The best-known trade mark 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**

**MUSICAL INSTRUMENTS**

List Price From $20.00 to $75.00

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

**Double Record Discs**

10 inch—65c.  12 inch—$1.00

Our new catalogue of foreign Double Records is ready for you on request.

Bohemian, German, Hungarian, Jewish, Roumanian, Italian and Spanish.

We will be glad to mail you catalogue in any language as per above.

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

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

**Universal Talking Machine Mfg. Co.**

Fourth and Race Streets

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

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The Talking Machine World

Vol. 7. No. 11.
New York, November 15, 1911.

Price Ten Cents

USED IN POLITICAL CAMPAIGN.

Republic State Campaign Committee in Ken-
tucky Use Records of Prominent Men to
Edge toward the Telephone to Good Purpose in This Connection.

(Special to The Talking Machine World.)

Louisville, Ky., Nov. 2, 1911.
The Republican State Campaign Committee, with headquarters in this city, realized the practical possibilities of the remote mountain districts by the personal presence of the more important figures in the campaign now in progress, con-
sulted the Louisville store of the Columbia Phonograph Co. as to the feasibility of sending records of speeches by such men, made in their own voices, out to these districts, in connection with the moving pictures of the campaign. What they are doing is, in a means of attracting interest to the meetings they de-

dicared to hold.

Letters were devised at the Louisville store for making records desired, and under the direction of a representative of this store of the Columbia Phonograph Co. records were made by Judge Ed. C. O'Neal, of the State Court of Appeals, present Republican candidate for Governor; United States Senator W. O. Bradley, ex-Governor of Kentucky; Congressman John W. Langley, chairman State Committee on the Twenty Century graphophone. A sufficient number of records was made in each case to supply five outfits, covering as many different itineraries in the moun-
tain districts of the State.

While the labor involved in all concerned was necessarily great, the results have more than justified it. In addition to the expected advantage of having good music as rendered by the Twenty Century graphophones in connection with the moving pictures, enormous interest was excited everywhere by the fact that the prominent public men making these records, while unable to use the spot in person, nevertheless were able to, and took the trouble to, send their sentiments on various questions involved in the campaign out to the people in their own living voices. The speeches recorded in this manner have worn quite well, and have been reproduced with remarkable effectiveness on the Twenty Century graphophones.

The reproductions of the various speeches were brought to the attention of the people by posters, and the entire scheme was so unique in Kentucky that it proved a most important factor in eliciting votes for the various parties interested.

TO INCREASE CAPITAL TO $50,000.

Condon-Autostop Co. Also Arrange to Increase Directorate—Many Prominent Men Inter-
ested—Well Equipped Plant Being Estab-
lished—Exhibits at Prominent Shows.

The Condon-Autostop Co., 20 Broad street, New York, have asked for permission to increase their capital from $50,000 to $75,000, and they are now perfecting plans to establish a well-equipped plant for the manufacture of Condon-Autostops and other specialties at an early date. The capital will also be increased from four to seven members, and the following gentlemen have become financially interested in the company.

In addition to F. Talmaige, who is a director of the D., I. & W. R. R. Co., and Thomas M. Debovish, of Rounds, Hatch, Dillingham & Debovish, 62 Cedar street, Philadelphia, Pa., President of the Condon-Autostop Co., will act as treasurer, director of the Chicago, Milwaukee & St. Paul Railroad Co, and other corporations identi-

fied with Rockefeller interests; Henry R. Taylor, Ogden H. Hammond, brother of John H. Ham-

mond; Oliver Gould Jennings, of the Signature Co.; E. T. H. Talmage and H. O. Havenmeyer. During the past week they have been busy in the office, endeavoring to overcome any delays in manufacturing and to perfect a complete organization in every detail.

Much interest was manifested in the Condon-Autostop by exhibitors made by the manufacturers at the recent Electric Show at the New Grand Central Palace, and at the Land and Irrigation Ex-
position, from November 3 to 12, at Madison Square Garden.

TO HANDLE VICTORS EXCLUSIVELY.


(Special to The Talking Machine World.)

Pittsburgh, Pa., Nov. 6, 1911.
The Standard Talking Machine Co. announce that they have sold out to Louis Buehn & Bro., of this city and will in future handle the Victor line exclus-
ively. In announcing the deal the Standard Talking Machine Co. state that their Victor busi-
ness has grown to such proportions that justice can only be done to the line where it was handled exclusively. The increase in the business in both the factory and the company has taxed the factory for some time past and they considered the arrange-
ment just made as the best solution of the prob-
lem.

TALKING MACHINE EXPORTS.

Figures for September—Presented—Reports Show Increase as Compared With Last Year.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 8, 1911.

In the summary of the exports of talking machines and supplies are set forth:

The system adopted by a New York Merchant

for Getting Money.

The best results on collections come from work-

ing on a systematic plan, which begins with a re-

quest for payment when an account becomes due

and ends only when the money is collected, ham-

mering away at regular intervals with form letters,

when they can be used effectively, but discrimina-

ting carefully in their use, and changing the forms

frequently. Work on collections begins with the

monthly statements. All statements should be out

not later than the fifth of each month, and it is

possible to have them out on the third. When you

get statements from the bookkeeper, divide them

into three classes:

First—Those having items dated only during

the previous month.

Second—Those having items dated in the sec-

don previous month.

Third—Those having items in the third previ-

ous month or earlier.

The first class may go without comment, as

they are due and will not be due this month.

The second class should be copied, name, address

to you can rush it out without a letter and

it will be to your advantage. The third class

will act on the customer as a reminder of the

letter received a few days before.

The second letter is so worded as to express

your disappointment, note the due date, and ask

if they have received the remittance asked for in the

previous letter, and taking at all times the stand in a

firm, courteous manner, that, as the amount is due,

you are entitled to a remittance or an explana-
tion. The third letter might call attention to the

previous two, and notify that draft is being made

through the bank with whom the customer does

business. To provide this information, names of

banks used by customers should be taken from in-

coming remittances and noted on the ledger.

NEW HOUSE IN JACKSONVILLE, FLA.

Opened by the Ransom Talking Machine Co. —
Will Handle the Victor Line Exclusively.

(Special to The Talking Machine World.)

Jacksonville, Fla., Nov. 8, 1911.

Willis H. Ransom, who was formerly manager of the wholesale and retail talking machine busi-

ness of the Carter & Logan Co., of this city, only

served his connections with this firm, to start out on his own hook, and has formed a solid company, to be known as the Ransom Talking Machine Co., with headquarters at 23 West Twenty-sixth street, which have been elaborately fitted up.

The new company will handle exclusively the Victor Talking Machine Co.'s products, including their high grade Victorola machines, the only exclusive retail agency in this city, and the com-

pany will be prepared also to take care of all re-
pair work and furnish all parts.

Mr. Ransom, although quite a young man in years, is old in experience in this line, having fol-

lowed it the most of his life. It is safe to predict a bright future for the new company with such a

valuable man as Mr. Ransom affiliated with it, and

being a hustler, always wide awake and on the spot,

he assures success for the new firm.

TO OCCUPY LARGER QUARTERS.

The Santa Fe Watch Co. to Have Handsome Talking Machine Department in Their New Building Which They Will Occupy on Jan. 1.

(Special to The Talking Machine World.)

Topeka, Kan., Nov. 8, 1911.

The Santa Fe Watch Co., who in addition to their immense business as jewelers and opticians are Western distributing agents for the Victor, Edison and Columbia talking machines, will occupy larger quarters in this city after January 1, having secured a lease of the building at 861 Kansas ave-

ue. Improvements are now under way which will cost $6,000, and which include a modern front, something different from anything yet seen in To-

peka. It will be of Italian marble and plate glass. In other words, the entire store equipment will be most artistic. A. S. Thomas, the proprietor, in speaking of his latest move, said:

"We will have the most modern talking machine parlors in the country. There will be a number of soundproof booths, and an orchestra hall, which will be of the most modern talking ma-

tresses will be of mahogany. This will be one of the largest jewelry stores in this part of the coun-

ny, and we expect to carry a stock of jewelry pro-

bably larger than any stock car-

ried in Kansas,"
TRADE IN SAN FRANCISCO.


(Special to The Talking Machine World)

San Francisco, Cal., Oct. 30, 1911.

Andrew G. McCarthy, secretary of Sherman, Clay & Co., who is chief of the talking machine and small goods department, reports that his company is overwhelmed with orders for the new Victorolas. The factory is far behind in shipments, and many orders remain unfilled here on account of no goods to fill them. The trade is in the city, as well as outside is good, both in the wholesale and retail departments. The record business continues to grow. The demand for high class records received a stimulus by the recent visit of Madame Eames and De Gorgorza.

Eugene W. Scott, local manager of the Columbia Phonograph Co., states that business has improved decidedly this month, and that the improvement is not confined to any special locality on the Coast, but is widely distributed. The Dictaphone business, he says, continues to grow, and the month has resulted in sales to a large number of people. The Dictaphone is extensively used by the largest concerns on the Coast, among them the Southern Pacific Railroad, which has over 200 machines; the Pacific Hardware & Steel Co., who have fifty; the California Fruit Canners Baker & Company is overwhelmed with orders for the new Victorolas. Sales to railroad people are also heavy. John D. Barry, the novelist and critic, who makes his home in San Francisco, is using an Edison phonograph for dictating, and finds it a great labor saver. The R. G. Dun Co., also, use this machine in their offices, as do several local editors. The use of the business phonograph for newspaper work is steadily growing.

The Girard Music Co., Oakland, Cal., are putting in a talking machine department.

The talking machine department of Sherman, Clay & Co., has done so well that recently the quarters had to be enlarged. A basket carrier for records has been installed for facilitating the business of the department. J. R. Scott, Jr., formerly in the office of Sherman, Clay & Co., is now one of the sales force of the talking machine and small goods department.

THE TRINARY OF SUCCESS.

All honest men do not succeed on a big scale, but no one ever built a business that endured with-out practising honesty, whether he was honest as a matter of morals or not. The world now generally recognizes that the surest way to cheat or deceive yourself is to cheat or deceive someone else. There is no feeling that so completely electrifies you or sends thrills of joy along the spine as the feeling that you have succeeded by being honest and by giving people a fair and just return for their money. The formula for success: Honesty, a good article, a man with faith plus.
Victor-Victrola

No other instrument can compare with the wonderful Victor-Victrola. It combines the superb qualities of all other musical instruments in one. The Victor-Victrola is perfect in design and performance. Its elegant and refined appearance and its wonderfully pure tone have won for it a place of honor in the most notable music rooms of the world.

The Victor-Victrola has elevated the talking machine industry to a new and dignified footing. It is the greatest profit and prestige creator in the music business today.

The Victor-Victrola's enormous sales have been something unprecedented in the musical instrument industry—and its career has only just begun. There was never a more golden opportunity for the aggressive dealer to share in the greater success and profitmaking era that is before the Victor-Victrola than there is today.

VICTOR DISTRIBUTORS:

Albany, N. Y. Finch & Hahn.
Atlanta, Ga. Elyer-Austell Co.
Austin, Tex. Phillips & Crew Co.
Baltimore, Md. Cohen & Hughes, Inc.
Bangor, Me. Andrews Music House Co.
Boston, Mass. Oliver Dixon Co.
Buffalo, N. Y. W. D. Andrews.
Burlington, Vt. American Photograph Co.
Butte, Mont. Otton Brothers.
Cincinnati, 0. The Cincinnati Music Co.
Cleveland, 0. W. H. Bruncker & Sons.
Columbus, 0. Perry B. Whitten Co.
Denver, Colo. The Hotel Music Co.
Des Moines, la. Chas. West.
Dubuque, Iowa. Hager & Bliss, Inc.
Duluth, Minn. French & Barrett.
Elmira, N. Y. Elmira Ave Co.
Honolulu, T. H. Bergrum Music Co., Ltd.
Indianapolis, Ind. Musical Echo Co.
Jacksonville, Fla. Florida Talking Machine Co.
Kansas City, Mo. J. W. Jenkins Sons Music Co.
Lincoln, Neb. Ross & Curticke Co.
Little Rock, Ark. O. K. Houch Piano Co.
Los Angeles, Calif. Sherman, Clay & Co.
Louisville, Ky. Montgomery-Bright Music Co.
Memphis, Tenn. E. E. Forbes Piano Co.
Milwaukee, Wis. Wisconsin Talking Machine Co.
Minneapolis, Minn. Laurence H. Locker.
Mobile, Ala. Wm. H. Reynolds.
Montreal, Can. Berliner Gramophone Co., Ltd.
Nashville, Tenn. O. K. Houch Piano Co.
Newark, N. J. Price Talking Machine Co.
New Haven, Conn. Henry Morse.
New York, N. Y. Blackman Talking Machine Co.
Oklahoma City, Okla. Schlessner Arms Co.
Omaha, Nebr. A. Hoce Co.
Omaha, Neb. Nebraska Cycle Co.
Peoria, Ill. Putnam Book Co., Inc.
Portland, Ore. Sherman, Clay & Co.
Richmond, Va. The Corley Co., Inc.
Rochester, N. Y. E. Z. Chapman.
Salt Lake City, Utah. Consolidated Music Co.
Spartanburg, S. C. Shearer Music Co.
St. Louis, Mo. Koerner-Breuer Music Co.
St. Paul, Minn. The wholesaling Co.
VICTOR-TALKING-MACHINE-WORLD.
From Olive Fremstad:

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

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

QUAKER CITY NEWS ITEMS.

Active Business with the Leading Jobbing and Retailing Houses—Opening of Opera Season Factor in Stimulating Interest in Grand Opera Records—Ellington Takes on Columbia Line—Buehn Becomes Exclusive Edison Manager—Buehn Has Purchased a Line from the Standard Co.—Gilcrest Featuring Poolely Cabinets—Other Items.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 6, 1911.

The talking machine business in Philadelphia the past month has been very good. In fact, it was last October, and the trade generally is in the best of spirits. They are not as badly off as they were generally is in the best of spirits.

The past month has been very good. The trade generally is in the best of spirits. They are not as badly off as they were at the beginning of the month. There is still a shortage on the $15 Victor, but in many instances other instruments are taken in their stead, and the trade hopes to be fully supplied with these instruments to fill all orders. They have been promised heavy shipments by the middle of the month.

There have been no new talking machine stores started in this city during the month, but a number of those at present in operation have been considerably enlarged, and the Philadelphia dealers have been able to establish a number of new agencies in various parts of the State.

The opening of the opera season in Philadelphia on Friday of last week the dealers expect will help them materially in the sale of opera records, particularly as both the Edison and Victor companies have gotten out an exceptionally fine list of November records, and the Columbia people have been able to establish a number of new agents in various parts of the State.

The opera season going to help the talking machine business.

It was quite delighted with the appearance presented since the opening of opera concerts and is unable to get within eighty per cent. of last year, it must be remembered, in October, they were at 800 Penn avenue, Pittsburgh, and have removed it to 712 Penn avenue, where they have been established for the past nine months. Their Pitts-

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TALKS ABOUT BUSINESS BUILDING
By F. A. Sheldon, Formulator of Science of Business Building and Editor of The Business Philosopher.

TALK No. 4.

By way of brief review, let us here sum up some of the points in previous articles.

First, "BUSINESS-BUILDING" is the ART of securing Permanent and Profitable Patronage. Second, SUCCESS IN LIFE, COMMERCIALLY, hinges there.

Third, Everybody is, or should be, a "BUSINESS-BUILDER."

Fourth, Everyone engaged in useful effort has something to sell—Service or otherwise.

Fifth, Salesmanship is the disposal of that which one has for sale at a profit.

Sixth, The key to this is SERVICE.

Seventh, MONEY IS EFFECT, while SERVICE is cause; just as HEAT IS EFFECT, while FIRE IS CAUSE.

Eighth, He who wants much heat of PROFIT must build a goodly fire of SERVICE.

Ninth, The SALESMAN in the World of Commerce are our COMMERCIAL INSTITUTIONS. Each is a composite being.

Tenth, The power of the institution to persuade the buying public to PURCHASE ITS PRODUCE are our COMMERCIAL INSTITUTIONS. Each is a composite being.

Eleventh, This in turn depends upon the EFFICIENCY of each individual in the institution.

Twelfth, The SUCCESS of any INSTITUTION is the SUM of the SUCCESS of the UNITS in it.

Thirteenth, A house is known by the customers it gets and keeps. Everyone connected with the house has something to do with this.

Fourteenth, BUSINESS IS MAN-POWER plus MONEY-POWER, but in final analysis it is a question of MAN-POWER, because MONEY is EFFECT, of which the SERVICE-RENDERING POWER of MAN is the CAUSE.

We now come to the important question, UPON WHAT DOES MAN'S POWER TO RENDER SERVICE DEPEND?

The answer is seemingly simple, but far-reaching. IT DEPENDS UPON HIS OBEEDIENCE TO, OR WORKING IN HARMONY WITH NATURAL LAW.

A LAW is a RULE of ACTION or CONDUCT. Men get together in legislative halls and make certain rules of action or conduct for the government of its citizens. You and I must live in harmony with these laws or else lose our rights of citizenship.

NATURE has made certain unwritten rules of action or conduct to govern the government of its citizens. You and I must live in harmony with these laws or else lose our RIGHTS TO SUCCESS.

In the realm of man-made laws ignorance of the law excuses no man. It is just so in the realm of natural law.

Let me illustrate just what I mean by an example.

A young man told me he was in hard luck, having lost his job. I asked him how that happened. He said he had come to work late several times and the manager was cranky and fired him. I asked him why it was that he was late. Said he overslept. I questioned him what occasioned that. He replied that he had been out too late "with the boys."

Then I said to that young man, "You are not a victim of hard luck. A natural law of success was made when man was made, which if put in writing would read, IF YOU WOULD BE SUCCESSFUL YOU MUST BE ON TIME."

"Thou shalt not be late," is a mandate of the Almighty.

If Blucher had not arrived on time Wellington would not have won the Battle of Waterloo; if Grouchy had arrived on time Napoleon would not have lost it.

If the aspirant for commercial success had not missed his train by being late he would have sold a big order; but since he missed it, a REAL SALESMAN was on the ground before him, and so the house of the aspirant lost the sale—was done out of PROFIT, and the aspirant himself missed his commission—did himself out of PROFIT.

"TRAIN-MISSERS" and "OUT-WITH-THE-BOYS" type of men are not the type that make the REAL SALESMAN—the BUSINESS BUILDERS.

NATURAL LAWS.

Great men and great institutions reflect nature's laws. The astronomer banks on this law. He can focus his telescope on a given point in the heavens, and rest with faith, knowing the heavenly body scheduled to appear at a certain time will appear, because he knows Nature's laws of being and time.

Some seem to try to distinguish between NATURE and HUMAN NATURE. The HUMAN BEING is the apex, the highest creation, of HUMAN NATURE; the HIGHEST CREATION. Man cannot violate natural law with impunity. If he does, he must pay the penalty in the subtraction from the otherwise possible TOTALITY OF HIS SUCCESS.

The penalty may be very slight. It sometimes is so slight that it is not noticed. The penalty is paid however. Any one who violates NATURAL LAW in the BUSINESS WORLD to any degree is less successful than he otherwise would have been.

Violate enough of the LAWS OF HEALTH, and one pays the PENALTY IN DEATH.

Violate enough of the LAWS OF SUCCESS, and one pays the PENALTY IN FAILURE.

Many obey the natural LAWS OF SUCCESS knowingly, consciously.

Many work in harmony with many of them unconsciously.

Malign violate many NATURAL LAWS OF SUCCESS; some consciously, many more unconsciously.

In number the NATURAL LAWS OF SUCCESS are many, but they can be boiled down to FOUR INJUNCTIONS.

The first of these four was given by Socrates several thousand years ago, when he said, "MAN, KNOW THYSELF." Add to this SOCRIATIC INJUNCION these words, "and how to develop your SUCCESS QUALITIES," the First of the FOUR INJUNCTIONS is complete.

I shall discuss this in TALK NO. 5.

CAN FIX A SELLING PRICE.

Owner of a Patented Article May Dictate to the Retailer, Court Rules.

Judge Ward in the United States Circuit Court on Nov. 8, upheld the right of the owner of a patented article to impose on retailers buying from him the condition that they shall not sell the article below a certain price.

The decision was given in overruling the demurrer filed by Charles A. Keene of 180 Broadway in the action which the Wallingworth Co. is bringing against him for an alleged violation of the purchase contract in selling movements for less than its stipulated price. Keene received twenty days in which to file his answer to the complaint.

No matter how smart, or clever, or successful a man is he can learn a great deal by watching other people. Example is always more efficacious than precept.

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 26 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.
You're heading right into the Holiday season. Have you thought about it? What about your Holiday window display? Have you thought about that? Now listen! In almost every case where an Edison dealer has invested in Edison window displays, we have received word right back that it did the work—brought the money home—paid for itself right off the bat with a healthy profit over and above.

Some Edison dealers use these displays from time to time, but most who start, get the habit and use them right along. It's a profitable habit—start it.

And when Candles are lighted Play an Edison Phonograph and have Guests invited.

CHRISTMAS MORN  
And when Candles are lighted  
Play an Edison Phonograph  
And have Guests invited.

THOMAS A. EDISON  
INcorporated
Ready-Made Ads

Size up these ready-made Holiday ads, made especially for you—to co-operate with your window display and with the extensive advertising we are doing in national publications.

We furnish electros of these ads free to Edison dealers. The ads shown here are only a small part of an extensive series. Write us for the complete set of proofs and order electros by number.

Get your stock in shape to take care of the Holiday trade that this co-operative campaign is sure to attract. Write your Edison jobber today.

The greatest kind of Christmas present—the greatest Christmas present of its kind, the Edison Phonograph

Edison Phonographs

$15.00 to $200.00.

Edison Standard Records. 35c.

Edison Amberol Records (play twice as long), 50c.

Edison Grand Opera Records, 75c. to $2.00.

Let us demonstrate to you how Thomas A. Edison doubled the entertaining capacity of the Edison Phonograph

Edison Amberol Records—when he invented

Then you will understand how this one advantage alone makes the Edison Phonograph the greatest sound-reproducing instrument as well as the greatest musical instrument—even if it had no other advantages. But it has: the sapphire reproducing point, that does not scratch or wear the record and lasts forever—no changing of needles; exactly the right volume of sound for your home; home recording—the ability to make and reproduce your own records in your own home. We will be glad to demonstrate these great Edison advantages to you.

59 Lakeside Avenue, Orange, N. J.
VALUE OF WINDOW DISPLAYS.

This method of exploitation, which is being so cleverly utilized by the Victor and Edison Companies is one of the best means of concentrating public attention on talking machine goods—comes in for words of praise from well-known writers.

The splendid work done by the Victor Talking Machine Co., and more recently by Thos. A. Edison, Inc., in preparing and developing window displays for their dealers, has come in for words of enthusiastic commendation in the world time and time again. It is the sort of work that dealers should appreciate by cooperating to the extent of featuring these displays to the best possible advantage.

Many dealers are indifferent to the trade pulling possibilities of a properly prepared window display. This is due to either ignorance or indifference, and invariably such a class of men are not destined to exist long in the keen competitive display.

There are few industries where manufacturers are doing so much for the dealer—helping him along with ideas, literature, in fact all kinds of assistance—to develop his business and attract the public to his store, as in the talking machine field.

Now these efforts on the part of the manufacturers should win the heartfelt support. And the suggestions thus made cannot be merely received by dealers but acted upon.

The plans of the Victor Talking Machine Co. in preparing special window designs for dealers has been adopted by manufacturers in other trades with great success.

Speaking of this kind of publicity in Printers' Ink the other day, Chas. W. Hurd, said: "A few manufacturers—probably not more than six or seven in the whole country—have discovered a veritable gold mine in working up window displays for their dealers."

"They struck a lead in the perception that real selling thought can be put into window-copy, as well as into copy for the newspapers or magazines. It also dawned on them that variety is the spice of window display, and then followed the conclusion that depending on occasional and one-idea cut-outs and window trims to do the work alone and unaided, is equivalent to sending a boy on cut-outs and window trims to do the work alone.

"These departments are now regarded as indispensable, and it is beginning to be realized that this matter of window display, one of the most direct forms of advertising, is susceptible of great and almost limitless expansion. And there is good prospect that the pioneers will be able to enjoy the full fruits of their discovery for a long time to come, because there is room enough for many more, and it is still free soil.

"The first demonstration was made by the Victor Talking Machine Co., which started such a department two or three years ago and put in a high-salaried expert in charge. Then followed the Edison Phonograph Co., the Wire Goods Co., of Massachusetts, Swift & Co., the Chicago packers, and Grosset & Dunlap of New York, with possibly others not reported."

"Other national advertisers are only waiting, no doubt, to be convinced that the principle can be applied to their own lines of business, and there is little doubt that it can."

"Take, for instance, Grosset & Dunlap, the largest house in its field, which is the publishing of reprints of popular fiction at popular prices. There is no close comparison between the marketing of books and the merchandizing of talking machines; these are done in different ways; but they both fall under the same laws when they are being done through window display, just as all lines come together in the democracy of the newspaper or magazine pages."

Mr. Hurd then proceeds to explain the display plan adopted by Grosset & Dunlap in detail.

NEW DECALOGUE ON WHICH HANG BUSINESS LAWS AND PROFITS.

1. Thou shalt not wait for something to turn up, but thou shalt pull off thy coat and go to work that thou mayest prosper in thy affairs and make the word "failure" spell "success."

2. Thou shalt not be content to go about thy business looking like a loafer, for thou shouldst know that thy personal appearance is better than any other righteousness, and hold the patronage of the live "Edison" dealers of Pennsylvania, Ohio and West Virginia.

3. Thou shalt not fail to live within thy income, nor thyself nor see thy way clear to pay them. Thou shalt not be afraid to blow thine own horn, for he who faileth to blow his own horn at the proper occasion findeth nobody standing ready to blow it for him.

4. Thou shalt not be afraid to blow thine own horn, for he who faileth to blow his own horn at the proper occasion findeth nobody standing ready to blow it for him.

5. Thou shalt not fail to live within thy income, nor shalt thou contract any debts when thou canst not see thy way clear to pay them.

6. Thou shalt not covet the other fellow's job, nor his salary, nor the position that he hath gained by his own hard labor.

7. Thou shalt not fail to keep thyself out of trouble, and to maintain thine own integrity, nor shalt thou be guilty of anything that will lessen thy good respect for thyself.

