinery to manufacture their newest specialty, the "Dustoff" De Luxe.

The "Dustoff" De Luxe will especially appeal to the high class trade, being very handsomely made of a metal holder of highly polished silvered or oxidized finish. A special high grade Wilton fabric is mounted thereon, making a fine, lasting and thoroughly efficient record cleaner.

The demand for this new cleaner will be great, as it has been the experience of the manufacturers that the trade desired a more elaborate article than



DUSTOFF RECORD CLEANER.

their regular "Dustoff" record cleaners to conform with the better machines.

Dustoffs are claimed by the manufacturers to remove the dust from the record, and fit into every minute groove and crevice. It cleans without scratching or wearing the disc in the least, thus adding to its life and making the tone purer and clearer.

The "Dustoff" De Luxe are put up one dozen in a very neat display carton, with a hinged cover, and as the carpetings on the cleaners are of various hues, it will make a pretty color display on any dealer's counter.

### ALBERT S. MARTEN RETIRES.

Albert S. Marten, who for many years has served as president of the Tea Tray Co., of Newark, N. J., well known in the trade in former years owing to their prominence as manufacturers

of talking machine horns, has retired. He has been succeeded in that position by G. A. Kruttschnitt, formerly president of the Aluminum Goods Mfg. Co., with J. H. B. Conger as vice-president and treasurer, and H. G. Hull as secretary.

### COLUMBIA GLEANINGS.

Edward D. Easton, president of the Columbia Phonograph Co., General, who has been abroad with his family for several weeks, sailed from Gibraltar, Spain, August 3, and is due in New York on the 15th. He comes on the "Koenig Louise" of the Hamburg-American line.

Edw. N. Burns, manager of the export department of the Columbia Phonograph Co., is now in Buenos Ayres, and is not expected home before November. Mrs. Burns, with the family, who have been in Switzerland since the spring, returned July 31. In view of the torrid weather prevailing she made no stop at her Brooklyn residence, but went from the ship to their summer cottage in the Thousand Islands.

Geo. P. Metzger, manager of the Columbia Phonograph Co.'s advertising department, is due to arrive back from Europe, August 22. In his absence Edward Cotton "holds down the job."

B. Feinberg, who is no longer connected with the Columbia Co., was summering at South Fallsburg, Sullivan County, N. Y., and came back to New York August 7 greatly improved in health.

Merwin E. Lyle has again become assistant to General Manager Lyle, and is again occupying his old office, taking a week's vacation now and then as his duties will permit. He was away last week. With Merwin resuming his former position, John C. Button is transferred to the Dictaphone Co.

H. A. Yerkes, manager of the wholesale department, returned from a New England trip last week.

### A VISITOR FROM WINNIPEG.

W. G. Grieve, vice-president and manager of Cross, Goulding & Skinner, Ltd., Winnipeg, Manitoba, Canada, who has also charge of the talking machine department, was a visitor this week in New York, accompanied by Mrs. Grieve. They visited the plant of the Victor Talking Machine Co., Camden, N. J., while over here. The firm handle the Edison line also, and do a fine business in both. Mr. and Mrs. Grieve enjoyed their stay in the metropolis.

# RECORDING WAX

# MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.  
Ready for recording without any further preparation.

SPECIALTY  
Wax plates for private record taking.

Has unlimited life.  
Plates absolutely ready for recording.

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

# FROM OUR EUROPEAN HEADQUARTERS

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

Crowds of Visitors to the Coronation Do Not Help Retail Talking Machine Business in London—Traders Taking Vacations—Eccent of Labor Troubles on Business—Music Trades Exhibition to Stimulate Sales—Report of Liquidator for H. Lange's Successors—Activities of Gramophone Co. Dealers—To Continue Edison Cylinder Line—To Introduce Automatic Telephones—Organize British Imperial Council of Commerce—Notable Offerings in the New Record Lists—Columbia Phonograph Co. to Move to Larger Building—Large Addition to Gramophone C. Plant—Tetrazzini Lays Cornerstone—Other News of the Month in the Trade.

(Special to The Talking Machine World.)

London, E. C., Aug. 4, 1911.

General business conditions are none too flourishing at the moment, despite the very natural belief of most traders that the presence here of thousands of oversea visitors for the Coronation and other attractions which London has to offer would stimulate trade all along the line. I refrain from saying "quite the contrary," but broadly speaking, these anticipations have not materialized. If visitors had expended anything like the amount of money expected of them, perhaps talking machine traders might have participated in the spoils. London dealers have given up hope now of doing much business until things settle down to normal conditions and the holiday season is past. We have had such a spell of hot weather that with little energy one has left is expended upon studying the mysteries of divers time-tables and holiday literature, rather than exercising ourselves over records. Indeed, a time-table would appear to be indispensable in every office these days. We meet them everywhere. If not upon the desk, one or two can be spied peeping from out-of-the-way corners as though they themselves would seek seclusion away from the world of business. Yes, August is the holiday month; may everybody have a good time and come back refreshed in body and mind to take up anew the problems of commercial life.

### Labor Troubles Hurt Business.

It is useless disguising the fact, not that one could if he tried, that talking machine conditions are very flat throughout the whole country. Doubtless to some extent due to an unusual amount of dissension in labor circles, machine and record sales would seem to be at the lowest possible ebb, especially in those quarters immediately concerned in trade disputes. Fortunately, the outlook is a little brighter than it has been for some time, and fortunate, too, that these troubles have arisen at a moment when their effect upon sales is likely to be not so acute as it undoubtedly would be later on in the season.

While it is early days to forecast with any degree of accuracy our prospects for the coming season, general opinion inclines to the belief that we are in for a really good time. And there is not wanting indication of a very healthy nature in confirmation of this view.

### Plans to Stimulate Sales.

The amazing expansion of machine and record sales last winter, extending over a much longer period than in previous years, is in itself a healthy sign of the public's sustained interest in the talker, and with evidence of preparation already in hand to stimulate trade, the season's possibilities bear a very bright aspect for manufacturer, factor and dealer alike. One step in this direction is the coming Music Trades Exhibition to be held in London during August, and at which three of the largest talking machine firms have signified their intention to exhibit. Here then many of the new models for the season in view will make their bow to a large number of dealers expected up from the provinces. We refer to some of the new

models proposed to be exhibited, elsewhere in this issue, and it will be noticeable that quite a few are of the portable hornless type which has won such great popularity in this market. Everything points to the exhibition being highly successful, and we do not see any reason why it should not be so.

### New Company.

Duck, Son & Pinker, Ltd., musical instrument manufacturers; capital, £30,000 in £1 shares. Office, 28 Milsom street, Bath.

### Liquidator's Report on H. Lange's Successors.

In the matter of H. Lange's Successors, Ltd. (in liquidation), a summary of the liquidator's receipts and payments from October 21, 1909, to July, 1911, has been issued, and is as follows:

To cash taken over by liquidators	£ s. d.
" balance at bank at date of liquidation	151 1 5
" book debts collected	1,015 16 7
" bills receivable	52 5 0
" sale of stock, fittings and fixtures	1,722 6 10
" refund of allotment stamps	13 0
" interest on deposit	17 8 1
	£2,937 3 9
By preferential payments:	£ s. d.
" Salaries, wages, rates, telephone and rent	342 9 7
" debenture repaid	242 4 10
" cost of redeeming stock	58 0 6
" salaries of Co.'s servants employed by liquidators	52 8 1
" accountants' charges for preparation of statement of affairs, etc.	26 5 0
" law costs	230 5 0
" sundry expenses, stationery, printing, etc.	29 17 5
" Board of Trade fees	14 13 0
" Liquidators' remuneration:	
5% on £2,937 3s. 9d. (amount collected)	£149 7 2
5% on £1,740 2s. 8d. (amount distributed)	87 0 0
	236 7 2
" Dividends paid:	
1st. of 1/- in £ on £14,401 5s. 3d.	720 1 2
Final. of 1/5 in £ on \$14,401 5s. 3d.	1,020 1 6
	1,740 2 8
" Balance, subject to final expenses	5 10 6
	£2,987 3 9

Those creditors who may not have received the second and final dividend of 1s. 5d. in the pound which has been recently declared should make application to the office of E. Littlejohn, Wilson & Co., Egypt House, New Broad street, London, E. C.

### "Dog Days" for Gramophone Dealers.

These are supposed to be the dog days, when business is mostly confined to the study of divers time-tables and route maps, etc., preparatory to making holiday. But despite the calls of the sea, the moorland, or the country cottage, the talking machine dealers—especially those owing allegiance to the Gramophone Co.—are sticking to their guns, if not in person, by an efficient manager-substitute to carry on the company's summer scheme proposition. Yes; these are the dog days—the days of "His Master's Voice"! The talking machine "mascot" is still listening, seemingly more intently each month, for even his old masters always have something new to offer from the world of operatic, sacred, sentimental and comic music. And the August list is brimful of delightful compositions that will gladden the hearts of all music lovers, and incidentally the hearts of Gramophone dealers, for it is one of the best yet issued. Let it speak for itself: "Fingal's Cave Overture" (Mendelssohn); "Der Freischütz Overture" (Weber); and "Trial by Jury," selection (Sullivan), by the Band of H. M. Coldstream Guards; "Auld Robin Gray" (traditional), Mme. Kirky Lunn; "Come Into the Garden, Maud" (Balfé), John Harrison; "On the Road to Mandalay" (Hedgecock), Thorpe Bates; Osmino's aria. "Il Seraglio" (Mozart), Robert Radford; "Winter" (Gumbel), Haydn Quartet; "It's a Very Deserving Case," George Robey; "Come with Me to the Sea" (Bennett), Tom Clare; (a) "Legende Amoureuse" (Henri) and (b) "Poeme Hongrois" (Lederer), violin, Francis Macmillan; "La Doccia Waltz" (Capitani), ocarina, Signor Mose Tapiero; "Zallah—An Egyptian Intermezzo" (Lorraine), xylophone, W. H. Reitz; and four very fine records from "The Count of Luxembourg" (Lehar), selections I. and

II. and "Count of Luxembourg Waltz," by Grand Opera Orchestra; and "In High Society," duet, by Miss May de Sousa and W. H. Berry.

### Will Not Discontinue Cylinder Line.

Last month the National Phonograph Co., Ltd., issued the following notice to the trade here:

We are obliged to take notice of certain rumors which have been circulated among the trade to the effect that we intend to discontinue the manufacture of cylinder phonographs and records. It is evident that these reports originate from unfriendly sources, and it is therefore almost unnecessary for us to affirm that they are false and without foundation. Since, however, it would appear that some of our supporters have been disturbed by these rumors, it will reassure them to know that we have not the least intention of discontinuing the manufacture of cylinder machines and records. On the contrary, we shall make every endeavor to effect further improvements and developments in regard to these products, and will continue to push their sale with undiminished energy.

We feel sure that with this assurance our loyal dealers will continue their active co-operation with us in making the Edison product successful and mutually profitable. Yours truly,

NATIONAL PHONOGRAPH CO., LTD.

### To Install Automatic Telephones.

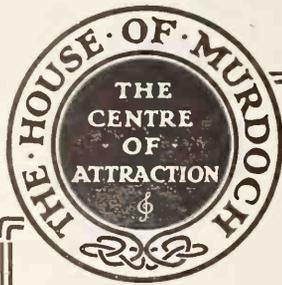
As a result of recent visits paid to America by the engineer-in-chief of the Post Office, the Postmaster-General has decided to introduce experimentally into this country some of the systems of automatic telephone exchange working as installed in several cities of the United States. The mechanical and electrical problems involved have now, to a great extent, been satisfactorily solved, and it only remains to be decided whether such systems as the "Strowger" and the "Lorimer" will be economical, and whether they will find favor with British telephone users.

### Big Convention of Commercial Bodies.

An important representative meeting of the Chambers of Commerce, Boards of Trade and British Chambers of Commerce throughout the world was recently held in London to inaugurate the British Imperial Council of Commerce. The objects of the council, in part, will be: To focus and distribute reliable information as to each country's needs and powers. To act as an Imperial clearing house for commercial information and suggestions. To organize and give effect to the resolutions of the Congresses of Chambers of Commerce of the Empire.

The new body was requested to take such steps to complete its organization as might be necessary. Fine Record List Offered by J. E. Hough, Ltd.

J. E. Hough, Ltd., have recently issued some remarkably fine records, which must irresistibly appeal to the trade and the public alike. Exercising a very wise discrimination not only in the class of music they record, but also in the choice of artists, Messrs Hough always have something original and interesting to offer their supporters. In the latest records to hand, which represent a very high standard of merit throughout, we notice several new features likely to enhance the popularity of Edison Bell, and V. F. disc records. Personally, we must congratulate the company upon their very latest acquisition to the ranks of their artists in the persons of George Chirgwin, known the world over as the white-eyed Kaffir; G. H. Ditchburn, the great Manchester Cathedral basso, and the Irish Guards Band. After two years' persuasion, Chirgwin was at last prevailed upon to record exclusively for the Edison Bell records. Some little latitude must be allowed (and of that we have little doubt all will agree) to a man who is close upon 70 years of age, and if in the rendering of those fine old songs, "The Blind Boy," and "My Fiddle is My Sweetheart," slight loss of voice power is noticeable, we are of opinion



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

Telegram "Putiel 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.**

that this fact alone endears the renowned singer to us all the more. In addition, Mr. Chirgwin provides us with many a laugh over the "Jocular Joker," and (a parody on) "Asleep in the Deep."

Mr. Ditchburn gives a fine rendering of "In Cellar Cool," aka "Thy Sentirel Am I." He has a particularly strong voice, the full strength of which is specially noticeable on the sustained notes of the lower register. Other songs by this artist have been issued, and there are others coming.

### Other Records Worthy of Attention.

We have received other records too numerous to decant upon in detail. Suffice it to say that all are of average good merit from the recording and artistic point of view. Before giving a list of these we should first like to draw attention to that wonderful accordionist, P. J. Frosini, known in the States as the "Accordion Wizard." The exceptional ability with which he handles this instrument is demonstrated in the following tuneful numbers: "Glow-worm," "Amoureuse" and "Poet and Peasant" overture, Parts 1 and 2. Here is the complete list: "Nibelungen March" (Wagner), Royal Guards Band, and "Tempest of the Heart," song from "Il Trovatore," Robert Carr; "Rendezvous Waltz" and "Down in Jungle Town," two-step. Royal Court Orchestra; "The Message Boy," Jack Mackray, and "We All Go the Same Way Home," Jack Charman; "Darkies' Holiday" and "Austria," concertino solos by Alex. Prince; "Musical Snapshots," Parts 1 and 2, Irish Guards; "Let Me Kiss Those Tears Away" and "Do You Remember the Last Waltz," Arthur Day; "Faust—Jewel Song," Elda May, and "Doubt Not" ("La Cigale"), Wilfred Virgo and Elda May; "Light of Foot March" and "The Bluejackets' Patrol," Irish Guards; "She Is Far from the Land," J. F. Kinniburgh, and "My Dear Soul" (Sanderson), Miss D. George; "Youth and Love" and "Some Day You'll Know," Arthur Day; "Why Do We Sigh for the Seaside?" and "You Can Do a Lot of Things at the Seaside," Jack Charman; "The Islander," Fred Elton, and "Once Aboard the Lugger," Robert Carr.

### Columbia Phonograph Co. to Move.

The Columbia Phonograph Co. advise me of their intention to remove during the first week in August from Worship street to a larger building located at 81 City Road, London, E. C. Here will be centered their offices, showrooms and recording department, to properly house which they have taken the whole building of four floors, with the exception of the shop and basement. No. 81 City Road is full of memories: it was there that the Russell Hunting Record Co. first opened up, and afterward the building was occupied for some time by the Premier concern, of clarion record fame.

### New Addition to Gramophone Co. Plant.

At the time of building their large factory at Hayes a few years ago, the Gramophone Co., with commendable foresight, had regard not only to the needs of the moment but to those of the future also by securing sufficient land upon which to erect other buildings if occasion demanded. That it was a wise precaution is shown by the fact that some months ago it was deemed urgent, in view of the progressive nature of their trade, to put the build-

ing extension in hand at once. Accordingly, on the 21st of February last operations were commenced on a new structure standing on some five acres of ground. It is constructed throughout of reinforced concrete, with steel sashes and steel pillars, covered with concrete, the only wooden parts being the doors. The flooring is of granolithic, and to minimize still more the risk of fire, the company have had installed two fire tanks each of 20,000 gallons capacity and a service tank of 9,000 gallons, while from an Elysian well a water supply of 6,000 gallons an hour is assured. The building is also fitted with a fire alarm and various fire extinguishers.

### Mme. Tetrizzini Lays Corner Stone.

Mme. Melba performed the operation of laying the foundation stone of the original building, and July 20 Mme. Tetrizzini journey to Hayes for the purpose of performing a like ceremony in connection with the new extension. Accompanied by her husband, Mr. and Mrs. Dixon, and Mr. Gaisberg, Mme. Tetrizzini was received by Mr. and Mrs. Clark, Mr. Fassett and the heads of the various departments. Carrying a presentation bouquet of roses, Mme. Tetrizzini next proceeded to the record-pressing department, where she had the pleasure of pressing a record of her own voice, the finished product being afterward handed to her as she left the building. Passing through the factory Mme. Tetrizzini received a great welcome from the employees, who gave vent to hearty cheers and much hand-clapping, to which the distinguished guest smilingly responded in acknowledgment. The actual stone-laying ceremony was pleasant and brief. Addressing Mme. Tetrizzini in French, Mr. Clark, in the name of his colleagues, thanked her for her gracious visit to their little town of Hayes and for officiating at the opening ceremony in connection with the necessary extension of their works. Tapping the marble stone with an inscribed mallet, Madame declared it well laid, then turning to the company she said in English, "Good luck." In letters of gold the stone bore witness that it was laid by Mme. Tetrizzini on July 20, 1911.

### How Extra Space Will Be Utilized.

The new building, by the way, is fitted up for the making of talking machine cabinets, and traders may now anticipate quicker deliveries of machines than in the past.

With the exception of Mr. Goff and a few other officials, who will remain at City Road, room has been found at Hayes for the whole of the executive and office staff from the city headquarters, and now that the bulk of the company's employees are located at the little Middlesex village, we are inclined to the opinion that it should be renamed, and what more suitable than "Gramophone"!

### Some New Columbia Records.

The twelve-inch list of Columbia-Rena records this month is devoted to a series of five splendid records of violin solos by Herr Leo Strock, the famous Russian virtuoso. Other pleasing records to hand are: "Florentine March" and "Reeves March," by King's Military Band; "You Are the Ideal of My Dreams," by Herbert Scott, and "On Mobile Bay," tenor duet by Irving Gillette and Albert Campbell; and "Meet Me in Kellyland" and

"They're All Single by the Seaside," by Stanley Kirkby.

### Four Indian Love Lyrics.

The Columbia Co. also issue this month the complete suite of four Indian love lyrics on two 10-inch records. These beautiful songs of Amy Woodforde-Finden, breathing the romance and passion of the East, have for some years been an integral part of contemporary musical history, and now they are offered complete for the same modest sum as will buy the ordinary common or garden "comic." This unique issue brings back an old favorite in the person of Edgar Coyle, the sweet-voiced baritone, and under his treatment the songs are a very feast of delight. The Columbia Co. affirm these to be the best records Mr. Coyle has yet made, which is saying much.

### New Banjo Record by Ossman.

Not long ago we told how a certain London banjo club, enamored of a selection ("Drowsy Dempsey") played by Vess L. Ossman on a Columbia-Rena record, ordered a record apiece for every member of the club to study the technique and style of the Banjo King. These and many other admirers of the music of minstrel-dom will rejoice to see a new record by Mr. Ossman listed in the new supplement after a silence of many months. The two selections are entitled "The St. Louis Tickle" and "The Smiler," respectively, and both are beautiful examples of the lively airs which are best fitted for rendition on this instrument.

### A New Novelty Record.

An interesting novelty in very truth is that described as a singing competition, in two parts, on a Columbia-Rena record this month. From an explanatory note, issued with the record, we gather that two of the company's artistes were arguing in the recording laboratory as to the merits of two songs, only to find when it came to singing them a curious likeness in melody. The argument promised to develop into something more serious (at least, so we are asked to believe), until at length the recorder interposed with the suggestion that the pair fight it out together in front of the recording horn. The result is at once curious and amusing. Arthur Leslie commences by singing "Just a Wee Deech and Doris," and Bryan Sullivan, after remarks not altogether complimentary, follows with "You Shall Live in a Chalet." Then the two sing together, each singing his own song and preserving words and melody to the end. As the tunes are not unlike, the result is not nearly so unharmonious as might be imagined. Then, on the other side of the disc they follow, in the same order, with "I Feel So Lonely" and "Norah," with the cannon duet to conclude. Altogether a very original record and one that will probably lead to numerous experiments in the home circle.

### The British Zonophone Co.'s Record List.

The British Zonophone Co. offer a strong list of good titles for the month of August, and dealers will find it advisable to place substantial orders. The company's policy of amalgamating on the one disc two selections of equal merit has met with the warm approval of the trade who find that the coupling of a good selection with an inferior one often militates against the sale of that par-

FROM OUR LONDON HEADQUARTERS—(Continued.)

ticular record. In the latter category the Zono-Twin records do not figure. A few titles from the current August list are as follows: 12-inch—"The Banks of Allan Water" (C. E. Horn), Mme. Deering, and "Cherry Ripe" (C. E. Horn), Mme. Deering. 10-inch—"Once" (Harvey), Harold Wilde, and "To Mary" (M. V. White), Ernest Pike; "A Son of the Desert Am I" (Phillips), and "The Monarch of the Woods" (Cherry), Peter Dawson; "Good-Night, Beloved," and "When Hands Meet" (Pinsuti), Zono Concert Quartet; "The Lass of Killicranki" and "Trip to Invernary," Harry Lauder; "Guffaws" and "Secotine and Glue" (laughing songs), Billy Whitlock; "Any Little Girl That's a Nice Little Girl" (Fischer), Harry Fay, and "That Mesmerizing Mendelssohn Tune" (Berlin), Harry Fay and Sam Hovey and chorus; "Marche de Concert" and "Torchlight Parade" (banjo), Olly Oakley; "Penguin Dance" (Byng), and "Rose Leaves Entr-acte" (Tessier), Peerless Orchestra; "The King's Body-guard March" (Raymond), and "Exhibition March" (Ord Hume), Black Diamonds Band.

The Edison September Record List.

A cordial reception should be in store for the Edison September list, which offers much variety in the capital series of selections we observe therein. The complete list is as follows: Amberol records—"Selection from "Patience" (Sullivan), National Military Band; "Just Like Being at Home" (Lauder), Harry Lauder; "There Is a Flower That Bloometh" (Wallace), Peter Dawson; "Any Old Iron?" (Collins, Sheppard & Terry), Alf. Willis; "Father Went Down to Southend" (Connor), Jack Charinan; "O'Brien" (Murphy), Miss Florrie Forde; "By the Sea" (Glover-Kind), Stanley Kirkby; "I Hear You Calling Me" (Chas. Marshall), Ernest Pike; "Don't Go Out with Him To-night," and "Wake Up, John Bull" (Godfrey and Williams), Billy Williams; "Hungarian Serenade" ("Serenade Hongroise") (J. Joncieres), Garde Republicaine Band; "God Be With You 'Till We Meet Again" (W. G. Toner), Edison

Mixed Quartet; "My Beautiful Lady—"The Pink Lady" (I. Caryll), Miss Elizabeth Spencer; "Uncle Tom's Cabin—A Dream Picture" (J. B. Lampe), Edison Concert Band; "The Maple Leaf Forever" (A. Muir), Knickerbocker Quartet and New York Military Band; "I'm Just Pinin' for You" (Williams and Van Alstyne), Walter Van Brunt; "Italian Army March" (R. Eilenberg., accordeon solo, Guido Deiro; "Wanted—A Harp Like the Angels Play" (J. F. Helf), Will Oakland; "The Dwellers in the Western World"—No. 1, "The Red Man" (Sousa), Sousa's Band, and "Stick to Your Mother, Tom," Will Oakland and chorus. Standard records—"Let's Go Where All the Crowd Goes" (Godfrey and Williams), and "Mrs. B." (Castling and Murphy), Billy Williams; "Fall in and Follow Me" (march), arranged by J. Ord Hume, National Military Band; "Oh, Dear! What Can the Matter Be?" (Percival Langley), Miss Florrie Forde; "We All Go the Same Way Home" (Castling and Murphy), Stanley Kirkby; "The Scotch Errand Boy" (Lauder), Harry Lauder; "The Lion Chase—Concert Galop" (C. Kolling), Sousa's Band; "Every Little Movement" (K. Hoschna), Miss Nadelle and Miss Jordan; and "My Hula, Hula Love" (P. Wenrich), Metropolitan Quartet

Cavaleri at the London Opera House.

Mme. Lina Cavaleri is to be the leading prima donna at Oscar Hammerstein's new London Opera House when it opens in November next. This artist, who is generally admitted to be the most beautiful woman on the stage, is, however, by no means a stranger to London grand opera audiences, for on her appearance at Covent Garden some five or six years ago she created a great stir, for the beauty of her voice was seen to be no less than her physical charms. Cavaleri, upon whom then rests Mr. Hammerstein's premiere, sings exclusively for Columbia, and the announcement of her season in grand opera in London has already led to an increased interest in her records

The Music Trades Exhibition.

As announced in a previous issue, at the fifth International Music Trades Exhibition to be held in the Agricultural Hall, London, August 14-19, inclusive, several talking machine firms will be represented. Those who have definitely booked space include the Gramophone Co., Ltd., the Columbia Phonograph Co., General, Messrs. Lockwoods and Pathé Frères of London and Paris.

Indications are not wanting that this exhibition is going to be a very successful one from every point of view. By insuring a thoroughly representative and sufficient number of musical instrument exhibitors and by making every effort in the direction of obtaining a satisfactory attendance of trade buyers the promoters have made "good" from their side. That done, the ultimate success, from an exhibitor's outlook, must necessarily depend to a great extent upon his own efforts whether or not the expenditure-outlay develops into a good investment. The hall is very centrally placed, easy of access, and there is little doubt but what, being a quiet business month, provincial dealers will find time to visit the exhibition in large numbers. The prospects of a very successful exhibition are therefore exceedingly bright, and all the more so in view of the fact that certain of the talking machine exhibits will comprise first displays of next season's new models.

Gramophone Company's Exhibit.

This company have secured a large stand very centrally placed, where they will have on show a complete range of their popular models, cabinet machines, etc., and also a representative selection of records. The Gramophone Co. do not trade upon the lines of soliciting custom from any and every dealer, and therefore their representatives at this exhibition is mainly in the interests of, and for the convenience of any of their clients "oop fra' th' country."

Columbia in Evidence.

