

The **TALKING**
MACHINE
WORLD

AND
 NOVELTY
 NEWS

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A Corner of the Music Room
in the White House

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Victor-Victrola



Salesrooms of the Talking Machine Co., Philadelphia

The one musical instrument that dominates the entire musical world today is the Victor-Victrola.

Its bigness as a commercial success and its artistic triumph stand as testimony to what supreme merit can accomplish in even a few years.

The success of the Victor-Victrola has been so far-reaching that it has brought about a wonderful uplift in the entire music trade, and has transformed what were once perhaps small and unattractive stores into modern and luxurious salesrooms; many handling the Victor line exclusively, and in some instances paying rentals of from twenty thousand to thirty thousand dollars a year.

And while Victor dealers are enjoying this era of prosperity, the introduction of the modestly priced Victor-Victrolas at \$15, \$25, and \$40 with their wider appeal to the people, gives added impetus and insures continued prosperity that will mount even higher in years to come.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Needles to play Victor Records—there is no other way to get the unequalled Victor tone.



The Talking Machine World

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Price Ten Cents

SECURING SUMMER BUSINESS.

B. P. Woodward, Manager of Talking Machine Department of Emahizer-Spielman Co., Topeka, Kans., Discusses Development of Business During Summer Months—A Great Believer of Going After People Instead of Waiting for Them to Come to Him.

(Special to The Talking Machine World.)

Topeka, Kan., July 6, 1912.

B. P. Woodward, manager of the talking machine department of the Emahizer-Spielman Furniture Co., who handle Victor and Edison talking machines in addition to a large line of pianos, headed by the Chickering, is quite an originator and developer of ideas, as applied to the expansion of business. In a talk with *The World* he said: "I have recently decided upon a new plan for getting summer business for the Victor. In a radius of about one hundred miles north and west of our city is a very rich farming country—and I hold that no one needs a Victor more than a farmer. To reach these prospects I take either a wagon and load it up with Victrolas and drive from one ranch to the other, or ship the Victrolas to the nearest town and have them handled from that point. In these small towns will be found a great number of retired ranchmen who own large tracts of land and have moved to town for a little enjoyment. These are the kind of people who will buy Victrolas.

"The talking machine business, as I find it, always makes money nine months in the year, with a falling off or loss for the remaining three months. Something that will stimulate business for these three months is what we need, and as the farmer never takes a vacation he will buy a Victrola just as readily in the summer as the city people will in the winter, and more so, because he never has an opportunity to go to shows, nor is it possible for him to hear the great artists of the world in any other way than through the talking machine.

"I recently had a very odd experience with record No. 88108, Nevin's 'Rosary,' sung by Mme. Schumann-Heink. One night a man and his wife came in to look at a Victrola, or rather, I should say, it was the wife, for the man seemed to be very antagonistic in regard to talking machines. While I was playing the various records that the lady called for, he absolutely would not listen to them and tried to keep her from doing so—in fact, he was constantly desirous of leaving. After I became provoked and had given up the prospects of a sale, I asked the lady to hear a record of 'The Rosary,' and for the first time her husband seemed to display attention. When the record was finished he asked for another record sung by Schumann-Heink, and the result in short was that I sold them a Victrola XVI and \$50 worth of records. So you see it pays to be patient. Moreover it demonstrates that the tastes of people differ. It was clear that the wife wanted popular music while the husband preferred something classical, at least high-class musical numbers. It also points out that it is well not to leave all the requests for records in the hands of the visitors, but to ask their indulgence to listen to such numbers as the salesman may consider would appeal to his callers.

"In our business, which covers so many interests besides talking machines, we have about six thousand accounts on our books, of which about eight hundred are paid up piano accounts. I have found it most profitable to take these names and send them circulars, or call upon them in person and interest them in the Victrola, to the end that they may give it a trial in their homes, just to prove its merits in the parlor. This I have found most profitable, because once a Victrola goes into the home it stays there.

No placard is needed on the Washington Monument to call attention to the fact that it's tall. Waste no time on the obvious.

BECKER WITH ESPENHAIN CO.

The Talking Machine Co. Retires from the Milwaukee Field and Mr. Becker Becomes Manager of New Talking Machine Department Opened by Espenhain Dry Goods Co.

(Special to The Talking Machine World.)

Milwaukee, Wis., July 8, 1912.

The Talking Machine Co., the retail exclusive Victor store opened at 1120 Walnut street some months ago with J. H. Becker, Jr., in charge, has been closed and Mr. Becker has accepted the management of the new Victor department opened by the Espenhain Dry Goods Co., one of the large Milwaukee department stores. Quarters have been opened on the second floor of the Espenhain store and several soundproof demonstration parlors have been installed. Mr. Becker's former patrons are his customers at the new department.

One of the features of the annual picnic of the Espenhain Dry Goods Co., held recently, was the



Espenhain Co.'s "Talker" Staff.

entertainment furnished by Mr. Becker and the employees of his new talking machine department. Believing that the employees of the store should become acquainted with the new talking machine department, Mr. Becker took along a Victor V and nearly 100 records to furnish entertainment and incidentally to advertise his department. The venture was a success from both standpoints and the 800 or more employees present at the outing went home well pleased with the Victor line and its manager at the store. The picture shows Mr. Becker reclining in front of the Victor sign, surrounded by the employees of his new department. The lady standing at the left of the Victor is Mrs. Becker, a capable talking machine saleslady.

TALKING MACHINE MEN IN COLLISION.

Not content with the excitement caused by the introduction of the new Edison line of disc phonographs and records, spending two days hearing and seeing them at the Edison building, New York, some of the Boston talking machine fraternity had to add to it by returning home on the Ss. Bunker Hill, one of the boats plying between Boston and New York on what is known as "the outside line." The Ss. Bunker Hill had about fifty feet torn away from her side by a collision with the U. S. S. Massachusetts, and no one was injured, which was a remarkable thing about the incident.

The talking machine men "participating in the event" were F. H. Silliman, manager of the Pardee-Ellenberger Co., Inc.; E. F. Taft, general manager of the Eastern Talking Machine Co.; Mr. Carpel, of the Herzog Art Furniture Co.; Mr. Francis, of the Iver Johnson Co., and J. G. Widener, of the F. C. Henderson Co.

Poverty is uncomfortable, as I can testify; but nine times out of ten the best thing that can happen to a young man is to be tossed overboard and compelled to sink or swim for himself.—James A. Garfield.

Push gets a bridge built, while Patience waits for winter, planning to cross on the ice.

TALKING MACHINE EXPORTS.

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

(Special to The Talking Machine World.)

Washington, D. C., July 8, 1912.

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

The total exports of talking machines, records and supplies for May, 1912, amounted to \$163,156, as compared with \$246,023 for the same month of the previous year. The eleven months' exportation of talking machines, records and supplies amounted to \$2,376,122.

AN OPERATIC CONCERT.

"La Boheme" Given by E. E. Forbes Co. at Jackson, Miss., by Means of the Victrola and the Victor Records—Attracts Large Audience

Enterprising talking machine dealers throughout the country are profiting from the "Book of the Operas" issued under the auspices of the Victor Co., Camden, N. J., for during the month we have come across a number of special Victrola performances in which the complete operas form a chief attraction through invitation concerts.

One in particular which has come in for most favorable mention was that given by the E. E. Forbes Piano Co., at Jackson, Miss., on the evening of June 21, with M. E. Taylor, manager of the talking machine department, in charge. This operatic recital was given at the store, and the program contained the history of the opera, as well as the libretto or story of each act of "La Boheme," while on the opposite page appeared the various numbers sung by the leading grand opera artists heard through the means of Victor records.

The entire affair was most successful and delighted a large and fashionable audience, many of whom had really no comprehension of the tremendous advance made in the perfection of the talking machine record, as well as the talking machine itself.

Work of this kind is to be commended because it elevates the prestige of the talking machine business and enables the talking machine to occupy that artistic position to which it is entitled by reason of its remarkable advance both musically and artistically within recent years.

TALKING MACHINE ENDORSED

By Austrian Government as an Aid in Educational Work—Teachers Have Obtained Good Results from Using Records as Examples.

The Austrian government has officially indorsed the value of mechanical sound-reproducing machines for educational purposes. The "Ministerium für Kultus und Unterricht" in Vienna has contributed funds for the publication of a "Neue Gesangsschule mit praktischen Biespielen auf dem Grammophon," by Prof. Eugen Fischer, and the Allgemeine Musik-Zeitung speaks highly of the value of the new method. It consists in providing records reproducing exercises and songs as sung by prominent artists. The pupil first listens to these attentively, then sings along, and finally tries to sing the music alone, as nearly as possible with the same tone-color and phrasing as the original. A number of teachers have attained surprisingly gratifying results by this method.

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

McGREAL IN NEW QUARTERS.

Destruction of the Four-Story McGreal Building by Fire Compels the Wisconsin Talking Machine Co. and Miss Gertrude Gannon as Well as Mr. McGreal to Secure Quarters on Grand Avenue—Losses Satisfactorily Adjusted by Insurance Companies.

(Special to The Talking Machine World.)

Milwaukee, Wis., July 3, 1912.

Losses sustained in the disastrous fire which destroyed the four-story McGreal building at 172-176 Third street on June 13 have finally been adjusted. Lawrence McGreal, Edison jobber, experienced a total loss of \$40,000, while Miss Gertrude Gannon, owner of the McGreal retail store and head of the Wisconsin Talking Machine Co., Victor jobber, sustained a loss of \$37,000, including stock and fixtures. The insurance carried



The McGreal Building After the Fire.

amounted to practically 90 per cent. and the companies have settled in a very satisfactory manner. The loss was practically total, with little or no salvage. The building, valued at about \$30,000, will have to be rebuilt, so the total loss sustained as a result of the conflagration approximates \$107,000.

Mr. McGreal, the Wisconsin Talking Machine Co. and Miss Gannon's retail store are now located at 213 Grand avenue in the Merrill building. New fixtures have been installed, new stock has arrived and all companies are settled satisfactorily.

The building destroyed had been remodeled by Mr. McGreal into one of the finest talking machine establishments in the United States. All of the first and most of the third and fourth floors were in use for talking machine purposes. The fire proved that the only unsatisfactory feature of the building



McGreal Office in Burned Building.

was the big open elevator shaft at the rear of the structure, as it was this which allowed the blaze, originating in the basement, to spread with remarkable rapidity to all four floors. Practically every floor was ablaze when the fire department arrived on the scene. The building was located in the heart of the downtown district and surrounding property was endangered, while the fire was one of the most spectacular that Milwaukee has experienced in some time.

Miss Gertrude Gannon discovered the blaze, and, although she is decidedly modest about it, she really saved the lives of most of the employees on the fourth floor by rushing up the smoke-driven stairways and alarming the workers. Her brother, Joseph Gannon, assistant manager of the Wisconsin Talking Machine Co., was badly cut by falling glass while endeavoring to locate his sister. Hardly had the employees of Mr. McGreal, whose offices and warerooms were located on the fourth floor, reached the street before the floor was a mass of flames. The roof later fell in, carrying with it a portion of the fourth floor.

The fire came at a most inopportune time for



Present Condition of Record Department.

Mr. McGreal, as he had just completed arrangements of his affairs preparatory to leaving for Baltimore, where he attended as a Clark delegate from the Sixth Wisconsin district. He hardly had time to secure new quarters and make a few arrangements for the settlement of losses before he was forced to leave for the East.

As a result of the conflagration Miss Gannon

was prevented from attending the Baltimore convention and the later convention of the National Association of Talking Machine Jobbers at Atlantic City. Because of Mr. McGreal's absence it was necessary for her to remain in Milwaukee and



View of Display Rooms on Fourth Floor.

superintend the remodeling of the new quarters in the Merrill building, look after the adjustment of the heavy losses, and see to the various other matters that came up as a result of the fire. Miss



Another View of Talking Machine Department.

Gannon is the only woman member of the National Association of Talking Machine Jobbers, and it was the first convention that she has ever missed.

CLEVER TALKING MACHINE PUBLICITY.

George Francis Rowe, one of Seattle's well-known advertising writers, who has recently become connected with the Eilers Music House of that city, has started a campaign of advertising in the local papers bearing upon the talking machines handled by the Eilers house, in which the merits of these instruments are presented in a strikingly original manner, the unique drawings which head the advertisements being especially clever. One in particular, which appeared above the caption, "The Minstrel Jumps Right Out of the Machine"—a Columbia, by the way—is an inspiration and makes an attractive feature of a mighty cleverly designed advertisement. Mr. Rowe's work is worth watching.

During the Summer Months We Are Active

Preparing for the Fall and Winter rush. Receiving and storing machines, records and supplies to admit of our making prompt deliveries when the rush is on.

Remember This Next Fall

when excuses are offered for non-delivery of your orders by your jobber and get acquainted with *Eastern Service*. It's different from others. Exclusiveness is the reason.

For Eighteen Years Talking Machines Exclusively

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

The biggest free advertisement ever offered talking machine dealers



These are the labels of the Columbia Demonstration record—the only article of merchandise ever sold that literally tells its own story; the only “talking catalog” in the world; the record that not only gives the owner a full 65 cents’ worth of music for 10 cents, but three minutes of argument and demonstration, with samples of Columbia music, and gives it better than most salesmen can do it in person. That record has never yet gone into the hands of a record buyer without creating Columbia Double-Disc record business. We are hearing from it all over.

A Columbia dealer wrote: “We, ourselves, were not wholly prepared for the phenomenal results obtained from this method of advertising. As a matter of fact, the actual benefits which we derived from the use of the Columbia Demonstration record far exceeds our expectation.”

Another Columbia dealer wrote: “Within two weeks over a thousand new names of record buyers were added to our mailing list.”

Every day we are hearing from more dealers who are just beginning to use it, and they take the trouble to tell us that owners of other talking machines than Columbia are borrowing this record from these dealers’ regular customers and taking it home to let their folks hear it; also that much to the dealers’ surprise the average family admits that the “Kentucky Babe” side of the record is not only worth any man’s sixty-five cents instead of ten cents—but that they unanimously insist on playing the *advertisement* side over and over again.

That’s a significant thing, too. Because there is one thing sure—every owner of a *not* Columbia talking machine, who hears our Demonstration record, is sure to know all about Columbia double-disc records, and he is sure to put some of his record money into them right along.

If you haven’t heard that Demonstration Record you’ve missed something.

(See our Demonstration Record page in this week’s Saturday Evening Post.)

Columbia Phonograph Co., Gen’l

Tribune Building, New York

The Columbia business has multiplied so fast during the past year that there's no need of telling you—except to say to you, over our signature, that it is *just getting started*. You will remember this with pleasure about next February if you act on it now.

(Reprinted from last year's convention number. It's now July and running 60 per cent. better than last year. A good many of you *did* remember it last February!)

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

CONDITIONS IN CINCINNATI.

Something of the Milner Co.'s Plans—Columbia Co. Report Immense Improvement—L. C. Penn Now Traveling for This Company—Wurlitzer Co.'s Trade in Machines and Records Away Ahead of Last Year—Joseph Dittrich Attends Convention—Other News.

(Special to The Talking Machine World.)

Cincinnati, O., July 9, 1912.

The Krolage Music Co.'s plans have not yet developed and it appears that this firm is waiting to see what the Milner Musical Co., Sixth avenue, will do under its new method of giving talking machine instruments more attention.

There is reason to believe that the sheet music lines of both houses are factors in the existing situation. Both have their bearing upon the future plans of these two houses. The Krolage concern wants to start a separate house wherein the talking machine trade will be given exclusive attention. In order to do this the house wants to strengthen its sheet line and then oust the machines to a home of its own. The Milner folks have ideal plans for improvements, and when these are completed it will unquestionably have one of the best talking machine systems in the city.

Manager R. J. Whelen, of the Columbia Phonograph Co., stated: "We are well pleased over June business and July has started out with a real Fourth of July boom. June business was greatly stimulated by the splendid Saturday Evening Post ad (supplemented by local newspaper advertising) featuring the Lyric and six 10-inch double-disc records at \$28.00, which proved to be a winner with both the retail and wholesale trade. We received a number of inquiries from these ads from towns where we had exclusive dealers, and it gave us pleasure to turn the sales over to these exclusive Columbia men. This is what we call the 'Columbia policy of co-operation.' The arrival of the new Grafonola De Luxe was welcomed by us, and it is beyond doubt one of the handsomest instruments we have ever had the pleasure of seeing, and its tone quality is marvelous. The 'Ellery Band' records are beautiful and we are glad to offer them to our trade."

The Columbia Phonograph Co. was successful in placing one of its BII \$50 graphophones in "Inwood Park" of Cincinnati, for use on the children's playground. This sale was made after a keen competitive trial, and the children are all more than proud of their "Columbia."

L. C. Penn, one of the best known talking machine men in Ohio, having some twenty years' experience in the business, is now traveling for the Columbia Phonograph Co. in Ohio, and is signing up many new representatives. He works chiefly with the piano and music trade and says the talking machine business is better to-day than in all previous years in his twenty years' experience. Mr. Penn spent several days in the Cincinnati store and was highly elated over the new models, especially the \$200 Grafonola De Luxe and the \$75 Princess. He has some big deals under way which he expects to close within sixty days.

Miss N. E. Minton, for six years chief clerk of the Columbia Phonograph Co., leaves for the mountains of Kentucky about the middle of this month on an extended vacation, expecting to spend most of the time on the Cumberland river in camp. She says she will have her "Columbia" Grafonola with her and it will be one of the most important features of the camp all summer.

Recent visitors to the Columbia headquarters here were Miss Glass, in charge of the Grafonola department of C. F. Brower & Co., of Lexington, Ky., who selected new goods, and Miss Nellie B. Hockwaldt, head of the Grafonola department of J. C. Martin & Co., Dayton, O., who was arranging for a Grafonola recital and selected special records and machines for this purpose.

Adolph Fleischman, one of the bookkeepers of the Columbia Phonograph Co.'s store, surprised his many friends by announcing his marriage to Miss Melva Wolff on June 19 in this city. They both have the best wishes of their friends for a

long life of happiness and prosperity.

The Rudolph Wurlitzer Co. announces the close of a very successful month for June. Sales on talking machines and records were far over those of last June. This increase is attributed to the special attention paid to campers' outfits. Several of the Wurlitzer salesmen have devoted their time entirely to this line with very good success.

Joseph Dittrich, manager of the Wurlitzer talking machine department, has just started on an extensive trip through the East. He attended the talking machine convention at Atlantic City and other points of interest. The Wurlitzer Co. had two particularly good Victor windows during the past month. In one was represented an entire camping outfit with the Victor machine in evidence, the other being a garden representing "The Moonlight, the Rose and You."

"If you must blow your own horn, don't use too much hot air."



Won't You
Have a
Lesson in
Spanish?

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

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

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

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

International Correspondence Schools
Box 918, Scranton, Pa.

The only thing that has so far barred you from your legitimate profits in such demand-filling trade leaders as the Columbia Grafonola "Regents," for instance, and the Columbia records by Destinn, Fremstad, Nordica, Garden, Slezak, Zenatello, Nielsen, Pasquali, Bispham and the rest, has been the manufacturer's inability to meet that sort of competition. Meantime **you** are losing the money.



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

BOOM TIMES IN CLEVELAND.

Trade Unusually Good and Dealers Looking Forward to a Still Larger Business in the Fall—Trade Much Interested in the New Edison Disc Machines—Geo. M. Nisbett Speaks in Optimistic Vein of Conditions with the U-S Phonograph Co.—The Months News.

(Special to The Talking Machine World.)

Cleveland, O., July 10, 1912.

The volume of trade during June, which was very gratifying, and which has continued well into July, is pleasing to the dealers generally, and all express themselves pleased with conditions. This situation prevails in the various industries and different lines of trade. A local agent of the department of Commerce and Labor reports that, so far from being disturbed by political uncertainties, the demand for labor in Cleveland is now so steady and strong that there is work for all who want it, skilled or unskilled.

This desirable situation inures to the benefit of the talking machine dealers, perhaps more largely than to most other branches of trade.

While all the principal dealers are now doing more than a normal amount of business, they are looking forward and preparing for a still greater volume as the season advances. As time passes it is more and more in evidence that the more ornate and costly machines and the better class of records are in demand, and the talking machine business is continually advancing to a higher plane.

Frank Dorian, general manager of the dictaphone, and J. D. Westervelt, of the executive office, paid the Columbia store and G. F. Probeck, local manager of the dictaphone, a recent visit. Mr. Dorian spent a day and Mr. Westervelt a week in the city. They expressed themselves highly pleased with conditions in this branch of the company's business.

"Business is moving along very satisfactorily," said Mr. Peterson, manager of the Edison distributing house. "The volume of trade in June showed a marked increase over May. Our sales cover about the entire list of machines and records, but demand is especially good for the Opera and the Amberola No. 3, and the new Amberola Concert records, productions of the highest class, and which sell at popular prices. With the many Edison dealers I am pleased with the information that the new Edison disc machine will be in the market for the fall trade. It will unquestionably prove a most desirable acquisition in our trade."

"We have just fairly got settled in our new quarters here—in fair working order," said F. B. Guyon, manager of the talking machine department of the B. Dreher's Sons Co. piano store. "Business is fine. We are having good sales of the various types of Victor machines every day, principally of the higher grade, while our record sales are good and daily increasing. We are delighted with our new store and the surroundings, and the prospects for future business are of the most encouraging character."

Geo. M. Nisbett, manager of the sales department of the U-S Phonograph Co., who recently returned from an extended trip South, West and

East, said he found business in the U-S line in a most prosperous condition, and that the prospects were exceptionally fine in every place he visited. Business at the factory is in the most flourishing state. He stated they were running to the limit with a large force to meet the continued increasing demand for both machines and records, and that the prospects were very bright. Mr. Nisbett attended the convention.

Geo. R. Madson, manager of the Columbia store, reports a very substantial increase in business over last year, especially in the wholesale department. Sales in both departments, wholesale and retail, he stated, were unusually good for the season and constantly increasing. The store is being refurnished and refitted preparatory for the fall season, adding largely to its attractiveness.

The W. H. Buescher & Sons Co. is furnishing and fitting up the new store at 1016 Euclid avenue. The entire force are busy arranging the fixtures and goods preparatory to a grand opening about July 15. Mr. Roberts said business had continued good all through the upheaval and they had managed to take good care of the customers.

The Eclipse Musical Co., always busy, was unusually so during June, especially in the wholesale department. Mr. Towell stated orders had been coming in with great regularity and that the company was rushed with trade covering the entire line of Victor goods. In the retail department business was said to be normal for the season. Sales of machines of the different kinds are good and the record trade is large and constantly increasing. T. H. Towell, president of the company, attended the convention at Atlantic City, and returning visited the Victor Co. at Camden and the metropolis.

The H. M. Brainard Piano Co., handling the Columbia line of goods, states that trade in both machines and records is very satisfactory, and that the business is improving every month.

Mr. Friedlander, of the Bailey Co.'s store, said: "Our sales of Victors and Victrolas and the Edison Opera Amberola No. 3 and the other cheaper styles daily aggregate large numbers. The demand for cabinets is also good. Our June sales were larger than for the same month last year."

The talking machine business of the Collister & Sayle Co. is being largely side-tracked these days for the sporting goods trade, still sales of machines and records are said to be about normal. Miss Bessie M. Grabler, in charge of the department, said: "Business is fairly good—it is not as brisk as it has been or as it will be later, but it is very satisfactory in both the wholesale and retail departments. We are making some sales of the Victrolas of the various types, but the demand is largely for Victors, and especially for Victor IV.

The Hart Piano Co., 33-35 The Arcade, which recently purchased the stock of the Talking Machine Store, has taken on a full line of Edison and Victor goods. F. A. Krauss, in charge of the department, said that there had been a good, steadily increasing trade during June in all branches of the Victor and Edison lines.

Chas. I. Davis, who controls a chain of stores in a number of the principal cities, has just returned from his Pittsburgh branch, where he made

arrangements to remodel his store in that city, devoting larger quarters to the talking machine department. Mr. Davis had installed the Edison and Victor lines in his Pittsburgh store about a year ago, and he says it is more than surprising the business that has been built up in so short a time. It is his intention to install eight or ten booths. He also designs installing talking machines in all of his fifteen stores the coming fall. In addition to the very satisfactory talking machine trade, Mr. Davis is doing a phenomenal music publishing and jobbing business.

The West Side agency of the Columbia Phonograph Co., under the energetic management of R. Svehla, is having a steady increase in business.

G. M. Ott & Bro., proprietor of the large piano house at Akron, O., have just added a complete line of Columbia goods and are making preparations to push the business vigorously.

H. C. Jason, of Lodi, O., and Max Greenfield, of Akron, have recently put in the Columbia line and are having a fine trade.

Henry Matern, of Sandusky, O., reports his Columbia business is extraordinarily good, especially with the Favorite Grafonola.

The Witt Music Co., Lorain, O., states its business is prosperous and that June was the record month for the sale of Columbia Grafonolas.

IMPRESSED BY THE VOICE.

How Col. Harding Conquered the Hostility of African Native Tribes Through Use of the Talking Machine.

The well-known advertisement picture "His Master's Voice" has been as it were humanized in the heart of Africa. Colonel Harding, in his intended—and ultimately successful—attempt to ascertain the sources of the Zambesi, feared the hostility of the native tribes on the way. So he induced Lewanika, the native king of Barotzeland, to issue appropriate orders to the chieftains subject to him. He spoke these orders into a talking machine and Colonel Harding took the records and an instrument along with him. When they came across a chieftain they made him listen to the spoken order. These local potentates were decidedly more impressed than if their master had appeared in person, for here was his disembodied voice, and they stayed spellbound, expecting him to step out of the instrument.

THE INVENTION OF A PHILADELPHIAN.

In The Talking Machine World for May an interesting illustrated article appeared bearing upon the photographic phonograph, the invention of which was credited to a Frenchman. E. Leschbrandt, of Philadelphia, Pa., however, maintains that he is the inventor, and not the Parisian, of this novel method of reproducing sound, and which consists in forcing a current of air through an air-imperious sound record. In this connection Mr. Leschbrandt says: "If you will look at U. S. patent No. 908,683 you will see that this principle is my invention and dates back six years or more. I enclose a piece of a record such as I used at that time."

The Edison

The Opera



This type has a powerful double spring motor, geared to body. It plays Amberol Records only, and is equipped with the new style Model L reproducer which is stationary, the mandrel feeding the record past. Furnished in mahogany or oak with self supporting wood cygnet, horn to match.

All Edisons have

The right home tone.

The sapphire reproducing point.

The long playing, smooth running motor:

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

Phonograph

Amberola



The finest sound reproducing instrument made. Furnished with cabinet of oak, mahogany or Circassian walnut, capacity 100 records. New style motor with double springs and improved suspension, direct drive, will play five Amberol records with one winding. Stationary reproducer, model L, plays Amberol records only. Automatic stop of new design.

All Edisons render

Amberol Records.
Every kind of music.
The best talent.

Home recording with Triumph, Home, Standard Combination, Fireside, Gem and Alva types.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

The TALKING
 For the makers & sellers of talking machines
 MACHINE
 WORLD

EDWARD LYMAN BILL, - - - Editor and Proprietor.

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NEW YORK, JULY 15, 1912.

A COMPLETE report of the Convention of the National Association of Talking Machine Jobbers at Atlantic City will be found elsewhere in this issue.

More than ordinary interest was manifested in the talking machine meet this year because it was expected that on account of pre-Convention agitation considerable bitterness might be injected into the various gatherings on account of the feeling engendered by the canvass for votes previous to the gathering of the forces at Atlantic City.

However, the association gathering passed off quietly in direct contrast to the two great political conventions which have recently been held in Chicago and Baltimore.

It only shows that while business men may have differences regarding men and methods, when they get together for serious consideration they can carry on convention work without resorting to personal abuse and bitter invectives.

IN his address, Lawrence McGreal, the retiring president, said that there had been but one meeting of the executive committee during the year and that this fact indicated a most satisfactory condition between the factory and the jobber, and he felt that the less agitation created on matters except those of vital importance, the better it was for all concerned.

He emphasized the point that it was easy to start agitation on things of minor importance which might lead simultaneously to misunderstanding and clashes between manufacturer and jobber. He urged that the members of the association should discard all personal interests and forget all personal likes and dislikes and to stand together for harmony, and he urged united association.

IN Secretary Roush's report he said that at the meeting of the executive committee a number of important matters were discussed, and one was the question of charging interest on instalment accounts.

The vote of charging interest on talking machines sold on time was 38 for and five against. The vote for increasing the initial order from three to five machines and from 100 to 150 records was 39 for and nine against.

The report of the traffic committee appears elsewhere and should be carefully perused as well as other matters in relation to the association work.

Resolutions against the Oldfield Bill were passed at the business session.

One of the most interesting addresses made at the open meet was by Mrs. Frances E. Clark, who has charge of the Educational Department of the Victor Talking Machine Co. Mrs. Clark outlined the object of the educational campaign and showed the great progress which had been made.

One point which she emphasized particularly was the necessity of the dealers' co-operation in this campaign if the best results were to be obtained—the necessity of keeping in close touch with the work done in their local fields. The address of Mrs. Clark is reprinted elsewhere in this publication, and it is worthy of the closest perusal.

THERE were two tickets in the field and there was considerable speculation as to who would come out the victor. Naturally, every effort was made to change the views of delegates, and the contest was a very warm one, resulting in J. Newcomb Blackman being elected president for the year 1912-1913.

Mr. Blackman, in his address at the banquet at the Marlborough-Blenheim, pledged his earnest support to all trade movements conducted along progressive lines having for their object the best interests of the industry.

He agitated warm and hearty co-operation in all matters and said that it should be his aim to cultivate the most cordial relations between the factories and the distributors.

THE closing event of the Convention was the entertainment given by the Victor Talking Machine Co. to the visiting delegates.

The delegates left Atlantic City in two special cars provided by their hosts and upon arrival at Philadelphia enjoyed a buffet luncheon at the Bellevue-Stratford and then were placed in about thirty automobiles, visiting many of the historic spots in Philadelphia, after which a run to Valley Forge was made; here some time was spent in going over the ground made sacred by the suffering of Revolutionary heroes, and later a splendid banquet was served at Fort Side Inn. In the dining-room a special stage had been erected and vaudeville talent of the highest order was provided.

After the banquet the guests repaired to the lawn, which had been specially decorated by myriads of electric lights, where the vaudeville entertainment was continued.

The report of this, which appears elsewhere, will show that the officers of the Victor Co. lived well up to their established reputation as royal entertainers in this finale of the Convention meet of 1912.

THE address delivered to Louis F. Geissler at the banquet at the Marlborough-Blenheim is deserving of the closest reading by the talking machine men everywhere, and through the mediumship of *The World* his splendid essay is carried to many thousands of men in all parts of the earth.

His optimistic views should inspire every talking machine man whether in America or in foreign lands.

It shows how a great company perfectly organized is moving ahead at enormous strides and yet at all times is considering the welfare of its business constituency.

Mr. Geissler figures that politics will have less effect upon commercial affairs than ever before, and he does not anticipate the slightest interference with prosperity by reason of the coming Presidential election.

In other words, with bumper crops practically insured, industries active, labor well employed, he rightly figures that men can go ahead and do business with a reasonable certainty—that they are on safe ground.

INSTEAD of slowing up in advertising and publicity, the Victor Co. will spend more money than ever this year.

Mr. Geissler said, regarding advertising: "The year 1912 was again launched with the largest advertising appropriation in the history of the company. I hope that our enlarged newspaper campaign is appreciated and that it will prove effective. In connection with this increased advertising a man said to me: 'Geissler, you are foolish. You're now always advertising goods before you

can furnish them. Isn't your factory rushed to death? Are you not selling all the goods you can manufacture? Doesn't everybody know the Victor? That little dog is the best known and most valuable advertisement in the world. Why don't you save a half million this year instead of spending it? It will make a difference of a million dollars in profits to your company.'

"Our reply was that 'we were spending nearly a million dollars extra this year in extensions to our plant. We are trying to sell the output of that factory *two years hence* and *not to-day*,' and I believe we will do it, and *then some*.

"The daily newspaper advertising which the Victor name is receiving I have had carefully estimated by our advertising managers, and find that that effort alone is costing \$600,000 per annum.

"Our appropriations for advertising in the magazines, weeklies, agricultural, school and trade papers, export and foreign publications have through this year's increase, reached a stupendous sum, but I assure you that we are not appalled thereby, and it would not be at all like us if we did not soon increase it again."

MOST readers of The World are familiar with the fact that in various countries of the world the voices of some of the greatest men of the present age are being preserved through the mediumship of talking machine records which are filed away for the instruction of those who follow in days to come. The languages of Indian tribes and the dialects of the people in different parts of the earth are preserved in this manner, and now comes California with the preservation idea as applied to moving pictures.

At a "millionaire wedding" in California a series of moving pictures are to be taken of the ceremony. The films are to be preserved as parts of the family record. Thus in private as in public life the "movies" are beginning to take an established place from

which they will rival the portrait gallery and perhaps supersede it.

Some years ago it was the vogue to keep a book of autographs in which friends were invited to write answers to various questions tending to show temperament and taste. One of these questions was, "What historic event would you most like to have seen?" The question was, of course, more amusing than useful, but to future generations it may be quite reasonable with regard to any event that happens from this time on.

As for the family records of moving-picture films, they, too, are likely to have a large development. At present a portrait painted of some obscure squire by Joshua Reynolds for £50 could be sold for \$50,000. So it will be with family movies. Entertaining to-day, they will be valuable assets for great-grandchildren. The Californian innovation is bound to become the fashion.

THE latest is the Magnaphone, which brings you into immediate contact with the world of news and the world of music. Sweet songs and orchestrations, says the owner, will float into your room simply by moving a little switch. This service is maintained through a central station and the sound is transmitted over wires similar to telephone wires.

Every week you are furnished with a time schedule of musical numbers showing you the approximate time at which each solo or orchestral selection will be given.

The Magnaphone is along the lines of Dr. Cahill's invention, but it is a very simple instrument compared with the Cahill invention. A franchise has been recently granted by the City of New York to the New York Magnaphone & Music Co., for the purpose of enabling the latter to install its service throughout the city. It is said that there is ample capital behind this new enterprise, so that it will not languish for lack of necessary funds.

TALKING MACHINE POPULARITY.

Pianos More Affected by Automobile Competition Than Talking Machines, Says a Piano Merchant Who Talks Most Interestingly.

A piano merchant, in a chat the other day, gave it as his opinion that the automobile is a real rival of his product. This information was the outcome of a question respecting the greater popularity of talking machines, the low-priced kind in particular, in the rural districts, in villages and small towns. Said this gentleman:

"The talking machine hasn't done nearly so much harm to the piano business as has the automobile. It is true that plain country folks set great store by a talking machine. For instance, I spent part of my vacation fishing a stream miles from a town in a section where the houses were widely separated. Within a radius of ten miles there were perhaps ten or a dozen residents. Four of these had pianos and four had talking machines, and by all odds the latter carried off the honors. By invitation neighbors of each of the talking machine quartet would drive miles to spend an evening listening to the sort of varied program usually associated with the talking machine in rural places. Campers along the lake were included in these invitations sometimes and usually they accepted.

"I found that the records in each case were about evenly divided among popular vocal and instrumental selections and humorous recitations and jests of the vaudeville order.

"I never heard of a gathering of the neighbors to listen to piano playing. This was up in New York State, and in some of the Western rural communities the proportion of pianos to talking machines is less. Nevertheless this doesn't indicate as much of a slump in the piano market as might be imagined, for the reason that forty-nine out of fifty of the talking machine owners wouldn't buy a piano anyway. Perhaps there is no one in their family who can play a piano or who cares to learn to play. As matter of fact the sale of pianos in villages and small towns is quite as brisk now as it ever was, that is, of the less expensive grades. The talking machine has hindered the growth a little, but not much.

As a general thing, the self-made man makes a lot of hay first.

TO DISSOLVE THE COMPANY.

Business of the Universal Talking Machine Mfg. Co. to Be Liquidated—The Formal Notification to This Effect Just Issued.

The Universal Talking Machine Mfg. Co., manufacturers of Zonophone disc machines and records, Fourth and Race streets, Philadelphia, Pa., has sent out the following letter under date of June 28 to its customers, which explains itself:

"Gentlemen—At a special meeting of the stockholders of the Universal Talking Machine Mfg. Co., held on June 17, 1912, it was decided to dissolve the company and liquidate its affairs.

"In the meantime if you wish to order any records

in our catalog, supplies or parts of either new style or old style machines, or any type machine, according to our catalog, we will be in a position to take care of your wants. If you find yourself in need of any of the goods above mentioned, we would advise you to place your order as early as possible, as we do not expect the stock we have on hand will last long. We will not issue any new records, the July list being the last. Very respectfully,

"UNIVERSAL TALKING MACHINE CO."

I think I could succeed as well now as in the past. It seems to me that the conditions of to-day are even more favorable to success than when I was a boy.—John Wanamaker.

The DITSON Pledge

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

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

The Fastest Victor Service

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

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

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

LIVER DITSON CO., Boston, Mass.

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



(Reprinted from last year's convention issue. That boosted demand is what is making it necessary for us to provide a 50 per cent. increased factory output six weeks from now.)

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

GOING AFTER SUMMER TRADE.

The Dealers of St. Louis Are Carrying on a Lively Battle and Securing Results in the Sales of Talking Machines and Records Despite the Hot Weather—How Recitals Help Business—Silverstone Interested in the New Edison Disc Machines—Other Items of interest from the Saintry City.

(Special to The Talking Machine World.)

St. Louis, Mo., July 10, 1912.

The jobbing business appears to have an edge on the retail business for June, but at that the retailers are not complaining. Trade has held up well and the summer vacations are proving as much a boon as they are a handicap. Neither are the record departments complaining, and Mark Silverstone declares that the Democratic convention at Baltimore has boomed the Bryan talking records more than the "Houn' Dawg" song. "We have several good records by Bryan," said Mr. Silverstone, "and they are fairly good sellers. His talk on 'Immortality' has been a steady seller, and some of the old political bits have come into demand again. We also have the Taft records, but they are not selling and never have."

W. C. Reece, of Elvina, Mo., a Columbia dealer, was a recent caller.

Manager D. S. Ramsdall, manager of the Columbia store, returned the first day of the month from a short trip through northern Missouri, calling upon dealers. It was sort of a departure for Mr. Ramsdall to get out with the trade, but results were sufficient to encourage the belief that he will carry out his proposal to make such trips frequently.

The Columbia Co. is going to feature the demonstration record again this month to boom sales in the record department, and Retail Manager C. L. Byars has great hopes of results. "Last year," said Mr. Byars, "we sold 130 of the ten-cent records in one day and very few of them went without taking other records with them, and we know positively that we found many new customers through this record. It is a bargain and it attracts and brings excellent business with it and opens the way for more new business." The recent record trade at the Columbia store is reported to have been very good.

A. E. Robinson, manager of the Victrola department for the Stix, Baer & Fuller Dry Goods Co., is of the opinion that recitals help the talking machine business, especially for a department store department. Some may say that Mr. Robinson has an exceptional opportunity for display, as the piano department for that store is a new one and the recitals there gathered quite a large crowd. The conditions under which the machine was used were a bit unusual, as the piano department was making a special effort to introduce the Cable Inner-Player and the machine was used in connection with this instrument.

"We put on a lot of heavy stuff, such as the 'Lucia' sextet and quartets of that nature," said Mr. Robinson, "and we made quite an impression on the musical folk assembled there. Of course there are a good many happenings at a department store recital, and some of these were not so musi-

cal and were perfectly amazed at the tone quality. They were under the impression that a talking machine was mechanical and sounded well merely because there was no comparison. When they heard some of our machine music and a real, first-rate, real voice number next following, they realized that the quality was there. These were the folk we reached through recitals, and we also had some sales of machines and records to the musical folk. Of course we put on some lighter numbers."

Another department store feature that Mr. Robinson has found profitable has been the playing of a machine in front of his department merely to catch whoever passes. The store playground is next door to his department and a lot of persons go there to see or to permit their children to rest during shopping, and these listen and often ask, and then a sale is possible.

"And you cannot tell what is best to play. One day," said Mr. Robinson, "I was at a loss to know what record to put on my display machine, and as a last resort struck on a Sousa march. Now it proved that one of the men who came up to the garden supply department that day was a former professional drummer and that Sousa march was his favorite selection. He listened, was charmed, and came in and bought a machine especially to play that record, but incidentally, of course, he took other records."

Mark Silverstone, president of the Silverstone Talking Machine Co., departed for New York the first of July in high spirits over anticipation of a treat in looking over the new disc machines and Indestructible records and hearing the new business outline of the Edison Co. "At last we are going to have the long-talked-of disc machine," said Mr. Silverstone, "and I am a good deal like the small boy anticipating a new toy. I want to see it at work and get a good look inside of it (for it must be remembered that Mr. Silverstone is an expert mechanic and divides his admiration of machines between the mechanism and the tone). I expect these machines to become a big factor in the market."

This trip came as a good deal of a surprise to Mr. Silverstone, who had just given up his proposed trip to Atlantic City because he did not like the conduct of arrangement of affairs for the convention, and to miss the trip after anticipating it was something of a disappointment. But the later trip more than fulfilled his plans for the first one.

"June was one of the very best months we have had," said Manager Robinson, of the Thiebes talking machine department. "Rather strange to say there has been little feature to the trade, but everything is moving with equal success—by that I mean all classes of machines and records."

Special Representative O'Neil, of the Victor Co., was in the city recently and freely praised the newly-decorated parlors of the Thiebes Piano Co. "They are the handsomest I have seen on this trip, which has included most of the cities of the South and West," he remarked. In addition to being newly decorated, the parlors have been rearranged.

The Columbia Co. sold a machine through the local Indian supply agency for use at the government schools on the Sac and Fox reservation at Stroud, Okla. With the machine went five dozen

records for use in the schools, being chiefly patriotic and popular music.

Mark Silverstone is receiving congratulations on the sale of a \$200 Amberola to Thomas Noble, a prominent East St. Louis resident. The demand was that the machine must be fitted so that a member of the Noble family who is very deaf could hear it. Mr. Silverstone made a tube connection with the reproducer and tried it on the person who is to use it. The result was very satisfactory and did not appear to affect the tone, but for fear that it would Mr. Silverstone inserted a cut-off that could be used to close the opening so made when not in use. A report of the sale by Mr. Silverstone to the company brought the felicitations of the advertising department to him. He had tried similar experiments with other machines, but this was his first effort on an Amberola or a machine of like value.

The Columbia Co. reports excellent business following the general advertising campaign of that company.

The Silverstone Talking Machine Co. reports the sale of several dictating machines to the legal department of East St. Louis municipal government.

The talking machine boys are making their influence felt in the piano baseball league. Four talking machine houses are in the league and from four to five of each team representing those houses are drawn from the talking machine departments. A. J. Robinson, manager of the Thiebes talking machine department, is captain of that house's team. The other teams which have a good representation of talking machine players are the Aeolian, Val Reis and the Bollmans.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., and Harry Levy, manager of the talking machine department of the Aeolian Co., were convention visitors from St. Louis.

SERVICE.

One of the Most Important Things a Merchant Has to Offer His Customers.

Two things you have for sale and two things only—material and service. The reason people go to your competitor rather than to you is not often because they find better material there—but because they find better service there.

The reason the employer gives the preferred place to another rather than to you is probably not due so much to the other's superior ability as to his greater willingness to serve.

There is no success without service, says Glen Buck in Ford Times. There is no getting without giving. Your bread turns to poison when you do not digest it. And the more you give the more you have to give. Service means growth. Its opposite is stagnation. Marshall Field learned how to serve—first his employer, then the people.

Material we have everywhere—in plenty. But real service is a rarity. And it is in big demand.

Have you mapped out your line of campaign for the holidays, or are you going to "take things as they come"? Being prepared to meet the situation is nine points of the game.



U-S
Royal
IN OAK

The Quick Sale Line

U-S EVERLASTING
NON-BREAKABLE
RECORDS

Are You a
Live Dealer



Phonograph

Opportunity
To Make
More Money

Best Value Ever Offered
Sells Itself on Sight

THE U-S ROYAL PHONOGRAPH in a choice of oak or mahogany finish, is the finest Cabinet Phonograph ever offered for the low price of \$50.00.

The ROYAL excels not only in appearance but in perfect sound reproduction, and is an entirely new model of the U-S PHONOGRAPH, with horn of non-vibrating material entirely concealed within the cabinet.

The ROYAL is a beautifully finished cabinet that will adorn any apartment, and without protruding horn to stamp it as a Phonograph and to be continually in the way.

Plays three Four-Minute or six Two-Minute Records with one winding.

Dimensions, 20½ x 18 inches. Height, 16½ inches. Shipping weight, 70 pounds.

*The Phonograph that meets good taste
At an exceedingly modest expenditure.*

The U-S Phonograph Co.

Associated with
THE BISHOP-BABCOCK-BECKER CO
1013 Oregon Ave., Cleveland, Ohio
219-225 W. Washington - Chicago
Portland and Chardon Streets - Boston
58-60 W. Mitchell St. - Atlanta
210-12 S. Broadway - St. Louis
5-7 Union Square - New York
338-340 Minnesota St. - St. Paul
368-370 Broadway - Albany
1106 Commerce St. - Dallas

The
U-S
Phonograph
Company
1013 Oregon Avenue
CLEVELAND, OHIO

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

Name.....
Street.....
Town.....
State.....

Think How Easy
it is to Sell with
these Selling Points

NO "needles" to change. Sapphire Reproducing Points never wear a record—last forever and are a feature of U-S PHONOGRAPHS.