8. Thou shalt not be afraid to blow thine own horn, for he who faileth to blow his own horn at the proper occasion findeth nobody standing ready to blow it for him.

9. Thou shalt not hesitate to say "No" when thou meanest "No," nor shalt thou fail to remember that there are times when it is unsafe to blind thyself by a hasty judgment.

10. Thou shalt give every man a square deal. This is the last and great commandment, and there is no other like unto it. Upon this commandment hang all the law and profits of the business world.

JONES BECOMES MANAGER

Of the Dictaphone Department of the Columbia Phonograph Co.'s Branch in Louisville, Ky.

H. E. Jones, recently appointed local manager of the Dictaphone department of the Columbia Phonograph Co., in Louisville, Ky., whose photograph is shown herewith, will undoubtedly prove a strong asset to the selling force of the company. Mr. Jones' experience with kindred lines, extending over a period of some eighteen years, will benefit him greatly, as well as his firm. Three years in the office of the Trunk Line Association in New York gave him a wide working knowledge of railroad business along correspondence and accounting lines. Two years with James Clark & Co., a large subscription book house, as chief correspondent broadened his experience in the necessary system of handling correspondence, and three years in Cleveland with the Commercial Graphophone and the Dictaphone round out his experience to the point where he is entitled to claim considerably more than ordinary ability to originate and install effective and economical systems for handling this special line of office work. In addition to the above he was for some time a successful specialty salesman and for nearly a year manager of the Toledo, O. office of the Remington Typewriter Co.

The Dictaphone people are to be congratulated on securing Mr. Jones' services, and his many friends and well wishes prophesy his immediate success in the new position.

H. E. JONES

TALKING MACHINES AS XMAS GIFTS.

Nearly everyone has the holiday, gift-giving spirit around December, no matter how tight the pocketbook is held the remainder of the year. Of course, there are a few tightwads that only the Angel Gabriel can loosen their hold. You should be ready to gather in a goodly portion of this "coin of the realm" that is lying around rather loose at holiday time.
You cannot conceive the practicability of the Pooley Filing System. Without seeing it in actual operation.

You be the judge and write us to send you a Pooley Record Cabinet on approval—test the working perfection of this Filing System—show it to your customers, and if you are not thoroughly satisfied with its salability you are at liberty to return it to us. Better take advantage of this liberal limited offer and write to-day.

POOLEY FURNITURE CO. 16th and Indiana Ave., PHILADELPHIA

Style No. 40  Style No. 50  Style No. 60
There is too much wasted commercial territory in all trades, and so far as the talking machine industry is concerned the waste is glaringly apparent.

What we need most in the industry is men who appreciate the talking machine of to-day and who believe in its business future. There is hardly a place in this great big country of ours where there are derelicts. What we need most in the industry is men who appreciate the talking machine of to-day and who believe in its business future.

There are in the retail talking machine business many men who have no knowledge of business system. They have improved somewhat, but it is unquestionably a fact that we have in the industry to-day a goodly number who are supposedly selling talking machines, but they are not making good, and, perhaps, in many cases they are keeping more aggressive men out.

They are wasting valuable territory—that is, territory which is not worked thoroughly and they need shaking up, and, in many cases, educating.

They show lack of appreciation of the things that are done for them and they do not realize that wasted territory means loss of business.

There must be a vast amount of educational work carried on by someone in order to bring such men up to a keen realization of the opportunities which are undeveloped all about them.

It is all well enough to prate about the talking machine business as being profitable, but it is not profitable unless the retailers make it so and they cannot sit idly by and expect trade to come to them.

It requires intelligent effort to win out nowadays—perhaps more intelligent effort than ever before in the history of this country.

One reason is because the great business houses are engineered by some of the brightest brains in the world. They surround themselves with a keen, intelligent staff.

They are looking to augment their working force with good brain material, and, as a result, competitors are forced to adopt similar methods so that the sum total of such efforts is far-reaching.

The little fellows must wake up from their business lethargy, else they will be ground out.

It is a question of wasted territory and business men of any stamp will not see rich territory unproductive.

It is only natural that the great talking machine houses should figure that a certain population in certain parts of the country should bring them certain business results, and if they find that that territory is held by a lot of indifferent and non-aggressive dealers it follows that there will be a shaking up, because there is no reason why this whole country should not be redistricted so that returns come in proportion to the wealth and population of each district it is secured.

Systematically blocking out territory works out in other lines, and why should it not in talking machines?

TAKE some of the greatest book publishing houses. They plan their book campaigns with a mathematical precision that is admirable.

They block off states into districts and put in the hands of the departmental chiefs absolute power, but with positive instructions to produce results.

No territory can be dead with the business houses of to-day, because that means a decay will set in and we are too live as a people for one moment to submit to business decay.

It is true there are some men who are ready for it, but they have been commercially dead for some time, but they do not realize it and never will until they are cut out to the dumping grounds of all derelicts.
From Mary Garden:
I always said that never would I sing into a phonograph of any kind—but one does not always live up to everything one says—happily—for after months of tireless persuasion the Columbia Phonograph Company won out, and here I am saying, like every one else that will hear them, that the Columbia Records are without a rival! They are so soft and musical, losing all that beastly metallic quality that mars the phonograph in general. My sincere compliments for their eternal success.

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

TRADE STRONG IN CINCINNATI.

General Revival in Demand for Talking Machines and Records Cleans Out Stocks—John Arnold Believes in Billboard Advertising—Record Month for Columbia Co. Branch—Recent Visitors—Attractive Window Displays at Wurlitzer's—Scarcity in Some Styles of Victrolas, has been overcome in a great measure by greater efforts given the sale of horn style machines. The $15 Victrolas has already demonstrated its immense order styles 11 and 4, which particular styles we have been selling very fast. The Victor concerts will start Nov. 14, and will continue until next summer. We will produce more sales from this source than any other. It has been our experience that well-attended concerts seriously interest Victrola owners, and induce others to buy. One new feature will be the playing accompaniments on our big pipe organ for the Victrola. We expect big advertising from this feature, and profitable results. Business looks good, and our new beautiful store is bringing the success desired."

The feature of the month at Wurlitzer's has been a magnificent series of window displays, the last of which was undoubtedly the most artistic and effective, consisting of a beautifully trimmed window showing a Vernis Martin Victrola and one each of the various instruments, both brass, string and woodwind, with appropriate cards mentioning the particular record upon which that instrument appeared as solo. Almost every instrument except the piano was shown, including such instruments as the Balalahka, etc. These windows have been very effective in bringing in inquiries.

Machine sales were very large, showing more than 100 per cent increase over the corresponding month of 1910, and there is every prospect of still greater gains in the month of November. The unequalled facilities and the splendid selling organization that are behind the Rudolph Wurlitzer Co.'s retail department are responsible in the greatest measure for the big gains made. The greatest optimism pervades the whole force and a corresponding amount of energy and enthusiasm is thrown into the work.

The scarcity of the cheaper styles of Victrolas has been a serious handicap, which, however, has been overcome in a great measure by greater efforts given the sale of horn style machines. The $15 Victrolas has already demonstrated its immense value to the Victrola dealer, first in bringing in inquiries which resulted in immediate sales for large quantities which indicate the most prosperous year for the Balalahka, etc.

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New accounts whose purchases have covered samples of practically the entire line, have started this month with prospects of even more successful business in view for November.

Study the goods you are selling, and this includes talking machines and records. Do not let a customer ask you about you if he does, find the answer before the next visit and tell it to him. He will admire your persistence and be flattered by the importance you attach to his question.

THE EDISON LINE IN LINCOLN, NEB.

Some Views Showing the Handsome Quarters Occupied by the Sidles Phonograph Co. in That City—Manager Cole's Excellent Record.

We present herewith two views showing the window and demonstrating booths of the handsome new store occupied by the H. E. Sidles Phonograph Co. at Lincoln, Neb. The interior woodwork of the entire establishment is in oak finish, with wall decorations in green and furnishings to match, all presenting a very attractive appearance. In the second picture the demonstrating booths will be seen to the right. W. M. Cole, the manager of the Sidles Co., is making an excellent record with the Edison line in his territory, and looking after the interests of his dealers in a most complete way.

GEO. W. LYLE ON WESTERN TRIP.

George W. Lyle, general manager of the Columbia Phonograph Co., is on an extended trip through the West, touching at Cleveland, Chicago, Spokane, Seattle, San Francisco, Los Angeles, Salt Lake City, St. Louis and Pittsburgh.

Modern phonophiles tell us that nothing has intrinsic value except what can be turned into energy. Gold has no value, silver has no value, goods have no intrinsic value except food, clothing and fuel—energy-producing products. So, technically, no man has more than his time and energy to sell, and no person has less than these.
THE TALKING MACHINE WORLD.

The Talking Machine Trade in New England

FOREIGN TRADE IN BAGSHAW NEEDLES.
(Special to The Talking Machine World.)
Lowell, Mass., Nov. 7, 1911.

Back from an extended visit to New York, Philadelphia and other trade centers, W. H. Bagshaw and C. H. Bagshaw, of the big needle house of W. H. Bagshaw, were considerably elated at the big and growing demand for their talking machine needles. Not only did they visit these markets in the interests of talking machine needles, but were studying market conditions with a view of determining their increased facilities for 1912.

They expressed themselves as being well pleased of determining their increased facilities for 1912.

Dealing in "Massey" diaphragms.
(Special to The Talking Machine World.)
Providence, R. I., Nov. 8, 1911.

"Massey Automatic Stop" is the name of the latest invention of John H. Massey of this city. Like the "Massey" diaphragm, the J. A. Foster Co., Edison jobbers, are the sole distributors of it.

The "Massey Automatic Stop" illustration, of which appears elsewhere in this volume, is a simple little attachment, and at the present time, is available only for the "Home" Edison phonograph. Very soon it will be furnished for all machines.

The retail price is but 50c. being priced so low that every owner can take advantage of its use.

From their circular appears the following: "If you would have a perfect machine that will stop of its own accord, if you would save time, trouble and inconvenience, have a Massey Automatic Stop placed upon your machine."

RECENT DEATH.
(Special to The Talking Machine World.)

Quite a hit has been created by the introduction of the new model of the New Art Diaphragm, invented by W. W. Young, and sold by the Talking Machine Co., 218 Worthington St., of this city. This new model has a slit in it, which eliminates all chances for the blast effect and to quote Mr. Young: "Gives a rich, pure tone of tremendous power."

The retail price is $1.10, but has not been advanced, although the cost of producing this one is considerably more than the other.

In order that the dealer may learn for themselves just how the New Art improves tone, a sample will be sent free by application to Mr. Young or to the Talking Machine Co.

CRITICIZES THE PIANO DEALERS.
(Special to The Talking Machine World.)
Providence, R. I., Nov. 6, 1911.

The members of the Columbia staff in this city as well as at headquarters in New York, are deeply grieved at the death of Frank B. Robinson, who has been connected with the local Columbia store for the past four years. His death was very sudden, occurring last Thursday evening, after an illness of only four days and was due to double pneumonia. Mr. Robinson was greatly esteemed by all who knew him for his many estimable traits of character and his passing is greatly regretted.

NEW MODEL OF NEW ART DIAPHRAGM.
Now on the Market Has Made Quite a Big Hit With the Trade.
(Special to The Talking Machine World.)

"No! we won't allow anyone to get away from us," is the comment of L. H. Barber, the well-known talker man here. Mr. Barber handles the Columbia, Edison and Victor, which is the reason for the "outburst." He is widely known throughout Vermont and is an aggressive dealer, not only in talking machines, but with pianos which he also handles.

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WHY BARBER CAPTURES TRADE.
(Special to The Talking Machine World.)

Instead of making "pin money" as the term is used, dealers can make a bunch of "oil money" if they sell "Nyoil," a fine oil manufactured by William F. Nye, of this city. "Nyoil" is a combination of four oils, for lubricating, cleaning, polishing and preventing rust. It will not gum or chill and is put up in bottles retailing at popular prices.

Dealers are invited to get the Nyoil proposition.

Our years of experience in handling exclusively the EDISON LINE, combined with our perfect system of filling accurately and completely all orders, the same day as received, should be a strong factor in bringing your orders to our house.

What is P-E Service?
(Prominence Efficiency perfect Edision Service)

PERFECT EDISON SERVICE! The Synonym for P-E Service

Edison Jobbers Exclusively

The PARDEE-ELLENBERGER Co.

66 Batterymarch Street
BOSTON, MASS.

96 State Street
NEW HAVEN, CONN.

P-E SERVICE!

What is P-E Service? Promptness Efficiency Perfect Edison Service

Our years of experience in handling exclusively the EDISON LINE, combined with our perfect system of filling accurately and completely all orders, the same day as received, should be a strong factor in bringing your orders to our house.

AN ENERGETIC TRADE MEMBER.
(Special to The Talking Machine World.)
Newport, Vt., Nov. 8, 1911.

The Edison and Victor dealer here is Charles A. Clark. He is an energetic trade member and is pushing the business strongly for the holiday trade, and he intends getting it judging from his preliminary plans.

DEVOE ENTIRE TIME TO TALKERS.
(Special to The Talking Machine World.)
Boston, Mass., Nov. 7, 1911.

Houghton & Dutton, the big department store, recently closed their piano department which had been in operation for several years. It is significant to note that their talking machine department, selling Columbia, Edison and Victor, is still hustling for business. Why the difference? It's hard to explain.

All work must bear a price in proportion to the skill, taste, time, expense and risk attending their manufacture. Those things called "cheap" are justly estimated, the cheaper they are attended with much less profit to the maker than those which everybody calls "cheap."
Our large exportations of Talking Machine Needles show that up-to-date jobbers in foreign countries prefer Bagshaw Quality Needles to those of other makes, which can be purchased at a much lower price.

GOOD BUSINESS IN BALTIMORE.

Various Houses Make Excellent Reports Regarding the Business Situation—Low Priced Hornless Machines Make a Hit—Local Managers Visit Victor Factory—Operatic Records in Strong Demand—Cohen & Hughes to Advertise, Victor Victrolas in Opera Programs—Other Trade News of the Month.

(Baltimore, Md., Nov. 6, 1911.)

Everything is in excellent shape in local talking machine circles, judging from the glowing trade reports made by the various dealers of this city. All of them talk in the most optimistic vein, their only complaint being the apparent inability of the manufacturers to keep up with the continuous heavy demand. While the month of October, according to the dealers, has been the greatest for the same period of any recent year, from the first of the present month through November will be a record breaker in every department. The principal features of the local trade for October and the first week of the present month are the continued heavy demands for the $15 and other low-priced Victor machines and for the Victor and Columbia operatic records. This last feature is due to the fact that the local operatic season opens this week.

Manager William C. Roberts, manager of E. F. Droop & Sons Co., and A. Thomas Gordon, who has charge of the talking machine Department of the Krantz-Smith Piano Co., have just returned from an inspection trip of the Victor Talking Machine Co. factory. It was Mr. Gordon's first trip to the factory, and he is perfectly delighted with the results of his visit. Mr. Gordon reports the Victor business of his firm to be better than any other time during the past two years and that the prospects for the holiday trade are extremely glowing.

Mr. Roberts reports both the Victor and Edison business to be in great shape at this time. He has had a great run on Victor operatic records, while the demand for Victor machines of all grades has been so pressing that he has had to call upon the Washington store of the Droops to help serve the customers. The wholesale end of the Edison business especially has picked up considerably during the month, according to Mr. Roberts. The firm have also purchased a 25-foot lot in the rear of the present store, which will be used to extend the dimensions of the present building. This addition will be converted into a spacious demonstration room on the first floor, while the upper stories will be used for the various other branches of the business. Mr. Roberts stated that Baltimoreans are great on having the talking machine demonstrated on the lower floor, and that nothing has become necessary to make extensions so as to properly look after the increase in business.

F. A. Denison, the new manager of the local branch of the Columbia Phonograph Co., is delighted with the results of his first month in his new location. He says that business has been one great rush and that the holiday prospects are such that he fears the factory will be unable to keep him stocked up properly for the demands. As it is, Mr. Denison, like most of the other dealers here, complains about the insufficient deliveries from the factory to keep the demands fulfilled. This increase in the Columbia trade, according to Mr. Denison, is not confined entirely to the local field, but prevails all over the territory covered by the local office, which is gradually making inroads in sections never before visited by the factory. In consequence of the opening of the operatic season, the Columbia Co. have a large advertising space in the Lyric's grand opera program. This will be used later in the week in the local papers, because of the fact that Mary Garden, who sings for the Columbia records, will be one of the stars of the opening performance.

Cohen & Hughes have had a good run on the Victor records and various lines of machines, according to Manager M. Silverstein. Mr. Silverstein has just returned from a business trip out of town. The firm have signed up for the exclusive advertising of Victor Victrolas in the operatic programs to run the entire season of the grand opera. Cohen & Hughes are advertisers at the Greater Baltimore Week Exposition at the Snellenburg store, Baltimore and Liberty streets. This show is to boost Baltimore and Baltimore-made products.

Manager Louis Bowden, of Sanders & Stayman, reports a good month for both the Columbia and Victor machines and records which the firm handle, while similar reports are made by Hammann & Levin regarding the Victor business.

RESTRAINED FROM CUTTING PRICES.

Still Another Instance Where the Courts Sustain the Edison Agreement—Came Up in Kansas.

Dealers by this time should be aware that they cannot break agreements and cut prices in the talking machine field. Still, there are those who try. For instance, a restraining order has just been granted in the suit of New Jersey Patent Co. and Thomas E. Edison, Inc., complainants, vs. Bell Bros. Piano Co., John H. Bell and Olen W. Bell, defendants.

The defendants are in business in Lawrence, Kan., and have recently been offering sale Edison records at cut prices. A letter of warning was dispatched to this concern, but they replied that they did not care to bother with any law-suits, so guessed they would dispose of the stuff they had. As they continued offering goods at cut prices, suit was brought and a restraining order granted on September 1, 1911, by Judge Campbell. The hearing of the injunction motion came on for argument before Judge Pollock, of the United States Circuit Court, District of Kansas, First Division, who, after a discussion of the facts of the case, decided to continue the restraining order. Judge Pollock's order is reprinted herewith:

"This cause coming on to be heard on the 2d day of October, 1911, upon the motion of complainants for preliminary injunction and the order to show cause herefore granted, and the parties appearing by counsel, and the court being fully advised in the premises, it is hereby ordered, adjudged and decreed, that the temporary restraining order herefore granted in this action enjoining and restraining Bell Bros. Piano Co., John H. Bell and Olen W. Bell, the defendants herein, and each of them, and their associates, officers, attorneys, servants, clerks, agents and employees from selling or offering for sale any Edison Standard records at less than thirty-five cents each and any Edison Amberol record at less than fifty cents each, or any of said records in violation of the notices upon the record cartons, be continued in full force and effect upon the parties to this action, and their employees, until the further order of this court duly entered in pursuance of law. John C. Pollock, Judge."

OUR FOREIGN CUSTOMERS.

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

(Washington, D. C., Nov. 10, 1911.)

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks, from October 10 to November 6 from the port of New York.

OCTOBER 15.

Boma, 5 pkgs., $129; Buenos Ayres, 6 pkgs., $455; 266 pkgs., $12,550; Cienfuegos, 4 pkgs., $283; Colon, 11 pkgs., $485; Guayaquil, 9 pkgs., $210; Havana, 19 pkgs., $1,291; Liverpool, 3 pkgs., $137; London, 376 pkgs., $11,485; Mazatlan, 12 pkgs., $774; Naples, 2 pkgs., $129; Porto Ligno, 10 pkgs., $587; Rio de Janeiro, 17 pkgs., $943; 21 pkgs., $1,309; Santos, 3 pkgs., $407; Singapore, 18 pkgs., $437.

OCTOBER 22.

Berlin, 77 pkgs., $1,786; Callao, 6 pkgs., $365; Colon, 11 pkgs., $489; Guayaquil, 7 pkgs., $359; 8 pkgs., $501; Havana, 16 pkgs., $1,630; Iquique, 9 pkgs., $382; Liverpool, 2 pkgs., $310; Manila, 79 pkgs., $2,918; Monteego Bay, 4 pkgs., $109; 6 pkgs., $174; St. Johns, 6 pkgs., $189; Valparaiso, 2 pkgs., $577; Vera Cruz, 94 pkgs., $3,300.

OCTOBER 29.

Aracataca, 11 pkgs., Cape Town, 17 pkgs., $450; Guayaquil, 5 pkgs., $140; Havre, 9 pkgs., $382; London, 14 pkgs., $404; 270 pkgs., $7,589; Montevideo, 63 pkgs., $1,852; Para, 6 pkgs., $431; Porto Rico, 15 pkgs., $302; Rio de Janeiro, 71 pkgs., $7,779; Savarilla, 2 pkgs., $154; Vera Cruz, 348 pkgs., $8,245.

NOVEMBER 6.

Antwerp, 18 pkgs., $359; Antwerp, 7 pkgs., $152; Berlin, 28 pkgs., $513; Calcutta, 7 pkgs., $191; Demerara, 5 pkgs., $133; Havana, 4 pkgs., $318; London, 189 pkgs., $880; Rio de Janeiro, 5 pkgs., $105; Santos, 93 pkgs., $2,594; Samaria, 18 pkgs., $735; St. Johns, 8 pkgs., $108; Surinam, 9 pkgs., $551; Tampico, 10 pkgs., $1,801; Trinidad, 15 pkgs., $944; Valparaiso, 4 pkgs., $120; 6 pkgs., $411; Vera Cruz, 78 pkgs., $8,425.

From Lina Cavalieri:

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

Columbia Phonograph Co., Genl., Tribune Building, New York.
A Perfected Entertainment Circle

(Have you seen the extraordinary list of new numbers for this month?)

These are a few of the men and women whose names mean most in the field of phonograph entertainment, engaged to sing and talk U-S EVERLASTING RECORDS.

Each month a list of numbers unequalled in variety and perfection is rendered from the classics and the modern popular airs—opera, rags, instrumental, as well as vocal; spoken as well as sung. The actual monthly average of new U-S RECORDS is far higher than any ever attained before.

The mechanical features of EVERLASTING RECORDS, making the name an actual fact, the artistic qualities, so closely duplicating the original, are too well known to be here repeated.

The selling points, making the U-S Proposition the livest in the field for the live dealer, may be completely had for the asking. We urge you to write for our plans, outlining our liberal dealer co-operation.

THE U-S PHONOGRAPH CO.
Associated with
THE BISHOP-BABCOCK-BECKER CO.
1013 Oregon Avenue, Cleveland, Ohio

5-7 Union Square, New York.
516-518 W. Washington St., Chicago.
306 40 East Fifth St., St. Paul.
301 First Avenue, N., Minneapolis.

129 Cedar Street, Milwaukee.
Broadway & Beaver Sts., Albany.
1601 St. & Sherman Drive, Indianapolis.

227 West Fourth St., Cincinnati.
94 West Market St., Atlanta.

210-212 South Broadway, St. Louis.
500-503 Mission St., San Francisco.
From Constantino: In the course of my career as a singer I have made records for several organizations similar to your own, but never before have the results been so completely gratifying. I am so greatly pleased in fact that I have decided to sing exclusively for the Columbia Phonograph Company in future. The vitality of the voice is absolutely preserved and the tone-quality cannot be mistaken.

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

ACTIVE TRADE IN DETROIT.


Detroit, Mich., Nov. 10, 1911.

The talking machine business in Detroit seems to be rising steadily to a higher plane. A few years ago $60 was top price. Now, with most of the dealers anyway, $50 is a low price.

People are beginning to look upon the modern talking machine in the same light that they do pianos or automobiles. Like pianos, they are purchased with a view of making them part of the fixtures of homes, not as toys, as formerly. And, in Detroit, at least, the automobile has reduced the value of a dollar mightily. Paying $1,000 to $2,000 for an automobile has become a commonplace matter in the city where three-quarters of all the motor cars in the world are made. So paying one-tenth of that sum for a high-grade talking machine does not look like much of an event, especially when they can be bought on time, whereas most motor cars are sold for cash.

Traveling salesmen in all lines of business say they find Detroit the one bright spot on the commercial map just now. The talking machine dealers are doing little advertising and the business continues to show well. The J. Ludwig Music House has opened up with a line of Columbias. This store is located on Woodward avenue, next door to Grinnell Bros., who have the State agency for the Victor and Edison lines. It is on the second floor, however. Mr. Ludwig has just fairly gotten under way. He is planning an advertising campaign to let the public know the location of his store.

The Max Strasburg Co., "The Victrola Shop," had a wonderfully good October, especially in view of the fact that it was the store's first full month of existence. The additional demonstrating rooms in the basement are completed, finished in white, with plate glass.

The Detroit branch of the Columbia Phonograph Co. is adding new city agents every day. S. E. Lind, than whom there is no more accomplished talking machine salesman in town, has that branch of the business in charge. Not a day passes but he lands at least one big order, to say nothing of the ordinary sized ones. The up-State business continues to show.

Grinnell Bros. are feeling the small towns nearly especially rich fields. Heretofore it has been sedentary that an exclusive talking machine store could be established in a small city. The custom was to put "talkers" into almost any old kind of a store as a side line. But within a year or so the business has advanced so that merchants in small towns place orders that would do credit to a big city dealer. As an example, a merchant in Monroe, Mich, who formerly handled talking machines as a side line and dropped them a while ago, came back this week with an order for almost a thousand dollars' worth of goods. Talking machines will be his leaders hereafter. Whatever else he carries will be side lines.

The Doran Phonograph Co. are the only dealers who report much call for horn machines. The others say the old style machines are being thrown in the shade since the recent introduction of hornless machines selling at from $10 to $40.

LOYALTY AN ASSET.

How often have you heard in the social hour a remark passed by some young person derogatory of the firm that employs him: "I work for that skinflint company Brown Bros. They're as hard on you as they can be. I believe they'd split a cent in two, rather than add it on your salary."

The crowd titters over the jest and judgment passed upon Brown Bros. by one of the young men who pretends to work for them.

We know not what salary the jester is receiving, but almost any sum is a little too much for him. Unless he has a clear understanding of his own situation, with reference to the financial interests of his firm, he should refrain from passing any such kind of public judgment, and least of all when he is the only representative of his firm in the society. The difference between the ten-dollar-a-week men and those whose salaries are double and treble as much a question of loyalty as one of ability.