The Columbia Co. will have on show the first models of the new hornless types of graphophones



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVÉ OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

ROYAL APPRECIATION

"HIS MASTER'S VOICE"

- FRANCE .....Cie. Francaise du Gramophone, 15 Rue Bleue, Paris
- GERMANY .....Deutsche Gramophone-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
- ITALY .....Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
- EGYPT .....The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
- SCANDINAVIA .....Skandinavisk Grammofone Aktieselskab, Frihavnens, Copenhagen, Appelbargsgatan 52, Stockholm
- RUSSIA.....The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow.
- Fontanka 58, Petersburg
- Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis
- SPAIN.....Cie. Francaise du Gramophone, 56 Balmes, Barcelona
- INDIA.....The Gramophone Co., Ltd., 139 Belliaghata Road, Calcutta And Hornby Road, Bombay.

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



## FROM OUR LONDON HEADQUARTERS—(Continued.)

to be introduced this next season, as well as the newest additions to the horn type. The stand the Columbia Co. will occupy is No. 31 in the center avenue. The secret of the new hornless machines by the Columbia has been well kept, and will probably not be made known until the exhibition. This much, however, we may say, and, that is, that the broad and open tone of these new hornless graphophones is assured by a perfectly shaped and unhampered resonance chamber.

The new models of the regular graphophone type are "intermediate" instruments in the "Regal" styles, which have proved so successful during the past season. There is the new "Junior Regal" (oak) at £5 10s. identical with the Standard "Regal" in appearance, but with a smaller cabinet and a two-spring motor instead of three springs. So, too, with the new "Junior Regal" (mahogany) sold here at £7 10s. It has the same graceful lines and design as the larger model, and in this new size, with the mahogany horn, is unquestionably one of the most handsome and dignified instruments extant at the price. It has won general approbation, and is literally a beautiful piece of work.

In addition to a full and complete range of instruments the Columbia Co. will also exhibit records of the world's greatest grand opera artists—Cavallieri, Boninsegna, etc., records to which Puccini gave so glowing a testimony, and, of course, a range of the more popular titles in the big selling Columbia-Rena records, in which we are also promised some novelties for the exhibition.

#### New Hornless Pathéphones.

Dealers will find the Pathé Frères exhibit especially interesting by reason of the fact that their extensive array of machines will include introduction for the first time of a series of new hornless instruments embodying special features of construction and tone reproducing power. Other novelties for next season's trade will be represented, and that of particular interest is the new compressed-air Pathéphone, which is one of the loudest and most natural toned machines in the world.

#### Lockwoods After the Dealers.

They always are, and rumor has it, always will be. They have shown their confidence in the exhibition by taking the largest stand of any solely devoted to talking machines. Here they will exhibit new models for the season, which in itself must attract the dealer, as a magnet will a steel needle. In addition to an extensive and complete array of their own special line of "Perophone" machines, and other products, they will exhibit the latest Zonophone models, and have, for purposes of demonstration, a series of the famous Zonotwin records, in which, as factors, they predomi-

nate. Altogether, Lockwoods exhibit will well repay a visit.

#### Carl Lindstrom Absorb Fonotopia Co.

Important news reaches us of yet another recruit to swell the ranks of that enterprising house of Carl Lindstrom, Ltd., Berlin. Within recent memory this firm has absorbed no less than three large firms, i. e., Beka Record, Ltd., and Fritz Puppel (talking machines), the latest being that of the Fonotopia Co. (London), Ltd., which controls the output of Odeon, Jumbo and Fonotopia records from the International Talking Machine Co., Ltd., Odeon Works at Berlin, Weissensee & Schwechat, near Vienna, the Campagne Francaise des Disques et Machines Odeon et L'Instrumente de Musique, Ancienne Maison Ch. and J. Ullmann at Paris, Brussels and Barcelona, and the Societa Italiana di Fonotopia at Milan.

#### To Increase Capital Stock.

The administration of the Carl Lindstrom joint stock company will put before the next extraordinary general meeting a demand increasing the capital 1,500,000 marks for the purpose of acquiring the majority of the capital stock of the Fonotopia concern, as aforesaid. At the moment of writing we believe the whole of this proposed capital increase is already underwritten.

#### Agencies to Remain Unchanged.

The agency of the Fonotopia Co.'s products—Odeon, Jumbo and Fonotopia records, now handled in England by Messrs. Barnctt Samuel & Sons, Ltd., of London, will be carried on unchanged for the present.

#### The Significance of the Big Move.

This gigantic monopoly of many of the best products on the European markets, not to mention the company's extensive interests abroad, is likely to cause a big stir in talking machine trade circles when once the significance of the move becomes apparent. At the present time little is known of the "combine's" future plans, but I gather from private information to hand that already preparations are well advanced to capture a greater share of the world's trade; great as that share is now. Special efforts will be put forth and no expense spared to secure that end, but we hope it will not be reached by competition of a nature likely to initiate a price-cutting war, for once a campaign of this character is commenced among talking machine traders the industry stands the best chance it is ever likely to have of going to the dogs. Trade stability largely rests upon the maintenance of firm prices, in conjunction with quality. Once that is undermined by any one house it bids fair to develop uneasiness. Dealers would, and perhaps not unnaturally, anticipate price reductions in other quarters. There is, it is true, no likelihood of such a contretemps, but for all that, the average retailer might deem it expedient to keep his record stock as low as possible consistent with the minimum demand, and the adverse effect thereof upon the stability of the trade is obviously a matter which each and every manufacturer should do his best to avoid by maintaining fixed prices and fixed discounts.

#### Thos. Graf to Leave for Berlin.

At the time of writing, Thos. Graf is due to leave our shores in a few days time for Berlin, from which place he will control the various Edison branches on the continent. Mr. Graf is a general favorite here, but what better indication of popularity could one have than from one's own staff? A fitting illustration of this was the pleasing little ceremony which took place July 1st at the Holborn Restaurant. It was upon the occasion of a farewell dinner given to Mr. Graf by the departmental managers of the National Phonograph Co., Ltd. After each had done justice to the excellent fare provided, Mr. A. F. Wagner, assistant manager, rose, and on behalf of his colleagues expressed their regret at separation from one whom they all highly esteemed and respected, and as a mark thereof they asked Mr. Graf to accept a small token in the shape of a gold watch. In a few suitable words Mr. Graf expressed his great pleasure at this expression of good feeling, and assured them that even were he apt to for-

get, which was very unlikely, their beautiful present would serve to remind him constantly of the friendship he was leaving behind among his personal staff, to whom he had always been closely attached. The watch is inscribed: "To Thomas Graf, Esq., managing director of the National Phonograph Co., Ltd. (here follows the Thomas A. Edison trade-mark), as a small token of esteem and remembrance from the members of his staff. London, July 8, 1911." We feel sure that the whole trade will heartily join us in wishing Mr. Graf the best of good luck and success in his continental sphere of activity.

#### Will Carry Tones of Talker a Mile.

A machine that will reproduce vocal records sufficiently loud enough to be heard nearly a mile away, and band records considerably louder than the band itself, such are the capabilities of the "stentophone." And with all this immense volume there is no distortion, no extraneous foreign voices; simply a great amplification of the true musical notes as first recorded. We recently had the pleasure of hearing the instrument played in the open air, and although at a distance of something like fifty yards, the remarkable accuracy of the reproduction was indeed marvellous. For the first time we heard how a violin or piano, as examples, should be reproduced, and after testing a variety of records on an ordinary machine and repeating the same records on the stentophone, we were able fully to appreciate the almost "beyond-nature" characteristics of the latter.

The Stentophone is the very latest type of compressed air machine, workable either by hand-pump or by electricity. We heard the machine indoors demonstrated at a pressure of five pounds per square inch, and outside at 10-12 pounds pressure. It appeared to be more than loud enough, but our informant explained that pressures of from 30 to 40 pounds were possible.

A special cabinet model has been designed for concert halls, skating rinks, cinematograph theatres, etc., which has special features of its own. The power of this instrument can be varied to such an extent that from a full reproduction it can be gradually reduced, without any loss of detail, to almost a whisper. Other new things are promised shortly, and we have little doubt but what the Stentophone Company will become widely known in trade circles during the coming season.

#### A Correction.

In my last report on page 25, the title, National Gramophone Company, Ltd., was given as The National Grand 'Phone Co. All and sundry are hereby requested to learn, mark and inwardly digest. Our apologies to the National Gramophone Company!

#### Oversea Visitors.

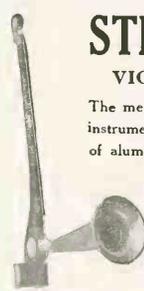
London has entertained many distinguished visitors this month. Amongst those we have met we would name Mr. Czernikow, of the Triumphone Co., Berlin; Mr. A. M. Chivers, of Chivers' Music Stores, Christchurch, New Zealand, and Mr. C. D. Westbrook, of Melbourne, Australia. In conversation with the two latter gentlemen we learn that talking machine conditions in Australasia are improving all the time, and although competition is fairly keen, dealers find it very profitable to handle talking machines and records. While the cylinder business is still being pushed with energy, traders report that the disc is gaining great headway.

#### The House of Murdock.

For many years now the great House of Murdock, the pioneers of the "One order, one parcel, one account system," has been approved Britain's greatest factor, and we learn that next season will be no exception to the rule, inasmuch as their colossal stock has been increased to such an extent that they now carry the complete monthly issues of something like twenty different makes of records.

Extensive alterations have recently been found necessary and the huge building at Farrington Rd. is now given over almost entirely to the talker business.

During the summer months we are told that the demand for their product has been very brisk



## STROH VIOLS

VIOLIN, VIOLA, ETC.

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

**GEO. EVANS & CO.**

94 Albany St.  
London, Eng.

OR

in U. S. A. to their sole representatives

**OLIVER DITSON CO.**

150 Tremont Street  
BOSTON

NEW YORK and PHILADELPHIA



Violin

and very little slackening down has been experienced, probably owing to the number of novelties they control, amongst which figure such "hot cakes" as the sound controller, the non-skid pad, and the glass insulators for all machines.

For the season 1911-12 a splendid assortment of Excelsior and Symphonium disc machines will be available, beside, of course, every other make of disc machine of repute on this market, including Zonophones, Columbias, Pathephones, etc.

We find that they are to the fore in every branch of the industry, handling, as they do, a multitude of accessories, such as stands, racks, cabinets, etc., also repair parts galore. No matter how large the order, this enterprising house can cope with it easily and despatch same day as received. The importance of this prompt serv-

ice is readily realized by the wide-awake trader.

We are pleased to learn that the indestructible cylinder products which they control for the British trade have been selling steadily, and during the coming winter big things are anticipated.

We also learn that the demand for small musical goods of every description, of which they carry big stocks, is very satisfactory, time of year considered. As side lines melodeons and mouth harmonicas find a ready market here amongst talking machine dealers, and Messrs. Murdochs invite enquiries from traders abroad with a view to further extensions of this important branch of their business. Dealers interested should address J. G. Murdoch & Co., Ltd., Farringdon road, London, E. C., who will cheerfully furnish catalogs and price lists.

## DEVELOPMENT OF COPYRIGHT LEGISLATION.

Bill Now Subject to the Report Stage or Final Reading—Important Amendments Accepted—Matter of License, Royalty and Record Copyright Still Open—Latest News of Situation.

(Special to The Talking Machine World.)

London, Eng., Aug. 6, 1911.

Standing Committee A appointed by Parliament to examine the provisions of the Copyright Bill has now concluded its deliberations, and the measure was read a second time. It is now but subject to the report stage, or third reading (now proceeding), in Parliament prior to being placed on the statute book. No very serious opposition to the main provision is anticipated, but that part of the bill relating to mechanical instruments is not expected to pass without some amendment, even though it may be comparatively unimportant as far as the fixed basis of this section is concerned. In contrast to the 1910 bill, as originally framed, it must be admitted that the acceptance in committee of Sidney Buxton's amendments thereto, has produced a general feeling of relief, although the present measure is not entirely to the satisfaction of British record manufacturers.

In effect the 1910 bill left open the question of license, royalty terms and record copyright, and it was also retroactive. For the past few months leading members of this trade have been actively engaged in fighting these unjust proposals, and that they have succeeded in their efforts, if only partially, to bring Mr. Buxton to realize the damage which his original measure would have inflicted upon an established industry is revealed in the following provisions (which include Mr. Buxton's amendments) as to mechanical instruments (clause 19, par. 1):

19. (1) Copyright shall subsist in records, perforated rolls, and other contrivances by means of which sounds may be mechanically reproduced, in like manner as if such contrivances were musical works, but the term of copyright shall be fifty years from the making of the original plate from which the contrivance was directly or indirectly derived, and the person who was the owner of such original plate at the time when such plate was made shall be deemed to be the author of the work, and where such owner is a body corporate the body corporate shall be deemed for the purposes of this Act to reside within the parts of His Majesty's dominions to which this Act extends if it has established a place of business within such parts.

(2) It shall not be deemed to be an infringement of copyright in any musical work for any person to make within the parts of His Majesty's dominions to which this Act extends records, perforated rolls, or other contrivances by means of which the work may be mechanically performed, if such person proves—(a) that such contrivances have previously been made by or with the consent or acquiescence of, the owner of the copyright in the work; and (b) that he has given the prescribed notice of his intention to make the contrivances, and has paid in the prescribed manner to or for the benefit of the owner of the copyright in the work royalties in respect of all such contrivances sold by him calculated at the rate hereinafter mentioned:

Provided that—(i) nothing in this provision shall authorize any alterations in or omissions from the work reproduced, unless contrivances reproducing the work subject to similar alterations and omissions have been previously made by or with the consent or acquiescence of the owner of the copyright or unless such alterations or omissions are reasonably necessary for the adaptation of the work to the contrivances in question; and

(ii) for the purpose of this provision a musical work shall be deemed to include any words so closely associated therewith as to form part of the same work, but shall not be deemed to include a contrivance by means of which sounds may be mechanically reproduced.

(3) The rate at which such royalties as aforesaid are to be calculated shall—

(a) In the case of a contrivance sold with two years after the commencement of this Act by the person making the same be two and one-half per cent.; and

(b) In the case of contrivances sold as aforesaid after the expiration of that period five per cent. on the ordinary retail selling price of the contrivance, so however that the royalty payable in respect of a contrivance shall in no case be less than a half-penny, and where the royalty calculated as aforesaid includes a fraction of a farthing such fraction shall be reckoned as a farthing.

Provided that if at any time after the expiration of seven years from the commencement of this Act it appears to the Board of Trade that such rate as aforesaid is no longer equitable, the Board of Trade may after holding a public inquiry make an order either decreasing or increasing that rate to such extent as under the circumstances may seem just, but any order so made shall be provisional only and shall not have any effect until confirmed by Parliament; but where an order revising the rate has been made and confirmed no further revision shall be made before the expiration of fourteen years from the date of the last revision.

(4) If any such contrivance is made reproducing two or more different copyright works and the owners of the copyright therein are different persons, the sums payable by way of royalties under this section shall be apportioned amongst the several owners of the copyright in such proportions as, failing agreement, may be determined by arbitration.

(5) When any such contrivances by means of which a musical work may be mechanically performed have been made, then for the purposes of this section the owner of the copyright in the work shall, in relation to any person who makes the prescribed inquiries be deemed to have given his consent to the making of such contrivances if he fails to reply to such inquiries within the prescribed time.

(6) For the purposes of this section the Board of Trade may make regulations prescribing anything which for this section is to be prescribed and prescribing the mode in which notices are to be given and the particulars to be given in such notices, and the mode, time and frequency of the payment of royalties, and any such regulations may, if the Board think fit, include regulations requiring payment in advance or otherwise securing the payment of royalties.

(7) In the case of musical works published before the commencement of this Act the foregoing provisions shall have effect, subject to the following modifications and additions: (a) The conditions as to the previous making by or with the consent or acquiescence of the owner of the copyright in the work, and the restrictions as to alterations in or omissions from the work, shall not apply.

(b) The rate of two and one-half per cent. shall be substituted for the rate of five per cent. as the rate at which royalties are to be calculated (c) Notwithstanding any assignment made before the passing of this Act of the copyright in a musical work, the royalties aforesaid shall be payable to and for the benefit of the author of the work or his legal personal representatives. (d) The saving contained in this Act of the rights and interests arising from or in connection with action taken before the commencement of this Act shall not be construed as authorizing any person who has made contrivances by means of which the work may be mechanically performed to sell any such contrivances, whether made before or after the passing of this Act, except on the terms and subject to the conditions laid down in this section. (b) Where the work is a work on which copyright is conferred by an Order in Council relating to a foreign country, the copyright so conferred shall not, except to such extent as may be provided by the Order, include any rights with respect to the making of records, perforated rolls, or other contrivances by means of which the work may be mechanically performed.

(8) Notwithstanding anything in this Act where a record, perforated roll, or other contrivance by means of which sounds may be mechanically reproduced has been made before the commencement of this Act copyright shall, as from the commencement of this Act, subsist therein in like manner and for the like term as if this Act had been in force at the date of the making of the original plate from which the contrivance was directly or indirectly derived.

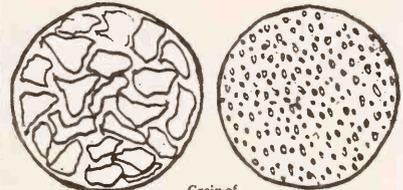
Provided that—(i) The person who, at the commencement of this Act, is the owner of such original plate shall be the first owner of such copyright; and

(ii) Nothing in this provision shall be construed as conferring copyright in any such contrivance if the making thereof would have infringed copyright in some other such contrivance if this provision had been in force at the time of the making of the first-mentioned contrivance.

(9) In the case of contrivances reproducing more than one separate musical work in which copyright subsists, the

(Continued on page 28.)

## Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

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

### Consequence:

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

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

## Finest Reproduction, No Ruin of Record.



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

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

**CHEMISCHER FABRIK E. SAUERLANDT** bei Apolda i. Th., Germany **FLURSTEDT**

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

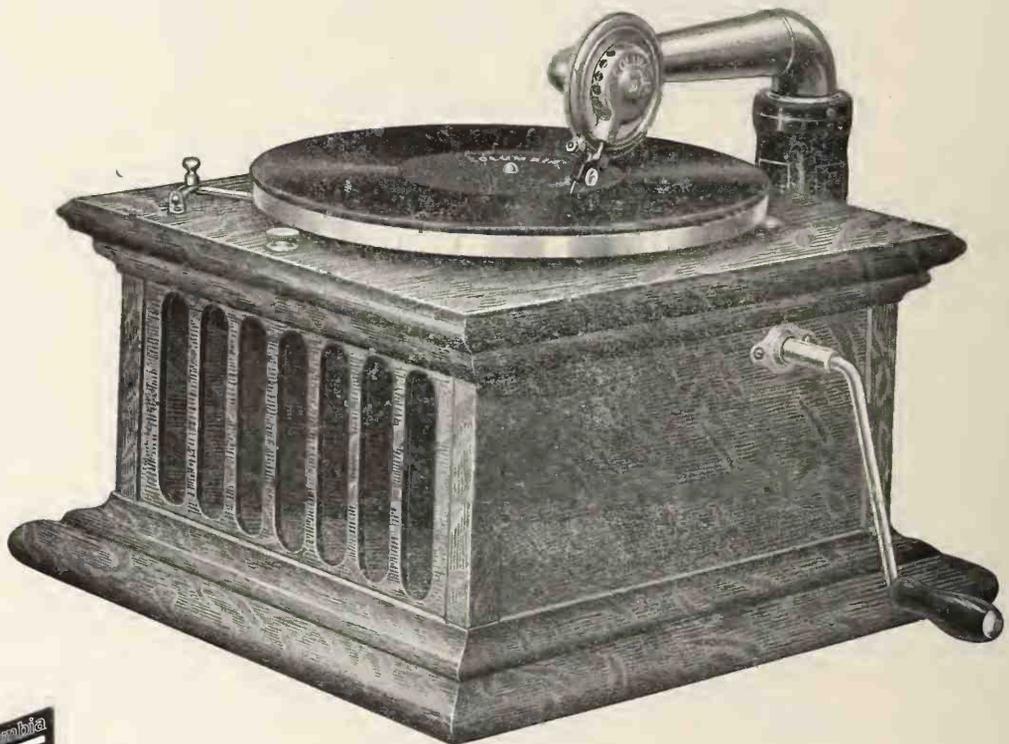
# A New Hornless

## THE LATEST

# HORNLESS GRAPHOPHON

Hornless talking machines, even at \$150 and \$200, made a tremendous hit with the public. When the Columbia Phonograph Company brought out its "FAVORITE" at \$50 it created a sensation. It was believed that the limit had been reached in a perfect hornless machine at a moderate price. But that there is no limit to Columbia progressiveness and resourcefulness is demonstrated by the two machines illustrated below to sell at \$25 and \$35.

These two models are the FIRST hornless machines offered at popular prices. Their compact,



### The "LYRIC" \$25

The Columbia "Lyric" is everything that a high grade instrument ought to be. Its quality of tone is beyond improvement—and its volume of tone is surprising. It is remarkably condensed and compact. It is built of clear-grained quartered oak, well joined and finished. The reproducer is the Columbia "Concert Grand," the latest and best type produced. The motor is a typical soundless Columbia double-spring motor, running three records with one winding. It plays either 10-inch or 12-inch records and can be wound while running. Convenient adjustment of speed is provided for in connection with the start-and-stop device. The equipment includes a supply of needles, together with a needle box with compartments for new and used needles.

The "Lyric" is an extraordinary twenty-five dollar's worth.

PLACE YOUR ORDER WITH

## Columbia Phonograph Company

Creators of the Talking Machine Industry.

Pioneers and Leaders in the Talking Machine Industry.  
Dealers Wanted: Exclusive selling rights granted.

# “Talking Machine”

A SUCCESS

## S AT POPULAR PRICES

careful construction, fine finish, magnificent tone qualities, and attractive price ensures them the lead in public esteem.

Thousands who hesitated to buy the expensive models will be eager to purchase these. Don't forget, Mr. Dealer, they will be liberal buyers of records, too.

Columbia Dealers are FIRST in the field AGAIN with what the public wants. These machines will prove the greatest sellers in the history of the industry. If you are not a Columbia Dealer better get on the list quick.



The IDEAL \$25



The volume of music that pours out through the grilled front is hardly exceeded by any of the larger instruments. The cabinet is of quartered oak, well built and well finished. The motor has a double-spring drive, playing three records with one winding and can be wound while running. The speed is controlled in connection with the start-and-stop device, by a lever operating upon a graduated dial. The turn-table will carry either 10-inch or 12-inch records and revolves within a nicked rim. All exposed metal parts are brightly nicked. The reproducer and equipment are the same as the "Lyric."

The marketing of the "Lyric" and the "Ideal" will be, to Columbia Dealers, like opening a new store containing demand goods with dollar marks all over them. And with a field free from competition it only remains for Columbia Dealers to get busy and make the most of this—Columbia Dealers' exclusive—opportunity.

SOLE DISTRIBUTOR NOW

# 1, Tribune Building, New York

holders of the Fundamental Patents.  
not actively represented.

Largest Manufacturers of Talking Machines in the World

## DEVELOPMENT OF COPYRIGHT MATTERS.

(Continued from page 25.)

royalty payable in respect of each such work shall in no case be less than a halfpenny.

**CLAUSE 23 IS IMPORTANT.**  
If it appears to His Majesty that a foreign country does not give, or has not undertaken to give, adequate protection to the works of British authors, it shall be lawful for His Majesty by Order in Council to direct that such of the provisions of this Act as confer copyright on works first published within the parts of His Majesty's dominions to which this Act extends, shall not apply to works published after the date specified in the Order, the authors whereof are subjects or citizens of such foreign country, and are not resident in His Majesty's dominions, and thereupon those provisions shall not apply to such works.

At the last committee meeting, when Mr. Buxton moved his amendments, the discussion which followed was very interesting.

Mr. Barnes moved an amendment to the effect that the provisions of the clause regarding the mechanical contrivance should only apply to works published after the passing of the act. He said that the committee had made provisions to safeguard authors in the future. If the clause were carried out as proposed by Mr. Buxton it would go against the interests of the people engaged in the manufacture of mechanical instruments. In the second place, it would be against the interests of these into whose humble homes these contrivances would be introduced. It would be contrary to practice, to authority, and to their own interests to make the operation of the act retrospective. Such a course would be contrary to the Berlin convention and to the action of other countries.

S. Buxton said that the attitude of the Berlin convention and the action of other countries was in favor of the operation of the act being retrospective. (And yet other countries, notably Germany and the United States, have legislated upon non-retroactive lines.—Ed.)

**The Question of Piracy.**

Mr. Joynson-Hicks hoped the government would stand by their clause. He wished to put before the committee the position in which English gramophone companies stood. These records cost a very large sum of money to make. Caruso, Melba and other well-known persons had sung into the gramophone at a great cost, but the records could be easily copied. It would be ludicrous in the extreme to grant copyright to the author and to leave the record itself open to piracy. He stated that he had been asked to explain to the committee what had taken place in Russia. A factory had been established in that country, which took English-made records, such as the Caruso records, obtained an impress of them and then turned out reproductions of these records by hundreds of thousands. They were sent to England, where they competed with the genuine English work.

The amendment would have the effect of legalizing this Russian piracy in respect of records made before the passing of this act. He had before him that morning letters from the most eminent singers in England, including Signor Caruso, Kennerley Rumford and Madame Tetrassini, praying the committee to give them rights in the works they had sung into the gramophone records. They had sung them into the gramophone by agreement, and on royalty, assuming that the law of England would protect the work they had done. This pirating trade was so great that the Russian firm published a catalogue in English, offering to provide anybody with reproductions of celebrated records. We had no more right to allow pirated records to come into this country than pirated books. We had already given authors protection for their work, and these singers were also entitled to protection.

Royalty is payable only on records made and sold after the act comes into force.

Mr. Higham said that hundreds of thousands of records were already in stock in various shops, and it was possible that inconvenience might be caused by inspectors visiting them with regard to the payments of the royalties.

Mr. Buxton pointed out that no records already in the hands of the retailer would be affected under this provision, but only future records sold by the manufacturers. There was no question of an inquisitorial inspection. Throughout the considera-

tion of the bill, subject to the opinions he held, he had endeavored, so far as he could, to obtain conclusions which would be satisfactory to the committee as a whole, and would be in the nature of a fair working compromise, which would be to the advantage of the author, the manufacturer and the public. In going through the question very carefully, he had come to the conclusion that it would not be satisfactory to charge a royalty on records which had already been made, but not sold. Negotiations had taken place between the various interests, the machine makers, composers and authors, and it was represented to him that those interested would prefer a royalty of 2½ per cent., not only for two years, but for all time, on existing records. He thought that proposal would work better than any other, and the public would not be injured. He proposed to stand by the clause.

**Date When Act Comes Into Operation.**

This act may be cited as the copyright act, 1911, and shall come into operation: (a) in the United Kingdom on July 1, 1912, or such earlier date as may be fixed by order in council; (b) in a self-governing dominion at such date as may be fixed by the legislature of that dominion; (c) in the Channel Islands at such date as may be fixed by the states of those islands, respectively; (d) in any other British possession to which this act extends, on the proclamation thereof within the possession by the governor.