U-S EVERLASTING RECORDS can be handled by children—cannot be broken by careless handling even in the delicate sound grooves.

U-S EVERLASTING RECORDS never wear out, but preserve their tone values forever.

The most powerful, even-running, and long-running motor ever made for a phonograph.

Plays four-minute and two-minute records. A turn of a thumb-screw to left instantly engages four-minute gear, and to the right engages two-minute gear.

A Phonograph so superbly equipped that it reproduces whispering harmonies of music usually lost in the sound volume. Absolutely true to original rendition.

The everlasting enjoyment of the best talent that the musical, theatrical, and vaudeville world affords, becomes his who accepts this most remarkable offer, which is for a short time only.

It's Easy to Make Big
Money If You Get
This Winning Line

U-S EVERLASTING
NON-BREAKABLE
RECORDS

The Coming Line

U-S EVERLASTING
NON-BREAKABLE
RECORDS

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



(Reprinted from last year's convention number. Did you put a chalk mark on that?)

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

EDISON TELLS OF HIS SCHOOL DAYS.

Letter from the Inventor the Subject of Essays by Children in the Closing School Examinations Throughout New Jersey—Pays Graceful Tribute to His Mother Who Was His Teacher and Who Always Encouraged Him.

Part of the examinations of the Eighth Grade pupils of the schools of West Orange, N. J., during the closing exercises was to write an essay on a letter to New Jersey school pupils written by Thomas A. Edison. The same examination is to be given to all the pupils of the grade throughout the State in compliance with a new law. The letter is a message of encouragement and good will in part of his remarkable life. Mr. Edison writes as follows:

"Dear Young Friends: I have been asked to write a letter to the boys and girls in the grammar schools in New Jersey, telling something of my

own school days. Such a letter as that would be very short, for I really never had any school days as you understand them.

"I was rather delicate when a small boy, and instead of sending me to school my mother, who had been a high school teacher, educated me herself at home. She had only the one pupil, which was fortunate for me, as I received thoroughly sound teaching. My mother also taught me how to read good books quickly and correctly, and as this opened up a great world in literature, I have always been very thankful for this early and valuable training.

"I was fond of experimenting, so, when I was 12 years old I got work as a train newsboy in order to earn my own pocket money to buy chemicals and apparatus with which to experiment. My train ran from Port Huron to Detroit, and this gave me opportunity to go to the library in the latter city and read books that could not be found in Port Huron, where I lived.

"I always kept busy and had lots of adventures in trying to add to my store of knowledge, but to

tell you the whole story would make my letter too long.

"School days are very different from what they were when I was a boy, fifty years ago. You now have beautiful school buildings, with modern conveniences and apparatus, and your studies include many interesting subjects relating to the arts and sciences. It seems to me that the boys and girls of the present time ought to be very happy in having these fine opportunities of preparing to do big things in the world. Sincerely your friend,

"THOMAS A. EDISON."

Friends of Edison who are well primed as to the great man's history smile at the paragraph in his letter in which he alludes to his "lots of adventures." They recall the story told about him to the effect that he kept an experimenting laboratory in the baggage car, by courtesy of a good-natured trainman. One day one of his experiments resulted, as experiments sometimes do, in an unexpected explosion, and the cars and its contents were destroyed. Needless to say, Tommy was forbidden to reconstruct his laboratory in the car.

At the Jobbers' Convention at Atlantic City, the most complete and up-to-date line of Record Cabinets was displayed by The Geo. A. Long Cabinet Co., and was greatly admired by the jobbers. Several new patterns have been added to the line.



D 33, with No. 9 Victor Machine.—Mahogany and Golden Oak. Top and all four sides polished to match machines. Width of top 21 1/2 in. Depth 18 in. Moulding loose or attached. Can be supplied to fit Victrolas VIII or IX. Capacity 210 (12 in.) disc records.

ILLUSTRATED PRINTED MATTER SENT ON REQUEST

Distributed by the jobbing trade

THE GEO. A. LONG CABINET CO.

HANOVER, PA.

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

Latest and Best
THE ALTO BRAKE

"It Knows When to Stop"

An Automatic Mechanical Brake for Talking
 Machines built on new principles



Simple

Effective

Automatically Sets Itself

THE BRAKE PERFECT

Attached Permanently with one Thumb Screw
No Adjusting or Removing. Once on Always Ready

This Brake Works— Slowly, Softly, Surely

*This is the only brake on the market which
 does not require adjusting for every record.*

The ALTO BRAKE retails, Gold \$3.00; Nickel \$2.50. Liberal discount to jobbers.
 Get one from your jobber. Write for information NOW.

ALTO SALES CO.,

1507 Humboldt Savings Bank Bldg.
 SAN FRANCISCO, CAL.

The Talking Machine Trade in New England

EDISON HOME KINETOSCOPE

Being Placed with Great Success by the Pardee-Ellenberger Co.

F. H. Silliman, manager of the Boston headquarters of the Pardee-Ellenberger Co., Inc., was in New York recently, and commenting upon the volume of business that the company had created in New England for the Edison home kinetoscope, showed some figures that were of startling size. Mr. Silliman has been doing a whole lot of work in connection with the introduction and exploitation of the Edison home kinetoscope, not only through personal work but in a general way. The first kinetoscope advertising to appear in The Talking Machine World came from the Pardee-Ellenberger Co. and it is still appearing. The officers of this company are aggressive people; they are business builders, and it is only natural that success should follow hustling qualities plus "first water" ability.

LARGE SHIPMENTS OF NEEDLES

Being Made by John M. Dean from His Factory at Putnam, Conn.

(Special to The Talking Machine World.)

Putnam, Conn., July 9, 1912.

That the talking machine industry is in an excellent condition is best attested by the large shipments of needles that are constantly going all over the country from the factory of John M. Dean, of this city. The Dean plant is one of the best-equipped and modern factories of its type in the country, and it is the aim of the Dean organization to have its output consistent in every manner.

The line of Puritone needles, which is the one that Mr. Dean concentrates upon, is held to be an exceptional needle in style and finish. Most of the trade prefer to handle these under the Puritone brand as made and packed by Mr. Dean, but to those who do not wish this, Mr. Dean will gladly put them up in envelopes bearing special printing and advertising. The price for either service is about the same.

Samples of these needles—Puritone brand—or of the other types of needles made by John M. Dean will be sent upon request to the jobbers.

OLD JIGGER—MAN HANDLER.

The Story of a Man Who Insisted on Being the Boss or Nothing.

Happen to know 'Old Jigger'?"

One of the Has-Beens. Regular Rose of Yesterday. Hits one selling force, then another. Gets a job. Don't do anything. Sponges off all the boys. Talks their joints loose telling what a big guy he used to be. Gets fired—goes on his way, looking for the next easy mark.

Old Jigger tied up with a big insurance works, a while back. Supposed to solicit. But, no, sir! Not for Old Jigger! Wanted to boss things. If he couldn't be boss, he wasn't going to bust himself, not he. Every morning he'd stick his ratty old plug hat and grizzled Burnsides into the private office, and give the General Agent a calling down.

"Why don't you give me a decent job?" he'd sputter. "Why don't you make me a branch manager, 'stead of some little squirt of a kid like the one you sent up to Milwaukee—what does he know about handlin' men?"

Could hear his observations all over the place, "Used to have charge of the hull Pacific division! I'd ought to be handling men!"

"By jinks, you'll get what you're after!" the General Agent said one day. "I know the place for you. I'll write you a letter. You'll land it! They're aching for somebody like you, who can take hold and handle men."

Grabbed a pen and started to write, the General Agent did. Old Jigger's eyes bulged out. Thought he'd made a ten-strike this time. Saw himself getting to be president of a trust.

Maybe he didn't cave when he read the letter, though! It was to the boss of a Turkish bath house. Said, "Don't you need a good rubber? Bearer's a whirlwind at 'handling men'!"

FACTS ABOUT BAGSHAW NEEDLES.

(Special to The Talking Machine World.)

Lowell Mass., July 8, 1912.

On page 2 of the new booklet issued by W. H. Bagshaw, the needle manufacturer of this city, are the following paragraphs which are of more than passing interest to talking machine men:

"As a vivid illustration of the marvelous growth of the Bagshaw needle business, take a ten-day period during which time 63,020,300 needles go out. This is over six million needles a day, and every needle is of the highest possible quality.

"Quality" has been the diaphragm of this achievement, in conjunction with the immense quantity, and it is the quality feature of the Bagshaw needles that created their universal reputation. Outside of the United States, for instance, the quality of Bagshaw American-made needles is demanded by the better class of foreign talking machine men, although they could buy inferior needles right at their homes. This statement should be remembered when anyone in this country attempts to 'palm off' 'imported' needles at any price on you.

"Bagshaw American-made needles are acknowledged by experts to be the standard talking machine needles of the world."

TRAVELERS GETTING TOGETHER.

Rapid Growth of the National Association of Traveling Men Betokens Wide Interest—Some of the Objects of the Organization.

In the general movement toward co-operation throughout the industries, professions and trades, it is interesting to note the rapidity with which a new organization, the National Association of Traveling Men, with headquarters in Chicago, is bringing together the commercial traveler of the country, a class of men who perhaps more than any other require the prestige of a strong and well organized society and yet who through the necessity of long absences from their home cities are to a considerable degree handicapped in the matter of organizing.

The National Association of Traveling Men, which came into existence last fall, will complete its first year of life in September, and while the aims and ambitions of the organization have been set unusually high there seems every likelihood that the association will actually have enrolled 5,000 members during its first twelve months. Of course, in the case of an organization of this sort the first consideration must be membership, for to secure legislative recognition of the needs of the traveling men the association which seeks to attain this aim must have the prestige of numbers. In this respect the National Association of Traveling Men may be said already to be a success, and as the organization has prepared a plan for its legislative committee to submit to the lawmakers of the various States, there seems every probability that its members and the traveling public in general will be materially benefited through the operations of the association.

NEVER PAYS TO DELAY.

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

If your advertisement is given a position where it is hard to find, make up your mind the results will be hard to find, too.

Don't waste rain coats on ducks—or sympathy on the man who enjoys his hard luck so much that he's all the time talking about it.

Yes, "Bud," some people are so high and mighty that it makes them dizzy to look down on the rest of us. Great and good old world, "Bud," just the same, for those "highups" sometimes take a tumble.

A Summer Cottage in Your Vicinity?

Every summer cottage is a prospect for the Edison Home Kinetoscope: the cost is small and the pleasures great. Away from the city, the cottagers are only too eager to see the "movies" right in their own home.

Now you, Mr. Dealer, are the one who should get these sales. The machines retail from \$65 to \$88, and the films sell at a corresponding low price. The profits are right.

We'll back your efforts with hints and suggestions, thus reinforcing every chance you get to make your profits. Take this week off for the "summer cottage sales"—it means more business.

If you don't happen to be a Kinetoscope dealer, better write to-day for full details. A postal will do provided you mail it to-day.

The Pardee-Ellenberger Company

EDISON KINETOSCOPE DISTRIBUTORS

NEW HAVEN

BOSTON

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., July 9, 1912.

The June business with the Columbia Phonograph Co. has quite exceeded the anticipations of Manager Arthur Erisman, and when comparisons were made it was found that it was about double the business of June a year ago. Meantime Manager Erisman and all his office force are rejoicing over the victory just won, as the Boston office won the prize offered by headquarters for having had the largest cash receipts in proportion to accounts receivable for a period of several months. For some time it was neck and neck with the New York office, but the Boston quarters finally won out and everybody is much delighted. For this good showing much credit is due Jack Shaughnessy, of the bookkeeping department, who kept a close watch of things.

An Artistic Victor Window.

The window in the Henry F. Miller Co. on Boylston street, which is always given over to Victor displays, has a very catchy arrangement just now which is a direct appeal to the summer vacationist. Across the rear of the window is a placard with the words "For the Camp or Canoe," and on each side is a colored drawing of a canoe trip on the one side and a suggestion of camp life on the other. In the foreground are stacks of low-priced machines such as are especially adaptable for vacation resorts. Ubert Urquhart, the manager of the Victor department, is anticipating a trip to Maine with his family, and F. T. White, who is taking his vacation early in July, will spend it at home, for having lately moved to Brookline, he finds that that neighboring town is not such a bad place after all in which to spend a vacation.

A Visitor from Atlanta.

Westervelt Terhune, manager of the Atlanta, Ga., offices of the Columbia Phonograph Co., was a visitor in Boston lately. He came North on purpose to visit the New York headquarters of the company, and as he is contemplating making extensive changes in his Atlanta store, the New York officers suggested he come over to Boston to see what Manager Erisman is doing here, as Mr. Erisman, as mentioned last month, has extensive plans already under way for utilizing the front of the second floor of the Tremont street quarters, which probably will be ready for occupancy in a few weeks.

Outing of Eastern Talking Machine Associates.

The June 17 outing of the Eastern Talking Machine Associates held at Crescent Park, down the Providence river, was a success in every particular. Twenty-eight members and guests took the trip and the start was made from Boston at nine o'clock. Arriving at Providence there was a short trolley trip along the shore to Crescent Park. The great event of the day was the ball game between the Victor and the Edison teams, the Victor nine being captained by J. M. Price and the Edison by Mark Read. There was little left to the imagination when the final score was declared, but it would be a shame to tell how the teams stood. Following the regular game there was another by the stout gentlemen, in which "Chief" Wilkinson, of the Eastern Co. played a conspicuous part, and it was one of the funniest stunts of the day to see the "Chief" run to first base. Following the dinner, which was thoroughly enjoyed by all, Mr. Chamberlain gave an impromptu address, speaking enthusiastically of the association. Then the company scattered to enjoy themselves in their own way and the return trip to Boston was made during the cool of the evening. Among the guests who went down with the Eastern boys were Billy Veale, manager of the talking machine department of the McWhire Co. at Fall River, and John Taylor, of Boston. The outing was voted one of the most successful ever undertaken by these Associates.

Joins Dictaphone Department.

H. A. J. Niven, formerly with the Eliot Fisher Co., has been added to the dictaphone department of the Columbia talking machine department, which department, by the bye, is going through a thorough process of systematizing with an eye to improving its capacity for the growing business that has been facing the department for some time.

Attended Jobbers' Convention.

Henry A. Winkeiman, manager of the Victor department of the Oliver Ditson Co., and Herbert L. Royer, manager of the Victor's Arch street department of the M. Steinert & Sons Co., attended the Atlantic City convention. E. F. Taft, manager of the Eastern Talking Machine Co., also was at the convention.

Ditson's Good Victor Business.

The Oliver Ditson Co.'s Victor department has had a splendid June business and a great many machines and outfits have been sold to summer camps. The business this year of this character has shown a tremendous growth over last summer.

An Attractive Vacation Window.

In the establishment of the Columbia Phonograph Co. there is the best possible suggestion for summer recreation in the window and in the store itself. In one of the large show windows is a miniature pond on which floats a canoe with two little figures and a tiny representation of a phonograph. At the rear is an Indian tepee, and the entire window accessories tell of a delightful summer reverie through the medium of Columbia outfits. Inside in the store there is a full-sized canoe filled with cushions, and at one end a machine. The two together are a fine advertisement and the doorway is filled all the time with interested spectators who are attracted by the novel sight.

Victor Records for Class Gift.

One of the interesting features of the graduating
(Continued on page 18.)

An Interesting Question at the Atlantic City Convention was —

"Where do You Buy Your Needles"

?

The jobbers who got together and compared notes found that they secured the best values

from Bagshaw, of course

To those who haven't seen the latest Bagshaw product—The DUPLEXETONE Needle—we'll mail a generous package free of charge.

The Duplexetone Needle is the wonderful Needle with TWO TONES, permitting both SOFT and LOUD with the same needle. Write us today.

W. H. BAGSHAW, LOWELL, MASS.

A limited edition of a booklet covering Duplexetone Needles and the other Bagshaw products has been published. Jobbers can have sufficient copies for their trade upon request.

Can you imagine anyone saying there would be no demand for Fremstad records? Or Nordica records? Or Mary Garden records? Or Nielsen records? And can you imagine any Smart Aleck trying to offer you a substitute for them?



(Reprinted from last year's convention number. Since then the dealer who doesn't handle the Columbia line has also had to turn aside from the demand for records by Destinn, Slezak, Zenatello, Weber and Fields—and it hurts.)

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

FROM OUR BOSTON HEADQUARTERS.
(Continued from page 17.)

exercises of the Lawrence school in Brookline was the presentation of the class gift, which was of an unusual character, being no less than a solid mahogany case for talking machine records. It will be recalled that the Lawrence school has been interested in Victor machines for some time, and W. J. Fitzgerald, of the Eastern Talking Machine Co., has kept in close touch with the school and has given several demonstrations out there. The purchase of the cabinet for records was made through him, and he also helped to make a choice selection of the records, \$100 worth of which were presented to the school at the same time.

Inspected New Edison Products.

Manager Silliman, of the Pardee-Ellenberger Co., of Batterymarch street, went over to New York last week for the exhibition of the Edison Co. in Fifth avenue, to which a number of the jobbers went. Mr. Silliman was accompanied by Frank Boyd, of the Iver-Johnson Co., whose establishment at the corner of Washington street and Cornhill is quite a popular headquarters for outfits. Mr. Silliman reports that the Edison business was very good during June, and this was especially true of the kinoscope outfits, which have been selling rapidly ever since they were put on the market. A recent visitor to the Pardee-Ellenberger Co.'s Boston office was Mr. Phillips, the credit manager of the Thomas Edison Co.

Miss Davis Married.

Miss A. J. Davis, the popular attache of the Eastern Talking Machine Co., was married on Wednesday, July 3, to C. L. Hammond, a well-known Boston man. The ceremony took place at the Church of the Immaculate Conception at Revere and several of the bride's associates in the Eastern Co. attended the ceremony. The bride was pleasantly remembered by them with a handsome silver service.

Successful Talking Machine Exchange.

A. Rosen, whose successful talking machine exchange in Bromfield street is one of the especially popular rendezvous for the public interested in machines, lately came into possession of a large number of odds and ends which his patrons were not slow to take advantage of. One of these was 108 folding Edison machines. Mr. Rosen has lately enlarged his quarters at 3 School street, and he now has a part of the floor above which he uses largely for his surplus stock. Mr. Rosen lately successfully conducted a concert at the Young Men's Hebrew Association, using a Victrola No. 16. He is planning a trip to New York, after which he will go to Buffalo for a short time, visiting the trade there.

Returns from Honeymoon Trip.

Chester J. Sylvester and his bride have returned from their honeymoon and now are pleasantly located in Dorchester. Mr. Sylvester has been making a pronounced success of his talking machine department at the C. E. Osgood Co. and June showed up as a record month.

Manager Erisman has lately completed contracts with the Burt Fur Co. as Columbia dealers for South Attleboro. Another deal has been closed by him with Almy, Bigelow & Washburn, who will

handle Columbias for Salem and Beverly, where this concern is widely known.

Concerts Greatly Interest.

R. L. Perrett, the instalment manager of the Columbia Phonograph Co., has been giving some highly successful concerts lately. One that comprised a mixed program was given at the Elks quarters in Somerset street, Boston, and was attended by a large company. Another given in Henry M. Moore Hall, Y. M. C. A. building, at Somerville, was styled a Gounod's "Faust" recital, and all the prominent numbers through the four acts were given, followed by much applause. This recital was given on a Columbia Grafonola Mignonette.

Visited Eastern Co.'s Store.

Alice Lloyd, the star of the musical comedy "Little Miss Fix It," playing a highly successful engagement at the Tremont Theater, was a visitor to the Eastern Talking Machine Co. the other day. She was accompanied by her husband, Tom McNaughton, who also is widely known in musical comedy.

Play Ball!

The talking machine boys are looking forward interestedly to another baseball game to be played at Franklin Field soon by the nine of the Eastern Talking Machine Co. and the fellows from the Victor department of M. Steinert & Sons Co.

Good Sales of Victor Machines.

George Lincoln Parker's Victor department has made a number of good sales lately, and there has been quite a lively demand for the July records. The department is making good headway in the hands of Mr. Davis.

A Timely Publication.

"How and Where to Sell Columbia Grafonolas, Graphophones and Records" is the title of a booklet which Manager Erisman has just got out. The text tells of the adaptability of machines to settlement work, children's playgrounds, State prisons, religious institutions, factories and even doctors' and dentists' offices, and is really quite ingenious.

DEPARTED VOICES LAID AWAY

In the Paris Opera House, and the Day of Resurrection Is Set by the French Government One Hundred Years Hence.

A strange ceremony was held recently at the Opera House in Paris, where phonographic records of singers were consigned to a hermetically sealed tomb under the building where they are to repose for a century, when they will be opened to allow those of another century to hear the songs and voices that delight the audiences of to-day.

The first series of such records was made by the opera in 1907, when the voices of Caruso, Tamagno, Melba and others were duly buried under the seal of the State Secretary of Fine Arts.

Take the trouble—it will pay you. One of the secrets of the success of this business is the general willingness to "take the trouble"; to do each detail in the best possible manner.

Don't expect others to do for you what you are not willing to do for yourself.

RIVAL OF THE VICTOR DOG.

Something of the Seven-Year-Old German Setter for Whom Remarkable Claims Are Made as a Talking Dog—The Fox Terrier Who Is So Alert to Hear "His Master's Voice" Is Not Jealous or Despondent, Thank You?

Dogs have made a noise in the world before to-day, but the noisiest of them never startled the public ear with such vocalizations as have been attributed to "Don," the seven-year-old German setter of Gardlagen. Here is a canine whose reputation has literally gone out to the ends of the earth. Scientists from world-famous universities have investigated him. The contour of his teeth are known and his trachea has yielded up all its secrets. The exact mechanism of his wonderful mouthings is enshrined in numerous phonographic records and scientific monographs. He has been photographed and motion-pictured times out of number. There is a book about him, written by the learned professor of a psychological institute in collaboration with a teacher of anatomy and a doctor of philosophy.

For several years past Don has been known as "the talking dog." Numerous observers reported that he had a vocabulary of eight words, which he could utter if food were offered and certain questions propounded. Thus he could call himself "Don," say he was "hungry," express his preference for "cakes," tell of the "rest" for which he longed, reply "Yes" or "No," according to circumstances, and correctly state who wrote the first article about him in the newspaper. But Don has just been put through his vocal paces by Oskar Pfungst of Berlin, with a result that makes psychological mincemeat of the famous canine wunderkind of Gardlagen. It is admitted that Don has a "high tenor voice, ranging from F on the bass clef to the octave above middle C." But along with this gracious admission goes a flat denial that the dog really utters any of the words attributed to him. All Don does is to respond to his training by making certain sounds in regular order after other sounds which he hears. The rest is the work of enthusiastic listeners, who, expecting given answers, unconsciously distort "meaningless noises" into intelligible forms of speech, just as a well-known bird's "Pff-ah-rih" is converted by the imagination-aided senses into "Whip-poor-will."

Now all this would seem trivial were it not that on Don's alleged power of speech turns a question of great importance for science—nothing less than the claim frequently made that extremely complicated processes analogous to our own go on in the lower animals, and that therefore the difference between them and man is merely one of degree, not at all one of kind. The downfall of Don from his high estate as a "talking dog" is expected to put an end to all further attempts to dispute the intellectual primacy of the human biped over the sagacious four-footed companion of his daily walks. And that favorite saying of the ladies will still remain true of all canines: "He does everything but speak."

Thousands of men have failed in business because they lacked the moral courage to say No.



Victor-Victrola IV, \$15
Oak



Victor-Victrola VI, \$25
Oak



Victor-Victrola VIII, \$40
Oak



Victor-Victrola IX, \$50
Mahogany or oak



Victor-Victrola X, \$75
Mahogany or oak

The most profitable branch of the musical instrument business

The Victor-Victrola has not only captivated the world with its wonderful tone qualities, but has opened the eyes of the dealers with its opportunities for profit and prestige.

It has not only imparted dignity to the talking-machine business, but made it the most profitable branch of the entire musical instrument business.

And, backed by the tremendous resources of the Victor organization, it keeps on growing and offers a constantly widening field for profit to every dealer throughout the length and breadth of the country.



Victor-Victrola XIV, \$150
Mahogany or oak



Victor-Victrola XI, \$100
Mahogany or oak



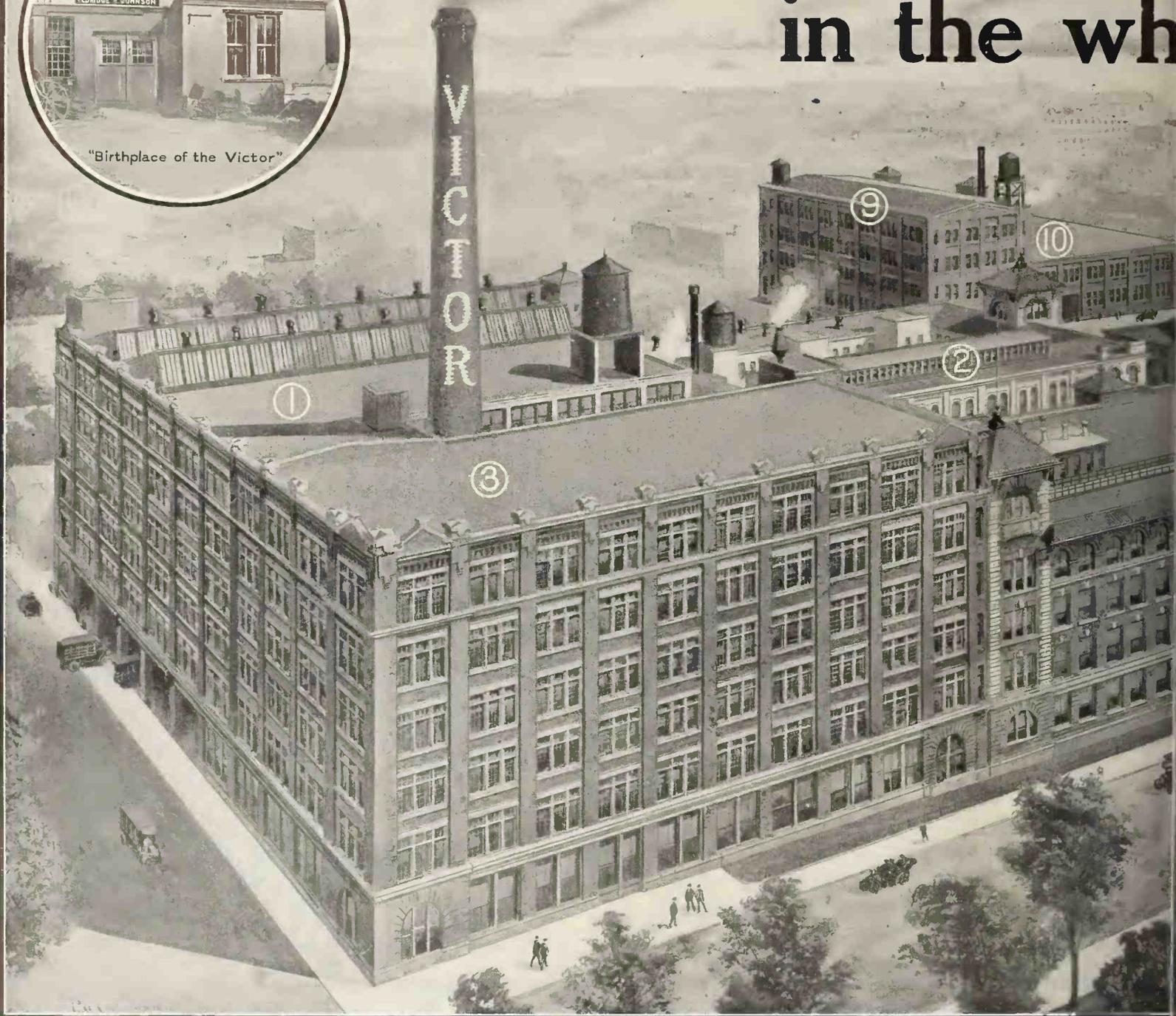
Victor-Victrola XVI, \$200
Mahogany or quartered oak

Victor

1898



The greatest in the who



Greater than the Metropolitan Opera House; greater than Covent Garden, where the royalty of England is entertained; greater than La Scala at Milan, the Grand Opera House of Paris, and the Royal Opera of Berlin; greater in fact than all the opera houses and places of entertainment in the world, is the seventh floor of Building No. 5—the center of a city in itself formed by the modern structures of steel and concrete that house the giant industry of the Victor and Victor-Victrola.

To this building in the city of Camden, just across the historic Delaware River from the city of Philadelphia, comes a never-ending procession of the

very greatest artists in the whole world. Amato, and to-morrow it may be M. or Farrar; or it may be several of masterpiece like the "Sextette from Lucia, Kubelik, or Elman, or Harry Lauder, might be Sousa and his band, or Victor He

But whoever it is or whatever the organ the four walls of this building is heard,

This advertisement is one of the double-center pages which we use right along in the *Saturday Evening Post*.

The cost of this space is \$8,000 for a single insertion, and yet this amount is insignificant when compared with the hundreds of thousands of dollars

musical center of the world



ld. To-day it may be Caruso or
or Tetrzzini, or Schumann-Heink,
n assembling to unite in making a
ia." Or it may be Paderewski, or
r Blanche Ring; and then again it
Herbert and his orchestra.
ganization, rest assured that within
day in and day out, year in and

year out, music in all its forms such as no other place on earth has ever heard.

And unlike music that is heard in any other place, which is only a momentary pleasure ending with its rendition, Victor music lives forever. From its beginning in Building No. 5, it goes through the various processes necessary to its perpetuation and eventually leaves the shipping department (Buildings Nos. 9 and 10) to be heard again and again in hundreds of thousands of homes, just as it is heard in the sacred precincts of the recording room on the seventh floor of Building No. 5.

expended every year for Victor publicity. Magazines, newspapers, farm papers, are used month after month sending Victor business to Victor dealers in every part of the country, and making the Victor plant grow larger and larger all the time.

The mark of quality

The famous Victor trademark, "His Master's Voice," is a guarantee of quality. It stands for all that is best in music, and is on every Victor, every Victor-Victrola, and every Victor Record.



The best-known trademark in the world

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

Victor

Good product, sold *to* the dealer and *by* the dealer strictly on its merits, co-operation always, and protection a matter of course—that's *business*, Columbia style.



(Reprinted from last year's convention number because we couldn't say it better.)

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

50 PER CENT. COLUMBIA INCREASE.

Many Additional Buildings Going Up at the Columbia Phonograph Company's Factory at Bridgeport—Many More Hands to Be Employed—Columbia Force Enthusiastic Over Present and Prospective Business.

The largest increase in production ever made by any talking machine manufacturers at one time in the history of the industry will be consummated September 1 by the Columbia Phonograph Co. at their factory in Bridgeport. This increase includes both instruments and records.

In the meantime the big plant is working two full



George W. Lyle.

shifts—day and night—in order to cope with the demand for instruments and records which is now coming to the company from all parts of the country.

This unprecedented increase of production not only indicates the extraordinary prosperity of the talking machine trade in general, but particularly emphasizes the well-recognized fact that the great campaign which has been so brilliantly conducted by the Columbia Phonograph Co. is bearing gratifying results.

Discussing the Columbia program of expansion in the company's general offices, George W. Lyle, general manager, stated to the Talking Machine World representative:

"Yes, by September 1 we plan to have increased the producing capacity of our factory 50 per cent. in all departments—machines and records. And we will use every bit of it. We are celebrating our twenty-fifth anniversary in the best way we know how—by making it our banner year. As a matter of fact, that is exactly what we had planned to do, but the way the Columbia demand has grown and is growing, and is so unquestionably going to keep on growing, has already exceeded our calculations. And that is why we found it necessary to bring into effect just as quickly as pos-

sible this increase in our factory output.

"Things are certainly going ahead in great shape with us. Never busier, trade booming, and the prospects ahead are multiplying every minute. This reorganization and extension of our factory has been one of the first big tasks undertaken by Mr. Woods, our new factory manager. Our national advertising campaign, reinforced by remarkable co-operation on the part of our dealers, is producing a vast increase in business throughout the country. The first half of 1912 has already proved to be by far the greatest in the history of the Columbia Co., and four months and a half still to come before the beginning of the great Christmas rush."

"THE VICTOR BOOK OF THE OPERA"

Has Proven a Great Success, the Entire First Edition Having Been Sold—Honored by the United States Government.

After sending two copies of "The Victor Book of the Opera" to the Librarian of Congress to be copyrighted, one of the members of our Legal Department visited the Congressional Library to investigate some matters, and incidentally asked for "The Victor Book of the Opera." One of the librarians on looking the matter up informed him that "The Victor Book of the Opera" was indexed in the Music Section, under books of instruction.

This, when you take into consideration that records are listed therein in catalog form, is certainly a very high compliment, and one whose significance every Victor Dealer should appreciate.

However, this is actually what "The Victor Book of the Opera" is—a book of instruction—and we believe if presented to every Victor owner with this line of argument, not only will nearly every one of them buy a copy, but all those who do will rapidly develop into much more regular customers of these beautiful operatic records.

Furthermore, it is one of the best aids every salesman in your store could possibly have. If they will read it they will certainly find themselves possessed of a wonderful store of knowledge that is bound to prove very valuable to them in selling the Victor line.

If you haven't a copy you should ask your distributor to send you a few at once.—The Voice of the Victor.

WILL REORGANIZE COMPANY.

Geo. E. Brightson has purchased the assets of the Sonora Phonograph Co., 78 Reade street, New York, and is now arranging to have the company reorganized.

CONGRATULATIONS.

The genial H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., General, is wearing a broad, happy smile. The reason is a son and heir, who will hereafter make his home in the Yerkes household. Mr. Yerkes insists that the boy has already commenced making "records."

TWIN CITY SUMMER TRADE.

Excellent Reports from Talking Machine Houses Regarding the Demands of Vacationists—Foster & Waldo's Handsome Victor Department—Much Interest in New Amberolas.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, July 9, 1912.

Summer homes at lake and river resorts are making long drafts on the talking machine houses of the Twin Cities. Minnesota and northern Wisconsin is pre-eminently the summer home district of the Mississippi valley. St. Louis, Kansas City, St. Joseph, Omaha and numerous other cities of the Middle West are represented by large club houses all through the lake region. Many thousands, probably a full hundred thousand, from outside States spend the hot season in Minnesota. And, of course, every Minnesotan with means has a lake cottage. A certain proportion of these want talking machines, and those who have machines want better ones, and all want records. Hence, good business for the talking machine men.

Foster & Waldo, who put in a Victor department, after having existed as an exclusive piano house for more than twenty years, are more than satisfied with the experiment. Their location and their wide acquaintance naturally enabled them to get into the business on a lucrative scale at once.

A highly satisfactory tale is related by Jay Wheeler, manager of the Columbia Phonograph Co.'s stores in the Twin Cities. We did not see him personally, but the well-trained staff said trade was fine.

Much interest has been displayed in the Amberola No. 3, according to President Lawrence Lucker, of the Minnesota Phonograph Co. These instruments are going rapidly, he says. He also predicts a great demand for the Edison disc machines when they appear early in the fall and is preparing for what he believes will be a rush.

The Metropolitan Music Co. and W. J. Dyer & Bro. find that talking machines are a greater element in the world of music than they had suspected when they introduced them some years ago, and both are doing nice business in these lines.

DAY OF CERTIFIED ADS COMING

Is the Prediction Made by A. W. McCann in a Recent Address Upon "Publicity and Public Welfare."

"We have certified milk and certified checks. The day of the certified 'ad' is at hand," said Alfred W. McCann, of New York in discussing "Publicity and Public Welfare," the principal topic for consideration at a recent session of the Sagamore Sociological Conference at Sagamore Beach, Mass. Mr. McCann scored dishonest advertisements and said:

"Advertising to attain its noblest possibilities must begin with a conscience. Happily, advertising men are beginning to realize the abuses to which their profession has been subjected, and are beginning the reform from the inside, but the reform will be successful only to the extent to which the manufacturer lends his co-operation."

POOLEY RECORD CABINETS

NOW IS THE TIME
————— TO —————
PLACE YOUR ORDER

For the new Cabinets to Retail for

\$18.00 AND \$25.00

—————
They will outsell any Record Cabinets in
the market. The demand will be large.

—————
POOLEY FURNITURE CO.

16th St. and Indiana Ave. PHILADELPHIA, PA.

Sixth Annual Convention *of the* National Association of Talking Machine Jobbers Atlantic City, N. J., July 1 and 2, 1912

(Special to The Talking Machine World.)

Atlantic City, N. J., July 5, 1912.

The sixth annual convention of the National Association of Talking Machine Jobbers, in which there was probably more live interest shown on the part of the members and the trade at large than any previous gathering in the history of the organization, is now a thing of the past, and the association has now started on a new career as a body reunited in spirit and strengthened in many particulars.

There were, of course, differences of opinions—there must be in any gathering of more than two people—but the compromise route was found to be the safe and sane path, and its adoption served to place matters on a perfectly satisfactory and pleasing basis, much to the relief of the majority of the members.

The first session of the convention was called to order on Monday morning at the Hotel Chalfonte, with President Lawrence McGreal in the chair and with about sixty members present. After the formal roll call Mr. McGreal proceeded to deliver his annual address, which constituted a careful summing up of the conditions facing the association for some time before the convention, a summary of the threatened dangers and a warning regarding the future conduct of the affairs of that body if its strength and value to the trade were to be preserved. Mr. McGreal said:

President McGreal's Address.

Since our annual meeting a year ago, or rather since the present officers assumed their respective duties, matters of moment to the association have not presented themselves with sufficient force to call forth any special action on the part of the executive committee, with the exception of those things that brought about the meeting last January in Chicago. The secretary's report, when read, will acquaint you with our action at that meeting.

The fact that only one meeting of the executive committee during the year was necessary is by no means a sign of coma, nor does it indicate any lack of interest in association affairs by either your committee or its membership. On the other hand, it indicates a pacific condition as between the factory and the jobber; a condition, I trust, that will continue indefinitely, for I feel that the less agitation created on matters, except those of very paramount importance, the better it will be for all concerned.

It is the easiest thing in the world to start trouble in an association such as ours, and agitation on things of minor importance leads too often to serious misunderstanding and unnecessary clashes between manufacturer and jobber and dulls the weapon necessary to be used when serious and consequential matters arise.

What the Association Means.

This association, if left to itself and directed in policies by its members as a body in annual meetings and carried through the interval by a wise, carefully selected body of executive officers, means much to the jobbers and dealers. No one man, nor set of men, should consider himself or themselves bigger than the association, and the power that official position gives them should not be used to promote their own interests, lead them to attempt to divide the association into factions, nor license them to attempt to elevate their friend and crush their enemy or business competitor.

The members of this association should discard all personal interests and forget all personal likes

or dislikes, and stand shoulder to shoulder and fight as one man for anything and everything that benefits the whole.

We have witnessed a spectacle during the last few months, and which came to its climax at Chicago only a few days ago, that should be a warning to this and all other associations of its character.

We see a historic political party about to crumble, after fifty or more years of almost continual and uninterrupted unity and power, through the egotism and personal ambition of one man. Many admire that man and believe him great, an opinion I'll not gainsay, but can anyone deny that his personal ambition and greed for power will not destroy in a great measure the usefulness of a party greater than any one man?

During the proceedings of this convention I may again touch upon and speak further upon this par-

the new president will see fit to call a special meeting in conformity with the present constitution to make changes and adopt amendments that will hereafter rid this body, first, of the very obnoxious proxy stunt and in some way deprive those holding office in the association of the power of perpetuating themselves and those who are equally desirous of controlling and dictating matters that should be approved and adopted by the membership.

In conclusion, let me say that if this association is to live and carry out the objects and purposes for which it was brought into existence, we must now steer the ship into dry dock, as it were, and scrape off the barnacles that hinder our progress, and after this is done, with a good man at the wheel, steer into the bay of harmony, and see to it that all commissioned officers and the entire crew work shoulder to shoulder for the commercial safety of all on board. Let the fox terrier protect the home



Newly Elected Officers—Left to Right—Louis Buehn, Secretary; John B. Miller, Treasurer; Geo. E. Mickel, Vice-President; J. Newcomb Blackman, President.

ticular matter, but deem it sufficient at this time to caution the association members against and warn them to crush, if possible, any move that has been made or may be made here by any member to divide this house against itself by putting Victor interests against Edison interests, and vice versa.

The framers of our present constitution and by-laws constructed what, in their best judgment, was a safe, strong yet elastic constitution, but developments of certain abuses during the past year or two leads me to think that changes and amendments are vitally necessary, and while it is not my purpose or inclination to prompt or dictate any action for the incoming administration, I hope

of the old people and the old couple shelter and treat the terrier with humane kindness and consideration. Let there be no Orange nor Camden, but one united association.

Next in the regular order of business came the report of the secretary, J. C. Roush, as follows:

The Secretary's Annual Report.

"In deference to the many important matters which are scheduled to come before the association and the curtailing of the official meet to two days instead of four, your secretary will endeavor to limit his annual report, as nearly as possible, to a resume of happenings, as are.

(Continued on page 26.)

The increasing Columbia business you are missing ought to make you nervous.



(Reprinted from last year's convention number. That increase has multiplied since. Our dealers are doing 60 per cent. more business this year, and by the same token that nervousness of yours can hardly be improving much.)

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

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 25).

"It also behooves him to be brief and not usurp time from the many special attractions arranged this year, in addition to the wealth of amusement, recreation and pleasure of this city by the sea.

"It has taken us long enough to get this long-distance connection with each other and the distracting or disturbing factor of a long report might complicate matters as were at a certain 'phone booth one day, when a tall and aggressive one said, 'Excuse me, but I'm in a hurry! You've had that 'phone 20 minutes and not said a word!' The short, meek man answered, 'Sir, I'm talking to my wife!' In spite of your secretary's views and beliefs, there might be those here who would take exceptions to anything but a brief report and express those exceptions as clearly as did a certain man who hotly discussed the merits of a certain book with its author. The author finally replied: 'No, Jim, you can't appreciate it. You never wrote a book yourself.' 'No,' retorted Jim, 'and never laid an egg, but I'm a better judge of an omelet than any hen in the State.'

"It follows, in an association like ours, that during the period of a year there should have been some change in the personnel. We have both lost and gained members, the net result being a total of 9 having withdrawn their membership and 10 being added to the fold. This shows a distracting mortality rate and should act as an incentive to each and every member of the association to exercise during the coming year an unusual effort to recoup and enlarge our membership.

"Members having been lost to the association for various reasons: 8 having discontinued the jobbing of talking machines; 8 being suspended for non-payment of dues, and the balance for various reasons.

"The new members admitted were: Sol Bloom, Inc., New York City; O. K. Houck Piano Co., Little Rock, Ark.; O. K. Houck Piano Co., Nashville, Tenn.; Frederick Loeser & Co., Brooklyn, N. Y.; A. Hospe Co., Omaha, Neb.; Florida Talking Machine Co., Jacksonville, Fla.; W. F. Frederick Co., Altoona, Pa.; Oliver Ditson Co., Boston, Mass.

"Since the last convention the secretary has collected and turned over to the old and new treasurer \$2,580.51 for current dues and last year's banquet receipts. This leaves still outstanding dues from delinquent members amounting to \$42.50.

"During the past year there has been one special executive meeting, which was held at the Chicago Athletic Club, Chicago, Ill., January 25, 1912, at which were present the following members: J. F. Bowers, Lawrence McGreal, Geo. Mickel, J. B. Miller, Perry Whitsit, Rudolph Wurlitzer and J. C. Roush.

"At this meeting a number of very important matters were discussed, among which was the advisability of asking the Victor factory to compel the jobber and dealer to charge interest on instalment accounts, and the advisability of increasing the initial qualifying purchase from three to five machines and from 100 to 150 records.

"Your secretary was instructed to write each

jobber, asking for his vote on the subject, and the matter was to be thoroughly discussed at the convention and then put up to the company in the form of a resolution requesting it to make this a part of its contract.

"The vote on the charging of interest on all time and instalment accounts was 38 for and 5 against.

"The vote on the increasing of the initial order was 39 for and 9 against.

"Another important matter taken up at the last executive meeting was the new Victor cut-out exchange. At this meeting a resolution was passed asking the Victor Co. to grant the jobber and dealer a larger cut-out list, and upon taking this matter up with the Victor Co. it very promptly and courteously granted an increase, and listed 205 more numbers to its cut-out list than was on same before our request.

"Our president, Lawrence McGreal, was instructed to appoint a legislative committee to consist of three members, and named L. H. Clement, chairman; J. F. Bowers and H. H. Blish members.

"Mr. Taft, of Boston, was appointed to serve on the transportation committee.

"A resolution was passed at the 1911 convention, requesting the Thos. A. Edison, Inc., to modify its present exchange and grant the jobbers the privilege of returning 15 per cent. instead of 10 per cent. of their record purchases.

"The secretary mailed this resolution to the Thos. A. Edison, Inc., and received a reply from Frank Dyer, president of the Thos. A. Edison, Inc.

"The secretary took prompt action when advised of the proposed adverse legislation on patent laws, and mailed a letter on the subject to every United

States Senator and Congressman at Washington and received many replies promising support against said change.

"Both factories are working strongly on this matter and it is now believed that the right to name the price on patented articles will not be affected.

"The matter of a transfer bureau for the exchange of Edison records among members was taken up with the Edison Co., but no satisfactory plan has been suggested as yet. I herewith read you Carl H. Wilson's letter on this subject.

"As a matter of record the secretary reports that the Thos. A. Edison, Inc., in a letter dated June 4 declined the association's invitation to our 1912 convention, giving as its reason a personal letter sent out by J. C. Roush.

"J. C. ROUSH, Secretary."