LATEST VIEW OF VICTOR TALKING MACHINE CO.'S PLANT

Just about the time that one becomes thoroughly impressed with the real magnitude of the plant of the Victor Talking Machine Co., and has the proportions firmly set in his mind, a couple of additions are made to the group of buildings, and the calculations are set at naught. The accompanying cut gives the latest bird's-eye view of various buildings that go to make up the plant of the Victor Co., and is taken from a true-to-life painting by Richard Rumrell, the great American bird's-eye view artist. The view shows the plant exactly as it appears, with the exception that the shipping department, occupying two buildings, which is two blocks distant, is brought in close proximity to the other buildings for the purpose of harmonizing the general effect.
THE ART OF PERSUASION.

An Article Illustrating the Importance of Knowing Just How Far to Carry This Faculty in Making a Sale—Some Opinions Gleaned from a Series of Interviews with Veteran Talker Men Upon the Subject.

When John Doubtful calls upon you, Mr. Dealer, and wants a talker, you are naturally "up against it." He is, of course, from Missouri, and makes it a special point to acquaint you with that fact at once.

"I've been reading the talking machine advertisements in the leading magazines for months," he remarks wryly, "and I've arrived at the conclusion that paying two hundred dollars for a machine is all rot. Why, look at this!" He yanks a sheaf of paper from his vest pocket and shakes it in your face. "This company actually admits that they are giving you a genuine musicalo for twenty-five dollars, don't they?"

You are obliged to admit the truth of the statement.

"Well, there you are! Why in thunder should I pay two hundred dollars for a musicalo when I can get one for twenty-five, eh? They all sound the same, anyway."

While this learned declaration is in progress you are sizing up Mr. Doubtful. You had him to be well tailored, bedecked with jewels of great price and smoking a rare cigar. Therefore John D. may be trying a game of bluff. He is apparently waiting for you to go off into a flowery oration upon the superiority of the expensive instrument in order that he may again show you what his absorption of the magazine ads has done for him. He, perhaps, really thinks he wants a cheap instrument. He has delved just far enough into phonographic lore to believe all talking machines are alike except in price. You know he desires an expensive outfit, and by exercising your knowledge of the art of persuasion, you will sell it to him.

First, have one of your clerks set up a twenty-five dollar machine beside one that sells for two hundred dollars, and play the same record on both in turn.

"Nothing but oh my!" is the proud answer, "and it cost me a pretty penny, too."

"In what wood is your music room furnished?" you may ask, casually.

"Circassian walnut," comes the proud answer, "and it cost me a pretty penny, too."

"We have a musicalo in the store right now with a Circassian walnut case—"

But why continue. You sell him the highest priced instrument on the market and a large assortment of expensive records, and you have done this by knowing when not to persuade. Mr. Dealer, it seems to me that it is much easier to oversell than to undersell. When a man of moderate means goes into a "talker" shop nine times out of ten the dealer will endeavor to load him up with a machine costing much more than he is comfortably able to pay for, and, believe me, this is a great mistake. The talking machine has developed into such a wonderful instrument during the past few years that a satisfactory outfit can be had at almost any price, and a dealer should endeavor to sell his customer the outfit he thinks you desire to his financial station. This will prove mutually advantageous, because if the purchaser is not burdened with a weight of debt at the start, he will be able to buy new records from time to time, and it is the records that make your business profitable, Mr. Dealer, for it is from them that you derive your regular dividends.

There is no customer so valuable as the one who is satisfied. Very often people who are not well acquainted with the talker think that only the very rich are satisfied. This is a great mistake. Many dealers with whom I have talked regarding this subject have assured me that this is true; and I simply pass the news along to you. Do with it as you will.

Every dealer should acquire this art. Rather persuade toward conservatism than extravagance. Sell your customer according to his means, using persuasion if necessary.

Under no circumstances persuade a customer to buy what he does not want. A satisfied customer is a valuable asset, for he will persuade others.

Sooner lose a customer than persuade him falsely. In exercising your art of persuasion never get reckless with the truth. On all occasions be courteous and diplomatic. Never allowing your persuasive qualities to grow rusty.

HOWARD TAYLOR MIDEKETON.

LACK OF ORGANIZATION.

Necessary That There Should Be Organization and Co-Operation in Business to Succeed.

In these days of colossal business interests it is often said that organization is the crux of most successes that are made in either the industrial or commercial world. All business men know that the lack of organization is the direct cause of failure because the architect's plans, drawn for business building, cannot be carried out without an adequate organization.

Lack of capital retards development, but it is rarely ruinous. It means additional work and slow growth, which is often discouraging, but healthy. Lack of competent men is the crying need of the times.

Throughout all business circles we find the same wall of woe. Lack of coordination. Lack of co-operation. Lack of interest in work. Men are plenty who are looking for "snaps." Men are few who like work, who really enjoy building up business who are eager to demonstrate business capacity. Such a man never need to think of the (Continued on page 20.)

"A SATISFIED CUSTOMER IS A VALUABLE ASSET."

THE TALKING MACHINE WORLD.

Still making its big showing in sales!

Jobbers and dealers who were skeptical are being convinced of its merit.

"Little but oh my!" is the old saying, and it goes here when referring to the Massey Diaphragm.

J. A. FOSTER CO., Edison Dept., Distributors :: PROVIDENCE, R. I.
financial end of it. That flows in naturally and inevitably, as the night follows the day.

This is an age of combinations and organizations; men should find their place in the scheme of things. There is a wide open door for industry and ability, which are two separate and distinct talents, and one may win without the other, but with the odds are greatly in favor of industry.

GRIST FROM THE EDISON MILL.


Quite a cheerful reply was given to The Talking Machine World representative by Carl H. Wilson, general manager of Thomas A. Edison, Inc., Orange N. J., when seen the other day, it being: "Our business is good; fall orders have been good-

--a big increase over last year's business."

"Our business is good: fall orders have been good-

--a big increase over last year's business."

Mr. Wilson is eminently pleased at the future outlook for the Edison line and was gratified at the big holiday trade, which already is quite under way.

Frank L. Dyer, president, has bided away for a couple of weeks in search of recreation. "Where is a secret, as Mr. Dyer does not care to be disturbed with business details.

Paul H. Cromelin, managing director of the London, England, headquarters of the National Phonograph Co., is at the plant of Thomas A. Edison, Inc., for a few days.

On the record end the Edison Co. have organized what they term the "Record Committee." of which Mr. Wilson is the chairman. The object of the "society" is to improve the quality of records. Commenting on this, Mr. Goodwin says: "We have some exceptional talent in view, having completed arrangements in particular with one prominent star that, when the announcement is made, will create a sensation."

The trade are still talking about the wonderful feat of the Edison Co. in marketing, simultaneously with the initial New York performance, records covering the production of the light opera, "Gipsy Love," of which five were manufactured. The trade within a short distance of New York, particularly, had a big sale of these, and the event makes a new epoch in fast record making and marketing.

F. K. Dolbeer, sales manager, who has been on a six-weeks' tour of the West, is expected home on the 13th or 14th of this month. Mr. Dolbeer had a very interesting trip, made a bunch of Edison enthusiasts and, from the last word from him, had a pleasant journey.

L. C. McChesney, advertising manager and the power behind the advertising machine—the man responsible for the good Edison company's optimistic and having nothing but good words for the balance of this season. Some time The World man is going to write a summary of the McChesney personality as he sees it, which, on account of the subject, will be enjoyable reading.

BUILDING UP A LARGE TRADE.

How It Can Be Made Possible by Catering to the Public's Whims and Wishes, Says a Writer in System.

Human beings are not like merchandise, nor are they to be handled like merchandise. Dealing with the purchasing public is a problem in personality, and it is through the point of contact, wherever it may be—at the counter, through correspondence or wherever service may be rendered—that the favorable impression is created which ultimately constitute one of the firm's greatest assets.

When a purchase is made, the buyer will be either satisfied or dissatisfied with his purchase and the treatment he receives. The article taken away may give satisfaction, while the treatment given the customer before he finally makes his purchase may drive his future trade away. The impressions which coalesce into a firm's reputation, like those which make up reputation of an individual, are formed by what may seem the merest trifles.

As the very least a policy should be adopted which more than meets the public half way. To begin with, the attitude of inviting and encouraging the public to make known any dissatisfaction with either treatment or goods goes a long way in inspiring confidence. Once the dissatisfied customer makes his grumble known, he offers opportunity for the merchant to make a lasting impression as to his fairness and squareness. Of course, no merchant can afford to give the purchaser in every instance all he asks for, but he can afford to show liberality to such a degree that his store will have an atmosphere of cheerfulness, courtesy and service.

When the public has learned through experience that the name of a house is synonymous with the treatment that gives satisfaction, even though a clerk does fall down occasionally, the house is not blamed. Rather the clerk is blamed for being out of harmony with the house and the incident does not cause the customer to feel resentment. The wisest policy is for the merchant to put the basis of settlement up to the customer and to approach as nearly as possible the buyer's idea of what a fair settlement would be. After all, this is but a matter of reciprocation; the merchant must treat as much confidence in the public as he expects the public to have in him. He is virtually putting himself in the customer's place and getting the customer's viewpoint. He is putting himself in the position to treat the customer as he would like to be treated under the same conditions.

Lastly, it is well to consider that however excessive and unreasonable the demands of a customer may seem, in the vast majority of cases he is perfectly sincere in his complaint, and any concession that can rationally be made is in the long run sound business policy.

THE WADE FIBRE NEEDLE CUTTER.

Wade & Wade, 1227 East Forty-sixth street, Chicago, are the manufacturers of the Wade Fibre Needle Cutter, which is illustrated elsewhere in this issue. This cutter is in the form of a pair of pincers. The blade of the cutter is made of best Swedish tool steel, scientifically tempered and ground, and easily sharpened, although this is seldom necessary, and the firm freely offer to replace all Wade cutters proving defective in workmanship.

The cutter was invented and is made under the personal supervision of S. O. Wade, who, since the introduction of the fibre needle, has devoted much time and inventive skill to the perfection of devices for the repointing thereof.
Many Victor and Edison Dealers

acted upon our suggestion in last month's Talking Machine World and sent their orders to Wurlitzer.

They found the Wurlitzer Victor and Edison service all that was claimed for it.

The Wurlitzer Victor and Edison stocks are as nearly complete as the Victor and Edison factories can make them.

No order is too small and none too large to receive the full measure of careful, conscientious Wurlitzer service.

Right now, at the time when it means most to get the goods promptly, we want you to give this Wurlitzer service a try-out.

At Last — A Satisfactory Fibre Needle Cutter!

THE “IDEAL” $1.75

The Ideal Fibre Needle Cutter is used to re-tip Victor Fibre Needles, and each needle can be re-pointed from twenty to fifty times, making Fibre Needles fully as cheap as those of Steel, saving nothing of the vast economy of preserved records retaining every goodness for an unlimited time.

The Ideal Cutter is a practical tool, made up in the finest manner from the best materials, and will last for years, needing no sharpening or renewing of the blade, which can be easily taken off by the removal of only a single screw, if such is necessary.

Thousands of needles can be re-pointed perfectly, the act of sharpening the blade or knife being automatically accomplished while re-tipping the needle.

When placed in the Cutter the Fibre Needle stops automatically to prevent more than the absolutely necessary cutting away of the point.

The Rudolph Wurlitzer Co.

CINCINNATI CHICAGO

TWO POINTS OF SUPPLY; ORDER FROM THE NEARER
From Alice Nielsen:

As I listen to the records it is impossible to believe that they are the result of a mechanical contrivance. My voice sounds as if it must come from a living being and not from any instrument. Undoubtedly the Columbia Graphophone is the most perfect of any talking machine in the world; in fact, I consider it so incomparably superior to any machine yet invented that until one has listened to its reproductions one has no accurate notion of the wonderful accomplishments that modern science has made in reproducing the human voice.

Alice Nielsen

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

RECORDS SHOULD BE FEATURED.

Some Very Timely Words on This Important Subject by Louis F. Geissler, General Manager of the Victor Talking Machine Co.—

Dealers Sometimes Overlook That the Record Department of Their Business Can Be Made More Successful Than Even That Devoted to Machines.

Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., in a recent talk said: “My prophecy is that the talking machine business will be absolutely beyond the capacity of the Victor factory during the years of 1911 and 1912; but there is an illimitable field for machine business will be absolutely beyond the capacity of the Victor factory during the years of 1911 and 1912; but there is an illimitable field for the sale of records.”

In this connection he addressed some very timely remarks to dealers on educating salesmen to sell records, which are worthy of close observation and consideration, as follows:

“Your salesmen are entirely too anxious to book the large initial sales. The machine buyer comes to you voluntarily, but the record buyer has to be coaxed and educated. Don’t look upon this end of the department as “easy” and delegate it to an incompetent helper. One of our travelers observed in a recent letter: ‘Salesmanship in the record end of our business is a lost art. Without salesmanship, nothing commercial can succeed. While this matter may be argued pro and con, the logical sequence is that salesmanship is essential to the development of our record sales.’ Carefully compiling data in this matter of late, I find there is less and less salesmanship employed each year in the disposal of our records. For instance, in the city of ‘Blank’ to-day (I am not citing this city as an exception, but merely as an example), we have such a small number of real salesmen participating in record sales as to be hardly worthy of mention.

“The majority of instances, boys are utilizing in attending to customers’ orders for records. By this I mean that their duties cease with picking the records from the stock racks, wrapping them up and turning in a memorandum of those sold. The bulk of our record business is done along these lines to-day. We can little realize the danger of this business until we actually participate in the retail selling end. Boys, 16, 17 and 18 years of age are to-day coming in contact with consumers, who should be confronted with real live salesmen. These boys answer: ‘I only want to speak, only for those customers who have been educated by some firm to the fact that they need only present a list of records, take them home with these, trying them out at their leisure and returning the majority.

“This ‘approval plan’ will not sell one-tenth the records that the proper waiting upon customers in your stores will accomplish. Customers should be compelled to listen to records under the careful guidance of salesmen. Salesmanship should be demonstrated and employed in every instance where a consumer contemplates the purchase of records.

“If customers are allowed to follow their own inclination in the selection of records from catalog or bulletin you are deprived of your opportunity to personally work over your stock or to call their attention to hundreds and hundreds of the most excellent records already in our catalog which are fully as good as any that we are issuing to-day. If this instinetion is permitted, the power and profit of your convincing arguments are entirely lost.

“The record end of your business is, and should be, made for more valuable than your machine business.

“In what is the most money invested? In a piano or in the musical education that follows to make that piano of value in a home; in the automobile or in the tires, gasoline and upkeep; in the safety razor or the blades that it requires; in the purchase of shoes or the cost of keeping them polished; in the wine glass or the wine that you fill it with; the sausage machine or the beef which you grind through it?

“These are practical, prosy—even homely—illustrations, but they absolutely demonstrate our point. Pay your salesmen a small ‘premium’ exclusively on their record business (it will influence their machine sales just as well) and watch your record sales jump.

“Induce them to take the record selling end of the business seriously; to educate themselves; familiarize themselves with our catalog; pass your record customers along especially to these expert record salesmen, where they can get good intelligent service, and you will double your record sales in three months’ time.

“A willingness on the part of your salesmen to do more physical labor even at the cost of a little less smiling and talking about the weather will put more money into your till.”

TRADE NEWS FROM THE TWIN CITIES.


“Special to The Talking Machine World.”

Minneapolis, Minn., Oct. 22, 1911.

Archie Mathaes, the well-known talking machine dealer, who has been a successfulBoth in the business when he was in charge of the department of Koehler & Hinrichs of St. Paul, as well as his own store, which he has been operating at 230 Nicollet avenue of Minneapolis, has leased a large store, 50 x 90, in the Meyers Arcade Building, located on Nicollet avenue, at Tenth street, in the very heart of the most exclusive retail business district of Minneapolis. The store is beautifully decorated and fitted with fine fixtures and is considered to be about the finest store of its kind in the Twin cities.

Oriflame rugs and Victrolas as well as Amherstades in each of which are much larger than the ordinary and will be ventilated with fresh air electric fans and sound-proof. Many palms and other decorations give the store a home-like as well as a sunny atmosphere; beautiful show windows, and a space that will be used for concerts and recitals will surely make the store a popular place, to which added the long experience of Mr. Mathaes should point to the immediate success of the venture. He will continue to run the store known as the little talking machine store on lower Nicollet avenue, where he has been established for a number of years.

Charles Rindblad, who is manager of the talking machine department of Koehler & Hinrichs of St. Paul, report that “if some many 40/50 company ineptly regards and says that business is starting up with a rush much earlier than usual. He has the department in fine condition and deserves success, as he is always courteous and a hard worker.

George Mairs, the well-known manager of W. J. Dyer & Bros., of St. Paul, has a smile that won't come off. This is an indication that he is making good and showing a good increase in business and looks forward to a big season's business.

Arthur Magoun is again in charge of the talking machine department of the New England Furniture Co., who will sell the Victor line only. Trade is picking up with them and he looks for a good season's business.

C. A. Hoffman has moved in a new location on 814 Nicollet avenue and fitted up a beautiful department that should bring him good results. This will make two talking machine stores in this end of the town open, both from the new store of the Talking Machine Co.

The Metropolitan Music Co. are going after the Victor business this fall. They have room fitted up on the fourth floor of their building and being located well in the city should get their share of the business.

The Talking Machine Co. of Minneapolis held their formal opening on Wednesday, November 1. The store was very beautifully decorated with bunches of flowers, numerous large palms and the recital in the afternoon as well as the evening was attended by a packed house, and everyone was pleased with the new store, and Mr. Mathaes has given to Minneapolis a store that the city can be proud of. He has two stores, and they are the only exclusive talking machine stores in the Twin Cities. A Harry Lauder recital will be given on Friday evening, November 10. Mr. Lauder will be in Minneapolis on November 19. This is a new departure in Minneapolis, to give concerts of the artists as they appear, who make records for the talking machine companies. Mr. Mathaes will give a Tetrax recital in the near future, as well as review the grand opera that will appear in the cities during the coming month.

HOW SUCCESS COMES.

Success comes to the person who is willing to do a little more than he is paid for doing. To the person who is glad to have others succeed. To the person who feels a pride in his own little part and who determines his own little part must be well done. To the person who can remember and forget; remember his duties and forget his grievances.
The secret is said to lie in German goods sold-has astonished foreign publicists to such an extent that the occults term it the occults term it the occults term it the occults term it. The Blackman Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into the occults term it the occults term it the occults term it. The management for Landay Brothers is in the hands of E. Gottschalk, who was recently connected with the talking machine department of R. H. Macy & Co., New York.

THE ABUSE OF CASH TERMS.

Chas. E. Meel, of the National Association of Credit Men, makes the following remarks in the latest issue of the Bulletin which may apply to piano men in both wholesale and retail domains. He says:

"You feel a little less confidence in yourself every time you let the man who makes a payment from five to fifteen days late, take advantage of the special discount given for ten days' cash. You acknowledge to yourself this injustice to your house has more than an individual significance. You feel that every time you let the short pay- ment go through you are superseding a vital business principle, straining its development, and thereby hurting every man engaged in the game of business. Just argue the matter out, and see if you can justify your action on good moral or business grounds, and then say whether the preaching about fighting a really big business abuse is all poppycock." If you decide that it is not, write the National office for information as to what the association has been trying to do to end the abuse of cash terms."

If you are a good merchant the biggest investment you have is not in stock, but in the goodwill of your customers.

**CHILINES BOBZIN NOW IN CHARGE**

**Of the Talking Machine and Music Roll Depart-**

ments at Aeolian Hall—Mr. Bobzin's Captainship, Organization and Result Produc-**

tion—What He Has Already Accomplished in the Music Trade Industry.

Charles Bobzin is now manager of the talking machine and music roll departments of the Aeolian Co., 304 Fifth avenue, New York. By the time this appears be will have occupied that chair for a month, and from the beginning showed the value of his experience and management.

But in the past when Charles Bobzin entered new spots—and only a few of the highest—he didn't seem to do a great deal for some time, as far as physical activity was concerned. But inside—inside—inside—inside—the mental, as the occults term it would be found a busy-bee hive of great industry. Plans were being evolved, campaigns created, distribution policies outlined, and various problems judged; then when everything would be in position—like a general advancing upon a city—you found Charles Bobzin reaping the achievements of his efforts. His study and skill solved intricate and vexatious business puzzles—success followed logically.

To just a few of the World readers who might ask: "Who is Charles Bobzin?" the writer replies: "Bobzin is a musical executive of the highest order; he knows music and musical merchandise thoroughly; knows how to purchase and exploit goods, wholesale and retail; for the past few years he was general manager of the Oliver Ditson Co., Boston; before that, with houses equally as great."

In his new chair Charles Bobzin has the well wishes of friends and associates for even better glory than has been his good fortune in the past.

**GERMAN RULES OF BUSINESS.**

Ten Commandments Which Are Said to Con-**

tain Secrets of Success.

The recent progress that Germany has made in commerce and industry, particularly of the domestic order, is a matter of record. This progress—the large amount of German goods sold—has amazed foreign publicists to such an extent that some have declared that the figures shown could not possibly demonstrate a real and permanent state of trade, for German advertising had revealed no proportional increase. The secret is said to lie elsewhere, or rather in another species of publicity, which gives a practical illustration of the motto of "The Three Guardsmen": "One for all and all for one." The German idea is embraced in a set of Ten Business Commandments, which the commercial houses are sending out into every household in the Father-land. They are printed in all of the newspapers, they are issued in pamphlet form, and every business house, wholesale and retail, big and little, is handing them out to every customer and inclining them in every letter. Here is a translation of these new "Ten Commandments of German Business":

1. In all expenses keep in mind the interests of your own employers.
2. Never forget when you buy a foreign article that your own country is thus made poorer.
3. Your money should profit no one but German men.
4. Never profane German factories by using foreign machinery.
5. Never allow foreign entries to be served at your table.
6. Write on German paper, with a German pen and German ink, and use German blotting paper.
7. German flour, German fruit, and German beer alone can give your body true German energy.
8. If you do not like German malt coffee, drink coffee from German colonies.
9. Use only German clothes for your dress and German hats for your head.
10. Let not foreign flattery distract you from these precepts, and be firmly convinced, whatever others say, that German products are the only ones worthy of citizens of the German Fatherland.

It is reported from Berlin that an American has just secured a set of the Commandments, and on arriving in America it is his intention to have 1,000,000 copies printed with the substitution of the word "America" or the "United States" wherever "Germany" appears, and distribute them throughout the West through the medium of his bank and other industries. He also hopes to get every board of trade and chamber of commerce to take the matter up and start the movement along national lines. An explanation of what Germany is doing with such marked success is to be printed beside the commandments, in order to excite interest in them.

**CONDUCT "TALKER" DEPARTMENT.**

Landay Brothers, Victor Jobbers and dealers, are conducting the talking machine department in the new department store of the J. L. Kessner Co., at Sixth avenue and Twenty-third street, New York. The Victor line is being handled in its entirety. The management for Landay Brothers is in the hands of E. Gottschalk, who was recently connected with the talking machine department of R. H. Macy & Co., New York.

**CHARLES BOBZIN.**

Everything would be in position—like a general advancing upon a city—you found Charles Bobzin reaping the achievements of his efforts. His study and skill solved intricate and vexatious business puzzles—success followed logically.

**THE BLACKMAN CYLINDER RECORD TRAY**

(Reserved 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 a handsome looking record stock

**BLACKMAN TALKING MACHINE CO.**

97 Chambers Street, New York

Manufactured by

**BLACKMAN TALKING MACHINE CO.**

97 Chambers Street, New York

**NET PRICES TRAYS ONLY**

Sell singly (10 c. each), or by order.

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<th>No.</th>
<th>2 Records</th>
<th>3 Records</th>
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<td>Hold</td>
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**NET PRICES RAPKE LABELS**

Price Rapke Labels with Edison numbers and titles, Domestic Selections No. 1 to 9723, which includes December, 1909 . . . . . . . . . . . . $0.50

Per month, thereafter (postpaid), payable in advance (10 min. and 4 min.) 75 c.

**FREE SAMPLE**

A Tray with Label to who writes on business interested in the use of the Talking Machine, or who desires a Jobber to handle them.

**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.
An interesting summary of the development of the motion picture and its union with the talking machine written by Robert Grau in the "Scientific American."

It was my pleasure to be among those in the audience at Keith's Union Square Theater, in New York, one evening in July, 1894, the eventful night when the first motion picture in vaudeville was performed in American theaters. It is true that an inferior device under the name of Eidoscope had previously made a feeble effort to introduce, also in a Keith theater (in Philadelphia), the effects which were destined ultimately to change the theatrical map, and to create the most lucrative field of endeavor in the history of public entertaining.

The first cinematograph was announced with much advance advertising, but public interest was not aroused. The theater was only fairly filled on the opening night, but an idea may be had of the success from the fact that which had, up to that time, played to average weekly receipts of about $5,000, found its "takings" increased within a single month to the unprecedented $75,000, and that the cost to management was probably not over $100 a week for the machine itself.

Instead of a year the cinematograph was installed in every vaudeville theater in America, and hundreds of new establishments came into being. Thus was inaugurated the vaudeville era which, as it progressed, was being many wiser devices, such as the biograph and the vitaphone. In a few years no theater was without its machine.

In 1898 the "store" theater came into existence, and the store was a success at once. In New York city had more than 600 stores. An illustration of the voracity of the motion picture is best shown by the statement that one of the earliest managers in this field, Marcus Loew, started in the Harlem district, about five years ago. To-day this man is immensely rich. He has about forty theaters of his own, the majority of which are of the first class, such as the American, Piazza, Majestic, Westville and Lincoln Square theaters, in New York. Hardly a week goes by that Mr. Loew does not add a theater to his list. He has the course of erection two magnificent amusement places, involving a cost of nearly a million dollars. About four years ago William Fox, a man yet in his early thirties, opened the first "store" theater in New York, the Fifth Avenue, to the type of vaudeville for which they are supposed to stand; all the rest, including the Union Square Theater, where the cinematograph was first seen, have reverted to the camera man, and Mr. Proctor has added to his theaters in the smaller cities, besides those in which he is affiliated with Mr. Keith.

For several years the various manufacturers of films have been busy developing pictures with the demands for new subjects. The public patronage has grown to such an extent that millions of new theaters have been created. To hold this patronage and prevent it being secured by the larger, more efficient theaters, has been the aim of all concerned in this vast industry.