**Later News.**

The bill is now under consideration on the report stage, but at the time of writing the clauses relating to mechanical instruments had not been reached. When they will be is a matter upon which it would be unsafe to express an opinion. But this much may be said; there are not wanting signs of a possibility of the bill being hung up for the time being, owing to the pressure of other more important ministerial measures which the government have in hand. It might be advantageous to the talking machine trade, and it might not. Time alone will determine.

**Another Trade Meeting.**

At the instance of Mr. Shields, who, by the way, has worked like a trojan in this matter, another meeting of traders was held July 31 at the offices of the Columbia Phonograph Co., this city. An important statement was made to the effect that Mr. Shields had been again instrumental in enlisting the aid of certain members of Parliament, who had promised to put down various amendments in our favor. One amendment will ask that retroactivity be limited to works published within two years prior to the act coming into force. In the case of pot-pourris or medleys, another amendment will suggest a minimum of ¼d. only for each excerpt of an author's work. The bill as at present framed provides for a minimum payment in each case of ½d., which, in the opinion of record-makers, would kill this class of records.

Sir George Marks, Mr. Edison's attorney here, has made representations to Mr. Buxton who, it is believed, will now grant a nine months' period of grace in the case of matrices in hand made after July, 1910, of existing works; that is to say, the royalty payment of 2½ per cent. would not come into effect until April 1, 1913.

These amendments cover very important points most necessary to the welfare of this industry, and our earnest hope is that Mr. Buxton will accept them.

Reciprocity, or retaliation, if you please, is found in the patent office rules, in the provision that any foreign patent attorney, not a resident of the United States, may be registered as entitled to represent as attorney applicants before the Patent Office if the country of which said patent attorney is a citizen grants the same reciprocal rights to citizens of the United States, and no foreign patent attorney has been recognized in any application filed after June 30, 1908, unless his country grants reciprocal rights to our attorneys. As a matter of fact, it is thought that only three foreign nations, namely, Canada, Mexico and New Zealand, extend the privilege to patent attorneys of the United States, so that the number of foreign attorneys entitled to registration here is very limited.

## TRADE IN THE TWIN CITIES.

General Business Has Been Excellent During the Summer—What the Minnesota Phonograph Co. Reports—Other Items.

(Special to the Talking Machine World.)

St. Paul and Minneapolis, Aug. 1, 1911.

Talking machine dealers in the Twin Cities of St. Paul and Minneapolis have not had a hard time in keeping the wolf from the door during the summer months. Retail trade in particular has been excellent, as everybody who can afford a summer home or camp has learned that machine-made music is indispensable. The wholesale trade has been normal—for this season of the year. The country dealers are coming to town, however, and the indications are that the majority will lay in substantial stocks for the fall and winter trade.

The Minnesota Phonograph Co., with retail stores in both cities, and which also does a general jobbing business in both the Victor and Edison machines report a satisfactory trade and are particularly well pleased with the retail end which has been the best since the company began business. There has been a decided revival of interest in Edison goods. Lawrence H. Lucker, manager of the company, is expected home this week from his honeymoon trip to Europe. He spent the past week at the Eastern factories.

Jay H. Wheeler, general Northwestern agent for the Columbia Phonograph Co., reports highly satisfactory sales of the higher class goods of his concern. The business is on a good basis, as the demand for the cheap wares has mostly disappeared.

## BUSY TIMES WITH EDISON CO.

Great Campaign of Publicity Being Inaugurated—Plant Also Busy Getting Ready to Supply Trade With New Machines and Records.

The departments of Thomas A. Edison, Inc., Orange, N. J., whose particular function is to organize and prepare the campaign of publicity, are working overtime these warm and sultry August days. The plant is also busily engaged in the manufacture of machines and records, cylinders and the new disc against the great demand which will follow the opening of the fall trade. The new disc outfit and equipment is regarded by Edison dealers and jobbers as the one big thing of the year, and they are looking forward to splendid sales of these just as soon as they are placed on sale.

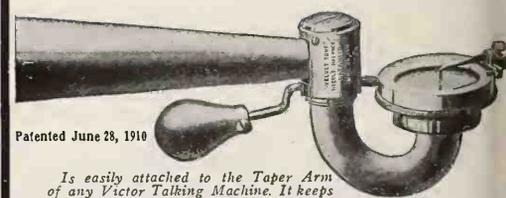
Never stop calling on a good customer on account of being unable to sell him. Remember that he is buying from someone and some day that someone may be yourself. Besides, to sell him will be an excellent test of your salesmanship.

Selling Everywhere Like Hotcakes!

FOR

Victrolas and Victors  
THE VELVET TONE NEEDLE BALANCE

Preserves Records Like New!



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. Ask your Jobber or write direct to

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

## TIMELY TALKS ON TIMELY TOPICS

A new development in the talking machine field is the rebuilding of machines. This specializing is well known in other lines, especially with typewriters, where it is a recognized and legitimized institution. Whether it will be so in this trade remains to be seen. The original manufacturers, who control their product through patent rights, in the absolute control of which they have been sustained by the highest courts in the land, may have something to say on the subject should the "rebuilding" business become a menace to existing contracts with the jobbers, distributors and dealers. The trade are fully aware of the provisions of the agreements regarding the handling of second-hand machines, and therefore it is unnecessary to make any comment. Now, while the owner of a machine in his private capacity can have it repaired, improved or even rebuilt for his own use, or he can sell it at any old price, so to speak, but if this same person should attempt to make a business of dealing in such goods, doubtless he would soon hear "something drop." However, the rebuilders are as yet a negligible quantity, and may be waiting for certain basic patents to expire before starting in to operate on a larger scale, and therefore are not any too eager to offer their services to the trade at present.

Price-cutting is becoming such a rarity that suits to enjoin and restrain violations of scheduled rates are few and far between. To be sure, the practice still exists under cover, and probably always will be more or less indulged in by dealers who scruple at nothing to make sales. It is superfluous to mention the demoralizing effect of this bad habit, as examples too numerous to mention exist in Europe. Efforts to maintain a uniform selling price abroad seem to be useless, according to reliable reports, and the trade over there is not nearly as profitable or satisfactorily conducted as here. American manufacturers have and are yet going after the price-cutters with a sharp stick, and when the legal evidence can be obtained the proceedings are summary. The federal courts are a unit on such cases when a preliminary injunction is applied for, which is invariably made permanent, followed immediately by a decree and an assessment of damages.

The visit of Thomas A. Edison to Europe will doubtless prove epoch-making in scientific, not to mention phonograph, circles. The distinguished inventor, with the enthusiasm almost of a kid when in the company of his intimates—for like the late John Hay said of the martyred McKinley, Mr. Edison is "one of the most perfect democrats I have ever met—is off on a holiday, and the best wishes of everybody goes with him. The metropolitan dailies have "featured" Mr. Edison in their cables, and from all accounts he is enjoying himself and is a pleasing personage to all and sundry. While no formal plans have been arranged for him to call upon any of the eminent publicists and scientists of the old world, it would be a wonder, indeed, if he will not be accorded a welcome everywhere; that is, if he permits it. Mr. Edison is modest to a degree when public display is on the boards and he is placed in the limelight. He will go out of his way to avoid it. This trait is well described in the two-volume biography of "Edison; His Life and Inventions," by Frank L. Dyer, president of Thomas A. Edison, Inc., Orange, N. J., which says:

"A very interesting period, on the social side, was the visit paid by Edison and his family to Europe in 1889, when he made a splendid exhibit of his inventions and apparatus at the great Paris Exposition of that year, to the extreme delight of the French, who welcomed him with open arms. In fact, for weeks together it seemed as though no Parisian paper was considered complete and up-to-date without an article on Edison." The President of France lent Mr. Edison his private box at the Grand Opera House, and as he de-

scribes it, "when I came into the box the orchestra played the 'Star-Spangled Banner' and all the people in the house arose; whereupon I was very much embarrassed." The city of Paris gave him a banquet at the Hotel del Ville, the city hall of the municipality. Again, to quote Mr. Edison's own words relative to this memorable occasion:

"As I could not understand or speak a word of French I went to our minister, Whitelaw Reid [now Ambassador to Great Britain—Ed.] and got him to send a deputy to answer for me, which he did, with my grateful thanks. Then the telephone company gave me a dinner, and the engineers of France; and I attended the dinner celebrating the fiftieth anniversary of the discovery of photography. Then they sent to Reid my decorations, and they tried to put a sash on me, but I could not stand for that. My wife had me wear the little red button, but when I saw Americans coming I would slip it out of my lapel, as I thought they would jolly me for wearing it." Gounod, composer of "Faust" and other operas, played the piano and sang for Mr. and Mrs. Edison at the top of the Eiffel Tower, and he subsequently met Pasteur, Jansen, the astronomer; Siemens, the famous German inventor; Helmholtz, Sir John Pender, and a host of other celebrities in England and on the Continent. Mr. Edison, with his other remarkable gifts, is a good sailor, and in speaking of crossing the English Channel, the choppiest stretch of water in the seven seas, he says: "The English channel is a holy terror, all right; but it didn't affect me. I must be out of balance!" The concluding observation is admittedly "going some," to use a favorite Americanism.

The trade have taken hold of the "Victor in the schools" proposition with energy and enthusiasm, and from what can be gathered from fugitive—not official—reports, dealers consider it a field in which activity and well-directed energy will open a line of business worth cultivating.

Curiosity as to the forthcoming Edison disc machine and its reproducing capabilities will be satisfied to a certain extent by a reading and study of the patent issued to Thomas A. Edison for a "phonograph reproducer," which appears in The World's special department devoted to this purpose. The vertical cut thread or sound wave is used on the Edison disc, and, as is now known, Mr. Edison experimented with and tested over a hundred devices of the kind before accepting what he considered were the best. As the brief abstract from a description of the reproducer says: "This invention has for its object the elimination of the friction which is caused by the sliding of the stylus over the record surface by providing a stylus in the form of a roller or ball, and rotatably supporting the same, so that it presses upon and rolls along the record surface." This is a radical departure from the type of reproducers heretofore used on disc records, and it is claimed the intonation and quality of the sound are vastly improved.

A new use for the talking machine in the piano business has been discovered by a piano house in the West, which has added materially to the success of several special sales through the medium of concerts on that instrument. In this particular instance a Vitrola was used, and concerts were announced in advance. As the sales were held in comparatively small towns, large audiences were attracted by the chance to hear good talking machine music free, and while still in good humor at the close of the concert, the salesmen of the piano house took the opportunity to approach those gathered together, regarding the special prices offered in connection with their line of pianos. It is reported that good sized sales were made at the close of every concert, and the talking machine music so appealed to several members of the audiences that while they did not buy pianos,

they placed orders for talking machine outfits. All of which goes to show that the man who thinks invariably "wins out."

According to the United States Consul General, Henry H. Morgan, there is an excellent market for talking machines of all kinds in Barcelona, and he submits this fact in conjunction with a lengthy statement regarding the opening for American products in that section of Spain.

### A DAILY THINK CORNER.

The merchant who will go into a far-off corner and remain there for one-half hour each day, thinking about his business and planning how it could be improved, will be surprised at the end of the year to discover how many improvements he has installed; how much waste he has lopped off; how many paying additions he has made.

He should be for this half hour where no one can reach him, and have nothing to prevent his mind being fixed on the one theme.

## Condon-Autostop

Patented



### A Fool Proof Automatic Stop

The ONLY real effective device for all Disc Talking Machines

### "A Necessity Though An Accessory"

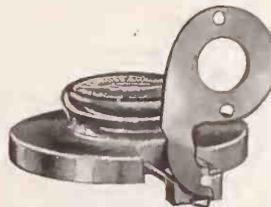
Save yourself time, trouble and the greatest inconvenience in playing the talking machine.

### No Counting, Figuring, Marking, or Measuring Necessary

### "A Synonym For Simplicity"

Right at the end of the piece, where now you find it most inconvenient

### "It Stops Right There"



## Condon-Autostop Co.

JOHN F. TALMAGE,  
President.  
WM. A. CONDON,  
Secretary and Treasurer.

25 Broad Street  
NEW YORK, N. Y.

## NEW HORNLESS GRAPHOPHONES.

Columbia Phonograph Co. Spring Their Latest Surprise on the Trade—The "Lyric" to Sell at \$25 and the "Ideal" at \$35—Details Regarding the New Machines and Their Equipment—New Styles Represent Excellent Value

The Columbia Phonograph Co. spring a very agreeable surprise in their announcement, elsewhere in this issue, of the issuance of two styles of hornless graphophones—the "Lyric" at \$25, and the "Ideal" at \$35.

In view of the claims set forth for these machines from the standpoints of construction and musical results, they represent values that must unquestionably appeal to dealers in the most emphatic way.

As the illustrations reveal, the new hornless graphophones are most attractively designed and present a proposition that will certainly prove a source of great interest to the trade this fall.

The Columbia Co. from the first have maintained a reputation for introducing hornless machines at reasonable prices, coming down the line from the \$200 machine to the \$50, and the latest offerings are the most attractive of all. They are certain to create quite a furore in the trade.

The "Ideal" cabinet of quartered oak, substantially constructed and finely finished, has a motor with a double-spring drive, playing three records at one winding, and can be wound while running. The speed is controlled, in connection with the start-and-stop device, by a lever upon a graduated dial, and the turntable carries either ten or twelve-inch records.

In the "Lyric" graphophone the quality of tone is described as beyond improvement; in fact, surprising. It is built of fine figured quartered oak, has the Columbia "concert grand" reproducer, is equipped with a soundless, double-spring motor, running three records with one winding, plays either ten or twelve-inch records, and other improvements which the dealer will readily recognize as up-to-date in every particular, and includes a supply of needles with a new needle box of approved construction.

As the Columbia Co. well say, the marketing of the "Lyric" and "Ideal" machines, which come in the nature of a surprise offer for early fall trade, will be to Columbia dealers "like opening a new store containing demand goods with dollar marks all over them."

## WILL HANDLE TALKING MACHINES.

Townsend & Wyatt, St. Joseph, Mo., a dry goods store of fifty years' standing, will put in a talking machine department in connection with their piano and general music enterprise, which is also a new departure. E. E. Trower, who will be the manager of the department, formerly in charge of the piano end of the Rudolph Wurlitzer Co., Cincinnati, O., and previous to that with the J. W. Jenkins Sons Music Co., Kansas City, Mo., has been East for a week buying stock and making preparations to open about the middle of September or October 1. The entire third floor of Townsend & Wyatt's establishment, now being remodeled and finished in mahogany and plate glass, will be devoted to the piano and talking machine departments. It is understood Mr. Trower, who as yet has not selected anyone to have charge of the latter business under his general supervision, will put in the Victor line, and that the Schmelzer Arms Co., Kansas City, will handle the initial order. Mr. Trower has acquired an interest in Townsend & Wyatt, and is secretary of the corporation.

## QUOTE THE PRICES.

The following is from the pen of a retail hardware dealer who has been storing up experience for a dozen or more years:

"Advertise your business as much as it will stand. And quote prices.

"Better a small ad. every day than a large one twice a week. And quote prices.

"Use cuts in the goods advertised. They cost a little more, but pay. And quote prices.

## THE ROAD TO BETTER THINGS.

Simple Dissatisfaction With Present Condition Never Secures Promotion—Earnest Preparation Brings Results.

The young man, who is resentful of his own sphere of action, and obsessed with the idea that he could do much better were he in another position, is not liable to do well in any place at all.

There was a man who possessed some of the elements that make a successful salesman, who was forever projecting himself mentally into some other place. If in Baltimore he had visions of the big business that he could do in Boston. While canvassing Cleveland merchants, he was sure that he could do much better if in Chicago. Oshkosh was no place in which to do business—if he could only have a chance at the buyers of Kalamazoo!

The result was inevitable. One-half of his mind was on the task in hand; the other half was searching for success in fields for the moment beyond his reach. Like the cross-eyed man cutting hoop poles—he had one eye on the one he was cutting, while the other was looking about for a larger pole.

We have all known young Smith, who was restless over his own work, because he could do Brown's so much better if he only were in Brown's place; especially if Brown's position was one in advance of his own. If promoted to Brown's job, his restless mind began immediately to wonder how much better he could do if he displaced Robinson. The ambition to do all that he could in the place to which fate had for the time called him, seems to have been overlooked.

This is no argument against preparation for promotion when it comes. It is, rather, a plea for that very preparation. No army colonel is so well prepared for a generalship as the one who keeps his regiment in the highest state of discipline and efficiency. No head clerk so certain to be advanced to manager, as the one who has put his whole soul into his work, and performed his duties with a fervor of enthusiasm indicating his love for his job, and his loyalty thereto.

The young man who succeeds is the one who does his task so well that the powers-that-be spot him instinctively as the one who could do still better if advanced to higher power and responsibility.

## BRIEFLETS.

Thomas A. Edison, chairman of the board of directors of Thomas A. Edison, Inc., Orange, N. J., and pretty widely known the world over in other distinguished capacities, was a guest at the Hotel Carlton, London, Eng., which was badly damaged by fire the night of August 9. Mr. Edison had been about the hotel throughout the day, but before the fire started he left for Paris. His room was flooded with water. The hotel was one of the most beautiful places in London, and was the resort of the most fashionable English and American society.

Daniel O'Neill, the recently appointed representative of the Columbia Phonograph Co., who recently returned from a trip through New York State, expressed himself well pleased with the results and with the reception he received at all points visited. He made some important connections for the Columbia.

In a short chat on business this week Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, said: "At the present time affairs with the company are very satisfactory; in fact, are excellent and the fall business will be the largest and best in our history.

R. B. Robinson, manager of the new talking machine department of the Furbee Piano Co., Wilkes-Barre, Pa., was a recent visitor in New York.

A clerk exerting power to resist temptation is consuming energy he should use in serving customers.

## MOVING PICTURE FUN SCARCE.

Hard to Find Anything New for the Film.

The cup of humor in the moving-picture dramas is near to being drained. Man's ingenuity, according to the managers of several of these *theatre in parvo*, has gone almost as far as it can in devising effects to bring hearty laughs from the patrons who sit in the darkened pits watching the flitting figures on the curtain stage, while the click of the unwinding reels punctuates the thousand and one scenes of comedy or tragedy. The creator must now puzzle his brain in earnest fashion if he would please the hardened public with a new laugh.

In the first place, humor in these silent dramas can be none too subtle; it must be Rabelaisian, spectacular, or, in the parlance of the "profession," of the slapstick sort. If it is a capital bit of play to push over the curio cabinet upon the head of the unfortunate actor, then it is doubly a success to bury him under the ruins of the falling Eiffel Tower or the Great Pyramid. Here humor is measured by its breadth, and innuendoes are ineffective. Limited to mute expression of emotions, these shadow puppets who have their entrances and their exits upon the films cannot furnish up a worn-out "act" with a varied dialogue, as the vaudeville "teams" do. New action is required.

From the beginning the heroes of the biograph have moved across the room in the gait of a man pitifully afflicted with locomotor ataxia, and the plump and healthy-looking heroines, inexplicably victims of the shaking palsy, have indignantly showered upon the faithless husbands crockery and plaster casts until it seems that the supply of this ware must fail. The runaway Dobbin has overturned peddlers and babies' carts, upset fat shopkeepers and lovers, and created havoc in all the infinite variations of accident and catastrophe short of taking human life. Now there are few things left undone, few illusions left to be created.

Laughable mishaps of the motorist, the roller-skater, or the eloping couple have long since lost their freshness. As the managers put it, the "chase picture has got the hook." Even the enamored young man who follows undismayed the unknown but very attractive and coquettish brunette, only at last to be discomfited, has suffered all indignities save that of perishing miserably in his quixotic pursuit. With these familiar varieties tabooed by a sated public, where can the manager turn for the clowns of his circus?

"A good moving-picture show bill needs a really humorous film on it," said one manager. "The cheap vaudeville teams that we get are all right to help out, but the people wait for a chance to laugh. It's entertainment they're seeking. Red roses, romantic love, and Maud Muller are out of place in a moving-picture show setting, and the reformed-criminal film, with a moral, doesn't draw a tear except in little country places through the States. Humor is our staple, and the barrel is getting low.

"Tragedy doesn't satisfy the people for long. It seems as if that squad of French gendarmes must have marched off with every misguided peasant patriot in the country by now. Furthermore, the virtuous young man who falls among horse thieves and nearly gets hung, only to be saved by the rancher's daughter—he's done that too often. He's stretched the melodramatic psychological moment into weeks. Humor is what we want. I haven't had a good laugh at a film in a month."

## INCORPORATED.

The Standard Electric Stop Co., Philadelphia, to manufacture, sell and deal in brakes and other appliances for talking machines has been incorporated in Delaware with a capital stock of \$100,000.

The Western Union Telegraph Co. have arranged with the Dictaphone Department of the Columbia Phonograph Co. for the installation of a number of dictaphones in the office of their New York headquarters.

## TRADE IN THE CREAM CITY.

Signs of Early Improvement in Business—General Conditions Much Better—Talking Machine Men Confident—What Various Houses Have to Report—Kunde's Unique Window Display—Uses a Columbia Outfit to Record Indian Voices—To Change Freight Classification on Hornless Machines—Interesting Personal Items—Recent Trade Visitors of Record—Other Trade Gleanings.

(Special to The Talking Machine World.)

Milwaukee, Wis., August 10, 1911.

While business in the talking machine field has been far from quiet in both retail and wholesale lines for the past few weeks, there are signs of greater improvement, and predictions are being made that the late summer and fall trade will be especially good.

Conditions in general are taking on a different aspect. Manufacturing concerns report a gradual increase in orders, few if any men are out of work and money is more plentiful. The outlook around the State was never better. Threshing is now going on in full blast, and with the possible exception of the extreme southern portion of Wisconsin the grain yield is good throughout the State. Widespread rains have done much for the corn crop and experts say that one of the biggest crops in the State will be harvested. Talking machine men believe that plenty of money will be spent this fall, and they are making plans to get their share of it.

"The outlook is especially bright for September," said J. H. Becker, Jr., manager of the talking machine department of the Hoefler Manufacturing Co. "We have a number of good Victrola prospects and are meeting with an especially good demand for Victrola No. IX. Records in all lines are selling well and the month of July proved to be one of the best mid-summer months in the history of our business."

Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co. and proprietress of the McGreal retail store, is well pleased with both the retail and wholesale business, and is confident that the late summer and fall trade will be unusually good.

"Business is entirely satisfactory and the prospects are fine," said Miss Gannon. "Retail sales have been good for the past few weeks and now the outlook is better in the jobbing field. The Wisconsin Talking Machine Co. has received the Victor IX, which is taking exceptionally well with the trade. We were unable to secure as many as we ordered, however. I predict great things for this machine."

Business is so good at the Columbia store, 516 Grand avenue, that A. G. Kunde, proprietor, has been forced to secure additional help. Mr. Kunde believes that the installation of his new store front has done much to increase trade.

Mr. Kunde has had a crowd in front of his store for the past two weeks as the result of a rather unusual window display. Mr. Kunde has nine big turtles in the window, eight of them having letters painted on their backs. A big display card tells the crowds that the store will give a graphophone and six records to the person that notifies the management when the turtles are lined up in the correct order to spell the word "Columbia." It is needless to say that the turtles have never been able to bring about the right "line-up" as yet, and Mr. and Mrs. Kunde believe that they will not have to award the prizes.

The Columbia received considerable publicity in Milwaukee recently as the result of Dr. S. A. Barrett, an official of the Milwaukee public museum, selecting this machine to take with him on a trip through the southwest. Dr. Barrett purchased a Columbia cylinder machine which he is now using in Arizona, New Mexico and Oklahoma in recording the voices of the Indians. Dr. Barrett is an authority on Indians and their customs, and he will make use of the records which he is making in the series of lectures which he will deliver at the museum this winter. The Columbia is being carried on the backs of Indians through the western country, and Dr. Barrett writes that it is giv-

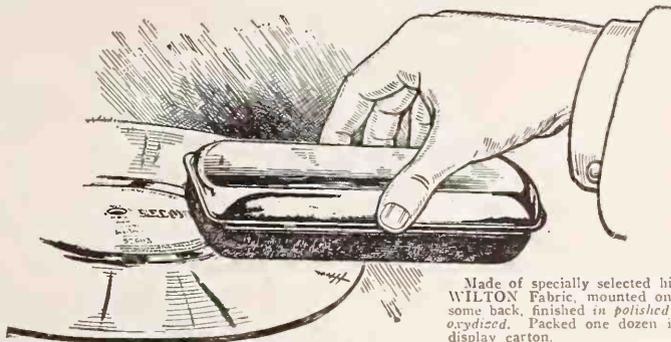
## SOMETHING NEW!!

# The "Dustoff" De Luxe Record Cleaner

FOR ALL DISC RECORDS.  
Makes the tone pure and clear.

Can be sold to every buyer of records.  
A necessity for all owners of records.

Its use adds life to the record.



Made of specially selected high grade WILTON Fabric, mounted on a handsome back, finished in polished silver or oxidized. Packed one dozen in a neat display carton.

Retails for 50c. each  
40% Discount to Dealers.

Mail circulars and cuts furnished free.

Write NOW!!!

## THE ORIGINAL "DUSTOFF" RECORD CLEANER

For Discs

Mail circulars and electro-types furnished free.

A PROVEN SUCCESS.

A BIG SELLER EVERYWHERE

Send for a gross.

40% Discount to Dealers.



Made on a fine wood block with a heavy Wilton Fabric with especially high nap.

Each in an attractive individual carton.

They Sell Themselves.

Order from your jobber. If he cannot supply you write us and we will see that you are supplied.

Sells for 15c. each.

## THE TONE CONTROLLER CO.

Sole Manufacturers

281 Canal Street,

PROVIDENCE, R. I.

ing him excellent satisfaction despite the hard usage which it is receiving.

Harry Fitzpatrick, wholesale manager of the Wisconsin Talking Machine Co., the new Victor jobbing concern of Milwaukee, headed by Miss Gertrude Gannon, is on a successful business trip in northern Wisconsin. Joseph Gannon, assistant wholesale manager of the company, is rounding up a fine lot of business in southern and southeastern Wisconsin.

The Western Classification Committee, which had been in session in Milwaukee for four weeks considering petitions of shippers objecting to the new freight docket, adjourned on Aug. 4 without giving out any reports. The committee will reconvene on Aug. 14 in the headquarters of the Central Freight Association, Rookery building, Chicago, and be in session for about two weeks. It will meet in Galveston, Tex., next year. Talking machine shippers are interested in the work of the committee as a result of the efforts made by some of the railroads to change hornless machines from first class to double class, or in the furniture classification. One traffic manager, who appeared before the committee while it was in Milwaukee, said that shippers are thoroughly aroused, and that if the present classifications are changed a great deal a case would be started which would be more extensive in scope than the recent case before the Interstate Commerce Commission.

The U-S line of machines and records, now carried in Milwaukee by the Hoefler Manufacturing Co., is making many friends about the State. J. H. Becker, Jr., manager of the talking machine department at the Hoefler store, reports some good sales in both the retail and wholesale field. Mr. Hoefler has been featuring an interesting window display in the U-S line.