The Treasurer's Report.

The treasurer, J. B. Miller, next made his report for the year, showing receipts of \$1,705.15; expenditures of \$776.60, and balance on hand of \$928.55.

Report of Resolutions Committee.

Perry B. Whitsit, chairman of the resolutions committee, presented his report at the afternoon session, in which he stated there was practically no work for the committee; the only matter brought to their attention which required any action on their part being the threatened change of the patent laws, which would have quite a bad effect upon the talking machine business. He said: "The committee has prepared a resolution on these lines which will be presented to the association for its adoption or rejection at the proper time."

(Continued on page 27.)



Standing, Left to Right: James F. Bowers, Ruby Spaulding, Perry B. Whitsit, Geo. E. Mickel.
Sitting: J. C. Roush, Lawrence McGreal, E. F. Taft, John B. Miller.

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 26).



Officers, Members and Friends of the National Association of Talking Machine Jobbers, Hotel Chalfonte, Atlantic City, July 1 and 2, 1912.

Report of Membership Committee.

The membership committee of the association, through Geo. E. Mickel, the chairman, then reported.

"During the year we have secured the following members: Sol Bloom, Inc., New York City; Houck Piano Co., Nashville and Little Rock; Frederick Loeser Co., Brooklyn; A. Hospe, Omaha, Neb.; Florida Talking Machine Co., Jacksonville, Fla.; Frederick Piano Co., Altoona, Pa.; Oliver Ditson Co., Boston, Mass.; E. E. Forbes Piano Co., Birmingham, Ala., and Greenhut-Siegel-Cooper Co., New York, making a total membership of 100. During the year letters have been written to all jobbers who are not members of the association, urging them to come in with us.

"There are now about 30 jobbers who are handling Edison and Victor goods that are not yet members of the association, and a strong effort should be made to secure them, and I would suggest that the membership committee of the association for the coming year be arranged at the earliest date possible during this convention and that they be gotten together while here and be given the names of the firms that they are expected to interest in the association. By a careful selection of the committee it could be so arranged that many of the jobbers who are not now members could be personally seen, and there is not a doubt but what our membership could be very greatly increased by a plan of this kind."

Report of Special Traffic Committee.

One of the interesting reports made at the morning session was that of the special traffic committee, L. C. Wiswell, chairman, which follows:

"Your committee has been confronted during the past year with two very important questions, namely, the proposed increase in freight rates on talking machines enclosed in cabinets from first class to double first class, by the Western Classification Committee, and a uniform change in classification on phonographs and talking machines enclosed in cabinets and without cabinets, crated or boxed, LCL shipments first class, CL, or carload, third class, by the Official Classification Committee.

"The proposed change in classification by the Western Classification Committee, if adopted by it, would have meant an extra expense of thousands of dollars to distributors and dealers each year; in fact, it would have been prohibitory for a large number of distributors and dealers in the far Western territory to continue handling the Victor line on account of the fact that their profits would be practically wiped out by the increased cost in transportation.

"Your committee, reinforced by W. F. Fulghum, representing the Victor Talking Machine Co.; J. C. Rodgers, representing the Thomas A. Edison, Inc., and W. C. Fuhri, representing the Columbia Phonograph Co., appeared before the Western Classification Committee, who were in session at Milwaukee during the month of July, 1911, presenting arguments as to why the proposed change in classification should not be acted upon favorably by them.

"Your committee is pleased to report that the arguments presented were favorably considered by the Classification Committee, the result and effect being that the proposed change in classification was not made.

"A circular letter, dated September 7, 1911, was sent by your committee to all Victor, Edison and Columbia jobbers apprising them of the action taken by the Western Classification Committee.

"During the early months of this year, 1912, the Victor Talking Machine Co. experienced considerable trouble with the freight inspectors of the Pennsylvania railroad at Philadelphia, they (the inspectors) changing the classification on Victrolas from first class to one and one-half first class.

"W. F. Fulghum, of the Victor Talking Machine Co., took the matter up with the proper authorities and succeeded in having included in Docket No. 10 of the Official Classification Committee a specification reading as follows: 'Phonographs or talking machines mounted in cabinets or without cabinets, in crates or boxes (CL minimum weight

(Continued on page 28.)

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



(Reprinted from last year's convention number. That convention is still in session, and the attendance is greater than ever before in the history of the talking machine business).

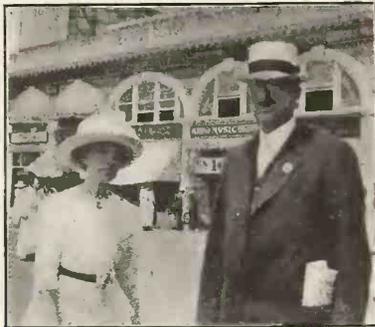
**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 27).

24,000 pounds) (subject to ruling 27) LCL first class, CL, third class.

"A meeting of the Official Classification Committee was held at 143 Liberty street, New York, beginning April 23, 1912, for consideration of the subjects enumerated within the docket.

"Your committee, by its chairman, together with



Mr. and Mrs. C. N. Andrews Watching Bathers.

W. F. Fulghum, of the Victor Talking Machine Co., and J. C. Rodgers, of the Thomas A. Edison, Inc., appeared at this meeting and presented arguments before the committee in support of the proposed change in classification.

"Should this uniform classification be adopted by the Classification Committee, and we have every reason to believe that it has already been adopted (no information can be obtained on this subject, for the reason that the new classification docket has not as yet been issued), it will mean the elimination of further controversies pertaining to the classification on talking machines enclosed in cabinets, for the reason that the classification covers a uniform ruling, and phonographs or talking ma-



Notice Louis Buehn's Nifty Little Cap—Why?

chines, whether mounted in cabinets or without cabinets, will only be subjected to first class rating on LCL shipments and third class on CL shipments, minimum weight 24,000 pounds.

"So important is the question of transportation—freight costs on talking machines, records, sundries, etc.—to the members of this association, as well as those jobbers who are not members of the association, and you and their dealers, that this association should have a standing traffic committee, whose duty it would be to look after all questions pertaining to same. Therefore, your committee begs to recommend that at this meeting you create and maintain a traffic and transportation committee. Respectfully submitted,

"L. C. WISWELL,
"Chairman Traffic Committee."

Arrangement Committee Report.

The Arrangement Committee also made a report of their work in connection with the making of preparations for the present convention.

Protest Against Oldfield Bill.

At the afternoon session the following resolution protesting against the passage of the Oldfield bill was offered by Mr. Whitsit and unanimously adopted:

Resolution Against Oldfield Bill.

"Whereas, Unless prompt action is taken by the holders of the patents and those interested in protecting patented articles, Congress is likely to nullify the recent decision of the Supreme Court in the Dick-Henry case, every plant owner, every patentee and every person interested should wire their Senators and House members at once, as well as other members of Congress with whom they have personal or political relations, protesting against the passage of the bills now pending; and

"Whereas, The assault on the patent system has practically been centralized in House Bill No. 23417, introduced by Mr. Oldfield, chairman of House Committee on Patents, on April 17. The companion bill in the Senate is No. 6273. The measure is intended to affect a complete revision and codification of the patent statutes. It makes many radical changes in the method of taking out patents, the terms of the patents and scope of protection afforded by them. The most drastic sections are 17 and 32, providing, respectively, for compulsory licenses, as under the English system,

and with a further provision that the owner of any improvement may compel the owner of a basic patent to grant him a license. Section 32 and other sections of the bill absolutely prohibit any restriction whatsoever accompanying the sale of a patented machine, whether in fixing the price, the mode or terms of use, or the materials with which the machine shall be used. This bill completely nullifies the recent decision of the Supreme Court in the Dick-Henry case. There is danger that the bill will pass in the House unless there is determined opposition; therefore, be it

"Resolved, That the National Association of Talking Machine Jobbers unanimously opposes this assault on the patent system of the United States, and that a copy of this resolution be sent to each



Fun on the Beach.

of our several representatives in Congress and the Senate of the United States."

The Election of Officers.

A special matter of interest in association circles and a matter that served to attract many of the members to the association in person was the question of proxy voting, which had served to stir up wide discussion and considerable feeling during the past year or so and promised to become a live issue at this year's meeting. The example of the two great political parties in their conventions in Chicago and Baltimore seemed to have a decided effect upon association politics, for there was talk of bolting the convention, disbaring delegates and

(Continued on page 29.)



Some of the Early Arrivals in the Convention City.

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 28).

forming a third party along lines that have become quite familiar during the past month or so.

There were two tickets in the field and the electioneering was fast and furious, the most convincing arguments being offered in favor of the various candidates. Before the afternoon meeting and the election both sides stood firm and threatened deadlock, but after the matter had been talked over calmly in the convention it was decided that a compromise would not be such a bad arrangement after all, especially after the president had been decided upon. In the selection of the president the "harmony ticket" drew first blood after a strong contest and elected J. Newcomb Blackman to the highest office in the gift of the association, with a vote of 44 to 42. As a matter of fact it was proxies that really decided the matter, those favoring Mr. Blackman having taken the precaution to salt a few of those valuable documents away for safe-keeping and possible use, which move, for their interests, was a very wise precaution. The manner in which the proxies made for the balance of power is well illustrated in the figures, there being seventeen proxies voted for the winning ticket and fifteen for the ticket headed by Mr. Taft. The closeness of the vote might be taken as a tribute to both candidates and to the high esteem in which both were held by the members of the association. Following the election of the president the balance of the ticket was divided between men of both sides and neutrals, as follows:

- OFFICERS 1912-1913.**
- President, J. Newcomb Blackman,
New York.
- Vice-President, George E. Mickel,
Omaha.
- Secretary, Louis Buehn, Philadelphia.
Treasurer, John B. Miller, Philadelphia.
- Executive Committee:**
- H. H. Blish, Des Moines, Ia.
O. K. Houck, Memphis, Tenn.
J. F. Bowers, Chicago.
C. A. Grinnell, Detroit.
W. D. Andrews, Buffalo.

President Blackman's Appreciative Remarks.
Following the announcement of his election as president Mr. Blackman said:

"I suppose a few remarks from me at this time would be in order, but I will be very brief. I appreciate most highly the honor you have conferred upon me, and more particularly the confidence which I hope is expressed by your action.

"There are always those who doubt the sincerity of candidates for office, but I want to assure you that it will be my aim to serve the interests of every member without regard to my own, except in common with all members.

"Should I ever be unable to assume an impartial attitude and give a 'square deal to all,' you will have my resignation. It is a great responsibility to take office at this particular moment, owing to conditions with which you are familiar, but I believe in harmony, in the organization, will work for it, give you the best there is in me, and I ask your support to that end. I have nothing further to say at this time, except to thank you with a sincerity that comes from the heart."

Lawrence McGreal's Closing Words.

Immediately after the election of officers, when the smoke of battle had cleared away and general harmony was the rule, President McGreal made the following remarks regarding the position taken by him in the controversy preceding the election, and his statement was deeply appreciated both by those who had been against him and those who had been with him. The manly action of the retiring president made a deep impression. He said:

"I desire at this time to say a word or two in defense of the position I have taken in matters pertaining to the instance just ended. My fight, while seemingly personal, was not intended to be so. I fought for principle and not against the personnel of the opposition. I jumped into the ring

with my hat on my head and with a somewhat overheated brain under my hat, after I saw the proxy our secretary had mailed to distributors and above which he wrote that your executive committee had indorsed the ticket he set forth. Knowing this statement to be contrary to facts I assailed him for his attempt to mislead and deceive the membership, and although knocked against the ropes and on



An Early Morning Stroll on the Boardwalk. Get L. C. Wiswell's Debonair Expression.

and although knocked against the ropes and on

my knees only an hour ago, I am glad now to find that nobody turned off the gas and that little or no china was smashed in the crockery department. I am ashamed of myself and apologize to every member for the bad and most undignified letters I have written during the last month or more. I ask Mr. Roush to forgive me for all I have written or said and consider all as coming from an overwrought brain and not from the heart that throbs only in most kindly feelings for every man on his ticket. Fat, good-natured Taft and myself have been friends for years, and I love that good-natured fellow. We peddled wax records and Edison phonographs together years ago, and personally there is no man in the association whom I would rather help to honor than Elton F. Taft. Let us all forget and forgive and begin anew the work of uplift, and in harmony stand shoulder to shoulder for the promotion of all that is for the best of our association."

The meeting then adjourned until Tuesday.

OPEN SESSION OF ASSOCIATION ON TUESDAY.

The Most Notable Event of This Interesting Meeting Was the Paper Read by Mrs. Frances E. Clark, in Charge of the Educational Department of the Victor Talking Machine Co.—Remarkable Document in Many Ways—Other Speakers Included M. A. Carpell, of the Herzog Furniture Co., Daniel G. Williams, of the Udell Works, Henry C. Brown and Walter G. Fulghum, of the Victor Co.—Invitations Received for Next Year's Convention.

(Special to The Talking Machine World.)

Atlantic City, N. J., July 5, 1912.

On Tuesday afternoon was held the open session of the convention, to which were invited the various representatives of the Victor Co., and the several supply men in attendance, and on which occasion interesting addresses of special character were made.

The first business to come before the open session was the hearing and consideration of the invitations extended by those cities desiring next year's convention and Niagara Falls, Richmond, Va., and Atlantic City all made eloquent appeals for the honor. James F. Bowers, who stood for Atlantic City, said: "I don't care which city you choose for next year's convention so long as it is Atlantic City," and there were many of the same opinion, despite the fact that Col. W. F. Dabney, business manager of the Chamber of Commerce of Richmond, Va., made an eloquent address in favor of that city and promised an abundance of Smithfield ham and real mint juleps to the visitors. After a short argument the choice of next year's meeting place was left to the Executive Committee of the association, which will ascertain the desires of the members through the medium of a mail vote and decide accordingly.

The event of the open meeting was the reading of a highly interesting and valuable paper on the progress made by the educational department of the Victor Talking Machine Co., and the plans for the future in that direction, by Mrs. Frances E. Clark. The paper made a distinct impression upon the jobbers assembled and was as follows:

MRS. FRANCES E. CLARK'S ADDRESS.

To present a matter of such vital interest as our educational work to every distributor needs no apology. While the department, as such, is still in its swaddling clothes, the idea is not new, and from the nature of the subject matter must inevitably become one of the vital developments of the Victor business.

Music is at once the oldest and the youngest of the arts—the very first to be used as an expression of man's needs and the last to be developed into a practical science. A writer has truly said: "Music is the fourth great elemental need of man—first, food; second, clothing; third, shelter; fourth, music." Certain it is that beyond the bare necessities of life there is no one thing so universally loved—none so universally used in one way or another.

Because of this innate craving of the human soul for music the success of reproducing instruments has been assured.

The principal purpose of all music is to give pleasure. The degree in which it fulfills its mission depends both on the content of the music itself and upon the tastes (natural or acquired) of the hearer. For centuries of the world's history music played an important part in ceremonials and in inciting to activity, arousing the passions of love, courage, hate, vengeance, worship and adoration. Because of its rare power men finally began to study its laws, and developed its wonderful possibilities into the greatest of the arts.

The Evolution of the Talking Machine.

The history of the talking machine has been, in some sense, an epitome of the history of music—first, it inspired a feeling of awe at the marvel of it; then it was a curiosity, a luxury of the idle rich, then a toy for tickling the risibilities of the



Mrs. Frances E. Clark.

uncultured, then its largest field of usefulness, catering to the amusement of a large portion of the populace, who, financially unable to attend concerts, recitals and opera, still paid tribute to the power of the art by becoming patrons of the little soundbox that made for them many hours of pleasure and enjoyment.

Then came the era of the development of grand opera and the opera star and the marvelous reproduction of the gems from all the great operas. The artists became friends to the machines that made possible their welcome into the homes of the cultured and prosperous, and sent hundreds of thousands to hear the original voice by way of the box office. The primary purpose of amusement took on a more serious aspect and the desire to learn to appreciate a better class of music prevailed.

Now comes the latest phase of the metamorphosis of the mechanical talking machine from a toy with which to while away a tedious hour or enter-

(Continued on page 30.)

That's a great record catalogue of ours—it's a salesman—use it as such. It presents just such a good list that musical people without Columbias will want the records. It's a stimulant and an attraction.



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

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 29).

tain one's friends, to a high class musical instrument to be used intelligently and purposefully, as a legitimate part of the intimate atmosphere of the home and an indispensable adjunct in the equipment of the modern school. What was once a luxury has become a necessity. A writer has said, "If you wish to establish a national policy put it in your school system."

Now with an invention so wonderful as the Victor, and records of all the great artists, all the great composers, showing all epochs, schools, forms and nationalities made possible for everybody—the great love of every human soul for music of some sort, the general awakening of our people to the development of music, in all its forms—choral, opera, orchestra, etc.—it is obvious that such a medium should be made a national policy.

General Manager Geissler Saw Ahead.

Our astute, wise and far-seeing general manager realized this years ago, and began looking to the schools as the means of making the use of the Victor machine stable and universal. About the same time others from the inside of the schools began utilizing the Victor as an educational factor in practical school work—not as an amusement, not as a fad, not even as an entertainment, but hailing it as the panacea of all the ills of the age in music study; a solution of the problem of pure tone production, a veritable godsend in helping to establish high standards, better tastes and a wider knowledge and higher appreciation of the best in the world's music.

So the educational department came to be and now, having completed its first year, is ready to give an account of what has been done and some outlook for the year to come.

Three years ago there were only a few sporadic cases of the Victor being used in studios and colleges, but, so far as known, none in a system of schools or as a regular part of public school work. A year and a half ago Victors had been installed in the schools of only four or five cities. To-day we find them being used in the schools of 350 to 400 cities.

Within the year I have spoken on the programs of eleven State and National conventions, have lectured and demonstrated in forty-eight cities, in some of them several times, in twenty-two different States. Millions of copies of educational literature have been given out.

We have held demonstrations at eleven National and State conventions, and in that way reached hundreds of the leaders in educational work.

This convention work, doing personal demonstrating to such large numbers of leaders, is wonderful advertising, and of a sort that will surely bring us large returns.

Lectures in Summer Schools.

This is a busy season for the educational department. Conventions, summer schools, chatauquas must be reached during the summer term. I shall personally visit and give lectures in a number of these summer schools, speaking at the Silver-Burdett School at Evanston, Ill.; Valparaiso University, Valparaiso, Ind.; Purdue University,

at Lafayette, Ind.; DePauw University, at Greencastle; the Ohio State University, at Columbus; the State Normal School, at Ypsilanti, Mich.; Cornell University, at Ithaca, N. Y.; University of Virginia, at Charlottesville, and as many others as possible. Demonstrations were held during the session of the New York State Music Teachers' Association, and a full week of demonstrating will be held in connection with the National Educational Association in Chicago, July 6 to 12. This is the largest educational meeting in the world, and gives a splendid opportunity to reach large numbers of school people who attend this convention to get new ideas. We shall have a force of five workers there, and shall play from 7:30 each morning until 11 p. m. during the entire week.

This personal work will be supplemented by a very talented and efficient corps of helpers.

Miss May Harbin will give lectures in the State University at Athens, Ga.

Mrs. Maude Truitt, supervisor of music, Mobile, Ala., is using the Victor throughout the session at the University of Alabama.

I. G. Jones, superintendent of schools, Salada, Tex., is giving a series of ten lectures in the normal schools and universities of Texas.

Miss Ada Van Stone Harris will use the Victor throughout the session in her primary work at Chataqua, N. Y.

Miss Catherine Zisgen, supervisor of music Trenton, N. J., will use the Victor for her work at Cape May Point, N. J., in the summer school.

E. L. Coburn, supervisor of music, St. Louis, Mo., will give a series of at least ten lectures in the normals of Iowa.

Miss Celia Campbell, supervisor of music in Evanston, will give lectures at four normal schools of Illinois and four in Missouri.

Charles A. R. Stone, superintendent of schools at Coldwater, Mich., will give lectures at the State Music Teachers' Associations of Ohio at Columbus, of Indiana at Elkhart, and also a number of universities and normal schools in those States.

Miss Anne Shaw Faulkner will again use a Victrola in demonstration in the Ginn & Co. Summer School at Chicago.

Theo. E. Fitz will use the Victor in the Normal College of Colorado at Greeley, and give demonstrations in Denver and Boulder.

Frederick Chapman, supervisor of music, Portland, Ore., will give a series of ten half-hour lectures with the Victor in the regular course in the summer school of the University of California at Berkeley.

Miss Lucy Cole, supervisor of music at Seattle, Wash., will give a series of six lectures in the University of Washington at Seattle.

Mrs. Constance Barlow Smith will give a series of lecture-talks with the Victor in the University of Illinois at Champaign.

In addition to these, the Victor will be used by a great many directors of the music departments of summer schools everywhere. Miss Caroline Bourgard read a paper before the Music Section of the Kentucky State Association last week, and illustrated it by classes from the public schools, from

every grade, singing songs they had learned from the Victor records, and illustrating school work as done with the Victor.

Invitation That Could Not Be Accepted.

One of the saddest things I have been called upon to do was yesterday to file away about twenty-five letters from college and university presidents, inviting me, with most cordial welcome, to come to their summer schools and give lectures and demonstrations, in cities which it is impossible for me to reach before the term closes. These invitations have come from Maine, Massachusetts, New York, Dakota, Montana, Texas, Nevada, Washington, Alabama, Carolina, Tennessee, and from every part of the country. I have never so much wished for wings and the gift of omnipresence as at this time.

Never in all my experience of school work have I known any mechanical or commercial commodity to be welcomed into the schools, so sought for, as the Victor—our idea of "The Victor in the Schools" being placed on programs everywhere and given professional recognition. Not only have we succeeded in opening up the proposition by means of all our advertising, and making a market (as must be done with any article of commerce, which is oftentimes a difficult procedure), but the school people themselves are meeting us more than half way and are seeking diligently for more information and buying as fast as the matter can be properly presented to them.

What has been done is but the merest beginning. We are proud that we have done so much, but humble that we have not done more.

Our folk dance records have proven very attractive to the physical culture and recreation people and large numbers of them are being used this summer on the playgrounds.

Results of Recreation Congress.

One of the most delightful opportunities for exploiting the Victor came in connection with the Recreation Congress held in Cleveland, June 5 to 8. There were present nearly 400 delegates from all parts of the United States, Canada, England, China and Brazil.

Folk dancing was an important part of the discussions. On Thursday afternoon Mrs. James J. Storrow, of Boston, read a paper on folk dancing, which was followed by an hour or more of illustrative folk dancing by Mrs. Storrow, Miss Burchenal and about sixteen delegates called from the floor. This was carried out on the stage of the Chamber of Commerce before the entire congress. They danced seven of our dances. It was a decided success, every record being in perfect time, easily followed and went without a mistake.

The most fertile field for endeavor is in the high schools, of which there are 10,000 in the United States. High school music everywhere has suffered a great handicap always from the peculiar situation of affairs. The mentality of young people in high schools has been raised by their studies in literature, and the languages to a discriminating point, where, if the music is to stand comparison, it too must present opportunity for definite study

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CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 30).

in a tangible, sensible form. The courses are crowded with electives, and the boy and girl are often put about to find time enough to cover the courses leading to graduation. When the music is credited pupils elect it very freely, but great difficulty is found on account of music not being accredited on entrance requirements in the colleges, only a few giving such recognition.

The college people say that chorus singing alone does not represent a sufficient amount of mental development to be recognized as equal with mathematics or the sciences. The high school supervisors have tried elective classes in harmony, theory, counterpoint, etc., the dry study of form and grammar, but they attract only the musical few and so there is at present a great turning toward music appreciation, learning the literature and history of music in an effort to earn the coveted entrance credits and to make the study more popular and useful to the general embryo citizen.

Music in the Schools.

High school music should appeal to every pupil, regardless of whether he can sing or not—should be aimed to interest, develop and educate every single boy and girl, not so much in the grammar and theory of the subject, as to make intelligent listeners, a nation of music lovers, knowing enough of the history of music, the development of different schools, ideas and national characteristics to take in the message of the composer, to understand the skill of the performer when heard. Just as an educated person takes pleasure in reading a book, enjoying the story, the literature, style, the wit, the descriptions, the subtle analysis, the underlying lesson or moral. No one would become an intelli-



A Trio of Convention Ladies—Mrs. L. J. Gerson, Mrs. Green and Mrs. E. P. Hamilton.

gent reader if he never had for reading anything but his grammar school essays or a few chapters from "Little Women" or "Robinson Crusoe," yet that is exactly the condition of the average high school pupil in music.

It has never been possible for them to hear music beyond their own ability to produce or that of the church choir or an occasional concert by mediocre talent, never the really great music. High school music has for ten years been the most vexing of the supervisor's problems, largely because of this state of affairs. It has been discussed at almost every State and national meeting, everybody trying to find some way to keep the subject interesting and at the same time be worthy of credit.

I have the pleasure of knowing personally almost all the supervisors in all our large cities and have been intimately connected with most of the movements for improvement in these years. It is because I know the conditions throughout the country so well that I saw the opportunity of getting out a course of study for high schools, supplying their crying need of a course at once of the greatest possible human interest and the highest cultural and mental development.

Teaching Music Appreciation.

It has been found exceedingly difficult to teach music appreciation without the real music to appreciate, and so the field is wide open for our new High School Course of Study. We have been planning this for a year and now have ready a "Prospectus" of the work, giving you some idea of its scope and its tremendous significance. The



James F. Bowers in Reflective Mood.

book has been written by Miss Anne Shaw Faulkner, of Chicago, under my direction, and presents a full four years' course of study, thirty lessons for each year, 120 lessons in all, covering the field of music history, instruments, opera, oratorio, illustrated at every point by our records. These records are each analyzed so that the story may be understood.

Without doubt this course will have a very marked effect on high school music everywhere, and, in turn, on the tastes of the people at large. It is unique and epoch-marking—there is nothing like it anywhere, and it will inevitably change completely the teaching of music in the high school.

If we are ever to become a really musical nation, if our composite civilization is ever to develop into a really American type, seeking to express itself in music, it will come as the result of a more widely disseminated knowledge of music in its higher and better forms among all the people everywhere.

As I see it, "The Victor in the Schools" is, under a wise Providence, to be the most efficient means yet discovered to bring about a complete revolution of those conditions and make high school music equal in value to any other subject in the curriculum.

Business Side of Educational Work.

Now, what of the business side of the educational work? It is to be a substantial and real basis of demand. It is not at all the small matter of selling a few instruments into a school here and



Louis Jay Gerson and John B. Miller with the Happy Feeling.

there, but a nation-wide movement that, filtering through the schools as the most democratic institution we have, shall go into the homes of the rich and poor alike, producing an intelligent knowledge and love of good music among all our people.

As we have said, the talking machine came to amuse, but it will remain to educate, which means a Victor in virtually every one of the 525,000 public schools, and the thousands of parochial schools and the academies, private schools, colleges and universities, and all those are the merest beginning.

For the first seven years of school life we learn to read; for the next seven, and ever thereafter, we read to learn. In the beginning music reaches our love, then if our love be of the head as well as of the heart, all the rest of life we love to reach out for more and better music.

Like the Biblical Rich Man, the Victor Co. are tearing down their barns to build greater, in order to make more Victors to sing to more people, who learn more music by buying more records, which brings more money to build more factories, etc., etc., ad infinitum.

There are, approximately, 25,000,000 children in the schools of the country. Every child that hears and learns to love the Victor in school means one of an enormous army of advertisers in the homes for immediate returns, and as they grow up, an ever increasing number of homes in which the Victor is a welcome and indispensable concomitant.

The plans for school work are only yet beginning. We shall keep an ear to the ground and meet and anticipate every movement in the school work which we can serve. All our efforts could fail without the earnest co-operation of our distributors. This we are sure we shall have, now that the scope and value of the idea is better understood. It will be of the utmost value to us if we can have prompt reports of machines sold into the schools and any and all items of interest, pictures, etc., of school work.

The distributors are to us like the sentinels on the wall, and we say, "Watchman, what of the night?" Keep us posted.

Why the Dealers Should Aid.

We often are absolutely in the dark as to what is being done in the different parts of the country, through the neglect of our dealers to inform us. Ofttimes we get reports of splendid selling being done through the supervisors, superintendents or some one of our traveling men. It is to your interest and ours that we are accurately informed as to the progress of the work.

Very many of our dealers are now employing special salesmen for the school work, someone who is capable of going into the schools and presenting the matter in an intelligent fashion.

Beginning with September there is absolutely sure to be a great season of interest on the part of the school people. The field is just opening. Hundreds of schools have promised to buy the Victor at the opening of the school year in September.

If you will send a special representative into the schools of your city to follow up the immense amount of advertising that we are doing during the summer by personal work and literature, and through our advertising in school papers, which we hope next year will reach every State in the Union, we cannot fail to have a perfectly astounding result; but all our advertising and all our efforts will fail unless those on the "firing line," as it were, go directly into the schools and make the personal appeal that is oftentimes necessary to close a sale. Ofttimes it is not practical to send an ordinary salesman. The school people are, of course, cultured, educated people, and to present a matter to them properly requires some knowledge, both of school conditions and of music in general. They need to be shown not only the beauties of our Read Seal records, but how to make practical use of our educational records as well, in all lines of work, so that they may give a reason to their patrons and boards of education for the expense incurred. It is not enough that we simply show that we can amuse and entertain the chil-

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We told you so!

Told you what?

That 1912 would be the Columbia year in the Talking Machine trade: The middle of 1912 is here—and we're right here with it, where we said we would be.



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

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 31).

dren; they cannot afford to spend money for that purpose alone; but if they show them that it is an actual necessity in carrying out the school work in the marching, folk-dancing, calisthenics, penmanship, etc., in giving music lessons in tone quality, tone production, breathing, enunciation, etc., and all the phases of the music work, then it appears as a necessity, even though a very delightful one, in the same sense as maps, globes, supplementary readers, etc.

A Big Undertaking.

This school matter is not at all a small undertaking, but is already reaching into every part of the United States, Alaska, Hawaii, the Philippines, Jamaica and Porto Rico. The initial sale of the Victor in the school is but the beginning, as through that one instrument attention is called to the value of the Victor in every home in the community. In no other possible way can we build up so strong, solid and substantial support for the Victor and Victor records.

May we not depend upon your most earnest and whole-hearted support, and together we shall be instruments in the great missionary plan of mak-

ing America the most musical nation on earth?

M. A. Carpell Gives Talk on Cabinets.

Following Mrs. Clark came M. A. Carpell, of the Herzog Furniture Co., who delivered an eloquent address upon talking machine cabinets in general and the advantages that accrue to the dealer through the handling of such a line. Mr. Carpell pointed out that the cabinet was the legitimate companion to the average talking machine, that it encouraged the owner to take care of his machine and to add to his library of records and that it added materially to the attractiveness of the entire proposition. He pointed out the advances that had been made in the art of making cabinets to match talking machines and the ease with which they were sold and in short impressed those present with the opportunity that in some instances lay neglected at their door. His talk was enthusiastically received, especially in view of the fact that Mr. Carpell is a prime favorite with the trade in general.

D. G. Williams Called Upon.

Daniel G. Williams, the veteran representative for the Udell Works, was also called upon to

speak and made a short address of general character, expressing his satisfaction over the development of the trade in general and the manner in which he had been received by the jobbers.

H. C. Brown on Advertising.

Henry C. Brown, advertising manager of the Victor Talking Machine Co., next addressed the jobbers and called their attention to the efforts being made by his company to satisfy the demand for its product through the erection of large additions to both the record pressing and cabinet factories, which will be ready for occupancy early in the fall. Mr. Brown also emphasized the fact that the Victor Co. has planned to spend a million and a half dollars in advertising this year, \$190,000 being spent in special displays in the Curtis publications, the Ladies' Home Journal and the Saturday Evening Post alone. Arrangements are also being made to advertise the educational campaign in the various prominent educational publications.

After a brief talk by Walter B. Fulghum, office manager of the sales department of the Victor Co., the meeting adjourned in order that the jobbers might prepare for the banquet in the evening.

NOTABLE SPEAKERS AT THE JOBBERS' BANQUET.

(Special to The Talking Machine World.)

Atlantic City, N. J., July 5, 1912.

The gala event of the convention, from a social standpoint, was the annual banquet, held at the Marlborough-Blenheim on Tuesday evening, July 2, and which was attended by practically every jobber who had been present at the sessions, as well as by a number of guests. The general good fellowship noted at all gatherings of talking machine men, after more serious business had been disposed of, was much in evidence on this occasion and all thought of strict formality was set aside as soon as Pierce's "Angel Chorus" got into action, which was early in the evening. It is hard to find a crowd which is always so willing, and in fact anxious, to join in song.

As has been the practice for a number of years, the retiring president, Lawrence McGreal, delegated James F. Bowers to act in the capacity of toastmaster, and with the general knowledge of Mr. Bowers' talents in that line, it need hardly be mentioned that he acquitted himself quite to the king's taste and that his introductory and side remarks were as much appreciated as the formal addresses of the regular speakers. Mr. Bowers has lost none of his wit nor his ability to get close to his hearers. He opened the after-dinner proceedings, following the discussion of an excellent menu, by reading a letter from Eldridge R. Johnson, president of the Victor Talking Machine Co., who said:

Eldridge R. Johnson's Letter.

"My Dear Mr. Roush—As anticipated, I shall be on my way to Europe at the time of the Talking

Machine Jobbers' convention. Relations between the Victor Co. and the Talking Machine Jobbers are, I feel, very satisfactory indeed. I feel that during the past ten years we have been gradually gaining confidence in the talking machine trade in this country. I also feel that the jobbers and dealers are gradually gaining confidence in us. I have nothing greater to hope for than that the present satisfactory conditions may continue, and I fully believe that they will. Certainly we shall do our part. I hope that the business of the association will progress satisfactorily, and that you will all have a merry time during your visit to Atlantic City. Yours very truly,

"ELDRIDGE R. JOHNSON."

The first guest called upon when the toastmaster assumed his duties was, in the natural course of events, Louis F. Geissler, general manager of the Victor Co., who, as the direct and able representative of Mr. Johnson, read a thoroughly enlightening and entertaining address, in which he said:

Louis F. Geissler's Address.

Mr. President, Toastmaster and Ladies and Gentlemen—It is just a year since we were gathered under similar circumstances, and while enjoying your hospitality it has become our custom to discuss the business interests in which we are all so wrapped up.

Another twelve months have been vouchsafed us, in which we might either add to or detract from our reputation, help to form a character and to add to or subtract from our physical assets.

Of course, no one now remembers anything which I was given the opportunity of saying at

our last convention, but I remember that I quite naturally touched upon the prosperity of the Victor interests for the year which preceded your convention in 1911, and I remember predictions that were made at that time.

A business talk must, in a great measure, be a report of what has been accomplished—followed by a forecast. I feel sure that my listeners will agree that our prophecies as made last year have been fulfilled.

It is again my pleasure to report (and when I report the Victor results I naturally give you only the reflection of our combined efforts) that the past year has again surpassed all previous ones in volume of business.

The agreeable surprise, however, is that while the last six months of 1911 were our largest fall six months up to that period the first six months of 1912 have surpassed by a large percentage those of the previous six months in dollars and cents, as well as in quantities and numbers of machines and records actually sold.

As to the future—I am always an optimist. There is small place in this magnificent country of ours for the pessimist. I am "bullish" on its prospects—as brokers say—for the long pull. In my opinion, a century more must elapse before we get through the cream into the skim milk of this country of ours, and then the bears may have the better chance.

Those of you who follow the physical and financial conditions of our country, as compared to others, must be impressed by the wonderfully prom-

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CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 32)

ising fundamental conditions throughout our land. Figures are not exactly clear in my mind, nor have I consulted statistics recently, but my impression is that the customs house business of our country, i. e., the exports and imports, for the past fiscal year, at last reports, were in the neighborhood of \$3,300,000,000; about \$2,300,000,000, or the greater part, were exports and for the first time our exports were about equally divided between manufacturers and crops or raw material.

This is America's greatest record. The country is in a most promising condition, practically everywhere bumper crops—barring catastrophe—assured; prices of commodities such as we produce in many cases fairly well advanced, and most of them tending upwards; industries very well employed; labor scarce; labor troubles not above the normal, for we always have them, and the better the times the more labor trouble.

Political unrest is having far less effect upon commercial matters this campaign year than ever before, and I do not anticipate serious interruption of prosperity on that account.

The real wealth of the United States of America has climbed to a position almost incomprehensible—comparatively almost unbelievable. I have read but recently that the wealth of the United States is computed at one hundred and thirty billions of dollars, England's at eighty billions, France and Germany in the near neighborhood of sixty billions.

Is it any wonder that Mr. Edison should hope to see a phonograph in every home, or that the Victor Co. should preach in its most ambitious manner that the possibilities present opportunities for the sale of ten Victors to every one that is being sold?

As to our business prospects for the immediate future, we already have practically a splendidly prosperous fall business within our grasp, and feel that, with our country in the splendid receptive and expansive condition that it is, we may look forward to an uninterrupted era of prosperity, extending at least three or four years into the future. It is due; the cycle is upon us. We need not wait, for to close observers it will be noted that the country is already in the midst of an incipient boom, and we shall all profit by it to the extent of our capital, our ability to grasp the situation and our capacity for hard and intelligent work.

On the Subject of Patents.

I referred in my talk last year to the expiration of the Berliner patent, which would occur on Feb. 19, 1912.

You all can now look back over the past two or three years—that period during which so many ambitious new talking machine manufacturers were "getting ready" to take advantage of the wonderful new field that was to be thrown open at the expiration of the Berliner patent. I told you then what *would not* happen, and you have all been able to observe that that is just what *did not* happen; nothing dropped, nothing skidded, and there was no need for shock absorbers. The threatened and boastful new competition did not mature—there is small opening for it. Those who understood the situation worried little, if at all, about it.

Our distributors and dealers have profited as they will continue to profit by sticking by the Victor ship. It seems that we are all prone to worry the most about the troubles that *never come*.

There is a matter, however, before the country to-day—the matter of the patent legislation—that warrants our most serious attention, study and activity. I refer to the Oldfield bill, which is as yet in committee, not having been presented to the House of Representatives, and which is one of the most malicious and damaging attacks upon commercial interests and price control which has yet been conceived.

You will all remember the letter which our company sent to you on the subject a few weeks since, soliciting your active intercession with your Senators and Congressmen against this measure.

Our company has been one of the most active in the country in agitating against this bill, and we have been written by Senators that the oldest leg-

islator does not remember of any bill that ever met with such widespread opposition as has this Oldfield measure.

We sent out some 27,000 letters upon the subject, and while we solicited no replies we received over 700 communications and most intelligent responses from all sections of the United States. It was but natural, as the interests of every corner of the country are menaced by this bill. It is not like a tariff or other action, which may seem to affect only one section, but the fact is that every citizen of the United States would feel and observe the deterrent and damaging influences of this suggested law.

I will not dwell upon it longer, for you will receive, within a few days, an article which we will issue in book form, which emanates from the plain and powerful pen of our president, Mr. Johnston, which article will be accompanied by a letter addressed to the trade, and which we propose to send to every trade name on our own lists, to every



Louis F. Geissler.

newspaper, magazine and other periodical published in America, and to every other large company operating under the patent laws, in hopes of encouraging editorial agitation against this bill?

We must not cease our efforts, for while I have little fear of the measure being passed upon favorably by the Senate, and, above all, getting by our intelligent, judicial President, we can afford to take nothing for granted, and I beg you to study the question, and when your Senators and Congressmen return to their homes this summer to make it your business to call upon them personally and present the case to them as you understand it. You will be able to argue your side of it very well if you read the booklet that I refer to, as well as other articles which our company and others have issued.

Most people are diffident about approaching Senators and Congressmen on any subject. Please remember that they are your servants, they want your votes, and they wish to know how you feel about certain questions, and, above all, remember that there were presented at this session of Congress about 25,000 different bills. It would be quite a physical impossibility for the Congressman or Senator to study even 1,000 of them, so that *those bills* regarding which *their clients or voters are most insistent* will receive the *most attention*.

This is decidedly *your* business, and the most important commercial proposition with which you have ever had to do. We have had many representatives in Washington on this subject, and are actively represented there all the time, but, please,

upon receipt of this booklet on the subject, give it serious study.

Our Public School Educational Department.

I spoke last year to you regarding our then infant department—the public school educational department. The influence of that department has now been felt in every State in the Union. The innovation received immediate and serious attention on the part of the public school teachers. Its widespread and elevating influence has done, within one year, more for the prestige of the Victor Talking Machine Co. than any other effort that we have ever made has done in so short a period.

Thousands of Victors are to-day in use in the public schools throughout America, but the most encouraging features of the public school propagation are the thousands and thousands of letters and encomiums that we have received from the public school teachers, who appreciate the intelligent manner in which the Victor is being introduced into the public schools.

Our only regret has been that our dealers are, in the great majority of cases, not equal to the occasion; they do not and will not take the matter sufficiently serious to study the literature and instruction books that we have formulated for them. They have practically but to *read and learn to repeat* these to be *perfect* salesmen of the Victor to the public school interests, and to be thoroughly in touch with the thought and aims of the Victor Co. on this public school movement.

As has been the case with every other new idea, new patent or innovation that the Victor Co. has introduced, our competitors have profited somewhat thereby, but only to such a small percentage as to be hardly calculable in comparison to what we have done. They haven't the goods, they haven't the record, they haven't the talent, they haven't the "know how," and they will continue to but catch the crumbs that fall from the Victor table.

To give you some idea of what we have done in that department for you in the way of publicity, in order to send the public school people into the stores of our dealers in quest of information on the subject of "The Victor in the Public Schools," I would state that we have mailed during the past year, direct and personally addressed to the music and public school teachers of America, over 7,000,000 separate and different pieces of literature. Imagine handling and sending out, by the Victor Co., with its own staff, that amount of matter concentrated upon a special subject like the "Victor in the public schools"—7,000,000 pieces—but there are 500,000 public schools in America to be reached.

The interest taken by the associations and conventions that are held throughout America in this subject is so great that a most unique situation is presented. You can all well imagine how the book companies, desk factories and other people interested in selling materials to the public schools of the country importune them at their conventions for privileges of showing their wares, and usually without success. They are ruled again, as I understand it, in almost all great gatherings of public school interests.

The Victor has been *invited* exclusively. Our Mrs. Clark, the manager of that department, is sought after, written to and telegraphed to from all sections of America, begging her presence to exhibit and illustrate the application of the Victor to public school work. During this summer season she has no less than six assistants visiting the various conventions, whereat numbers of teachers may be reached simultaneously, demonstrating our public school policy.

To this department I would direct your especial attention. The material is sent to you; the best brains in the country have compiled it; we have printed it and placed it in your hands. Each one of our dealers has but to study it to make himself the finest salesman in America of the Victor to the public schools, and *all this* for the sake of the *advertisement* that it is *in the family*; for the sake of securing each year hundreds of thousands of friends to praise the Victor in other circles.

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People want Destinn records. If you don't carry them you lose. The same with Fremstad records and Nordica and Garden and Nielsen and all the other Columbia exclusives.



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

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 33).

Advertising.

The year 1912 was again launched with the largest advertising appropriation in the history of the company. I hope that our enlarged newspaper campaign is appreciated and that it will prove effective. In connection with this increased advertising a man said to me: "Geissler, you are foolish. You're now always advertising goods before you can furnish them. Isn't your factory rushed to death? Are you not selling all the goods you can manufacture? Doesn't everybody know the Victor? That little dog is the best known and most valuable advertisement in the world. Why don't you save half a million this year instead of spending it? It will make a difference of a million dollars in profits to your company."

Our reply was that "we were spending nearly a million dollars extra this year in extensions to our plant. We are trying to sell the output of that factory *two years hence and not to-day*," and I believe we will do it, and *then some*.

The daily newspaper advertising which the Victor name is receiving I have had carefully estimated by our advertising managers, and find that that effort alone is costing \$600,000 per annum.

Our appropriations for advertising in the magazines, weeklies, agricultural, school and trade papers, export and foreign publications have, through this year's increase, reached a stupendous sum, but I assure you that we are not appalled thereby, and it would not be at all like us if we did not soon increase it again.

In closing I cannot refrain from extending the thanks of our company to your members and to our distributors and dealers for their loyalty in following the leadership of the Victor.

The Victor, the Victor-Victrola and the Victor disc record proposition has meant much; it has meant everything to our following and to ourselves, and even to some of our competitors.

Possibly no American industry has so thoroughly permeated the balance of the world with a knowledge of its particular merits, nor has been so favorably received as has the Victor disc talking machine, because of its educational and amusement features.

Manufacturers, the trade and the public throughout the world do admit that every important step in the advancement of the art has been first made by the Victor Co.

It has been our endeavor to present innovations as rapidly as you and the public could digest them. The public has been ever ready for our new or improved wares.

It is exceedingly difficult for us to regulate our affairs with you in such a manner as to bring out at the psychological moment a new article, but you will admit that we have done this for a great many years past with very great success; thus far few if any dealers have a justifiable complaint against the Victor Co. for the injudicious introduction of goods or for damages consequent upon old stocks.

There are some people in the trade who would have us never make changes, and would prefer old styles as long as *they had one* on their shelves.

I can only say that we have altogether too many narrow-minded people in our trade, as, no doubt,

there are in all other trades. Let them make a bonfire of a few of the old style machines and records if necessary; close up ventures to profit and loss and forget them; secure some fresh styles and start over again. These are the sort of houses that always lead, grow and make for "big business."

One of my last year's remarks to you was that we should gradually complete our line of Victrola types, and unquestionably in the end the line would be perfected and comprehensive. You all know how far that has been accomplished, and it now remains for us to proceed on our ever-advancing march of improvement by the advantageous modification of some of our present styles.