One of the world's greatest players has posed for the film medium. There are many independent film companies under the direction of famous stage directors and producers.

For several years efforts have been made to create a perfect synchronization between the moving picture and the phonograph, in order that stage presentations of plays and operas could be reproduced.

The spectacle has already been presented of a famous stage idol, appearing in a theater in high prices of admission, while but a stone's throw away a perfect presentation of both as to voice and action could be seen for five cents.

Three of the greatest factors in the field of motion photography, including Thomas A. Edison, who invented also the phonograph, have announced recently that all of the problems for an absolute synchronization were either solved, or near solution. Mr. Edison has prophesied that the day is near when the working man, depositing his dime in front of a moving picture theater, deposit his dime, and witness a reproduction of scenes from grand opera, such as are presented at the Metropolitan Opera House in New York.

I have been privileged to see and hear almost an entire act of Donizetti's "L'elisir d'amore," including the famous sextette, as sung by Caruso, Sembrich, Placido and others. Although perfection has not yet been achieved, no grater wish of the imagination is necessary, in order to predict that another year or two at most will witness the attainment of absolute synchronization.

The serious side of this situation lies in the ultimate fate of the player and singer, and by the same token of the manager and producer. We know that Caruso has earned almost as much money from the preservation of his vocal records as in grand opera. But if even one year less of Caruso is the penalty which has made possible the great progress in the moving picture industry, for they are induced to accept the liberal payments offered.

Recently $50,000 was offered to Caruso for the sole right to take his vocal records, and this sum was far below the value of his future generating power. Mme. Adelina Patti, when in this country on her last tour, refused an offer of $100,000 for a similar privilege, and this, too, at a period in her career when she was no longer the Patti of old.

The writer believes that the motion picture theater of the future will be conducted on a far more important basis than that of the present. Already the "store" theater is passing away, and the tendency is to secure regular theaters. In all the larger cities, and large and commodious establishments are being erected and millions of dollars of invested capital are available at every turn. The effect on the regular theaters has already been appalling. $400 each, and all created through the really tremendous expansion in the field which I witness. The attendance is enormous. It is not too much to assert that 10,000 persons attend these theaters daily in the Quaker City. In Boston the situation is quite similar; while in the smaller cities a singular state of affairs has come about. In what are called "one-night stands" the moving picture has solved the problem of the local managers, who have not hesitated to cast the legitimate attractions to oblivion and turned their "opery" houses into "nickelodeons" and "bijou dreams." Heretofore the local manager would get one or two companies a week for his public's entertainment, and he had a hard time to pay his way. To-day, by the simple process of installing a moving picture machine and engaging a few minor "acts of vaudeville," he is able to entertain from two to three thousand persons each day, at an average price of admission of ten cents. The expenses are small; the profits are huge. He has in mind a live program, and if he makes a motion picture machine of to-day is beyond all conception. Through this great advancement, the "Passion Play" as presented at Oberammergau, could be brought to every door, and that, too, at a not very distant date.

It is already on the cards to present before American audiences scenes from grand opera, as presented at Covent Garden, in London, and La Scala, in Milan. Thus grand opera novelties, which would probably not be heard in this country for years, will have presentations within the year of their European premieres; also the great Kiraly spectacles were for his public's entertainment, and he had a hard time to pay his way.

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From Jose Mardones:
I am very greatly pleased with the Columbia Records of my voice and congratulate you upon their excellence. I have decided to make records exclusively for your company after hearing those recorded so far.

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

PREPARING FOR OLD AGE.

Life is divided into epochs. In all but one of these life periods we are dependent on others, and if old age or the "rainy day" comes along without our having made provision for it we find our declining years tinged with bitterness and often saddened with neglect or want. Nothing makes an old man grow old with sweetness better than to have a reasonable bank account. It makes them so much more welcome in the homes of loving relatives. Often it is the one who has given a whole life to the service of others that is thrown in the scrap heap.

HANDSOME DISPLAY CARDS

For Window Use, Recently Added to Victor Co.'s Advertising Service Prove Popular and Effective with the Dealers.

One of the recent and valuable additions to the Victor Co.'s advertising service for the benefit of the dealers is the series of special window show cards, 20 x 30 inches in size and designed to call the especial attention of the public to some particular record or series of records. The cards were first introduced with the September supplement, and the first one referred to the 'Pink Lady' waltzes. The Blue Danube Waltz was featured on the card, accompanying the October supplement, and the Grand Opera Medley from Carmen, the November supplement. Each month a new card will be prepared, and by that plan the dealer will be afforded the opportunity of keeping his window display fresh, up to date and interesting. The cards are sold to Victor dealers, through the distributors, for 50 cents each, which is only a fraction of the amount that the dealer would have to pay if he had the same grade of work done on his own account, and the majority of the live dealers have placed standing orders for the cards, to be delivered each month. The accompanying cuts illustrate two attractive cards that will be issued with coming supplements, and give an excellent idea of their elaborate character.

The talking machine world.

From Jose Mardones:

I am very greatly pleased with the Columbia Records of my voice and congratulate you upon their excellence. I have decided to make records exclusively for your company after hearing those recorded so far.

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

stantly being educated and gradually becomes more exacting in its demands, hence the advent of the "talking" picture, with all the enhancement which it promises to bring, should result in a general up-lift, together with much benefit to the masses who must naturally appreciate any effort which will make possible for them to see and hear for ten cents that which has heretofore cost from fifty cents to two dollars.

It remains yet to be seen how nearly science and artifice have served to duplicate the original interpretation in music and drama. Mr. Edison has promised that the counterfeit will be almost perfect.

Always leave your "prospect" in such a frame of mind that you can go back to him again.

PRAISE VICTOR THEATER.

Success of Miniature Theater Commented Upon at Length by Printers' Ink.

The cleverly conceived and arranged miniature theater which has produced such wonderful results for the many dealers in Victor talking machines who have co-operated in local exhibitions was the subject of a three-page story in Printers' Ink, the well-known magazine for advertisers, in the issue of November 9. Under the caption of "How Miniature Theater Tells Victor Story," and with appropriate comments, was published the description of the Victor miniature theater and its method of operation substantially as it appeared in a recent issue of The Talking Machine World, together with illustrations of the theater, recently prepared window displays and attractive advertising cards.

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THE LONG DISTANCE METHOD OF TRAINING SALES MEN.

How Sales Materials Can Be Collected, Classified and Used to Promote the Efficiency of the Men in the Field. A New Work for the Advertising Department.

By S. Roland Hall, of the International Correspondence Schools, Scranton, Pa.

A short time ago six large national advertisers received the following request:

"Would you mind telling what six objections or obstacles your salesmen get up against most frequently and with what argument or tactics they overcome those common hindrances?"

Two of the six advertisers did what it was expected that some would do; they replied that they did not see that their interests would be served by giving such information.

Three others made surprising replies. In effect, the third said what one said: "We don't know. This will be an interesting question for us! We will investigate and when we have secured the information we will see that you get it."

It seemed remarkable and a progressive advertiser should not know just what his salesmen have to fight most frequently. Such information is important for the advertising departments to have for its own work. But the answers made it appear that there was lack of thoroughness or cooperation between the advertising and the sales work—a cooperation that is highly important in view of the conditions in the sales field.

Large selling organizations, from the insurance companies down, are harassed by defections in their ranks of salesmen. In one selling organization numbering twelve hundred men nothing is thought of having to put two hundred new men in during one month. As would be supposed, many of the men put into this organization have to be replaced because they do not make good. Others get better jobs, go into business for themselves, or migrate, the salesman seeming, by nature, to be of the migratory disposition.

But the stern fact is that when a competent salesman leaves his employer he not only makes work for the employer to train another man for the place, but he carries off a real asset of the employer with him in his knowledge of the business, of the obstacles that he has met, the arguments with which he met them and the particular selling information or methods with which he was able to win certain customers.

A certain amount of change in large selling organizations is inevitable. For that matter, a certain amount of change is healthy; it brings new blood. But the acquaintance that the released salesman takes off with him is largely lost. The time spent in "shaping up" the new salesman is an unprofitable period. It is something like breaking in a new stenographer or a new bookkeeper. It is not easy to estimate the amount lost in sales efficiency by constant change in the make-up of the sales force, but there is no escaping the fact that much of salesmanship success comes through personality, it must be conceded that much also comes through knowledge of the business that the salesman represents and that knowledge does not come in a day, a week or a month. It is highly desirable, therefore, to lengthen the average time of employment.

How can the change in the sales organization be reduced to a minimum? That's the question that large concerns have been trying to settle. Some settled it long ago by having an efficient training school at the home office and by having all candidates go through a course of preparation there before being assigned for field duty. It was found that the better prepared the new salesman was the more likely was his success and that successful work meant that his period of employment averaged longer. Furthermore, the training school enabled the sales managers to determine the men who would not make good and made it possible to let them out before putting them into actual relations with customers and allowing them to make costly mistakes.

But not all concerns find it possible to maintain a large efficient training school at the home office as a central base of supplies for the sales organization. Territory at a long distance from the home office may be in charge of a sales manager who wishes to pick his own man when a new one is to be put on. That manager or superintendent may be a man who can impart to others what he knows of his employer's business; or he may not be able to do it. Anyhow, his time may be limited and the chances are that, if he is trusted entirely with the training work, after a few days he is likely to give the new salesman a price list and tell him to go out and do business. With such little preparation, it is common for a man of really good qualities to become discouraged at his inability to convince prospective patrons and throw up the job. What can be done to improve this condition? House organs, "ginger" letters, sales manuals, etc., have been used, and they help.

The International Correspondence Schools are answering the question by taking a dose of their own medicine and preparing a comprehensive correspondence course of the I. C. S. business for the education of a field force of 1,200 men; by maintaining a training school at each of the thirty-three district headquarters and by requiring candidates to put in four to five weeks of study on the course and of general training under the superintendent before starting to work. The superintendent secures likely candidates by advertising for them and the company pays the candidate $2 a day while he is preparing himself.

The titles of the pamphlet text-books that make up this specialized course in salesmanship give an idea of the ground covered:


These pamphlets prepared by capable writers at the home office give the training-school man a knowledge of what he has to sell and how he can sell it that no superintendent could possibly give him in such comprehensive form. Besides, knowing that the new man will get the comprehensive knowledge drawn in his study of the lessons, the superintendent is free to give his time to heart-to-heart talks, demonstrations, etc. The pamphlets range from 32 to 100 pages, and each has a set of examination questions that cover the principal points treated in the instruction.

The candidate prepares thorough written examinations and sends his work in to the home office just as other correspondence-school students do. The lessons are corrected under the direction of the head of the School of Advertising and returned with comments. A special staff of instructors do this work more effectively than the average superintendent would do it and at less cost. Besides, the home office is the center for authentic information bearing on the company's work.

The results so far accomplished indicate that this new method is the forerunner of many similar systems of training. Already the I. C. S., encouraged by the success of the plan in training candidates for jobs, are extending the work and are requiring even the most experienced of the field force to study the course.

And experience shows that the instruction must be prepared by writers of the home office, rather than by the sales managers of the field. It is a writing job, and the sales manager who can write well is rare. It affords one more opportunity for close relationship between sales and advertising, manager, for before the proper matter can be writ-
The question of expense.
The item in the Sales Manager's account that presents many problems—the advantage of the "dry" selling campaign.

Sitting in his luxurious office, with his able assistants at his beck and call, the sales manager reigns supreme. I wonder if he really does know that in all probability the principal cause of that "gray" around his temples, premature as it is, is the "selling cost," or if he honestly believes that it was caused by "early piety."

If he is sincere in his search for the true per cent, selling cost, he knows, as you and I know, that much of that selling cost is unnecessary. It is the expense account, the everlasting, ever-expensive expense account, which could well join in with the "Little Brook" in saying, "Men may come and men may go, but I go on forever."

The expense account has worked overtime for years and it is high time the unlimited expense allowance for "promiscuous entertaining" should be put on short hours. No good union allows its members to work night and day.

The "unlimited" expense account has worked hard and been worked hard from years from time immemorial, and on its historic report sheets are recorded many cigars that were never smoked, dinners that were never eaten, and yes, shame be it, drinks that were never drank—in the interests of business at least.

To-day many salesmen put in an expense account, whether they invest money for the business or not, writes Thomas C. Underwood in a recent magazine article. They go on the same principle as the gas company, which sends bills for "gas consumed" whether the gas is learned or not.

They are in the same class as the water companies (not the water wagons) which send bills for water used while the family is in Europe and the house is hermetically sealed.

Many a time has a salesman gone on a three days' trip to "Podunktown," railway fare $6.25; hotel bill, three days, at $3 per day; actual expenses, $15.25. Expense account as paid by your firm, $27.35.

Much of this excessive expense is absolutely unnecessary and in many instances it is absolutely fictitious. If the money is spent for drinks and cigars, has it accomplished the required end?

After consuming innumerable "high balls" and "rickies" at the expense of the house, in company with a shrewd buyer (who in many instances has a stronger stomach and steadier head than the salesman), is the salesman in better shape to get business? Does he land the big and profitable business by the liquid or smoke route? No, I guess not.

In many instances perhaps it is a good idea and advantageous to have the prospective buyer at a dinner table with a delicious and well cooked, nicely served dinner before him. I can hear you say "that the way to a man's heart is through his stomach."

Whatever road you take to Rome, and all roads lead to Rome, still of choice and expediency you will not choose the road that is flooded. If you wish to reach Rome to do business—you will choose the "dry" road rather.

The most progressive advertisers to-day are using high-class novelties, something of merit, something rather for personal use or for use on the desk. These carried by the salesmen go farther, cost less and make a more lasting impression than either the "high ball" or the too often tendered cigar.

"Your family plays the piano later every night," said the visitor.

"Yes," answered the suburban resident; "we're trying to keep the people next door up so that they will be too sleepy to mow the lawn in the morning. And they're trying to mow the lawn so early that we won't feel like playing at night."—Washington Star.
To Business Men

Business men in every line admit the value of good trade papers.
A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of the Talking Machine World closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

The World is a help to the talking machine business.

It exerts an healthful optimism.

It wields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

To receive this paper annually costs but $1.00. All foreign countries $1.25.

Edward Lyman Bill
1 Madison Avenue, New York
TO RECORD HISTORY.

Modern Historic Records Association Incorporated to Record History Faithfully by Means of Talking Machines and Moving Pictures—The Plans of Campaign.

Justice Brushoff in the Supreme Court last week approved a certificate of incorporation of the modern Historic Records Association, the formation of which was announced in The Talking Machine World. The directors named are Alexander Konta, Herbert L. Bridgman, Geo. A. Plimpton, Dr. George F. Kunz, Charles R. Lanman, John G. Agar and Joseph Rowan. The association will make its headquarters at the National Arts Club in Gramercy Park, and its first meeting will be held late this month.

Some of the objects of the association are the preservation of historical records, the employment of the phonograph and the use of moving picture machines for securing records of important events and the duplication of records for educational use. The list of incorporators includes Justice Victor A. Dowling, Major-General Frederick Dent Grant, Oswald Garrison Villard, A. B. Hepburn, Melville E. Stone, Gen. Thomas H. Hushard, Dr. William Milligan Sloane, Robert C. Ogden, John G. Agar, Col. David L. Irlanden, John Cotton Dana, John De Forest, Prof. Larrad, John W. Maitchel, Dr. Smith Ely Jefife, E. M. Cravath and Charles F. Lummis.

The old libel that history consists of "lies agreed upon" may be forever disproved if the plans of the association are carried to full fruition. The foundation principles of the association, whose presidency is assumed by Alexander Konta, is the belief that "light and sound waves never lie." Mr. Konta, whose proposal to preserve up to a life beyond life upon film and wax cylinders the very form and sound of the modern civilization has won instant approval, filed in court on Wednesday the papers of incorporation of the new society.

Everywhere in the documentary evidence of past events history is in evidence. Their pictorial records are defective. Descriptions of historic personages, made by the old historians and portraitists, rarely agree and are often irreconcilable. The living voices of men of past generations are forever silenced. Neither we nor our children's children can hear the sound of Lincoln's voice or see Napoleon's face. In its remembrance of things past many summon back the voices and the prominent figures of this and succeeding generations.

Mr. Konta has gathered for his time-conquering enterprise many associates whose names should be, and will be, we think, cherished by posterity. As the Times says, they are librarians, historians, journalists, portraitists. They know that important documents are missing, when copies of the same important papers contradict each other, when chronicles of history are lost or its episodes are unaccounted for, time is set back and the progress of mankind impeded. Print, the photographic plate, the phonograph roll, and the cinematograph have superseded the gross-quotidian manuscripts of the fallible copyists of old. But our modern paper is perishable; the new society will take the living voices of the falible copyists of old.

BUSY TIMES WITH U-S PHONOGRAPH CO.

The U-S Phonograph Co., 57 Union Square, report excellent business prospects for the coming year. General trade conditions in New York are far ahead of the company's anticipations. John Kaiser, manager of the recording department, 602 Sixth avenue, recently returned from the factory at Chicago, where he was working both nights and day shifts, in an endeavor to supply the increasing demand.

Several changes are to be inaugurated in the U-S machines between now and December 1. Com-templated improvements which will be of great interest to the trade. A catalog of indestructible records, containing a list of the new selections to November 1, has recently been issued. Each selection is featured in a small way, including half-tones of the artists. It is alphabetically and numerically arranged.

MAKES GRATIFYING REPORT


"Business conditions in the talking machine trade are in excellent shape, and the prospects are for a business of unusual character of proportions this season," said H. N. McMenimen, who was seen in New York last week, after a return from an extended trip in behalf of the Pooley record cabinets.

"Wherever I visited I secured orders from progressive jobbers for our new cabinets, as well as many complimentary words regarding them. The orders already in hand are keeping our plant so busy that the building originally erected for the production of these cabinets has been found inadequate, and we have had to encroach on the manufacturing quarters of the Pooley Furniture Co. in order to fill demands.

"It is noteworthy that dealers have become so interested in the Pooley cabinets and so enthusiastic over the practicability of the Pooley filing system as demonstrated in these products, that they have taken especial pains to bring them to the attention of the public by means of special demonstrations in their window stores and on the showroom floor. The results have been most satisfactory and the purchasing public has become keenly interested in the special features set forth in these cabinets and which appeal to the public so convincingly.

"There is no question but that in the home the handling and care of records is always a matter of deep consideration which can only be solved by such a system as is incorporated in the Pooley cabinets—a system so complete as to satisfy the needs of all.

"It is worthy of note that such well-known talking machine establishments as John Wanamaker and Gimbel Bros. have been bringing these cabinets to the attention of the public by means of striking illustrations and descriptions in their large advertisements in the daily papers, while H. A. Weymann & Sons, Philadelphia, Pa., recently made a special display of the Pooley cabinets in their window with a competent man in charge to bring their special features to the attention of passers-by. The window was surrounded at all times, and the result of this display was that orders for a vast number of these products were secured by the Weymann establishment.

"We are now enjoying our trade with machines just as the orders were received, and those who recognized at an early date what a good thing the Pooley cabinet is are profiting by their good judgment in placing orders when they did.

"I have always believed that a quality product, whether in talking machines, cabinets or horns will command a big support from the public. Product of this character is the Pooley cabinet. The product is meritorious. Money is not the consideration when a value is presented. This is again proved by the tremendous demand for the Pooley cabinet, which at the present rate the talking machine user because of its convenience, completeness and the originality of its filing system.

FACILITATES RECORD FILING.

Echo Album Offers Filing System of Units That Expands in Proportion to Increase of Record Library.

The question of filing disc records with a view to preserving them in the best possible manner and at the same time being readily accessible for use, is of interest to talking machine owners. A new Echo Album has been found to give general satisfaction in this connection. The unit consists of six sections, strongly bound and with holders that permit only the center of the record and the label to show. A numbered index is supplied with each album. The desirable feature of the Echo system of disc record filing is that it can be readily extended in proportion to the increase in the number of records and there is no waste filing space demanding to be refilled. The Echo Albums fit practically all filing cabinets after the slats are removed, and can also be placed in Victrolas to replace the cases with which they are already equipped. Details in the company's advertisement elsewhere in this paper are worth looking over.

MEANING OF CONFIDENCE.

It is a great thing, confidence.

You must have it if you would be happy. You must believe in yourself and your proposition, if you would go to bed light-hearted and arise properly girded for the fray.

If you worry over the criticisms of the world—if you fear your competitors—if you allow business depression to depress your nervous system—you'll be miserable.

Have confidence in yourself and in the future of your country and your business.

Believe in yourselves—they're only temporary. If defeated, smile grinningly and come up again. The next time it may be the other fellow who will take the mat.

Believe in yourself and it will be a lucky one. Look the world square in the eye. If it's friendly, smile and hold on to your hand.

Smile, plod, stick, fight, win.—Ad Results.

ENORMOUS PROFITS

for YOU in selling our special DISC CABINETS

Mahogany especially adopted for Victrola IX, X, XI.

Capacity Disc List Special Price to
Records Price Jobbers & Dealers
120 $16.50 $5.50
150 18.50 6.50
180 22.50 7.50

WITH DOORS OR DRAWERS

EQUALLY WONDERFUL

BARGAINS IN

CYLINDER CABINETS

(Not less than two sold in one order)

ORDER NOW FOR CHRISTMAS BUSINESS

Neal Clark & Neal Co., 643-645 Main St., BUFFALO, N. Y.
It's a magnificent line of product—instuments and...
But the product to be sold is no more important to the...
Demand for Columbia product is as unmistakable as...
And the Columbia Phonograph Company's selling...
45 Columbia distributing branches throughout the...
Discounts—The Columbia line offers you altogether...
Protection against unfair competition—both in the...
Liberty to handle any line of merchandise that will...

Stock for the holidays now; don't wait, as your cus...

Columbia Phonograph Co., Geo...
Creators of the Talking Machine Industry. Pioneers and Leaders. Largest Manufacturers of Talking Machines in the World. Where we are noted.
Serves the Dealer!

THE TALKING MACHINE WORLD.

Columbia Graphophone
"Improved Champion" $25

Columbia Graphophone
"Nonpareil" $150

Columbia Graphophone
"Regent" $200

Columbia Hornless Graphophone
"Ideal" $35

Columbia "Baby Regent" $100

Columbia Records

Dealers Wanted: Exclusive selling rights granted.

5—Zenatello. 6—Bond. 7—Chvalier. 8—Constantino.
14—Emmy Destinn. 15—Ramsey. 16—Dassel. 17—Mardones.

Dealers the Dealer!

Tribune Building, New York

Sells the Dealer!

who sells it than the selling policy behind it and the
as the demand for pure food.
ency is designed to enable the dealer to meet that demand
n, making a direct connection between dealer and
biggest profit for the amount invested.
eter of price-cutting and overlapping territory.
money for you—for the Columbia is sold on its
ers do, until the holidays are almost here!

Tribune Building, New York

Dealers Wanted: Exclusive selling rights granted
E. N. BURNS RETURNS
From a Six Months' Trip to South American and European Trade Points.

Edward N. Burns, vice-president of the Columbia Phonograph Co., General, and manager of the export department, returned Saturday, October 8th, on the Kaiserin Augusta Victoria, from six months' sojourn in Europe and South America. He visited the principal cities on the continent and spent considerable time at both Buenos Ayres and Rio de Janeiro, South America. Mr. Burns returned much benefited in health and well satisfied with the results of his trip.

NEW KEY HOLE ESCUTCHEON.
The Victor Talking Machine Co. this week sent out the following communication which is of interest to dealers:

"Experience has shown us that the bearing of the winding keyhole escutcheon used on the Victor IV and V is not long enough, which causes the winding shaft to break off in the key in some instances. We have, therefore, adopted an escutcheon for these two types with a larger sleeve giving greater bearing surface. All instruments on the market or in the hands of purchasers should be equipped with this new escutcheon, part No. 388-A, N. G. A. Supply of these escutcheons will be in the hands of all distributors in a few days. Kindly make application to your distributor for whatever quantity of them you actually need and they will be sent to you 'no charge.' Do not wait until your customers are annoyed by breaking their winding shafts; put on new escutcheons immediately on all your machines in stock and also on all of these styles sold to date, thus saving immediately on all your machines in stock and court proceedings during the trial.

SERVES TO PREVENT RECORD WEAR.

Veltone Tone Needle Balance Regulations the Pressure of Needle Against the Record Groove and Improves Tone.

A specialty sold in connection with Victor talking machines and which has given most satisfactory results to those using it is the Veltone Tone Needle Balance, which fits all models of Victor machines and Victrolas and serves to reduce the pressure of the reproducer on the record, and consequently reduce the wear on the latter. With the Veltone Tone Needle Balance in use the needle pressures against the record groove with just enough force to guarantee a first-class reproduction without danger of the sharp needle wearing away the edge of the groove. It is claimed by the manufacturer, A. D. Macauley, Columbia, Pa., that the original cost of the Balance is saved in a very short time through the longer life of the record. The device is handled by the majority of the jobbers.

BEKA RECORDS FREE FOR INDIA.

(Special to The Talking Machine World)


We are just informed that Beka records are now free for the Indian market. Up to the present the Beka Record Co. had an arrangement with an Indian house for the exclusive sale of Beka records in India. This arrangement has now been terminated. Messrs. Beka's new Indian catalogue containing over 3,000 numbers in Indian, Hindustani, Burmese and various other dialects, is just appearing and can be obtained on application. This, no doubt, will be of great interest to the English trade with Eastern connections, who have hitherto been unable to obtain Indian records.

PAUL H. CROMELIN HERE FROM EUROPE.

Paul H. Cromelin, managing director of the London (Eng.) headquarters of the National Phonograph Co., is at the plant of Thomas A. Edison, Inc., in West Orange, N. J., for a few days.

Frank L. Dyer, president of Thomas A. Edison, Inc., has hied away for two weeks, and will aim to seek a little rest from his multitudinous duties.

"I asked her to marry me, and she gave me a supreme court answer."

"What kind of an answer is that?"

"Said she would give me six months to readjust myself so as to be acceptable."—Puck.

MRS. CLARK MAKES ADDRESS

(Special to The Talking Machine World)

Chicago, Ill., Nov. 12, 1911.

Mrs. Frances Elliott Clark, in charge of the educational department of the Victor Co., was in Chicago last Saturday, and in the afternoon gave a talk on "The Victor in the Schools" before a gathering of school principals of Northern Illinois at the Art Institute. Of course, her talk covered the multitudinous uses to which the Victor machines and records are being put in the departments of educational work, but it was especially interesting on account of the demonstration of kindergarten songs and marches timed to the beat of the metronome. These records will shortly be issued by the Victor Co. Mrs. Clark will address a meeting of supervisors and principals at Rock Island this week.