The Victor was put to a new use in Wisconsin recently, when J. H. Becker, Jr., manager of the talking machine department of the Hoefler Manufacturing Co., took a Victor with him on his vacation and used it as an aid in landing five and six-pound bass and pickerel. Mr. and Mrs. Becker spent two weeks near New London, Wis.,

and met with such good luck in the fishing game that their Milwaukee friends were kept well supplied with fish. Whenever the talking machine man and his wife went out on the lake they would take along a Victor, some Billy Murray or some good band records, and the result would be that the fish would flock around the craft waiting to be pulled in. One day when Mr. Becker played the Federal march, he landed a seven and one-half pound pickerel. Mr. and Mrs. Becker also gave several evening concerts to the farmers and their families in the neighborhood, and succeeded in making most of them strong Victor converts.

Roy J. Keith, of the Talking Machine Co., Chicago, recently called upon the Milwaukee trade.

Travelers who are looking for a guide to pilot them through the fishing and hunting territory in northern Wisconsin should get in touch with Lawrence McGreal, the Edison jobber, and president of the National Association of Talking Machine Jobbers. His friends are telling a little story on the talking machine man which shows that his compass must have been out of order on a recent outing. Mr. McGreal had planned an enjoyable hunting and fishing excursion into the northern country and took along Mrs. McGreal, Miss Gertrude Gannon, her sister, Mrs. Uhl; George Ornstein, of the Victor Talking Machine Co., and a few others. The party headed for Three Rivers, near Butternut Lake, but a later inspection disclosed the fact that the tickets, purchased by Mr. McGreal, read Butternut, Wis., a point where the party landed, forcing them to ride a distance of twenty miles overland by wagon. Five days were consumed in the wanderings and the party never reached Three Rivers, their intended destination.

Among the retail Wisconsin dealers who were recent Milwaukee visitors were Peter Kraus, Port Washington, and Peter Dinkel, Sheboygan, both Edison and Victor jobbers. Both dealers reported the trade outlook as especially bright.

The Edison and Victor dealers in the lake shore region of eastern Wisconsin received a visit from

The guarantee printed on all Columbia record envelopes is not an empty form; it means quality, surface, and endurance of *material* and quality of *reproduction*. Don't *you* lose sight of all this; we'll see that the record buyers are kept reminded of it.



5

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

Lawrence McGreal, Edison jobber, and Miss Gertrude Gannon, of the Wisconsin Talking Machine Co., Victor jobbers, recently. They visited Sheboygan, Sheboygan Falls, Plymouth, Port Washington and other points, called upon dealers, secured new business and established one or two new agencies.

The Victrola concerts, with the Angelus player used as an accompaniment, an innovation originated by L. C. Parker, manager of the talking machine department at Gimbel Brothers' Milwaukee store, are proving a bigger attraction from week to week. Mr. Parker has arranged a Victor concert hall, available to every department of the big store, and the morning and afternoon concerts never fail to draw large and interested crowds. Red Seal records are featured and the combination of the player and the Victrola makes a decided hit. A brisk business in the Victor line is reported by Manager Parker and his assistants. The Milwaukee school board has placed some more good orders with Mr. Parker for machines preparatory to the fall opening of the schools.

Miss Helen Poole, of La Porte, Ind., who has been appointed to succeed Mrs. Frances E. Clark as supervisor of music in the Milwaukee public schools, has arrived in Milwaukee preparatory to taking up her new duties in September. It is understood that Miss Poole is entirely in sympathy with the views entertained by Mrs. Clark in using the talking machine as an aid in teaching music in the schools, and will follow the lines laid down by Mrs. Clark, who is now at the head of the new school department of the Victor Talking Machine Co. Mrs. Clark was a pioneer in the introduction of the talking machine into the schools, and made such a tremendous success of the work in Milwaukee that she attracted wide attention.

#### SECURE RESTRAINING ORDER.

Following the seeking of an accounting by the Victor Talking Machine Co., in their suit against the American Graphophone Co., for infringement of the Johnson cut record patent, Ralph L. Scott, the attorney for the defendants, applied to Judge Ward on July 18 for a restraining order against the plaintiffs. A temporary restraining order was granted, which was made returnable on July 26, before Judge Lacombe, in order that plaintiffs might show cause. Following the hearing on that day, Judge Lacombe made the order permanent until such time as the defendants' appeal is heard by the Court of Appeals.

#### WHERE OPTIMISM PREVAILS.

The Blackman Talking Machine Co., of New York, are making no complaints about business for this season of the year. In fact, its volume is most satisfactory, and Mr. Blackman and all connected with the enterprise are most optimistic regarding the general outlook for the fall. It would be difficult to find a place where optimism prevails more than at Blackman's.



#### A PHONOGRAPHIC CURE.

BY HOWARD TAYLOR MIDDLETON.

##### I.

Theresa had a case of nerves;  
The M.D.'s lost all hope.  
Sharp angles took the place of curves;  
They gave her pounds of dope.

##### II.

Then Dr. Johnson was called in;  
He felt her pulse and smiled.  
Just drop the drugs and we shall win  
If you'll obey, my child.

##### III.

Good music's what you want, that's clear;  
I've tried it, and I know.  
Just bring that Amberola here,  
And play a tune or so.

##### IV.

Try Victor Heibert, Sousa, Strauss;  
Run in a little song;  
Then get out of this stuffy house,  
And you'll be well e're long.

##### V.

Out on the porch they carried her,  
And then her pretty nurse  
Turned on the concert with a whir,  
Expecting she'd be worse.

##### VI.

But Dr. Johnson knew his job,  
For when he came next day,  
Theresa had ceased her nervous sol,  
And really seemed quite gay.

##### VII.

So hark ye, people who are ill!  
Stop crying; learn to laugh.  
Cut out the tonic and the pill,  
And buy a phonograph.

#### SOME NEWS BRIEFLETS.

Philip Marcus, chief of the floor selling staff of the S. B. Davega Co., 126 University place, New York, is enjoying his fortnight's vacation at Far Rockaway, L. I., N. Y. L. Kaiser, director of the company's talking machine department, remains in the city, figuring on the fall business campaign, and the chief, S. B. Davega, also will be at his post of duty, notwithstanding the heat and humidity.

Davegas, the new retail store at 406 Broadway, New York, under the management of Harry Davega, is not only a success, but the business transacted is away beyond everyone's expectations.

Joseph M. Bryant, in charge of Wm. Knabe &

Co.'s Columbia talking machine department, New York, started on his vacation August 12, which he will enjoy at his former home in Selma, Ala. He will be away a couple of weeks. Mr. Bryant has opened a nice line of trade for his company.

W. E. Luetgens, South Manchester, Conn., and C. W. Larson and E. S. Thomason (Red Cross Drug Store), Red Oak, Ia., have been reinstated as dealers by Thomas A. Edison & Co., Inc.

#### REAL INDIAN MUSIC FOR OPERA.

Phonograph Records Some Songs Never Sung by White Men.

Charles Wakefield Cadman's Indian opera, which is to be called "Da-O-Ma," will include some real Indian music. The government ethnologist, Francis la Flesch, (who is a son of Chief Joseph of the Omahas, and who furnished the story of the opera) went with Cadman to the reservations, and they succeeded in getting phonographic records of many of the Indian tunes, some of which had never been sung to a white man. In one case an Osage priest chanted a sacred melody, not knowing that a phonograph was set for its reception, a melody used at festivals of the Indians for six hundred years, and passed along from one generation to another by word of mouth. Until this time it had never been written. Speaking of his experiences in collecting Indian music, which he was requested by the Smithsonian Institution to transcribe into our notation, Mr. Cadman said: "The Indian is very timid about singing before strangers. He sees no use in singing a song without an immediate application of it; for instance, it takes much persuasion to get him to voice a harvest song in the winter time, a religious song outside of his ceremonies, a war song in time of peace, or a woman's love song—which he considers the woman herself should sing."

The suit of the Regina Co., Rahway, N. J., and New York, against the American Suction Cleaner Co., of the latter city, was amicably settled out of court recently. The defendants were charged with infringement of the Regina cleaner patents. The basis of arrangement between the two companies was satisfactory to both.

60 YEARS' EXPERIENCE

# PATENTS

TRADE MARKS  
DESIGNS  
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

**Scientific American.**  
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.  
**MUNN & Co.** 361 Broadway, New York  
Branch Office, 625 F St., Washington, D. C.

## THE ART OF SALESMANSHIP.

Some Points in Address Delivered by C. F. Goes Before the Cincinnati Division National Sales-Managers' Association.

The salesman's work is improving every day and I do not see how business can go forward without successful salesmanship.

Nothing in the world is easier, I believe, than to produce the goods; the mere raising of them, and the mere manufacture of them, is comparatively easy. Let there be a great demand for a commodity and the average intelligence of the human race can easily produce it. But what are you going to do when you cannot dispose of it? Nothing paralyzes the nerves of business more than a depressed market.

I fully realize that the salesman is one of the promoters of civilization, and I think that I realize, as well as a man can, how dependent civilization is on the successful art of salesmanship, for what we all know is that humanity, unless its desires are artificially stimulated, does not demand many things of life. You leave a company of men and women anywhere to themselves, without creating artificial wants or stimulating natural wants and then ask but very little of life.

I read a story of a missionary, who, through his efforts had the sight of a blind man partially restored. He went away and after a few weeks reappeared, leading twenty blind men whom he had gathered in the wretched places where they lived and who had followed him to the city. Now, do you suppose that these men would have come to the city of their own accord? No! It took the man, whose eyes had been opened, to go and create in them the desire to be helped.

People sit down and accept the situation as it is, and their wants and desires are not shaped until the salesman either creates an artificial desire, or stimulates the natural desire, and therefore through the very nature of his work occupies the position of a promoter of civilization.

How many men would buy automobiles, airships, machines, watches or any of the conveniences of life unless somebody came along and convinced them that they were needed? To you men I pay my tribute and realize that you are the promoters of civilized life, because you stimulate the desire of people for the possession of those instruments by which civilization is promoted and for the conveniences which go to make up so large a part of the civilized life of man.

If you have never thought of your profession in this light, I beg of you to believe that what you are doing in the world is the promotion of civilization, which is influenced by bringing within the reach of people those improvements without which the civilization of man cannot be carried forward.

I can quite understand how salesmanship may not only become an art but a fine art. There is much involved in this subject.

## HAD TO HAVE A COLUMBIA

Even if He Had to Burglarize the Home of Edward D. Easton in Classic New Jersey.

A discriminating burglar with a keen appreciation of music and who no doubt believed the Columbia graphophone to be the acme of perfection in this respect succeeded in carrying out his cherished hope of becoming a possessor of one of these famous instruments on Saturday night, or rather in the early hours of Sunday morning.

Evidently with the Columbia uppermost in his mind he thought that the surest place to find his Columbia ideal would be the home of someone taking a prominent interest in the Columbia Phonograph Co., so the home of the president, Mr. Easton, at Arcola, N. J., was the center of his labor.

At about 3 o'clock on Sunday morning the burglar, making entry through a side window, passed numerous valuable ornaments in his evident quest for "all the music of all the world," as the Columbia Phonograph Co. so gracefully put it. Searching both the ground and first floors, he at

last discovered his idea, a B Columbia graphophone snugly ensconced in the music room.

His search over, the burglar made off with the Columbia, and knowing that "Columbia records were double-disc records, music on both sides, a different selection on each side, two records at a few cents above the price of one and double value for your money plain as daylight," as the Columbia Co. again so gracefully put it in their advertising, he evidently thought, poor as he was, that he could save a few rounds of 65 cents to invest in these "double value for your money records," and so left the record cabinet intact.

A few ornaments were also taken with the Columbia, perhaps to make the machine feel at home in its new surroundings and give forth its sweet music without any ill feeling due to being so rudely carried off.

The residence was unoccupied at the time, Mr. Easton being away in Europe.

## AN "EXPERIENCE" STORY.

Tells How Near He Once Came to Selling a Machine to a Queer Old Curmudgeon.

(Special to the Talking Machine World.)

Cleveland, O., Aug. 6, 1911.

"You ask me what my funniest experience may have been?" said O. E. Kellogg, who has been many years in the business and sold many musical instruments. "In replying to your inquiry, I can safely assert that while a person has many odd experiences in the sale of any musical instrument, I believe the talking machine business affords the most sensations of all. I will relate one of the many queer happenings in my experience. About three years ago an elderly lady said she wanted to 'look at the talking machines that were made by Mr. Edison.' I showed and demonstrated the line, and explained the various points about the Edison goods. She told me that she lived about four miles from a traction station, which is ten miles from the city. She said she would take a certain machine if I would bring it out to her home and let her father hear it, explaining that he never left the farm and that it was especially for his recreation that she desired one. An agreement was made that she was to meet me on a certain day at the traction station, and I was asked to bring along all the old-time selections I had. One of my salesmen accompanied me. When we reached the town the lady was not at the meeting place. Upon making inquiries I found them to be very reliable people, but that the father never went anywhere

and the daughter, who was past fifty, only coming in when absolutely necessary to buy household necessities; so I hired a rig, drove out and met the father.

"The daughter apologized for not coming to meet us, and stated her father had changed his mind regarding the purchase. However, as long as we were there, we placed the machine in the house and tried it out. I played 'Home, Sweet Home,' which was very plainly rendered by McDonough. The old man asked, 'What tune is that?' One record after another followed—'Old Folks at Home,' 'My Old Kentucky Home,' 'Where Is My Wandering Boy To-night?' 'When the Roll Is Called Up Yonder,' 'Throw Out the Life Line'—but he failed to recognize any of the tunes. Finally I put on 'Nearer My God to Thee,' and he said, 'Pears like as though I'd heard that somewhere afore.' The daughter seemed to realize that some explanation was necessary, and informed me that her father had not been out of sight of his house for over sixty years. There is a church two miles away that he has never attended. He has never seen a trolley car, although but four miles distant is one of the best traction lines in the State. He had not been to the city in three score years; has never rode on a steam car nor seen one in over sixty years, although a railroad goes right through the farm adjoining his, and one can easily hear the engines as they pass, but a hill obstructs the view. He does not read nor write, and his father lived and died in the same house he now occupies. He is over eighty years old and has never had a doctor. It hardly seems possible that a person in this enlightened age, living so near a city, could be so ignorant. The salesman and I returned with the machine and records, disconsolate over our failure to make the sale."

## CASE ADJOURNED UNTIL AUGUST.

Some time since Judge Veeder in the United States Circuit Court issued a temporary order restraining the Carl Lindstrom Co. and Adolph Heinemann from making, using or selling a device which the Victor Talking Machine Co. and the United States Gramophone Co. claim to be an infringement of the Berliner patent. The matter was scheduled for a hearing as to the issuance of a permanent injunction on Wednesday, July 26, but was adjourned until the middle of August.

You should always know just what the insurance policy on your store and stock permits you to carry and not to carry.

## SONORA AUTOMATIC STOP

(Patents Applied for Throughout the World)

Adjustable to ALL Makes of Disc Machines



Anyone can adjust it—within a few minutes—and once the adjustment is properly made, it cannot possibly get out of order.

All that is necessary is to set the pointer, and the mechanism will do the rest.

## THREE REASONS

WHY EVERY TALKING MACHINE DEALER SHOULD CARRY A STOCK OF AUTOMATIC STOPS.

1. Because they sell at sight, and add to the appearance of the most dignified Talking Machine.
2. Because of the great Convenience, and consequently, Added Pleasure, which they afford.
3. Because no Talking Machine is complete without an Automatic Stop.

For further particulars, write to

**SONORA PHONOGRAPH COMPANY**

(Sole Manufacturers and Patentees)

78 Reade Street

NEW YORK, N. Y.

### PRICE CUTTER RESTRAINED

From Selling Edison Records Below Regular Price—Preliminary Injunction Issued Against the Ira M. Smith Mercantile Co. of Grand Rapids.

(Special to The Talking Machine World.)

Grand Rapids, Mich., Aug. 9, 1911.

Thomas A. Edison, Inc., Orange, N. J., have nailed another price cutter in this city, namely, the Ira M. Smith Mercantile Co. The Ira M. Smith Mercantile Co. conduct a department store and is not licensed to deal in Edison goods. Notwithstanding this fact they obtained a number of Edison records from a salvage concern in Chicago, which, in turn, had secured them from a fire insurance company, the insurance company having acquired them as salvage after a fire in which a stock which it had insured had been partly destroyed. After acquiring the Edison records in this manner the Ira M. Smith Mercantile Co. placed them on sale at 19 cents for Standard records and 29 cents for Amberol records; and having refused the demand of Thomas A. Edison, Inc., to discontinue the cutting of prices, suit in equity was brought and a motion for preliminary injunction was presented to the United States Circuit Court of this district. After a hotly contested hearing the injunction was granted. The opinion, in part, of Judge Denison upon the motion, handed down July 25, follows:

"As to the underlying question presented by this motion, I cannot hesitate to accept, as the now prevailing and general rule established by many familiar cases, the position that a patentee may, by

appropriate contract, reserve to himself a control over the price or other conditions attending the public enjoyment of the patented article." The court then comments on the attitude of the Federal courts in similar cases at some length, and coming down to the essential question at issue, says:

"It would seem that the patentees have rightly apprehended the exact nature of the patent monopoly to make, use and sell. A sale by the patentee of the patented article which he has manufactured does not, according to the letter of the statute, exhaust the patentee's monopoly with reference thereto. The purchaser does not, in so many words, acquire a right to use the article or to sell it again; but such right of use and such right of resale as may be normally appropriate to the article are implied from the fact of the original sale. This implication may be more or less extensive. It involves the right to repair, but not the right to *reconstruct*." This particular reference is quite apropos to an article which appears elsewhere in this issue of The World.

"In this case it appears that the stock of a presumably authorized dealer in such records had been damaged by fire; that some of the cartons were smoked and blackened and others were seriously injured; that the stock was abandoned to an insurance company, which took it over; that the insurance company sold the stock to a salvage company, and that this latter company sold to defendant the records in question. Some of them were then in the original cartons and some had been replaced in blank cartons. The defendant does not deny having full knowledge of the general system pursued by complainant; and, indeed, in its advertisement offering the records at cut prices, it expressly stated that the prices were restricted by contract, 'as every owner of a talking machine knows.'

"The case, therefore, does not present any question as to the rights of one who purchased in ignorance of the price restriction; and if it is, as I think, the true theory that such a condition as this is a license condition attaching to the article and not merely a personal covenant by the first purchaser, it makes no difference that the defendant never had any direct dealings with complainant. There is nevertheless, in a proper sense, privity between them as to this condition. The preliminary injunction will be issued."

### HONOR FOR COLUMBIA GRAFONOLAS.

Admiral Togo Presented with a Columbia Grafonola as a Mark of the Esteem in Which He Is Held by His Countrymen.

Admiral Togo, commander-in-chief of the Japanese navy, hero of the Russo-Japanese war, and at present in New York as a guest of the nation, was as a mark of respect and esteem, honored by a gathering of those of his fellow-countrymen residing in New York, and presented with a Columbia Grafonola "Regent" as a permanent token of their appreciation and regard. On August 13, in Carnegie Hall, a large number of the Japanese of New York were present, and after due ceremony, which the entertaining of the famous naval commander entailed, the presentation of the Grafonola "Regent" took place.

The choice of a Columbia Grafonola from the wealth of gifts which New York could offer, as a means of giving permanent expression to their esteem of Admiral Togo, is another tribute to Columbia Grafonolas of which the Columbia Phonograph Co. should be very proud.

### POOR BOOKKEEPING HURTS.

A Merchant Can Lose Money in Various Ways Through Carelessness in the Accounting Department.

Bookkeeping and office work are entirely different from the rest of the work in retail stores. It is much harder to be progressive there than in the selling departments. In the office the same work is done day after day, year after year. The system is always thought to be up to the standard,

but in many cases it does not keep pace with the progress of the business and gradually gets into a rut. To keep pace with a rapidly-growing business the system must be revised from time to time.

A complaint which the office has sometimes to contend with arises from a customer's receiving a statement for last month's goods, wherein part of the goods she bought is not charged. On looking up her account it is found that two accounts have been opened for the same name, one as Mrs. S. Jones and the other as Mrs. Sam Jones, the charge check having been made out by two different salespeople. To avoid this make it a strict rule that a charge check must not be made out without the customer's full name and address. Then if there is a mistake in the name it can be detected by the address.

In many cases discounts are lost through the date when bill is due being overlooked. This may be caused by careless bookkeeping, or by lack of capital, or, it may be the discount is not considered worth while. All of these can be overcome.

In the first case, a pad calendar should be kept on the bookkeeper's desk, says a writer in the Dry Goods Economist. When entering up an invoice in his books he takes care to note the fact that bill will fall due at the proper date on his calendar. As the sheet of the past day is torn off every morning, the remittance cannot be missed.

In the second case, it would pay the merchant to borrow the money at 6 per cent. to pay his bills. He would be surprised to find how discounts would pay his interest and leave a big balance over. I know of a firm of medium size whose discounts pay all office expenses, janitor's wages and heating cost and still leave a balance. A good many other reasons can be given for the existence of leaks caused by the passing of discounts.

### FRIENDLY SUIT TO SETTLE DISPUTE.

(Special to The Talking Machine World.)

Philadelphia, Pa., Aug. 10, 1911.

In a suit decided on the 4th inst., in the United States Circuit Court, Eastern District of Pennsylvania, Judge Audenried decided that the Victor Talking Machine Co., Camden, N. J., were indebted to Robert L. Gibson, a well-known inventor of talking machine devices, of this city, \$50,487.20 in royalties, which, with accumulated interest, totals nearly \$80,000.

It was brought out in the suit that the Victor Co. had sold 504,872 "exhibition" sound boxes to the Gramophone Co., Ltd., London, Eng., with whom they have a trading alliance for European and other foreign countries, between August 1, 1903, and September 25, 1910, on which Gibson claimed a royalty of ten cents each, that he charged had never been paid over.

The defense contended that they had a contract with Gibson under which they were not bound to pay royalties except on sound boxes sold in America. Judge Audenried ruled that Camden was the place of sale. This is understood to be a friendly suit to determine a question in dispute.

R. R. Souders, manager of the Columbia Distributing Agency in Dallas, Tex., who came by rail for a special trip through New England, with Mrs. Souders, was a visitor at the executive offices, New York, the other day. They started for home Thursday by way of the Great Lakes. Mr. Souders, who is of a decidedly optimistic temperament and being located at a live point, said that business was brisk and would become positively so in the superlative degree for the remainder of the year.

Mr. Souders attended the convention of the advertising men held in Boston last week as a delegate from Texas and brought along with him a record made by Gov. O. B. Colquitt, of Texas, in which he extended a greeting and invitation to the advertising men to hold the next convention in Dallas. The Governor's eloquence and the strenuous work of the Dallas delegation succeeded in landing the convention for that thriving Texas city, and next year the advertising men will have a chance to see and boom Texas.

### High-Class Manager Wanted.

Experienced, high-class man, capable of managing a successful wholesale and retail talking machine business. Must be able to handle a \$100,000 annual business. Great opening for such a man. Write fully, giving age, experience, qualifications, and references. Box 690, Talking Machine World, 1 Madison avenue, New York.

### Manager Open.

Competent talking machine man with wholesale and retail experience and knowledge of all three lines is open for managerial position. Far West preferred. He is a man of demonstrated executive ability, good advertiser, and a systematic hustler. Excellent references. Address Manager, A-1, Talking Machine World, 37 South Wabash avenue, Chicago, Ill.

### For Exchange.

1,000 four-minute Edison new records; 2,000 two-minute Edison new records; 4 Edison Fireside; 4 Edison Standard; 4 Edison Home; all new models with "Signet Horn," exchange for "Columbia B. N." or any type of Victor talking machine, from Victor 1st to Auxetophone; must be in A No. 1 condition as Edison goods are. Address "Exchange," care of Talking Machine World, 1 Madison avenue, New York.

### Repair Man Wanted.

One thoroughly experienced Victor and Edison talking machine repair man. Steady position. Address Standard Talking Machine Co., Pittsburg, Pa.

### Desires Position.

Talking Machine Man, with executive ability and thoroughly familiar with Victor, Edison and Columbia product, wishes to connect with some good house as Manager or Assistant Manager; spent 3 years on the road, 3 years as retail salesman and 5 years as manager. Can furnish the best of references. Address "ABILITY," care Talking Machine World, 1 Madison Ave., New York City.

### Will Exchange

3,000 Edison two-minute records for disc records of any make; single-side records preferred. Address Deninger, 335 North street, Rochester, N. Y.

**If you have missed the Columbia profits during the last season you must have done it unwillingly. If you miss them this coming season the amount of them will make a long column on your debit page. But why should you? It's your move!**



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

### SAN FRANCISCO HAPPENINGS.

Trade Generally Feel Optimistic Over the Trade Outlook—Japanese Interested in Talking Machines—Pacific Phonograph Co.'s Good Report—Sherman, Clay & Co. in Los Angeles—Columbia Grafonola on Observation Car—The Month's News.

(Special to The Talking Machine World.)

San Francisco, Aug. 5, 1911.

James J. Black, manager of the Wiley B. Allen Co.'s talking machine department, notes quite a marked improvement in business for the last week or two, owing to the fact that the city schools have opened and many families who have been spending their vacation season in the country have returned to town. Mr. Black is extremely optimistic over the outlook for the fall trade, and believes that a steady increase will be noted in sales from now on. He has received excellent reports from the talking machine departments maintained by the various branches of this company, that at Los Angeles making about the best showing. Mr. Black says the new No. 9 Victrola is meeting with great favor in this city, and is bringing in considerable business which would hardly have been reached by any other machine. This company is fortunate in having a fair stock on hand, a large lot of these machines having arrived a few days ago. The stock of all goods carried is to be considerably increased within the next few weeks, in anticipation of the fall activity.

F. P. Corcoran, a traveler for the Wiley B. Allen Co.'s talking machine department, has just returned from a visit to relatives at Seattle, Wash. Lawrence K. Wilson, of this house, who is making an extensive tour in the Orient, writes from Japan that he has found a keen interest in talking machine goods among the people of that country. Mr. Wilson will visit China before returning home, and will be back in the city in about a month.

A. R. Pommer, of the Pacific Phonograph Co., is again in the city after a several weeks vacation in the Sierra Nevada Mountains. Mr. Pommer reports that this month started quietly as usually at this season, but that the latter half of the month has been very active. The first six months of the year shows a 25 per cent. increase over the same months last year, and the coming months hold out promise for an even greater increase. One of the factors which will aid in bringing about this great increase is the announcement of Thomas A. Edison, Inc., that the new disc machine with sapphire point will be ready for distribution early this fall. The retail dealers around the State, Mr. Pommer says, are enthusiastic over this new combination, and many inquiries have already been received. Mr. Pommer anticipates a material improvement in local conditions as a result of the final settlement of the site for the Panama-Pacific Exposition.