With the announcement that I am about to make, and which I am able to make so opportunely, our lines for this year will be practically completed, and in a manner which I trust and believe will meet with your unbounded satisfaction and admiration.

In the new styles that I am about to announce we have striven to give the public goods which would sell on sight, which would have a quality

ord rack, readily removable should the customer desire to substitute albums, and for which style we predict a phenomenal sale.

I present you the new Style XIV, at \$150, with proportions between the \$100 and the \$200 style, completely equipped with albums, and through which introduction the \$150 style will now take its place among our "best sellers."

Our magazine and other advertisements are timed to appear September 25. The public must be kept in ignorance of these styles until that date and until our dealers shall have had the opportunity of stocking them.

It seems too bad that so many of our directors are robbed of the pleasure of meeting you at these conventions, but their summer journeys—both in the line of duty at foreign points and vacations—must be arranged to secure their return by September, hence departures as early as possible are always necessary. I present their regrets, and the company extends, through me, their earnest wish for the continued success and co-operation of your association.

I take great pleasure in bidding you a cordial welcome to the Victor entertainment to-morrow, and the Victor people, myself included, look forward to a most agreeable day in your company.

Following Mr. Geissler's interesting and enlightening address, which was enthusiastically received, the toastmaster read the following letters from Emile Berliner and Chas. K. Haddon, vice-president and treasurer of the Victor Talking Machine Co.:

A Letter from Emile Berliner.

"Dear Mr. Roush: After the very successful business year which talking machine jobbers and dealers have enjoyed, it gives me great pleasure to send my congratulations to the president, the officers and the members of our association on the year's work done. It is a notable sign of the times that people want mental food and enjoyment, be it only baseball, even if they have to stint themselves on beefsteak and potatoes, all of which is more important for the well-being of humanity than expensive food, fashionable clothing and bric-a-brac of questionable artistic value.

"Talking machine people are the dispensers of endless cheer, of soul-inspiring art and harmony and I am sure often supplant the doctor by the undoubted hygienic effects which pure enjoyment carries with it. Hence I say, all hail to the talking machine business, whose mission is to stand in the front ranks of the benefactors of mankind. I hope the meeting will be a notable success. Very truly yours,

"EMILE BERLINER."

Mr. Haddon's Letter.

"My Dear Mr. Roush—The repeated invitations your association has so kindly given me to attend your annual conventions are very gratifying, particularly when it is considered that I have been forced by circumstances to decline so many. The last banquet I had the honor of attending was, I think, the one of 1910. That occasion was not only an enjoyable but a

(Continued on page 35.)



President Blackman in Unofficial Attire.

and tone, a line of architectural beauty and a finish and a general completeness that leaves little, if anything, to be desired.

I crave your indulgence for a few moments while the room is darkened to exhibit the new styles as best we can under the circumstances. (At this point the new styles of Victrolas were shown on a screen in actual color and proportion.)

I present you the new Style X, at \$75, a graceful acquisition, complete on its own legs and with a convenient shelf for albums or other accoutrements and of a convenient height to stand by and operate.

I present you this new Style XI at \$100, a perfect miniature cabinet Victrola, equipped with rec-

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 34)

profitable one also, and I am glad to know that your several annual meetings have been notable regarding the continued good fellowship and the closer working of your membership to the benefit of this great and important branch of trade. Regretting my inability to be present and again thus have the opportunity of meeting you, I am,



E. F. Taft and E. T. Towell Starting on a Ride Along the Boardwalk.

with best wishes for the continued success of your organization, yours very sincerely,

"C. K. HADDON."

Following the reading of the letters, the next speaker to be called upon was Edward Lyman Bill, editor of The Talking Machine World, who was introduced as the man who had accomplished as much as any other individual for the

advancement of the talking machine trade, through the medium of his publications and his personal influence. Mr. Bill said:

Address of Edward Lyman Bill.

"In responding to an invitation from your secretary to say a few words to my friends, the talking machine jobbers, at this banquet, I replied that it seemed I had been such a regular part of the annual show since the formation of the association that it might be well to keep me out of sight for the present year. He, however, would not accede to my wishes, and so I wrote him that I would put on a new record and start the motor as usual, provided he would permit me to use an autostop, so that the machine



Edward Lyman Bill.

could be shut off at will. He assented, so here I am once more at the banqueting board of my good friends of the talking machine trade.

"It has been practically a year since we have met for a friendly discussion of business matters and a pleasant discussion of an enticing menu. A year—one whole year—that means much to the life of the nation and more to the life of an individual. Perhaps it has meant much to all of us who may be sitting here to-night. It may have meant substantial advance for some and the turning back of the wheels for others.

"We are all subject to the resistless law of change—

"The old world may turn upon its axis

And all humankind turn with it

Heads or tails, live and die make

Love and pay our taxes."

"And so it goes—changes everywhere, even the old political parties are undergoing radical changes amounting to disintegration almost; and, perhaps it is well that business men should change.

"The whole subject of merchandizing distribution needs a more careful and scientific analysis than many of us have seemed to think it necessary to make.

"Sales making in all branches of the industry is changing—methods of reaching the public are constantly changing, and no business man who expects to conduct a successful trade enterprise can be long indifferent to the radical changes which are steadily going on in every industry.

"If we remain indifferent to those changes and fail to accustom our own business plans to harmonize with them, then we must expect to suffer a certain defeat.

"As for methods—as for plans, there seems to be no fixed standard—no general trade recipe which a man may learn and apply afterward to his own field of distribution.

"That is not possible, but we can analyze them all—we can then determine what particular fragments or parts may fit in best in our own particular case.

"I question whether there ever will be in the history of merchandizing fixed or unchangeable plans which may be adopted by merchants in all lines as being specially applicable to broaden their own business enterprise.

"One man will naturally work out certain ideas and develop particular theories which he himself thinks will win him the best results in his own territory, and another man may work along entirely different lines in any section of the country, and yet both may win distinguished success.

"The principle of efficiency is well defined as meaning the relation between a determined standard and the actual performance now in production; but it is difficult to devise rules which will apply successfully to every business so that satisfactory results may be achieved; but men must have ideals, else I affirm they cannot do good work. Then let us work for an ideal in the distribution of merchandize that will stand for efficiency.

"While there may be a variety of ideas and theories as to the conduct of individual business enterprises, yet there is one standard which may be undeviatingly applied to the world of trade, and that is the standard of business honesty—a standard which insures to every purchaser a full equivalent for the money invested, and I believe that while methods may change and views of men may differ as to plans and theories, yet these fundamentals will exist as long as time endures.

"The average merchant—I mean by that the small dealer, has but a limited idea of his function in the great field of merchandizing



Mrs. Louis Jay Gerson at Valley Forge.

"Search where you will, it will be found that the small merchant will say that there are too many competitors in the field and that it is always the other fellows that ought to get out—not himself.

"There are too many in almost any business field—no question about that; but you will find invariably that it is the unsuccessful man who rests in this belief and does not attempt to make his position a stronger one.

"One may sit down and argue that too many merchants in a local field means salaries, wages, insurance and all other expenses which must be charged up to each individual business.

"True, but one man does not want to quit to make it easier for his fellow-merchant—so there is where a careful analysis is necessary.

"Personally, I believe that many of these men must be ground out of existence because they lack the ability to size up the business situation correctly—to size up competition right, if you will, and to govern their acts accordingly.

"Too many merchants in every line, of course, there are—too much expense, surely. How can we help it?

"Can we form a great co-operative business society or company?

"Not yet; for the world is not ready for that move at the present time, and until we reach a time when ideals become realities we must struggle along as best we can, attempting to successfully solve the business problems which come to us one and all, for there will always be problems to solve between the creative, that is the manufacturers, and the distributing forces and the man who works out the best solution to the problem shows himself a bigger brained and a bigger force in the world than the man who sits supinely by, criticizes, and does nothing.

"The talking machine men of this country have reason to take pride in their accomplishments of the past and the great producing forces back of them are pushing them on with their own unconquerable energy to bigger and better things all the while."

Mr. Bill was followed by Col. W. F. Dabney, business manager of the Chamber of Commerce of Richmond, Va., who had extended a cordial and eloquent invitation to the jobbers to meet in his, the capital city of the Old Dominion, for their 1913 convention at the open meeting in the afternoon. Colonel Dabney is a fluent talker and delivered a clever address along general lines, in which humor and sentiment were mixed in just the right proportions to be attractive.

The next speaker introduced by the toastmaster was J. Newcomb Blackman, the newly elected president of the association, who made harmony in association ranks the keynote of his speech, saying:

Remarks of J. Newcomb Blackman.

"Mr. Chairman, Toastmaster, Friends, Fellow Members, Ladies and Gentlemen—It is rather embarrassing for me to attempt to hold your at-

(Continued on page 36.)



A Group of Jobbers After a Dip in the Briny.

The best proposition offered to the talking machine trade this month of July this year of 1912 is the Columbia. Product, Profits and Policy are *all* right.



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

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 35).

ention or be interesting after such a flow of oratory, for I hold the distinctive position at this time of being the last speaker. You have already enjoyed the Colonel's (Kernel's), and I fear I will represent the husk. Then, again, I have not the benefit of age as compared to the former speakers, so you see you must make much allowance.

"There is a theme running through the remarks of the two preceding speakers which calls for harmony, and I will use that as the keynote of my remarks. Why should we not have harmony, when our business is supposed to produce it in unlimited quantity. Unfortunately, at times we hear discord, but if we are alert and take the proper course the discord is silenced, necessary repairs are made, and what we hear thereafter from the instrument of former discord becomes harmony again. It makes our patriotism sparkle, makes our blood flow quickly, and our heart beat fast to hear reference to former national strife, and the final harmony as related in the speech of the Colonel from Virginia.

"There is no North or South, East or West, to-day among truly patriotic Americans in times of trouble, and the past strife of our Civil War its cause, and everything is forgotten, or at least sufficiently so that we can work as a unit in the re-United States, and fight shoulder to shoulder against any outside influence that attempts to invade our present peaceful condition.

"I have always felt that the most serious strife is that which starts within our ranks, and that much of it could be avoided if we worked from the heart with the aid of the head. The problems of our country to-day cannot be solved permanently without this method. You will find most men are good at heart, but influence, which they seem to be unable to resist, cause them to use the head without the proper guidance of the heart, and when the latter does resume its proper function, it is hard to repair the damage. There are many creeds, causes, opinions and otherwise, but most men have a conscience, which, if followed would produce harmony among their fellow men.

"I feel deeply the responsibility that has been placed upon me as shown in the confidence of my fellow members in electing me president of this association, and I hope that my actions will fully justify it. While I am your youngest president, my experience dates back many years, for I cast my lot with this business at the age of 17, and let me say right now that I have never regretted it, and I consider by comparison, it is an industry of which we can be most proud.

"It has appeared to me that organizations, whether of the ordinary commercial kind, or otherwise, are inclined to be extreme. There is a tendency, according to my experience, to either attempt too much or do nothing. This reminds me of the first association of jobbers, which was known as the Talking Machine Jobbers' Association of the United States. There are probably not over two or three in a room who were members, but they will remember that our failure was

through attempting too much. The present association is the outgrowth of former ones, the consolidation of sectional jobbers' associations and the blending of them all. We have accomplished much because we have proceeded along fair lines. The jobbers of the United States should be a forceful body for good, and I think the few manufacturers we now have are justified in expecting support, and should be pledged to give theirs to the common cause, for the welfare of our industry. The reward is big enough for us all, and while we may have different opinions, affiliations, and are tempted to be guided accordingly, we should be broad and fairminded enough to recognize the rights and wishes of others.

"As jobbers, I feel that we should very reluctantly extend support to those who might invade the field beyond the present representation in the manufacture of competing goods, at least until they have proven that their policy will be one that will maintain or even improve the standard of the industry, as it is to-day. Is it not, therefore, better that we should be satisfied with a fair share of the prize, recognizing the rights of others to different opinions and decisions, and for the sake of harmony avoid strife within our own ranks; that we should all stand together in the common cause of all? Is this not the feeling we should show in regard to the 'Oldfield bill,' which threatens to tear down the 'one price system,' the foundation of our business? Let us forget the little differences of opinion when we must defend ourselves against such an enemy, and let us stand shoulder to shoulder in such a cause. There will be no strife or difference of opinion among us on this if we will all show the proper broad and fair spirit toward each other.

"I do not want to take more of your time, except to say that as president I will do everything within my power to carry out the prediction of the friend who placed me in nomination, and if I do not give you "the best administration you ever had" it will be because the task is so difficult, and not through any lack of sincere effort on my part."

The banquet came to a close with the introduction of J. G. Corley, of the Corley Piano Co., Richmond, Va., and some interesting closing remarks on the part of the toastmaster, which he referred to as his "swan song."

Those Present.

Those in attendance included J. Newcomb Blackman, Blackman Talking Machine Co., New York; Max Landay and T. W. Eickley, Landay Bros., New York; Lawrence McGreal, Milwaukee; O. L. Neal, Neal, Clark & Neal, Buffalo; C. N. Andrews, of W. D. Andrews, Buffalo; Fred Seamon, Rudolph Wurlitzer Co., Chicago; H. P. Ruff, F. L. Frisgie, Grinnell Bros., Detroit, Mich.; E. A. S. Barklow, of Silas A. Pearsall, New York; I. Davega, New York; Burton J. Pierce, J. W. Jenkins' Sons Music Co., Kansas City, Mo.; G. A. Young, Finch & Hahn, Albany, N. Y.; Emanuel Blout, New York; T. H. Tow-

ell, Eclipse Musical Co., Cleveland, O.; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; Carl A. Droop and W. C. Roberts, E. F. Droop & Sons Co., Washington, D. C.; Louis Buehn, L. Buehn & Bro., Philadelphia; H. H. Blish, of Harger & Blish, Des Moines, Ia.; G. A. Miers, W. J. Dyer & Bro., Cleveland; Perry B. Whitsit and W. B. Davisson, Perry B. Whitsit Co., Columbus; E. F. Taft and W. H. Beck, Eastern Talking Machine Co., Boston; Jas. F. Bowers and L. C. Wiswell, Lyon & Healy, Chicago; S. B. Davega, New York; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; J. H. Dittrich, Rudolph Wurlitzer Co., Cincinnati, O.; H. W. Weymann, H. A. Weymann & Son, Philadelphia; W. H. Reynolds, Mobile, Ala.; Benjamin Switky, New York; J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; Geo. E. Michel, Nebraska Cycle Co., Omaha, Neb.; F. H. Putnam, Putnam-Page Co., Inc., Peoria, Ill.; H. B. Levy and Ruby Spaulding, Aeolian Co., New York; J. G. Corley and Fred Kesncy, Corley Piano Co., Richmond, Va.; Henry F. Miller, J. B. Miller and G. W. Barnhill, Penn Phonograph Co., Philadelphia; A. A. Trossler, Schmelzer Arms Co., Kansas City, Mo.; S. P. Carmay and H. L. Royer, M. Steinert & Sons Co., Boston; E. C. Rauth, Koerber-Bremner Music Co., St. Louis; F. J. Heppe, C. J. Heppe & Sons Co., Philadelphia; J. Fisher, C. C. Mellor Co., Pittsburgh, Pa.; G. S. Marigold, Southern California Music Co., Los Angeles, Cal.; E. W. Guttenberg and O. K. Houck, O. K. Houck Piano Co., Memphis, Tenn.; L. J. Gerson and P. P. Cornell, John Wanamaker, Philadelphia and New York; J. M. Swanson, Houston Phonograph Co., Houston, Tex.; W. C. Ludlow and W. M. English, Wulschner-Stewart Music Co., Columbus, O.; R. C. Rogers, of Robt. C. Rogers Co., Washington, D. C.; A. Boden, L. Mazler, M. Silverstein and J. S. Cohen, of Cohen & Hughes, Baltimore; H. A. Ellis, Talking Machine Co., Philadelphia; H. T. Walz, W. G. Walz Co., El Paso, Tex.; H. G. Stanton, R. S. Williams & Sons Co., Toronto, Ont.; J. P. Werlein, Philip Werlein, Ltd., New Orleans; Milton Goldsmith, Sol Bloom, Inc., New York; O. K. Houck, O. K. Houck Piano Co., Little Rock, Ark.; Allen Wellbrun, O. K. Houck Piano Co., Nashville, Tenn.; E. P. Hamilton, Frederick Loeser & Co., Brooklyn, N. Y.; J. D. Moore, E. E. Forbes Piano Co., Birmingham, Ala.; Frank Nestor, W. F. Frederick Piano Co., Pittsburgh, Pa.; H. A. Winkelman, Oliver Ditson Co., Boston; N. Goldfinger, Greenhut-Siegel-Cooper Co., New York; S. W. Koehler, Koehler & Hinrichs, St. Paul, Minn.

Manager Walthall, of the Columbia Phonograph Co., Louisville, Ky., had a fine exhibit of graphophones, grafonolas and Columbia records at the Kentucky State Teachers' Association, which met in Louisville the week of June 25. There were over 3,000 teachers in attendance and we know of no better means of advertising than the course pursued by the local Columbia manager.

THE VICTOR CO.'S ELABORATE ENTERTAINMENT

A Busy and Thoroughly Interesting Day for the Jobbers Provided by the Victor Talking Machine Co.—Luncheon at the Bellevue-Stratford Followed by an Automobile Tour of Interesting Sections of Philadelphia and Suburbs, a Visit to Valley Forge and Dinner and Vaudeville Entertainment at Fort Side Inn—No Detail Overlooked That Would Make for Perfect Enjoyment of the Many In Attendance.

(Special to The Review.)

Philadelphia, Pa., July 5, 1912.

The annual convention of the National Association of Talking Machine Jobbers was brought to a fitting close Wednesday with the royal program



The Automobile Party at the Start.

of entertainment offered by the Victor Talking Machine Co., the officers of whom again proved themselves to be hosts par excellence. Special pains were taken to see that all those in attendance at the convention were duly apprised of the plans of the day and of the fact that their presence was



Entraining at Atlantic City.

greatly desired, and as a result few if any of the jobbers failed to take advantage of the opportunity to enjoy the Victor Co.'s hospitality.

The Victor people had several special parlor cars attached to the morning train to Philadelphia over

the Pennsylvania road, and upon arrival at Philadelphia the entire party adjourned to the Bellevue-Stratford Hotel, where a large section of the second floor was reserved for their use and a buffet luncheon was served in the Red Room. After a short period of rest and refreshment a string of touring cars appeared before the door of the hotel, and the jobbers and their wives started out on a long and thoroughly interesting trip through the historical sections of Philadelphia and its en-

over it, and did practically a week's work in an hour keeping things straight or tangling them up, whichever way they might put it.

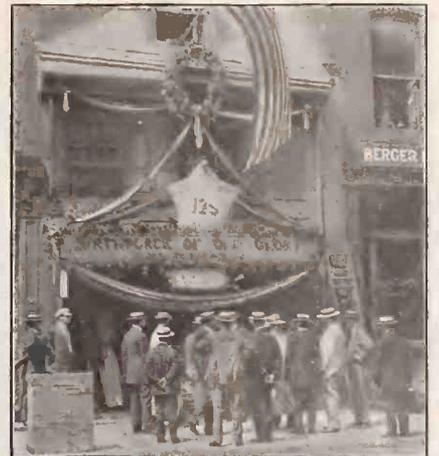
Leaving the hotel the parade proceeded through Chestnut street to Independence Hall, where the building itself and the relics of Revolutionary days were inspected with interest by the visitors, and thence to Old Christ Church, wherein is Washington's pew; the Betsy Ross house, where the first American flag was made and to Benjamin Franklin's



On the Lawn at Fort Side Inn.

virons. There were twenty-two cars in all, each bearing a number prominently displayed and each being handsomely decorated with pennants bearing the word Victor in white on a blue ground with a clever replica of the Victor dog in applique. It made an imposing parade that must of necessity have added much to the prestige of the Victor Co. among the citizens of the Quaker City. As a matter of fact the proposition was so appalling to the traffic policemen that they got all fussed up

tomb. Leaving the heart of the city the cars made their way through the most beautiful sections of Fairmont Park and the suburbs of Philadelphia



Visiting the Betsy Ross House.

to Valley Forge, where Washington's headquarters were located during the winter of 1777. Here the old house itself and the Washington spring were visited, and the party again entered the cars for the last lap of the long trip to "Fort Side Inn," where a dinner and further entertainment were provided.

Just before the dinner was served the visitors were treated to a most welcome surprise in the form of an opportunity to view in the flesh, as it were, the three new styles of Victrolas, which were referred to by Mr. Geissler in his speech at the

(Continued on page 38.)



The Banquet Room at Fort Side Inn, Arranged for the Victor Dinner.

THE VICTOR CO.'S ELABORATE ENTERTAINMENT—(Continued from Page 37).

banquet the evening before and which were shown on a screen on that occasion. A special truck was ordered to take the machines to Fort Side Inn

served at the inn was a rare treat to the one hundred and fifty or more guests present, who were in addition entertained with a first-class profes-



On the Lawn Before Washington's Headquarters, Valley Forge.

earlier in the day and they were exhibited one at a time and then collectively on a temporary stage cleverly arranged by Ellis Hansen, who was in



Washington's Headquarters at Short Range.

charge of the display. Mr. Geissler introduced the machines and each was played in order to give the jobbers an idea of its tonal qualities. The en-



Stealing a Glimpse of Franklin's Tomb.

thusiasm shown by the latter over the new machines was practically unbounded.

The old-fashioned chicken and waffle dinner



Disembarking at Valley Forge.

sional vaudeville entertainment, which was offered during the dinner in the popular cabaret style. There were nine clever vaudeville numbers offered, all of them of the "big time" quality and secured through the Keith circuit.

At the close of the exceptionally fine professional entertainment Mr. Geissler introduced in an eulogistic manner James F. Bowers as a representative of one of the largest houses in the West, and Edward Lyman Bill, editor of The Talking Machine World, both of whom made short addresses along general lines and in happy vein.

After the dinner the party retired to the lawn

PAYS TO ORDER EARLY.

Some Timely Words from the Victor Talking Machine Co. Regarding the Tremendous Demand for Victor Machines and Records and the Importance of Ordering All Goods at an Early Date.

The Victor Talking Machine Co. in the current number of "The Voice of the Victor" makes the following observations regarding trade, and appeals to dealers to place orders for fall trade with the jobbers at the earliest possible moment:

"Do you know that Victor sales during January months of 1911 (which, by the way, broke all previous records), and during February, March, April and May have mounted higher and higher with each succeeding month?

"We are taxed to the very limit of our factory capacity to supply even this midsummer demand for Victors, Victrolas and records, and our distributors are coming down on us with orders practically double what they were at this time a year ago.

"Our contractors are working night and day, rushing to completion immense factory additions that will double the output of 1911—but all this has been anticipated by the wide-awake dealers and their distributors, and if you expect to get your share of the rich holiday profits, you must give your distributor your holiday order at once—NOW.

"The Victor has hit a new stride, and this fall more than ever before—it will simply be a question of how many you can obtain, rather than how many you can sell.

"Everybody wants a Victrola and pretty nearly everybody is going to try and buy one this fall or Christmas. At this minute it is right up to you to make sure you won't be short of stock when the actual Christmas buying commences.



The Jobbers Before Old Christ Church.

which had been splendidly illuminated with myriads of electric lights in colors for the occasion, for a brief period, after which they were taken



Entering Washington's Headquarters.

back to Philadelphia, where they arrived shortly after midnight, thoroughly tired, but very happy and appreciative of the success of the efforts of the Victor Co. to give them the best entertainment possible.

"If you expect your distributor to take proper care of your wants—then just put yourself in his place for a few minutes, and consider how necessary it is that he should have your order before he can intelligently make his requisition on the factory.

"Bear in mind there are very nearly 10,000 Victor dealers and every one will need more Victors, Victrolas and Victor records than ever before—and some are sure to be disappointed. Don't let it be you.

"Like last year, we must confess that we have not up to this date accumulated a surplus stock for holiday requirements, and in order to make extraordinary preparations to care for all, we must know as definitely as possible what is expected of us.

"We will do our best. Will you help us by sending your order for fall delivery to your distributor NOW?"

LEASE ANOTHER STORE.

Sol Bloom to Open Attractive Establishment in the Metropolitan Opera House Building.

Sol Bloom, the well-known talking machine man, has leased the store at the corner of Broadway and 40th street under the Metropolitan Opera House, which is now being equipped and which will be opened as a high-class talking machine establishment in the early fall. This is an exceedingly good center in a business way, as hundreds of thousands of musical people pass this point to the opera house during the musical season. Sol Bloom is to be congratulated on this selection.

Stand a little above the crowd; that is, don't be too free with everyone. You gain respect where it will count as a result.

Barnum to the contrary—the American public don't want to be, and won't stand being, humbugged.

PICKED UP ON THE BOARDWALK

(Special to The Talking Machine World.)

Atlantic City, N. J., July 5, 1912.

Although the proportion of ladies present at the convention was much smaller this year than on previous occasions and despite the fact that time officially allotted to the convention was limited, those in attendance did not neglect the social side and made up in strenuousness what was lacking in quantity and put every idle minute to advantage. A majority of the members arrived at the seashore on Saturday and Sunday and spent the time before the sessions strolling on the Boardwalk, riding in chairs, sailing and bathing. Tuesday morning saw a great number of jobbers in the ocean, the chance to "flirt with the briny"



The Convention Mascot, George Marigold, of Los Angeles.

offered the necessary foundation for an enjoyable time during the convention.

Oliver K. Jones, who had general charge of the Victor Co.'s entertainment, offered by the Victor Co. both at Atlantic City and in Philadelphia, and with Henry C. Brown, advertising manager, was very much in evidence and had little difficulty in gathering a crowd together for a session on the balcony in Old Vienna or at any other of the many places where good fellows meet—and what is more, he received all the courtesies.

One of the really amusing and thoroughly enjoyable features of the convention was the work of Burton J. Pierce and his "Angel Chorus," which took every opportunity to make itself heard. The favorite stunt was to pick out some prominent and popular member of the association and sing:

They say that John Smith he ain't got no style,
But he's style all the while, he's style all the while;
They say that John Smith he ain't got no style,
But he's style all the while, all the while. Amen.

The effect of that song rendered by thirty or forty voices with little or no training had better be imagined than heard.

Incidentally, it may be mentioned that Mr. Pierce brought all the way from Kansas City his well-known laugh, which he had packed carefully and which reached the seashore without a break. The Pierce laugh is of the volume and timbre that makes the hee-haw of the famous mule Maud sound like a girlish giggle. It can be heard for two miles on a clear day.

One of the younger members of the convention aggregation was George Marigold, son of G. S. Marigold, of the Southern California Music Co., Los Angeles, Cal. This was Master Marigold's first trip to the Atlantic and he saw much to wonder at, though he stated frankly that the water of the Pacific and Atlantic were much the same from the bather's point of view. George is a manly and self-possessed little chap and is thinking strongly of following in his father's footsteps

in the talking machine trade, so he can get to the annual conventions of the jobbers.

The Lone Star State was represented by two of her worthy sons, H. T. Walz, of the W. G. Walz Co., El Paso and J. M. Swanson of the Houston Phonograph Co., Houston. Mr. Walz was accompanied by his wife, a charming young lady, and combined an extended trip through the North with his visit to the convention. Both Texans were keenly alive to the perils arising out of the trouble in Mexico and felt that something should be done to protect Americans. Mr. Walz had a number of photographs showing the actual conditions over the border, and was of the opinion that the military should prevent further danger to the citizens of El Paso by mounting field guns back of the city and commanding Juarez by that means. Mr. Swanson, who is a member of that famous organization, the Texas Rangers, was keenly interested in the threat of the governor of that state to take matters in his own hands and clean out the "Greasers" without further parley. It is the opinion of the talking machine man that it would only take a couple of regiments of Texans to do the work.

Max Landay, of Landay Bros., the prominent distributors of New York, was early on the job with a Bangkok hat of wondrous shape and a human cane, the head of which he declared was made of the foot of a dwarf found petrified in a Buddhist temple in Thibet by the first expedition of British troops to enter that country some years ago. Whatever its origin, it was "some" cane and incidentally "some" hat. Max was also all there in other ways and at the Old Vienna persuaded Maurice Levi's orchestra to play what he termed the "Simplex Rag." While the fact that Mr. Landay is acting as sales agent for the Simplex start and stop device for talking machines and that the "rag" had a familiar sound seemed rather suspicious, he got away with the stunt in great shape.

The members of the large party which made the round of the prominent cafes on Monday night will not soon forget the "Keencutter Kid" from Cleveland, who, despite an over indulgence



Mr. and Mrs. Harry T. Walz.

in the brew, displayed a wit that brought him through with flying colors. More than one talking machine man tried to cross swords with him only to come out second best in the encounter of wits.

What would a jobber's convention be without Victor Rapke? Sure he was there—all there. Arrived with a supply of New York deputy sheriff's badges which he distributed to gentlemen and

ladies alike and some of which he never recovered. O. K. Houck looked so impressive with the gold badge on his coat that he got onto the Steeplechase pier for nothing, which is some stunt. J. M. Swanson also found a badge useful in carrying out his duties as doorkeeper of the meeting room.

Following out custom is all right in some cases, but it can be overdone. As has been the rule, newspaper men were excluded from the meetings of the association, but secured detailed information of what had occurred from the members after the meeting had ended. Why the mystery?

James F. Bowers makes an ideal toastmaster. He is witty, clear spoken and has perfect control of himself, but he is so well read and quotes from so many passages during his talks that it takes his

hearers hours to look up the quotations to which he refers. He might well adopt the practice of the churches in displaying book, chapter and verse number for the guidance of his audience.

Elsewhere appears a snapshot showing Louis Buehn, fully accoutered for a dip in the briny. Some of the visitors wanted to know if he was going to enter a bicycle race, judging from the cap. It isn't so. Of course, he wears a cap when bathing, but there's a reason.

Those who were assigned to car number thirteen on the Victor Co. outing, entered the vehicle with a bravado that was absolutely touching, but fate was against them. Number 13 was one of the first cars to get lost, and had to travel to Valley Forge all alone.

The talking machine men are getting an excellent reputation as spenders at Atlantic City, to judge from the interest shown in them by the various resort managers. As soon as the crowd entered a cafe the big mogul looked after them himself, and to judge from some of the checks, ordered that prices raised to meet the situation. The Old Vienna showed a proper regard for the importance of the convention by securing as an added attraction Maurice Levi and his band, who were more than obliging.

If L. C. Wiswell can sell talking machines with the facility with which he can dispose of banquet tickets his future income is assured. He was so successful in disposing of the tickets that he had to visit the treasurer at intervals and disgorge so that he could travel comfortably. Very few of the jobbers succeeded in getting away from him, once he got on their trail.

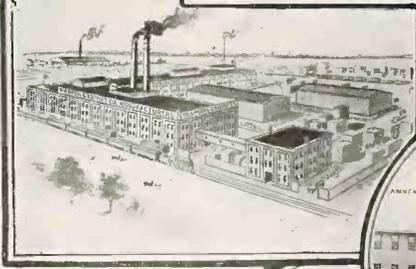
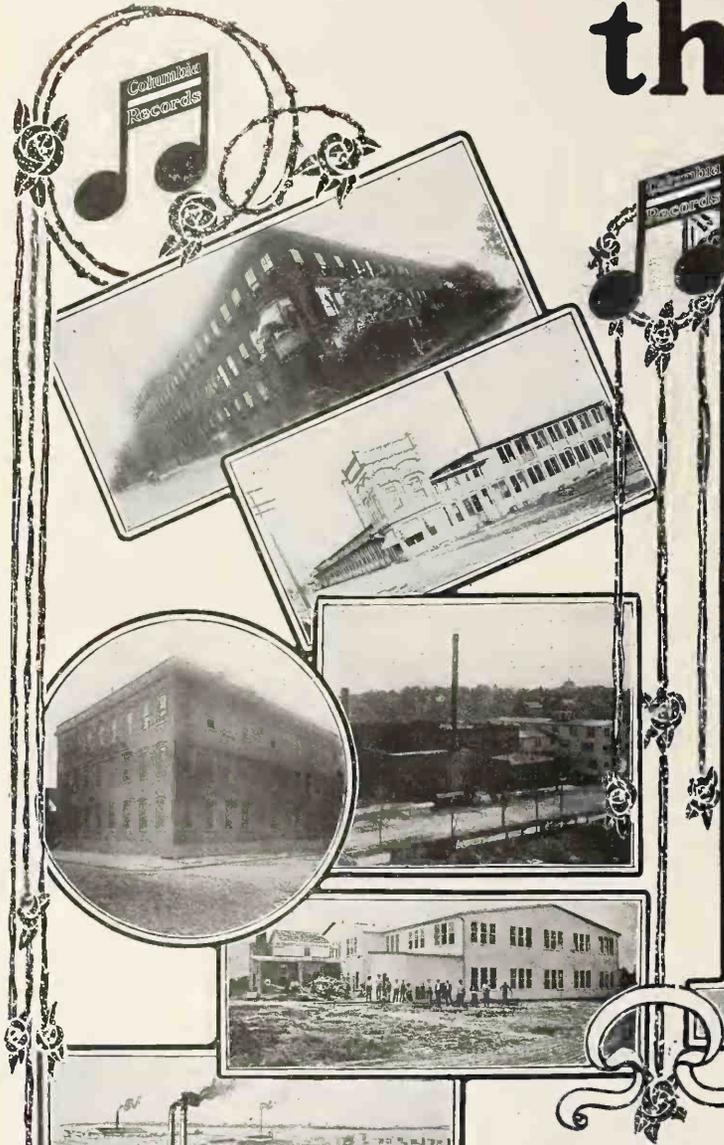
One feature of the jobbers' convention that is bound to impress the casual observer is the many sections of the country represented at the gathering. There are men from the Pacific Coast, from Texas, from the Rockies, from Chicago, from New

(Continued on page 42.)



Max Landay and His Human Cane.

Twenty-five Years the "Talking Machine"



Columbia cabinets and supplies are manufactured in ten separate plants at Detroit, Mich.; Lowell, Mass.; Brooklyn, N. Y.; Salem, Ind.; New Albany, Ind.; Wabash, Ind.; Pulaski, N. Y.; and Chicago, Ill.

Double shifts—night and day, right along—machines and records both.

And another 50 per cent. increase of factory output coming in September.

Demand is doing it. Our problem is not how to market the increase but to do the best that can possibly be done to meet our dealers' requirements.

All of which would suggest something, even to a blind man.

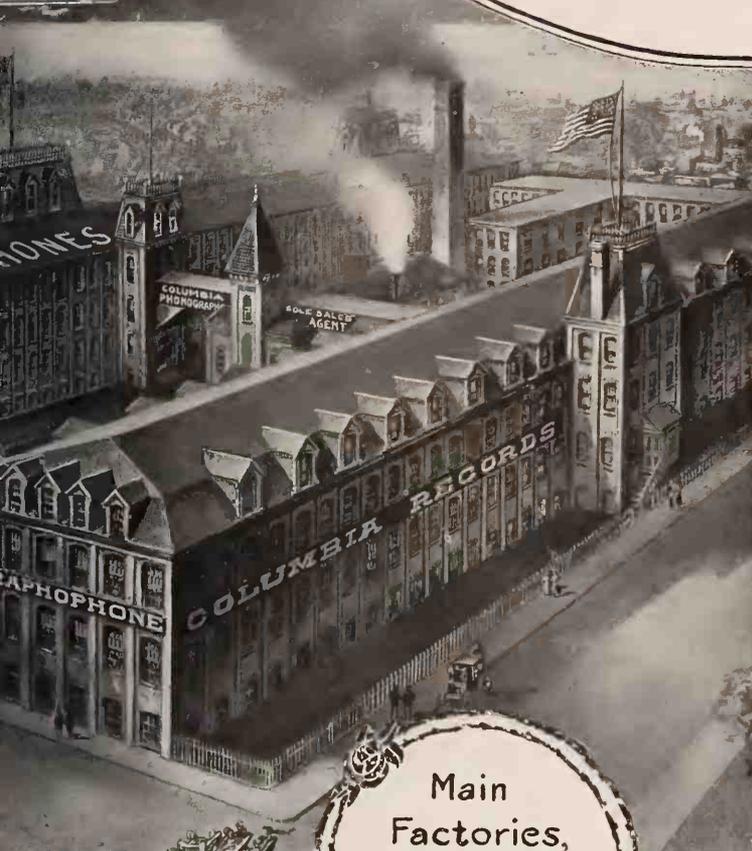
A clean merchandising policy and a distinctive line.

Columbia

Phonograph Company, General

Creators of the Talking Machine Industry, Pioneers and Leaders in the Talking Machine Industry, Splendid Money-Making Opportunity

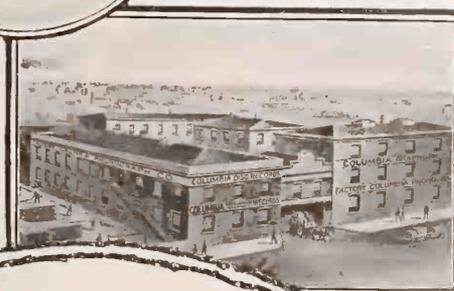
As Ago We Founded "Machine" Industry



Main
Factories,
BRIDGEPORT,
CONN.



of quality merchandise. Records by artists whose names are produced in a recording laboratory that has no equal in any country. Instruments that are non-competitive—the only table instruments on the market; the only low-priced hornless instruments having continuous and uninterrupted tone chambers, the only self-contained upright instrument retailing at an even hundred dollars or near it—Man, it's no wonder, is it?



Columbia

Tribune Bldg., New York

- 1—Executive Offices, Tribune Bldg., N. Y.
 - 2—Factory, Toronto, Canada.
 - 3—Record Laboratory, New York.
 - 4—Record Laboratory, Milan, Italy.
 - 5—Factory, London, England.
- (Record laboratories also in Tokio, Kobe, Singapore, Canton, Hong Kong, Shanghai, Amoy, Swatow, Manila, Soerabaya, Batavia, Bangkok, Honolulu, Havana, San Juan, City of Mexico, Rio Janeiro, Buenos Aires, Edinburgh, Vienna.)

Line Art. Owners of the Fundamental Patents. Largest Manufacturers of Phonographs and Records. Open for Dealers in Some of the Best Territory in the Country.

Columbia business is already running 60% ahead of 1911: that's a good gait to travel with. "Come on along." The going's good.



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

PICKED UP ON THE BOARDWALK—(Continued from page 39).

Orleans, from Florida, from New England and then in between. It is the sort of proposition that makes traveling pay a dividend.

The official buttons for the members of the association showed the typical houn' dawg in the center with "You Gotta Quit Kickin' My Dawg 'Aroun'" in the inner circle and the name of the



Harry B. Levy, Carl A. Droop and Wm. C. Roberts.

association on the outside. With the announcement of the nomination of Wilson for President on the Democratic ticket, some of the members began looking for the party responsible for the buttons, but he wasn't to be found.

The presence of O. K. Houck, of Little Rock, Ark., is sufficient in itself to ensure the success of the meeting for "O. K." has a keen wit and an unflinching good nature that is most efficient in preventing time from hanging heavy on the hands of those with whom he is consorting. Mr. Houck moreover didn't hesitate to put his O. K. on anything that pleased him, from the slides on the Steeplechase pier to Max Landay's hat.

One of those to make the trip from New York to the convention city via automobile was Max Landay, of Landay Bros., and the Talking Machine Supply Co., who had in the car with him Thomas W. Kirkman, inventor of the Simplex start and stop device. Owing to a prevalence of thunder storms during the day and an epidemic of blow-outs, it took the Landay party about ten hours to make the trip of about 133 miles.

Ben Feinberg, who was formerly connected with various concerns in the talking machine trade but subsequently reformed and entered another field, also journeyed down from New York in his motor for the purpose of meeting his old friends.

Feinberg is all there with his landaulet and has risen to the dignity of hiring a private chauffeur.

There were four distinct types of stopping devices for disc machines, one of them also starting the machine, shown at the convention, and there was some talk of forming a stop manufacturers' association. Each particular device had its merits and its talking and selling points and as a rule attracted much attention. The cabinets and needles were also shown in great numbers by the old standbys and the passage way leading from the hotel lobby to the meeting room of the Jobbers' Association, had the appearance of a general exhibition of talking machine appliances.

The harmony idea, which was much in evidence during the closing session of the association and at the banquet was cleverly emphasized in the menu card of the latter occasion when the Edison and Victor trademarks were artistically combined to form the design at the top of the card. The sketch showed the Victor dog seated on a table gazing with his well-known expression at the old couple who were looking at him with the same degree of pleasure with which they are supposed to listen to the Edison records. The combination received much favorable comment from the diners.

Just to prove that the talking machine jobbers are strictly up-to-date in everything from politics to business, arrangements were made to have the convention at Atlantic City reported in an entirely modern and novel manner by means of a shorthand typewriter. The clever machine, which is almost human in its action, is handled by the Ander-



Mr. and Mrs. E. Paul Hamilton.

son Shorthand Typewriter Co., of Philadelphia, Mr. Anderson, of the company, being the inventor. It has been thoroughly developed and perfected. The machine is so arranged that each finger and thumb controls a set of two keys, and the single pressure of the hands serves to print the actual word in full on a strip of paper, which latter moves along automatically, as in the case of an adding machine. The object in operating the machine with speed is to accustom each finger to do a cer-

tain thing with certain words, just as would be the case in striking chords on a piano. At all events there are no illegible shorthand notes to puzzle over and get wrong.

There was much interest manifested before the convention as to what action the jobbers would take, as an association, regarding the plan to have the manufacturers adopt two set prices for their instruments, one a cash price and another, somewhat higher, for instalment purchasers. The matter was discussed at great length in the meeting, but owing to the present agitation regarding the Oldfield bill it was thought best to leave the matter in the hands of the executive committee to take up with the companies at a proper time and after the pending legislation had been settled, for it was deemed unwise to bring up the set price question at this time. At the same time it was reported that the campaign for two prices carried on by both jobbers and dealers was continually gaining strength and appears almost certain of success, for the companies are willing to consider the matter when properly presented and shown to be the general desire of the trade.

James F. Bowers' report as chairman of the grievance committee was characteristic of the man. He said: "Not a wave of trouble arose to cross our peaceful breast." It might be mentioned, however, that Mr. Bowers was decidedly on the job in protecting the prerogatives of the executive committee on all occasions when there seemed danger of its privileges and rights being usurped.

Another important motion passed in the convention was that instructing the executive committee of the association to take up with the factories the question of increasing the size of initial orders from three to five machines and from one hundred to two hundred records, as a protection to the bona fide and established dealer.

One of the attractive convention souvenirs was the leather watch fob given to the jobbers by W. H. Bagshaw, the prominent needle manufacturer of Lowell, Mass., and who was represented at Atlantic City by Clement Beecroft. A small leather badge attached to the fob bore the name and address of the donor.



One of the Attractive Convention Souvenirs.

THE EXHIBITS AT THE JOBBERS' CONVENTION.

(Special to The Talking Machine World.)

Atlantic City, N. J., July 5, 1912.

The annual gathering of talking machine jobbers from all sections of the country under one roof, and the opportunity thus presented for the manufacturers and agents for appliances to display their wares with a minimum of effort and with a maximum of result, was fully appreciated by the members of the latter fraternity, and the short hall leading from the lobby of the hotel to the meeting room of the association was filled with samples of cabinets, automatic stops, needles, etc., and other things that add to the convenience and pleasure of the talking machine owner, and incidentally bring profit to jobber and the dealer.

Clement Becroft a Busy Man.

One of those early on the ground with enough lines to keep him very busy was Clement Becroft, who has a host of friends among the jobbers, having been connected with the trade for a number of years in various capacities, and who was displaying and representing the excellent line of needles made by W. H. Bagshaw, Lowell, Mass., which under the trade-marked name of "Duplextone" have attained wide vogue among the trade and the public; the products of the George A. Long Cabinet Co., Hanover, Pa., with their several interesting features, Mr. Long being present to aid Mr. Becroft. The Long cabinets have appealed to the trade owing to their salable qualities, their finish and general attractiveness proving a strong inducement to the talking machine owner. The cabinets are made to harmonize with the various styles of machines and the interiors are fitted up along approved lines for both disc and cylinder records. The cabinets alone took up the greater part of Mr. Becroft's time. He was also displaying the new line of record envelopes of special form made by Wolf Bros., Philadelphia.

The Elaborate Display of Pooley Cabinets.

There were also shown in one of the suites at the Chalfonte the complete and elaborate line of cabinets made by the Pooley Furniture Co., Philadelphia, Pa., with the ever-popular and always versatile H. M. McMenimen, very much on the job to display their strong points and original features. The Pooley line has already found an excellent foothold in the trade and there were few jobbers who had not seen at least one of the styles. The automatic arrangement for picking out the record desired by simply pressing a small lever smacked of enchantment until the process was explained and its simplicity and general convenience demonstrated. What has been a prime factor in gaining fame for the Pooley cabinets is the finish that is applied to each piece. As an outsider remarked, "The Pooley Co. couldn't make a poorly finished cabinet if they wanted to, for their years of experience in furniture manufacturing has shown them what first-class work means." The Pooley line includes a variety of cabinets suited to practically every purpose and of a class that makes them fit in with the furnishings of most sumptuous apartments.

A Device That Starts as Well as Stops.