A TIMELY PUBLICATION.

Further proof of the enterprise of John Wana- maker, Philadelphia, Pa., in attracting the attention and consideration of music lovers is demonstrated by the issuance of the latest musical production which contains comments upon the latest musical productions both in the operatic and concert field. Of course, emphasis is placed on the records of those artists handled by the Wannamaker talking machine department. The Opera News, from a literary standpoint, is most praiseworthy. It keeps recipients in touch with the "stories" of the various opera companies...In fact, un rapport with musical matters generally.

NEW VICTROLA CATALOG.

The Victor Talking Machine Co. have just sent out a very artistic catalog containing illustrations and descriptions of their full line of Victrolas from a No. IV to the Vernis Martin XVI. The text matter is the same as that which is used in the large Victrola catalog and which has been such a successful missionary in converting readers to an appreciation of the merits of the Victrola.

The special committee of the United States Senate to investigate the election of Senator Isaacs: Stephenson, of Wisconsin, is using the Edison business phonographs in its work. Several machines are on duty constantly and the official reporters are enthusiastic in their praise of the machines. They were placed in the Senate Chamber of O. C. Irwin, who represents this division of the Edison interests in Milwaukee.

A CHOIR WITH NO BASS.—At the Chapel of St. Peter in Florence there is a choir of birds, the only one of its kind in existence. The birds—three hundred in number—are all in separate cages, which are arranged in rows on both sides of the altar. The leader is a girl, who has had the birds under her own personal training for over two years. The whole of the musical part of the service is most excellently rendered by them. The leaders are in each hymn by a few clear notes, and then the birds take it up, in obedience to the movement of their instructor's hand.—Tit-Bits.
The C. C. Mellor Co.'s recital hall in this city has been filled to capacity every day this week owing to their featuring the Victor Theater, a miniature production of the Metropolitan Opera House, in New York, which is under the management of Ernest John, the capable Victor lecturer and demonstrator. These concerts have done much to convey an idea of the possibilities of the Victrola in a musical and vocal way. The admission to the hall has been by card, and every one who attended went away enthusiastic over the delightful entertainment provided. As a result of these popular concerts the talking machine department of the Mellor establishment has been kept busy and a new interest generated in the Victor talking machine.

R. Montalvo, a successful young talking machine dealer of New Brunswick, N. J., has purchased the business of Edward S. Mack, another talking machine dealer of that city.

J. N. Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, spent a few days last week at his summer home, at Brightwaters, Bay Shore, L. I., which he is closing for the season.

We Want One Good Live Dealer
In Each Town To Sell The Morse Clarifier

We are doing considerable advertising in such papers as the Saturday Evening Post, Collier’s, Literary Digest, Popular Mechanics, Scientific American, Leslie’s Weekly, Associated Sunday Magazine, Everybody’s, Cosmopolitan, etc., from which we receive numerous replies. We want one good dealer in each locality in which we can refer our inquirers, asking them to call on the dealer in their locality for purchase or demonstrations of the Morse Clarifier.

What the Morse Clarifier is—
It is a remarkable little device made to fit in tube between reproducer and horn of Phonographs. It renders the sound loud, clear and life-like and eliminates that metallic effect which is more or less common to all phonographs. Fits any make machine and can be attached in a minute. Retail for $1.00. Guaranteed absolutely satisfactory or money refunded. We furnish dealers with circulars. Any dealer wishing to try out the device will please send 50 cents in stamps or coin at our risk. If same is not found absolutely satisfactory money will be refunded promptly.

Morse Brothers

Manufacturers and Distributors
458 Lumber Exchange, Minneapolis, Minn.
From George Baklanoff:

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

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

INSURE GOODS IN TRANSIT.

Comparatively Few Merchants Realize the Great Simplicity of Present-Day Methods of Insuring Merchandise While in the Hands of Carriers and the Comparatively Low Cost of Such Protection.

There are a few questions which touch the merchant's pockets so closely as those connected with transportation. For, in the course of a year, his expenditures for freight and expressage are up to make quite a formidable total. That is why merchants everywhere are following with considerable interest the work of the Interstate Commerce Commission in regard to freight rates, the fights against the methods pursued by the big express companies and other efforts looking to a square deal for the one who pays for such transportation. The fact that it has been found necessary to establish a special Court of Commerce to handle matters of this character indicates in itself how prominent a part transportation problems are beginning to assume with the business men of the country.

Surprise would be general were the extent and number of the claims made against transportation companies for goods lost or damaged, and for over-charges and other "errors," to become public. Yet it must be conceded that these claims owe their number and extent, in a degree at least, to the omission on the part of many merchants to give this important feature of their work the careful attention it deserves. Day after day, for example, highly valuable goods are forwarded by express without their value being declared at the time of shipment, merely because the shipper has not received any definite instructions to declare their value, and because he thinks that if he voluntarily did so his customer would balk at the higher rate of expressage thus entailed.

Not infrequently retailers have expressed to us surprise that the wholesaler "had the temerity" to declare the value in such cases of his own volition. Other retailers have assumed an attitude just the reverse, expressing indignation that the wholesaler had shipped to them by express high-priced goods without having declared their value at the time of shipment. Then, again, we know of instances where retailers, when returning valuable goods, have been criticised by the wholesaler because they did not have the value of the goods declared in the express receipt covering the return shipment. So far as we can learn, however, no American court has yet held any merchant—retailer or wholesaler—liable for his inability to guess that the consignee in the case wanted the value declared.

The best way to look at this matter of declaring the value at the time goods are sent by express is to regard the declaration as a species of insurance. As to a shipper's obligations in this connection the law is very plain. Under ordinary circumstances one who ships goods to others is not bound to insure them, unless he has been explicitly instructed to insure those particular shipments, or has received general instructions from the "customers" that all shipments to the latter are to be insured, or unless through other facts connected with previous dealings with his "customers" he, the shipper, is in a position to know that certain shipments to such "customers" are to be insured by him. Apply these rules to express shipments, and it is plain that the merchants who want the value of their goods declared by the shipper ought to instruct him to that effect.

Every merchant who has not yet done so ought to make up his mind as to whether he wishes goods shipped to him "insured," or not. And having made up his mind he should act accordingly.

In addition to the method of insurance effected by declaration of value—which applies mainly to express and water-borne shipments—transportation insurance can be obtained from reliable insurance companies that make a specialty of issuing policies covering merchandise while in the hands of transportation companies, and at rates within the means of any merchant. Thus for $20 one can obtain a yearly policy covering shipments up to a total value of $100,000. Not only is there little trouble attached to the obtaining of such policies, but the proposition is further simplified by the fact that each separate shipment does not have to be insured. After payment of the yearly premium, the policyholder has nothing to do until one of his shipments goesastray or is damaged. Then he notifies his insurance company, giving them the necessary documents, and the insurance company makes good the loss, thereafter making claim on the carrier—with all that involves.

Policies of this character, as a writer in the Dry Goods Economist pertinently says, can be obtained which not only cover the goods while they are actually in the transportation company's care, but take care of them while on their way from the wholesaler's establishment to the railroad or steam-boat and after they have the carrier's hands and are being carted to the retailer's store.

NEW DEALERS HANDLE VICTOR LINE.

V. W. Moody, of the New York Talking Machine Co., reports sales of equipment and stock to the Lexon Talking Machine Co., a new store which will be opened in the near future on 145th street by Alphonse Brochier and Charles De Thuin. The store will cater exclusively to French trade. Both Mr. Brochier and Mr. De Thuin have been in the music trade for many years and their success in the new enterprise is assured. Mr. De Thuin is especially well known in the park organ and orchestra field. The new store will handle the Victor line and after they have the carrier's hands and are being carted to the retailer's store.

NEW STYLE DEMONSTRATING ROOM.

Adopted by the Music Store, Tucson, Ariz., with View to Giving Home Atmospheric and Conditions.

The accompanying illustration shows a new and interesting departure in the general arrangement and furnishing of the plate rooms for the trying out of talking machines for the benefit of customers. The room is in the Music Store, Tucson, Ariz., of which H. J. Efsler is president and manager and C. E. Rule secretary and treasurer, and is furnished with hecky furniture of rustic design and with a view to closely approximating the actual conditions of the home. Mr. Efsler states that the new style of demonstrating room has been found much more effective in every way than the ordinary plate glass booth. The Music Store handles the Columbia line, and only recently forwarded an order for $2,000 worth of Columbia machines and records for the purpose of being prepared to meet the demands of the holiday trade.

REPOINTER FOR FIBER NEEDLES.

In order to supply the trade with a satisfactory cutter or repointer, the Victor Talking Machine Co. have just issued an improved fiber needle cutter which enables the user to repoint fiber needles from six to ten times.

The principal features of this new cutter are its six razor-edged shearing blades, which can be used consecutively as each edge becomes dull, the guide which eliminates all waste in cutting, a tray to receive the old point that is cut off, and a solidity in construction that insures a lifetime of service by the modest purchase of new blades or the resharpening of the old blades.

They were discussing the relative position of various countries as musical centers. Germany seemed to have most votaries, much to the evident displeasure of one excitable Italian, who wished his own country to carry off the palm. "Italy is turning out the most musicians and always has turned out the most," he cried. "Ach," explained a German present, "can you blame her?"
"New ideas" are almost always old ideas put in a more terse, more clean cut, more forcible way. The latest is "scientific management." It is a principle that is vaguely felt by all business men but most often vaguely applied. But it can only be for the general commercial good that it should be formulated and recognized as a business science. Its practical character capable of definite practical application.

The principle might be thus stated: There is always a best way of doing routine work, and it is the immediate business of the executive to discover it, formulate it, and make it standard. Usually this is left to the initiative of the workman or clerk or of the foreman or head clerk. But the "new idea" makes this a function of the executive.

A certain firm required all its shorthand typists to fill in a printed schedule of the number of letters they took down; the letters, post cards, telegrams, memoranda, etc., they typed; the odd bits of envelope addressing and parcel wrapping they carried out. Graded marks were awarded for each kind of work and from that it was deduced that should be the normal day's work of a typist and the cost of his house to send out a letter, post card or parcel.

Naturally such a test revealed a big difference in the capacities of different typists. It was then the immediate business of the executive to study the quickest ways of working without extra expenditure of energy and have the slowest workers instructed. But a research of that kind goes further, and, as an authority says, it may show that the fault lies not with the typist, but with the planning of the office. Perhaps some of the subordinates waste too much time in mousing about to find papers or collect memoranda.

It may also disclose the point that the fault lies with one of the minor executives. Instead of reading through his morning's pile of letters by himself, and when he has decided on the answer to each calling in the stenographer, he has a wasteful business habit of keeping the stenographer idle while he reads through each letter in her presence. I have seen two men with a similar pile of letters to answer spend respectively about an hour and over an hour in dictating.

Small time wastages, trivial in themselves, mount up astonishingly in the course of a year. Some firms take the step of standardizing their letters. Printed instructions are drawn up by the executive as to the exact way in which names and addresses are to be typed, the letter spaced out and the envelope folded. Graded marks are awarded for capital letters, punctuation, and so on. Further, the general tone of the letters is outlined, so that there shall be a broad house policy running through all of them. Each stenographer and each writer of letters is required to study the printed instructions.

That is scientific management.

The specific applications of the broad idea are endless. There is a best way of doing every piece of routine work in factory, office or shop, and the scientific manager makes his business to study the routine in detail, once and thoroughly, and by talking matters over with his subordinates arrives at the right way. If he himself cannot spare the time he briefs an expert from outside so to make the investigation. Then the right way is made the standard way until such time as improvements are suggested.

It might be added that various styles of business advertisements are also beginning to be considered essentials in systematized offices where time saving is a real object.

TAKEN OVER BY COLUMBIA CO.

The Dictaphone branch at Boston, formerly run as the Dictaphone Sales Co., an independent organization, under the management of H. G. Kilbourne, was taken over by the Columbia Co. November 1 and will be conducted by them at 174 Tremont street, their Boston branch, in the future, with Mr. Kilbourne as the local manager.

PREPARING TO RENDER SERVICE.


The Blackman Talking Machine Co., 97 Chambers street, New York, state that the prospects for the holiday trade are excellent and that the expectations of the dealers for a lively season seem about to be realized. The live dealers are making sure of being prepared for the demands of their trade by placing their orders well in advance and having the goods delivered as soon as possible. Even when the stock and service of the jobber are of the best it is frequently impossible for him to render prompt and satisfactory service to the retailing dealer at the last moment. The thinking retailers are beginning to understand that disappointments in the securing of stocks of machines and records a fortnight or so before Christmas are due to the dealers' lack of foresight rather than to the jobber's neglect. It is the boast of the Blackman Talking Machine Co. that they have never disappointed one of those regular dealers at holiday time, and they are prepared to hold to that record this year, even though urging early placing of orders to avoid delays.

The various specialties of the Blackman Co., including the "Cleante" brushes for cylinder and disc records the "Playrite" and "Melotone" needles, and the Blackman folding record trays equipped with the extra labels are in increasing demand as their respective merits are appreciated by the trade and the talking machine owners, and many dealers are featuring the specialties strongly in connection with their holiday displays. With the permanency of the talking machine assured, the owner of such a machine is generally desirous of securing such specialties as will add to the excellence of the effects and the long life of the records.

THE TALKING MACHINE WORLD.

THE TRAVELING SALESMAN.

The World's Greatest Civilizer—A Personal Link Between the Sections of the Country.

The traveling salesman is the world's greatest civilizer. Time was when the traveler with his goods to sell was the only peaceful messenger carrying information from one person to another. He was not only the merchant, but the teller of interesting information. His ships or his camels brought the luxuries from the East and took back the merchandise of which his own people stood in need. The appearance of his caravan was welcome.

The modern traveling salesman is no less the missionary of peaceful progress, says Office Appliances. He is the personal link between all sections of our country. He opens the gateway to new markets; nations and navies back him with their guns, and yet, at the same time, the salesman is the most powerful peace arbiter in the world. He is the apostle of commerce—the scout, the proselyte, the messenger, upon whose reports commercial policies are determined. The salesman finally will be the man who will put an end to war, not so much because war is brutal and horrible, but because it is bad business always. The traveling salesman deserves a warm and cordial reception. He has something to say worth while or he would not have called. In his opinion he has that which may be of use to the man upon whom he calls, and his opinion is worthy the consideration of an audience and careful attention. If the auditor must say no, then he must; but often it will be he says yes, and thank the salesman for having put the goods up to him. Whether the goods are what is wanted or not, a good salesman always leaves something worth while for the man who listens with ears and judgment.

By all means, give the salesman the glad hand. It will pay big dividends. The longer you put off doing a thing the bigger and harder it looks.
From Xaver Scharwenka:
I could never have imagined that such perfect results could be obtained in the recording of the piano as you have effected in the records I recently made for you. You have my heartiest congratulations and deserve the commendation of all lovers of pianoforte music.

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

NEW MODEL DICTAPHONES.

Metal Cabinets Serve to Greatly Reduce Size and Weight of Machines—Some of the Improved Features Herein Referred to.

The Columbia Phonograph Co., General sole distributors for the Dictaphone, announce that two new models, to be known as Type A, Model 6, and Type B, Model 6, are now being shipped from the factory and, owing to the many new features and improvements, are well worth the close attention of the dealers.

The new models are in metal cabinets 12 inches long and 6 inches wide, which represents a great saving in space over former models, and the fact that the cabinet bed plate and main frame are of aluminum means a reduction of about 36 per cent in the weight of the outfit. The controlling devices are conveniently grouped on a small metal plate and in the weight of the outfit.

Improved pedestal is furnished with the new machines, although where it is desired to place the machine directly on the desk the pedestal may be dispensed with and an allowance made to the purchaser on that item. The new machines will be manufactured in two types for the present, one of the types being designed for the use of the dictator and the other for the typist. It is expected that the new models will make a strong impression on business men in general. As will appreciate their space-saving qualities as compared with the old style and more bulky oak cabineted machines. The accompanying illustrations serve to give an excellent idea of the general appearance and the compactness of the latest Dictaphones.

REGINA LINE FOR HOLIDAYS.
Music Boxes Should Prove Big Sellers If Pushed by Dealers.

When considering Christmas presents, there are few instruments that appeal to the purchasing public as the Regina music boxes, made by the Regina Music Box Co., Rahway, N. J. The tone qualities are superb, and the tune discs include a large repertoire of classical and popular numbers that always win the public. Dealers can handle these instruments to advantage, and with substantial profit during the holiday season, and they form an excellent line for musical merchandise men to place emphasis on from now until after the new year. It is only necessary to write the Regina Co. to receive such information as will, we are sure, interest the dealers in taking up these machines for consideration.

TRADE SECRET BUGABOO.

Real Progress Made When Business Man is Broad Enough to Add to Sum of Human Knowledge—Some Old Fogy Ideas Regarding Competitors.

Keeping trade secrets under lock and key may sometimes have ample justification, but in many instances it is either bluffed or small-mindedness. An English manufacturer was recently visiting America and called on one of the leading manufacturers in his line. The American invited him to go through his factories with him. The Englishman was astonished and said: "Why, really, would you take me through? I hardly hoped for that." So they went through and saw every new kink down to the latest detail, and discussed policy and plan as they went along. It was a revelation to the Englishman. He knew now that his own plant was behind the times in many important things. As he took leave he was more grateful than he could say, and as if making a confession of something he was ashamed of, said: "Really, now, that's more than I should have done for you. And yet you have so much more that is worth keeping secret than I have." The American manufacturer smiled and said: "A few of us still hold that policy of secretiveness, but as a rule we believe that a free exchange of ideas is the true spirit of the age. Our own ideas grow by exchanging them with others, and we learn something from every visitor." It is certainly hopeful for the progress of any industry when the modern idea of considering new discoveries the rightful property of all. In many lines of manufacturing we find conventions of experts telling each other everything they know, and letting competition rest on the varying skill in using that knowledge, as true in industry as in science. The world's prizes are invariably for the patient, the plodder, the man who can hang on, and this is as true in industry as in invention, in life as in literature, in business as in science. The whole history of mankind sums up its advice in one word STICK.
Demands of the Dealers for Stock Indicates that the Season's Trade is Developing Rapidly—Threats of Fresh Strikes Worry Business Men—Increased Cost of Raw Materials—New Company, The Hydro, to Enter Lords—Annual Report of Gramophone Co. Shows Substantial Advance Made During the Past Year—Tetrazzini Journeys to Gramophone Co., London—Business Men Fear Another Railroad Strike.—We Hear an Echo of the Great Railway Strike of Last Year—Threats of Fresh Strikes Worry Business Men—In Bavaria—The Success of the Edison-Bell Move to Prevent Cheque Frauds—Conditions of Russell Hunting Co. Affairs—A Special Bill House of Lords.—Having now reassembled the House of Lords will shortly proceed to adjudicate upon the Copyright Bill. It is not anticipated that they will amend the act as passed at all. It seems that it has passed through the Upper House and received the Royal assent, the act becomes law as of the first of July next year.—The annual report of the Gramophone Co. is a truly remarkable document, disclosing as it does the paramount fact that while the talking machine trade is subject to considerable fluctuations, Master's Voice shares are ever a safe investment. The report for the 8th of June last, to be presented at the same time the bill is introduced, states that the result of trading is a credit balance of £183,749 (being £20,000 more than previous year), to which must be added the amount brought forward of £679,135, making a total of £863,884. There has been transferred to reserve in respect of patents, goodwill and trade marks, £182,847. The bonus of 19 per cent. less income tax, paid on the ordinary shares for the year ended June 30, 1911, is shown to have amounted to £17,083, 1st Interim quarterly dividends have been paid on the ordinary shares at 10 per cent. per annum, less income tax, the dividend for the quarter and half year, the 8th of November, 1911, and that has been written off against in decrease in value of investments £2,800. It is proposed to pay a bonus of 10 per cent. less income tax, on the ordinary shares. The payment of the dividend will also be authorized by the payment of interim dividends on the ordinary shares at the rate of 10 per cent. per annum, less income tax, by quarterly payments, for the year ending June 30, 1912. Depreciation, at adequate rates, has been written off the warehouse, factory buildings, machinery and plant, warehouse furniture, fixtures and fittings. The trading results during the past year show improvements, and at the same time there have been reductions in the inventories. The bonus of £422,470 has been made from profit and loss account, which amount represents the total value of land, buildings and machinery and tools are mainly in the station being lined by the company's employes. E. J. Johnson, 4 Queen Victoria street, London, E. C., W. LIONEL STURDY, Manager.

The Microphonograph Co. Have Removed from Goswell Road to "Kelvin House," 1 Richmond Crescent, Barnsbury, London, N., from which address the well-known "Seymour" products will be supplied.

New Records Attract Much Attention.

The issue of six beautiful Gramophone records representative of the art of that great pianoforte master, Ignace Jan Paderewski, has occasioned an extraordinary demand in the music circles. It is generally conceded that if anything was needed to set the seal of confusion upon the few remaining critics who persist in their rigid Pharisaical disapproval of the modern musical instrument capable of faithfully interpreting the art of the greatest living vocalists and instrumentalists of the day, then surely Paderewski's
recognition and personal endorsement of His Mas-
ser’s Voice records is the most convincing tribute
there. It is scarcely necessary to say that the
records themselves constitute the finest pianoforte
recording ever attempted.

Other special issues this month include selections
from the latest musical comedy successes, the
“Mousethat” and the “Spring Maid.” In the monthly
supplementary list attention is drawn to three new
artists who have made Gramophone records for the
first time. They are Albert Chevalier, known the
world over as the greatest exponent of coster songs
ever; Gervase Elwer, a tenor eminent in the ora-
tory world, and Billy Merson, who is hailed as
the coming successor to the late Dan Leno. The
full list of November records is as follows: “Vic-
tory and Thanksgiving” (Partridge), and “The
Long Day Closes” (Sullivan), by the Band of H.
M. Coldstream Guards; “Spangles,” intermezio
(Parrot); “Ceylon Whispers,” waltz (Hopton);
“Dreaming,” waltz (Joyce); “Love and Life in
Holland,” waltz (Joyce), and “II me disait,” valze
(Ferraris), by De Groot’s Orchestra; “Valze
triste” (Silbelet), and “March of the Mountain
Gnomes” (Elsinger) by Wilday Orchestra; “A
Summer Night” (Goring Thomas) (cello obligato
by Lane Wilson), Gervase Elwer, “Mary Adeane”
(Capel), and “Just A -wearying for You”
(Jacques Jacobs), Evan Williams; “O Dry
My Babie” (Sullivan), quartet by Miss Perceval
Holland,” waltz (Joyce), and “Il me disait,” valse
(Groot’s), quartet by Miss Peverell
Allen, Mme. Edna Thornton, John Harrison and
Robert Radford; “Our Little Hipper” (Ingle), and
“Right as Ninepence” (Julian Edwards), Albert
Chevalier; “If You Should See a Dandy Coon”
(Darewater, Jr.), G. H. Elliott; “I’m Going
Away” (Merson), Billy Merson; “Beautiful Girlie
Girls” (Tom Clare), Tom Clare; “Serenade a la
Colombine” (Pierre), Francis Macmillan; and
“Aria-Par diasti” (Lotti), cello, Jacques Renard.

Edison Storage Batteries in Use.

The Edison storage battery has now entered
upon its commercial life here, having been shown
for the first time at the recent Electrical Exhibi-
tion at Olympia. It attracted an enormous amount
of attention from business men, many of whom
have interested themselves so far as to give the
battery a practical trial test. Orders can now be
executed from the Willeden Works of the Edi-
son Co. As our readers are aware, this battery
is totally different from anything ever before
planned, and its success in the States presents an
index of its huge possibilities in this market. Com-
plete information, literature, etc., can be obtained
from the Edison Co., Willeden Junction, London.

The System Club of London.

Recently established by a number of gentlemen
interested in the application of system to business,
the System Club of London is accomplishing splen-
did work. The institution affords a place whence
commercial men with a message can deliver it
to the business men of the district within an hour.
At a gathering the other day J. W. Pogue, the European manager of the Shel-
don School of Salesmanship, gave a very inter-
esting address, under the title of “A Pod of Ps.”
Speaking on the general subject of salesmanship,
Mr. Pogue said the prime difficulty in every busi-
ness was that of finding a man capable of carrying
that business to a successful conclusion. We had
spent unlimited millions in the past in perfecting
the thing, but the next fifty years of business life
would witness more thought and more concen-
tration on the improvement of the man than
in the improvement of the machine. The first ele-
ment in successful salesmanship must be personal
power. Power was what a man was, plus what
he exerted. The average man did not utilize
the power he actually possessed. The problem
of Britain was the problem of men, not of things.
If a man were to build power, he must develop not
only bodily power, but power of the brain, the will
and of the soul. A successful man must develop
the power to attract and to persuade people, and,
therefore, there was no study as profitable as the
study of human beings. Everyone who would be
a successful salesman should bear in mind the con-
tenents of the “Pod of Ps.”—Power to persuade
people to purchase at a profit.

To Put Stop to Check Swindlers.

A contemporary states that owing to the increas-
ing number of thefts from letter boxes it has be-
come necessary for bankers to remind their cus-
tomers of the protection afforded to the public and
to bankers by the passing of the Crossed Checks
Act, 1876, the provisions of which were incorpo-
rated in the Bills of Exchange Act, 1892, section 78
of which enacts that “A crossing authorized by this
act is a material part of the check; it shall not be
lawful for any person to obliterate, or, except as
authorized by this act, to add to or alter the cross-
ing.” Of late years a practice has gradually grown
up for customers to bankers to cancel the crossing
on the checks by writing across it “pay cash” and
initialing or signing the same, and the bankers
themselves have acquiesced in this practice, but
owing to numerous cases of fraud it is probable
that the banks will now refuse to cash any checks
which have once been crossed.

New Favorite Records.

A most acceptable list of records for November
has been issued by the Favorite Record Co. No-
ticable therein are two grand opera selections on
a ten-inch record, while on a 12-inch Blue Label
Swilwin Wigley, who is the fortunate possessor
of a truly artistic and powerful tenor voice, sings
“On with the Motley,” from “Pagliacci” (Leon-
cavallio), and “Serenade” (Harlequin), from the
same opera. It is interesting to recall that Mr.
Wigley began his career as a bass.