Two of the traveling men of this company have recently returned from trips of some duration. J. M. Wheat is working in the local territory,

while J. MacCracken has had a good season in the Oregon and Washington territory. He will leave soon for the Sacramento and San Joaquin valleys. The Edison goods have recently been put in by J. J. Brown, a dealer of San Leandro, Cal., and by J. A. Miller, of Columbus avenue, San Francisco. A good sized order has been placed by the Mission Phonograph & Piano Co., now located at 3051 Sixteenth street in this city. W. A. Voltz, the Edison factory representative, is now on his way from Los Angeles to this city, where he will stop only a short time before leaving for the East on a vacation. Mr. Pommer intends to attend the golf tournament to be held shortly at Del Monte.

Andrew J. McCarthy, vice-president of Sherman, Clay & Co., states that the retail talking machine business with this firm has been excellent this summer, having gone ahead of last year's summer season. The wholesale end of the business is much the same as last year, owing to the difficulty of getting Victor goods from the East. The cheaper machines of the Victrola line are very hard to get, and wholesale business naturally suffers. There seems little hope of immediate betterment in this matter, and it might be said that this is not a new situation on the Coast. Mr. McCarthy reports the opening of a new store in Los Angeles, called the Talking Machine Shop, which has laid in an extensive line of Victor goods. The record business still keeps with the Red Seal goods, Mr. McCarthy says.

Peter Bacigalupi, head of the firm of Peter Bacigalupi & Sons, and L. F. Douglas, an officer of the Victor Co., have returned from an outing with friends in the Mendocino mountains. The party of nine succeeding in bagging seven bucks during their stay, and the auto in which the trip was made was decorated with antlers on the return journey. Mr. Bacigalupi finds the new location of the firm to be much more advantageous than the old one, and reports the sale of a number of equipments for summer homes.

Arthur Geissler, manager of the Talking Machine Co., Chicago, is in this city visiting the local trade. Mr. Geissler is accompanied by Mrs. Geissler on the trip, which is more for vacation than for business.

Travelers on the Golden State Limited, running between Chicago and San Francisco, are finding the new form of entertainment provided by the railroad company a very pleasing novelty. A Columbia Grafonola has been placed in the observation car of this train, and four ten-number concerts are giving daily. The plan has been so well received that other machines will be installed on some of the more popular Coast lines.

The George J. Birkel Co., of Los Angeles, are fitting up a large store which will soon be ready for occupancy in Pasadena. An extensive talking machine department will be put in, and a full line of Victor goods carried, under the management of C. J. Gould.

Among the out-of-town talking machine men who have recently visited the San Francisco distributing houses are J. R. Jevlar, of Crescent City, Cal.; Wm. Hale, of Redding, Cal.; Mr.

Lawson, of the Corcoran, Cal., Drug Store, and M. Edstrom, of Vacaville, Cal.

The Hauschildt Music Co.'s talking machine department, in charge of Wm. Ringen, is paying a great deal of attention to the new model moderate priced Victrolas, which Mr. Ringen regards as one of the best articles in the talking machine line that has ever appeared on the market. He says he could sell even more than he does if the goods were obtainable.

E. W. Scott, manager of the local branch of the Columbia Phonograph Co., has returned to the city after a vacation spent with W. F. Stidham, of the Los Angeles branch. W. S. Gray, Pacific Coast manager for the Columbia, is making a short business trip in the interior.

### PUSHING TALKER DURING SUMMER.

Stone Piano Co. Have Attractive Picture Painted on Show Window and Follow It Up with Live Advertising.

(Special to The Talking Machine World.)

Fargo, N. Dak., July 24, 1911.

The Stone Piano Co., of this city, who do a large business in Victor talking machines, have not let the trade in that department lag during the summer through lack of energy on the part of their sales force. They adopted a special line of advertising to show that a Victor outfit added much to vacation pleasures, and the clever management of their window is a fair sample of what they have been doing in that line. The picture on the window glass was drawn in colors and an excellent idea was given of the usual beginning of a summer engagement of canoeing on a lake in the moonlight with a Victor machine close at hand to enliven the occasion. The picture attracted much attention and resulted in the sale of several outfits to vacation parties. The company report that the crop situation throughout the Dakotas looks pretty fine and that as a result they expect to do an excellent Victrola business this fall and winter.

### PHONOGRAPH ATTRACTION.

Impresario—Mr. Westchester fell in love with that beautiful soprano.

Tenor—I thought he hated women?

Impresario—He does; it was her voice that charmed him.

Tenor—And did he marry her?

Impresario—No; he had some records made of her songs and then bought a phonograph.—Town Topics.

### INCORPORATED.

The Standard Electric Stop Co., Philadelphia, to manufacture, sell and deal in brakes and other appliances for talking machines has been incorporated in Delaware with a capital stock of \$100,000.

Keep dust out of your show windows as you would tacks out of your food; the latter affects your indigestion and the former your sales effect.

## TRADE NEWS FROM ST. LOUIS.

Business for July Has Been Excellent—How Hard Work Wins Out—A Big Sale at Thiebes—Price Cutting Almost Disappeared—Brave Mark Silverstone—Columbia Co. Make Splendid Report—Call Still for High-Priced Machines—Other Trade Items.

(Special to The Talking Machine World.)

St. Louis, Mo., Aug. 7, 1911.

Talking machine dealers report an excellent business for July, so good in some cases that vacations have been annulled and arrangements very generally changed from those that usually obtain during July. The record parlors have been busy all of the time and a steady and lively demand met. The machine business also is reported very good, much better than was expected. In June the sales for summer homes were credited with keeping the business up to the average, but in July there is no such excuse and "better business" is credited, although to an observer it looks as though a determination not to accept time-honored summer months conditions had a good deal to do with it. There has been a liberal amount of advertising, more outside salesmen at work and a general determination to "go after the business" that was bound to bring results. The better business in the jobbing field is largely due to the fact that St. Louis is going after the trade that has always belonged to the city, but which was permitted to go elsewhere. Under present conditions St. Louis is likely to figure very largely in the distribution of talking machines, as it should.

Manager Harry Levy, of the talking machine department of the Aeolian Co., reports the receipt of a shipment of six carloads of Victrolas with five more carloads coming, which shipment he believes is the largest ever received in this city and will compare very well with any in the West. The Aeolian Co. has leased extra warehouses for the immediate storage of these machines, but will distribute them rapidly throughout the Southwest, as orders are on file awaiting shipping dates for an extraordinary number. Mr. Levy is pushing the Victrola XVI, and believes that it will continue to be the big machine. Mr. Levy says that the Southwest is very appreciative of the Victrolas and there will be a great demand for the machines this winter and he is ready for prompt shipments.

Max Landy, of Landy Bros., New York, was a visitor here en route home from the Milwaukee Convention.

Manager Robinson, of the talking machine department of the Thiebes Piano Co., is feeling very good over a recent sales record made at that store. A traveling salesman for a New York house whose territory extends from New York to

## DICTAPHONE DISPLAY AT GOVERNMENT EXHIBITION



The Government exhibition, held in Washington recently for the benefit of the President's Commission on Efficiency and Economy, was a great success for the Dictaphone. The "Dictaphone corner" was a very popular one, owing to the strong appeal which the claims for this machine make to the executive or department head of a business. Calculating machines, mimeographs, etc., are valuable time-savers for various members of the office force, but no other device so increases the efficiency of the executive as the Dictaphone. Of course when it comes to the saving in time for the typists, the figures presented are also very interesting.

Denver, stopped there to "buy a few records to send to his mother in Wisconsin." The customer was known slightly at the store, as he is at many record stores in his territory, for he is a talking machine enthusiast, and the young woman began to demonstrate the records he asked for. When his requests had been complied with, she had caught the trend of his selection and made a suggestion. This led to another and so it went until suggestions failed and the bill was totaled at \$215. The customer paid cash and went to Mr. Thiebes and

The Dictaphone exhibit was thoroughly comprehensive, including, as it did, outfits of all kinds; competent demonstrators and several expert transcribers for any who chose to dictate. It rarely occurs that participants in exhibitions of this kind make practical use of the exhibits of their neighbors, but in this case the Dictaphone had the pleasure of serving many of its friends during the course of the show. This courtesy was much appreciated by those who participated in the Government Exhibition.

The cut shows the result of the artistic efforts put forth by the Dictaphone force.

complimented him upon the service in his record department, declaring: "It is the best I have come into contact with and I know most of the stores in my territory." This sale for a cash transaction to a person who already owned a machine is declared a record in St. Louis. The records packed for shipment weighed almost 200 pounds.

A source of considerable gratification among local retailers is that the price cutting seems to have almost disappeared. The Chicago firm is said to have ceased shipments to local small dealers who it is said were cutting prices without knowledge of the jobbers. Local Victor retailers declare that much of the improved condition is due to good work on the part of Manager W. H. Alfring, of the Aeolian Co., and Manager Harry Levy, of the talking machine department of that company. They entered a strong protest with the general offices and in turn the local situation was brought before the jobber who was serving the offending dealers. Cut prices have not been quoted to downtown dealers and they are strongly in hopes that the present conditions will obtain during the fall. Another complaint, retailers believe, has been corrected, that of selling at wholesale prices to merchants other than those who were to become dealers. A specific case came up a few days ago when a merchant went to a retailer and asked for a trade discount upon a machine. He was told there was none, and when he insisted, was referred to the jobbers. A few days later he returned to the store, admitted that he could not get a machine without signing an agreement to handle them, which he would not do. He bought a machine at retail. It has been complained that any merchant could order machines here at trade prices and such a complaint was voiced through The Talking Machine World a few months ago.

Mark Silverstone, the local jobber and retailer of Edison machines, came back from Milwaukee

## Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

**Playrite**  
TRADE MARK

## NEEDLES

"THE NAME TELLS WHAT THEY DO"  
Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c., 300; 75c., 1,000.

**Melotone**  
TRADE MARK

## NEEDLES

"GIVE A MELLOW TONE"  
REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE OR RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special prices to Jobbers and Dealers. Write now. Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will

**BLACKMAN TALKING MACHINE CO.**

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

with what he believes is a unique record and one that St. Louisans are likely to require fish-story proof for; that he accompanied a party of jobbers on a tour of inspection of the Milwaukee breweries and did not taste the beer. When this story is told to a St. Louisan he is likely to say: "Ich glaube wir werden einen sturm haben."

The Victrolas IX. were placed in the local trade first of the month and at the Thiebes Piano Co. it is reported that the first one had been sold before it had been in the house an hour, but the purchaser left it until another could be received. Manager Levy, of the Aeolian Co. talking machine department, says that he is in despair over ever catching up with orders for this popular-priced machine after the long start the orders had over the delivery of the instruments. They are looked for everywhere and practically every Victor dealer is waiting for machines already practically sold before they come.

The Columbia Phonograph Co. disposed of a lot of cylinder records at bargain counter rates late in July, stocking a window with records which the large placard which announced "These six-inch wax cylinder records (full four-minute) at two for 25 cents, formerly 50 cents each." The stock did not last long.

L. A. Cummins, who travels in this territory for the Victor Co. has gone to Camden to visit the factory for three weeks.

J. M. Leonard, recently in the advertising business, has joined the office force of the Aeolian Co. in the wholesale talking machine department. Manager Levy says that his force is now equipped for the big fall business expected and that he will have three men on the road by August 15, and is planning a number of short trips for himself.

The Val Reis Piano Co. is to join the talking machine stores with a retail Victor department.

W. W. Largent, Jr., of Portageville, Mo., an Edison dealer, was a first of the month caller at the Silverstone Talking Machine Co. store.

Mark Silverstone, of the Silverstone Talking Machine Co., expects a good fall business, and he thinks that the Edison disc machines will be a great help, as many owners of old cylinder machines are ready for exchange and have been awaiting the placing of the new machine on the market. This, he believes, will enlarge the Edison dealers' field and a record business can be looked for.

Vacations are in order at the Columbia Phonograph Co.'s local store. Manager E. B. Walthall, of the Columbia Phonograph Co., will leave August 19 for Kentucky, to spend his vacation among home folk, "the only place to take a vacation," he says. Otto Prinz, of the collection de-

partment, departed the first of the month for two weeks. Ralph Connors, of the sales department, spent his vacation in Louisville, Ky. L. J. Reid, of the retail force, returned from his vacation July 30. E. Schmeddig, head of the repair department, will spend his two weeks off in Milwaukee. Assistant Manager C. L. Byars, accompanied by Mrs. Byars, spent two weeks in Colorado.

F. O. Leidel, the Columbia dealer at Troy, Ill., was a recent caller in the city.

F. L. Scott, of the distophone department of the Columbia Phonograph Co., recently made a business trip to Bowling Green and Louisiana, Mo. He has recently completed a big installation of dictaphones in the Rice, Stix Dry Goods Co., one of the immense jobbing institutions of which St. Louis is proud, and also in the Mallinckrodt Chemical Co. offices, a firm that is known wherever drugs and chemicals are used.

Manager Walthall, of the Columbia Phonograph Co., reports that the retail and installment business for July was greater than any month since December, much to the surprise of all concerned. Mr. Walthall is one of the few business men who have concluded recently that "the dull summer season in St. Louis is all poppycock," and that there is plenty of business if you go after it. His report on results certainly justifies his position. "Because a few persons go away for the summer, there is no use neglecting the other 700,000," he remarked, in talking of the business, and it might be remarked that he had passed on this spirit to the rest of the force of the store, hence the record to which all hands are pointing with pride, while they get busy to do better.

A feature of the business has been the demand for the \$150 Grafonola line. Manager Walthall, of the Columbia Phonograph Co., reports closing a deal whereby R. W. Greene, of Kane, Ill., will handle Columbia products exclusively. Their first order was for hornless machines and grand opera records. The Greene store is one of the big concerns in that fertile part of Illinois, and does an immense business.

### TO HANDLE VICTOR MACHINES.

Messrs. Hagar & Bro. to Open Department for Talking Machines and Pianos in Lancaster — A Well-Known and Prominent House.

Messrs. Hagar & Bro., the foremost department store of Lancaster, Pa., which was founded eighty-eight years ago, have decided to launch into the piano business, and will leave nothing undone to make it a big feature of their store. Besides the large amount of space that will be given

to musical instruments, there will be a big music hall on the fourth floor, which will occupy at least two-thirds of that floor. The hall will be provided with a stage, and work is being pushed rapidly, in order that the department can be opened on the first of September.

In considering the opening of such a department in their big store they sought the Aeolian-Pianola line as being the products that were necessary to the high ideals of their house. In this idea there was only one obstacle to overcome, and that was to get the consent of the Heppes' in Philadelphia, who controlled this territory. This was at once secured.

Walter Wellman, who is at present the Hagar & Bro.'s store is one of the largest and most substantial in the State, outside of Philadelphia and Pittsburgh.

### POINTS IN CONTRACT MAKING.

What Each Contracting Party Should Understand in Making a Business Agreement.

A written contract is the highest evidence of the terms of an agreement between the parties, and it is the duty of every contracting party to learn and know its contents before he signs and delivers it. He owes this duty to the other party to the contract, because the latter may, and probably will, pay his money and shape his action in reliance upon the agreement. He also owes it to the public, which, as a matter of public policy, treats the written contract as a conclusive answer to the question, "What was the agreement?"

No one can enter into an agreement with another party by merely making an entry on his books, of which the other party has no notice or knowledge.

Where a person residing in one place makes a proposal to purchase property by letter to a person residing in another place, and such proposal is there accepted, the place of acceptance, and not the place of the proposal, is the "place of the contract."

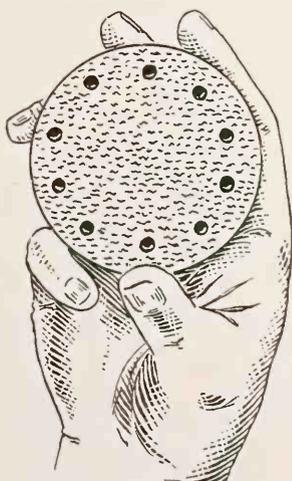
Where a contract is entered into by correspondence, printed matter on the letter heads, which is not referred to in either the order or the acceptance, such as "Quotations subject to change without notice. Contracts made at home office only and contingent upon exigencies of transportation and accidents beyond our control," is not a part of the contract.

## DEALERS!

Why don't you send for a free ART TONE Diaphragm? You can easily retail it for \$1. Every talking machine retail sale that you have ever made; every one that you are making and every one that you will make IS A PROSPECT for the ART TONE! We know you will sell hundreds. Before turning the page, send us your business card, and the sample goes to you by return post.

THE TALKING MACHINE CO.  
218 Worthington St.,  
SPRINGFIELD, MASSACHUSETTS.

Hear the  
VOICE of the TALKING MACHINE



Through the  
ART TONE DIAPHRAGM

## JOBBERS!

You are in a most advantageous position to wholesale ART TONE Diaphragms at NO SELLING COST. A sample can be carried in a salesman's vest pocket, and special literature can be mailed gratis with correspondence. Send for a free NEW ART Diaphragm to-day and secure our special jobbing proposition.

It is sure to interest you and everybody who hears it. Round, Rich and full in tone. Let us send you sample.

THE TALKING MACHINE CO.  
218 Worthington St.,  
SPRINGFIELD, MASSACHUSETTS.

# FROM OUR CHICAGO HEADQUARTERS

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

July a Most Uneven Month—Periods of Extreme Dulness Relieved by Great Activity—Total Output, However, Has Been Most Gratifying—Advertising Again Demonstrates Trade Making Possibilities—Tremendous Call for the New Victrola XVI—The Projected Freight Increase on Talking Machines in Cabinet Form Probably Defeated, Thanks to the Efforts of the National Jobbers' Association—Columbia Co. Open New Branches—Edison Disc Machine Displayed at Milwaukee Subject of Much Praise—U-S Phonograph Co. Developing Great Sales Campaign—G. P. Cheattle Figures on Visit to New York—Budget of Columbia News—Vacations Now Under Way in the Principal Concerns—The General Outlook Is Good and Everyone Is Hopeful—Other Comments.

(Special to The Talking Machine World.)

Chicago, Ill., August 7, 1911.

Interviews with Chicago wholesalers and retailers reveal the fact that the unexpected happened so far as July business was concerned. Particularly with the jobbers there were periods of such intense dulness that it was thought inevitable that the month would show a marked decrease as compared with July of last year. Therefore, when the returns were all in it was extremely gratifying to notice that a slight increase was scored, varying from 5 to 15 per cent.

For reasons that are rather difficult to define the larger concerns in the down-town district transacted a really astonishing amount of retail business the latter part of the month. Possibly this was due in large degree to a sudden revival of newspaper advertising. Lyon & Healy and Wurlitzer in particular are using very large space in the dailies for announcements of an aggressive character. The World has seen sales records running from \$600 to nearly a \$1,000 on certain days. That such sales should be made in the very heart of the summer period furnishes conclusive proof of the vitality of the talking machine trade. It is hardly necessary to say that these figures were made possible only by the preponderance of sales of the more expensive types of machines of the three great companies, the hornless machines being in the lead as usual.

For the first time since the introduction of a Victor Victrola adequate stocks of the No. XVI machines are being carried in Chicago. In fact, the jobbers here have all been accumulating stocks as rapidly as possible in order to provide against such a brain-fagging shortage as has been experienced for several years past. This has only been possible because of the increased manufacturing facilities of the Victor Co. Jobbers here all report that the demand is greater than ever for the Victrola XVI, in spite of the extensive sale of the other Victrolas. From the manner in which shipments are being made on the latter jobbers anticipate a shortage.

#### First Shipments of Victrola IX.

The first shipments of the Victrola IX, the \$50 machine, were received in Chicago last week. They were of such a limited nature that jobbers as a rule are not even making deliveries to the dealers pro rata according to their order, but are simply sending one machine to each dealer, and advise that it be held as a sample from which to take orders until further shipments can be made.

#### Low Mark in Retail Terms.

The low mark in retail terms was reached in a recent advertisement by the Chicago branch of the Rudolph Wurlitzer Co., when they offered a \$150 Victrola XIV, and in fact any Victor or Victrola in their stock except the style XVI to any responsible party for two weeks ending Aug. 5 on terms of \$1 down and \$1 per week. Considerable excitement in the trade was caused by this announcement and the hope is generally expressed that advertising of this character be dis-

continued. Selling Victrola XIV's on practically three years' time constitutes competition which the smaller dealers at least cannot afford to meet. At the Wurlitzer Co. it was stated that the advertisement accomplished its purpose, that of drawing trade, but that as a matter of fact more \$200 machines were sold than any other, and on the usual terms; that very few machines of any kind were sold at the low advertised terms.

#### Freight Increase Probably Defeated.

The committee appointed by the National Talking Machine Jobbers' Association to protest against the proposed change in classification of talking machines enclosed in cabinets from first-class to double first-class were unable to secure a formal hearing before the western classification committee in Milwaukee during the convention week, although the members of the jobbers' committee accomplished a good missionary work with individual members of the classification cohorts. On the following Monday, July 17, L. C. Wiswell, of Lyon & Healy, chairman of the jobbers' committee; W. F. Fulghum, traffic manager of the Victor Co.; J. F. Rodgers, of the Edison Co.; W. C. Fuhri, district manager for the Columbia Phonograph Co., and F. T. Randall, traffic manager for Lyon & Healy, appeared by previous appointment before the classification committee, and succeeded in presenting an unusually strong case.

The unfairness of increasing the rate on hornless machines and leaving it unchanged on other goods was pertinently urged. The jobbers' committee had secured letters from sixty to seventy talking machine distributors and from many railroad agents in different parts of the country, testifying to the fact that the hornless machines were so thoroughly packed and protected for shipment that such a thing as a claim for damages in transit was practically unknown, and that no line of goods was handled with less trouble by the railroad. One of the talking machine men appearing before the committee made the point that if anything reduction in rates should be made rather than an increase. A Victrola weighing 360 pounds, packed for shipment, was found to have a net weight of only 160 pounds, the remaining 200 pounds being represented by the lumber used in packing and which otherwise would be shipped at fourth-class rates instead of first-class. It was maintained by the talking machine men that if the increased rates went into effect they would prove practically prohibitive and would reduce the profits of the far western distributors to the vanishing point. As an illustration, it was stated that under the proposed change of classification the freight rate on a Victrola from the factory to Salt Lake City would be about \$20.

Although no definite decision was announced, the talking machine men all came away feeling convinced, from the tenor of remarks dropped by individual railroad men, that the proposed advance would not take place.

#### Thomas H. McDonald a Visitor.

Thomas H. McDonald, consulting engineer and director of the Columbia Phonograph Co., passed through Chicago last week on his return from a several weeks' sojourn in Minnesota. The distinguished inventor was in excellent spirits and was able to state that his health had been greatly improved as a result of his trip.

#### Joins Lyon & Healy Forces.

W. A. Allen has become a member of the traveling forces of the Lyon & Healy talking machine department, and will cover Indiana and Michigan. He is a thoroughly experienced man, having been for four years with Grinnell Bros., of Detroit, and for the past two years manager of the talking machine department of the Eilers Music House, Tacoma, Wash.

#### A. D. Geissler on the Coast.

A. D. Geissler, general manager of the Talking Machine Co., when last heard from, was still in Ross, Marin County, California, with his family,

but expected to leave in a few days for a trip among his friends in the trade on the coast. While the weather was fairly sizzling in Chicago, Mr. Geissler was sweetly sleeping under two blankets and an automobile rug in the quiet town at the foot of Mt. Tmalpais.

#### New Columbia Branches.

The Columbia Phonograph Co. now have branch offices at Little Rock, Ark., and Memphis, Tenn., having taken over the business of the Hollenberg Talking Machine Co. at both points. The company, besides pushing the retail business in the cities named, will wage an aggressive wholesale campaign in the tributary territory.

District Manager W. C. Fuhri who, of course, engineered the deal, also announces a change at the Des Moines office of the company, where O. D. Standke becomes manager, succeeding R. P. Bartlett. The latter, formerly connected with the Chicago office, has been compelled to resign on account of his health, and returns to his old home in Massachusetts, where he will engage in farming. The new manager comes from the Denver office, of which his brother, W. S. Standke, is manager.

Mr. Fuhri will leave in a few days for a western trip which will take him as far as Denver and Salt Lake City. In speaking of trade, he said that July had made quite a satisfactory showing, the company's western branch offices having scored an increase, as compared with last year, of about 20 per cent.

#### Praise Edison Disc Machine.

Everyone who heard the new Edison disc machine at Milwaukee last month seems to have been greatly impressed with its tonal quality and many special features, and its advent on the market is generally awaited with the keenest interest. Eager inquiries are heard on all sides as to the time when shipments of new machines and records may be expected to commence. A. V. Chandler, local Edison representative, while not in a position to talk dates, is positive that two types of Edison machines may be expected some time in the fall.

#### U-S Phonograph Campaign.

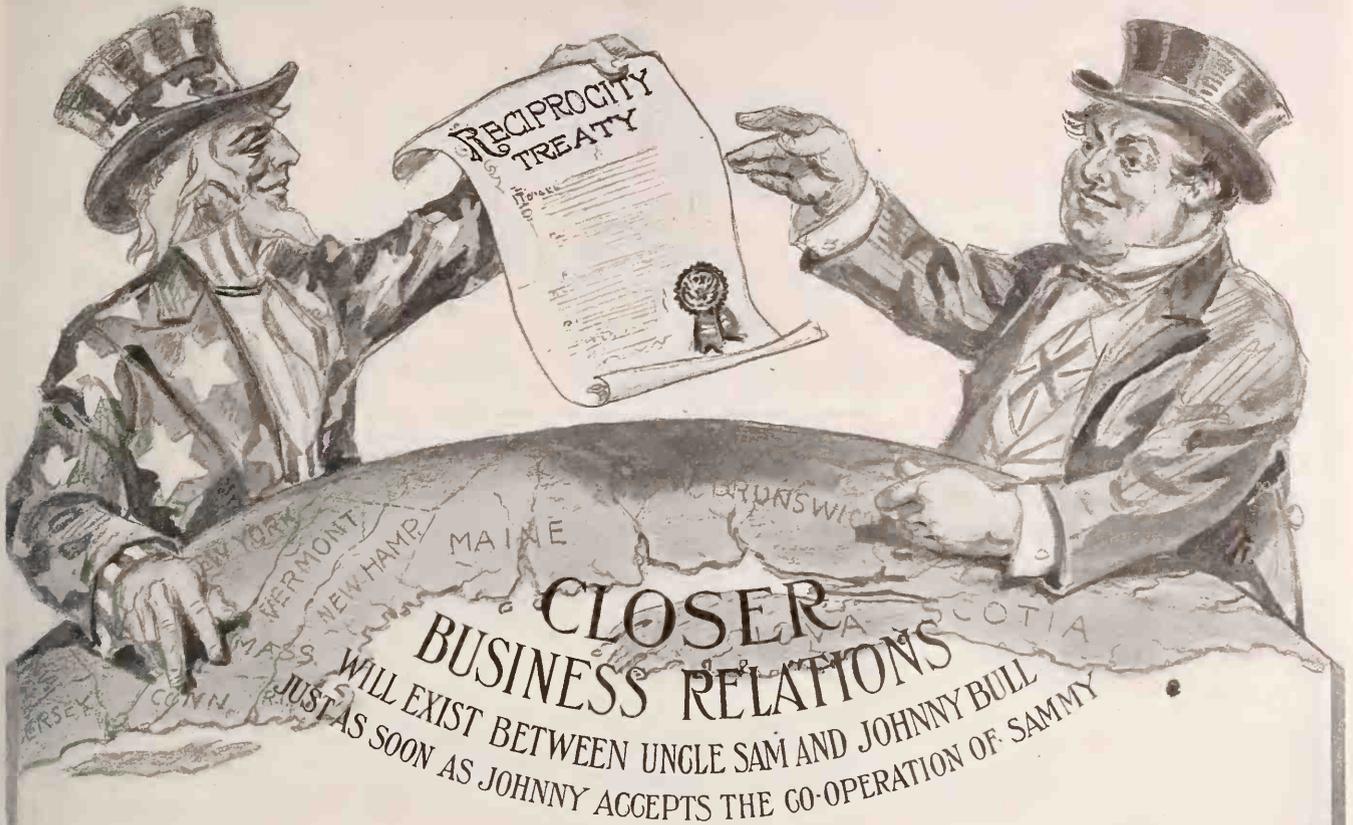
A vigorous campaign is being carried on in this territory in the interests of the U-S Phonograph Co., of Cleveland, under the direction of Western Representative W. C. Patrick. Mr. Patrick recently returned from a trip to St. Paul and Minneapolis, and found the company's branches in those cities doing some very aggressive missionary work in Minnesota and the Dakotas. In Chicago the company now have no less than thirty dealers in various parts of the city.