Of the four automatic stopping devices displayed the Simplex start and stop device, manufactured by the Standard Gramophone Appliance Co., for which the Talking Machine Supply Co., New York, is sole sales agent, was the only one that both started and stopped the machine, and a great many of the jobbers visited the exhibit of the device in operation in one of the upper rooms of the hotel. The Simplex bears out its name and is far from being complicated either in construction or operation. The Simplex brake is attached to the cabinet of the machine by two screws and does not interfere in any way with the permanent parts of the machine except when it is in actual operation and is stopping the turntable. Bringing the tone arm over

to the starting point of the record automatically starts it, while the tone arm striking the other side of the device releases the trigger operating the stopping brake. It is handsome in appearance and effective in operation. The exhibit was in charge of Max Landay and Thomas W. Kirkman, the inventor of the device.

The Condon-Autostop on Exhibition.

Another automatic stop, more generally known to the trade, was the Condon-Autostop, manufactured by the Condon-Autostop Co., New York. The Condon stop has been on the market for some time and has been tried out thoroughly by the trade and the public. A special room was secured for the display at the exhibition of the stop at the convention, and those in attendance were William A. Condon, treasurer of the company; E. T. Condon, vice-president; Harry P. Carlton, Chicago representative of the company, and Scott Sinclair, New York representative. The exhibit was visited by a great number of the jobbers, the majority of whom were familiar with the device, and in view of the character of the gathering an excellent volume of orders was booked. The Condon-Autostop is fitted to the pivot in the center of the turntable and over the record, and operated to stop the machine by tripping the needle at the last line and checking its progress.

Efficiency of the Alto Brake.

A new brake of original and clever design was that shown by the Alto Sales Co., San Francisco, the chief feature of which was that it need not be regulated to operate properly with the different sizes of records, but was made effective simply through placing the tracer at any desirable point of the record. When the tracer reaches the last line it is struck by the needle and releases a trigger which sets the brake in operation. In this instance the record is stopped through the pressure of a felt-covered foot which depends from the tone arm and strikes the surface of the record instead of the side of the turntable. The brake mechanism is fitted to the tone arm near the sound box and is so well balanced that it increases the pressure of the needle in the record to an extent that is practically in calculable. A scale weighing to the eighth of an ounce could not register the added pressure. The Alto brake exhibit was in charge of W. L. Weinmann and W. T. Ellis, both of San Francisco, in which city the brake has made a decided impression. A factory will be opened in New York and orders sent in by telegram to California will be paid by the company and repeated by wire to New York, thus saving time.

Electric Stop Attracts Attention.

The only automatic brake operated by electricity was the "Sesco" electric stop, manufactured by the Standard Electric Stop Co., of Philadelphia. A contact point is fastened to a special arm, which is set at the last line on the record. Another contact point is placed on the tone-arm, and when the two points touch as the needle reaches the last line a circuit is completed and an electro magnet releases the brake. The "Sesco" equipment is very attractive in appearance and the extra contact arm and the brake itself are all that show above the cabinet. The brake is operated by means of dry batteries, which are placed in the lower part of the cabinet itself. The "Sesco" brake exhibit attracted much more than passing interest from those in attendance at the convention, and was in charge of Joseph H. Potsdamer, who was, by the way, a clever demonstrator.

The Udell Veteran Proves Welcome.

A gentleman whose presence was heartily welcomed by the jobbers in both a personal and a business sense was Daniel G. Williams, the veteran representative of the Udell Works, Indianapolis, Ind., manufacturers of talking machine record and

piano player music roll cabinets of quality. Mr. Williams was probably taking orders for cabinets before many, perhaps the majority of the jobbers, had been weaned, for as a rule they are a youthful bunch, but nevertheless he has lost none of his vitality or salesmanship ability and is well able to uphold the Udell products against the field. Mr. Williams did not have a line on exhibition at the convention, but contented himself with the usual portfolio of photographs of the new and the older accepted styles of cabinets, feeling that there would be no question regarding the finish of general quality. Judging from the number of times the portfolio made its appearance and the interest apparently manifested, the Udell Works received some goodly orders in the early mails.

Cabinets from Saginaw.

A less familiar but to all appearances excellent line of record cabinets was that of the Opportunity Manufacturing Co., Saginaw, Mich., which was displayed by D. H. Moore, who has several styles placed in a passage off the lobby of the hotel and others in one of the rooms. The feature of the Opportunity cabinets was that they were shown in the rough in order that they might be finished to meet the individual requirements of the jobber and dealer.

M. A. Carpell and the Herzog Line.

Still another veteran line of cabinets was shown by M. A. Carpell, the prominent and popular Eastern sales manager of the Herzog Furniture Co., Saginaw, Mich., and the Saginaw Table & Cabinet Co. Mr. Carpell also considered the qualities of his line as being so well recognized that samples of the actual goods would prove superfluous, and consequently appeared on the ground armed only with a portfolio of photographs showing the styles with ample descriptions and an ample order book. The Herzog people have shown an excellent understanding of the needs of the talking machine trade and have built up their line of cabinets from the viewpoint of the man who has to sell them instead of following their own ideas exclusively. Mr. Carpell's personal understanding of the importance of the cabinet and what it must represent was well set forth in his address at the open meeting of the association on Tuesday afternoon.

Puritone Needles Make Many Friends.

Among the prominent line of needles represented were the "Puritone" needles manufactured by John M. Dean, Putnam, Conn., who was represented on the ground by J. T. Collins, a young man who has spent a number of years in the talking machine trade in various capacities and knows about what is required by the jobbers and dealers. The jobbers were not asked to take the statements made regarding the Puritone needles at their face value, but were presented with sample boxes containing a thousand of assorted styles for various tones.

A Novel Form of Needle.

Another novelty that attracted much attention was the new needle offered by the Bell-Hood Needle Co., of New Haven, Conn. This needle was particularly original in design and had fastened to it about half way from the point a tiny brass bell with the mouth of the bell pointed downward and toward the record. It was claimed for the Bell-Hood needles that they succeeded in capturing many of the tonal effects that were usually lost while close to the surface of the record and carried them to the soundbox through the needle itself.

While the jobbers were in session the representatives of the supply houses held little informal meetings among themselves on the outside, where they discussed various trade questions and general matters of interest. It was suggested that they form an association on their own account, but no one would volunteer to act as president.



Our national publicity campaign is producing the 1912 profits we promised last year. Profits for Columbia dealers.



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

ECKHARDT GETS COLUMBIA BRANCH.

W. L. Eckhardt Will Take Over Columbia Business in Philadelphia Which He Will Conduct Under the Name of the Penn Talking Machine Co.

The many friends of Walter L. Eckhardt will be glad to know that he is going to re-enter active life in the talking machine industry in the immediate future.

The trade attraction has been too strong for Mr. Eckhardt, who put in about ten years of his



Walter L. Eckhardt.

life with the Columbia Phonograph Co. He has now announced that he has completed arrangements for the taking over of the Columbia distributing branch at 1109 Chestnut street, Philadelphia, which he will conduct under the name of the Penn Talking Machine Co.

He will have the exclusive distribution of the Columbia products in Philadelphia and adjacent territory.

While discussing the new move with The Talking Machine World Mr. Eckhardt said: "I have served ten years with the Columbia Phonograph Co., and while I have been four years separated from the talking machine business, I never have lost my interest in it.

"I have been watching the changes in products and the evolution of the merchandising policies, and now I realize more than ever the great possibilities for development in the industry. I am a firm believer, too, in the Columbia policies, particularly the exclusive territory arrangement. I have watched with the keenest interest the successful progress of the Columbia idea of exclusive territory for distributors, and have likewise

observed the discouragement and unfairness of the opposite program under which a jobber never knows when half of the legitimate field will be summarily seized and turned over to a new competitor—except that it is always imminent as his business increases in prosperity.

"I know that under the Columbia Phonograph Co.'s policy I can invest my money, my experience and all my energy advertising and building up a business connection without having to put in any of my time watching out for the establishment of a competing jobber in the same territory, to share a trade that is rightfully not the exclusive property of the manufacturer, but to an equal extent the property of the jobber who has devoted his efforts to constructive work for the manufacturer's product rather than for the manufacturer as a company, and the fruit of whose business industry should be his own.

"I know well enough that with the territory protection of the Columbia Phonograph Co. back of me and its business-getting campaign in front of me I am going to take that Philadelphia branch and build up what is now a going, fast-growing and profitable business into one of the most active and influential jobbing centers in the country."

When General Manager Lyle was seen in reference to the above statement he said: "Yes, we have arranged with Mr. Eckhardt for the exclusive Philadelphia representation. This is in line with the general policy we announced about three years ago, whereby our distributing branches from time to time may be turned over, with exclusive rights and full protection, to independent jobbing concerns, provided always we can assure to the dealer who must depend upon that jobbing center for his merchandise an adequate maintenance of Columbia rights and progress. The Penn Talking Machine Co. has every reason to count on a continued and steady multiplication of the Columbia prestige and demand in its territory."

PATHE FRERES CO. PLANS.

Brokers Interesting Public in \$1,000,000 of Its Preferred Stock—American Company Controls Pathe Name and Products.

The Pathé Frères Phonograph Co., whose incorporation was reported in these columns some months ago, and of which Jacques A. Berst is president, is placing on the market \$1,000,000 of its preferred 7 per cent. stock. The company's brokers in their letters to investors say:

"The American company has acquired for the phonograph business the exclusive control and right to use in this country the name of 'Pathé, together with their trade-marks, patents, improvements, master records, Auditoire, Pathephone, Pathegraph, Duplex-Pathephone, etc.—in fact, everything pertaining to the phonograph business owned and controlled by the Paris company. The company, therefore, will offer to the American public the various inventions and manufactures of 'Pathé' origin, which have become so famous in other countries.

"The Pathephone does not require changing of needles; its motor is instantaneous. Where electricity is available the electric Pathephone can be operated either by direct or alternating current, or strong batteries. The records are all double faced.

"The Pathegraph is a phonograph used for teaching languages, music, etc. The Duplex-Pathephone is a phonograph with a double machine for playing two discs; as one disc finishes another begins to play, so as to render a continuous operatic or theatrical production. The Auditoire establishments in Europe have been highly successful."

Emile Pathé will be the company's consulting engineer and honorary vice-president. J. A. Berst, the president, is vice-president of "Pathé Frères" (moving picture company).

DEALERS SEND COMMITTEE.

(Special to The Talking Machine World.)

Atlantic City, N. J., July 6, 1912.

Among those in attendance at the convention of the National Association of Talking Machine Jobbers this week were a committee representing the



R. Montalvo, Jr., David Switky and J. H. Dodin.

Eastern Talking Machine Dealers' Association, who desired to discuss with the jobbers a number of matters of mutual interest. Those comprising the dealers' committee were David Switky and J. H. Dodin, of New York, the former being the president of the association, and R. Montalvo, Jr., New Brunswick, N. J.

LOS ANGELES TRADE CHANGES.

(Special to The Talking Machine World.)

Los Angeles, Cal., July 7, 1912.

W. B. Kennedy, who has for several years represented the Burroughs Adding Machine Co. in Los Angeles, has been appointed sales manager for the Dictaphone. His territory includes Southern California and Arizona, with headquarters in the Winsted Building, 420-422 South Broadway, Los Angeles.

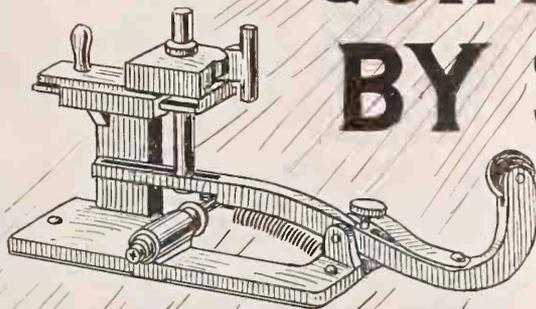
Edward A. Borgum, the well known western talking machine expert, has just recently associated himself with the Wood Manufacturing Co. of Los Angeles, who are the manufacturers of the new Wood filing cabinets for disc records. Mr. Borgum is particularly well fitted for this important position.

LIKE A BOLT FROM A CLEAR SKY

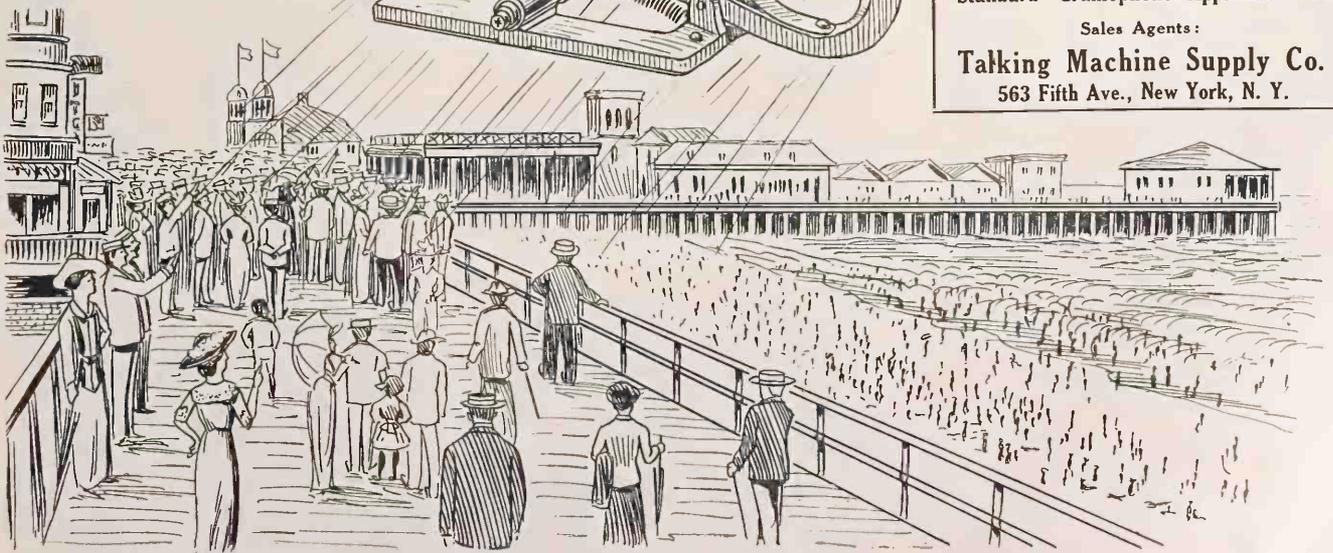
A List of Leading Jobbers Handling the "SIMPLEX"

- | | |
|-----------------------|---|
| Baltimore, Md..... | Cohen & Hughes, Inc. |
| Boston, Mass..... | Oliver Ditson Co. |
| Brooklyn, N. Y..... | American Talking Machine Co. |
| Buffalo, N. Y..... | Neal, Clark & Neal Co. |
| Cincinnati, O..... | The Rudolph Wurlitzer Co. |
| Cleveland, O..... | The Eclipse Musical Co. |
| Columbus, O..... | Perry B. Whitsit Co. |
| Des Moines, Ia..... | Harger & Blish, Inc. |
| Dubuque, Ia..... | Harger & Blish, Inc. |
| El Paso, Tex..... | W. G. Walz Co. |
| Houston, Tex..... | Houston Phonograph Co. |
| Kansas City, Mo..... | Schmelzer Arms Co. |
| Little Rock, Ark..... | O. K. Houck Piano Co. |
| Los Angeles, Cal..... | Southern California Music Co. |
| Memphis, Tenn..... | O. K. Houck Piano Co. |
| Nashville, Tenn..... | O. K. Houck Piano Co. |
| New Orleans, La..... | Philip Werlein, Ltd. |
| New York, N. Y..... | Blackman Talking Machine Co.; Sol. Bloom, Inc.;
Emanuel Blout; I. Davega, Jr., Inc.; S. B.
Davega Co.; Greenhut-Siegel Cooper Co.;
Landy Brothers, Inc.; Silas E. Pearsall Co.;
John Wanamaker. |
| Omaha, Neb..... | Nebraska Cycle Co. |
| Peoria, Ill..... | Putnam-Page Co., Inc. |
| Philadelphia, Pa..... | Penn Phonograph Co.
Inc.; The Talking
Machine Co.; H. A.
Weymann & Son,
Inc. |
| Pittsburgh, Pa..... | Standard Talking
Machine Co. |
| Providence, R. I..... | Manufacturers' Out-
let Co. |
| Richmond, Va..... | The Corley Co., Inc. |
| St. Louis, Mo..... | The Aeolian Com-
pany of Missouri;
Koerber - Brenner
Music Co. |
| St. Paul, Minn..... | W. J. Dyer & Bro.; |
| Washington, D. C..... | Koehler & Hinrichs.
Robert C. Rogers Co. |

THE
"SIMPLEX"
TOOK THE
CONVENTION
BY STORM



Manufactured by
Standard Gramophone Appliance Co.
Sales Agents:
Talking Machine Supply Co.
563 Fifth Ave., New York, N. Y.



Exclusive artists; exclusive records; exclusive instruments—that's what Columbia dealers can offer. That's why Columbia business is running 60% ahead of last year.



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

DEALERS' ASSOCIATION MEETS.

Eastern Talking Machine Dealers' Association Holds Quarterly Meeting and Devotes Much Time to Discussion of Progress of Two-Price Campaign—Six New Members Enrolled.

The regular quarterly meeting of the Eastern Talking Machine Dealers' Association was held at the Cafe Lion d'Or, New York, on July 10, with an excellent attendance considering the time of year and the condition of the weather. Following the usual routine of business the chief discussion centered in the campaign of the association to bring about the establishment of two prices for all kinds of machines, one the cash prices and another 10 per cent. higher for installment sales, which would provide a fair rate of interest for the accommodation offered by time payments. For the purpose of taking the matter up with a number of the jobbers, a committee from the Dealers' Association attended the convention of the Jobbers' Association at Atlantic City the first of the present month, and while there went into the matter with a number of the jobbers though not in a strictly formal manner.

Not long ago the association prepared a number of return postal cards asking for the indorsement of the dealers in the East and non-members of the organization. These cards were sent to eight jobbers in New York City for mailing to the dealers on their lists and five of the jobbers did send out the cards. The results were more than satisfactory to the association, for the dealers receiving the cards were quick to make favorable response. Two of the jobbers, while favoring the two prices, would not send out the cards at this time owing to the fact that the raising of the price question at this particular time might affect the fight now being made against the Oldfield bill and be used as an

argument for its passage. The campaign of the dealers, however, will be continued.

The membership of the Eastern States Talking Machine Dealers' Association is steadily on the increase, and at the last meeting six new names were added to the register.

COLUMBIA "LYRIC" FOR OUTDOORS

Some Interesting Illustrations of the Manner in Which That Popular Machine May Be Used for Entertainment During the Summer Time.

Columbia dealers are looking for a big summer business this year and the \$25 "Lyric" is going to have a good deal to do with it. The Columbia Phonograph Co. used the Saturday Evening Post double-page spread to announce a special \$28.90 cash or instalment offer for the "Lyric," with twelve selections on Columbia double-disc records. Using that as the keystone of its "Lyric" publicity campaign, the usual system has been followed of

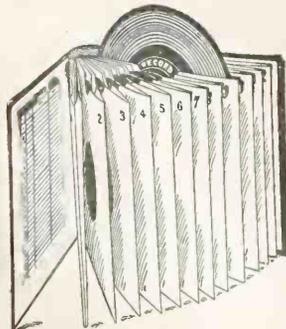
providing dealers with material for local publicity to reinforce the national advertisement. Co-operation on the part of the dealers is bringing results.

As a means of graphically showing the possibilities of the instrument for summer vacation use the Columbia advertising department recently sent out a call for photos of the "Lyric" in action, and as a result scores of snapshots have come into its New York offices, some of them exceedingly pretty pictures, well taken and all telling in the plainest possible way the story of the outdoor "Lyric." The few that we reproduce here will serve to convey some idea of the wide range of possibilities in this little machine.

Apart from the continuous tone chamber, an exclusively Columbia feature in low-priced machines, the principal points that are being emphasized in the "Lyric" publicity are the absence of any horns, the portability of the instrument, and its very light weight, and every one of those points is well indicated in the photographs which we reproduce.



Retails for a Dollar, with 80 Per Cent. Profit to You



The Most Profitable Record Album on the Market :: ::

SEE THE NEW Schafford Record Album in the New and Strongest Binding on the Market :: :: ::

\$1.00 Retail

Our new "Viennese Imitation Lea her" is the strongest and only absolutely guaranteed bound record album made. Why use the usual cloth bound albums when you can get an album with a binding 1,000% stronger than any of the cloth bindings now made by our competitors. Bindings in our new albums are guaranteed indestructible, price the same as the cloth albums, but 1,000% stronger in the wearing qualities. Gold Plated Rings in the back of the same. Not the usual brass rings, and are made to match the metal finish on all Victor and Columbia Cabinets. Let us send you one sample album and be convinced.

THE SCHAFFORD ALBUM CO., 26-28 Lispenard St., NEW YORK

THE HOOSIER POET AND THE VICTOR.

James Whitcomb Riley to Make Records of Some of His Famous Poems for the Victor Co.—Will Have Wide Sale Everywhere.

(Special to The Talking Machine World.)

Indianapolis Ind., July 13, 1912.

Though the Victor Co. was not just ready for the public to know that that company had induced James Whitcomb Riley, the Hoosier poet, to put on records the most famous of his poems, that fact has leaked out, and now the story is being told everywhere. It probably will be some time before any of the records are put on the market for sale.

It was not very long ago that Mr. Riley bought a Victrola, and it was rumored then that he was to make a number of records for the Victor Co. But the whole thing became known a few days ago when Mr. Riley called in Booth Tarkington and Meredith Nicholson, the novelists, and several other friends, to hear the first "proofs."

Mr. Riley's voice is not exceptionally strong, but when one sits near the Victor and hears the poet reciting "Out to Old Aunt Mary's" it is hard to believe that it is not the poet himself boxed up instead of only his voice. When he says "I am as bald as you are gray" in the beginning of the poem, a feeling of pathos comes over the hearer. The voice is so full of feeling as the words of the grown-up child who remembers his visits to Aunt Mary's are read.

Among the poems chosen by Mr. Riley for the records are "Out to Old Aunt Mary's," "Good-by, Jim," "The Happy Little Cripple," "When the



James Whitcomb Riley.

Frost Is on the Punkin,' "The Rain," "An Old Sweetheart of Mine," "The Raggedy Man," "On the Banks of Deer Creek."

The ordeal was at times tedious for the poet, who recently recovered from a serious illness. Mr. Riley, however soon learned to "throw his words." He said: "There is something wierd and eerie in hearing one's own voice with its very intonations and shadows coming out of a box."

COLUMBIA PUBLICITY.

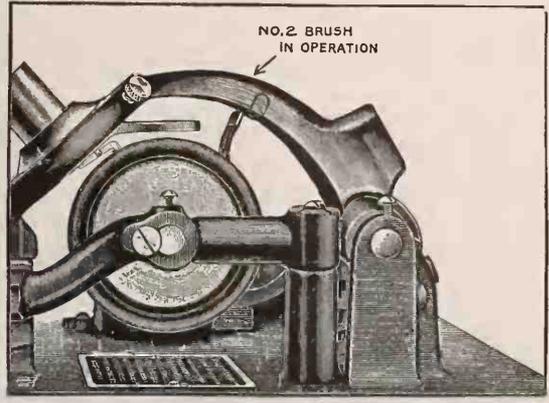
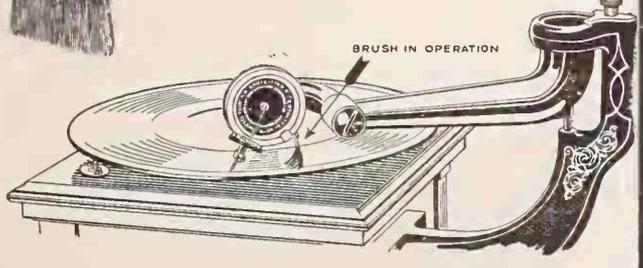
In the Saturday Evening Post, issue of July 13, the Columbia Phonograph Co., General, devoted one page to further stimulate the public in its interest in the Columbia double-disc records. For this purpose it announced the fact that it has produced one double-disc record to serve as a sample—a demonstration record, in other words. Dealers will supply this record at ten cents. One side of the record contains a selection by the Columbia male quartet. The other side tells the story of the superior tone, surface and wearing qualities of Columbia records.

A letter and circulars descriptive of a new windows display, and how it can be used to advantage in conjunction with the demonstration records, was mailed to the trade June 24.

TO FEATURE \$15 VICTROLA.

The Victor Talking Machine Co. intend featuring in the daily papers during the week of July 15, the \$15 Victor Victrola, the merits of which are set forth in a manner to interest the public. This Victor display will be surrounded by the advertisements of the local Victor dealers wherever it appears. This change, however, is only for one week, after which the copy which heretofore appeared in the Victor daily paper advertising will be resumed.

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

<p>FOR EDISON PHONOGRAPHS</p> <p>List Price 15c each</p>	<p>Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.</p>  <p>TRADE MARK RECORD BRUSH</p> <p>Formerly called the "PLACE" Record Brush</p>	<p>FOR VICTOR and COLUMBIA Talking Machines</p> <p>List Price 25c each</p>
 <p>NO. 2 BRUSH IN OPERATION</p>	 <p>No. 1. Fits Triumph</p> <p>No. 2. Standard and Home</p> <p>No. 3. Gem and Fireside</p>	<p>IT SAVES THE TONE</p> <p>You can't afford to lose this protection.</p>  <p>BRUSH IN OPERATION</p>
<p>No. 20—Brush for Columbia Concert Grand Sound Box Clamps on Sound Box and operates the same as Victor style</p>		
<p>AUTOMATICALLY CLEANS record grooves, insuring a smooth track for sapphire or needle. Reduces friction to minimum. Enables needle to wear better and play good all through the record. Keeps sapphires from wearing flat.</p>		
<p>FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them. DEALERS are requested to get their supply from their regular Jobber. If he will not supply you, write us for the name of one who will.</p> <p style="text-align: center;">Write Now</p>		
<p>MANUFACTURED BY BLACKMAN TALKING MACHINE CO. 97 CHAMBERS STREET, NEW YORK</p> <p style="text-align: right;">J NEWCOMB BLACKMAN President "The White Blackman"</p>		

THE SOUND REPRODUCING MACHINE AS AN AID TO THE STUDY OF MUSIC.

Its Marvelous Possibilities for a Number of Pedagogic Purposes Set Forth Most Illuminatively by Dr. Julius Schiller—Written Especially for The Talking Machine World.

The sound-reproducing machine, besides being a means of pastime, has ever since it has reached its present stage of perfection also been employed for a number of pedagogic purposes, and among others, perhaps the most successful one, for the teaching of languages.

Stimulated by the success of the sound-reproducing machine in conveying to the learner that important part of language study, "pronunciation," which can only be acquired by careful observation, no amount of theoretical consideration being able to take the place of the ear, it occurred to me that a great deal of parallelism exists between some phases of music study and certain phases of language study.

Declensions, inflexions, syntax, vocabulary can be acquired by anybody who possesses the necessary diligence. Acquisition of "technic," in the broadest sense of that term, is the counterpart in music of the acquisition of grammar in language. But how many of those who know all the irregular verbs of a foreign language, who can translate fluently, can speak at all, and if they speak, how many can speak with anything like a native accent? I believe that it is safe to say that the proportion of those that can do that is as small as the proportion of music students who can play artistic. I shall confine my remarks and examples to the piano, but they apply to any other branch of music study or can be adapted with little change.

Music is an art, and requires as such a certain something which we call "talent." This term talent is broad and flexible, and in its general application it means that ability to acquire something which is, strictly speaking, not teachable and can only be acquired by the pupil if he possesses that faculty of imitation which we call "talent." We have

made great strides in the understanding of the underlying principles of our art. Every branch of music has been analyzed by able people. As far as the piano is concerned, Mathis Lussy has given us a great work on interpretation, Hugo Rieman wrote his "Musikalische Dynamik und Agogik," Breithaupt, Calan and Steinhausen have revolutionized our ideas of the nature of "technic," but, while the study of those excellent works will broaden the student intellectually, the practical, executing musicians will derive little help from them. There still remains something that can only be conveyed to a pupil by actual demonstration, and, providing the teacher of ability and the scholar has some "talent," the results are going to be good. But not all of the vast army of music students are fortunate enough to have artist teachers, nor have they the advantages of a musical atmosphere or of public performances of musical artists or organizations. This large class can derive much instruction from the careful observation of the productions of great artists as recorded on the discs of one of our modern sound-reproducing machines.

A record of such an instrument is an equivalent of a photograph. It represents the production of the artist in every respect. It reproduces tone color, pitch, tempo and rhythm perfectly true to the original, and since nearly every artist of note has had his work "recorded," all of these great artists become available as teachers. These records are even superior to personal instructions in at least one respect, they never get tired of repeating and they always remain the same.

That one can get acquainted with an endless number of compositions needs no special mention; but also the general musicianship can be improved

in many directions. They allow one to have at one's elbow a representative of every form of musical composition, to play them at will, analyze the thematic structure, to become acquainted with the name, timber and tone color of every instrument—a valuable aid to the student of harmony and composition. Take for instance the record of an orchestral composition like Schubert's "Rosamunde Overture" or Grieg's "Peer Gynt" suite; put it on your machine, and while the machine is reproducing it mark out on the piano score the names of the instruments playing the various themes. Compare your marked copy with the orchestra score and correct. Next take the score and follow your orchestra. I can't imagine any better way of learning score reading. Conducting an orchestra means more than simply beating time, but even beating time properly has to be learned. Diagrams of the movements of the arms in beating time can be found in any book on conducting; they can be practised with the sound-reproducing machine until they become perfectly automatic. Pocket editions of some scores can now be bought at a very nominal price.

Let us turn to piano playing. Many distinguished pianists have furnished us with records of their playing. In several instances the same composition has been played by more than one artist. This allows us to compare the interpretation, technic, etc., of one artist with that of any other and have the great rivals of the keyboard side by side. Such comparison will not only sharpen the critical ability of the student, but it will also soon convince him that there is no "standard" in art and the production of the beautiful in music is not governed by fixed rules, but, within certain limits, gives the performer a great deal of latitude. Possessing those records, we are in a position to carefully scrutinize the "technic" of those players.

To many musicians the term "technic" means the ability to produce tones in quick succession. They cannot dissociate the idea of speed from the term "technic." Speed is unfortunately a factor to which altogether too much attention is paid, and the vain efforts to imitate the tempo and bril-

WE insist on the upholding of prices—because we uphold values. Price-cutting is as detrimental to the dealer as to the customer. The former doesn't know where he'll get off on the profit side—the customer thinks he might have bought lower had he waited.



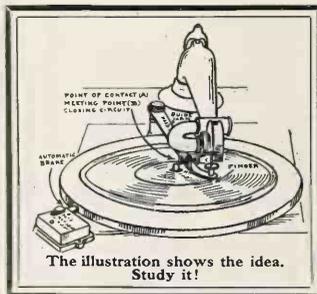
TRADE MARK

"Acts as quickly as you think"

THE Standard Electric Stop not only insures a big profit to the dealer—but a satisfied customer as well! And a satisfied customer is a mighty big business asset. The dealer who displays a Sesco in his showroom takes a big step toward a large fall business.

Sesco, being the only electrical stop on the market, has met with instant and unqualified approval from the trade. It was the hit of the recent convention at Atlantic City

HERE is an electric stop, that does not injure or jar the delicate sound box or affect in its operation the most expensive record. It is so simple that a child can operate it—is fool proof in every particular—and does not detract from the appearance of the machine.



The illustration shows the idea. Study it!

EVERY talking machine should be equipped with the Standard Electric Stop. The reasons why are many. While the small additional cost is an investment to any owner—not an expense. It saves records, steps, and temper.

A Mighty Interesting Booklet Is Yours For The Asking.

Standard Electric Stop Co.

Empire Building, Walnut at 13th St., Philadelphia

Our 42 distributing centers are ready
to supply you promptly with the biggest
dividend diggers in the trade today.



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

and the vain efforts to imitate the tempo and brilliancy of a few piano acrobats who sail under the color of musical artist should be discouraged and more attention be paid to the musical end of our studies.

A simple experiment will make the point which I make about technic a little clearer. Place a piano record on your machine and manipulate the speed mechanism until the record will reproduce at the pitch of your piano. It will now sound as though the artist was performing on your piano. Play the record several times, slowing your machine down a little each time. (We will for the present ignore the fact that this will change the key.) You will find that the beauty of the production does not suffer until the tempo reached is so slow that it is no longer covered by the conception of the tempo inscribed at the beginning of the composition reproduced. This proves that the secret of an artistic technic and even the "brilliance" is in the tone quality, the perfect evenness, the rhythmic and dynamic qualities of one's playing and not in the rapidity of the succession of tones.

Students who have at their disposal an appliance to make records of their own playing can make further experiments. Let them make a record of their own playing of a composition which they think they can play well. This will enable them to pass judgment upon their own playing, and they will perhaps realize their own shortcomings better. In listening to one's own playing one thing will certainly be very striking; it will be the fact that the record seems to reproduce much faster than the player will have intended it. It will also be noticed that minor irregularities (I do not mean false tones) which the player knows to have committed will not be as apparent as the guilty knowledge of the performer will lead him to think. This will be particularly true if some time has elapsed between recording and reproducing. This is easily explained. No performer is such an absolute master over all the small factors which enter into the successful performance of instrumental music. He is not always able to reproduce on his instrument an exact picture of his artistic idea. The audience does not know anything about this discrepancy between intent and result, and therefore receives a much better impression of the performance than performer himself. Recording one's own playing puts everyone in a position to watch his progress and put improving file where it is most needed. Such self examination is bound to increase self confidence, and consequently will lessen the number of failures of public performances, half of which are only failures on account of the lack of self-reliance.

In order to be a successful public player one must also possess something which I should like to call generalship of the platform or the routine of performing in public. Nothing but experience will bring this, but some valuable points can be gleaned from object lessons given by the sound-reproducing machine. The scope of this article does not allow me to go into too much detail, but a few hints will tell the reader what I am driving at. For instance, note carefully the short pauses which

experienced players make before big skips, how carefully they attack dangerous passages; note that what we often consider a fine "effect" is in reality the prudent self limitation of one who knows what he can do and what he cannot do.

The sound-reproducing machine can also be used to advantage in memorizing music. Playing from memory means the reproduction of a vital, or an auditory, or a tactile impression. Most musicians combine the three unconsciously. Now take the record of a piece which you have memorized (it does not matter by what method), and while your machine reproduces the same close your eyes. If you really have this piece in your memory you will see the printed music before your mental eye (visual), or you will be able to reproduce the

tones up and down. While practising transposing one may at the same time improve as an accompanist. It takes a great lot of experience to be a good accompanist, and who could imagine a more patient singer or violinist than the one the sound-reproducing machine furnishes? Artists are proverbially impatient with their accompanists, but conditions are reversed when you simply have to rewind your machine, and they must sing again until you are able to follow to your own satisfaction.

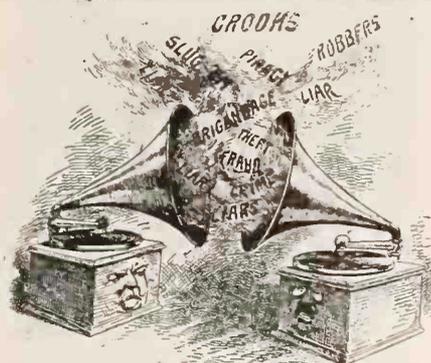
The possibilities of the sound-reproducing machine are by no means exhausted, but I shall only call attention to one more application of the same. A large number of pianists earn a living by playing with small orchestras. These musicians are often called upon to improvise accompaniments, play from bass, second violin or clarinet parts. Proficiency in these things can be acquired in the privacy of their own home by the aid of the sound-reproducing machine without being subjected to the more or less unpleasant commentaries of their more experienced fellow musicians.

LOWER TALKING MACHINE RATE.

(Special to The Talking Machine World.)

Toronto, Ont., July 6, 1912.

After July 15 next gramophones must be classified as musical instruments by all railway companies in Canada and carried at second-class rates. Hitherto they have been carried only at first-class rates. An order of the railway commission, issued last week, declares that gramophones are musical instruments and must come under the lower rates quoted in railway tolls for this class of goods.



From N.Y. World

The Talking Machine in Cartoon.

harmonic structure, etc., mentally (auditory), or you will seem to feel the keys under your fingers' ends (tactile), according to the peculiarity of your memory. Reading music while the machine is playing is also a good exercise in memorizing. I would not advise you to slow the machine down for such practise, as slowing down makes the pitch lower, and it will disturb any musical ear to hear a number played in one key and at the same time be reading the music in a higher. In order to memorize it is best to tune the machine to the pitch of the instrument on which you are going to try out what you have accomplished in the line of memorizing.

Transposing the particular weak spot of even good musicians can be easily acquired by the aid of the sound-reproducer. Taking it for granted that the theoretical part—I mean the ability to read the different transposing clefs and signatures—have been mastered, take for instance a slow vocal number, perhaps a hymn, play it in the key in which it is written while the machine is also playing. After a little slow your machine down until it sounds exactly one tone lower; now read tenor clef instead of violin clef, alto clef instead of bass clef, add two flats to the original signature, etc.; most machines give a range of four or five

WANTED:—A TALKING MACHINE MANAGER.

Loveman, Joseph & Loeb, Birmingham, Alabama, require the services at once of an experienced and capable manager for their Talking Machine Department. Agencies Victor and Columbia Machines. In replying state age, experience, salary expected and name references of past and former employers.

FOR SALE

"Victors" electric sign, 10 ft. x 2 ft. Best possible construction, with lamps, \$25.00. Write for particulars to C. Koehring & Bro., Indianapolis, Ind.

SALESMAN WANTED

One who understands the Victor business, wholesale and retail. Permanent position to right party. Apply by letter only, with detailed information as to ability, salary, etc., American Talking Machine Co., 368 Livingston St., Brooklyn.

EXHIBIT OF NEW EDISON DISC PHONOGRAPHS AND RECORDS.

Large Number of Talking Machine Jobbers and Dealers Visit Edison Headquarters in New York, July 5 and 6, and Express Themselves Well Pleased with the Latest Creations of the Edison House—Edison Disc Phonographs Shown in a Large Variety of Styles and New Edison Disc Records Prove Especially Interesting—New Styles of Amberolas as Well as Kinetoscope Also Exhibited—Visiting Jobbers Entertained at Dinner and Theater Party.

No event in talking machine circle in many years caused such a large degree of interest as the exhibition of the new styles of Edison disc machines, as well as the number of new models of the cylinder type, which were placed on exhibition on Friday and Saturday of last week in the building of Thos. A. Edison, Inc., 10 Fifth avenue, New York. It was an event of prime importance in the history of the Edison phonograph and marked a new milestone in the progress of the Edison institution.

The Edison disc machine has long been promised and experiments have been carried on in connection with its production for several years; the fact, therefore, that the jobbers of the country were actually invited to see the new machines, complete, perfected and ready for the market had a deep significance not readily appreciated by those outside the trade.

150 Jobbers Inspect New Machines.

The importance which the jobbers gave to the exhibition is to be realized when it is stated that on the first day of the exhibition over 150 jobbers and their representatives called and inspected the new

invitations had been sent out to the trade at large and had met with cordial response, as the advent of the Edison disc has proven a matter of practically universal interest.

Time and time again there were announcements

able comment. The retail prices for the new disc line, which will be ready for the trade in October, range from \$60, the minimum, to \$450, with six distinct models represented.

More Music on the Record.

The composition used in the construction of the Edison discs is of special manufacture and is claimed to be unbreakable plus anti-wearing qualities. Owing to the method of reproduction, more can be recorded on these records, as they run at 80 revolutions with 150 threads to the inch. The label is pressed onto the record during the process of manufacture, as well as the number, which appears in white on several places on the edge, so that it can be easily seen when in stock.

The new cylinder Edison record is called the Blue Amberol, and is made of a tough composition that withstands all the hard knocks that a record is liable to receive during its life. You can toss this new Blue Amberol around as much as is necessary during an evening's entertainment.

How Price and Style Can Be Memorized.

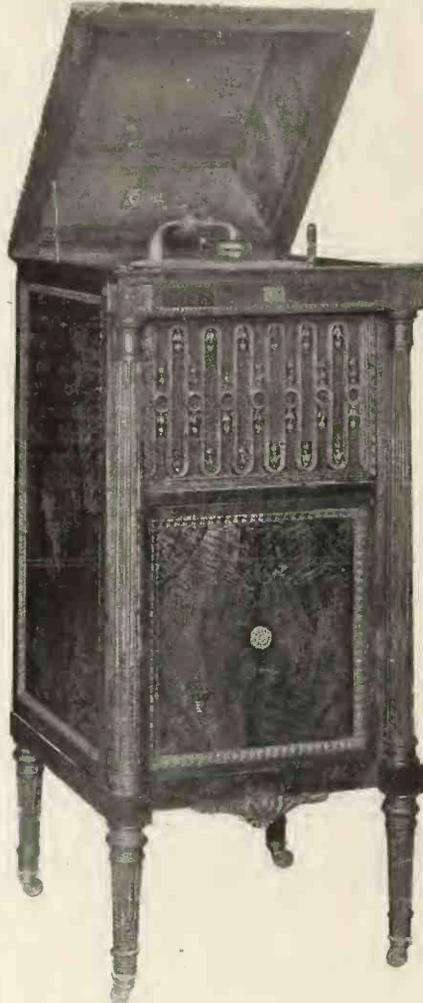
An innovation in style numbering has been put into effect by Thos. A. Edison, Inc., in this new disc machine line, the number of style designating the price. For instance, Model A-375 means that the price is \$375, this being for a Louis XV type in mahogany—one of the artistic cases. Style 60, then, means that \$60 is the retail price; and so on. In other words, this new system does away with the necessity of remembering two sets of num-



Edison Disc Phonograph Model A-250 Mission

machines and records. They came from all over the country, from the far West and South, as well as the East. They came to criticize what might be considered in many ways a sample of a new product, and remained to enthuse over what they felt free to declare was a distinct forward step in the development of the phonograph.

They came to see some experimental work and witnessed the finished product ready to go out into the home, and felt that their journey to New York had proven well worth while. The attendance was not confined to jobbers exclusively, for



Edison Disc Phonograph Louis XVI, Circassian Walnut.

that Thomas A. Edison had perfected a disc machine. This was only partially true, as while he had created a disc product, he had not perfected it according to what his ideas of sound reproduction are. Mr. Edison experimented again and again on a reproducer, and it is claimed that it took 2,700 different reproducers before he secured the one that conformed to his ideas. In other words, the reproducer on the models of Edison disc machines now on the market represents the 2,700th reproducer that Mr. Edison made—the one that he considers perfect.

In fact, the long delay before this line of disc records and machines appeared was due to Mr. Edison's desire to have the machines and records brought to his point of perfection. In this reproducer a diamond point is used, the method of recording and reproducing being of the "hill and dale" cut instead of the lateral. It is necessary to use a diamond point, according to Mr. Edison, as no other material will stand the wear. The same reproducer is used in all the new disc machines.

The tone of the new Edison disc machines is full and round and of natural quality, with no perceptible scratch, and was highly satisfactory to the many critical visitors. The effects produced in the more elaborate and expensive models in the matter of case design also came in for much favor-



Edison Disc Phonograph Model A-250, Mission Oak.

ers, one for styles and one for prices, and its advantages will readily be appreciated by the trade.

Style 60 Encased in Metal.

Style 60 disc received more than its share of attention for the reason that the cabinet is of metal. The shape is peculiar, too, being wider at the front than at the back. Style 60 is a laboratory product more than anything else and is a special hobby of Mr. Edison. When put upon the market the metal cabinets will be finished in various imitations of woods, such as mahogany, oak, walnut and special finishes to order.

Care Taken in Constructing Diaphragm.

The diaphragm used in the new disc machines is constructed along individual lines, and as Mr. Edison could not find a wire material of efficiency to use as a sound wave conductor from the diamond

full, clear and mellow, with an entire absence of "scratch." The operation of the motor is absolutely noiseless. The appearance of the mechanism is handsome, while the cabinets show the work of experts. From \$250 to \$450 are the special cabinets. Sheraton, Louis XV and Louis XVI types in inlaid woods, Circassian walnut and other expensive woods. Elaborate hard carving strengthens the appearance of these art styles.

Other Novel Edison Exhibits.

One of the many advantages claimed for the Edison line is the ability to make home records, but the trouble in the past has been in the shaving of the record blanks, it being necessary to go to some dealer to do this. To overcome this feature the Edison Co. exhibited a new home recording outfit, consisting of a four-minute recorder, three blanks and a record-shaving machine. A remarkable success is predicted for this outfit.

The Edison school outfit is a new proposition and is rapidly becoming popular. This is practically an Opera style machine placed on a metal stand, the stand having four metal shelves and capable of holding four boxes of records. These records are on arithmetic, grammar, history, geography, and so on, and are for use in various

to the user and to the dealer and jobber. This end of the business is exceptionally busy.

Dolbeer's Order Book Filled.

F. K. Dolbeer, sales manager, had a big order book on his desk—one of the kind that makes several impressions of the order; one for the factory and one for the customer, leaving in the book a tissue carbon of it. This lengthy description of the Dolbeer order book is necessary as the preliminary detail to show that the many tissue copies left in the book by the closing of the Edison exhibit enjoyed even better results than the mere display of the new Edison goods. Those who have waited for the perfection of the Edison disc products expressed themselves as amply repaid by the elaborate and satisfactory line that they saw last week.

Banquet to Visiting Members of the Trade.

A banquet was tendered to the visiting members of the trade on Friday evening. More than one hundred persons attended, the affair being held at the Hotel Astor. It was more of an impromptu nature than anything else, the idea being for enjoyment. Little chats were made by various people on semi-humorous topics. Following the dinner the entire party went to the theater, enjoying the performance of "A Winsome Widow" at the Moulin Rouge, where, although the temperature was around 90 degrees, they saw real skating on real ice. The Edison guests after the performance returned to the Astor, where supper was served.