New Companies.

Orchestrina, Ltd., capital $6,000, in 19 shares.
Registered office, Clarence Chambers, Corporation
street, Birmingham.
FROM OUR LONDON HEADQUARTERS—(Continued.)


In his annual report on the trade of Bavaria, L. Buchanan, British Consul at Munich, says some interesting things which may interest my readers. He states that throughout Germany 1910 was a year of slow but continuous economic progress. This steady improvement was particularly enjoyed by the large export industries. "Germany's success in the world," says Mr. Buchanan, "lies neither in the skill of manual labor alone, as the social democrats would have it, nor in the thoroughness of German agricultural methods, nor in the skill of manual labor alone, as the social democrats would have it, nor in the thoroughness of German agricultural methods, nor in the skill of manual labor alone, as the social democrats would have it, nor in the thoroughness of German agricultural methods, nor in the skill of manual labor alone, as the social democrats would have it, nor in the thoroughness of German agricultural methods, nor in the skill of manual labor alone, as the social democrats would have it, nor in the thoroughness of German agricultural methods, nor in the skill of manual labor alone, as the social democrats would have it, nor in the thoroughness of German agricultural methods, nor in the skill of manual labor alone, as the social democrats would have it, nor in the thoroughness of German agricultural methods, nor in the skill of manual labor alone, as the social democrats would have it, nor in the thoroughness of German agricultural methods, nor in the skill of manual labor alone, as the social democrats would have it, nor in the thoroughness of German agricultural methods, nor in the skill of manual labor alone, as the social democrats would have it, nor in the thoroughness of German agricultural methods, nor in the skill of manual labor alone, as the social democrats would have it, nor in the thoroughness of German agricultural methods, nor in the skill of manual labor alone, as the social democrats would have it, nor in the thoroughness of German agricultural methods."

It is this steady technical progress of Germany, joined to the large export industries, which has become so keen that some of the large firms have come acquainted, and large orders are not infrequently arranged on terms to suit the parties concerned.

Conditions Good Generally.

Reports from provincial centers this month indicate very strongly that the satisfactory condition of the machine business has been general. Paul H. Cromelin recently visited Edison traders in the chief cities throughout the United Kingdom, who extended to him a most cordial welcome. Various matters requiring attention received Mr. Cromelin's consideration, and his pleasing personality has already gained for him much popularity.

J. E. Hofmann for Columbia.

J. E. Hofmann is very jealous of his art, and for years he persistently refused to listen to proposals to make records, believing that such efforts were a prostitution of art and wholly unnatural in the result. It remained for the Columbia Co. to show that such strictures could not be applied to their work, and that they did prove it is evident by the announcement made this month of J. E. Hofmann's first record.

This Hofmann record is sold at the usual price, so that nothing is wanting to establish a familiarity with this great master of the piano and his actual performances. His playing of the famous Rachmaninoff Prelude is a revelation of the grandeur of his style, while the crescendo in the Marche Militaire is particularly brilliant.

The Columbia Record List for November.

The Columbia November list of records is described as the finest all-star list ever issued. Their statement is fully endorsed by the contests, which, among others, includes;

12-inch—"Blue Danube Waltz" (Straus), and "Ciribiribin Waltz" (Pestalozza), by Prince's Orchestra; "Rigolotto-Quartet" (Beautious Daughter of the Graces) (Verm), Columbia Italian Opera Company, and "Rigolotto-Selections," Prince's Grand Opera Co. Band; "Twickenham Ferry" (Mirtzol). Reed Miller, and "Ben Bolt" (Nelson Kessas), Edward Greene. 10-inch—"My Treasure Waltz," and "Variety Polka" (accordio solos), Guido Deiro; "Eily Mavourneen" (J. Benedict), and "The Rosary" (Nevins), Walter Wheatley; "All Alone" (Von Tiller), duet, by Ada Jones and Herbert Scott, and "Under the Yum-Yum Tree" (Von Tiller), duet, by "The Two Longs"; "The King of Karabas" and "Wishing" (Rich and Layton), and "Play Us Another Before You Go," and "We All Go the Same Way Home," (Mershon and Castling), Chas. H. Whitehead; "Ah-oho!" (Ridgwell and Austin), and "I've Only Been Married a Week" (Ridgwell), Charles Austin; "Bob Down, You're Spotted" (A. J. Mills), and "Mamie May" (Darowski), Jack Charman.

Market Automatic Brake.

An ingenious automatic brake for the purpose of arresting the motion of the turntable upon the conclusion of a record has just been marketed here by Yates, Son & Co., this city. The device is simple in construction, effective in action, and is adaptable for use in any disc machine. It supplies the proverbial long-felt want.

What Experts Have Accomplished.

It must be admitted that the technical and recording experts associated with the different talking machine companies are, in the light of their splendid accomplishments, absolutely indispensable to all progressive firms. Many clever ideas have materialized this year, and not least of these is the Edison-Bell V. F. disc. It was the outcome of no mere inspiration, but of practical and exhaustive laboratory tests, which finally culminated in the production of a material representing in the finished record a smoothness of surface almost ideal in practice. While the elimination of scratch is not wholly possible under the present frictional method of reproduction, it is reduced to the utmost minimum in the V. F. record; harshness, blare, and other true-tone enemies being entirely absent. This is exemplified in the latest batch of V. F. discs to hand, the titles of which are: "The Herd Girl's Dream" (Leibsky), and "Adagio" (Beecham), Schumann Quartet—harp, violin, flute and viola; "Twas Night and All Around Was Still," from "Il Trionfo" (Verdi; arr. I and H, Miss Edna May; "Good-bye" (Tosti), and "Love's Old Sweet Song" (Melloy), Schumann Quartet—harp, violin, flute and viola; "Reve du Bal" Valse Intermezzo, Royal Court Orchestra, and "Rendezvous" Intermezzo Rococo, Bijou Orchestra; "Savoy Lancers," Fig. I, and Figs. II and III; "Savoy Lancers," Fig. IV, and V, Royal Court Orchestra; "The Shadow's," and "Parted." Robert Evans; "Sympaties Waltz," and "In the Moonlight" Waltz, Bijou Orchestra; "My Lady Dainty" Intermezzo, and Chanson Bohemian, Bijou Orchestra; "When Shadows Gather," S. Hempshall, and Tosti's "Good-bye," Edna May. Bell Discs—"Valerie Valse," and L'amour qui vi, march, Royal Court Orchestra; and "I'm 91 To-day," Jack Plessents; "Prettiest Little Song of All" (Bell solo), and "Moonlight Capers" (Bell solo), Len Warne; "Artical Alliterations," and What It Is Master Likes So Much? Ben Alber; Internationa Jig, and "British Empire March" (Xylophone solos), Dudley Roy; "Brown, Broke and Breezy," and Father West Down to Southampton, Jack Charman; "John James O'Hara," and "That's For Me I Want to Go." Jack Charman; "Semiramide" Overture (Rossini), and Constanty" (oca- tino solos), Signor Most Tapiere; "Ginger" recit- step (Wurms), and "On the Bosphorus" (Lincke) (Turkish intermezzo), Royal Court Orchestra; and "Minnie May" (Arthur and Lawrence), and "Minnie May" (Darowskis), Jack Charman.

Must Get in Personal Touch.

A useful hint to British manufacturers is contained in H. M. Stalley's Consular report on the trade and commerce of the district of Rosario, Argentine Republic, for the year 1910. "Time and money are simply wasted," he said, "by posting circulars to customers. Competition to secure orders has become so keen that some of the large firms trading with this country have agents residing here, whose business is simply to watch trade interests and visit all the larger towns, with a view of study- ing requirements and obtaining orders. By this method merchants and traveling agents have become acquainted, and large orders are not infrequently arranged on terms to suit the parties concerned."

Season's Catalogue

JUST OUT

New Designs

ENGLISH CASES

PAPER ARMS

All Latest Improvements

Apply Exclusive Selling Agents

O. RUHL, LTD.

77 City Road
London, E. C.
THE TALKING MACHINE WORLD.

Don't Buy Needles
That Damage Records

The poorer the polishing and the grain is exposed and touches to be taken off, while its interior polished surface of the needle record, the friction causes the needle and pin works. Finest Reproduction, smoothest grain.

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:

Best Reproduction, No Ruin of Record.

Sole Manufacturer

JOS. ZIMMERMANN
Needle and Pin Works

AACHEN, GERMANY

Don't Buy Needles
That Damage Records

Mr. Gamage's unhealthy example may yet react to the point at issue. Were it not for the fixed selling price, which, to our mind, has little or no connection with the manufacturer," and, continues Mr. Gamage, "it would be a bad day for the British buying public if they allowed themselves to get into the thrall of such gigantic trusts as have been the curse of America."

The sequel to Gamage's recent unsuccessful action against the Temple Press is the issue of a circular containing a demand for the returning of Edison phonographs with the "open sesame" to the home—the true abiding place of all entertainment. Equipped with a catalog built upon such lines, with a fixed selling price, of musical productions to which the genius of its wonderful inventor has given it—a small wonder indeed that the Edison phonographs have emerged victoriously from the strife of competition and are daily becoming more and more recognized as the ideal home entertainer. Its versatility, which permits it to offer entertainment for all occasions—an improvisation, a vaudeville program, an evening of classical selections, a grand opera recital or a program of sacred numbers—is one reason for its constantly increasing popularity; another is the fact that all the records that survive the process of elimination are retained are those whose popularity is not of to-day or to-morrow, but rather those inspirations of gifted composers that seem, like old wine, to grow mellow and improve with age.

Mr. Gamage is playing the leading role in "Bonita," the successful musical play at the Queen's Theatre. The sequel to Gamage's recent unsuccessful action against the Temple Press is the issue of a circular containing a demand for the returning of Edison phonographs with the "open sesame" to the home—the true abiding place of all entertainment. Equipped with a catalog built upon such lines, with a fixed selling price, of musical productions to which the genius of its wonderful inventor has given it—a small wonder indeed that the Edison phonographs have emerged victoriously from the strife of competition and are daily becoming more and more recognized as the ideal home entertainer. Its versatility, which permits it to offer entertainment for all occasions—an improvisation, a vaudeville program, an evening of classical selections, a grand opera recital or a program of sacred numbers—is one reason for its constantly increasing popularity; another is the fact that all the records that survive the process of elimination are retained are those whose popularity is not of to-day or to-morrow, but rather those inspirations of gifted composers that seem, like old wine, to grow mellow and improve with age.

In the Household from one of our correspondents, with whom we are on the best of terms, and one who fills with his sighs the air of his own neighborhood:

One fellow is lazy, and watches the clock, and one is ever alert, on his guard, lest he put in a stunt with a whistle or smile—he's The Man Who Delivers Goods.

The failures of life sit around and complain; the gods haven't treated them white; they've lost their deserts of sand, and deep in the aisles of the golden age, they've lost their midnight hour, and put on their (C. W. Murphy), Stanley Kirk-Bey; "Have You Heard John James O'Hara?" (David and Murphy), and "O'Brien-With the Armor Bearer." - AACHEN, GERMANY

The November list of Zonophone records represents yet another triumph for the company. It contains a galaxy of top-of-the-tree artists, the majority of whom are exclusively retained to make Zonophone records only. Selections on the current list include, among others, the following:

- From "In Friendship's Name," and "I Was Dreaming," Ernest Popp; "From the Border," and "The Life Boat," a church choir, with organ;

Claims Right to Set Own Prices.

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The failures of life sit around and complain; the gods haven't treated them white; they've lost their deserts of sand, and deep in the aisles of the golden age, they've lost their midnight hour, and put on their...
Have Opened a Handsomely Furnished New Store at 563-565 Fifth Avenue and in Close Touch with the Millionaires' Row—How the Interior of the 6th Floor Is Arranged—Six Carloads of Victor Goods for the Opening—Max Landay Enthusiastic—Big Advertising Campaign Now Being Conducted.

As announced in last month's World, Landay Brothers, the aggressive wholesale and retail distributors of the Victor line of talking machines and accessories, with quarters located at 100 Fifth avenue and 25 West Thirty-fourth street, New York, have leased the spacious rooms on the ground floor at 563-565 Fifth avenue at the northeast corner of Forty-sixth street (Windsor Arcade).

The premises have been completely remodeled. No expense has been spared in making this one of the finest stores of its kind, both in the way of appointment and service, in the metropolis. The location is ideal. Four full sized show windows, one on the avenue and three on East Forty-sixth street, insure ample space for the display of goods. The interior finish is in light colors, which blend nicely with the white lights suspended from the ceiling. The floors are of polished hard wood. Occupying one side of the main rooms is the record department, with a capacity of 32,000 records, and on the opposite side six dressing rooms are utilized in the space. A special feature in the new establishment will be a handsomely furnished recital hall containing a pipe organ for use, in conjunction with the talking machine demonstration.

Some idea of the volume of business built up by Landay Brothers may be gained from the fact that they have ordered six full carloads of Victors, four of which will be installed in their new quarters. With the accession of the third store the firm will have one of the largest talking machine enterprises in the city.

Max Landay, one of the proprietors, is enthusiastic regarding the future of his firm. Since the opening of the first store in 1890 the business has increased by leaps and bounds until it has assumed a growth so sweeping that in order to meet the increasing demand the factor has added another establishment.

The campaign commenced in November with a series of striking advertisements to appear in the metropolitan papers. The campaign commenced in Monday's issues and promise fair-reaching results.

**CABINETS**

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<th>The Best Cabinet</th>
<th>Value on the Market</th>
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<tr>
<td>Oak or Mahogany</td>
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<td>Fine Finish</td>
<td>Holds 182-12 in.</td>
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<td>Disk Records</td>
<td>$7.75</td>
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**S. B. DAVEGACO**

Order a Sample To-Day.

**VICTROLA 4**

Edison Jobbes

126 UNIVERSITY PL. NEW YORK CITY

**RESTRAIN PRICE CUTTERS.**

American Graphophone Co. Secure Injunction Against M. A. Sulkowitch, of Portland, Preventing Any Cutting of Prices on Columbia Products of Any Description.

The American Graphophone Co. have obtained a decree and injunction in their suit against Mark A. Sulkowitch, of Portland, Me., for cutting prices on Columbia products. The suit was brought in the United States Circuit Court in Portland. Elisha K. Camp appeared for the complainant and Foster & Foster, of Portland, for the defendant.

The injunction compels and perpetually enjoins the defendant, his associates, attorneys, assigns, servants, clerks, agents and workmen, to forthwith cease and desist from directly or indirectly selling or offering for sale or otherwise disposing of any machine or apparatus or sound record, embodying or constructed or operating in accordance with the inventions or improvements set forth in the letters patent involved in the suit, at a less price than the minimum list prices fixed from time to time by the American Graphophone Co. or its sales agent, the Columbia Phonograph Co. General, and communicated to the defendant until the further order of the court.

**THE SAYINGS OF BOTOLPH**

The real test of loyalty is service. When you are tempted to doubt—let it about the other fellow, not about yourself.

How many say "to-day" when they actually mean "to-morrow."—"And then it's healthy to smile and laugh."

Most people do not know what the right thing is to do with their time. Which course is most suitable for the occasion? "Maybe you think you know how to smile but do you?"—"Maybe you don't like to stop the happiness which is shown in his face. Maybe it begets confidence, but I do know that the smile seems to get there in business where the frown or impatient manner usually causes antagonism."

Don't let's be silly—don't let's be a common Joker or be frivolous—don't get down but let us learn to look our neighbors and our customers squarely in the eye and smile pleasantly at them. Let's be cheerful.

Let us take the chip off our shoulder and let the other fellows scrap and look sour if they think it will get them any place.

Now, here comes a customer. He has likely been brought into your store through the influence of an advertisement that has cost money. What are you going to do with him? Which course is most suitable for the occasion? "Maybe you don't like to stop the happiness which is shown in his face. Maybe it begets confidence, but I do know that the smile seems to get there in business where the frown or impatient manner usually causes antagonism."

Don't let's be silly—don't let's be a common Joker or be frivolous—don't get down but let us learn to look our neighbors and our customers squarely in the eye and smile pleasantly at them. Let's be cheerful.

Get friendly with him—open up—thaw—look pleasant and smile. If he is tiresome—don't get mad—just smile. If he is a gruff and capable—that's his business—pay him all you want to yourself, but smile at him pleasantly and earnestly.

You are not accountable for his conduct, but you are for yours. Win him through your earnestness, your knowledge of your goods, and quaintly wise—to look anxious—or to smile at him "in a friendly sort of way."

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You are not accountable for his conduct, but you are for yours. Win him through your earnestness, your knowledge of your goods, and quaintly wise—to look anxious—or to smile at him "in a friendly sort of way."

Most people do.

May you think you do smile—huh do you? Why don't you find out? That's why.

Many of the people you and I meet every day, having no idea about the right thing to do with their time, which course is most suitable for the occasion, don't know just what actual connection there is between the pocket book and a smile. But I do know that it's harder to turn a smiling fellow down.

Maybe you don't like to stop the happiness which is shown in his face. Maybe it begets confidence, but I do know that the smile seems to get there in business where the frown or impatient manner usually causes antagonism."

Don't let's be silly—don't let's be a common Joker or be frivolous—don't get down but let us learn to look our neighbors and our customers squarely in the eye and smile pleasantly at them. Let's be cheerful.

Get friendly with him—open up—thaw—look pleasant and smile. If he is tiresome—don't get mad—just smile. If he is a gruff and capable—that's his business—pay him all you want to yourself, but smile at him pleasantly and earnestly.

You are not accountable for his conduct, but you are for yours. Win him through your earnestness, your knowledge of your goods, and quaintly wise—to look anxious—or to smile at him "in a friendly sort of way."

Most people do.

May you think you do smile—but do you? Why don't you find out? There's a way. I don't want to encourage vanity. But why not smile at him pleasantly and earnestly?—"Do you know that it's harder to turn a smiling fellow down."
From Maria Gay:

After hearing my own voice and other voices that I know, reproduced on your records, I am convinced that you have the best recording process in the world. I am greatly pleased with the splendid musical qualities shown in my records, and I am glad to give you the sole right to record my voice in the future.

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

ANENT BUSINESS ENGAGEMENTS.

Growing Tendency on the Part of Merchants and Others to Disregard Appointments.

There is a carelessness in making business engagements and then giving them no further thought that is most reprehensible. Dealers promise to pay on a certain date and the manufacturer depends on the promised check for his payroll, and when it is not forthcoming the whole scheme of things at the factory is upset and there is much unnecessary trouble and work that could have been avoided had the dealer kept his promise.

This is a condition of things often experienced by the small manufacturer, who depends on having his check at a certain time and who makes his price below the market on that basis. If the man who neglects to keep his promise could know the hardship that is suffered in consequence, perhaps he would not repeat the offense, which is one that we hear about frequently.

Another case in point is the business engagement made by the buyer to look over the goods of a representative. This is an engagement that is coolly shunted into oblivion, heedless of the cost to the salesman. We heard a dealer say carelessly, when invited to luncheon: "All right, we'll go now. I told Blank to be here at one o'clock, but he can come later." He expressed no qualm of conscience about ignoring the engagement, which was evidently binding on one side only. He didn't trouble to leave a note, not even a message. Perhaps he would have been amazed had anyone suggested that the invitation be withdrawn until such time as he was free to accept it. The habit of ignoring appointments with traveling men has evidently become a custom with many and will not only remain one, but will grow stronger unless corrected by some strenuous process. The salesmen should resent the position the dealers place them in when they do not keep their appointments, for such failures are among the most disastrous "time eaters" in the vocation of distributing goods, and it is hoped that those who have this failing will endeavor to remedy it.

The dealers could also tell many stories of unkept promises regarding the time that orders were to have been shipped; of patience strained to the breaking point and a letter canceling the order which many times brings the reply that the goods (which have been hustled into the freight station on receipt of the letter) have been shipped, and "we trust they will not be too late to serve your customers." The dealer isn't hoaxed, but he keeps the goods because he needs them. Thus the habit of ignoring business engagements and promises grows and develops until it is a serious tax on business and it is done without a thought of regret or intention of being discourteous.

ENLARGE "TALKER" DEPARTMENT.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 11, 1911.

The Henry F. Miller Co. have been branching out considerably of late in their talking machine department, and now a good portion of the second floor is given over to a fine display of machines, mostly of the hornless variety. The department is under the immediate supervision of Ubert Unquist, while Francis T. White is in charge of the selling end of the business. The business in Victorola and Victor records which this company is doing is rapidly growing, and the Miller Co. is about to launch a big advertising campaign which will place the house very much before the public.

A PROGRESSIVE TALKING MACHINE HOUSE IN DAVENPORT, IOWA

There are three factors that figure strongly in the success of the modern talking machine store, and they are, first, attractive quarters; second, complete and representative stock, and third, service. Robert R. Smallfield, proprietor of Smallfield's Music House, Davenport, Ia., is one of the talking machine dealers who has realized the importance of the three factors mentioned, and as a result he has one of the handsomest, most attractive and generally successful talking machine departments in the Middle West. Mr. Smallfield handles the Victor, Edison and Columbia lines of machines and records, and prides himself on the fact that he is in a position at all times to supply promptly any thing desired in either of the three lines. In order to impress the public with the facilities and general attractiveness of the Smallfield store, Mr. Smallfield has had prepared a series of handsome post cards, showing various portions of the exterior and interior of his store, and which have been mailed to many customers and prospective customers. In connection herewith are reproduced two of the views shown on the post cards, and including views of the operatic record and the main record department. The pictures give an excellent idea of the manner in which the store is fitted up and the stock arrangement.
WITH THE TRADE IN THE CREAM CITY.

Dealers Report that the Holiday Trade Has Already Started—General Improvement in Conditions—Better Grades of Machines and Records Selling Well.—What Some of the Prominent Houses Have to Report.—Chas. H. Schefft & Sons Co. Move to Larger Quarters.—Harry W. Krienitz Adds Line of Phonos.—Columbia Business Booming—Real Tone Diaphragms Meeting With Success.—Recent Visitors of Record.—Other Trade Gleanings.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 16, 1911.

The holiday business has started at even this early date and retailers and jobbers alike are in a decidedly optimistic frame of mind. Conditions in general have been showing much improvement of late, and judging from the present outlook, the talking machine business ought to climb to a new high mark between now and Christmas.

Local retailers find business much better than at this date a year ago. Everywhere one hears the same report, that the better grade of machines are selling more readily than they ever have before, and it is evident that dealers up the State are finding that the same state of affairs exists, because jobbers are kept busy shipping out the more expensive machines. Dealers are busyly engaged in getting their stocks of machines, records and supplies ready for the rush season.

Conditions here and about the State are much improved. Most of the large machinery plants in Milwaukee are operating at a more normal stage than was the case a year ago and industries in general are at a more satisfactory point, although there is still room for improvement. Money about the State is plentiful, indicated by the better tone of collections in all lines. A record-breaking corn crop was harvested, a fact which means much in a great dairy State like Wisconsin. Money is flowing more freely about the State than it has in months, and talking machine dealers feel confident that they will be able to secure their share.

That from now on Milwaukee dealers may expect a record-breaking Victrola business is the prediction made by J. H. Becker, jr., manager of the talking machine department of the Hoeffler Manufacturing Co. "I am confident that we may expect the biggest business in the Victrola line experienced since the establishment of the Victor Talking Machine Co.," said Mr. Becker. "Last Saturday we had twenty-five people in our store alone who were looking for Victolas. The moderately priced Victolas are within reach of everybody and people have been quick to appreciate this fact."

The Hoeffler people have fifteen Victolas in the window and about fifty on display on the main floor of the showroom. Mr. Becker also reports a brisk demand for the U.S-line of machines and records.

Roy J. Keith, of the Talking Machine Co., of Chicago; Mr. Gibb, of the Wurlitzer Co., of Chicago, and A. H. Waldo, of the U.S Phonograph Co., of Cleveland, O., were among the recent Milwaukee visitors.

The Charles H. Schefft & Sons Co., one of the enterprises retail talking machine firms of Milwaukee, has moved to new and larger quarters at 340 Third street, few blocks from the former location at 809 Third street. More than double the space has been acquired and the facilities in general are much better. Five large booths, all done in white and gold, have been installed. Charles H. Schefft, the senior member of the firm, is an official of the Ross, Schefft & Weinman Piano Co. and the active management of the talking machine business is in the hands of Ernest Schefft and Oscar C. Scheff, the sons.

Lawrence McGreal, Edison jobber of Milwaukee, and president of the National Association of Talking Machine Jobbers, has returned from a business trip to Dixon, Ill., the former home of Mrs. McGreal. Miss Gertrude F. Gannett, head of the Wisconsin Talking Machine Co., Victor jobbers, is still at Dixon.

Harry W. Krienitz, enterprising young talking machine dealer of Milwaukee, has broadened out his business by installing a complete piano line. To carry on this phase of his trade Mr. Krienitz has incorporated the Badger State Music Co., with R. E. Wilson and Thomas Snoever, although both the talking machine and piano departments will be under the direct management of Mr. Krienitz. The entire second floor of the Krienitz building has been given over to the piano department and a complete stock of Wilson pianos, manufactured by the Wilson Piano Co., of Milwaukee, has been installed. The National electric line is also being featured by Mr. Krienitz.

That his business has increased 100 per cent over a year ago is the striking assertion made by A. G. Kunde, Columbia, or Edison, and jobber, 348 Grand avenue. Mr. Kunde is willing to back up his assertion by allowing anybody to inspect his books. Unusual and successful methods of business getting have been followed by Mr. Kunde since he took charge of the store, and he is more than satisfied with the results.

Our Columbia business is the best that it has been in the history of the Milwaukee store," said Mr. Kunde, "and the prospects are that trade from now until Christmas will be of the very best. The 'Favorite,' the $50 Columbia, is selling at a remarkable rate and is exceeded in popularity only by the 'Nonpareil,' the $150 machine. Our W. P. Gensch has closed some exceptionally fine sales during the past month."

Mr. and Mrs. Kunde have just returned from a business tour to the Chicago offices of the Columbia Phonograph Co., where they had the pleasure of meeting George W. Lyle, general manager of the Columbia Co.