Jacob Fink, formerly with a phonograph company in Europe and the United States, who has also been in the retail business for himself, is a member of the U-S sales force, and has recently added some good accounts. Among them are H. E. Chandler, of Evanston, who is doing some strong advertising in the local papers there, and R. H. Golding Co., "ear food" specialists, at Montrose boulevard and Western avenue. Mr. Patrick has recently added a new northern Illinois representative in the person of S. Levison, and has appointed H. J. Thomas, formerly city salesman, to be chief office assistant.

#### Talker Salesman's Clever Coup.

When Roy J. Keith, sales manager for the Talking Machine Co., conceived the idea of sending Harry Conover and George P. Cheattle, of the company's traveling force, on a visit to the factory at Camden he little reckoned that he was creating the conditions for the development of a hero, but that's the way it worked out. The two men left on Saturday, the 29th, and spent Monday and Tuesday at the Victor factory, adding to their stock of enthusiasm regarding the company's product and methods, preparing themselves to answer questions regarding the manufacture of

(Continued on page 40.)



Mr. Dealer:

Get "Johnny Wise"—sign a Reciprocity Agreement (a Victor Contract) with the Talking Machine Company—their **Co-operation** is of inestimable value to you.

Six years of "Exclusive Wholesaling" on their part has demonstrated to the most aggressive Dealers of the Country that The Talking Machine Company can fill their orders completely if any Distributor can—and some times when none of them can.

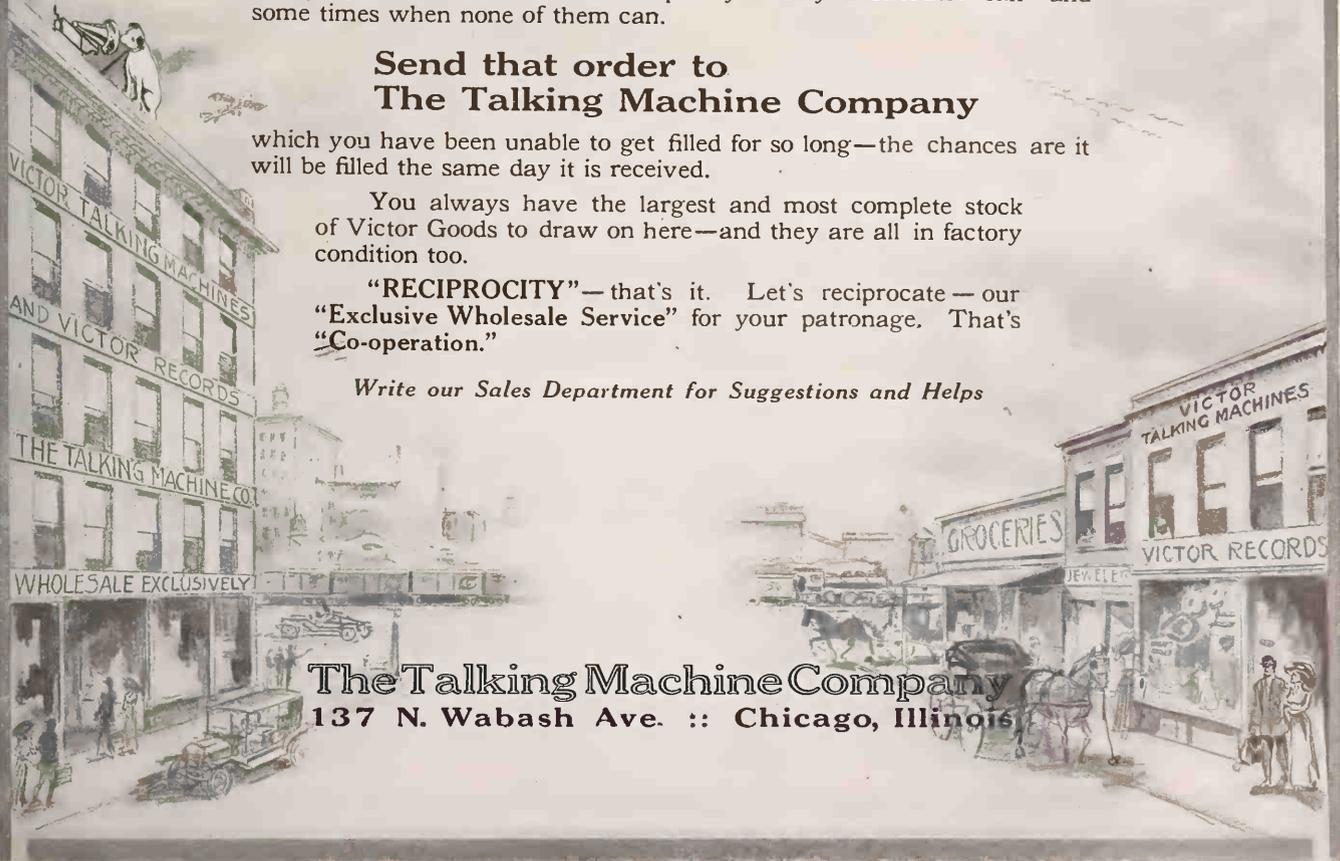
**Send that order to  
The Talking Machine Company**

which you have been unable to get filled for so long—the chances are it will be filled the same day it is received.

You always have the largest and most complete stock of Victor Goods to draw on here—and they are all in factory condition too.

"RECIPROCITY"—that's it. Let's reciprocate—our "Exclusive Wholesale Service" for your patronage. That's "**Co-operation.**"

*Write our Sales Department for Suggestions and Helps*



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

FROM OUR CHICAGO HEADQUARTERS.  
(Continued from page 38)

records, etc., etc. Then they visited the principal talking machine establishments of Philadelphia, and moved on New York with a like purpose in view. Here was where their hero stunt was pulled off. Mr. Cheattle went with a friend to visit the Tombs. Just as they were entering a prisoner, the first, according to the newspapers, to escape from the ancient jug, leaped from a second-story window, landing on the sidewalk beside the talking machine man. The jailbird started on a lively sprint for liberty, and Cheattle followed after, stopping his man a block from the Tombs amid a shower of bullets from guards and policemen. Cheattle and his exploit were given considerable space in the New York dailies the next morning.

**Various Retail Items.**

The S. N. Swan Piano Co., Freeport, Ill., who recently opened an exceptionally fine music store, have qualified as 40 and 10 Victor dealers.

Will A. Young, of Fort Wayne, Ind., recently bought the talking machine business of Guy Conklin, of that city, and has fitted up a fine Victor department in his piano store.

The Packard Piano Co., Fort Wayne, Ind., has recently added a Victor department at their retail store, and have fitted handsome demonstration booths and are going after the business in an energetic manner.

Alden, Biddinger & Co., Kenosha, Wis., have erected a new building for their extensive music business, and are giving extensive space to their talker department, with handsomely equipped booths for both Edison and Victor goods.

Mr. Gramas, of the firm of Pappas & Gramas, piano and talking machine dealers, 1140 Wilson avenue, has bought out his partner's interest. He is putting out two solicitors, and is preparing for an aggressive fall campaign.

The Geo. P. Bent Co. are equipping a special Victrola salesroom on the ground floor of their handsome building at 214-216 South Wabash avenue, in addition to their talker warerooms on the second floor.

The Garfield Music Co., 2840 West Madison street, and the Kenwood Piano Co., 740 East Forty-seventh street, have recently added talking machines.

The Kressler Music Co., La Porte, Ind., have recently added a talking machine department, and have inaugurated regular recitals Wednesday and Saturday evenings.

Among the retail dealers visiting Chicago recently are the following: Julius Schmidt, of H. Schmidt & Sons Co., Davenport and Muscatine, Ia.; Paul Warner, of W. W. Warner, Madison, Wis., on his return from a lake trip; Mr. Smith,

of the Wisconsin Music Co., Madison, Wis.; C. M. Lemhart, Mattoon, Ill.; Alonzo Wookey, of Wookey & Co., Peoria, Ill.; R. D. Richardson, Richardson, Ill., and Robert Fulton, of Waukegan, Ill.

W. Vaughn Robinson, a well-known piano, musical merchandise and talking machine dealer, and who also maintains branches at Shanghai, Tsien-Tsien and Singapore, passed through Chicago recently on his biennial tour around the world, during which he always visits his trade friends in Chicago and New York. He has an extensive trade among the European and American residents of the cities along the Chinese coast.

**Aeolian Company Improvements.**

Important changes are being made in the ground floor frontage of the Chicago store of the Aeolian Co., which will give greater opportunity for the display of Victrolas, and also provide an entrance on Michigan avenue. At present, customers can only gain access to the store through the rotunda of the Fine Arts building.

The Aeolian Co. furnished a Victor Victrola, also a Weber Pianola piano for the summer normal school held at the Northwestern University in Evanston. They were used to illustrate lectures on the use of these instruments in teaching interpretation and in inculcating musical appreciation on the part of the pupils of the public schools.

O. C. Searles, manager of the talking machine department of the Aeolian Co., spent a portion of his vacation last week in automobiling through Illinois.

**Interesting Columbia Moves.**

A quartette of Chicago concertina experts have been in New York making records at the Columbia Laboratory. The quartette includes Louis Zoller, the talking machine dealer at 3531 West Thirty-sixth street; Thomas Kosatka, a dealer at 1425 West Eighteenth street, and a friend of each. They are said to be the first records of the old German concertina, and include eight Bohemian, two German and two Polish selections.

Norbert Wicke, a Polish musical comedian, has also returned to Chicago from New York, where he made some records at the Columbia Laboratory.

C. F. Baer, manager of the Chicago office of the Columbia Co., has returned from a trip to the factory at Bridgeport and to headquarters in New York. He found the factory very busy and preparing for a big fall business. Mr. Baer, in response to inquiries, learned that the Casey-Jones record, by Collins & Harland, No. A-907, has proven the biggest seller in the Columbia double disc catalog. The records at the Chicago office show that the "Herd Girl's Dream" (flute, violin and harp) has been the largest seller here.

F. A. Cook, of the traveling force of the Chicago office, is on the way to the Pacific Coast for his vacation.

E. O. Zerkle, who travels Wisconsin for the Columbia Co., was in the city the other day, after a vacation spent in wooing the finny denizens of Lake Poygon. Mr. Zerkle says that many dealers in his territory have had a rather better summer trade than usual, owing to their having pushed the summer resort business. They have found the Favorite, the Columbia \$50 hornless machine, a fine implement for cultivating business with the vacationers on account of its moderate price and portability.

The home of D. S. Ramsdall, the assistant manager of the Chicago office of the Columbia Co., has been brightened by the advent of a small girl of pleasing presence and marked musical ability.

**Business and Prospects.**

July wound up with a good volume of business for the Talking Machine Co., with a balance in favor of 1911. Sales Manager Roy Keith notes a more liberal buying movement since the first of month. "In the States immediately tributary to Chicago," remarked Mr. Keith, "crop conditions are exceptionally good, and the general outlook is for a fine fall trade."

L. C. Wiswell, of Lyon & Healy, notes a particularly large number of inquiries from merchants contemplating adding talking machines. He regards it as an indication of general business prosperity when substantial merchants contemplate extending their lines.

**With the Vacationers.**

F. H. Siemon, assistant manager of the Chicago branch of the Rudolph Wurlitzer Co., has returned from a fortnight's vacation spent at Saugatuck, Mich.

L. Kean Cameron, manager of the Wurlitzer retail, leaves this week for Spring Lake, Wis., and after a fortnight's fishing will go on a cruise of the lakes. A. B. English is in charge in his absence.

H. B. Hopkins, assistant to Manager L. C. Wiswell, of Lyon & Healy's, left this week, accompanied by his family, for a two weeks' vacation at Mercer Lake, Wis.

**New Salter Music Cabinets.**

The Salter Manufacturing Co., large manufacturers of talking machine cabinets, this city, are preparing to manufacture music cabinets on a more extensive scale than before. They will shortly publish a catalog showing some thirty styles of music and music roll cabinets, including some very handsome colonial and mission designs.

It is manifestly unfair to the merchant who pays his bills to have in his vicinity competition of the slow-pay order.

## 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.



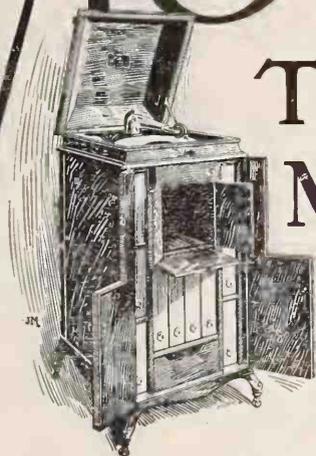
No. 776.

Made for the three Victor Victrolas, 9, 10 and 11. We put trim on this cabinet, if wanted, to fit any machine.

*If your jobber don't  
handle our line we  
can supply you.*

# VICTROLA

Talking  
Machines



Fall Trade  
Is Here!



## Lyon & Healy

### SERVICE

Filling Orders Accurately

Filling Orders Completely

Filling Orders Same Day as Received

The Largest Exclusive Wholesale Victor and Edison Department  
in the United States is Ready to Co-operate with You

*Lyon & Healy*

DISTRIBUTORS OF

Victor Talking Machines and Edison Phonographs

CHICAGO

## TRADE IN THE OAKER CITY.

Business Conditions Look Favorable—Wanamaker's Great Talking Machine Department—Much Interest in New Victrola IX—Heppe Activity—Columbia Business Shows Increase—Dictaphones for Pennsylvania Railroad—Some Recent Visitors to the City.

(Special to The Talking Machine World.)

Philadelphia, Pa., Aug. 5, 1911.  
The talking machine business in Philadelphia seems to be in a most satisfactory condition at present. There is considerably less complaint here at this midsummer period than there was last year. Everything points to a very heavy fall business, and in anticipation of this the local jobbers are ordering unusually heavy. On account of the delay the past two years to get goods at the most serious holiday period the dealers are placing their orders this year earlier and banking more on the prospects of big sales than they usually do.

There seems to be nothing at present in the talking machine business that is giving the dealers any anxiety. The arrangements with the manufacturers all seem adjusted to the advantage of both, and a better state of feeling has never existed than at the present time.

The Wanamaker talking machine department has been slowly and gradually perfected until at the present time it is fully established. It was the desire to make this the finest department of its kind in the country, and the firm have in a great measure succeeded. It is picturesque as well as convenient, and Manager Gerson has had a July business that is far in advance of any previous July. Extensive preparations are being made for a series of recitals and lecture-recitals this fall such as have never before been given here, and everything indicates that they are going to have a banner holiday trade.

The manager of the talking machine department of C. J. Heppe & Son, Mr. Elwell, reports that their business in July was very good, and that

they are not justified in kicking on anything when "you consider that it was July," as Mr. Elwell puts it. "We had a nice average July, and more than that we should not expect. Thus far this month the business has been considerably beyond our expectations, for we have been ahead both in the wholesale and retail departments."

There is unusual interest in Philadelphia over the new Victrola IXs, and all the dealers are waiting patiently for their arrival. The Heppes have already taken a number of orders for these instruments, and if they prove as satisfactory as they anticipate, they expect to do a very large business with them, and will advertise them extensively. Mr. Elwell says there is hardly an hour in the day that someone doesn't drop in and inquire when they are going to get them, or call them up on the 'phone with the same inquiry. William C. Stiver, Jr., of the Heppe department, is away on a month's vacation, which he is spending in New England, mostly at Castine, Me. He was recently joined by F. X. Donovan, of the same department, who went away on the 29th.

The Columbia Phonograph Co. report that their business has been very good all summer, and July was no exception. It has been anywhere during that month from 50 to 75 per cent. better than the same period of last year. Manager Henderson is preparing to go away on his vacation toward the end of this month. He will spend it at Asbury Park. Miss Katherine McClain, the head-booker of the firm, is away on a two weeks' trip. James Shearer, Sr., has been transferred from the instalment department of the house and has taken charge of the stock and the shipping. Their Regent Junior, which sells for \$150, they believe will be greatly in demand this fall. It is an especially fine instrument and has been receiving no end of favorable comment.

The Columbia Co. have been pushing their Dictaphone and have been meeting with splendid success in their efforts. They have just received a large trial order from the Pennsylvania Railroad Co., and they expect shortly to supply that firm with sufficient of these fine instruments to fit out all their offices.

The Penn Phonograph Co. report having a long list of names of persons wanting Victrola IX's.

William Hooven, of the Hooven Novelty Co., of Allentown, was here the past week; also W. P. Swarts, of York, Pa., who deals extensively in talking machines in that city; and Clement Beecroft, of the Tea-Tray Co., Newark, N. J., who is well known by the trade and whose visits to Philadelphia are always much enjoyed.

## THOSE POSTCARD RECORDS.

This story has been going the rounds of the daily papers for the past twelve months. We came across it last week in the New York Sun:

"Sending little love messages or snatches of love songs by postcard to be translated by your sweetheart's phonograph is the latest development in the picture postcard craze. On the back of the postcard is a small record resembling the regular disc records used on some machines. It is a very thin film pasted on the card and containing some phrase of tender sentiment or a bit of some popular music. The card has a hole in it so that it may be placed on the machine, and when this is done the needle makes the card talk and the one to whom it was sent gets the message. The idea was born in Germany, but the foreign buyers of the American stores this winter are said to have bought up about all the German makers could turn out."

The American stores credited with buying out the German makers are keeping them under cover very well, for we fail to see any advertising concerning these records in the Talking Machine World or any other publication.

## GET INTO THE GAME.

"Get into the game—don't be contented to stand on the side and cheer for the other fellow, but mix in the fray yourself. Play the game with all your might and get all you can out of it before the whistle blows for 'time up.' If you do this, you'll win—you'll make money—you'll be a 'producer.' Are you a 'producer' now?—if not, get into the game."



IX A  
Capacity 200 10 or 12-inch records



X  
Capacity 140 10 or 12-inch records

## New Idea Cabinets FOR Victrolas IX, X and XI

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.



IX B  
Capacity 100 10 or 12-inch records



XI  
Capacity 140 10 or 12-inch records

**Fair comparisons are neglected only by the reckless buyer, and objected to by the manufacturer who will suffer by them. When a "prospect" gets as far as comparisons, we have the sale and you know it!**



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

### TRADE NOTES FROM CLEVELAND.

**A Fair Measure of Business Enjoyed—International Motion Picture Service—Revelations Through the Phonograph—Motion Picture Exhibitors Meet—Victor Miniature Theater Attracts—Lawrence Lucker Back from Europe—Business Grows with U-S Phonograph Co.—Dreher Doing Well with the Victor—Will Erect New Building—Interest Increases in the Multinola—Reports of Present and Prospective Business Are in the Main Exceedingly Satisfactory.**

(Special to The Talking Machine World.)

Cleveland, O., Aug. 9, 1911.

Although the summer months in the Cleveland territory are reckoned as the dull season, each month this year has shown, as a whole, considerable increases over the same period of last year. This is largely accountable by reason of the bountiful crops, inuring to the prosperity of the farmers, who are becoming to be the best patrons of the dealers. Their purchases, too, of both machines and records are of the best. There is nothing too good for them. Dealers generally are averaging a full normal midsummer volume of trade, tending largely to the higher grade machines and records. At the same time there has been a good volume of business in the lower priced machines, and records, which are being used in camps and on the lake boats, and at the numerous parks and summer resorts.

Dealers, both jobbers and retailers, are making preparations for the fall trade, and are placing larger orders than usual. They will endeavor to avert the difficulty heretofore experienced in securing supplies for the holiday trade.

The August lists of records are highly spoken of and meeting with general approval and good sales.

The numerous theatres in the city are greatly interested in the outcome of the international motion picture news service now being inaugurated in the principal cities of the civilized world. It is announced this news service will be in the nature of a motion picture Associated Press. Camera reporters are to make films of everything worth reporting that happens anywhere.

A number of sect of Revived Spiritualists, of Findlay, O., who claimed to receive revelations from God through a phonograph, and were directed by the Lord to go to the Pacific coast and bathe in a river there and await His commands, departed last March, mention of which was made in the *World*. Another party of the cult have just left to join the first, taking with them the phonograph through which they have received instructions, in the hope of finding the sacred stream, the efforts of the first party proving fruitless.

Until recently the Cleveland daily press has habitually slightly mentioned and more frequently ridiculed the talking machine. But they are coming to a clearer understanding of this unique and remarkable reproducing instrument. One of the local papers, mentioning the August lists of records, says: "There are two ways, and

only two ways, to get a perfect and intelligent understanding of Victor Herbert and his music. One is to hear Victor Herbert's orchestra in concert, the other is to hear this great orchestra in the new records. The first way is open to only a comparatively few people among the 90,000,000 inhabitants of the United States. But in the latter way the exquisite music of Victor Herbert's orchestra can be enjoyed by everyone—by the great masses of the public, who find it impossible to hear it in any other way."

The first convention of motion picture show exhibitors ever held began in Cleveland, August 3. Exhibitors, picture company players, in fact, all the interests of the United States and Canada, were well represented in the three days' sessions of the convention. A constitution providing for a compact organization was adopted. M. A. Neff, of Cincinnati, was elected president, and C. M. Christenson, of Cleveland, secretary. One of the ultimate aims of organization, it was stated, is a co-operative film company, by which exhibitors may make their own films. The next convention will be held in Chicago in 1912.

A. F. Lee, Ravenna, O., an exclusive Columbia dealer, is using a motion picture theatre, demonstrating the records, in connection with the display of operatic films. The theatre is nightly crowded. He is the most popular man in town and is doing a big business.

In providing municipal free music, the New York Parks and Playgrounds Association are following the example of Cleveland in giving municipal moving picture shows, accompanied with phonographic music.

During the last two weeks in July, Ernest John gave daily, at stated intervals, exhibitions of the Victor Tableaux Theatre, at the store of the Eclipse Musical Co. The unique entertainment attracted and interested select audiences who were in attendance at each recital, and the various operatic numbers, coupled with the illustrative lectures of Mr. John, were favorably commented on, and eulogistic of the Victrola as an artistic musical instrument. The store of the Eclipse Musical Co. was neatly arranged, giving prominence to the miniature theatre, with a seating capacity of about one hundred in the auditorium. A large number of Victrolas in the various woods were shown in the hall and the different demonstration parlors, and was a distinctive feature of the season's entertainment.

Manager George J. Probeck, of the Dictaphone department of the Columbia Phonograph Co., reports business has been a little quiet during the hot weather. He states he has, however, been kept fairly busy placing machines, and that with quite a number of good prospects in view, the outlook is very encouraging.

Laurence H. Lucker, who opened a new Edison jobbing house here last month, while on his way from Minneapolis, on a bridal trip to Europe, returned to the city July 29. He was in London during the coronation of King George, and visited the principal cities of Ireland, Scotland, Germany, Switzerland and other countries. While abroad he made arrangements for a large line of small

musical merchandise, which he will place on sale here and at Minneapolis. He remains here for several weeks.

A. M. Robinson, of the Columbia Phonograph Co.'s staff, spent his vacation visiting with his aged mother at Seaforth, Canada.

W. J. Roberts, Jr., of Buescher & Sons, has just returned from a two weeks' vacation up the lakes, much improved in health and spirits.

G. M. Nisbett, of the U-S Phonograph Co., stated that business was good and constantly growing in the most substantial manner. The company are receiving orders from all sections of the continent and many inquiries from foreign countries. The U-S combination phonograph and the Everlasting non-breakable records have attained an enviable reputation with dealers everywhere they have been introduced, and the prospects of the company are of the most encouraging character.

The Columbia Phonograph Co. are doing an excellent business. "Trade is good," said G. R. Madson, manager. "The last week in July was the best we have had since opening the branch, both in machines and records. Our sales of records are especially good. The public appreciate the fine selections we are offering for the summer season, and there is no occasion for dealers not to keep as well stocked up at this as any other season of the year."

New and pleasing experiences are noted as daily coming to the B. Dreher's Sons Co., since the installation recently of a Victor talking machine department. The large list of patrons of this house, established more than 50 years ago, is already showing its influence in the receipt of orders for talking machines and records of the highest grade.

During the coming winter the B. Dreher's Sons Co. will move to a new building on Euclid avenue, where the talking machine department will be housed in greatly enlarged and the most modernly equipped quarters.

At the office of L. H. Lucker, Cleveland's Edison's jobber, business is reported exceptionally good, a large volume of orders having been received since opening, and an additional force put on to take care of the increasing business.

The May Co. report business very good in the phonograph department, for this season of the year. The manager stated that while the demand for machines was not large, it was especially good for records, the selections being made largely from the Victor Red Seal, and Edison Amberol August lists.

At the office of the American Multinola Co. conditions were said to be very satisfactory. The company have been literally deluged with inquiries resulting from the full page advertisement run in the July issue of the *World*, indicating a marked interest by dealers generally in the "Multinola," and which the company believe bespeaks a promising future. "The demand for the instrument," said the manager, "is really beyond our expectations, but we are not at all surprised to note how quickly the trade has realized

(Continued on page 44.)



## You will profit

by being the dealer who gives prompt, efficient service. Your service depends on the service of your jobber. If he continually holds up your orders, and makes mistakes, you will lose business.

We give you the service needed for you to satisfy the people. We enable you to have on hand an up-to-date line of Victor goods, because we keep you posted on up-to-date goods. If you do happen to be out of an article desired, you can send your order knowing that we will ship it on the same day your order is received. Hence you promise it at a certain time—and keep that promise.