The entire gathering was a huge success from start to finish; the jobbers were enthusiastic over the new goods, and it was considered the biggest and best Edison boosting meeting ever held. Jobbers came from all over the country to attend, so the affair was of country-wide interest. Among the people who registered were the following:

Some of Those Present.

E. P. Ashton, American Phonograph Co., Detroit, Mich.; C. N. Andrews, W. D. Andrews, Buffalo, N. Y.; F. M. Atwood, Memphis, Tenn.; Louis Buehn, L. Buehn & Bro., Philadelphia, Pa.; E. E. Buehn, L. Buehn & Bro., Pittsburgh, Pa.; J. N. Blackman, Blackman Talking Machine Co., New York; H. H. Blish, Harger & Blish, Des Moines, Ia.; T. H. Barnhill, Penn Phonograph Co., Philadelphia, Pa.; E. L. Burrows, J. B. Varick Co., Manchester, N. H.; F. E. Bolway, Oswego, N. Y.; Mr. Bolway, Oswego, N. Y.; Mr. Boyd, Iver Johnson Sporting Goods Co., Boston,



Edison Disc Phonograph Model A-150, Golden Oak.

point, he created a cord of special construction, which was chemically treated. All known metals and wires failing to answer the sound requirements were supplanted by a cord, which shows that there are few limitations to invention.

Another machine that was admired was the concealed horn cylinder machine—the Amberola type. This phonograph will only take the four-minute Blue Amberol record. It has the diamond point reproducer, and the tone given forth is remarkably clear and true. The cabinets are most artistic.

Great Audiences Hear Demonstrations.

The demonstrating room of the Edison building was crowded with people during Friday and Saturday. Various styles of records were played, covering vocal and instrumental music, that are included in the average owner's repertoire of records. In demonstrating its records the company



Edison Disc Phonograph Model A-200, Mahogany.

grades. This will retail at a popular price and the machine practically does a teacher's work in conducting classes.

In the Edison business phonograph exhibit appeared two new features—the pneumatic speaking tube and the automatic correction device. The usual method of dictating to a business machine is to release the cylinder with the foot while talking into the flexible tube. With the improved Edison one talks into the tube as in the other, but instead of starting the cylinder with the foot, simply pushes a little button with the finger of the hand holding the tube, doing the entire operation with one hand.

The Edison Home Kinetoscope, which was displayed on the third floor of the Edison building, came in for its share of the attention. A number of new jobbers were closed on this. J. W. Farrell, manager of this end, was busy explaining the various features of the kinetoscope, both as applied



Edison Disc Phonograph Louis XV, Circassian Walnut.

Mass.; J. H. Barney, Jr., Newport, R. I.; W. O. Crew, Elmira Arms Co., Elmira, N. Y.; R. B. Caldwell, Blackman Talking Machine Co., New

(Continued on page 52.)



Edison Disc Phonograph Model A-60, Oak Finish played records of similar compositions upon various makes of machines, and then the Edison records upon the improved Edison machines. The tone from the new Edison disc machine is very

EXHIBIT OF NEW EDISON DISC PHONOGRAPHS.

(Continued from page 51.)

York; Mr. Clem, J. A. Foster Co., Providence, R. I.; L. E. Caldwell, Quincy Phono. Co., Quincy, Ill.; S. B. Davega, S. B. Davega Co., New York; Harry Davega, Davega Sporting Goods Co., New York; W. F. Davison, P. B. Whitsit Co., Columbus, O.; C. A. Droop and E. H. Droop, E. F. Droop & Sons Co., Washington, D. C.; I. Davega, Jr., Inc., New York; G. Howlett Davis, Standard Music Roll Co., Orange, N. J.; H. L. Ellenberger, Pardee-Ellenberger Co., New Haven, Conn.; W. J. Elwell, C. J. Heppe & Son, Philadelphia, Pa.; C. J. Francis, Iver Johnson Sporting Goods Co., Boston, Mass.; F. L. Fritchey, Grinnell Bros., Detroit, Mich.; W. C. Finch, Finch & Hahn, Albany, N. Y.; N. Goldfinger, Greenhut-Siegel Cooper Co., New York; E. W. Guttenberger, O. K. Houck Piano Co., Memphis, Tenn.; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; C. J. Heppe, C. J. Heppe & Son, Philadelphia, Pa.; O. K. Houck, O. K. Houck Piano Co., Memphis, Tenn.; L. Kaiser, S. B. Davega Co.; Geo. W. Koehler, Koehler & Hinrichs, St. Paul, Minn.; Mr. and Mrs. D. H. Kent, M. W. Waitt & Co., Ltd., Vancouver, B. C., Canada; Mr. Kenney, Pardee-Ellenberger Co., New Haven, Conn.; James I. Lyons, Chicago, Ill.; Laurence H. Lucker, of Minneapolis, Minnesota; John B. Miller, Penn Phonograph Co., Philadelphia, Pa.; Mr. Miller, L. Buehn & Bro., Philadelphia, Pa.; J. H. Massey, J. A. Foster Co., Providence, R. I.; Mr. Martin, L. Buehn & Bro., Philadelphia, Pa.; O. R. Moulton, American Phonograph Co., Burlington, Vt.; George A. Mairs, W. J. Dyer & Bro., St. Paul, Minn.; W. A. Myers, Williamsport, Pa.; G. S. Marigold and son, Southern California Music Co., Los Angeles, Cal.; Chas. H. Morgan, Gimbel Bros., New York; L. E. McGreal, Milwaukee, Wis.; T. F. O'Grady, Edisionia Co., Newark, N. J.; W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; F. H. Putnam, Putnam-Page Co., Peoria, Ill.; B. J. Pierce, J. W. Jenkins' Sons Music Co., Kansas City, Mo.; W. C. Roberts, E. F. Droop & Sons Co., Baltimore Md.; J. P. Riley, Atlanta Phonograph Co., Atlanta, Ga.; Mr. Reineck, L. Buehn & Bro., Philadelphia, Pa.; F. H. Silliman, Pardee-Ellenberger Co., Boston, Mass.; H. G. Stanton, the R. S. Williams & Sons Co., Ltd., Toronto, Canada; J. N. Swanson, Houston Phonograph Co., Houston, Tex.; Fred Siemon, R. Wurlitzer Co., Chicago, Ill.; Mark Silverstone, Silverstone Talking Machine Co., St. Louis, Mo.; George Shultz, Shultz Bros., Omaha, Neb.; A. W. Toennies, Jr., Eclipse Phonograph Co., Hoboken, N. J.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; A. A. Trossler Schmelzer Arms Co., Kansas City, Mo.; T. H. Towell, Eclipse Musical Co., Cleveland, O.; R. S. Williams, the R. S. Williams & Sons Co., Ltd., Toronto, Canada; H. T. Walz, W. G. Walz Co., El Paso, Tex.; Graham Winstead, Wilson Drug Co., Wilson, N. C.; H. A. Weyman and son, and Mr. Hurer, Philadelphia, Pa.; Allen Welburn, O. K. Houck Piano Co., Nashville, Tenn.; Mr. Williams, Talking Machine Co., Birmingham, Ala.; W. D. Wilmot, Fall River, Mass.; P. B. Whitsit, P. B. Whitsit Co., Columbus, O.; Thomas Wardell, Lowell, Mass.; H. J. Samuels & Bro., Providence, R. I.; and W. D. Zellman, Edisionia Co., Newark, N. J.

Following are the Edison executives and officials who cared for the guests and to whom visitors are indebted for many courtesies:

E. L. Aiken, E. J. Berggren, R. Bolan, W. H. A. Cronkhite, Harry Clark, F. R. Clarke, F. K. Dolbeer, sales manager; N. C. Durand, manager business phonograph department; J. W. Farrell, manager home kinetoscope department; C. E. Goodwin, manager of salesmen; A. M. Hird, A. C. Ireton, W. H. Miller, Harry Miller, R. Michie, Wm. Maxwell, L. C. McChesney, advertising manager; L. W. McChesney, assistant advertising manager; Wm. Pelzer, E. H. Phillips, J. T. Rogers, Walter Stevens, P. Weber, C. H. Wilson, general manager, and Delos Holden.

MAX STRASBURG CO. EXPANSION.

To Have Larger Quarters and Will Take on Pianos—Farrand Co.'s Handsome Victor Department—Columbia Co. Reports Active Business—Latest News from Detroit.

(Special to The Talking Machine World.)

Detroit, Mich., July 9, 1912.

The enlargement of the Max Strasburg Co., the Victrola Shop, announced in the Talking Machine World last month, has taken on a larger scope. Also it will inaugurate a new departure in merchandising, as far as Detroit is concerned, at least.

There are now a good many piano stores which handle talking machines. In this case that order will be reversed. The Max Strasburg Co. will still be "The Victrola Shop," with more Victrolas than ever, and an enlargement of the Columbia business, and the pianos will be the secondary line. This does not mean, either, that the pianos handled will be of a secondary variety. Negotiations now are in progress for the agency of one of the very best pianos in the world. Two or three of leading piano houses have been after it, but could not land it. The objections made to them by the manufacturers do not apply in the case of the Max Strasburg Co., however.

Mr. Strasburg's idea of adding a line of pianos came through an experience rather odd in the talking machine business. In a deal for a \$200 Victrola he took in a piano at a valuation of \$175 and sold it for \$300, which, with the \$25 cash he received, made some profit on the sale of one talking machine. Before the week ended he had taken in another piano and sold that also, demonstrating the possibilities of a quick turning over of money through such channels.

So straightway he began negotiations for the first floor of a new building which is to be erected adjacent to his present quarters, and for a line of the kind of piano necessary to make his business a success.

Up to the close of the first week in July the indications were that the customary fading of trade in talking machines during the summer hot spell would not be very noticeable this year. All of the talking machine dealers are hustling along at a rate which confirms the statement made in these letters several times that there is room for more first-class talking machine stores in the downtown district. The experience of the Farrand Co. is added testimony. Its talking machine department, added to the business with the opening of its new store, has opened up as though it had been doing business for years, instead of as a newcomer. Victors are the Farrand Co.'s line, but the business it gets does not seem to interfere with the older dealers any; it just seems to pick up a lot that was waiting for some firm in that particular locality to cater to. A \$200 Victrola has a constant place in the company's aristocratic show window, in company with a grand piano.

The Columbia Phonograph Co.'s branch, which experienced an easing up of the tremendous activity which has followed it since December, met a reaction about the middle of June, and is going again at the old forced draft rate. The Columbia de Luxe, the new model, is finding quick favor.

The Columbia Co. furnished the musical entertainment for the big passenger liners of the Detroit & Cleveland and the Detroit & Buffalo Navi-

1866

1912

NYOIL

FOR

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

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

NYOIL

Absolutely Prevents Rust

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE
NEW BEDFORD, MASS.



gation companies. They took nine of the \$200 Grafonolas in their first order, and have been purchasing records steadily since. The navigation company has just put into commission the largest steamship on fresh water, the City of Detroit II. It excels even the magnificent Hudson River boats, and doubtless means the sale of more Grafonolas.

A SALESMAN.

When the train pulls in and you grab your grip,
And the hackman's there with his frayed-out whip,
And you call on your man and try to be gay,
And all you get is, "Nothing doing to-day";
Then you're a peddler,
By gad, you're a peddler!

When you get into town and call on your man,
"Can't you see any Bill?" "Why, sure, I can,"
You size up his stock—and make a rough count,
And "Bill" presently says, "Send the usual amount,"
Then you're an order taker,
By gad, you're an order taker!

When you travel along and everything's fine,
And you don't get up till half past nine;
When you see each concern and talk conditions,
And write it all home with many additions,
Then you're a traveling man,
By gad, you're a traveling man!

When you call on your trade and they talk "hard times,"
"Lower prices" and "decided decline,"
But you talk and you smile—make the world look bright,
And send in your orders every blessed night,
Then you're a salesman,
By gad, you're a salesman!

The Durkee Furniture Co., of Hudson, Mass., recently installed a good-sized stock of Victor goods. This store has a very excellent location in the center of the town, and it is able to exhibit and to demonstrate machines under the best possible conditions.

Write To-Day

The ELECTROVA COMPANY

117-125 Cypress Ave., :: New York

for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market. 88 note, with automatic expression device and mandolin attachment.

Just the player for the better class of places

On Top of the Heap

CONDON - AUTOSTOP

Acknowledged by all the simple and durable Automatic Stop, one that a customer can take home and install on his own instrument. No mechanic need be called in to equip the machine. No defacement, no marring of the instrument. Absolutely no harm to any part of the machine.

Show your customer what the Condon-Autostop will do. Show him how it may be adjusted by a push of the finger to fit any disc record, short or long. Let him see for himself that there is nothing whatever about it to get out of order, and tell him it is *guaranteed for life*.

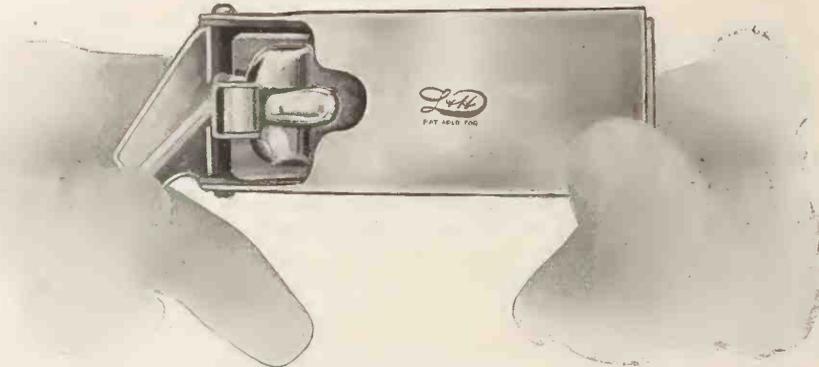
One salesman can take care of several customers, if your machines are fitted with Condon-Autostops, and the demonstration usually sells the Autostops along with the machines. Our advertising in the general magazines is telling the owners of talking machines everywhere about the Condon-Autostop. It is telling them to "get it from their dealers"—to go to you.

SEND FOR SAMPLE, CIRCULARS
AND TRADE PRICES.

CONDON - AUTOSTOP CO.
26 Front Street - NEW YORK

THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE
AND
EASY
TO
OPERATE

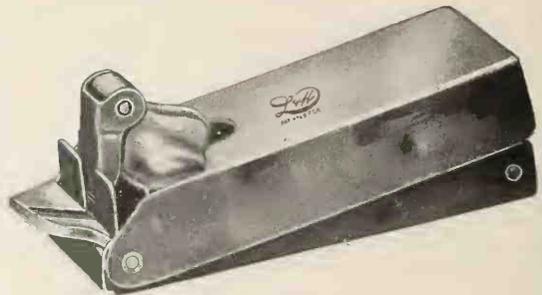


CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL



GUIDE
WHICH
SAVES
ALL
WASTE



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

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

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

We give our absolute guarantee with every cutter sold.

RETAIL PRICE, \$1.50

Liberal Discount to Trade

Lyon & Healy Wholesale Service

FILLING ORDERS ACCURATELY

FILLING ORDERS COMPLETELY

FILLING ORDERS THE SAME DAY AS RECEIVED

Let us have your next order.

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

EDISON JOBBERS

FROM OUR CHICAGO HEADQUARTERS

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

Talking Machine Dealers Pleasantly Disappointed at Non-Arrival of Dull Season—What Some of the Larger Concerns Report Anent Conditions—Talking Machine Co.'s List of Best Sellers—Tamaco Cabinets at Reduced Prices—News of the Trade Travelers—Arthur D. Geissler Pleased with Situation in Milwaukee—Permanent Jewel Needle Perfected—Salter Cabinets in Demand—The Fibre Needle Now a Fixture—Fibre Needle Cutters in Strong Demand—Wicked Talking Machine Aids Burglars—Instalment and Straight Credit Risks Compared—Trade News of the Month from the Middle West.

(Special to The Talking Machine World.)

Chicago, Ill., July 10, 1912.

Like the letter that never came, the "fearfully" dull season in the talking machine trade in Chicago is still being looked for.

The talking machine department of Wurlitzer's reports that business has been some above the normal for the time of year.

L. C. Wiswell, manager of Lyon & Healy's wholesale department, says they have enjoyed a good run this month, and especially so upon the higher-priced machines in the wholesale line. The medium and lower-priced instruments seem to be holding their own.

The Columbia Co. has also fared well. They led all other branches of the company in amount of business for May, and although the reports for June have not yet been received, prospects for keeping up the record of the previous month are good.

The Talking Machine Co. reports that this month was as good for them as last, and compared with a year ago shows up far better.

Most of the Chicago dealers have gone in vigorously after the summer "out-of-doors" trade and have reaped good results. The advertising has had an effective appeal and window displays have done their part in attracting buyers.

During the meeting of the National Educational Association in this city this week special bids are being made for the patronage of the pedagogues. The visiting teachers, especially the women among them, have shown a great deal of interest in the music houses along the Wabash which handle talking machines. The displays of the Victor and Edison companies at the Stratford Hotel, in the midst of the association's activities, have done a great deal to stimulate interest in the talkers, and hotel quarters of these companies are crowded from morning to night with visitors who are not only investigating the educational possibilities of the machines but are also glad to hear the musical and entertainment selections. The talking machine department of the Aeolian Co. has had many callers from the convention visitors, their prominent location on Michigan avenue near the headquarters and the hostelry giving them an advantage in this respect.

Makes Record Selections Easy.

The Talking Machine Co., of this city, is now sending through the mails to dealers a list of 500 of the best selling Victor records, including 250 10-inch double-face; 50 12-inch double-face; 50 10-inch single-face; 50 12-inch single-face; 25 Purple Label and 75 Red Seal. This list is a selection made from accurate statistics, showing the most popular selling records. It includes additions from the April and May list.

Reduction on Cabinets.

The Talking Machine Co., this city, is having quite a run on the old Tamaco cabinets Nos. 10

and 11, which they are now offering at a price fully 15 per cent. below the cost, which brings the price down to a point approximately that of retail price of the record albums alone.

Visitors and Personals.

Geo. Cheattle, of the Talking Machine Co.'s force, is spending his vacation at Luddington, Mich., on a farm with his brother and sister.

S. A. Burrel, of the credit department of the Columbia Co., is spending his vacation this week at St. Louis.

Selling Condon-Auto Stops.

The Aeolian Co. has had quite a demand this month for the Condon-Autostop, and practically every machine going from the store was equipped with the handy little device.

Sells Records to Maintain Her Record.

For two months in succession Miss S. Berlin, of the Columbia Phonograph Co., this city, has had the honor of having the largest number of sales in the record department. The Chicago branch of the Columbia Co. stands highest in point of sales of any of the Columbia branches.

Arthur D. Geissler Visits Milwaukee.

Arthur D. Geissler, manager of the Talking Machine Co., of Chicago, has just returned from a trip to Milwaukee, during which he practically closed a deal with Edmund Gram, the well-known piano dealer, handling the Steinway and Aeolian, to put in a complete line of Victor goods. The only delay now is in arranging the fixtures of the department to match those of the remainder of the store, which is all decorated in attractive classical fashion, the lower floor being all of white with stucco wall finish. Mr. Gram's establishment has the distinction of having the only automatic elevator in Wisconsin.

Gimbel Brothers' Attractive Department.

Arthur D. Geissler, who has just returned from a journey to Milwaukee, says that the Victor department of Gimbel Brothers is one of the most attractive in the West. Mr. Parker, in charge of the department, has given special attention to making his displays as orderly and effective as possible. He has installed a vertical filing system for records which is not only economical in space but in time as well, and eliminates a great deal of confusion and delay in picking out records. He has an elegant concert room, and Mr. Geissler found it well filled despite the extremely hot weather.

Perfect Permanent Needle.

Samuel Levin, of Highland Park, Ill., announces that he has perfected his permanent jewel needle for disc talking machines from the viewpoint of practicability. The only difficulty with the permanent needle heretofore was that it was not altogether fool proof inasmuch as the user would not always adjust it properly. Now he is making the needle so that the shank has one flat side. Insert the shank in the needle arm so that the flat side of the shank is towards the needle screw, and as the screw is turned the needle will adjust itself into exactly the right position. This device is just the trifle that was necessary to make a practical proposition of the permanent needle, and Mr. Levin is to be congratulated upon its accomplishment.

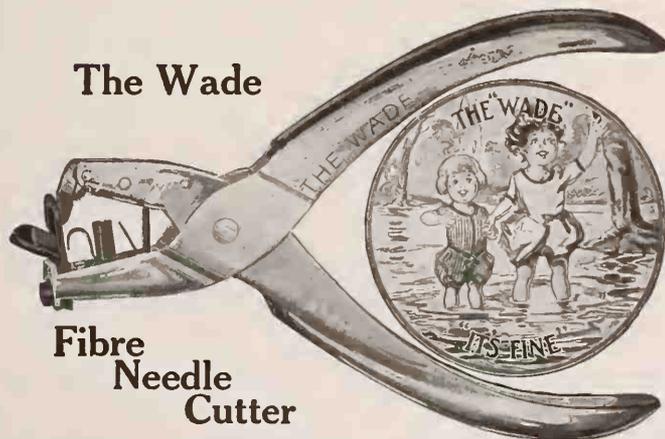
Salter Busy.

Considering that we are now in the midst of the traditionally dull summer season the Salter Mfg. Co. are having a remarkably fine trade on the well-known Salter talking machine record cabinets which, by the way, contain many exclusive features that the few dealers who may not be familiar with the line would do well to investigate. The company also make a beautiful and very extensive line of music and player roll cabinets, on which they also issue a good illustrated catalog.

A Visitor from Indianapolis.

H. R. Jones, manager of the talking machine department of the Taylor Carpet Co., Indianapolis,

(Continued on page 56.)



As long as fibre needles are used the **Wade Fibre Needle Cutter** will be an indispensable article to the talking machine owner.

The WADE is reliable, dependable, simple. It works like pliers—Fine.

Dealers should take advantage of its popularity. Every talking machine owner is a prospective buyer and every buyer a satisfied customer.

PRICE ONLY \$1.50 LIST

WADE & WADE
1227 East 46th Street, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 55).

Ind., was a Chicago visitor this week, placing a stock order and getting ideas by visiting the various retail departments and stores. The Taylor Co. is one of the largest furniture establishments in Indiana, and opened a Victor department last November. The department occupies handsome quarters on the main floor of the establishment, and there are some good booths. They are doing a nice business and very enthusiastic over the line. The stock order placed by Mr. Jones was given to the Talking Machine Co., and amounted to \$3,000. It included records which will give them the complete Victor catalog.

Opens Victor Department.

The M. Conlon & Sons furniture house, at 2333 West Madison street, Chicago, has just recently opened up a Victor talking machine department.

The Wade Cutter.

Wade & Wade, this city, are having an excellent business on the Wade fibre needle cutter. This device is now handled by most of the jobbers of the country. Further particulars will be found in their advertisement elsewhere in this issue.

An Important Matter.

The Chicago Talking Machine Dealers' Association sent out postal cards to the local trade last week bearing the following message:

"If you have not already written to your Congressman and both Senators from Illinois in reference to proposed changes in Patent Laws, please do so at once. Do not fail to tell them the best interests of Consumer, Dealer, Wholesaler and Manufacturer are conserved by maintaining the 'one price system.'"

Lyon & Healy's New Fibre Cutter.

Lyon & Healy's new fibre needle cutter described and illustrated in their full page advertisement elsewhere in this issue is well worth investigating by dealers everywhere. The sale on this cutter has already reached immense proportions. L. & H. also manufacture other good talking machine auxiliaries and specialties, information regarding which can be obtained on application.

Fibre Needle Progress.

The fibre needle has become a staple in the talking machine field, and since the Victor Co. obtained control of it and placed its tremendous selling organization behind it it has advanced by leaps and bounds.

The early struggles of F. D. Hall, of Chicago, the inventor of the fibre needle, to gain general recognition for his invention, are well-known, but to-day the large number of music lovers all over the country, one might say the world, who use the fibre needle on their disc talking machines furnishes proof positive that the inventor's faith in his device was well founded.

It should be said that since the Victor Co. got hold of the fibre needle two years ago they have not been deprived of the hearty aid and co-operation of the inventor, but Mr. Hall has constantly been experimenting, and has from time to time submitted suggestions for improvement in machinery, processes, chemical treatment, etc., all of which have been speedily adopted with the most satisfactory results.

In talking with the World lately Mr. Hall said: "I have been particularly impressed with the progress made by the Victor Co. in the manufacture of their records. In the course of my experiments on the fibre needle I have had occasion to make various tests of the Victor records, and have noticed improvement in the last few years in the Victor record composition. The present record is much smoother than formerly and shows an increased tendency to durability as well as enhanced tonal quality. I also want to say that the adoption of the idea of printing a description of the fibre needle on the Victor record envelopes was an exceedingly good one, and no doubt has been one factor in the remarkable increase in sales of the needle."

Talking Machine in New Role.

When the talking machine has reached a position of prominence where it becomes a means of education in the teaching of languages and music; where its music is accredited with giving

the suggestion for self destruction (a case of which was recently reported in the World); and where its therapeutic value is recognized by physicians; then indeed, it would seem, has it become a factor in our national life. In its latest role the talking machine is the "burglar's friend." From Minneapolis, Minn., comes this story: "Strains of music from a talking machine early in the morning were taken advantage of by burglars to cover the noise made by their entrance into the home of P. H. Ware, 2116 Nicolet avenue. Loot valued at nearly \$100 was taken while occupants of the premises, all unconscious of what was going on, sat and listened to the songs that emanated from the machine.

"Members of the Ware family had been to a railroad station to meet a midnight train. When they returned to their home they set the talking machine going. Mrs. Ware said that twice while the songs were being played she heard scratching noises in other parts of the house, but thought nothing of it. Soon the family retired.

"Philip Ware, 4 years old, who had been asleep in the bedroom while the music was being played, missed part of his clothing. The garments were found under a window, where the burglars had placed them as a mat to prevent the leaving of tracks. Then Mrs. Ware missed two pocketbooks of alligator and seal, one worth \$18 and the other \$10. In one pocketbook there were \$10 in cash, a gold chain, a locket made of a fraternity pin, a checkbook and a photograph of Mr. Ware, taken when he was 4 years old. The burglars had entered through the window and taken the articles from a dresser in the room in which the little boy slept."

Edison Not Donor of \$2,500,000.

In denial of reports that gained circulation some time ago, Thomas A. Edison emphatically states that he is not the donor of the \$2,500,000 fund recently given to the Massachusetts Institute of Technology, Boston. "I have better uses for my money," said Mr. Edison. "I can use it to a thousand times better advantage than any college in the country. If I had a billion dollars I wouldn't make such a gift. Let Rockefeller and Frick and the others who have so much money that they don't know what to do with it give their millions to the colleges if they want to. I have better use for mine."

A Suggestion for Dealers.

The instalment plan, or easy payment plan of sales is just now occupying considerable attention of one of the large talking machine houses in the advertising literature being sent to dealers over the country, and one fact brought to light stands out in particularly bold outline. This statement covers it:

"Statistics prove that the percentage of loss through dishonest instalment purchases is too small to reckon. *It isn't one-tenth the loss by straight credit.*"

There is food for thought here to the talking machine dealer. Had you ever realized it? While you are anxious to do a credit business with the class of people you regard as "good risks" because they have visible means, you stand ten chances of losing on them against one on the wage-earner whose business you are not so particular about because he can only afford to buy on easy payments. It is worth consideration.

TALKING MACHINES EXHIBITED AT EDUCATIONAL CONVENTION.

Both Victor Talking Machine Co. and Thos. A. Edison, Inc., Exhibit Machines and Records and Give Demonstrations Before National Educational Association at Convention in Chicago—Singing of School Children Shows Efficiency of Talking Machine Training.

(Special to The Talking Machine World.)

Chicago, Ill., July 12, 1912.

At the meeting of the National Educational Association in Chicago this week teachers from all over the country were shown the most interesting educational exhibits of talking machines that possibly have ever been made. Both the Edison and Victor companies are now devoting considerable attention to the educational application of talking machines and have made remarkable strides in their adaptation to school room uses.

The Edison Co., besides its talking machine display, has in operation in its quarters at the Stratford Hotel one of the home kinetoscopes recently invented by Mr. Edison for use in the home, and in school room in teaching subjects of natural history, physical geography, etc., by moving pictures. This machine, a small, compact affair, requires only the candle power of an ordinary incandescent light for its operation. It is built upon the same principle as the standard moving picture machines and operates accordingly. It will throw a clear, clean picture about 8 x 8 feet in size a distance of thirty feet. It can also be adjusted for twelve feet distance. By its use realistic action pictures of many of the world's activities can be reproduced in the school room. The machine has been completed but a short time, however its practicability has already been fully demonstrated. The inventor intends that a central distributing point for a film service shall be maintained at the factory, and arrangement can then be made by each school which installs the machine with the local dealer to furnish whatever films they choose.

The apparatus sells for \$75 and up, depending upon the quality of lens used. It is attracting considerable attention among the teachers, who readily see its usefulness as an auxiliary to text books.

The Edison Co. has also on display its new style school phonograph, a cut of which is shown in this issue. The style has never before been shown, in fact, it is a very recent product, and has not been generally advertised. It is made in two styles, the metal stand and the wooden concealed horn pat-

tern. The latter is merely a higher priced and more ornamental machine. The metal style is upon casters to make it easily movable, has a number of metal record shelves to hold a supply of indestructible records. To go with this machine a repertoire of records has been made. These will include musical numbers suitable for use in the school room, such as dances, marches and patriotic airs; also a number of high class popular selections. The principal and most interesting point about the new school talking machine equipment, however, is the special records for teaching spelling and simple problems in arithmetic. The records have been tested out fully before a school room of pupils. They have proved a great help to teachers. By their use the teacher is no longer required to perform the very tiresome task of announcing words to spell or problems to solve. Aside from this advantage of the machine, another is that it will train the pupil to concentrate. He must learn that if he keeps up with the others in the class he must have his mind constantly upon the sound that comes from the machine. If he misses one word the machine will not be stopped for him to catch up. Sufficient time is given though for any normal child to perform the manual exercise indicated, and it is believed that when the child learns he cannot have the word or problem repeated at his command he will pay more attention and thus develop attention.

The Edison Co. has also on display its dictating machine. The exhibit is under the direction of W. H. Ives, manager of the educational department, from Orange, N. J. Associated with him are W. H. Maxwell, general sales manager; B. H. Stearn and W. C. Hope.

The Victor Co.'s exhibit is under the supervision of Mrs. Frances E. Clark, who has been associated with the company in its school work for several years. Not only is Mrs. Clark thoroughly conversant with the company's achievements in this line, but she has done for them some very valuable work in her department. Both Mrs. Clark and Mr. Ives from the Edison Co., spoke before

(Continued on page 58.)

Mr. Dealer: Here's a Summer Business Getter



Four Places You Can't Beat It



On the Yacht



On the Porch



The Feature of the Garden Party



An Evening's Entertainment in Camp

Send us ten names—people of your city who have one of these settings for a Victor. See what percentage we close for you.

The Talking Machine Company

137 N. Wabash Avenue

: : : :

Chicago, Illinois

**Weber and Fields records are all alone.
Nothing like them anywhere or any-
when. Columbia dealers have them.
How about you?**



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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 56).

the assembled teachers Thursday morning. They explained the merits of their individual machine and indicated what advancement could be made by use of the machines in the regular school work.

The use of the talking machine in the school has already become fairly quite general and although it proved practical it is still only in a great measure in its experimental stage and its future possibilities are wonderful.

The teachers who have never had occasion to observe the result of the Victor's use in the schools will be given an opportunity this afternoon in the regular program when a group of children from the Chicago city schools under the training of Miss Cramer, director of folk dancing, will perform a number of their dances to Victor Music. The fact alone that Mrs. Clark was enabled to have the Victor used in one of the regular numbers on the program is in itself quite a recognition for the Victor.

Mrs. Clark has presented to the association a plan of the Victor Talking Machine Co., by which a complete course of four years of study of high school music, both history and appreciation, will be taught by use of the Victor talking machine. The text book for this work is now being printed and a prospectus has been issued for distribution at this convention to enable the teachers to see what the possibilities of such a course are. It is proposed to give thirty lessons in each year, the group of first year studies to cover the principles of music; the second year the history of music; the third year, the orchestra and development of instrumental music; and the fourth year, the opera and oratorio. The course was arranged under the direction of Anne Shaw Faulkner, lecturer on music before schools, colleges, universities and clubs, and organizer and director of the program study course of the Theodore Thomas orchestra. Under this course a record from a great composition would be played, the pupils would be asked to catalog it under the several heads as to its different qualities, by whom composed, what, if anything it attempted to teach; and to analyze the combinations by which the composer got his effects. All this information is contained in the analysis of records included in the book. In other words this course would be an illustrated lecture on music. No doubt such an innovation as this will be welcomed by the music supervisors. The course is not intended to supplant any musical courses now in school curriculums, but merely intended to supplement them. The study course and selection of records is so broad and inclusive as to cover all the really great compositions, and also contains sufficient numbers from foreign languages to appeal to all nationalities of children.

There are approximately 150 talking machines in use in the Chicago schools. Many of the pupils who have no opportunity of hearing good music otherwise are thus enabled to become acquainted with the best things written. One of the features of the session Tuesday morning was a mass chorus of 1,400 voices of children from the Chicago schools singing a number of selections from the

Laurel Song Book. Their performance was little short of wonderful. Their rendition and evident familiarity with the sentiment of the numbers remarkable; and the final effect something very much out of the ordinary. The Victor company has records of more than sixty of the songs of the Laurel Song Book, from which the children sang. These form a part of the repertoire furnished the Chicago schools, and this performance of the children is regarded by the company's representatives as one of the best examples they could furnish of the success of teaching music by the Victor. The children harmonized and phrased exactly in imitation of the artists who sang for the Victor records and the result was almost perfect work.

Included in the music course will be a series of lessons upon orchestration. The company has arranged a group of records in which the composition of the orchestra is explained so simply that it will be easy for the child to get at the fundamental principles of orchestration. Selections are played on each individual instrument. First the string instruments are played separately, then in sections. Then the reed-wind instruments are taken separately, and in sections. Then the brass,

and so on. Finally in an ensemble the students hear the full organization and through previous familiarity with the instruments singly is able to appreciate each instrument as it performs its component function.

As can be seen this work is only in its beginning. The study course in music, though complete, was not ready in book form so it could be presented completely to the convention and the teachers for that reason could not be shown the entire possibilities of the course. Without exception those who have heard both the Edison and Victor machines in the musical and also in the teaching work are loud in their praise.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., July 6, 1912.

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

JUNE 12.

Berlin, 61 pkgs., \$795; Callao, 8 pkgs., \$1,400; Havana, 73 pkgs., \$1,848; London, 71 pkgs., \$2,201; Manila, 79 pkgs., \$5,824; Para, 13 pkgs., \$1,605; Trinidad, 13 pkgs., \$706; Algoa Bay, 16 pkgs., \$110; Berlin, 5 pkgs., \$136; Moscow, 1 pkg., \$125; Santos, 10 pkgs., \$648.

JUNE 19.

Colon, 13 pkgs., \$566; Havana, 15 pkgs., \$629; La Guayra, 14 pkgs., \$271; London, 89 pkgs., \$2,173; 28 pkgs., \$1,176; 4 pkgs., \$135; Montevideo, 2 pkgs., \$256; Santos, 17 pkgs., \$1,426; Trinidad, 7 pkgs., \$248; Valparaiso, 6 pkgs., \$430.

JUNE 26.

Berlin, 14 pkgs., \$371; 35 pkgs., \$1,414; Cape Town, 17 pkgs., \$284; Callao, 4 pkgs., \$284; Havana, 2 pkgs., \$112; Kingston, 4 pkgs., \$121; La Paz, 3 pkgs., \$150; Maracaibo, 13 pkgs., \$391; Milan, 15 pkgs., \$1,367; Para, 34 pkgs., \$1,881; Vienna, 6 pkgs., \$300.

JULY 2.

Berlin, 6 pkgs., \$107; Bremen, 2 pkgs., \$150; Callao, 2 pkgs., \$279; Colon, 7 pkgs., \$109; Havana, 39 pkgs., \$1,778; La Guayra, 6 pkgs., \$192; Liverpool, 6 pkgs., \$363; London, 91 pkgs., \$2,686; Manila, 42 pkgs., \$1,265; Mollendo, 3 pkgs., \$192; Puerto Cortez, 11 pkgs., \$533; Quito, 2 pkgs., \$110; Vera Cruz, 87 pkgs., \$2,655.

IMPORTANCE OF GETTING THE PRICE.

Getting the price is like "chinning the bar"—it takes grit, grip and "beesum," and gets easier with practice.

The salesman who's the last man out of the car may be the first man to land an order; more likely he won't.



The Edison School Phonograph.

PREPARING FOR A BUSY FALL.

The Talking Machine Men of Indianapolis Are "Cleaning House" So to Speak and Are Equipping Their Stores and Ordering Stock So as to Take Advantage of the Large Business Which They Expect to Materialize with the Coming of Cooler Weather—The News of the Month in Detail Worth Noting.

(Special to The Talking Machine World.)

Indianapolis, Ind., July 9, 1912.

A lull is on in the talking machine business here. Employees of the talking machine houses are finding time now to go over the stock and get things in readiness for the late summer and fall trade. Indiana had a rather bad spring, but of late the weather man has not been chary to turn on the heat.

Miss Lazarus with Aeolian Co.

Miss M. E. Lazarus, formerly of St. Louis, where she has a wide acquaintance in the talking machine business, is now in charge of the talking machine department of the Aeolian Co. in North Pennsylvania street. Miss Lazarus succeeds Miss Wiltse, who was recently married. Miss Wiltse intended to continue with the Aeolian Co. as manager of the Victor department, but she found that she could not manage a country home and a talking machine department at the same time. Miss Wiltse, or rather Mrs. Lamb, has a pretty country home four miles east of Indianapolis.

The Kipp-Link Co., which handles the Edison machine, is scoring a success in selling the Edison Kinetoscope, the moving picture machine adapted in price and size for the family and schoolroom. There is a demand for the machine wherever it is exhibited.

Thomas Devine, manager of the local branch of the Columbia Phonograph Co., took advantage of a recent visit of Weber and Fields, and acting in co-operation with the press agents of these famous comedians and their co-stars, produced an exhibit in the window of the store that attracted a great deal of attention. A large picture showed Lillian Russell and Fay Templeton holding a large hoop. Weber and Fields were shown with their heads sticking through the hoop, and the picture was so arranged as to give the effect of being a large Columbia record. The Weber and Fields records are still very popular.

The Columbia records that have been in demand locally are those by Emmy Destinn, the Berlin-Snyder latest hits, the "Herd Girl's Dream" and the Ellery band records.

Selling Many Dictaphones.

Through the efforts of C. P. Herdman, assistant manager of the local store, the company sold a dictaphone to the Henderson Motor Car Co. The sale of the dictaphone has been very satisfactory to the local branch in the last few months.

An organization of one of the local Catholic churches held a picnic recently, and among the prizes given was a Columbia Grafonola.

W. E. Ludlow, secretary of the Wulschner-Stewart Music Co., and William English, traveling representative for the talking machine department of the company, attended the talking machine jobbers' convention at Atlantic City.

SHOWS INCREASE FOR HALF YEAR.

The New York Talking Machine Co., which last week closed the first half of its fiscal year, has made a record which runs well ahead of the previous year. This emphasizes the increasing popularity of the Victor talking machines and records in the territory controlled by the New York Talking Machine Co. G. F. Williams, the manager of the company, looks forward to an exceedingly active fall trade, and is making preparations to meet all demands that will come his way.

"TALKERS" IN THE PARKS.

The members of the Park Board of Cincinnati, O., have approved of a suggestion made by Commissioner Krohn of installing talking machines in the city playgrounds both for amusement and entertainment.

BALTIMORE MEN AT CONVENTION.

Not the Democratic Fight, but Rather the Gathering of Talking Machine Jobbers at Atlantic City—June Business Makes Satisfactory Showing in the Talking Machine Field.

(Special to The Talking Machine World.)

Baltimore, Md., July 9, 1912.

By the time that the present week rolls around the talking machine men will have had enough of conventions to last them for some time. They were all a busy lot during last week when the Democratic National Convention was in full blast, furnishing a number of machines for the entertainment of delegates, while at nights they made trips to the Fifth Regiment Armory to enjoy the political oratory which preceded the balloting for the nomination for President. After such a busy week most of the dealers handling talking machines hastened to Atlantic City, where the sessions of the national convention of talking machine jobbers were held.

Among those who are enjoying the bathing and other sports to be had in that lively New Jersey City were Albert Bowden, manager for the talking machine section of Sanders & Stayman; W. C. Roberts, manager for the Baltimore and Washington stores of E. F. Droop & Sons Co.; F. A. Denison, manager for the local branch of the Columbia Phonograph Co.; Mr. Strahan, of H. R. Eisenbrandt Sons, and Morris Silverstein, of Cohen & Hughes.

Reports at the various stores for the month of June are that business was comparatively good and showed up better than the same month of 1911. However, June could not make quite the impression in a business way as did the months of April and May, which ranked among the best for many years. Most of the reports were that business slacked up somewhat during the month, and it is expected to run a bit slower than usual until the fall trade sets in, and, according to the various dealers, the prospects for the fall trade are very encouraging.

Manager Thomas Gordon, of the talking machine department of the Kranz-Smith Piano Co., was one of those who did not get to the convention. Mr. Gordon said that things were fairly good in June, but that the fall prospects are the most interesting feature of the Victor and Columbia trade at this time.

Hammann & Levin report a fair month with the Victors, while the other Victor and Columbia dealers make similar statements, all reporting summer business good.

A ROYAL NOISE MAKER.

Emperor William Has Exclusive Right to Use of New Auto Horn in Germany—But It Will Soon Be Here—American Tourists, Charmed by Its Melody, Have Besieged Dealers for Duplicates but It Is Hard to Get.

The parks and driveways of New York and other American cities where automobiles flourish are likely before the summer is over to resound to the echo of a novel motoring horn of the most aristocratic lineage. It will be none other than a duplicate of the musical signal now attached exclusively to the automobiles of the Kaiser, which it is claimed is constructed along talking machine lines.

It differs from any other signaling instrument in the world in that it consists of four or five distinct tones, blended into a harmonious whole, which produces more the effect of an operatic recitative than a prosaic blast warning persons of impending danger. It can be heard blocks away, and indicates that the Kaiser is coming long before his high-power car tears along.

Americans visiting in Berlin this season are completely captivated by the melody of the signal as the Kaiser flashes through Unter-den-Linden morning, noon or night, and they are besieging the local dealers in automobile accessories with a view to obtaining duplicates of it.

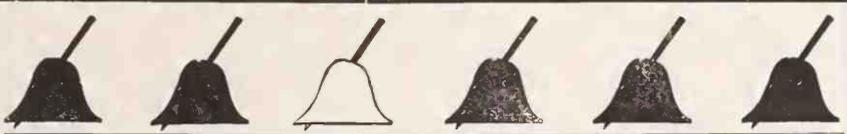
The horn is manufactured by a well-known firm of Saxon musical instrument makers, who had to pledge themselves not to produce its twin for use within the confines of the German Empire.

Several daring motorists who ventured to try a horn something like the Kaiser's have been sharply reproved and threatened with punishment if they repeated the misdemeanor.

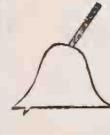
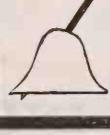
"The Kaiser may blow his own horn in Germany," said a New Yorker, "but I'm going to take chances in blowing it along Riverside Drive."

ENLARGES VICTROLA DEPARTMENT.

The W. F. Frederick Piano Co., which recently opened its large Victrola department in its store in this city, has found the venture so successful that arrangements have been made for the erection of two new demonstrating booths, and for the giving of additional space for that department. The Frederick Co. is also doing a heavy business in music rolls and plans have been made whereby this concern will devote the entire second floor of its store to that line.



Sell the New
Bell-Hood Needle

Make easy money you wouldn't otherwise have.

Takes the faults all out of record music. You'll see and you won't have to argue with customers.

WRITE FOR SAMPLE PRICES AND DISCOUNTS

THE BELL-HOOD NEEDLE CO.

777 Chapel Street New Haven, Conn.

SIDE-LIGHTS ON SUMMER TRADE.

How to Hold the Interest of Patrons During the Summer Months—Also a Dealer's Tribute to a Clever Ad.

I found my friend, the dealer, in his den at the rear of the store, lounging in his favorite easy chair, feet placed in comfortable fashion among the correspondence upon his desk, and a good cigar, judging from the aroma it exhaled, hanging nonchalantly from his lips. He was, indeed, a picture of languorous ease, and at first sight one caught the impression that life held little charm for him, but a glance at his eyes dispelled this idea. They were fastened gloatingly upon a double spread in a popular magazine, and evidently appreciated to the utmost what they saw there.

"Rather absorbing, eh?" I inquired, casually, dropping into a chair at his side, and gazing over his shoulder at the advertisement.

"You're right!" he replied, enthusiastically. "If there is anything in this world that does my heart good, it is to read a real live-wire ad, and the Columbia people have surely invested their money wisely in this case." He handed me the copy of the Saturday Evening Post he had been perusing, and I thoroughly agreed with him when I glanced at the two pages of masterfully composed publicity which had won his admiration.