The Real Tone Diaphragm Co., organized recently in Milwaukee to manufacture the Real Tone Diaphragm, invented and perfected by J. H. Ellis, a member of the company, is carrying on an extensive campaign of advertising in the local newspapers and business in showing a decided increase, according to officials of the company. In a recent interview one of the members of the new concern said: "We believe that the Real Tone Diaphragm which we have placed on the market has made the tones of the talking machine as nearly human as possible. The most rigorous of tests have been applied to this new device, and as a result it has been found decidedly more satisfactory than even the inventor ever dreamed. The company guarantees this new tone attachment to produce a mellower, soft tone with a perfect articulation. The appliance can be attached to any machine."

F. K. Delbour, general sales manager of the Thomas A. Edison, Inc., recently visited the Milwaukee trade while on his return from a trip to the Pacific Coast. V. B. Taylor and Harry Baish, traveling representatives for Wisconsin for the Victor Talking Machine Co., were in Milwaukee recently calling at the headquarters of the Wisconsin Talking Machine Co., Victor jobber for this State. Both Mr. Baish and Mr. Taylor report that business is showing decided gains.

Miss Adeline Francis, who recently appeared in Milwaukee at the Empress Theater, left this city just $1,000 wealthier than she expected. Miss Francis was placed on the program as the "graphophone girl" and drew forth considerable applause by her little act, involving her "sister," as she called her talking machine. One of her admiring listeners was Daniel Pettell, a wealthy lumberman of Minneapolis, who expressed some doubt at the Charlotte hotel that the voice in the talking machine was Miss Francis' own. The lumberman was so sure that he was right that he made the young lady a bet of $1,000. She proved it was her voice and she now has his check to show that he was convinced. Miss Francis uses the Columbia. One of the features of the People's concerts which will be held in the Milwaukee Auditorium each Sunday during the present musical season will be an Astaticphone kindly furnished by Lawrence McGreal. At the first concert, held recently, the appliance was much appreciated by the audience.

CONTINUED ON PAGE 44.
Columbia Phonograph Co., Genl., Tribune Building, New York

From Alexander Heinemann:

The only thing that I can say about the records I recently made for you is that they are positively the best reproductions of my voice that I have ever heard. It would be impossible for me to commend too highly your recording process for its naturalness and musical qualities, to say how gratified I am at the result of my recent work with you. I have no hesitation in giving your Company the exclusive right to record my voice in future.

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

WITH THE TRADE IN THE CREAM CITY.

(Continued from page 43.)

Carruso was heard in extracts from the opera "Rigoletto" and " Favorita." Prof. Christopher Bach's orchestra, one of the best known musical organizations in the Northwest, plays the accompaniment, thus producing a regular operatic effect.

The Dictaphone has been adopted by the Rock Island Railroad and the Chicago & Alton Railroad as the standard and all dictation machines used by them will be Dictaphones. A few recent sales are quoted in the following:

On October 26th, to the St. Louis & San Francisco Railroad Co. (Frisco System) 39 Dictaphones. On October 29th, another order from the same road by another department for 39 Dictaphones. On October 27th, an order from the Rock Island Road for 159 Dictaphones. On October 31st, by wire, an order for 33 Dictaphones from the Chicago & Alton and a request to immediately install 26 of the new model machines in another department.

WHY SHE GOT SUCH A SHOCK.

During the visit of Albert Spalding, the celebrated American violinist, to London, previous to leaving for the United States, where he is now on tour, he visited a talking machine store in that city where records of some of the violin numbers which he had made while in America were featured. Entering the store, Mr. Spalding casually asked for some Delta records and then for some Spalding records. The brisk little woman on the other side of the counter grew voluble and enthusiastic over the Spalding productions.

"They are selling well," she added. "Are they?" inquired Spalding innocently. "I'd like to hear them." The talking machine was set in motion.

"I don't think much of them," said Spalding. "What!" said the clerk indignantly, "why, everybody admires them."

"Well, I don't," said Spalding. The clerk looked at him pityingly. "Perhaps you don't like violin playing," said the clerk.

"Yes, I do," said Spalding, "but these records are not clear."

"There are no clearer records in the store," said the clerk snappily. "What would Mr. Spalding think if he heard you."

"Well, I know what he'd think," said Spalding, "for I am Spalding."

The clerk gasped. "Oh, Mr. Spalding," she exclaimed, "you did give me such a start!"

AGAIN IN THE TRADE.

Miss Janet Whitcomb, at one time connected with the Stanley & Pearsall and Landay stores, but out of the business for the past two years, became connected with the store of L. Zion, Victor dealer, at Broadway and 81st street, New York, on Oct. 10.

AN UP-TO-DATE STORE.

That of Samuel Landau in Wilkes-Barre, Pa., has Handled Talking Machines for Sixteen Years With Increasing Success.

The accompanying illustration shows the interior of the store of Samuel Landau, at 36-38 Main street, Wilkes-Barre, Pa., where he handles complete lines of Edison and Victor machines and records and also sporting goods, musical instruments and jewelry. Mr. Landau first began handling talking machines about sixteen years ago, the first order being for two machines and fifty records. Under careful management the business has grown until to-day Mr. Landau is ranked as one of the leading retail talking machine dealers in northeastern Pennsylvania. A large measure of success is due to the early adoption, if not the origination, of the dollar weekly payment system.
make ideal Christmas gifts and will be greatly in demand during the fast approaching holiday season.

LIVE DEALERS everywhere, by writing us, can learn of a plan through which they may, without risk to themselves, share liberally with us in the profits arising from the Christmas distribution of Reginas.

For more than a quarter of a century the REGINA has carried to thousands upon thousands of homes its message of good cheer. There is no other instrument which is so universally enjoyed by old and young.

To carry out our plan for handling the holiday business, we want the co-operation of one responsible dealer in each town. The time is short, so write at once for details. Address,

Music Boxes

CAL STEWART NOW EXCLUSIVE.

Thos. A. Edison, Inc., announces that Cal Stewart, known all over the civilized world as "Uncle Josh Weekesbury," has signed a contract with them for the exclusive use of his talents in record- ing over a period of five years. His record of "I Laughed at the Wrong Time" is the first under the new contract and is just announced by the Edison Co.
November 8, 1911.

Jobbers declare that the month scored a heavy increase over last year. The fall months are piling up a volume of business which promises to more than offset the unusual fall of October. October was the best month in the history of the architecture. Although the new low-priced hornless machines are proving a great stimulus to the trade, they declare that the highest priced machines are selling better than ever. Lyon & Healy are sending to the trade a circular giving various suggestions for stock orders on both the Victor and the new standardized Edison types.

L. G. Paul, music dealer of Michigan City, Ind., was a visitor this week. He has recently increased his Victor stock and is pushing the business vigorously.

The Taylor Carpet Co., of Indianapolis, has added a Victor talking machine department. The opening was on Monday of last week and was attended by George Cheatle, manager of the Talking Machine Co., who secured the order.

Landing New Business.

B. C. Wilt, who recently joined the traveling force of the Wurlitzer Co., is getting in touch with the right with the Wisconsin dealers. Harrisson, Conner and George Cheaste are handling in their respective territories, and have opened some good new accounts recently.

New Victor Dealer.

The House of Adam Schaal, one of the oldest and wealthiest concerns in the city, has recently increased its forces in the West, have become Victor dealers in their handsomewarerooms at West Madison and Union streets. A fine line, with individual, demonstraton room, has been set up on the second floor, and much ground floor window space is being devoted to the line.

New Lyon & Healy Fibre Needle Cutter.

Lyon & Healy are putting on the market a new fibre needle cutter, retailing at $1.50, and for which particular advantages are claimed. It is simple in construction and operation, is easy to take apart and resharpen, and has a convenient chute and receptacle for shavings. There is a gauge for the protection of the needle and a guide to lay it in so as to properly cut it.

George W. Lyle a Visitor.

George W. Lyle, general manager of the Columbia Phonograph Co., spent the latter part of week before last in Chicago on his way to the Pacific Coast. He was very enthusiastic over the outlook, especially of the Columbia product, predicted a heavy holiday trade all along the line, and expressed his satisfaction with the volume of business now in progress, as witnessed by the rush orders coming in from all sections of the country.

D. S. Ramsdell, who has been retail floor manager at the Chicago store of the Columbia Phonograph Co., has been promoted to the management of the company's St. Louis branch and has already assumed his duties. Mr. Ramsdell is an experienced all around talking machine man, is accons-

FROM OUR CHICAGO HEADQUARTERS

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

October made a very satisfactory showing, according to all reports. Jobbers declare that the month scored a heavy increase over last year. The fall months are piling up a volume of business which promises to more than offset the unusual summer dulness. A holiday business of big proportions is generally looked for. Several important increases in record sales are in evidence, a number of inquirers having increased interest in record sales.

The very extensive improvements and enlargements of the Rudolph Wurlitzer Co.'s building, in order to accommodate the retail Victor business of the loop, are beginning to vie with Wurlitzer and Lyon & Healy in aggressive talking machine advertising. All in all, the talking machine proposition is in such a position to get the heaviest publicity it has ever had in Chicago this fall, judging from the number of dealers using the dailies and from the size of space used.

Additions to the sales force in every respect. The new low-priced hornless Victor types are being heavily exploited, as well as the higher-priced instruments, and some very good Edison publicity has lately been indulged in by local dealers. Some very good publicity has also been developed in the line of the Taylor Carpet Co. and the Healy Fibre Needle Cutter, retailing at $1.50, and for which particular advantages are claimed. It is simple in construction and operation, is easy to take apart and resharpen, and has a convenient chute and receptacle for shavings. There is a gauge for the protection of the needle and a guide to lay it in so as to properly cut it.

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Contract for creation of this remarkable line of cabinets, which was inaugurated several years ago and has kept pace with the addition of new cabinets to match the various types of both horn machines and Victorolas as they have appeared.

October was a big month for the company: in fact, showing an increase of 15 per cent. over the same month last year, which was the biggest October in the history of the company.

More space has been provided, and the Edison Phonograph Co., at 210-215 Washington street, additional improvements have been made, which give them immeasurably better facilities for transacting business than prior to the fire two months ago. Three large, handsome machine and demonstration rooms have been erected, enabling the company to show the goods to their dealers and any of the latter's customers whom they may bring with them to excel-

Adopting new standardized Edison types are being f ore.

The New "Cabinets That Match."
A Cabinet Sensation!

Think of it! Offering your customer this "Outfit" for $25.00. A Cabinet you can sell for $10.00 to "Match" the Victrola IV. Not a cheap Cabinet. It is quarter sawed polished oak throughout, with the exception of the back—that's plain oak. Regular Victor discounts apply.

This Cabinet and the following ready for delivery about November 20th. Get in your advance order now.

Victrola IV "Cabinet That Matches" (Rack Interior) - - - $10.00
Cabinet Door, Front, Side and Top. Quarter Sawed Polished Oak, Back Plain Oak.

Victrola VI "Cabinet That Matches" (Rack Interior) - - - $15.00
Quarter Sawed Polished Oak throughout.

Victrola VIII "Cabinet That Matches" (Rack Interior) - - - $15.00
Quarter Sawed Polished Oak throughout.

Victrola IX "Cabinet That Matches" (Rack Interior) - - - $25.00
Doors, Front and Top. Polished Mahogany Veneer, Hand Rubbed.

Victrola IX "Cabinet That Matches" ("Tamaco" Interior) - - - $37.50
Victrola X "Cabinet That Matches" ("Tamaco" Interior) - - - $37.50
Polished Mahogany Veneer throughout, Hand Rubbed.

Victrola XI "Cabinet That Matches" ("Tamaco" Interior) - - - $40.00
Polished Mahogany Veneer throughout, Hand Rubbed.

"Remember Your Regular Victor Discounts Apply"

The Talking Machine Company
137 N. Wabash Ave.
Chicago, Ill.
FROM OUR CHICAGO HEADQUARTERS.

(Continued on page 46.)

cordially invites visiting dealers to make their headquarters at his office when in the city.

New Hornless Machine.

Jacob Fink, the well-known Chicago talking machine salesman, has applied for a patent on the new concealed hornless talking machine. It is in the form of a lady's writing desk and can be constructed in a variety of artistic designs. Either cylinder or disc machines can be incorporated in it. The mechanism and tunable are in the drawer of the desk, the sound issuing from two pigeon holes, the doors of which can be regulated according to the volume of sound desired. S. R. Rabinooff, of room 401, 67 West Washington street, is jointly interested with Mr. Fink in the ownership of the invention.

Good Salter Trade.

The Salter Bag Co. are enjoying an excellent business on their excellent line of disc and cylinder record cabinets. The new line of music cabinets which has been placed on the market by the house, is also meeting with most favorable reception.

Prosperous Wurlitzer Business.

The wholesale talking machine business of the Rudolph Wurlitzer Co. has continued to expand along large lines the past month. The traveling service on both Victor and Edison goods is today more perfect than ever as a result of the perfect system followed in all branches of the business.

F. K. DOLBEER'S LONG TRIP.


(Familiar to The Talking Machine World)

F. K. Dolbeer, sales manager of Thomas A. Edison, Inc., Orange, N. J., arrived in Chicago Monday evening from the coast. He left Orange nearly two months ago, and after a day spent in Chicago visited successively St. Paul and Minneapolis, Winnipeg, Calgary, Vancouver, Victoria, Seattle, Portland, Spokane, San Francisco, Los Angeles, Salt Lake, Ogden, Butte, Helena and Denver. He was compelled to cut down his route somewhat, as it became necessary to reach home this week. In a chat with The World representative Mr. Dolbeer briefly reviewed conditions as he saw them in the various sections visited.

"At St. Paul and Minneapolis," said he, "I found our jobbers all reporting an exceptionally fine business. While there I was approached by the head of an important concern who wished to place a very large jobbing order. I turned the proposition down, however, owing to our very excellent representation in the Twin Cities. I never saw such prosperity as that existing in the entire Western Canadian territory. The rapid development of the country and the immense wheat crop has filled the pockets of the people with ready money, and there is going to be a mighty big business done this fall and winter in all lines."

"Coming down the coast I found business in Seattle a little off, attributable in a measure to the reform movement there. This deterrent effect will probably be felt here too, doubt, and I was impressed with the difference in the city as compared with my last visit, three years ago. There has been a great real estate boom, and the city has grown exceedingly wonderfully. The same thing is true of Portland, where, however, present trade conditions are particularly good. I visited some of the large and big plants in the Oregon metropolis, and was impressed with the great prosperity of the district due to the great fruit crops. At Spokane I found conditions just about normal. "Everyone knows that San Francisco has been very quiet for months, but the trade is turning. Business is picking up unmistakably. I got there just at the time of the breaking of the ground for the Parker California Exposition buildings, at which President Taft officiated. From now on for the next four years Frisco is going to be one of the big boom towns of the country. From the viewpoint of our own particular product business out there is excellent right now. Our jobbers at both San Francisco and Los Angeles are doing a good business and California is booming up better than many other sections. At Salt Lake, Ogden and Denver business is very fair. The sugar beet industry is thriving wonderfully, and while the crop is big prices are up. This peculiar condition is due to the contracts between the factories and the growers providing for a rising scale of prices from year to year during the existence of the contract, irrespective of the size of the crop. This, of course, was done to encourage the growers and insures a steadily increasing supply. It naturally has a big effect on general business, especially when, as this year, you get a combination of big crops and high prices. Generally speaking, I found business better than a year ago."

Mr. Dolbeer says that he found jobbers and dealers "tickled to death" over the standardization of the equipment of Edison cylinder machines. He looks for a new demand for the new Opera $90 and the new model B Amberola. Orders already placed show the faith the jobbers have in the selling power of the new types.

Mr. Dolbeer was speaking on the eve of the judicial election in Chicago, and in which he felt a peculiar interest on account of the candidacy for the Superior Court of Cook County of Clarence S. Goodwin, brother of C. E. Goodwin, manager of travelling salesmen for the Edison Co. "I certainly hope he will win. I have known him for years," said he, "and know him to be not only a man of fine character, but an excellent lawyer and a man of essentially the judicial type of mind. He would make a fine judge."

It is interesting to note that Mr. Goodwin's wishes materialized, as Mr. Goodwin was elected. Mr. Dolbeer left on the early morning train Tuesday for Milwaukee, and on his return went immediately to Indianapolis, and from thence direct to Orange.

HOW TO TREAT CUSTOMERS.

Various Little Courtesies That Tend to Influence a Purchaser to Return to the Store.

"Hard and fast rules governing the treatment of customers by the people of the store force," said a retail man recently, "cannot be rigidly enforced, in my opinion, because every customer will require different treatment, and every clerk who is at all acquainted with the requirements of his position should know instinctively the best way to please each particular buyer."

"But a certain general policy of treating customers, subject to such variations as each particular case may require, is well worth establishing, and will be found to result not alone in better business, but also in creating for the store a higher esteem in the minds of its customers."

"Take, for example, the matter of addressing the customer by name. I don't say that the clerk shall blantly ask the name of the person to whom he is selling goods, but if he learns the name, and the person to whom it belongs is a regular customer or likely to become such, it has unquestionably a good deal of weight."

"Another detail that I like to see observed is for a clerk never to play favorites or neglect one customer to serve another who may be an acquaintance or a buyer whom he has come to look upon as particularly his own. I do not think that such a tendency is conducive to the business of the store. The favored customer may be pleased, but the other who is discriminated against is sure to be offended, and the future business of that person may be lost."

CABINET MAKERS AS BALL PLAYERS.

Team of the Udell Works, Indianapolis, Ind., Capture Championship of the City League.

Figuring on the basis that the employees of the Udell Works, Indianapolis, Ind., put the same amount of skill and energy into the making of the Udell cabinets as they do into playing baseball, the high standing and success of the Udell line is readily explained. The accompanying illustration shows the Udell Works' champion ball team for the season just closed, and also the cup which they won and which indicates that the Udell boys hold the championship of the City League after some strenuous playing. The officers of the Udell works proved to be fair and took the game up to the limit every opportunity. At the close of the season the officers entertained the members of the team at a chicken dinner, which was an occasion that will long be remembered by everyone who participated.

You can become a good salesman, even if you at first lack all the prime essentials. There are men born with the selling ability in their mouths, like the traditional gold spoon. And to be born with an obvious talent is a thousand times better than being born with a mouth full of gold spoons. But better be born with energy, enthusiasm, ambition and no talent, than with a talent and no ambition to make that talent of value.
THE LYON & HEALY
FIBRE NEEDLE-CUTTER

SIMPLE
AND
EASY
TO
OPERATE

FINEST TOOL STEEL

GUIDE
WHICH
SAVES
ALL
WASTE

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

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

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

We give our absolute guarantee with every cutter sold.

RETAIL PRICE $1.50
GET YOUR ORDERS IN NOW. LIBERAL DISCOUNT TO TRADE.

CHICAGO
In the House of Representatives at Washington in 1888, I was in a position to know just how valuable the graphophone was to the busy Senate reporter, for instance, having served as an amanuensis in the Senate in 1873-76 and as a sub-reporter in the House of Representatives at Washington in 1888. At that time I was the only one of the five reporters on duty to use the graphophone exclusively, and it saved me many hours' time while the other reporters were compelled to labor far into the night.

"The present-day 'Dictaphone,'" continued Mr. Easton, "is the direct descendant of the machine I used in 1888. The fundamental principles being the same, with the addition of modern improvements and later-day inventions necessitated by increased service demanded of the machine.

"A splendid illustration of the saving of time and money effected by the use of the Dictaphone may be had in the reports of the debates of the United States House of Representatives and Senate. In both of these bodies there is a corps of expert stenographers, one of whom is always on hand to engage in taking notes of proceedings for a limited time only. He then retires and another reporter takes his place on the floor, while the first dictates the notes he has taken. This alternation of reporters is kept up throughout the day's session, as it is essential that a printed report of proceedings shall be on the desk of every member or Senator at the beginning of the next day's session.

"The Dictaphone," said Mr. Easton, "has been used constantly since 1888 for stenographic purposes and has become almost indispensable to those who make a business of reporting proceedings of courts, conventions, investigating commissions, legislative bodies and other public hearings of which a verbatim record is required. I am in a position to know just how valuable the graphophone is to the busy Senate reporter, for instance, having served as an amanuensis in the Senate in 1873-76 and as a sub-reporter in the House of Representatives at Washington in 1888. At that time I was the only one of the five reporters on duty to use the graphophone exclusively, and it saved me many hours' time while the other reporters were compelled to labor far into the night.

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From Bonci:

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

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

HAPPENINGS IN THE ST. LOUIS TRADE.


(Special to The Talking Machine World.)

St. Louis, Mo., Nov. 10, 1911.

E. B. Walthall, for several years manager of the Columbia Phonograph Co. store in this city, has resigned to go with the O. K. Houck Piano Co. of Memphis, where he will have charge of the talking machine department. D. S. Ramsdell, assistant manager of the Columbia store in Chicago, this change takes neither man to an entirely new field, for Mr. Walthall was with the C. K. Houck Co. before he went to the Columbia, and Mr. Ramsdell was in St. Louis for four years, going to Chicago from here about four years ago. Mr. Ramsdell was in St. Louis with the Victor Co. when they had a store here, and remained for a year after the store was sold. Mr. Walthall will leave St. Louis with the best wishes of the trade and will leave here an enviable reputation. As to his assistants on a $100 record sale. He asserts that a few years ago he tried an exchange of Edison records at a fee of per-cent, but has since found it very successful, and described the promoter declines to permit use of his stock has not cleared of radical changes and he sees no reason at present for making any such business. The demand for models IV, VI and VII has been too heavy if anything, and have been faring comparatively, but have not had near the all the machines we need. Our retail trade is fine, last month being the best October we ever experienced.

The Schipper Brothers Department Store has installed a talking machine department through the Aeolian Co. The department is in charge of Mr. Marks, who is an enthusiast, and he sees in the new low-priced machines a splendid opportunity for cash sales in department stores. He also appreciates the growing possibilities of record sales and believes that the talkers will not soon come to include these in their daily trips downtown. The department has been placed on the second floor, the plan for new rest rooms is so that will be completed by spring so that women shoppers may have the opportunity of listening to the concert supplied by the record demonstrators. The Grand Leader Department Store, which has handled talking machines energetically for two years, finds the low priced machines excellent for their trade.

The World correspondent had to wait at the Thiebes Piano Co. until Manager Robinson completed the sale of a Victrola XV and started one of his assistants on a $100 record sale. When free Mr. Robinson said that previous unavailing efforts to see him had been due to the same cause; that he had been tied up much of the time with large sales. "The trade has been very responsive to encouragement," he said. "The demand for models IV, VI and VII has been too heavy if anything, and we have not been able to supply all, but a good many of these customers have departed with higher priced machines and our customers for $50 machines have frequently accepted XVI models. The appreciation of the better quality of machines in a growing feature of the trade." The Thiebes Piano Co. is doing some advertising that has attracted wide attention by placing their advertisement in the St. Louis Post-Dispatch. It was an advertisement showing their monthly record features and causing them to supplement the parent advertisements in display and subject matter. The Faderewski advertisement for O'Kane & Levy displays without pricing the individual machines.

Charles L. Byars, retail sales manager for the Columbia Co., says trade is fine and they are doing a holiday business. "We are not pushing our specialized lines," he said, "but are finding good results from efforts without better machines. The new model, Nonpareil, had made a distinct hit with this trade, and we believe conditions are ready to grab the De Luxe, of which we expect shipments within ten days. We recently sold a Favorite model to the Central Y. M. C. A. of this city, where it will be used for concerts and parlor parties, and it is giving excellent satisfaction. The record sales are more than satisfactory and we certainly have no complaints." Mr. Byars also reported that jobbing trade in the St. Louis territory was looking fine, that he had been tied up much of the time with large sales, but that he had been tied up much of the time with large sales. "The trade has been very responsive to encouragement," he said. "The demand for models IV, VI and VII has been too heavy if anything, and we have not been able to supply all, but a good many of these customers have departed with higher priced machines and our customers for $50 machines have frequently accepted XVI models. The appreciation of the better quality of machines in a growing feature of the trade." The Thiebes Piano Co. is doing some advertising that has attracted wide attention by placing their advertisement in the St. Louis Post-Dispatch. It was an advertisement showing their monthly record features and causing them to supplement the parent advertisements in display and subject matter. The Faderewski advertisement for O'Kane & Levy displays without pricing the individual machines.

James H. McGillbride, manager of a saloon at 1807 Market street, and Curtis Payne, of $2721 Ann avenue, have been arrested on a charge of petit larceny preferred by William N. Browning, a salesman for the Columbia Co. Browning was told he could sell a machine by calling at the saloon. He went there and was introduced to Payne by McGillbride as a probable purchaser. Payne said he was Frank Williams, of 921 Morrison avenue. He bought a machine and nine records, for which he paid $37 and was paid $1 a week. The next day the firm investigated and found no Williams at the Morrison avenue address and the arrests resulted. Payne admitted the subterfuge, but said he intended to keep up the payments. McGillbride had the machine at his saloon when he was discovered there. He said he was paying it for Payne, who asked him to take charge of the machine for him. The Columbia Co., however, claims it has suffered several such deception cases recently and so preferred charges against both men.

District Auditor Roos, of Chicago, has been a regular visitor at the Columbia store, "Mark Silverton, the Edison jobber and retailer, has another mystery window display. This time it is a wireless incandescent light. The light...
is apparently well insulated on top of a piece of plate glass with a dynamo on the floor of the show window. The connection between the light and dynamo is not obvious, to say the least. Accompanying the exhibit, which constantly has a crowd in front of the window, is a card announcing: “The light of the future, the wireless light, but in the meantime light up your home with a talking machine.”

Mr. Silverstone was quoted last month as promising his wife to give up mystery attractions, but he now explains that he became so preoccupied about home when deprived of the pleasure of using these devices out, that Mrs. Silverstone advised him to get to work in the shop again.

L. A. Cummins, Victor traveler in this territory, reports that he sold the largest department store in Decatur, Ill, an opening order of $1,900. The store will have four booths for record demonstration and Mr. Cummins remained to break in the new manager. Another department store at Pekin, Ill, placed a first order with him of $500. Recently, Mr. Cummins states, he has acquired the $500 order habit, and he expects to stick with it. After this stroke of good business he spent two days in Chicago, and reports talking machine business there as booming.

The Aeolian Co. printed Sunday a large advertisement offering a free trial of the $300 model Victrola. The machine will be placed in any home upon the purchase of twelve records, the selection left to the customer. At the end of thirty days the machine may be returned without obligation, but no refund is permitted on the records. The plan is expected to work throughout the St. Louis territory, as out-of-town sales will be credited to the dealer in whose territory the machine is placed.