Why not help your business by adding our service? Why not start to-day? Give us an order for anything in the line of Victors, Victor-Victrolas, Victor Records, needles, record cabinets, extra parts or accessories of every kind, and it will be shipped the same day we receive the order. Orders, whether large or small, receive the same careful attention.

A postal will bring our catalog, and also a little booklet descriptive of record cabinets, called: "The Cabinet That Matches."

### New York Talking Machine Co.

Successors to  
Victor Distributing and Export Co.

83 Chambers Street

New York



### TRADE NOTES FROM CLEVELAND.

(Continued from page 43.)

the possibilities of our multiple instrument, equipped with a coin controlled device for commercial use. Before the next issue of the World we hope to be in position to give you full and complete information as to our manufacturing facilities and progress made in other lines. For the present, however, we can only say that we are more than satisfied."

Trade is reported very satisfactory with W. H. Buescher & Sons, considerably above normal at this season of the year.

The Bishop-Babcock-Becker Co., 615 Superior avenue, are displaying in the show window of the store, a line of the U-S Combination Phonographs and Everlasting Records.

Business with Collester & Sayre was reported to have been fairly good in July, and improving since the first of the month.

### MODERN STORE EQUIPMENT.

A Question of Vital Importance to Every Merchant—Making a Store Attractive to the Ladies—An Essential to Success.

The question of store equipment has reached a point where it should interest every live merchant, no matter where treated, and should rank with importance with the actual choice of salable stock.

What would you think of the young man who, desiring to make a good impression on the lady of his choice as life companion, would be careless and indifferent as to his personal appearance? Would he not rather don his very best glad rags, wear his best smile and an air of prosperity? Yea, verily. Then if it is necessary in affairs of love or other interests to do whatever may be needed to create a good impression on the public, it is certainly no less important in the real affairs of life to put up a good front.

It is pretty accurately estimated that 80 per cent. of all the purchases are made by the ladies, and if you will convince me that ladies do not consider appearances, then I will bow myself out and offer no argument in support of modern equipment; but if you acknowledge the point, then I ask your careful consideration of the suggestions I have to make, says a successful sales manager.

I propose to take it for granted that you all agree with me that all ladies are not only extremely careful of their own personal appearance, but keep their homes in corresponding order and admire; yea, even demand it, of those whose homes they visit, and our stores are our homes.

What would your lady friends think if you invited them to your home and on arrival they found your house in as great confusion and as filthy as some of the retail stores of to-day? Then, if you expect respectable ladies to visit your store, for heaven's sake get busy and clean up and make them decent for ladies to enter.

Unfortunately some dealers think that only one thing, price, is the ruling element in all sales; others, broader of mind, consider that quality is essential, but I wish to say that there is another element no less important than either of these and one which often affects sales when the others will not avail, that is cleanliness, a comfortable store and convenient arrangements for quick and satisfactory shopping.

I submit that it is not a debatable question that the show windows of any institution make the very first impression upon the prospective customer, and all depends upon the condition of his windows whether that first impression shall be a favorable one or otherwise.

The modern plate glass window of any man's store neatly dressed with seasonable wares, with every article carefully and reasonably priced, not only makes a good impression on the passerby; the man, woman, boy or girl on other missions bent, and later, if not then, brings them back to the store to make a purchase of some kindred wares, perhaps not shown in the window, but it many, many times, turns them in just then to buy some needed article found in the window; and if the favorable impression made by the window is

1866
1911

# NYOIL

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.



carried throughout the transaction, they become regular visitors and customers.

They let me strongly recommend that you who have not already a modern front with as large show windows as conditions will permit, that you hasten to invest in one. I use the word *invest* in this connection in the hope of correcting the erroneous impression under which some merchants labor, that money thus spent is an expense, but it is as truly an investment as any you ever made.

Did you ever stand in your front door and try to estimate the amount of available cash that hourly passes your doors in the pockets of the passing throngs and try to figure how you can turn more of it into your cash registers? Let me suggest that you put in a modern front to your store, keep the windows clean, change them frequently, price your wares attractively, and you will be astounded at the increase in your cash sales.

### IT WAS EMBARRASSING.

It was a holiday and a bunch of newspaper men were passing the day pleasantly, visiting the moving picture shows along Fifth avenue. Toward evening they strolled into a store where sheet music is sold. An Edison phonograph was grinding out song after song, and the bunch waited for the finish. There were all kinds of songs and music.

Among the girls behind the counter offering the songs and music for sale as the phonograph reeled them off, was a very pretty blonde. She had a smiling blue eye and was raking in the shekles and handing out the songs and music.

Suddenly the phonograph, after being loaded again, started, and this time the music caught the bunch. "What do you think of that, Bill?" one of them said, and the reply was, "Great!"

When the song was unreeled, Bill approached the pretty blonde, saying:

"What's the name of that song?"

Then the pretty blonde appeared to be struck deaf.

"Tell the gentleman the name of the song," said the two other girls behind the counter.

"Attend to your business," said the blonde, and the other girls broke forth in laughter. Bill did not understand until a sheet of the song was thrust at him by the little blonde, who with her head half averted almost jabbed the sheet into his face.

Then he read: "I Never Knew Till Now How Much I Loved You."—Pittsburg Gazette Times.

The best and surest way that has ever been learned to get desired results in any undertaking is to know your work—your business; to know it well—to know it better than any competitor. If you would succeed as a talking machine man you must know something more than the average talking machine man in your branch of the industry. You must study and develop in the knowledge.

## THE VICTOR IN THE ARCTIC CIRCLE.

George Grenfell, a Trapper, Writes an Interesting Letter to the Victor Co. Regarding the Great Enjoyment Derived from Hearing the Best in Music so Far from Home—How the Indians Were Fascinated by "His Master's Voice" and Affected by the Music.

A "human document" is the letter recently received by The Victor Talking Machine Co. from George Grenfell, a trapper who, with a partner, goes up to within three or four hundred miles of the Arctic circle to hunt. Life up there is not much better than death ordinarily, but Grenfell tells of the light brought into the lives of himself and his companion and many wild Indians by means of a Victor. He says:

"I suppose you must get lots of compliments from your customers, and I want to send you one, too, but I don't know how. Everything I can think of saying, or what we can do to show our thanks for what you have done for us, don't seem to fill the bill. My partner and I are hunters and trappers, with our camp down on the Mackenzie river, about 250 miles to the north of the Great Slave Lake. Just think how hard our winters used to be; the continual darkness with only a glimmer of twilight to relieve the inky blackness. Everywhere we'd go the Indians would make trouble for us because they said we were on their ground; hard perilous work; the continual howling of the wolves by day and by night; never the sight of a white man from fall to spring, and your life a burden because of the want of some entertainment. Life like this lasts about four or five years and then you're welcome in the bug-house with open arms; that's what it used to be. The spring before last my partner took a trip home and came back in the fall with one of your machines, a No. 11, a big oak horn, a big box of needles and about 150 records, and that's the layout that has made life worth living. I'd heard talking machines before, but this one's got them all skinned. It couldn't be beat; you'd think a real singer was singing, and a real band playing. Why, when the night is 70 below without a breath of wind, the air sharp and biting with the sparkling dropping frost, you should hear that machine sing 'Queen of My Heart.' Loneliness and hard luck don't seem the same. You picture to yourself the stage of the singer, the days gone by and the days to come; then a big lump gets in your throat. It's fine. There's another pleasure that's just as grand in the outfit, and that's to watch the Indians and Eskimos. (The machine's made us mighty good friends with them now.) Every day after we've made the line of traps and supper over, we build a big log fire outside, put a windbreak up to windward and start the concert. The Indians come wrapped in different gaudy-colored blankets and squat on the snow around the fire and listen to the music. They don't know anything about clapping of hands and all that, but their pleasure in every piece was almost holy. You'd see an old buck squatted with a murderous-looking face, and when we'd strike up something pathetic, although he couldn't understand a word of English, his face would change and a look would come into his eyes as he would look at that machine like a wounded deer looks at you before you cut his throat. I wish I was an artist, I'd paint a picture for you of what we saw last spring before we started South. Every Indian for miles around came to say good-bye to the machine. It was a beautiful night and we had the machine outside the door on a table. The blazing log fire threw a red glare over everything. It sure was a beautiful picture, with the Indians seated on the ground with the same old look of amazement and surprise upon their faces. One little girl, about 14, was seated alone, closer to the machine, with her hands clasped in her lap, the red glare from the fire fell full upon her front. She'd a face like an angel's—like you see in pictures. I forget what piece my partner was playing, it was something sentimental. As the music was playing she'd her eyes looking up to heaven. When the music stopped I could see great big tears rolling down her cheeks and her little body shaking with silent sobs. Could



Mr. Dealer!

Do you want

## THE MUSIC MASTER?

Every MUSIC MASTER WOOD HORN sold sells another. The only Solid Wood Horn on the market. *It has no equal.* There are no shams, no cheapness, no concealed faults in any part of the

### Music Master Wood Horn

as it is solid. Both sides of material used can be seen, no hidden sides glued and parts of material glue soaked as you would make a veneered door, which deadens the acoustic qualities.

Many of the largest Talking Machine Jobbers and Dealers in the United States write testimonials unsolicited.

"We are pleased with the MUSIC MASTER. It is the best horn on the market. We have a lot in general use and customers like them very much, expect a large sale in Fall."

"The Music Master sells machines and helps sell records."

Yours very truly, (Names on request.)

Only Horn Guaranteed.

Why not investigate?

Should your jobber be unable to supply you, write us.

If you are not satisfied, return them to us for credit.

### SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

anything be grander? Could any compliment or appreciation for your work be greater than such silent applause as this to the magnificence of your records and the value of your machine to such toilers in the world as us? And this is what I want to thank you for, and wish you luck forever.

"A few days after Christmas we start for the hunting grounds again. Although the forest fires took from our stock over a hundred of our records, it didn't get our machine, and before we leave we'll spend our few remaining dollars for more records to replace some of those we lost. Success to you again. I know that nothing but success can be yours, because your work is a god-send."

The word "free" should be used only in an advertisement which explains what is to be furnished "free" and enough descriptive matter in regard to the article or proposition so the person who reads the advertisement will understand it and know exactly what he is getting.

#### A REMARKABLE CASE.

The New Phonogram for August refers to the case of H. M. Cooper, of Waterford, Wis., which is quite remarkable. Although totally blind he is able, through the medium of the special sense highly developed in those similarly afflicted, to operate with ease the Amberola purchased recently from B. G. Foat, a dealer at that place. Mr. Cooper has arranged his one hundred two and four-minute records in the cabinet of the Amberola and is sufficiently familiar with their exact location to immediately select any one called for by the many friends who visit him on occasions to enjoy the music from his Edison. The change of reproducers and the shifting of gears for the playing of Standard and Amberol records is no difficult feat for Mr. Cooper—he seems to know by instinct when the mechanism is properly set.

The successful merchant is he who gives the people what they want, when they want it.

**The Columbia Demonstration Double-Disc Record is proving itself the ablest collector of new names and new business the dealer ever found. *It breaks the ice.* Ten cents cost and ten cents list—free advertising that *pulls* like a husky bull pup!**



8

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

### CABINETS THAT ARE ORIGINAL.

**Pooley Furniture Co. Enter Field with Record Cabinets That Possess Features Well Worthy of the Dealers' Attention—The Pooley Filing System Wizard-Like in Its Operation—The New Cabinet That Turns a Horn Machine Into a Hornless Model at a Minimum Expense—H. N. McMenimen in Charge of New Department—To Make Extended Visit.**

The latest entrants in the field of disc record cabinet manufacture are the Pooley Furniture Co., of Philadelphia, with branch showrooms at 132 Madison avenue, New York. They have come forward with a cabinet proposition that should prove of interest to every live dealer who has faith in the future of the talking machine trade. This new department is in charge of H. N. McMenimen, who during his nineteen years in the talking machine trade has accumulated a fund of experience and useful information, as well as an acquaintanceship with every jobber in the business and most of the dealers, that has placed him in a position to know just what the trade requires, and he is most enthusiastic over the new Pooley line as opening a new field for the dealer.

As to the new cabinets themselves, any written description of them would be inadequate, for it is in their actual operation that the greatest interest lies. It is said of the Pooley filing system, incorporated in the cabinets, that you simply ask for the record and it rolls out to you, and that practically states the case. The cabinets are supplied with two shelves with a capacity in all of 210 disc records held vertically. A vertical indicator travels along a bar so notched that the indicator may be placed in front of any of the 210 records. When the indicator points to the number of the record desired a slight pressure on a lever causes the record to roll out between parallel bars covered with felt, from whence it is easily removed for playing.

A special loose index book is supplied for the purpose of cataloging records in numerical order. The numbers in the book correspond with the figures on the dial above the top shelf of the cabinet and the result is that any record may be obtained in the fraction of a second, and mistakes are practically impossible. For as each individual section only holds a single record it is impossible in returning a record to place it in the wrong compartment, the compartment being already occupied. In short, the Pooley filing system has brought the record-handling problem in the home down to a purely automatic basis, and without a complexity of delicate mechanism which is liable to get out of order.

The real feature of the Pooley line is the hornless record filing cabinet, which in exterior appearance closely resembles the \$200 or \$250 hornless machines. In this cabinet the lower section is given over to the standard Pooley filing system, while the upper part is equipped with an amplifying sounding board built on scientific principles, and arranged for direct connection with the tone arm on any standard disc machine, which is placed in a special recess near the top of the cabinet. It

is claimed for the Pooley cabinet that the tonal effects of the talking machine possible through the utilization of the special sounding board are of a decidedly superior quality, inasmuch as the machine is so arranged under the sounding board that the sound travels upward and in the natural direction, thus losing none of its purity.

In fact, the entire cabinet is distinctly original in conception and construction. From the dealers' viewpoint it is pointed out that the new cabinet has solved a problem that has in many cases become quite irritating. An enthusiast, for instance, owns a first-class horn machine, but wishing to be up-to-date desires to secure a hornless model in its stead. The dealer cannot afford to offer an amount even for a comparatively new horn machine that will prove really satisfying to the purchaser when applied on an exchange basis. No matter how good a deal he makes he finds himself shy of a good part of the profits due him on the sale of a hornless model, and in addition has an old-style horn machine on hand to dispose of.

This is where the Pooley cabinet fits in. The horn machine which may have really excellent reproducing qualities can be thoroughly satisfactory in every way when placed in the Pooley cabinet. A door hides it from view, and there the enthusiast has a mighty handsome piece of furniture, an up-to-the-minute talking machine and an ideal filing cabinet at a comparatively small cost. The cabinet itself sells for \$100 retail, and if a \$60 machine is placed therein the whole outfit costs \$160, a proposition that offers many talking points to a live retailer.

The ordinary Pooley filing cabinet intended to hold the smaller models of hornless machines are handsomely finished to correspond with the standard finishes of the various machines. To those who know the standing of the Pooley Furniture Co. in the realm of fine furniture manufacturing, it will not require any details regarding the quality of the cabinet work in their new line for the talking machine trade. The Pooley line of cabinets was shown to the jobbers at the convention in Milwaukee and met with a high measure of praise. Those talking machine men who have seen them since have become equally enthusiastic, and Mr. McMenimen expects to make many more converts upon his annual visit to every jobber in the United States and Canada. He will leave New York for this purpose shortly after July 15.

### MUSICAL IGORROTES.

**The Dog-Eating Natives of Samar in the Philippines Are Musical, According to Mrs. Wilkins—A Settlement in Fordham.**

The histrionic and musical residents of Fordham are to be augmented by a score or more of dog-eating Igorrotes from Samar, in the Philippines, if Mrs. George S. Wilkins, a wealthy widow who lives at the Hotel St. Francis, in West Forty-seventh street, has her way. Further, Mrs. Wilkins hopes to civilize her guests by means of music, of which, she says, they are passionately fond.

Mrs. Wilkins, who, previous to her marriage six years ago was the Baroness von Groyss, of Vienna,

has a large income from the estate of her father. Her favorite diversions are music and travel. She first became interested in the Igorrotes at the St. Louis Exposition in 1904, and was a constant visitor to the village reproduced there. On the last day of the fair a reception was held in the Igorrote village, and Mrs. Wilkins attended.

She was greatly impressed by the brightness and intelligence of a seventeen-year-old boy named Penossan and undertook to teach him the cakewalk. The boy was an apt pupil, and after twenty minutes' instruction outdid his teacher.

"What I saw of the Igorrotes at the time," said Mrs. Wilkins the other day, "determined me to try an experiment. I intend, unless the United States government objects, to bring about thirty of them, men and women, to New York very soon. I want to get a large house up near Fordham, put in two or three pianos and other musical instruments, and give music lessons to each of the islanders. I also intend to install talking machines and a great supply of records, for no one factor has been more successful than the talking machine in instilling a love and appreciation of music among these Igorrotes. They have found it an educator.

"It is astonishing what a quick ear an Igorrote has for music, and how fond he is of it. I am sure my experiment will be a great success, and I believe that more of these savages can be converted by music than by missionaries."

"What will you do if the Fordhamites object to having a lot of dog-eaters among them?" she was asked.

"I don't think there will be any objection," she said, "at least not from the intelligent and educated people. I intend to have the party come in charge of Penossan, who is chief of his tribe now, and I expect that his influence will be of great help to me."

**NEW FALL STYLES NOW READY  
SEND FOR SAMPLES!**

## Echo Record Albums

Patent applied for  
L. J. Gerson.

Send for 1911 Booklet of New Style Echo Albums for Talking Machine Records. They fit any Record Cabinet or Victrola.

These are the Net Prices to Dealers:

10-inch 16-page albums .....	\$1.05
12-inch 16-page albums .....	1.20

Ask your Jobber for Echo Albums

**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., August 8, 1911.

SOUND REPRODUCER AND RECORDER. William A. Chapman, Smithville, Ark. Patent No. 998,465.

This invention relates to sound recorders and reproducers, and is particularly useful in connection with talking machines employing disc or other

types of records upon which the sound waves are recorded in the form of grooves, and in which diaphragms are used to reproduce the sounds from the grooves, or to form the grooves upon blank records.

An object of the invention is to provide a simple, inexpensive and durable sound recorder and reproducer, which is

adapted for the dual purpose of forming the sound recording grooves in the record, and for reproducing the sounds from grooves already impressed or formed upon the records, and which requires no structural or other change to fit it for either purpose, beyond replacing a recording needle or point by a reproducing needle or point or vice versa as the case may be.

A further object of the invention is to provide a device of the class described by means of which sounds can be reproduced with great clearness and power, and by means of which metallic, scratching or other undesirable sounds due to the contact of the record with the reproducing point are to a large extent eliminated.

A still further object of the invention is to provide a device of the class described in which the weight of the reproducer is supported not upon the recording or reproducing point or needle, but is carried by a special roller provided therefor and engaging the record for this purpose, in which the diaphragm is of special form and is free not only to vibrate but to move bodily, and in which the stylus bar is extensible and is carried by the sound box casing in such a manner that there is no metallic contact between the parts.

Another object of the invention is to provide a sound reproducer in which the stylus bar is of peculiar form to transmit the undulations of the sound grooves most efficiently to

the diaphragm, and there convert them into diaphragm vibrations or movements which cause the propagation of the sound waves, in which special means are provided for holding the recording or reproducing needles in place, and for adjusting

them accurately so that the length of the stylus bar remains unchanged, and in which the stylus bar itself is flexibly suspended from a cradle secured to the sound box casing, though rigidly held against upward, lateral and torsional movements.

Figure 1 is a front elevation of one embodiment of the sound recorder and reproducer; Fig. 8 is an inverted plan view of the device; Fig. 3 is a longitudinal section on the line 3-3 of Fig. 1; Fig. 4 is a partial rear elevation of the sound box; Fig. 5 is a rear elevation of the lower portion of the device; Fig. 6 is a rear or inside elevation of the diaphragm and the means for securing it in place; Fig. 7 is an enlarged transverse section showing a bracket for securing a record cleaning brush or scraper to the sound box; Fig. 8 is an enlarged transverse section showing the needle grip; Fig. 9 is a perspective view showing a detail of the scraper-holding bracket; Fig. 10 is a perspective view showing a detail of the needle point grip; Fig. 11 is an enlarged transverse section showing the means of modified form for securing the stylus bar to the sound box, and Fig. 12 is a longitudinal section on the line 12-12 of Fig. 11.

HORN. George L. Stevenson, Providence, R. I., assignor to Household Cabinet Works, same place. Patent No. 997,870.

The object of the invention is to construct a horn having unusual acoustic properties whereby the sound is not only amplified but where the phonetic principles of clear, articulate, yet soft and mellow sound are produced, in contrary distinction to the effect of the ordinary flaring or bell-mouthed horn which merely enlarges the sound without refining it. A further object is to enable it to take up but comparatively little room when used either inside or outside of a phonograph supporting cabinet, or upon being stored away when not in use.

In the accompanying drawings: Figure 1 shows an improved horn as mounted on the inside of a cabinet or box on which the phonograph is supported. Fig. 2 illustrates the horn as applied to the ordinary inexpensive phonograph instrument. Fig. 3 is an enlarged perspective view of an improved horn showing the walls of the same turned inward at its mouth end, forming a contracted opening instead of being turned outward, as is the usual custom. Fig. 4 is a central longitudinal section through this horn. Fig. 5 is a transverse sectional view of the horn on line 5-5 of Fig. 4.

PHONOGRAPH CABINET. Charles A. Cooper, New York, assignor to Household Cabinet Works, Providence, R. I. Patent No. 997,905.

The object of this invention is to provide a drop-head table or cabinet, in which a panel, head, or movable section is arranged to support a sound reproducing instrument, such as a talking machine or the like, said instrument being provided with a horn

or suitable device for enlarging, intensifying and diffusing the sound produced by said instrument, said horn being mounted beneath the panel within the cabinet and arranged to be raised and lowered with the instrument and said movable panel.

A further object of the invention is to provide an opening through the outer wall of the cabinet adapted to register with the mouth of the horn when raised to its operative position, to permit the sound to pass out therethrough, said opening being provided with a plurality of longitudinal bars or members to aid and assist the acoustic properties of the horn

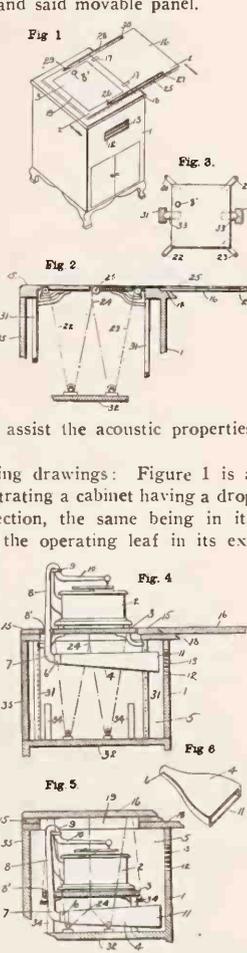
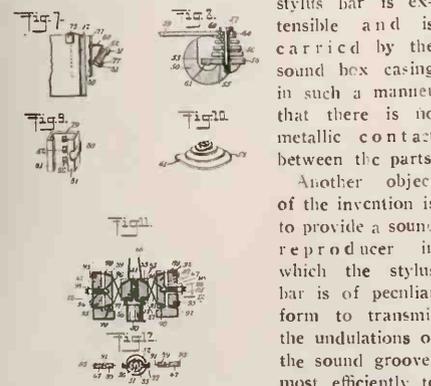
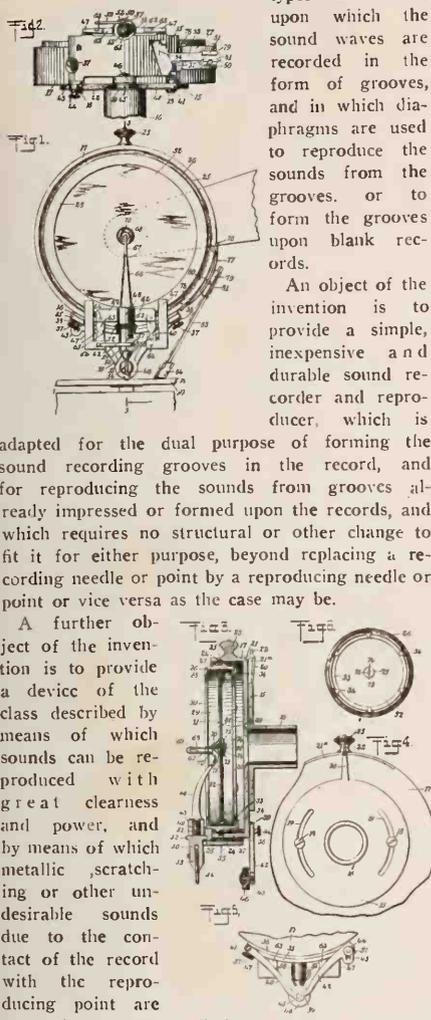
In the accompanying drawings: Figure 1 is a perspective view illustrating a cabinet having a drop head or movable section, the same being in its raised position and the operating leaf in its extended position.

Fig. 2 is an enlarged sectional view on line 2-2 of Fig. 1 through the hoisting mechanism, illustrating the movable section in its raised position. Fig. 3 is a plan view of the drop head showing the relative position of the vertical guides and the members by which the head is supported.

Fig. 4 is a central sectional side elevation of the cabinet showing the instrument in position on the drop head and the horn supported from said instrument within the cabinet, the whole being in its raised or operative position. Fig. 5 is the same as Fig. 4 showing the cabinet as closed and the instrument and horn lowered into the cabinet to its inoperative position. Fig. 6 is a detail of one style of horn which may be supported within the cabinet to be raised and lowered with the phonograph and the drop head.

AMPLIFYING TUBE. Robt. A. Boswell, Washington, D. C. Patent No. 997,265.

In machines of the cylinder type, prior to this invention, the bell portion of the majority of the amplifying tubes is pivotally supported, while the smaller portion of the tube has a pivotal or swiveled connection with the reproducer in such wise as to allow the amplifying tube or horn to oscillate, as the reproducer is fed along the record. This structure of machine, it has been held, in some respects, is unsymmetrical, awkward and clumsy, and the basic purpose of this invention is to eliminate these objectionable features, and furthermore, to improve the structural details of the amplifier. By improving such structural details, the sound, to some extent, is increased, because of

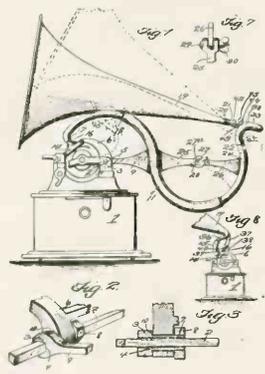


THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF ELECTRIC-PLAYERS MADE BY THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers. Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

the lengthy travel (which has been increased beyond that heretofore utilized) of the volume of sound through the amplifier (the greater portion of which is restricted to a very small diameter in cross section). The volume of sound, when passing through this restricted portion of the amplifier, is held constricted until it reaches a point where the amplifier begins to enlarge into the bell portion thereof. In eliminating the objectionable features, an amplifier or tube is produced, which travels laterally of the record, and as one body with the reproducer and its arm; the amplifier being so shaped, mounted, and supported as to allow the reproducer to be raised, and, in so doing, the tone-arm is moved telescopically and longitudinally with regard to the remainder of the amplifier. This amplifier comprises an intermediate supported portion, known as the compound curved tubular member, and two free end portions, correspondingly curved, telescopically and longitudinally movable in regard thereto, one being classed as the bell member, while the other is the tone arm. The bell member, however, cannot only move telescopically, with relation to the compound curved member, but may be oscillated laterally, because it is provided with a contracted curved portion, which is telescopically movable with regard to a tubular member correspondingly curved. This tubular member, in other words, is an additional compound curved member, which is telescopically movable with regard to the first-named compound curved tubular member.