"At this season of the year it takes mighty nifty copy to create an impression," he continued, "but that clever piece of work there"—with his finger upon the ad in question—"proves that no matter how dull the season promises to become at the outset, a brainy ad man can relieve the situation through the medium of his fountain pen and brush."

"The caption, 'This is a Columbia for All Outdoors,' accompanied by the series of skilfully executed sketches illustrating the point, should set a million music lovers thinking, and that is the secret of successful advertising."

"My business does not fall off to any great extent during the summer," he went on impressively, "and the reason is just this: I keep the trade interested by following up all the big, thoroughly worth while ads which my manufacturers place in the leading periodicals, by sending out small supplements calling attention to them and adding certain suggestions of my own. For instance: if the advertisement I am supplementing deals with the outdoor life of the vacationist, I ask my patrons, in the brochure I mail them, what they anticipate doing this summer, and then endeavor to help them out by bringing before their eyes, in as clear and concise a manner as possible, what a hit the talking machine will make in whatever field of recreation they may decide to place it.

"The average American is keen for something new, and it is the original, with a dash of the unique by way of seasoning, that wins his instant and undivided attention. Therefore, it is up to the dealer who desires to make a real success of his summer campaign to keep after the people with new ideas. He must suggest, cajole and urge them to maintain the same strenuous activity along phonographic lines throughout the summer as at other seasons of the year. This is not at all diffi-

cult to accomplish when the talker man has such magnificent backing as the leading manufacturers give him through their colossal publicity campaigns.

"Everybody everywhere has a certain amount of admiration for the beautiful, and if you will gaze with me upon Miss Columbia exploring the pages of her very latest magazine, we shall find that her sense of the artistic will be equally as satisfied by the wonderful drawings accompanying the Columbia ad as those illustrating 'The Jingo,' the story of the day. She may not care for the talking machine, the ones she has heard being inferior through bad adjustment or commonplace records, but that ad captivates her, and after a pleasurable fifteen minutes spent in an absorption of it, she places a long-stemmed and fragrant rose between pages 32 and 33 as an appropriate reminder to the next delver after the beautiful, into whose hands her magazine may fall, to follow her example. Thus an endless chain is forged among people, very likely, who are not in the least talker enthusiasts, but who are entranced by the charm of the advertisement; and, of course, after reading it, they decide that there must be something other than noise in the talking machine after all.

"The rest is easy sailing upon a calm sea. They



Gaze with Me on Miss Columbia.

go to see the dealer. He is courteous, obliging and interesting. He has a mighty fine business story to relate, and he spins the yarn well. He is (or should be) able to answer all their questions intelligently, awakening their regard for the world's best phonographic music from the slumber that has overpowered it since the days, now far in the past, when the talking machine was only an experiment, and eventually lead them on from a condition of idle curiosity to that of the same deep-seated and ever-expanding enthusiasm as he himself enjoys. He tells them that no matter where they go or what they do when they get there, the talker will help them do it. Tenting, boating, camping, barn dancing, picnicking, and all the other pastimes that go to make up a summer's fun are not quite complete without a talking machine. The dealer knows this to be true, and when one has a great truth to impart the telling is easy, and aside from that, it carries sufficient weight to demand attention and open wallets.

"Dealers who groan under the impression that talkerdom is a deserted village throughout the summer should take a pill for their liver's sake, and do some snappy advertising for their business' sake. There is just as much chance for the man of brains and brawn to make good in vacation time as at other seasons, but he must hustle. He must get next to the people and stay there; make an invasion of their homes, ask them pertinent questions about their recreation plans, aid them with their itineraries if they are disposed to accept his services in this regard, and into every niche where it will add to their pleasure and his financial betterment he should fit a talking machine.

"A very aristocratic young lady called upon the



A Timely Suggestion for the Vacationist.

the other day, asking for the popular song 'I Love Music With My Meals,' and while playing the record for her I suddenly realized that she had unconsciously presented me with another string to my advertising bow. After the rendition of the record I asked her if she, too, loved music with her meals.

"Indeed I do," she replied most decidedly. "Whenever my friends dine with me I have a maid play selections upon my Amberola, which is situated in my dining room behind a screen of palms, and the result is most edifying. My guests are invariably enthusiastic in the extreme over my exquisite melodies.

"Included in my repertoire of last evening was a record of 'Coppelia'—entracte and waltz by Armand Vecsey and his Hungarian Orchestra, and when the opening strains of the enchanting number with its beautiful, graceful swing, perfectly executed by this talented organization of Hungarian artists, crept through the room, the lady at my right hand, who happened upon this particular occasion to be a famous New York violiniste, shrugged her ivory shoulders in sheer ecstasy, while she beamed upon her hostess most engagingly, assuring me as she did so that it was more than kind to accord her the pleasure of hearing her beloved Armand and his gallant band outside the precincts of the Ritz Carlton. Then, turning to the others gathered around the table, she raised her glass and proposed a toast to a tactful woman and a great musician. Rather a nice compliment, do you not think so?"

"Oh, yes, I love music with my meals, all right. Do you blame me? You would not if you realized as I do that my somewhat enviable position in the social life of New York's most exclusive set is due to my well-served dimmers and the wonderful music which accompanies them."

"As she was leaving, she asked smilingly, 'Have I been talking business, I wonder?' I assured her that she most certainly had, and mighty good business that.

"'Music and Meals' is the title of my latest brochure. It is still at the printer's, but if you desire a copy I will see to it that you are supplied immediately it comes off the press."

He glanced at his watch and smiled expectantly. "It's lunch time; let's stroll up to the Ritz and hear Armand. What say you?" I said "Yes," and closing my notebook, walked beside my entertaining and instructive friend out into New York's sunshine.

HOWARD TAYLOR MIDDLETON.

FEINBERG A MOTORIST.

Traveler for the American Piano Co. Indulges in a Classy Selden Car and Cuts Down Cigar Bills to Meet the Situation.

Ben Feinberg, traveler for the American Piano Co., has been so successful in selling Rythmodik rolls for his house that he recently plunged and purchased a high-powered Selden car for a few joy rides around New York and vicinity. Since buying the car Mr. Feinberg is sinking a large portion of his cigar money into tires and other necessary paraphernalia for the motorist. He also indulges in the luxury of a private chauffeur.

Ever hear of a man who sold his line by talking a LITTLE about it?

Die Sprechmaschine

the most extensively circulated talking machine paper in Germany. Berlin, S. W. 68. Subscription price per year is eight marks. Specimen numbers free. Orders for advertising can be placed with The Talking Machine World, No. 373 Fourth Avenue, New York.



If you wish to reach the talking machine trade in Latin America do not fail to send in at once your order for space in the second issue of La Máquina Parlante Mundo.

The first edition has gone forth in large numbers to the lands which lie south of us.

They have been mailed to talking machine jobbers and dealers and to business men who are live prospects for future talking machine business.

They have been forwarded in bulk to large distributors in Latin America.

La Máquina Parlante Mundo is a splendid medium to reach talking machine men in all lines in the countries south of us.

No matter in what land you may be manufacturing talking machines or accessories this Spanish publication will bring you in close touch with interested parties.

EDWARD LYMAN BILL, Editor and Publisher

Main Offices, 373 Fourth Avenue, New York

CHICAGO, 37 South Wabash Avenue

LONDON, 1 Gresham Building, Basinghall Street

GERMANY, 72 Ritterstrasse

KARL E. DIESING, Representative for Germany and Austria

FROM OUR EUROPEAN HEADQUARTERS

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

General Conditions as Far as They Affect the Talking Machine Trade Are Decidedly Dull—Summer Time and Strike Time Held Accountable—Export Trade, However, Shows Gratifying Increase and the English Manufacturers Look Forward to an Interesting Business in This Field—New Copyright Act Not Sufficiently Long in Force to Enable People to Get an Idea of Its Workings—Manufacturers Notifying Dealers of Increase in Price of Records, Owing to the Copyright—The Auxetophone Being Used in Public Parks—The Edison Advertising Campaign for the Summer Months—New Addition to the Paris Voice Museum—Latest Report Regarding the Russell Hunting Co. Now in Liquidation—Other Items of the Month.

(Special to The Talking Machine World.)

London, E. C., July 5, 1912.

Talking machine conditions on this side are decidedly dull at the moment, and many leading officials of the various companies have in view plans for a change of air, taking advantage of the most propitious time, perhaps, for that purpose. Summer time and strike time must be held responsible for much of the depression which exists in all trade sections of this industry. Business is not lacking for want of strenuous efforts from the manufacturers' end, and although some factors and the majority of dealers may be regarded as somewhat apathetic, under the exigencies of present-day conditions it is scarcely to be wondered at. In a word, the public is either economizing or it is finding enjoyment outside at the expense of home talking machine diversity. In any case your average dealer's experience is not to be envied. His rent, rate taxes, lighting and other incidentals in the way of expense continue with never-failing regularity, and he must be in attendance at the shop all day in anticipation of receiving a few customers who may put in an appearance.

Spurt in Export Trade.

In other directions the situation is more promising, an increase in export trade being especially noticeable. Alive perhaps to prospective extra charges under the Copyright Act on goods dispatched after July 1, foreign and colonial buyers have in many instances taken advantage of present prices to order as much stock as they can reasonably carry. Manufacturers are therefore busily engaged in handling these orders, and it has done much to neutralize existent slackness in home markets.

New Copyright Act in Force.

The Copyright Act is now in force here, but business men are disinclined to express opinions yet as to its working on the ground of insufficient experience. It is generally recognized, however, that the act is going to entail greater expense and labor than was at first anticipated. Manufacturers have to negotiate with the author, not the publisher, and it being often difficult to locate the former, recourse to advertising in the London Gazette is necessary. Such notices have already appeared. But all this occupies much time, with the result that record supplements have to be compiled some few months in advance of the date of issue, in order to be up to date, and with this will arise the difficulty of judiciously anticipating possible "hits," especially of the music hall type of song. Manufacturers will doubtless soon accustom themselves to the new conditions, but at the moment not a little vexation is apparent. Upon the question of allocating the royalty expense, while no definite information is yet available, I am in a position to report on very good authority that the leading record firms have practically decided to equally divide the cost as between themselves and the dealer. It will probably take the form of invoicing records to factors at sixpence extra per dozen, and this the factor will pass on to his retail customers. It is optional for dealers to

charge buyers perhaps one penny extra, but in these competitive days it can scarcely be expected that he will adopt such a plan unless really enforced by manufacturers, for while freedom exists in that respect one dealer will cut against the other.

To Make Public Pay Half of Royalty.

J. E. Hough, Ltd., manufacturers of the Edison-Bell and Velvet Face disc records, has communicated with its dealers to the following effect:

"On and after July 1 next all Bell discs and Velvet Face records will be increased in price to dealers one halfpenny over their present prices, charged either direct or through our factors. Dealers are recommended on and from that date to charge at least one penny more than their previous price to the public. Thus the act will benefit them, the burden will be borne equally by the manufacturers and the public. There is no reason why this legal impost should not be made the occasion of raising prices if dealers co-operate with each other."

A somewhat similar announcement has been issued by the Winner Record Co.

Copyright Stamps Free of Charge.

A further circular from the Edison-Bell Works reads as follows: "We desire that all Velvet Face, Edison-Bell and Winner disc records shall bear the stamp of copyright authority on the 1st July next. This will be of material assistance in dealing with the public after June 30, as suggested in our recent circular. If dealers will let us know (either direct or through their factors) how many of the above records they have in stock we will forward stamps for all. These stamps are not available for, and must not be attached to, any other records. Dealers are earnestly requested to make early application, for their own advantage, and to secure uniformity and order in Edison Bell issues."

Live Edison Summer Advertising Campaign.

Apart from the usual publicity schemes, the Edison Co.'s summer campaign is a particularly attractive one. The fountain source of demand is reached by the practical offer to execute copies of all reproducers requiring the attention of an expert doctor, and by this means it is anticipated that the public will be induced to maintain more interest in their machines than is often the case this time of year. It is good for dealers, too, because of the better sales prospects associated therewith. Another commendable plan is the decision to extend arrangements for the public exchange of records until the termination of this year. The advantage to dealers is obvious, and if they don't make the most of it they deserve to become acquainted with the gentleman who must eventually inquire into the commercial affairs of all unenterprising traders.

Dealers' Protective Association Growing.

In conversation with the chairman (W. E. S. Wilcox) of the Gramophone and Phonograph Dealers' Protective Association, I learned that its membership is being augmented especially by dealers who desire to maintain prices, but are sometimes found to deviate somewhat owing to local competition. The association favors a fixed retailer's profit of 33 1-3 per cent. and will actively work to that end. Mr. Wilcox recognizes that plenty of spade work is necessary, but is optimistic as to the ultimate success of the association, to which sentiments I heartily subscribe.

No Slack Season for Zonophone Co.

Unlike some of the companies who have suspended recording operations or largely curtailed their monthly lists, owing to the slack season, the British Zonophone Co. continues to maintain substantial and acceptable lists, that for the month of August being especially so, time of year considered. The issue mainly comprises musical selection of not too heavy type, this class finding a ready sale during the summer. Some examples worthy of mention are as follows: "How Lovely Are the Messengers" (Mendelssohn), and "I Will

Lift Up Mine Eyes" (Whitfeld), a church choir, with organ; "Apart" (Scott Gatty), and "I'll Sing Thee Songs of Araby" (F. Clay), Ernest Pike; "Let's Make a Night of It To-night" (Glover Kind), and "Come With Me to the Races" (Bennett Scott), Harry Fay; "Oh, You Beautiful Doll" (Ayer-Moret), and "The Rooster and the Hen" (Wm. McKenna), Alf. Campbell and A. Collins; "St. Patrick's Day" (Vieuxtemps), and "Cradle Song" (Pechotsch), violin solos, Jan Rudenyi; and "Anvil Chorus" ("Il Trovatore") (Verdi), and "Entr'act Gavotte" from "Mignon" (Thomas), Black Diamonds Band.

"His Master's Voice" Records for July.

"His Master's Voice" July list of records is notable for two more excellent items by the Band of H. M. Coldstream Guards, the titles being "Coppelia," mazurka and valse (Delibes), and "Bohemian Girl" selections (Balfe); a new number by Harry Lauder, "It's Nice When You Love a Wee Lassie" (Lauder), and another "may be" by Eugene Stratton entitled "I May Be a Millionaire." Other issues which will commend themselves to my readers are: 12-inch Celebrity Records—"Tarantella Sincira" (Vincenzo de Crescendo), Caruso; "Ritorna vincitor" ("Aida") (Verdi), Frl. Emmy Destinn; "Sequidilla" ("Carmen") (Bizet), Mme. Kirkby Lunn, and "Salut! tombeau!" ("Romeo et Juliet") (Gounod), M. Franz. Other 12-inch records are: "Sous la lune" (Clarke), Bohemian Orchestra; "An Evening Song" (Blumenthal), John McCormack; "The Donovans" (Needham), Robert Radford; "The Valley of Laughter" (Sanderson), Carrie Tubb; "King Charles" (M. V. White), Thorpe Bates; "Waltz in A Flat," op. 42, piano, Wilhelm Backhaus; "Bohemian Dance" (Smetana), Wilhelm Backhaus; "Youth and Love" (Laker), flute, celeste, piano and orchestra, Olga, Elga and Eli Hudson; and "Gems from The Pink Lady" (McClellan-Caryll), Light Opera Company 10-inch Records—"The Gaby Glide" (Hirsch), Bohemian Orchestra; "Slippery Place Rag" (Hacker), Pryor's Band; "A May Morning" (Denza), Evan Williams; "Little Brown Bird" (del Riego), Mme. Kirkby Lunn; "Jimmy Valentine" (Madden-Edwards), American Quartet; "La Cinquantaine" (Gabriel-Marie), cello, W. H. Squire; and "Valse Triste" (Sibelius), violin, Joska Szigeti.

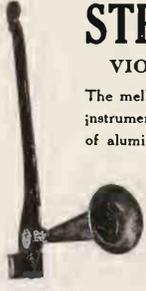
Auxetophone for Park Concerts.

A liberal scheme for al fresco park concerts at which the Gramophone Co.'s Auxetophone pre-sides is now in course of operation. Arrangements with the London County Council and various provincial authorities concerned permit of a

STROH VIOLS

VIOLIN, VIOLA, ETC.

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




String Fiddle

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street BOSTON
NEW YORK and PHILADELPHIA

Violin

FROM OUR LONDON HEADQUARTERS—(Continued from page 62).

fixed program, giving dates and times, and the publication of this has offered dealers an opportunity of planning local sales schemes synchronizing with the giving of the concerts. The result is usually of a highly satisfactory nature.

An Interesting Letter.

Exceptional interest is attached to the subjoined communication extracted from the London Budget:

Sir—In reply to your question as to how the Gramophone Co. secures its merchandise from the world's markets, I will endeavor to answer it in as condensed a way as possible.

In the first place I will divide our product under two headings:

1. The artist.
2. The means of sound reproduction.

The latter I will again sub-divide into:

- (a) Instruments.
- (b) Records.

To deal with the first heading. The artists employed by this company are the most eminent in every branch of art, the larger number of whom give their talents exclusively to this company. We control through a system of branches a vast "international" organization of musical men, specially trained for judging the suitability of an artist. The services of Melba were first obtained in Monte Carlo; Caruso in Milan; Shaliapin in St. Petersburg; Battistini in Rome; Plançon in Paris; Destinn in Berlin; Geraldine Farrar and John McCormack in New York; Yamina, famous as an Arab singer, in Algiers; not to mention a host of other great artists whose services were obtained in this country during passing visits, such as Tetrassini, Paderewski, Kubelik. I mention but a few names to give you an idea of the ramifications of our organization required to obtain the services of such eminent artists. The men in question who are able to handle such a difficult proposition are of no ordinary calibre.

The whole of this organization is controlled from London, and there it is arranged as to whether the artists in question shall be recorded in

one of our Continental laboratories or brought over especially to London. This in itself is the work of a separate department. The former organization secures the artists, and the second makes records of his or her voice or instruments, as the case may be.

I may mention that all the time every opera house in Europe and America is being continuously visited, as well as every musical comedy, every concert hall, so as to secure the first call on the best of the world's talent.

To deal now with the first sub-division of our second heading—the instruments. The expansion of the demand for cabinet instruments necessitates our securing supplies of woods from every corner of the world. Our mahogany comes from Africa and South America, in great logs; our oak from Great Britain, North America and parts of Russia; and beautifully grained walnut from southern Russia and America.

Our local agents purchase the original log in the country in which it is grown, and we have them shipped to us, when, on landing, they are sawn into rough boards or planks, varying in thickness according to our requirements. The sawing is done by one or two of the large firms who make a speciality of this class of work. When sawn into planks the wood is then despatched to our factory at: Hayes, Middlesex, either by canal or rail, where it is then stacked in our timber yards, and ultimately finds its way into our cabinet factory.

A small but interesting part of the instrument is the needle, and this comes entirely from Sheffield, where the works of Hall & Co. are situated, and they have a special factory maintained entirely for the sole purpose of making "His Master's Voice" needles.

And now to deal with the last sub-division—the record. There are six materials employed, the nature of which I regret cannot be disclosed. The three principal ones come from the Far East, mainly from India; a fourth ingredient from Spain; a fifth from France; and a sixth from America.

All these six ingredients are specially selected at the point of origin by specially-trained buyers, much in the same way as our various woods are bought, but here again the calibre of the man is totally different to that of the man who buys the wood, or selects and recommends an artist. The underlying system which controls these organizations is based on the same fundamental principles.

Having collected our raw materials in the shape of artists, instruments and records, at our factory, they are manufactured and then shipped to London for distribution to the English market. They find their way to the British public mainly by means of the piano trade of this country.

Records for foreign countries are manufactured at our factories, of which we have one in Paris, Spain, Berlin, Austria, Russia, India, and distributed by the local branch, while the instruments are shipped mainly from England.

I think this short note will give your readers a rough idea as to the size and nature of the organization which it has been necessary to build up in order to secure for "His Master's Voice" the proud position of what has been recognized as the best known trade-mark in the world. I beg to remain,

Yours faithfully,

June 3, 1912. JAMES C. GOFF.

Gypsy Smith Home from 25,000 Mile Tour.

Gypsy Smith, the famous singing evangelist, has just arrived in London after his lengthy American tour. The ceaseless activity of the famous missionary is such that he will proceed with an extended English tour almost immediately, visiting all those towns in which his name is a household word. Gypsy Smith records on Columbia-Rena, the sales of which proceed apace, and which follow his movements very closely, will therefore receive a great impetus.

Will Not Extend Postal Facilities.

The Postmaster-General intimates that after full inquiry he has decided to abandon the proposal to extend the postal cash on delivery system between

(Continued on page 64.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEWIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

'His Master's Voice'

Trade Mark is recognized the world over as the

Hall Mark of Quality

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
 BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
 DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.
 FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
 GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
 HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
 HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-Utca 8, Budapest.
 ITALY: Compagnia Italiana del Gramofono, 5, Via S. Prospero, Milan.
 SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 33, Alexanderstrasse, Riga; 58, Fontanka, St. Petersburg; 9, Golovinsky Prospekt, Tiflis; Warsaw.
 SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
 EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
 EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
 SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Kissile St., Johannesburg; Mackay Bros & McMahon, 443 West Street, Durban; Ivan H. Haarburger, Matland street, Bloemfontein.
 INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
 AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
 GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd. -

21 CITY ROAD LONDON, E. C.



FROM OUR LONDON HEADQUARTERS—(Continued from page 63).

the United Kingdom and other European countries. Trade organizations and various chambers of commerce have expressed their hostility to the service.

New Additions to Paris Voice Museum.

The Voice Museum, which was officially inaugurated in the basement of the Opera by M. Pedro Gailhard in 1907, has just received another year's addition to its voice records of the best singers who have been heard at the Paris Opera and elsewhere, and also some other records that will be of value for the history of music. The ceremony, says the Telegraph, which has now become an annual one, was presided over by M. Leon Berard, Under Secretary of State for Fine Arts.

The museum consists of phonographic discs, carefully wrapped in asbestos and covered with glass, which for greater protection are placed separately in hermetically sealed metallic boxes, from which the air is exhausted. The boxes are placed in rows on shelves in the vaults, and when each shelf is full the front of the vault is walled up. The discs are not supposed to be opened for one hundred years. The singer's name and a detailed instruction as to how to use the disc are placed inside each box.

The first discs placed in the vaults included the voices of such singers as Tamagno, Scotti, Mme. Calve, Adelina Patti, Schumann-Heink, and a piece executed by Kubelik. The discs added to this year's collection contain the voices of the tenor Franz, Caruso, Amato, Mme. Sembrich, Geraldine Farrar, Bessie Abbott, Tetrizzini, and a piano piece by Paderewski. The ceremony, although it was described as a "burial of the voices," had nothing funereal about it. The many visitors present enjoyed a speech by a well-known Parisian actor and manager, M. Gemier, delivered by the phonograph.

Sound Carried by Telegraph.

A discovery is said to have been made as the result of experiments between Toulon and Algiers by which space or distance no longer counts in the transmission of sound. The descriptions of the invention are very vague, but it seems to have some sort of analogy with wireless telegraphy. The experiments are being conducted on board the yacht of Prince Albert I of Monaco, anchored in the Roads off Algiers. The apparatus has been patented by M. de Zepel, and it differs from wireless telegraphy in this, that it transmits bodies of sound. Distance and space are abolished. The persons on board the yacht are thus said to have heard distinctly at Algiers a band that played the "Marseillaise" at Toulon. If, says the Telegraph, we can hear bands playing across the Mediterranean, we may as well, it is argued, hear them at the other side of the Atlantic or at the Antipodes.

An Empire Trade-Mark.

The Chambers of Commerce of the British Empire Congress concluded their deliberations at the Guildhall, June 14, and they have agreed upon some very important and material recommendations affecting the interests of imperial commerce. A large number of resolutions were disposed of, one of great value being moved by Sir John Cockburn (Australian Chamber of Commerce in London), asking the congress to support the action taken to secure the adoption and registration of an empire trade-mark for the purpose of indicating that the goods to which it was applied were manufactured or produced in some parts of the British Empire. On that question, he said, Free Traders and Protectionists alike could take a common stand. It was necessary that they should have some means of recognizing those goods which were made in the British Empire for the purpose of promoting imperial commerce. The proposed mark would be merely one of origin, not of quality. Some said that the mark would be of incalculable benefit to British trade, and of more value than all the

tariff reform that had ever been proposed. After some animated discussion, resulting in an amendment, which was lost, the motion was duly carried.

New "Marathon" Record Now Ready.

The National Gramophone Co., Ltd., have at last got to work with their new "Marathon" record, and the first list of titles is now almost ready. As I have previously described in these columns, this record represents quite a new principle to what one is accustomed. The cut is a fine V-shape combining both the needle and phonograph style, and although the record is played with an ordinary steel needle, the sound box has to be affixed at an angle, and broadside on the track, in the same way as the Pathé. Marathon records will play up to five minutes each side (10-inch), and as much as eight minutes of music can be given on a 12-inch record. For the moment, however, the company will concentrate on the building up of a substantial repertoire of the 10-inch series, and given the right class of music, a big future should await this concern.

New Offices for Columbia Co.

Having been literally burned out at the factory, the Columbia Co.'s office staff were forced to locate in one of the remaining storerooms pending more suitable arrangements. Any discomfort which they may have temporarily experienced is now more than compensated for by the provision of really excellent quarters in town. It consists of a self-contained suite, comprising seven well-furnished rooms equipped with all the latest appliances and labor-saving devices calculated to insure efficiency and accuracy in the conduct of so intricate a business. The position is a splendid one, and much more convenient for trade visitors than the old factory location at Wandsworth, some miles outside the city of London proper.

Lipkowska on Columbia.

The Columbia Co. announces that Lydia Lipkowska, the famous Russian soprano now at Covent Garden, London, is singing exclusively for Columbia grand opera records. The Lipkowska records are four in number, two including soprano arias from "Lucia," "Rigoletto" and "Romeo et Juliette," and the other being grand opera duets in company with Baklanoff and Blanchart, respectively.

New Bell Record on Columbia-Rena.

Those who know the immense success of the previous bell solo records by the Regimental Band of H. M. Scots Guards on Columbia-Rena will rejoice to see another admirable double record of this type on the current list. We suppose there can be few collections of records that do not include either the Belfry Serenade, the Carillon in E flat, or Weymouth Chimes and the Bells of St. Malo, so that this new record of Valse Royale and the Bells Waltz may be expected to appeal to a very wide circle.

Affairs of the Russell Hunting Record Co.

In the matter of the Russell Hunting Record Co., Ltd. (in liquidation), the Board of Trade have issued a further statement of affairs comprising a summary of "liquidator's accounts" from July 27, 1911, to January 26, 1912. The balance shown is £696 10s. 10d., but this amount will be entirely swallowed up by preferential claims, and there appears not the slightest chance of the ordinary creditors getting anything. The exact position will be placed before creditors within a few weeks, after which the final winding up will soon be completed. Considering it is close upon four years since this concern went into liquidation, we think it about time the accounts were closed. The failure of the creditors' action against debenture holders on a £2,000 stake, is held responsible for there being no dividends.

In Memory of Titanic Disaster.

Edison-Bell record No. 436, "Stand to Your Post," and "Be British" conveys an excellent imaginative impression of the last scenes enacted on board the ill-fated leviathan prior to her disappearance beneath the ocean surface. In announcing the issue it is stated that "These records are specially dedicated to the greatest maritime disaster the world has ever known, contain particulars for future reference—'Yea, when our babes are old' in memory of the lost and to the honor of the brave who sacrificed their lives for others in obedience to the instinct of their race and the gallant captain's exhortation, 'Be British.'"

Additional publicity has been given by the Columbia Co. of their determination to restrain dealers from selling Columbia-Rena records below established prices. Further examples of orders for perpetual injunctions obtained in the high court of justice against delinquents are published, accompanied by a warning to the trade that the company will take immediate legal steps to protect their patents from infringement. Needless to say the move is heartily welcomed by all straight-trading dealers.

Concertina Records.

Alexander Prince's latest concertina records on Columbia-Rena have beaten all previous sales figures, we are told. This clever player has admirers all the world over, and his new records are as eagerly booked for in the Antipodes and in the Far West as in the mother country. The Columbia Company evidently "knew something" when they placed Prince under an exclusive contract. This month he gives us two Waldteufel waltzes.

MAKES LIGHT AUDIBLE.

Test of Optophone Made at London Conference Has Amazed Many—May Open a New Era of Hope for the Afflicted.

(Special to The Talking Machine World.)

London, Eng., June 20, 1912.

A blind man stood in the middle of a large room at the Optical Conference Exhibition in London yesterday and told, without using the sense of touch, how many windows were in the room and how many persons were between himself and the wall. He did it by "hearing," light and shade.

The medium of the seeming miracle was the optophone, a wonderful invention of Dr. Fournier d'Albe. The optophone makes light and darkness audible. The invention is based on the metal selenium's well-known property of being affected by light. Dr. Fournier d'Albe contrives to make the effect of light on the passage of electric currents through selenium appreciable in a telephone receiver, and clockwork mechanism can be adjusted so that darkness is audible and bright light silent, or vice versa.

The apparatus is contained in an oblong box, about 26 inches long and 8 inches deep. When the blind man had a glimpse into the invisible yesterday he held the box in one hand and in the other hand held a cardboard cylinder which acts as the "feeler" of the optophone. Moving this slowly before him, he was able to tell by the sudden increase of sound in the telephone receiver held to his ear, with the tube pointing at the window, whenever anyone stood between him and the window. Swinging the tube slowly around, he counted the persons before him.

A reporter who tried the optophone found that a glimpse out of the window sounded like a cinematograph reeling off a film. The ticking sank almost into silence as the receiving tube was held in the shadow of the table and leaped into a lively rattle when placed against an electric light bulb.

The optophone has not yet been perfected so as to enable a blind person to distinguish a chair or other article of furniture, but it is eventually hoped to improve the apparatus so that the operator may spell out letters in fairly large print.

Don't be too insistent when waiting on a customer. There is a happy medium between indifference and insistence.

CEMISCHE FABRIK E. SAUERLANDT FLURSTEDT bei Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for Gramophone and Phonograph Recording
Sole Manufacturer of Wax "P," the best recording material for Berliner-cut.

SALTER MFG. COMPANY

337-343 NORTH OAKLEY AVENUE, CHICAGO, ILLS.

Exclusive Manufacturers of **Salter's Patent Felt Lined Shelf Cabinets**



No. 103. Top 20 1/4 x 24 1/4. 33" High. Interior Has Felt Lined Shelves.



SALTER'S ADJUSTABLE CORNERS

"PATENT PENDING"

Can be put on any Cabinet to fit all styles of machines. Holds machine firmly in place on cabinet.



If your jobber does not handle our line we can take care of you direct

Our 1912 Catalogue is just out, ask us to send you one today

TRADE BETTER ON PACIFIC COAST.

Wholesale Business Especially Pleasing to San Francisco Houses—Eilers Music House Now Controls Distribution of Columbia Line While Sherman, Clay & Co. Get Victor Agency for Entire Coast—Growing Demand for Business Machines—Dictaphone for Language Study in College—Other Talking Machine News of Timely Interest from the Far West.

(Special to The Talking Machine World.)

San Francisco, Cal., June 28, 1912.

The talking machine business is getting into somewhat better shape, particularly the wholesale trade with outside firms. Dealers in summer resort towns are sending in large orders for records right along, and there is more call for the higher-priced machines than for some time past.

Get Victor Agency for Entire Coast.

According to a recent report from Spokane, Wash., the Eilers Music House has decided to take up the distributive agency for Columbia goods in that district, having handled the goods in other parts of the north coast for some time. This, it is understood, will involve giving up the wholesale agency for Victor goods at Spokane, the one spot on the Coast where these goods have not been controlled by Sherman, Clay & Co., with the natural result that the latter firm will hereafter be wholesale agents for Victor goods throughout the entire Coast. Andrew G. McCarthy, of Sherman, Clay & Co., states that no particular change will be necessary at the Spokane branch on this account, as the talking machine facilities at that place have been kept in good shape. The change gives the Columbia line a solid organization through the north, which is expected to bring good results.

Sales of Business Talking Machines.

The use of talking machines in business is making rapid strides on the Coast. Peter Bacigalupi & Sons have been giving a great deal of attention to the Edison business phonograph of late, and with this machine in use by some of the leading

firms of the city, sales are rapidly increasing. Some large sales have also been made of the Columbia dictaphone, and a marked increase is expected in this business, as Geo. S. Murray has taken charge of the dictaphone department at the local Columbia office, and is losing no time in getting to work.

Visiting Columbia Men.

H. L. Wilson, from the main office of the Columbia Phonograph Co., recently made a visit to W. S. Gray, the Coast manager. Another visitor at the local office was Mr. Farquharson, formerly traveling man from the Los Angeles office, who has just returned from a trip to the New York office.

Doing Well with Columbia Line.

Mr. Scott, Columbia dealer at the Kohler & Chase store, is well pleased with the progress made this month, noting a material increase over the May business both in machines and records. The pleasing and convenient arrangement of his new quarters has by this time become widely known and is drawing in more steady customers all the time.

B. Curtaz & Sons Change Plans.

Benj. Curtaz & Sons have changed their plans somewhat in regard to the talking machine department, and instead of moving it to the ground floor, large display rooms for high-class machines have been established on the third floor, leaving the demonstration rooms on the mezzanine floor. The stock has been increased and a complete line of both Victrolas and Grafonolas is carried. Frank Sharpe, who has been manager of this department, returned recently after an absence of three months and has again taken charge. Mr. Sharpe looks for an all-round improvement within the next month.

To Visit the Northwest.

Nelson Berkhölm, city salesman for the Wiley B. Allen Co., will leave shortly for a vacation trip through the Northwest and British Columbia. James Black, manager for this firm, reports a marked improvement for June.

The Busy Grouchy Letter Writer.

Byron Mauzy is well satisfied with the showing made by his talking machine department of late. The activity of Herman Beck, the manager, recently resulted in the following communication being sent to the board of supervisors, signed with the fanciful name of Newton Locke:

"As a gentleman of leisure, I spend considerable time taking the rest cure in Union square, where, with others, I am almost constantly annoyed by apparatus which claims to reproduce the gems of song and immortal music. If the noises aforesaid were occasional and spasmodic I would have little complaint, but they are continuous and harrowing to the soul. I have heard the implements give a ragtime tune when a funeral procession moved by, to the great dissatisfaction of the Italians who followed the hearse, and who are supposed to know more about music than the purveyor of canned choruses. Is there not some way in which those who desire philosophic calm may escape additional sorrows when they flee to this beautiful spot for recreation and rest?"

The communication was referred to Supervisor Mauzy with instructions to investigate, but this investigation, like many others of a political nature, has produced little apparent result.

Phonetic Department for College.

The Washington State College at Pullman, Wash., has established a phonetic department in connection with the teaching of modern languages, bringing the dictaphone and Grafonola into use. John W. Graham & Co., of Spokane, dictaphone agents, are making good use of this sale to increase the reputation of that machine in their territory.

Important News Brieflets.

The Girard Piano Co., of Oakland, has opened a well-appointed talking machine department in its new branch at Richmond, Cal., handling both Victor and Columbia goods.

The J. Raymond Smith Co., on Fillmore street, (Continued on page 66.)

Every Columbia record carries a quadrupled guarantee of better quality, better surface, greater endurance of material and better quality of reproduction. Don't you lose sight of this; we'll see that record buyers are kept reminded of it.

TRADE BETTER ON PACIFIC COAST.
(Continued from page 65.)

will shortly have better facilities for its talking machine business than ever before. More space has been added to the store and a number of new demonstration rooms have been set aside, the entire place being newly decorated.

The Eilers Music House at Seattle, Wash., is having great success with a series of Thursday afternoon talking machine concerts, in which the Grafonola with the Peerless sound reproducer is used.

T. Sullivan, formerly of San Francisco, recently started a business in San Diego, Cal., as the San Diego Phonograph Record Exchange, with quarters in the Savoy Theater building.

The Ogden, Utah, Music Co. is having its place entirely remodeled, and expects to have the finest talking machine department in northern Utah. The sheet music and small goods are being closed out and the space will be used for more demonstration rooms, etc.

Billings Bros., piano and talking machine dealers of El Paso, Tex., are retiring, with the intention of going into the restaurant business, and have sold out their talking machine business to W. G. Walz & Co.

Sherman, Clay & Co. are planning some changes in the arrangement of their local small goods and talking machine departments, whereby the latter will have the entire third floor of the building. The plan has not been definitely adopted, but with the present growth of business an increase in the talking machine facilities will soon be necessary.

Walter Metzner, a talking machine man of St. Helena, Cal., was in the city this week.

The Central Music House is a new concern which has just been opened with a large line of Victor and Edison goods at Petaluma, Cal. The company is operated by H. S. Gutermute, who has been in the business under his own name for some time.

EDISON'S OWN FLAG.

(Special to The Talking Machine World.)
West Orange, N. J., June 24, 1912.

Thomas A. Edison never had a coat of arms, but he has a flag, and this is its birthday. The occasion was marked at noon with a presentation and flag raising at the laboratory.

Edison chose the colors at the request of the Edison Electric Illuminating Co. of Boston, where the idea of an Edison flag was conceived. W. H. Atkins had the hunting made and the second specimen will float from the building where the electrical show of Boston is to be housed. Other Edison companies are expected to adopt the emblem and fly it from their buildings. Mr. Edison preferred yellow and green, and accordingly the field of the flag is yellow, with the name Edison worked on it in green.

Miller Reese Hutchinson accepted the flag on behalf of Mr. Edison. The presentation was made by W. H. Atkins, general superintendent of the Boston company. H. W. Moses, manager of the electrical show, and John Campbell, superintendent of the special service department of the Boston company, hauled the flag to the top of the staff.

GRAFONOLA AND PLAYER-PIANO

Heard in Recital Given Under the Auspices of J. C. Martin & Co., at Dayton, O., with Charles Duncan Allen as Presiding Artist.

A very charming musicale was that given recently by J. C. Martin & Co., at its recital hall at Dayton,

much enthusiasm over the musical ability of Mr. Allen, the program he interpreted, and the instruments employed, which are handled by the J. C. Martin Co. The members of the J. C. Martin force extended themselves in their efforts to make everyone comfortable, with the result that the evening proved to be one of more than ordinary pleasure.



Columbia and Player Recital at J. C. Martin & Co.'s Warerooms.

O., when Charles Duncan Allen, the noted musician, pianist and organist of Chicago, was heard in a player-piano recital, with Columbia Grafonola numbers also being introduced with a galaxy of grand opera stars as the soloists. The combination of both instruments was novel and exceedingly interesting and delighted everyone. The hall was prettily decorated with palms and yellow coreopsis in wicker baskets.

The large audience which was present evidenced

TO BE MARRIED IN LONDON.

José Juan Hoffay, who is connected with the export department of the Columbia Phonograph Co., New York, will be married on the 22d inst. to Miss Edith Mary Twyford. The marriage ceremony will take place at Brompton Oratory, London, at 2 o'clock, and a large reception afterward will occur at 67 Edgerton Gardens, S. W., before the couple leave on a wedding trip.



Audience at Recent Columbia and Player Recital at J. C. Martin & Co.'s.

MILWAUKEE AFTER SUMMER TRADE

And What Is More the Talking Machine Men of the Cream City Are Getting It—General Conditions in the Wisconsin Field Show Much Improvement—Edmund Gram in New Quarters—Thank McGreal for Entertainment—H. W. Krienitz Moves to New Store—Interesting Personal Items of the Month.

(Special to The Talking Machine World.)

Milwaukee, Wis., July 9, 1912.

There is no denying the fact that the retail talking machine business is considerably better than at this time a year ago. The summer resort season, opening just as soon as the schools about the State were closed, has been one of the potent factors in helping along retail talking machine sales. Dealers have been pushing this phase of the business with a vim, and the results have been more than satisfactory. People have been quick to see that it is a profitable and sensible arrangement for them to purchase smaller machines to take with them to their summer homes or on their regular outings, while the record sale to summer resorters seems to have attained a new high mark this season.

Conditions in general in the Wisconsin field are showing much improvement. The second crop report of the season, recently issued by Secretary J. C. MacKenzie, of the Wisconsin State Board of Agriculture, was even more favorable than the first report, and this has gone a long way in instilling confidence in all lines of business.

Gram in New Quarters.

Edmund Gram, representative of the Steinway and other pianos, has moved into his recently purchased four-story building at 414-416 Milwaukee street, and is now making preparations for opening his new Victor department. While the work of remodeling the \$100,000 structure is far from completed, the first and third floors of the new building are being occupied and it is expected that the establishment will be complete by August 1. Handsome new parlors will be installed on the first floor and in the basement of the new building, where the Victor line will be displayed at a good advantage. Paul A. Seeger will be manager of the new Victor department. He is a graduate of the University of Wisconsin and regarded as a hustler in every sense of the word. The order for goods for the new department was placed with the Wisconsin Talking Machine Co., local Victor jobbers.

Secures Good Location on South Side.

Harry W. Krienitz, enterprising young talking machine dealer, has removed to a new store at 326 Grove street, which is located in a busy section of the South Side. Mr. Krienitz discontinued his piano department some time ago and is now giving his entire attention to talking machines.

Thanks McGreal and Gannon.

Upon their return from the annual trade excursion through southern, central and northern Wisconsin, members of the Milwaukee Merchants and Manufacturers' Association passed a resolution thanking Lawrence McGreal, Milwaukee Edison jobber, for the entertainment which he furnished the excursionists en route. Mr. McGreal took along several machines and a generous supply of records. Joseph Gannon, assistant manager of the Wisconsin Talking Machine Co., jobber for the Victor line, who accompanied the party with a Victrola and records, was also thanked in a special resolution.

Big Demand for Dictaphones.

A. G. Kunde reports a tremendous dictaphone business at the Columbia store, despite the fact that the line has been carried only about four months. General business is brisk, according to Mr. Kunde, but the dictaphone business has exceeded all expectations. Mr. Kunde was in Chicago recently and was complimented by Charles F. Baer, manager of the Chicago Columbia store, for the sales record which the Milwaukee man is making.

Returning from Vacation.

L. C. Parker, manager of the talking machine department at the Gimbel Bros.' store, is expected home from a three weeks' vacation spent at Rhineland, Wis., his first in eight years. The Gimbel talker department reports a brisk business.

TRADE IN SOUTHERN CALIFORNIA.

Little Dulness Noted in Either Wholesale or Retail End of Talking Machine Business—A. G. Farquharson's Important New Position—What the Individual Houses Are Doing—Geo. S. Marigold in the East—Doing Business with the Japanese—Dealers Agree to Charge Interest on Instalment Sales.

(Special to The Talking Machine World.)

Los Angeles, Cal., July 6, 1912.

Business in the talking machine field has been by no means quiet in the wholesale and retail lines for the past month. The season so far has brought forth many gratifying results due to the activity of all dealers, who have been making a special effort for this line. The dealers are very much pleased with the Victor Book of Opera, which is proving itself a tremendous seller, also a knowledge giver not only to the record buyer but to all who are interested in good music.

After a month's trip through the East A. G. Farquharson returns to this section not as the special representative for the Columbia Phonograph Co., but as the new general manager for the entire Dominion of Canada. Mr. Farquharson, who has successfully filled the former position for many years, will leave many friends in the business who will miss him very much, but believe in his ability to make new friends in his new field of work. A very successful future is predicted for Mr. Farquharson.

Sherman, Clay & Co., Victor distributors, report through their local manager, Chas. S. Ruggles, a very remarkable trade for the past month; in fact, much better than the corresponding month of last year. Mr. Ruggles reports a shortage in Victrolas IX, X and XII, which have been popular sellers of late.

A. D. Mellor, who has been in Southern California for several months, will soon return to his home in Pittsburgh, Pa. Mr. Mellor is one of the firm of a very progressive Victor dealer, the C. C. Mellor Co., 604 Wood street.

The Geo. J. Birkel Co. is enjoying an unusually good trade in all high-grade machines and records, especially the Victrola XVI in various finishes, which is a very popular seller.

Geo. S. Marigold, vice-president of the Southern California Music Co., left for several weeks' trip East, visiting many Eastern points of interest, principally the jobbers' convention and the Victor factory. Mr. Marigold was accompanied by his young son George.

The Fitzgerald Music Co. is doing splendidly of

late in the Columbia Grafonola Regent, in which Miss Brown reports many good sales.

H. H. Schwenker, traveling repairman for the Victor Talking Machine Co., Camden, N. J., spent several days in Los Angeles and vicinity, calling upon the dealers, giving practical demonstrations of the general construction of the Victor machine. This feat has been most helpful not only to the repair men but to salesmen as well.

The Andrews Talking Machine Co. report business very good for the past month in all departments.

The Eilers Music Co. has been receiving exceptionally good results from the efforts of the new manager of the talking machine department, E. E. Jarrett, who is alive in every sense of the word.

W. F. Stidham, local manager of the Columbia Phonograph Co., General, reports the close of another very successful month, both in Grafonolas and records.

K. G. Okada, of the Teikokw-Boyeki Co., 311 East First street, is doing a tremendous business in the talking machine line with the Japanese in his district. The firm carries a very large stock of machines and Japanese records, which possibly will be increased in a very short time to even a larger stock.

In our last month's issue reference was made to the agreement among the talking machine dealers of this city to charge 7 per cent. interest on all instalment sales. This agreement was the direct result of the formation of the Los Angeles Talking Machine Men's Association. This organization having been started through the efforts of A. G. Farquharson, the special representative of the Columbia Phonograph Co., General.

GAINING GROUND IN CANADA.

Prominent Piano Houses Take on Columbia Phonograph Co. Line in the Dominion.