OPERA AIDS INDIANAPOLIS TRADE.


(Continued from page 51.)

Sanitary Glass Mouthpiece.

A sanitary glass mouthpiece has been produced for use on the speaking tube of the Dictaphone. This accessory has been adopted, not for the sake of providing another article of merchandise, but to meet a demand which has grown out of the similar devise now coming into general use on telephone transmitters. The mouthpiece is of rough enameled glass, thick and smooth, not easily broken, which, together with a disc of antiseptic grease, is clamped into the nickel-plated ferrule at the end of the tube.
BUSY TIMES IN CLEVELAND.


(Special to The Talking Machine World.)

Cleveland, O., Nov. 10, 1911.

Without exception every distributor in the city reports an unprecedented demand for the entire line of talking machines and records, while the retail dealers were never busier than they are at present, and were throughout the month of October. The showing is certainly a most gratifying one, and much of the increased activity in the trade is attributable to the low-priced hornless machines which appeal to the masses of limited means, without affecting business in the higher priced grades. The dealers generally are calculating on a large holiday trade and are laying in large supplies accordingly.

At the annual banquet of the Cleveland Chapter of the Sigma Chi fraternity over fifty members were in attendance. Victor Sincere, of the Bailey Co., acted as toastmaster, and presented the chapter with a loving cup. Music was furnished by the Sigma Chi Orchestra and Victorola records by Mr. Sincere.

R. B. Carnelian, Ravenna, O., whose place of business was burned last spring, has rebuilt, and is now occupying the new store. Besides his established piano business he is now handling the Victor and Edison line of goods and has a large trade in both.

Miss B. M. Pierce, who was bookkeeper for the Eclipse Musical Co. for seven years, was recently married to W. E. Patterson, a prominent attorney of this city.

Continued expansion of business is the marked feature of conditions with the U-S Phonograph Co. The factory is in constant operation, fully manned and pressed with orders. The company are receiving flattering reports and large numbers of orders from their various agencies and new dealers, and the outlook is of the most encouraging character. The new U-S Phonograph, the "Royal," a $90 concealed horn type of machine, in both oak and mahogany, is now on the market, and is meeting with universal favor. The company will be hard pressed to meet the demand for this machine, and certain departments of the factory are now working overtime to keep up with the demand.

John Kaiser, manager of the U-S Phonograph Co.'s recording laboratory in New York, spent several days at the factory the last of October. He expressed himself highly pleased with the outlook and prospects. E. E. Prairie, of the New York office of the company, also spent a day at the factory last week. He left pleased with the existing prosperous conditions. E. B. Bowling is traveling the State of Ohio, and E. T. Hale the State of Indiana for the U-S Phonograph Co. They report they are meeting with splendid success.

W. C. Patrick, of the Chicago branch of the U-S Phonograph Co., has resigned and engaged in the gas engine business. His position has been filled by H. A. Thomas.

The Columbia Phonograph Co. report conditions are of the most satisfactory character. A. W. Robertson, assistant manager, stated: "We have just closed a very successful month's business both in the wholesale and retail departments and also in the dictaphone department. We have a number of excellent prospects of the coming month's business, and have every reason to believe that the next thirty days will equal the past month's successful business. The new hornless graphophones, at a popular price, together with the new electric-driven graphophones, are attracting a deal of favorable attention. In our wholesale department several new dealers have signed up for Columbia products and others are on the way."

The business done by the Eclipse Musical Co., during the past month was reported larger by a large per cent. than the previous month. "Business is good," said Mr. Lovell, "and is getting better all the time. Especially satisfactory is our increasing trade in the wholesale department, both for machines and records. While the demand for Victor machines is general, it is especially marked for Victorola IVs and IXs. Our retail department is having a fine run of business in both machines and records and is all the while growing.

Miss I. A. Johnson, formerly in the talking machine department of Grinnell Bros., Detroit, is now with the Eclipse Musical Co. She has had a number of years' experience in the talking machine business.

The talking machine department of the B. Dreher's Sons Co. musical emporium has leaped at once into popularity. F. B. Guyon, manager of the department, said: "Business is fine and daily increasing. The demand for machines is good and we are building up a large record trade. From the many orders already booked, and the many inquiries we shall unquestionably have a large holiday business."

Very satisfactory conditions exist at the Edison jobbing house of Laurence H. Luckor. "Conditions in general with us are good," said A. O. Peterson, manager. "New accounts and new dealers are being constantly added to our lists. Our business for the last week in October was the largest since we started in Cleveland, and it is continuously expanding. The announcement that the Thomas A. Edison, Inc., are unable to put the new disc machine and records on the market until the first of the new year has caused great disappointment among all dealers and the public in general. I anticipate an immense business as soon as the new machines and records are placed on the market. Reports from dealers are that they have a large number of prospects."

One-half of the first floor, including the show (Continued on page 54.)
THE INSIDE BACK COVER OF THE TALKING MACHINE WORLD Always Carries A List of Columbia Distributors Down The Center. It Is There In Front Of You Now. Get Into Correspondence With The Nearest One.

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

BUSY TIMES IN CLEVELAND.
(Continued from page 53.)

window, of the W. F. Frederick Piano Co., No. 1612 Euclid avenue, has been devoted to the display and sale of Victor goods. Reserving ample space in front for the display of machines, three large sound-proof parlors in mahogany finish, trimmed in enameled white, with beveled glass and mirror have been installed. Each parlor is supplied with ample record racks, and the furniture in each, including tables, chairs and divans, is of different woods—mahogany, oak and wicker. The tables are supplied with finely designed electric lamps. The design and finish of the parlors and their equipment reflect the judgment and artistic taste of the manager, G. W. Watkins. N. H. Cook, who has had several years' experience in the talking machine business, is in charge of the department. He states that since opening the latter part of October, there has been exceptionally good business, and that in connection with the company's established piano trade a fine business is assured.

Mr. Coe, of the A. D. Coe Piano Co., says he is well pleased with the business and prospects of the talking machine department. The company is handling exclusively the complete line of the U. S. Phonograph Co.'s goods, and has set apart considerable space, with demonstration booths, for the display of the various machines.

L. P. Davis & Co., Willsoughby, O., representatives of the Columbia Phonograph Co., reports trade in that town is good and rapidly improving.

Since the death of George Collister, of the firm of Collister & Sayle, Victor distributors, the Collister & Sayle Co. has been incorporated, and the business will be continued as heretofore. Phil Dorm continues in the management of the talking machine department, and he reports the wholesale trade especially good and improving. In the retail department he stated the demand for the smaller type of Victrolas was more in evidence, and that the record sales were good and increasing.

The department stores and dealers generally handling talking machines all report a prosperous business.

The W. H. Buescher & Sons Co. report the W. H. Buescher & Sons Co. report the department stores and dealers generally handling talking machines all report a prosperous business—in fact, the outlook could hardly be better.

THE TEACHING COURSE IN MUSIC.

Prof. Holmberg, of the State University of Oklahoma, Tells How the Victor Is Utilized in Connection with a Course in Music.

Prominent educational institutions, particularly those with musical departments, are finding the talking machine a valuable factor in their work. Noted teachers are recognizing its usefulness in varied forms. Sometime early last fall Mr. Wemel- dorff, of the Victor traveling force, sold a Victor-Victrola to the State University of Oklahoma, where the instrument has been used in connection with the course in music. The following is part of a letter recently received from Professor Holmberg, of the University, who has supervision over this line of study:

"I use this machine in connection with class work as follows:

"In teaching musical forms: We discuss a certain form, then pick out a record written in the same form and use it as a good example.

"In teaching music analysis: I use records to illustrate peculiar characteristics in folk-songs of the different nations, to illustrate peculiar dramatic qualities aimed at by a composer of grand opera, giving reasons why a bass voice, for example, is used to picture a certain emotion, etc., and for making comparisons between the different treatment composers have practically given the same subject with the same principal emotions involved, for example, the duet scene in 'Faust' and 'Carmen,' the Mad Scene in 'Lucia,' and the last scene in 'Faust,' etc.

"In connection with musical history: I use records to illustrate style and development, beginning with the Gregorian chants and ending up with the ultra-modern opera and orchestra selections, of which I can get records.

"I find the machine helpful, and also find that the students get more out of recitations and lectures than they used to. In fact, I find that the students become very, very enthusiastic." Many such letters have reached the Victor Co. from all sections of the country, and they show that the company is steadily and securely taking in the schools, colleges and universities.

EXHIBIT AT BUSINESS SHOW.

At the fourteenth annual Business Show, which was held in Madison Square Garden recently, an elaborate exhibit of Edison business phonographs was made by the Seeley Office Appliance Co., 114 Liberty street, New York, who have the local selling rights for those machines in the city. The various improved models served to attract much attention from the visitors to the show and many excellent prospects were listed.

A VISITOR FROM WINNIPEG.

J. A. McCracken, of the Modern Office Equipment Co., Winnipeg, Manitoba, and district representative in Manitoba for the Dictaphone, was a New York visitor last week. As the guest of J. C. Button, of the New York office, he was conducted through the factories at Bridgeport, Conn., Saturday. Mr. McCracken left the same evening for Winnipeg via Toronto, at which city he spent a few hours conferring with J. P. Bradt, Canadian manager for the Dictaphone.

Every employer, whether he has a job for one man or for one thousand, is always on the lookout for one quality. He wants efficiency, honesty, loyalty, sobriety, punctuality, industry—they are indispensable, but the attribute which marks the chap whose head and shoulders are going to show the crowd is initiative.

Two Big Sellers Every Dealer Should Have!

VELVET TONE NEEDLE BALANCE
Fix All Victors and Victrolas and Prevents Scratching

ECHO RECORD ALBUMS
FITS DISC RECORDS
Every Make and Size

Special Offer to Victor Dealers
Send $1.30 and we will mail you a sample VelvetTone Needle Balance, retail $1.80, postage prepaid.

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

The Velvet Tone Needle Balance is easily attached to the needle arm of any Victor or Victrola. Made in either gold or nickel plated metal. Send today for your sample.

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

If you need your name and address, a sample 1911 Album Bound, illustrating the latest style Echo Albums for both single and double-faced records, with discount blank, will also be sent. New retail and wholesale catalogues in print and fit all record cabinets after slats are removed by mail. No charge. c. L. J. Gerson.

ECHO ALBUM CO., 925 Cherry St., Philadelphia, Pa.
This invention relates to an improved process of making the same, the object of the invention being to provide such a metallic record which shall be a very close copy of an original master, and to provide a process or method of producing them, which shall be capable of being carried out commercially in an effective way. Cylindrical sound-records at the present time are generally made of a wax-like material molded or cast within a hollow matrix, and disc records are formed of a somewhat harder material employing considerable quantities of shellac, the impression being secured from a flat matrix. In either case, the records are subject to wear which would be objectionable in reproducing the original recording. Cylindrical and disc records have also been made of a touch material, like celluloid, but such records are generally of poorer quality than those formed of a wax-like material, and they also appear to deteriorate with time. Moreover, a celluloid record would be subjected to objectionable wear if the attempt were made to duplicate it on a metallic record. This invention relates to an improved process of making metallic duplicates of wax-like or celluloid sound-records, whether of cylindrical or disc type, and the object is to provide a very simple process which can be carried out on a commercial scale for the production of an unlimited number of accurate metallic duplicates from a single mold or matrix. Metallic duplicates thus made would permit the effective production and reproduction of a record of very great fineness, say, of three-thousandths of an inch, or less in width.

The invention resides in the fact that by producing on the record surface of the matrix or mold an exceptionally thin coherent layer of so-called "cement copper," and by electrodepositing the metal thereon, the adhesion between the particles of cement copper and between the latter and the matrix or mold, on the one hand and the electrodeposited metal on the other, is so slight as to permit the ready separation of the electrodeposited metal, after which any of the cement copper adhering thereto, or to the mold, can be easily rubbed off. When the mold or matrix is of a tubular form, the electrodeposited metal will exist as a shell and can be removed by collapsing the shell inwardly, but when the matrix or mold is in the form of a flat disc, the electrodeposited metal can be freely stripped off of the same. The shell or disc obtained in this way, carrying the representation of the record to be duplicated, is supported on a suitable foundation. This invention also has for its object to simplify the construction in such a manner that the brake which is automatically applied for stopping the spring motor will also act as a frictional member for determining the speed of rotation of the motor during the operation of the instrument.
press it another way, that the recording device should exert less pressure upon the record than does the reproducing device. It has, therefore, been proposed to make the recorder-reproducer having a single diaphragm having a recording stylus and a reproducing stylus mounted thereon to provide means for shifting the recorder-reproducer so as to bring only one of the styles into locative relation with the record at will. It has also been proposed to mount a weight directly upon the recorder-reproducer and fixedly secured thereto, the relation of the parts being such that when the recorder-reproducer is adjusted into reproducing position the weight exerts a greater pressure through the style upon the record than it does when the recorder-reproducer is adjusted into recording position.

In application Serial No. 410,811, filed August 20, 1908, is shown, and described, among other things, a recorder-reproducer having a single diaphragm provided with a recording and a reproducing styles and provided with means for shifting the recorder-reproducer so as to bring either style into locative relation with the record; and there is shown, co-operating with such recorder-reproducer, a weight mounted independent of the recorder-reproducer and, therefore, independent of the diaphragm mounting, with means for adding the weight to the recorder-reproducer, and hence also to the diaphragm, when the instrument is in reproducing position, and removing the weight therefrom when the instrument is in recording position.

This present invention is an improvement on that shown in said application and it consists, generally speaking, in a combined recorder- and reproducer having a single diaphragm with two stylus points secured thereto and a weight pivotally mounted directly upon the reproducer (instead of independent thereof as in a former application), with means for relieving the recorder-reproducer of the greater part of the weight when the instrument is in recording position and for applying the entire weight to the recorder-reproducer when the same is in reproducing position.

More specifically stated, the invention consists of a combined recorder-reproducer of the character last described with a weight having its main portion located approximately over the recording and reproducing styles and provided with a plurality of arms connected by a suitable pivot to the recorder-reproducer at or near the neck portion thereof.

Figure 1 is a vertical section through the carriage of an ordinary dictating graphophone showing the combined recorder-reproducer in reproducing position; and Fig. 2 is a substantial horizontal section through the combined recorder and reproducer and its connecting parts.


This invention relates to styli for sound-reproducing machines of the gramophone type, and has for its object to produce a new and improved necessity of changing the stylus at each operation as is necessary in the use of a stylus of the ordinary type.

In the drawings Figure 1 is a fragmentary side view of the rotary table and record disc, of an ordinary gramophone, with the ordinary reproducer in position thereon with the stylus engaging the sound groove in the record, the view being taken from the center of the rotary table. Fig. 2 is an enlarged detail, being a very much enlarged section on the line 2-2 of Fig. 1, and showing the sound groove in the record. Fig. 3 is a still more enlarged detail, being an enlarged section on line 3-3 of Fig. 2. Fig. 4 is a section on line 4-4 of Fig. 3. Fig. 5 is a view of the jewel as seen from the right in Fig. 3.

**EZ TU BRUTE!**

I can write ads philosophical, And deeply psychological, But never tautological, Just esthetic recreation, Is a pleasant relaxation, My ads seem incandescent, For they never bring returns.

With language iridescent, My ads seem incandescent, Full of poetry, full of effect, They make them influential. That should make them influential, They don't seem so domineering, For they never bring returns.
**RECORD BULLETINS FOR DECEMBER, 1911**

**EDISON AMBEROIL RECORDS.**

<table>
<thead>
<tr>
<th>SKU</th>
<th>Record Title</th>
<th>Artist</th>
<th>Orchestra</th>
</tr>
</thead>
<tbody>
<tr>
<td>137</td>
<td>Ring Out the Bells.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>138</td>
<td>The Siren-Waltzes.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>139</td>
<td>Whistling Pete.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>140</td>
<td>The Oceana Roll.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>141</td>
<td>Take This Letter to My Mother-Hays.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>142</td>
<td>O'er the Fresh Green Fields.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>143</td>
<td>Invercargill March.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>144</td>
<td>Knock Wood.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>145</td>
<td>will the Roses Bloom in Heaven.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>146</td>
<td>Open the Gates of the Temple.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>147</td>
<td>In the Shadows.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>148</td>
<td>The Rosary.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>149</td>
<td>McGregor's Toast.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>150</td>
<td>I Wish Had Someone to Love Me.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>151</td>
<td>Goodbye 'Till We Meet Again.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>152</td>
<td>Aye Waken.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>153</td>
<td>Open the Gates of the Temple.</td>
<td></td>
<td></td>
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<tr>
<td>154</td>
<td>I Wish Had Someone to Love Me.</td>
<td></td>
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<tr>
<td>155</td>
<td>Deliver Me to the Man.</td>
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<tr>
<td>156</td>
<td>The Meeting of the Waters.</td>
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<td></td>
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<tr>
<td>157</td>
<td>The Naval Commander-March.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>158</td>
<td>The Blarney Stone.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>159</td>
<td>The Messiah.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>160</td>
<td>O'er the Fresh Green Fields.</td>
<td></td>
<td></td>
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<tr>
<td>161</td>
<td>Winter.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>162</td>
<td>The Girl of My Dreams.</td>
<td></td>
<td></td>
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<tr>
<td>163</td>
<td>The Official Ball.</td>
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<tr>
<td>164</td>
<td>Bring Back My Lovin' Man.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>165</td>
<td>It's a Long Way From Home.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>166</td>
<td>Defy?)-Herbert.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>167</td>
<td>The Messiah.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>168</td>
<td>Someone-Herbert.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>169</td>
<td>Rent the Ground.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>170</td>
<td>A Traditional Wedding Waltz.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>171</td>
<td>A Life of Sin.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>172</td>
<td>A Great French Choral.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>173</td>
<td>St. Louis, Missouri.</td>
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<td></td>
</tr>
<tr>
<td>174</td>
<td>A Life of Sin.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>175</td>
<td>A Traditional Wedding Waltz.</td>
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<td></td>
</tr>
<tr>
<td>176</td>
<td>It's a Long Way From Home.</td>
<td></td>
<td></td>
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</table>

**COLUMBIA PHONOGRAPH CO.**

**12-INCH SYMPHONY DOUBLE-DISC RECORDS.**

<table>
<thead>
<tr>
<th>SKU</th>
<th>Record Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>230</td>
<td>A Life of Sin.</td>
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</tr>
<tr>
<td>231</td>
<td>The Girl of My Dreams.</td>
<td></td>
</tr>
<tr>
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<td>Rent the Ground.</td>
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<tr>
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<td></td>
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<td>It's a Long Way From Home.</td>
<td></td>
</tr>
<tr>
<td>241</td>
<td>Defy?)-Herbert.</td>
<td></td>
</tr>
</tbody>
</table>

**UNIVERSAL TALKING MACHINE.**

**ZON-O-PHONE DOUBLE-DISC RECORDS—10-12 INCH.**

<table>
<thead>
<tr>
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<th>Record Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>242</td>
<td>Zon-O-Phone Orchestra.</td>
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</tr>
<tr>
<td>243</td>
<td>Zon-O-Phone Orchestra.</td>
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<tr>
<td>244</td>
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<td>245</td>
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<td>246</td>
<td>Zon-O-Phone Orchestra.</td>
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<td>247</td>
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<td>248</td>
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<tr>
<td>249</td>
<td>Zon-O-Phone Orchestra.</td>
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<tr>
<td>250</td>
<td>Zon-O-Phone Orchestra.</td>
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</tr>
</tbody>
</table>

**THE TALKING MACHINE WORLD.**

**VICTOR TALKING MACHINE CO.**

**BLACK LABEL RECORDS.**

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<thead>
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<tr>
<td>252</td>
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<td>253</td>
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<tr>
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<tr>
<td>257</td>
<td>Zon-O-Phone Orchestra.</td>
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</tr>
<tr>
<td>258</td>
<td>Zon-O-Phone Orchestra.</td>
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**TEN NEW RECORDS BY HARRY LAUDER.**

<table>
<thead>
<tr>
<th>SKU</th>
<th>Record Title</th>
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</tr>
</thead>
<tbody>
<tr>
<td>259</td>
<td>Boccaccio-The</td>
<td></td>
</tr>
<tr>
<td>260</td>
<td>Take This Letter to My Mother-Hays.</td>
<td></td>
</tr>
<tr>
<td>261</td>
<td>Medley</td>
<td></td>
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**RECORD BULLETINS.**

**BELL-ISSUED RECORDS.**

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<thead>
<tr>
<th>SKU</th>
<th>Record Title</th>
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<tbody>
<tr>
<td>262</td>
<td>Ethel Tepburn</td>
<td></td>
</tr>
<tr>
<td>263</td>
<td>Ada Jones</td>
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</tr>
<tr>
<td>264</td>
<td>Marie Narelle</td>
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</tr>
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<td>265</td>
<td>Will Oakland</td>
<td></td>
</tr>
<tr>
<td>266</td>
<td>Reed Miller</td>
<td></td>
</tr>
<tr>
<td>267</td>
<td>Charles A. Prince</td>
<td></td>
</tr>
<tr>
<td>268</td>
<td>Ten-inch.-In German.</td>
<td></td>
</tr>
<tr>
<td>269</td>
<td>Ten-inch.-In English.</td>
<td></td>
</tr>
</tbody>
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**THE NAVAL COMMANDER-MARCH.**

<table>
<thead>
<tr>
<th>SKU</th>
<th>Record Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>270</td>
<td>Fred W. Clement</td>
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**VICTOR TALKING MACHINE CO.**

**BLACK LABEL RECORDS.**

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<tr>
<td>271</td>
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<td>277</td>
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</table>
KEEPING CLOSE TO CUSTOMERS.

Some Timely and Helpful Suggestions to Talking Machine Dealers on This Subject.

The Columbia Phonograph Co. appear to have about the right idea regarding their dealers securing the names and addresses of customers for the purpose of compiling a mailing list. Each month it is their suggestion that the dealer mail their customers a copy of the monthly record supplement, and in that way stimulate the trade and keep their patrons interested. In this connection, they say further in the Columbia Record:

"Every customer has a name. Yes! Every one of your customers has a name and address, and you ought to have both on record."

"A name with an address tacked onto it should be a pretty good lead to business, and when it is the name of one of your customers, or of any person owning a talking machine, how much more valuable it is."

"Every person to whom you sell a Columbia should have his name and address properly indexed in your little card filing system. When you have some interesting news to tell him (be it particularly fond of accordion music, for instance, and you have just received new records by Guido Deiro, and you certainly can't get a better way of putting the monthly record supplement in his hands regularly), you have only to turn up your file and pick out the customers who may be interested in accordion music or to whom you send the monthly record supplement."

"Get all the names and addresses you can of people who own talking machines and of people who are interested in music. People who have bought from you need to be constantly kept alive by little reminders and the mail bag is the easiest, quickest and surest way of getting their personal attention. By constantly bringing your goods to the notice of the musically inclined you are even quicker in arousing their interest in what you have to sell."

"At least you certainly ought to have the names and addresses of every person who comes to your store and makes a purchase. Surely there is no difficulty in obtaining such information. Your clerks have only to request it: 'May we have your name and address, and would you like to send you our monthly list of records reviewing all the new records as they are issued?'" with pencil and paper handy she has got it. Keep a mailing list and keep it growing."

This is truly a timely talk.

REGENT TALKING MACHINE CO.

The Regent Talking Machine Co., New York, has been incorporated. Capital Stock of $400,000 for the purpose of engaging in the manufacture of talking machines. The incorporators are: Thomas G. Dorsey, Jacques Cahn and Chas. W. Fernald.

NEW RECORD ENVELOPES

Of Special Crafts Paper to Be Used With All Victor Records—Re-enveloping by Dealer Prohibited—Circular to the Trade.

The Victor Talking Machine Co. have just sent out to their dealers samples of a new record envelope of Crafts paper, strong and attractive in appearance, and in which all Victor records will be delivered in the future. The new envelopes have been adapted to make it unnecessary for the dealer to re-envelope the records. In their letter to the trade the Victor Co. say:

"This improvement is undertaken at a great cost to us and as Victor records will now be delivered in a satisfactory envelope in every respect, we must demand that our ruling in reference to using only Victor envelopes as supplied by us with Victor records be adhered to strictly."

"In order to cause as little loss as possible to dealers, who are now using special envelopes, we will postpone the enforcement of this ruling until January 1, 1912."

"Therefore, let it be distinctly understood that after January 1, 1912, Victor records are to be sold and delivered only in Victor envelopes as distributed by us. A disregard of this ruling will result in an immediate withdrawal of Victor privileges."

"This ruling is not made in the spirit of exercising arbitrary authority, but for what we consider the greatest good of the greatest number of Victor dealers."

"We will be prepared early in November to supply these envelopes in quantities at the following prices to dealers through our distributors:

Simple or double-faced, 10 inches, $1.53 per thousand; single or double-faced, 12 inches, $1.80 per thousand, net."

"Remember that a clean-appearing record stock is a most valuable selling asset. Brighten up your shelves by getting a supply of these envelopes and re-enveloping your records."

TAKE ON COLUMBIA LINE.

The Crown City Music Co., which handles the Balloon piano as their leader in Pasadena, Cal., have taken the agency for the Columbia line of graphophones and gramafonals.

To the young man seeking success and happiness in life there is one suggestion to make. It is the only rule a man need follow to win his way. Always give of the best that is in you. Always be prepared. Never be content with a compromise with work. Give your employer the best that you have to give. Always remember that if you play your cards right you are bound to win.

Give out the generous thought, the self-reliant, helpful, honest desire to benefit and bless, and all doors open at your touch.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR AND EDISON JOBBERS

CHICAGO

JOHN M. DEAN, Putnam, Conn.

PURITONE NEEDLES

Acknowledged the fastest selling needle on the market.

Daily Plant Capacity Two Million Needles

JOHN M. DEAN, Putnam, Conn.
Leading Jobbers of Talking Machines in America

HARGER & BLISH
JOBBERS
VICTOR EDISON
It's worth while knowing we never substitute a record. If it's in the catalog we've got it.
Dubuque, Des Moines and Sioux City
IOWA

Where Dealers May Secure
Columbia Product
Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States

Distributors

- Atlanta, Ga., Columbia Phonograph Co., 82-84 N. Broad St.
- Baltimore, Md., Columbia Phonograph Co., 200 W. Lexington St.
- Buffalo, N. Y., Columbia Phonograph Co., 1338 Washington Ave.
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