In Fig. 6, however, the bell member is allowed to oscillate laterally, because it consists of two parts, the bell member and the extension thereof, joined together by one, two or three threads; the extension being telescopically movable relatively to the compound curved tubular member, for instance, the first-mentioned compound curved member. This same structure is shown also in Figure 5 in side elevation. The invention not only embraces the above features, but embodies means, whereby as the bell member is raised and lowered, the extension thereof moves exactly concentric in conjunction with the compound curved member, and may be held in any desired position. When the reproducer is lifted to the fullest extent above the record, it may be readily supported, as shown in dotted lines.

Referring to the drawings, Figure 1 is a side elevation of a talking machine, generally known as the cylinder machine, provided with what is known in the art as the compound curved tubular member, for the support of the free moving parts of the amplifier. Fig. 2 is a detail perspective view of the connection between the reproducer arm, the guide rod therefor, the sleeve upon the guide rod, and the connection between the sleeve and the compound curved tubular member. Fig. 3 is a detail sectional view longitudinally through the structure shown in Fig. 2. Fig. 4 is a top plan view of the amplifier, showing the first-named compound curved tubular member, the tone arm, the bell member having a curved portion at its contracted end, and the extension or second-named compound curved tubular member, correspondingly curved with regard to the first-named compound curved tubu-



lar member and the curved contracted end of bell member. Fig. 5 is a side elevation of the first-named compound curved tubular member, a portion of the tone arm, a portion of the bell member and its extension, showing the threaded connection between the extension and the bell member and clearly disclosing the fact that these parts are telescopically movable with regard to one another, and further showing the means whereby the extension and the bell member may move exactly concentric with regard to the compound curved member. Fig. 6 is a top plan view of the structure shown in Figure 5. Fig. 7 is a detail elevation of the joint or connection between the extension of the second-named compound curved tubular member and the first-named compound curved tubular member. Fig. 8 is a side elevation of the same form of machine as shown in Fig. 1, only illustrating the fact that the bell member has a curved contracted end portion and fulcrumed upon the reproducer arm, and showing that the curved contracted portion is telescopically movable with regard to the tone arm. Fig. 9 is a sectional view on line 9-9 of Fig. 5. As to the drawings, 1 denotes the casing of the talking machine, containing the usual mechanism (not shown) for rotating the record and the mandrel; the structure of the mandrel forms no part of the present invention.

**PHONOGRAPH-REPRODUCER.** Thomas A. Edison, Llewellyn Park, New Jersey, assignor to New Jersey Patent Co., West Orange. Patent No. 996,625.

Phonograph reproducers as now generally used, comprise a stylus having a curved surface adapted to be applied to the record groove with a suitable degree of pressure, and as the record surface travels said stylus slides along the surface of the groove and moves toward and away from the body of the record.

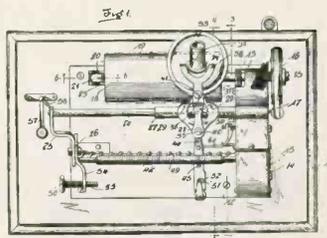
This invention has for its object the elimination of the friction which is caused by the sliding of the stylus over the record surface by providing a stylus in the form of a roller or ball, and rotatably supporting the same, so that it presses upon and rolls along the record surface.

This invention has for its further object the provision of a support for the said stylus, which enables it to rotate with a minimum amount of friction.

Referring to the accompanying drawing, Figure 1 is a side elevation of a phonograph reproducer constructed in accordance with this invention; Fig. 2 is a detail section on line 2-2 of Fig. 1; Fig. 3 is a side elevation of a stylus lever carrying a modified form of rotary stylus, and Fig. 4 is an end view of the same.

**SOUND-REPRODUCING INSTRUMENT.** Robt. W. Weatherman, Selmore, Mo., assignor of one-half to Floyd Hartley, same place. Patent No. 996,816.

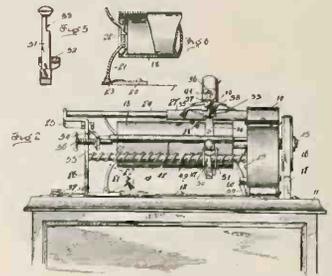
This invention has special reference to a



mechanism used in connection with machines of the cylinder type to replace the stylus of the reproducer at the beginning of the record after the same has been played.

The principal object is to improve and simplify the general construction of devices of this character. A second object of the invention is to provide a means of novel character for stopping the

machine after the stylus has been moved back to the starting point. A third object of the invention is to provide a novel form of holder for the repro-



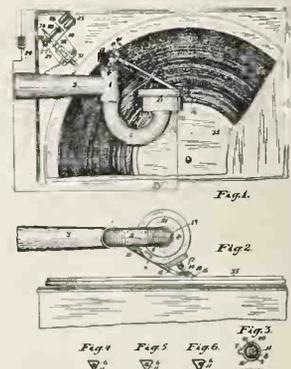
ducer especially adapted to be used with an instrument of this character.

With the above and other objects in view, the invention consists in general of a sound reproducing instrument of the class described, provided with a novel and improved form of mechanism for moving the stylus back to the starting point after a cylinder has been played, said mechanism actuating an improved reproducer arm.

In the accompanying drawings, like characters of reference indicate like parts in the several views, and:—Fig. 1 is a plan view of a phonograph constructed and equipped in accordance with this invention. Fig. 2 is a rear elevation thereof. Fig. 3 is a section on the line 3-3 of Fig. 1. Fig. 4 is a section on the line 4-4 of Fig. 1. Fig. 5 is a detail view of a certain throw off device used in connection with this instrument. Fig. 6 is a partial section on the line 6-6 of Fig. 1.

**MEANS FOR AUTOMATICALLY ARRESTING TALKING MACHINES.** Arthur E. Spencer, San Francisco, and Frank C. Thomas, Mill Valley, Cal. Patent No. 998,807.

This invention relates to means for arresting the rotation of a talking machine automatically upon the stoppage of the sounds produced by the talking machine. The object is to provide a device for accomplishing this and which will not necessitate any change in the form or construction of the record itself or in the mode of using the talking machine.



In the accompanying drawing, Figure 1 is a broken plan view of a talking machine equipped with the invention; Fig. 2 is a broken side view thereof; Fig. 3 is a detail cross section on the line 3-3 of Fig. 1; Fig. 4 is a detail vertical section on the line a-a of Fig. 1; showing the positions of the parts when the tone tube is elevated; Fig. 5 is a similar view showing the positions of the parts when the tone tube is lowered to its operative position; Fig. 6 is a similar view showing the positions of the parts when the tone tube is also in the lower position but the pin has arrived at the end of the record.

Talking machine improvers are still "on the job."

RECORD BULLETINS FOR SEPTEMBER, 1911

COLUMBIA PHONOGRAPH CO.

At the Telephone—Anna Caldwell, Vocal Quartet, Male Voices, orch. accomp., Columbia Quartet

- 10-INCH SYMPHONY DOUBLE-DISC RECORD.  
A1027 Widmung (Dedication) R. Schumann. Baritone Solo, orch. accomp. Cecil Fanning  
Bid Me to Live—J. L. Hatton. Baritone Solo, orch. accomp. Cecil Fanning
- 12-INCH SYMPHONY DOUBLE-DISC RECORD.  
A5308 A Perfect Day—Carrie Jacobs Bond. Baritone Solo, piano and cello accomp. Cecil Fanning  
Des Trompeter von Sakkingen—It Was Not So To Be—Scheffel. Baritone Solo, orch. accomp. Cecil Fanning
- 10-INCH DOUBLE-DISC BLUE LABEL RECORDS.  
A1028 Red Rose Rag—Weinrich. Contralto Solo, orch. accomp. Dolly Conolly (Mrs. Percy Weinrich)  
My Hula Hula Love—Weinrich. Contralto Solo, orch. accomp. Dolly Conolly (Mrs. Percy Weinrich)
- A1030 To a Wild Rose—Edward MacDowell. Violin Solo, orch. accomp. George Stehl  
The Last Love (Ultimo Amor)—Schottische—Janec. Mandolin and Guitar trio. Trio Arriaga
- A1031 Folies Bergere—Spanish Love—Bryan, Berlin and Snyder. Baritone Solo with Chorus, orch. accomp. Andrea Sarto and Chorus  
Red Pepper (A Spicy Rag)—Henry Lodge. Prince's Band
- 12-INCH DOUBLE DISC BLUE LABEL RECORDS.  
A5307 The Pink Lady—My Beautiful Lady—Waltz Song—Ivan Caryll. Soprano Solo, with Chorus, orch. accomp. Grace Kerns and Chorus of Mixed Voices  
The Pink Lady—Selections—Ivan Caryll. Prince's Orchestra
- A5310 Evening Song—Robert Thallon. Kaltenborn String Quartet  
Le Secret D'Amour (Love's Secret)—Bruno Oscar Kleiu. Kaltenborn String Quartet
- 10-INCH DOUBLE DISC RECORDS.  
A1025 "National Emblem" March—E. E. Bagley. Prince's Band  
"Washington Grays" March—Grafulla. Prince's Band
- A1026 La Traviata—Waltz—Verdi. Whistling Solo, orch. accomp. Guido Gialdini  
Amoureuse Waltz—Berger. Whistling Solo, orch. accomp. Guido Gialdini
- A1029 Dixie Gray—Theo. Morse. Vocal Quartet, Male Voices, orch. accomp. Columbia Quartet  
Some of These Days—Shelton Brooks. Soprano Solo, with Quartet Chorus, orch. accomp. Elise Stevenson and Columbia Quartet
- A1032 It's Nice to be Nice, to a Nice Little Girl Like You—Seymour Furth. Soprano and Tenor duet, orch. accomp. Ada Jones and Walter Van Brunt  
Alexander's Rag-Time Band—Irving Berlin. Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan
- A1033 Any Girl Looks Good in Summer—Phil Schwartz. Vocal Quartet, Male Voices, orch. accomp. Columbia Quartet  
Summer Days—Al. Piantadosi. Soprano and Tenor Duet. Edith Chapman and Henry Burr
- A1034 I Want a Girl (Just Like the Girl that Married Dear Old Dad)—H. Von Tilzer. Vocal Quartet, Male Voices, orch. accomp. Columbia Quartet  
Down in Sunshine Valley—George Christie. Duet for First and Second Tenors, orch. accomp. Albert Campbell and Henry Burr
- A1035 Lord's Prayer and Twenty-third Psalm. Talking. Len Spencer  
March Religioso—W. P. Chambers. Prince's Military Band
- 12-INCH DOUBLE-DISC RECORDS.  
A5309 Minstrel record, introducing Opening Chorus, "Oh! Dem Golden Slippers", Principal Song: "My Dusky Rose," sung by Arthur Collins; Closing Chorus: "I Ain't Gwine to Weep No More." Minstrels, orch. accomp. Columbia Minstrels

VICTOR TALKING MACHINE CO.

- No. Arthur Pryor's Band. Size.
- 31839 Fourth Symphony—Finale.—Tschaiakowsky 12  
Lyric Quartet.
- 5557 Madrigal from "The Mikado" (Brightly Dawns Our Wedding Day)—Gilbert-Sullivan 10  
Charles Gilbert Spross, Pianist.
- 5558 Marche Mignonne (Op. 15, No. 2)—Poldini 10  
Charles Schuetze, Harpist.
- 5559 Angel's Serenade—Braga 10  
Victor Light Opera Company.
- 31835 Gems from Pinafore—Part II.—Gilbert-Sullivan 12  
Reed Miller, Tenor (Cello obligato by Rosario Bourdon).
- 31836 O Loving Heart, Trust On—Watson-Gottschalk 12  
NEW RED SEAL RECORDS.  
Luisa Tetrazzini, Soprano.  
Twelve-inch, with orch.—In Italian.
- 88313 Sonnambula—Ah, non giunge (Oh, Recall Not One Earthly Sorrow)—Bellini  
Alma Gluck, Soprano.  
Twelve-inch, with orch.—In French.
- 74245 Carmen—Micaela's Air "Je dis que rien ne m'epouvante" (I Am Not Faint-Hearted)—Bizet  
Maud Powell, Violinist.  
Twelve-inch.
- 74246 Deep River (Negro Melody) (Op. 59, No. 10) S. Coleridge-Taylor  
Janet Spencer, Contralto.  
Ten-inch, with orch.—In English.
- 64189 Good-Bye, Sweet Day—Thaxter-Vannah  
Jeanne Gerville-Réache, Contralto.  
Ten-inch, with orch.—In French.
- 87080 Vivandiere—Viene avec nous (Come With Us) Godard  
Riccardo Martin, Tenor.  
Ten-inch, with orch.—In Italian.
- 87081 Madame Butterfly—Amore o grillo (Love or Fancy)—Puccini  
John McCormack, Tenor.  
Twelve-inch, with orch.—In English.
- 74243 An Evening Song—Butler-Humenthal  
G. Mario Sammarco, Baritone.  
Twelve-inch, with orch.—In Italian.
- 88314 Traviata—Di Provenza il mar (Thy Home in Fair Provence)—Verdi  
Evan Williams, Tenor.  
Ten-inch, with orch.—In English.
- 64199 Good-Bye, Sweetheart, Good Bye—Williams-Hatton  
Nicola Zerole, Tenor.  
Ten-inch, with orch.—In Italian.
- 64207 L'Alba Nascite—Mattinata (Serenade, "The Day Is Breaking")—Parelli  
John McCormack—G. Mario Sammarco.  
Ten-inch, with orch.—In Italian.
- 87082 Pescatori di Perle—Del tempio al limitar (Pearl Fishers—The limit of the Temple)—Bizet  
THE VICTOR HERBERT RECORDS.  
Issued on a special List on July 15.  
Ten-inch, Purple Label.
- 60050 The Rosary—Nevin  
60051 Melody in F—Rubinstein  
Twelve-inch, Purple Label.
- 70046 Liebestraum (A Dream of Love)—Liszt  
70047 Air for G String—Bach  
70048 March of the Toys (from "Pabies in Toyland")—Herbert  
PURPLE LABEL RECORDS.  
Victor Herbert's Orchestra.
- 70049 Natoma—Dagger Dance, Act II.—Herbert 12  
60053 Woodland Sketches (Op. 51) 1. At An Old-Trysting Place, 2. To a Wild Rose, MacDowell 10  
Frank La Forge, Pianist (accomp. by Victor Orel).
- 70043 Adagio from A minor Concerto (Op. 16)—Grieg 12  
MONTGOMERY AND STONE'S FAMOUS "SCOTCH MEDLEY"  
Dave Montgomery and Fred A. Stone.

- 70044 Moriah—Scotch Medley (from "The Old Town") H. Williams 12
- DOUBLE-FACED RECORDS.
- 16885 It's Time to Close Your Drowsy Eyes and Sleep (Fainten)—Van Brunt and Belling Wanted—A Harp Like the Angels Play (Bessey) (Harp accomp.)—Henry Burr 10
- 16886 Night Time's the Right Time (Goodwin-Meyer) "That Girl" Quartet 10  
Peek-a-boo, Mister Moe, Peek-a-boo (Lee-Bestor)—"That Girl" Quartet 10
- 16887 Alamo Rag (Deely-Wenrich)—Gene Greene Maybe You think I'm Happy (Green)—Gene Greene 10
- 16888 They Kissed, I Saw Them Do It (Hawley)—Orpheus Quartet 10  
The Camptown Races (Gwine to Run All Night) (Poster)—Billy Murray and Chorus 10
- 16891 Inglesina March (Delle Cese)—Vessella's Italian Band 10  
Dance of the Wood Nymphs (Sak)—Kryl's Bohemian Band 10
- 16892 Carmen Selection (Bizet) Nylphone. W.H. Reitz Musetta Waltz (from "La Bohème") (Puccini) Whistling—Guido Gialdini 10
- 16896 In the Land of Harmony (Kalmes-Snyder) American Quartet 10  
It's Got to be Someone I Love (Dillon-Doyle) Ada Jones 10
- 16897 Chicken Reel (Mittenthal-Daly)—Arthur Collins Gee, but It's Great to Meet a Friend from Your Home Town (Tracy-McGavisk)—Murray and Chorus 10
- 16898 When You're in Town (Irving-Berlin)—Elise Stevenson-Henry Burr I Only Know I Love You (Glick-Wilson)—Harry Macdonough 10
- 16903 The Old-Time Street Fakir (Descriptive Specialty) (Porter) (Banjo accomp. by Van Ess) Parter-Harlan 10  
A Talk on Trusts—Comic Talk. Murry Hill 10
- 35194 Pink Lady Waltzes (McLellan-Caryll)—Victor Dance Orchestra 12
- 35195 Immortellen Waltz (Gungl) Victor Dance Orch. 12  
Attila—Grand Trio (Verdi)—Kryl's Bohemian Band 12
- Aida Selection (Verdi)—Arthur Pryor's Band 12  
Memories of Home (Oliebe Heimat) (Ambrosio) Violin-Flute-Harp—Neapolitan Trio 12  
Love's Old Sweet Song (Molloy) Neapolitan Trio 12
- FOREIGN RECORDS FOR SEPTEMBER.  
German Records.
- 63263 Das Ping Pong Spiel (Stolberg)—Stolberg 10  
Lieschen mochte gerne freien! (Rust)—Stolberg 10
- 63264 Sappament was is dein das? (Maxstadt)—Stolberg 10  
Hat ihm schom (Maxstadt)—Stolberg 10
- 68289 Trinken wir noch'n Tröppchen!—Stolberg 12  
Volkslieder—couplet (Maxstadt)—Stolberg 12
- 63266 Wies daheim war (Gustave Wolgemuth)—Manhattan Quartet 10  
Ruck, Ruck, ("Die Auserwählte") (Van Cass) Manhattan Quartet 10
- 68290 I. Weist du noch (Brischweiler), 2. Ein Frommer Wunsch (Burch)—Manhattan Quartet 12  
Die Schmitzbank—Manhattan Quartet 12  
Swedish Instrumental Records.
- 16875 Swedish Grand March—Pryor's Band  
My Swedish Rose Waltz (Swedish Melodies) Victor Orchestra 10
- Bohemian Selections.
- 63302 Narodni Kalop (National Galop) including Moravian Hymn—Kryl's Bohemian Band  
Prodana Nevesta—March (Bartered Bride)—Kryl's Bohemian Band 10
- 63303 Pede M lejtem Pochod (At the Mill March) (Kmoek)—Kryl's Bohemian Band 10  
Lvi Silou pochod (With Lion's Strength) Turner's March (Fr. Kmoek)—Kryl's Bohemian Band 10
- 68296 Pepe Polka (J. Pehel)—Kryl's Bohemian Band 12  
Smes ces Kychl pisi (Gems of Bohemia) (Sarranck)—Kryl's Bohemian Band 12

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766 Spanish Love—Folies Bergere Revue "Gaby"—Elizabeth Spencer
- 767 The Maple Leaf Forever—Knickerbocker Quartet and N. Y. Mil. Band
- 768 Baron Trenck—Waltzes—Am. Standard Orchestra
- 769 Tell Her I Love Her So—Dr. Franklin Lawson
- 770 I Want Everyone to Love Me—Anna Chandler and Chorus
- 771 I'm Just Pinin' for You—Walter Van Brunt
- 772 Italian Army March—Guido Deiro
- 773 Wanted—A Harp Like the Angels Play—Will Oakland
- 774 When You're in Love with More Than One, You're Not in Love at All—Irving Gillette
- 775 Any Girl Looks Good in Summer—Walter Van Brunt and Chorus
- 776 Sailor's Hornpipe Medley—Charles D'Almaine
- 777 It's Got to be Someone I Love—Ada Jones and Chorus
- 778 Summer Days—Billy Murray and Chorus
- 779 The Dwellers in the Western World—No. 1, "The Reel Man"—Sousa's Band
- 780 Down in Sunshine Valley—Manuel Roman and Chorus
- 781 Your Eyes Have Told Me So—Stanley Kirkby
- 782 Bits of Remick's Hits—Medley Overture No. 8.—New York Military Band
- 783 Stick to Your Mother, Tom—Will Oakland and Chorus
- 784 When I'm Alone I'm Lonesome—Anna Chandler and Chorus
- 785 I Think of Thee, Sweet Margareta—W. H. Thompson
- 786 The Sweetest Story Ever Told—Venetian Instrumental Trio
- 787 Let's Make Love Among the Roses—Arthur C. Clough and Chorus
- 788 The Vacant Chair—Elizabeth Spencer and Chorus
- 789 The Winning Fight, Two-step—National Promenade Band
- EDISON STANDARD RECORDS.
- 10511 The Lion Chase—Concert Galop—Sousa's Band
- 10512 Every Little Movement—Marie Narelle and Mary Jordan
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- 10514 Al Aboard for Blanket Bay—Anthony and Harrison
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(Continued on page 50.)

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- 401 I Like the Hat, I Like the Dress, I Like the Girl That's In It... Bryan G. Harlan
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B—A Black Bawl (A Slow Drag)... H. G. Tompson
- 5772 A—Chanson de Mon Coeur (Valse) Archibald Joyce  
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- Vocal Selections with Orch. Accomp.
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Arthur Collins.
- 5774 A—Woodman, Woodman, Spare That Tree, I. Berlin  
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Harry Anthony and J. F. Harrison.
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B—Tarry With Me... Otto Nicolai
- 5777 A—I Don't Want Just Any Little Girl (For Any Little Girl Won't Do)... Ed Bimberg  
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- "That Girl" Quartet.
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- 5780 A—The Village Barber (Steve Porter and Byron G. Harlan)... Steve Porter  
B—Can't You Take It Back and Change It for a Boy (Byron G. Harlan)... Thurland Chataway
- 5781 A—Hands Up (Ada Jones and Billy Murray)... J. Fred Heff  
B—It's Lonely Here in Hamburg (Ada Jones)... Dorothy Elliott
- 5782 A—B. P. O. E. (W. H. Thompson)... Nat M. Wills  
B—That's Why the Violets Live (Wm. Wheeler)... Theodore Morse
- 5783 A—Red Pepper (A Spicy Rag) (Banjo Solo with Orch. Accomp.) (Fred Van Epps)... H. Lodge  
B—Sleep, Baby, Sleep (Pete La Mar)... J. K. Emmett

## HAVE CONTAGIOUS CONFIDENCE.

By R. A. Peterson.

The salesman who is trying to increase his worth to his house will find many avenues open to him for the carrying out of his purpose.

In the first place he should try earnestly to recognize his shortcomings, to study the methods of others more successful than he and apply those same principles to himself. He should court criticism of his ways of selling, his method of approach, opening and closing. Self study will go far to improve his efficiency.

One of the principal things which the retail salesman should watch is the small sales trade. It is this which bears the heaviest profit, and though his total for the month may be less than his fellow salesman who is pushing heavier goods, the profit side is going to even things up handsomely.

Many salesmen, especially where individual sales records are kept, will neglect the small purchaser, often to the point of insult; forgetting that the small buyer of to-day is the one who buys heaviest to-morrow.

A salesman who had had several years' experience in retail selling went with a firm where he had the opportunity of watching a much older man who had been in the retail trade for years. One of the first things that attracted him was this man's persistence in closing small sales. Often he would spend more time over a few minor articles than the average youngster cares to on a much larger purchaser. And yet the younger man found that this salesman rarely missed a sale on any article, light or heavy, and enjoyed a trade that no one could take from him.

Another point which will bear much watching is in the matter of price cutting. Far too many can be found who cut prices indiscriminately, not so much because their competitors are doing it, or that they fear to lose the order, but that the customer asks for the price and the salesman hasn't the backbone to insist on their full value. While these cuts are small ones they often total 10 per cent., an amount which any thinking man will realize is far too much for his house to lose. The salesman should realize that his firm has marked upon the goods their just value, and that he has no right, except in rare instances, to cut this price, any more than he would have to take the same amount from the register and make his customer a present of it.

The salesman with his own and the interest of his house at heart is going to be an avowed enemy to dead stock. No better way can be found to increase both profits and the appearance of the store than by consistently working off all articles which are not moving properly. No buyer is infallible. All make mistakes, and in most cases are powerless to correct them unless the salesman puts a shoulder to the wheel and helps.

## EDISON AND THE TRUST MAGNATES.

The following anecdote was related last week of Thomas A. Edison: A meeting of directors had been held a few days before at his Orange laboratory. The conversation turned on the recent indictments against trusts. Edison mentioned that he had been present at a dinner of "Captains of Industry," some time ago. One of the directors asked: "Edison, how was it you were invited to dine with that crowd?"—to which he replied without a second's hesitation, "Oh, I suppose it was to dilute the company." Readers of his recently published biography, "Edison: His Life and Inventions," will call to mind numerous incidents of his inexhaustible fund of humor and of the keenness of his wit. In fact, although none but his most intimate friends know it, Edison has a remarkable gift for repartee.—Harper's.

## FIT FOR A BETTER JOB.

Stop that whining about being fitted for a better job. You're not fitted yet or you'd get it. If you're wise you'll keep still. You're going through the experience and the hard knocks and the insults that are going to fit you for that job if you'll let them. Many a young fellow gets up in the air because of a call down. Take the call down and take it with the determination that it won't happen again. None of us is seriously accused in the wrong very often, says the Furniture Manufacturer and Artisan. Bless the man who tells you your faults—the rougher he tells them the better for you. Don't feel humiliated over it. Rather thank God that you are permitted to see yourself as others see you. You are where you belong.

When honesty is the greatest qualification put up to me concerning a man I say: "He was born that way, and if that is all he has got he has not developed anything since."

Take care what company you keep; waters are impregnated with the good or bad qualities of the minerals through which they pour.

Don't get discouraged. Other men are selling your product successfully, and you can if you try hard enough.

Don't be a "drone" and stick around the hive, but be a "worker." Get out after the "honey."

## LOOKS FOR BUSY FALL TRADE.

G. T. Williams, general manager of the New York Talking Machine Co., states that the business of that company is decidedly good considering the season of the year, and that judging from the present prospects the fall business would show up in excellent shape. The demand is naturally heaviest for the various styles of Victrolas and the outlook seems to indicate that the question of obtaining sufficient numbers of those models for the holiday trade will again be a live one.

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