The Columbia graphophone and Grafonola are making great progress in Canada and new names are constantly being added to the list of agents in that country. Among those who have recently taken up the Columbia line are Whaley, Royce & Co., Ltd., who have their headquarters in Toronto, and the Mullholland-Newcombe Co., who have added the Columbia line since moving to their new salesrooms at 313 Yonge street, Toronto.

That employe is headed upward who is willing, courteous, kind, possesses initiative, can be depended upon, and manifests these qualities in action.



UDELL CABINET No. 412

For Disc Records for Victrolas IV, VI, VIII and IX. Quartered oak top and front. Any Victor finish. Mahogany front. Holds 272 10 or 12-inch Disc Records.

4 NEW BREAD WINNERS

IN

The UdeLL Guaranteed Line

OF

DISC CABINETS AND TABLES

There is ample cause for the splendid business that we are receiving from dealers and jobbers in all sections. Why, sir, we have the prices, the patterns, the generous stocks, the newspaper cuts, the courteous handling of correspondence—everything that enters into a satisfactory relationship.

And, sir, there is every reason why our New Catalog now on the press should be on your desk. It's Catalog No. 41, and say send it.

THE UDELL WORKS

INDIANAPOLIS, IND.

Catalog Dept.

LESSONS IN MUSIC FOR ZOO WOLVES.

Talking Machine Emits Melodies at Night and Some of the Howlers Imitated—One Bear Is an Adept Pupil—Occasionally Taking Three Notes in a Scale Just Like a "Teacher"—A Scientist's Dream of Voice Culture.

The long-drawn howl of a timber wolf shattered the solitude which comes at nightfall in the Zoological Park in the Bronx. There came a chorus of howls, and then silence. After an interval there came another howl, this so low that heard at a distance it sounded like the echo of a moan, and this last sound was more melodious than the first—a sort of ideal wolf call to the night; slightly scarping and rising musically, note upon note.

This last call was not the cry of a wolf. It came from a phonograph hidden near the wolf cages and was a demonstration of an experiment that is being conducted by a student of animals to prove that the calls of wild animals can be made more musical; in other words, that voice culture is possible among animals. Raymond L. Ditmars, the curator of the Zoo, is enthusiastic over this experiment, as he is over the oddities in the Zoo which from time to time find their way into print. Mr. Ditmars is of the opinion that already the wolves can howl more in harmony and in key than they could before the phonograph and the scientist began to teach them the way to reach high C gracefully. To the untrained ear, however, the howls remain as unmusical as they were in the nights before the experiment began.

Mr. Ditmars did not give the name of the scientist who is demonstrating his theory, and he offered no information regarding the identity of the person or animal who gave forth the melodious wolf call which is now recorded on the phonograph and let off at intervals to frighten staid, home-going Bronxites. He admitted it was not a record of Caruso's voice. The new wolf call is bad enough, but it is certainly an improvement upon the call given out by the untrained wolf voice.

Animals, according to a theory of Mr. Ditmars, utter peculiar sounds by nature and environment. The first wolves howled a certain way, and their successors took up the same doleful call, and the call of the wolf is little changed to-day. It is the relative importance of the effect of environment that is being tested. It is believed that the wolves will learn in lifting up their voices to insert more and more melodious and harmonious notes.

For some nights now the phonograph has been at work. There has been some inquiry as to what new animal has arrived, but not much information has been volunteered. The experiment has not reached the point where publicity can be officially authorized. Besides, the animals may refuse to respond to voice culture.

Wolves were chosen as the first students because their call is a long one and because the animals occupy quarters in the open, separated from the other sound-makers by such a stretch of territory that they cannot be interfered with by any other animal anxious not to lose the chance of having its voice cultivated.

One wolf, a grizzled old fellow, is a most encouraging pupil. All took readily to the music, and the whole pack sat up on their haunches and howled lustily when first the phonograph was turned loose to surprise them. Now they appear more reconciled to the musical call.

The grizzled wolf—"a most excellent pupil," to quote Mr. Ditmars—has caught the spirit of music. This wolf appears to have an ear for technique. He does not have to be urged to sing, either, for as the last sound of the phonographic cry dies away he will lift up his head and give voice to a long howl. There is not much that is musical to the untrained ear, but in at least three places, the experimenters say, the wolf has introduced short runs which follow note by note the phonograph. He has a bass voice. The second best pupil is a female, a contralto.

The second stage of the experiment will be to find out whether, after the wolves have been taught the proper way of giving utterance to their howl, they will revert to their unmusical cries when the phonographic lessons have stopped. If some of the wolves learn the lesson until they are letter



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

The Music Master To The Front

**MUSIC
MASTER**
Solid Wood Horn



Have Samples
Sent
On Approval

You Know

That it is reasonable that all sound waves from a Talking Machine should be carried by cylindrical shape construction. LISTEN to music reproduced through the

Music Master Solid Wood Horn

on a Talking Machine, and compare the resonant tones with any horn or hornless machine, and you will be convinced of the Musical Possibilities only found in a cylindrical shape construction to convey sound waves.

The Music Master brings out the full tone values of vocal and instrumental sound waves. Choice of oak, mahogany or spruce for any make of, or style of Talking Machine.

ONLY HORN GUARANTEED.

If your jobber cannot supply you, write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

perfect, they might become music teachers and instruct uncultivated wolves.

The lions and the tigers, and perhaps the camel, it is believed, may be taught to change their vocal methods, if the experiment with the wolves succeeds, and the optimistic say that in time the whole Zoo collection can be taught to blend their voices into one great harmonious chorus, which will lift the Zoo into the Conservatory of Music class and be a constant source of delight to the Bronx.

TESTIMONY FOR COMPLAINT.

Attorneys for the American Graphophone Co. Preparing Papers in Action Against the Boston Talking Machine Co. for Infringement of Macdonald Patent.

The attorneys for the American Graphophone Co. have now begun taking testimony for the bill of complaint to be filed by that company in its suit against the Boston Talking Machine Co. for infringement of the "graphophone grand" patent issued to the late Thomas H. Macdonald in 1902.

According to one of the attorneys the case will be pushed to the limit, as a very important patent is involved. The leading talking machine manufacturers recognized the patent rights and took out licenses under the Macdonald patent, which in brief makes possible the great volume of sound produced by the talking machine, but the Boston concern has seen fit to fight the matter. The only other company which decided to fight the patent was put out of business by another patent suit before the suit to protect the Macdonald patent was brought to court and a final decision was not obtained.

EDWARD D. EASTON TO EUROPE.

Edward D. Easton, president of the Columbia Phonograph Co., General, sailed on the "Kaiser Wilhelm," June 25, for Europe on a combined business and pleasure trip. He will visit the Columbia headquarters in the principal cities abroad and expects to return to this country in August.

BETTER BUSINESS IN QUAKER CITY.

Dealers Generally Well Pleased with Present Conditions in the Trade in That City—Interest Shown in Reported Change in Victor Styles—O. C. Dorian Found Good Columbia Business in Interior—Recent Visitors of Record—Philadelphia Pleased at Louis Buehn's Election as Secretary of Association—General News of the Month.

(Special to The Talking Machine World.)

Philadelphia, Pa., July 5, 1912.

The talking machine business in Philadelphia has been most satisfactory in June. June and July are considered the quietest months in the business, but I have received various reports from dealers, not one of whom says their June business this year was below that of last, and several of the firms note that it was larger almost by one-half over the business they did last year. They all agree, however, that collections are rather slow and not coming in in the same proportion as last year.

There is very little striking news to be noted in the Philadelphia trade at this, the beginning of a new month. The notification by the Edison Co. that it will place a disc machine on the market the first of next October has been the chief topic of discussion.

The announcement that the Victor Co. is going to materially change its styles is also interesting. There have been no new talking machine houses opened in June in Philadelphia and there is not likely to be any until fall. During this month the dealers will slacken in their efforts and give their men their vacations and the campaign is likely to be called early this year.

C. J. Heppé & Son report that their talking machine business was fairly good in June, at least so far as June business goes. In certain lines of goods they find themselves short of stock, but the situation has eased up considerably over past months. "July," Manager Elwell says, "opened up very good, and things look very encouraging. Our June business was better than last year, and as every month thus far has run ahead of 1911, I see no reason to complain, but rather to look in an optimistic way at the situation, in view of the fact that so few lines of business show the same results. Among visitors to the Heppé house recently were William Keyes, of the Stoll Blank Book & Stationery Co., of Trenton, and Harry J. Holt, the Mt. Holly (N. J.) dealer.

Acting Manager O. C. Dorian, of the Columbia Phonograph Co., reports a good business. He just returned from a few days' trip up the State, during which he visited Wilkesbarre, Reading, Easton, Bethlehem and Harrisburg, in all of which cities the Columbia agents have been doing good work. He brought with him a very nice order, among others, from the Troup Music House of Harrisburg, which house will eventually put in the complete Columbia line.

C. A. Pusey has taken Walter Linton's place as wholesale representative of the Columbia, and he has been doing very well. He has never been in the talking machine business, but in a similar line, and he is very enthusiastic—and having bright red hair he ought to make a hit selling Red Seal records.

George W. Lyle, Mrs. Lyle and daughter, Mr. and Mrs. Walter Eckhart, and Tom Murray recently motored over from New York, which was Mr. Lyle's initial trip in his new car, and they had many amusing incidents to relate, including a few break-downs.

The Philadelphia trade is highly enthusiastic over the success of the meetings in Atlantic City last week of the National Jobbers' Association, and they are loud in praise of the Victor day in this city, which is noted fully elsewhere. Louis Buehn has been receiving many congratulations on his election to the secretaryship of the association. Mr. Buehn has been attending conventions for the past two weeks. The week before the Atlantic City convention he was in Boston attending the convention of the National Credit Men's Association.

Mr. Buehn says that the business of his house in June was 40 per cent. greater than during the June of last year, and he thinks the outlook for the

rest of the summer and fall is great. "Our business has surprised me," he says, "and the outlook seems to be extremely good." Business has been very good at the Pittsburgh house of Buehn, and Edmund Buehn has entirely recovered from his recent illness and is attending to business regularly again.

The Buehn firm has been having a wonderful success with the Edison dictating machine. Recently they were requested to send a list of the firms in this city who use more than ten of these machines, and they were able to name close to forty, the Curtis Publishing Co. having been the greatest purchasers, having installed 200 machines. This business is in charge of P. E. McCurdy.

Lit Bros. report business as quiet but equal to last year at this period. They are making an effort to unload all of their old stock, so that they can begin the fall season with an entirely new line, when they expect to enlarge their department, adding several new hearing rooms. Charles Bennett, sales manager of the Victor Co., was a visitor at the Lit department this week.

Manager Stewart, of the Gimbel talking machine department, notes that their business in June shows a most satisfactory increase over last year. They have the promise now of four more hearing rooms, which will be ready for them by the first of September. They are at present adding some attractive decorations to their department in the shape of a Japanese lattice work overhung with wisteria. It will add very much to the appearance when finished. W. B. Fulghrum and Albert H. Bates, of the Victor Co., were visitors at the Gimbel house this week. Mr. Bates had not paid the department a visit for some time and he was very much surprised at the amount of stock they carried at present over his previous visit. Manager H. H. Stewart and G. F. Wurtele, of the department, were both attendants at the Atlantic City convention.

The Estey Co. has started to build booths for its talking machine department, which when finished will be one of the classiest in the country.

GRAFONOLAS IN THE SCHOOLS.

Interesting Letter from Superintendent and Principal of Schools in Portland and La Grande, Ore., on This Subject.

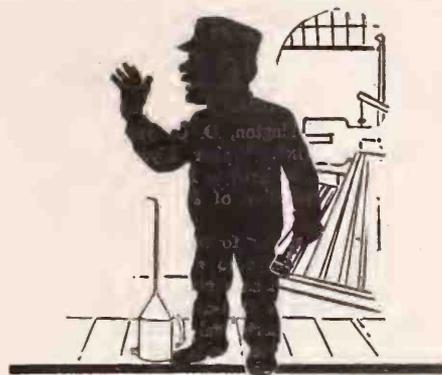
Recently the Portland (Ore.) branch of the Columbia Phonograph Co. supplied the public schools of La Grande, Ore., and the Holladay school, of Portland, with Columbia Grafonolas, and their installation has been attended with marked success. Recently a letter was received from John D. Stout, superintendent of the La Grande city schools, in which he states that as a result of installing four Columbia Grafonolas during the past year, the children have been trained to appreciate more keenly not only the value of classical music, but have become informed of musical history, voice placing, phrasing, etc., through listening to the reproduction of distinguished artists. He added further: "The introduction of the Grafonola to our schools has created a deeper interest in school work. It has not only been the means of entertainment, but a source of instruction as well. The children are delighted with the plan and look forward with great pleasure to the time that the Grafonola will be played in their room."

A. M. Cannon, principal of the Holladay School, of Portland, also writes in enthusiastic vein regarding the pleasure, entertainment and instruction derived from the use of the Favorite Grafonola which was placed in the school last spring.

WHERE WASTE MOTION EXISTS.

One trouble with modern commercial life is that there is too much scientific salesmanship on articles that don't deserve it, and too little scientific investigation of articles that do on the part of the buyer. In industrial economy we hear a great deal about "waste motion." The biggest waste of motion in the world to-day is the motion that is never made.

Almost any kind of a bargain offering will attract buyers, but it takes quality in the goods sold to make steady customers.



An engineer on a Southern railway, where the trains were always late, pulled into Bingville at 10 o'clock sharp one morning. That was the hour his train was due and prominent citizens crowded forward to congratulate him for being on time.

"On time", he said sadly, "why this is yesterday morning's train".

Do you get your goods on "yesterday morning's train," or worse, or are they always really "on time"?

No question about everything being on time when you get it from us, for every business day in the year we live up to this motto—

All orders shipped the same day they are received.

That's us — every time. Right to-day you likely need something in Victors, Victor-Victrolas, Victor Records, record cabinets, needles, fiber cases, horns, repair parts and other accessories. Send us a trial order and watch how quickly we deliver the goods. And you'll always get the same prompt delivery.

A card brings our booklet, "The Cabinet That Matches", and our interesting catalog.

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street New York



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

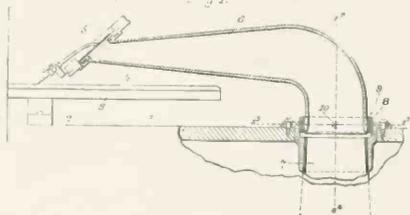
Washington, D. C., July 7, 1912.

TALKING MACHINE. Walter Hyer Pumphrey, New York, N. Y., assignor to Boston Talking Machine Co., a corporation of Maine. Patent No. 1,026,178.

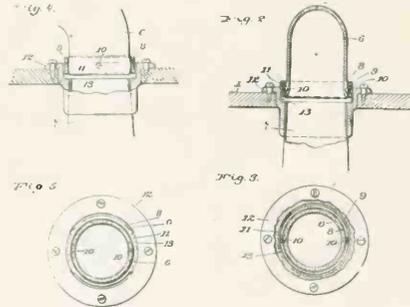
This invention relates to talking machines and has particular reference to a mounting for the tone-arm thereof. In such machines, it is ordinarily essential that the tone-arm have free movement in vertical and horizontal planes and the purpose of the present invention is to produce an extremely simple and inexpensive form of mounting which will permit such movement of the tone-arm and reduce friction to a minimum.

It is a further object of the invention to provide for readily removing the tone-arm or placing the same in position, without requiring the aid of skilled workmen or tools, thus facilitating packing, shipping and assembling the machine for use.

A further object is to avoid the necessity for



careful and accurate adjustment of parts in mounting the arm and produce a construction in which confusion or mistake in assembling will be rendered improbable if not impossible and the parts will be self-adjusting when brought into operative relation with each other.



In the drawings—Figure 1 is a view of elevation, partly in section, showing the invention applied to a talking machine of the concealed horn type. Fig. 2 is a section on the line S2—S2 of Fig. 1. Fig. 3 is a similar view on the line S3—S3 of Fig. 1. Fig. 4 is a vertical sectional view illustrating a modification. Fig. 5 is a horizontal sectional view of a further modification.

REPRODUCER FOR GRAPHOPHONES. Victor H. Emerson, New York, assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 1,026,084.

This invention relates to talking machines employing disc records which have vertically undulating record grooves.

In machines employing ordinary disc records, the record groove is relied upon to feed the sound-box across the disc, the spiral groove acting as a feed screw. Heretofore, vertically undulating sound-grooves have generally been confined to cylindrical tablets; and when applied to disc tablets they fail to feed the sound-box properly, because of their shallowness—the stylus being liable to leave the track, skipping one or more grooves and giving imperfect reproductions.

One object of the present invention is to provide a talking machine in which vertically undulating disc records may be employed that will properly feed the sound-box. Again, disc records have heretofore required a fresh stylus (or "needle") for each reproduction, whereas cylinder records (with their vertically undulating grooves) employ the same stylus over and over again. By applying the vertically undulating record to a disc tablet, and by giving the groove the proper con-

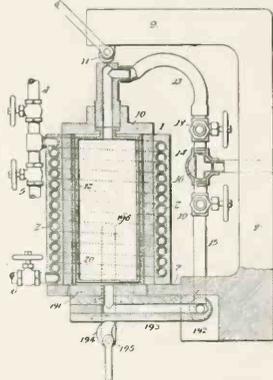
figuration the combined results of both feeding the sound-box across the disc and of using the same needle for all reproductions are accomplished. In the third place, if the ordinary reproducing stylus employed in cylinder machines be used with a vertically undulating groove deep enough to feed it, the stylus will not enter the more minute irregularities, and the reproduction will be correspondingly defective.

Another object of the invention, then, is to provide, in connection with a record-groove capable of feeding the sound-box, a stylus that will give faithful reproductions from such record groove.

Figure 1 is a cross-section greatly enlarged, representing a recording tablet and the recording stylus used in the present invention; Fig. 2 is a similar view of the record tablet employed in the present invention, showing the reproducer in connection therewith; and Fig. 3 is a plan view of a disc tablet, partly broken away, showing the position of the reproducing stylus in connection therewith.

APPARATUS FOR DUPLICATING SOUND RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor by Mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,024,965.

This invention relates to an improved apparatus for duplicating sound records from matrices or molds by the expansion of a blank, and is adapted



particularly for the making of records from relatively hard material, such as hard rubber, celluloid and similar composition, although the invention may be used for making records from wax-like compositions, such as those now employed in the art of making duplicate phonograph records by a molding operation.

PHONOGRAPHIC RECORDING AND REPRODUCING DEVICE. Samuel W. Wylie, Jamestown, N. Dak. Patent No. 1,029,249.

This invention relates to phonographic devices for recording and reproducing sounds; and as the mechanism and principles of the invention are applicable to both recording and reproducing devices, it is described mainly as a reproducing device.

The main object is to provide a device that will record and reproduce sounds with more volume, clearness and exactness than the devices heretofore provided. To attain this object the inventor has dispensed with all moving weights or bodies, like pistons, pressure weights, balance weights, etc., in connection with the stylus lever and diaphragm, as the momentum of weights in that connection tends to disturb and often resist the proper vibration of the stylus. He then provides means whereby the diaphragm is normally held in plane position when the stylus is in contact with the record,

so that the diaphragm may vibrate with ease to either side of its plane position, while in ordinary phonographs the contact of the stylus with the record causes the diaphragm to stand in a bulging position, from which it is only partly sprung back by the vibratory effect of either the sound waves on the record or the sound that should produce such waves on the record; and it is evident that such imperfect vibrations can only produce imperfect results. The inventor next provides a very delicate or sensitive point by which to permit the stylus to follow the middle of the spiral groove of the record thus avoiding the effect of a tendency of the stylus to climb up the sides of the spiral grooves; and lastly, a means for the prevention of all lost motion between the stylus, the diaphragm and the record.

In the accompanying drawing, Figure 1 is a partly sectional end elevation of the upper portion of a phonograph with the improvements applied to it. Fig. 2 is a top view of the portion shown in Fig. 1 with the feed screw, feeder arm, record and record mandrel omitted. Fig. 3 is a section near the line a—a, Fig. 1. Fig. 4 is a section on the line b—b, Fig. 1, with the recorder arm omitted. Fig. 5 is a section on the line c—c, Fig. 1. Fig. 6 is a bottom view of the diaphragm casing and stylus lever and its connection. Fig. 7 is a section on the line d—d, Fig. 6, with the casing proper omitted.

APPARATUS FOR MAKING PHONOGRAPHIC RECORDS. James Albert Whitman, Grantwood, N. J. Patent No. 1,030,364.

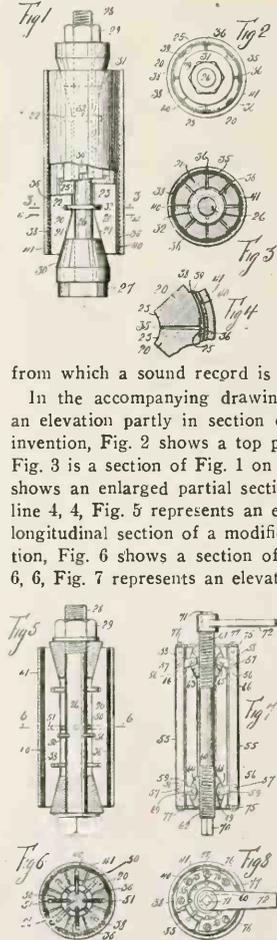
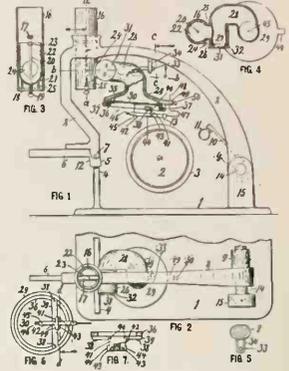
This invention relates to apparatus for making phonograph records. Its organization comprises means for evenly forcing or pressing a tube of celluloid, a paper tube coated with celluloid, or a cylindrical surface of any other suitable material against a matrix from which a sound record is to be taken.

In the accompanying drawings Figure 1 shows an elevation partly in section of one form of the invention, Fig. 2 shows a top plan view of Fig. 1, Fig. 3 is a section of Fig. 1 on the line 3, 3, Fig. 4 shows an enlarged partial section of Fig. 3 on the line 4, 4, Fig. 5 represents an elevation and partial longitudinal section of a modification of the invention, Fig. 6 shows a section of Fig. 5 on the line 6, 6, Fig. 7 represents an elevation and partial section of another

form of the invention, and Fig. 8 shows a top plan view of Fig. 7 with a portion thereof broken away.

BACK SPACER FOR DICTAPHONES, Thomas H. Macdonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,030,740.

This invention relates to dictaphones, or that class of talking machines designed for taking dicta-

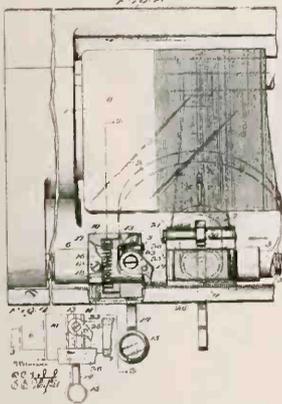


tion which is subsequently transcribed, and more particularly to the reproducing portion or element of the machine.

In machines of this character it is desirable for the operator who is transcribing the record to repeat certain portions of the record, that is, to place the reproducer back for a short distance, in order that the last portion of the record reproduced may be repeated.

The particular object of the present invention is to provide a simple and efficient means for throwing the reproducer back for a short distance over the record; in other words, to back space the reproducer for the purpose of securing the repetition of the part of the record that has just been reproduced.

Fig. 1 is an end elevation of a machine, with parts shown in section, taken on line 2-2. Fig. 2 is a broken plan view thereof; Figs. 3 and 4 are broken details of portions of the back-spacing device.



SOUND CONDUIT OR AMPLIFYING DEVICE FOR TALKING MACHINES AND THE LIKE. Alex Fischer, West Kensington, London, Eng. Patent No. 1,029,002.

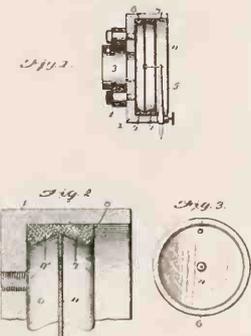
This invention relates to sound conduits applicable to talking machines and the like in which one or more bends are formed for the purpose of directing the sound waves in the desired direction, and the object of the invention is to so form the bends that the sound waves may be passed through the conduit in straight lines without being compressed, intermingled or diffused without being deflected against the side walls of the conduit.

In carrying out this invention each joint or bend in the conduit is provided with a reflecting surface which is inclined equally to the axes of both parts of the conduit on opposite sides of the bend so that the sound waves are reflected in straight lines parallel with the axis of the conduit. The cross sectional area of the conduit in the narrowest part of the bend is approximately the same as the cross sectional area of that part of the conduit from which the reflector receives the sound waves whereby such waves are transmitted without compression or diffusion. The reflecting surface is of such size as to receive all of the waves and directly transmit all of them to the next part of the conduit.

The cross sectional area of the conduit at the narrowest part of the bend is approximately the same as the cross sectional area of that part of the conduit whence the sound waves proceed. The section of the conduit will in most cases consequently and relatively increase in size from the receiving to the discharge end in order to obtain the advantages above specified. By the construction explained, sound waves are transmitted without compression, deflection or diffusion, and these

waves are discharged from the conduit with full volume of clear tone and of good quality.

In the accompanying drawings, Fig. 1 shows a side elevation of a sound conduit with several bends made in accordance with the invention, such conduit being in this instance of suitable construction for the tone arm of a talking machine. Fig. 2 is a plan view of part of the conduit shown in Fig. 1. Fig. 3 shows an elbow joint suitable for connecting a tone arm with a trumpet.



SOUND - BOX FOR TALKING MACHINES. Bentley L. Rinehart, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,028,606.

The main objects of this invention are to provide a sound-box, an improved mounting for a diaphragm; to provide a sound-box having a diaphragm, in which the diaphragm may be readily removed and replaced without injury thereto. In the drawings, Figure 1 is a longitudinal section of a sound box constructed in accordance with this invention; Fig. 2 an enlarged fragmentary portion of the same, and Fig. 3 a front elevation of the diaphragm and its supporting ring.

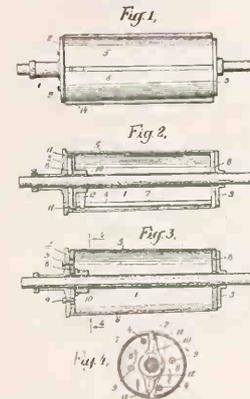
SUPPORT FOR CYLINDRICAL SOUND RECORDS. Frank X. Hofbauer, East Orange, N. J., assignor to George S. Iddings, Cleveland, O. Patent No. 1,029,808.

This invention relates to talking machines of the type employing sound records of cylindrical form and has reference more particularly to the construction of the supports on which the sound records are mounted in such machines. In talking machines using cylindrical sound records it is common to provide a mandrel for supporting the record provided with a tapered exterior surface and the interior of the record is also slightly tapered so that when the record is moved upon the mandrel it will come to rest in a position in which it is held firmly.

In different records, and particularly in records put out by different manufacturers, the size of the opening through the record varies, and, with the forms of supports for cylindrical sound records now commonly used, this variation causes a proportionate variation in the position in which the record is held upon the mandrel lengthwise of the mandrel. In some machines, as for instance those of the magazine type, it is important that the record always assume the same position longitudinally of the support in order that proper coaction with the reproducing mechanism may be obtained, and the record must be held in this position with sufficient rigidity to preclude movement thereof relatively to the support during the operation of the machine.

The present invention involves the provision of a support for a cylindrical sound record specially constructed so as to fulfil the conditions above set forth without detracting from the facility with which the record may be placed upon it or removed therefrom. In accordance with the invention a support is provided having a tapered cylindrical surface on which the record is received and at the end of this surface a stop projection, preferably a circumferential flange, against which the

end of a record abuts so that in every case the record will lie upon the mandrel in the same position relatively to the length of the mandrel. The tapered cylindrical surface of the mandrel is so made that it can yield radially and the parts thereof are pressed outwardly to a predetermined extent with a yielding pressure; in this way the records will always be held firmly upon the mandrel when moved thereon into coaction with the



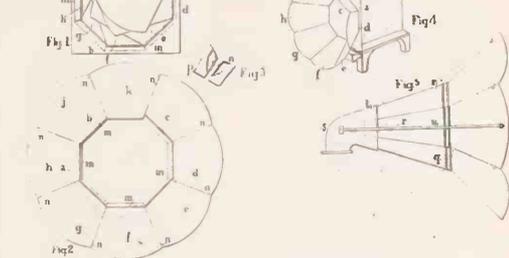
stop though there be considerable variation in their interior diameter. The outward movement of the parts forming the cylindrical surface is suitably limited so that in no case would the smaller end of the support be expanded to such extent that a record would not slide thereon readily.

Fig. 1 is a plan view of the support showing record thereon in section; Fig. 2 is a longitudinal sectional view of the support; Fig. 3 is a longitudinal sectional view of the support at right angles to the section of Fig. 2, and Fig. 4 is a transverse section on line 4-4 of Fig. 3.

TRUMPET. Joseph Marguilies Landon, Upper Norwood, London, Eng. Patent No. 1,029,502.

This invention refers to talking machines and relates especially to the horn or sound amplifying device for use in connection with such machine.

Considerable inconvenience has been experienced with talking machines of all classes owing to the



fact that a large trumpet has to be used in order to secure the best results, which trumpet is unsightly and also extremely cumbersome when it is required to transport the machine from place to place.

Various machines have already been devised fitted in cabinets, with a sound conduit located in the cabinet, but it is found that the reproduction from a machine of this type is not so satisfactory as when the ordinary trumpet or horn is used owing to the restricted dimensions of the trumpet and to the lack of a proper bell portion.

The present invention refers to a method of constructing a trumpet either alone or in connection with the cabinet containing the talking machine in such a way that the whole trumpet or the bell portion can be folded into a very small compass and yet when opened a full sized trumpet or one of any required dimensions is formed.

In the drawings, Figure 1 is an elevation of the bell portion of a trumpet formed from folding flaps with the flaps closed; Fig. 2 is a similar view showing the flaps open; Fig. 3 is a detail of the fastening of the flaps together; Fig. 4 is a diagrammatic view showing a device such as that illustrated at Figs. 1 and 2 attached to the front of the cabinet of the talking machine. Fig. 5 shows a whole trumpet built up from hinged flaps.

DICTAPHONE USED IN FAMOUS TRIALS.

The dictaphone is steadily growing in favor for court use. It was employed in the famous Spencer murder trial in Springfield, Mass., as well as in the McNamara trial in Los Angeles. The use of the

dictaphone, which greatly facilitated the printing of evidence for the use of counsel, was the subject of an extended illustrated article recently in the Springfield Union, in which the modus operandi is explained in detail. In both trials, through the use of the dictaphone, the court stenographers, with

typewriter assistance, were able to get the brief of each day's proceedings at 7 o'clock in the evening, so that all interested were able to use them for reference and study—a remarkably good time record in turning out court reports and a decided tribute to the dictaphone.

MOVING PICTURES IN SCHOOLS.

An Early Possibility if Edison's Latest Plan Works Out—Animals and Insects Shown as in Actual Life—Some of the Subjects That Are Already Planned for the Pictures—History and Geography Served in Attractive Form in the Schoolroom.

In a very short time you may see from the car window a man squatting in the Jersey meadows, winding what seems to be a black box. That man is helping to get rid of some of the \$3,000,000 which Thomas A. Edison means to spend in introducing the moving picture into the schoolroom.

The man with the black box is one of Mr. Edison's operators. He is recording with the microscopic lens the life, love, adventures, villainy and death of a Jersey mosquito and some time next fall in some schoolhouse in Illinois there will rise up a chorus of "Ahs!" and "Ohs!" as the mosquito appears big as an elephant on the moving picture screen. Incidentally as the habits of that mosquito are unfolded on the screen the youth of Illinois will learn the methods of getting rid of the pest.

Mr. Edison has decided that the moving picture can be made more than a mere plaything. It was announced recently that he intended to put \$3,000,000 and eight years behind his idea. For six months now men all over the world have been at work planning the details and by next fall it is hoped that the first of the series of pictures will flash across the sheets in schoolrooms.

Mr. Edison intends to use his home kinetoscope for this pictorial education. It is a small machine, easy to carry about and easy to operate. Non-inflammable films are used and eighty feet of film contains as many pictures as 1,000 of the films used in theaters.

The pictures are extremely small, less than three-sixteenths of an inch high and one-quarter of an inch wide. The Edison folk say that a six-foot picture from one of these photographs can be thrown upon a screen. Technically this is called projection from microscopical objects, which means simply that the inventor has found a way to project a sharp, clear picture from a photograph so small that a microscope is required to make out the objects contained in it.

So much for the machine. Now, Mr. Edison believes that the average child would rather see an elephant walk across the screen in front of his delighted eyes than look upon a picture of an elephant in a text-book. Furthermore, the child will get a better idea of what the elephant really does and looks like from that moving picture. Take, history, says Mr. Edison. Would it not give the child a better idea of the Battle of Lexington if he could see it acted out before him by trained actors faithful to all the historical detail moving upon the very spot where the battle was fought in a little town in Massachusetts and that so many men were lost on each side?

Mr. Edison thinks so, and a convention of school principals that recently met in St. Louis—some 2,000 of them—agreed with him when one of his operators showed the films already made and outlined future plans.

So far a prospectus has been made for moving pictures in seven subjects that parallel the text-book courses. These are some of the pictures that Mr. Edison hopes will make geography attractive and real to the dull student: "Off the Coast of Maine," "New York of To-Day," "Icebergs Off the Coast of Labrador," "The Panama Canal in 1911," "The Chumco Indians of the Amazon River," "1,000 Miles Through the Rockies," "In and Around Havana, Cuba" and "Over Mountain Passes."

This is only the beginning of the geography course, for Mr. Edison has sent James Ricalton, a veteran photographer with a long news photography experience, around the world to catch with his lenses anything that may give the American school child a wider and clearer vision of the world he lives in. Mr. Ricalton will be gone three years. He took pictures of the Durbar for Mr. Edison and is now in Asia.

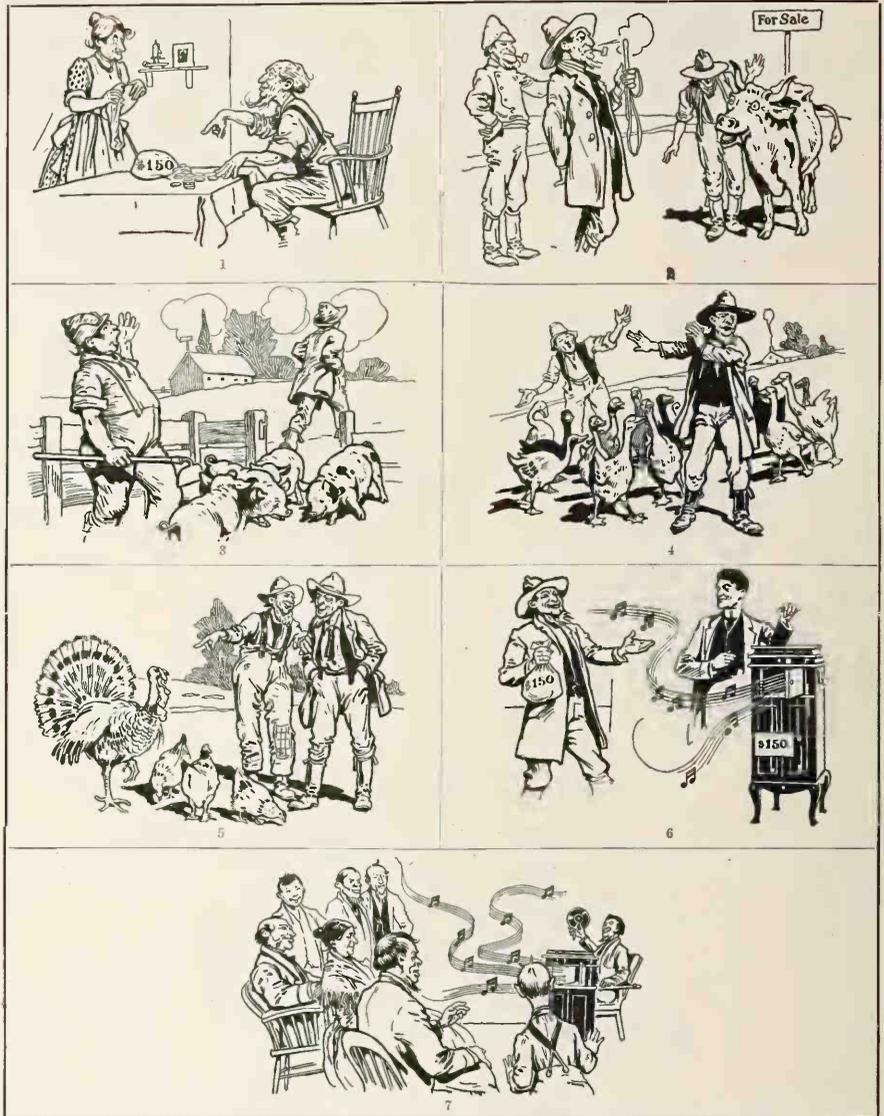
For the history courses Mr. Edison has sent out

CLEVER ILLUSTRATED PUBLICITY.

We reproduce herewith one of the cartoons which is now running in the Columbia Phonograph Co.'s house organ, The Columbia Record—one of the products of the progressive advertising

department of the Columbia Co., and which is attracting widespread attention among the trade. A picture advertisement, and especially one in the line of a humorous cartoon, is nearly always a business getter. The one in question herewith is no exception.

He Couldn't Beat It For Value.



from his Bronx laboratories several companies to set forth the events of American history on the actual spots where they occurred. The Battle of Ticonderoga, for example, has been enacted on the shores of Lake Champlain by an Edison company. In the Battle of Bunker Hill you can see above the lines of redcoats the shaft of the monument. The Battle of Trafalgar has been fought out in the Bronx laboratories with all the historical accuracy as to costumes and events that is possible.

The country child can see the plunge of horses of the New York fire department or the whirl of the new automobile fire-fighter. There are pictures of naval parades for the delight and education of inland youth. The processes of the chemical crystallization of certain substances are to be thrown upon the screen.

In a public school in Brooklyn where the films were tried out the other day the operator let the teacher choose a pupil to run the machine and the instant competition that began suggested to Mr. Edison's workers the idea of setting up the handling of the machine as an incentive to scholarship.

So the fathers of the next generation must not be startled if their sons return with intimate knowledge of the habits and customs of the inhabitants of the Isle of Guam.

"I saw them in the school pictures to-day," will be the answer.

RESOLUTION WORTH KEEPING.

I resolve—
To keep my health;
To do my work;
To live;
To see to it I grow and gain and give;
Never to look behind me for one hour;
To wait in weakness, and to walk in power;
But always fronting onward to the light,
Always and always facing toward the right.

—Charlotte Perkins Stetson.

60 YEARS' EXPERIENCE

PATENTS

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Branch Office, 626 F St., Washington, D. C.

RECORD BULLETINS FOR AUGUST, 1912

COLUMBIA PHONOGRAPH CO.

Double Discs. Single Discs. 30922

A5400 La Gioconda—Cielo e mar (Heaven and Ocean)—Ponchielli. Tenor Solo in Italian, orch. accomp. Giovanni Zenatello. Italian, orch. accomp. Giovanni Zenatello. 36372

A5401 My Laddie—Thayer. Soprano Solo, orch. accomp. Alice Nielsen

Good-bye—Tosti. Soprano Solo, orch. accomp. Alice Nielsen

10-IN. SYMPHONY DISC RECORDS.

A1179 The Low-Back'd Car Words by Samuel Lover. Soprano Solo, orch. accomp. Bernice de Pasquali

Will o' the Wisp—Spross. Soprano Solo, orch. accomp. Bernice de Pasquali

A1178 Spring Song (Songs Without Words, No. 31)—Mendelssohn. Pianoforte Solo. Josef Hofmann

Warum? (Why?)—Schumann. Pianoforte Solo. Josef Hofmann

10-IN. DOUBLE-DISC BLUE LABEL RECORD.

A1177 Ragtime Chimes—Wenrich. Contralto Solo, orch. accomp. Dolly Connolly (Mrs. P. Wenrich)

That Raggedy Rag—S. R. Henry. Vocal Quartet, Male Voices, orch. accomp. Peerless Quartet

12-IN. DOUBLE-DISC BLUE LABEL RECORDS.

A5402 Robin Hood—Vocal Gems—De Koven. Orch. accomp. Columbia Light Opera Co.

Robin Hood—Selections—De Koven. Prince's Orchestra

Modest Altschuler, Conductor.

A5394 Komarinskaja, Part I—Michael Ivanovitch Komarinskaja Part II—Michael Ivanovitch Glinka. Russian Symphony Orchestra

10-IN. DOUBLE-DISC RECORDS.

A1169 Swing Low, Sweet Chariot. Apollo Jubilee Quartet

Shout all Over God's Heaven. Apollo Jubilee Quartet

A1170 Belle Mahone—McNaughton. Counter-Tenor Solo, orch. accomp. Frank Coombs

There's a Light in the Window—Newcomb. Counter-Tenor Solo, orch. accomp. Frank Coombs

A1171 Four-Leaf Clover—Brownell. Contralto Solo, Violin and Harp accomp. Mrs. A. Stewart Holt

The Slumber Boat—Gaynor. Contralto Solo, String Quartet accomp. Mrs. A. Stewart Holt

A1172 That Bahoon Baby Dance—Joe Cooper. Tenor and Baritone Duet, orch. accomp. Byron G. Harlan and Arthur Collins

Lead Me to that Beautiful Band—Goetz and Berlin. First and Second Tenor Duet, orch. accomp. Walter Van Brunt and Maurice Burkhardt

A1173 O Kiota San—A Japanese Intermezzo—Thurban. Piano Solo. Prince's Orchestra

Valse Parisienne—Roberts. Prince's Orchestra

A1174 As Long as the Shamrock Grows Green—Osborne. Tenor Solo, orch. accomp. Walter Van Brunt

The Song that Reaches Irish Hearts—The Wearing of the Green—A. Von Tilzer. Baritone Solo, orch. accomp. John E. Meyer

A1175 Solveig's Song—Edvard Grieg. Cornet Solo, orch. accomp. Charles Leggett

Baby's Lullaby—Whitlock. Bell Solo, orch. accomp. Charles Leggett

A1176 Madame Sherry—Must Come. Must Come from Berlin—Le Boy. Tenor Solo, orch. accomp. Maurice Burkhardt

That's What I Call a Good Time—Christie. Soprano and Tenor Duet, orch. accomp. Ada Jones and Walter Van Brunt

12-IN. DOUBLE-DISC RECORDS.

A5392 In Einem Kuehnen Grunde—Gluck. Chorus, sung in German. N. Y. German Liederkranz

Das Herz—Sicher. Chorus, sung in German. N. Y. German Liederkranz

A5393 Love in Idleness—Serenade—Allen Macbeth. Chorus, sung in German. Prince's Orchestra

Nocturne from incidental music to "A Midsummer Night's Dream"—Mendelssohn. Prince's Orchestra

10-IN. BLUE-LABEL HUNGARIAN DOUBLE-DISC RECORDS.

E944 Hajnalba Humoros Jelenet, Humorista by Gondor Aurel, Zonogora es Cziganyzene Kiserettel

A Villambosban, Humorista by Gondor Aurel, Zonogora es Cziganyzene Kiserettel

E945 A Sazerelmes Penzbeszedo, Humoros Parjelenet, Humorista by Gondor Aurel, Zonogora es Cziganyzene Kiserettel

A Alma Szaladjan, Humoros Jelenet, Humorista by Gondor Aurel, Zonogora es Cziganyzene Kiserettel.

E946 Eltorott Az Egri Asszony Puttonja, Comic—Humorista by Gondor Aurel, Zonogora es Cziganyzene Kiserettel.

E947 Het Het Minden Darab Het, Humorista by Gondor Aurel, Zonogora es Cziganyzene Kiserettel.

A Gyurus Zsido, Humorista by Gondor Aurel, Zonogora es Cziganyzene Kiserettel.

E949 Nem Tudok En Heked Esak Viragos Adni, by Kiraly Erno, a "Kiraly Sznihaz Taaja"

Hej, Hiofa (Stoll), by Kiraly Erno, a "Kiraly Sznihaz Taaja."

E950 Két lizenet (Stoll), by Kiraly Erno, a "Kiraly Sznihaz Taaja."

Akaczlombos Kis Falumbol, by Kiraly Erno, a "Kiraly Sznihaz Taaja."

10-IN. DANISH DOUBLE-DISC RECORDS.

E963 De Rode Roser (Vedel Jensen), sung by Berggreens Kvartetten.

Humoristisks Katte Serenade (Paascl), sung by Berggreens Kvartetten.

E964 Anc Og Stine Paa Kirkegaarden (Berggreen), Komiker by Marius Berggreen.

Passiar Paa Kirkegaarden (Berggreen), Komiker by Marius Berggreen.

E965 Rikke, Af "Den Glade Skomagere" (R. Schonfeldt), Komiker by Jorgen Lund.

Pusteroret, Komiker by Marius Berggreen.

E966 Husmand Sang (Johann Skjoldborg), Baritone Solo, sung by Hans Petersen, Concertsanger.

Agnete Og Havmanden (N. B. Gade), Baritone Solo sung by Hans Petersen, Concertsanger.

E967 Fjorten Aar Troer Jeg Vist, Svensk Folkevis, Soprano Solo sung by Fru Willi Zwicki, Operasangerinde.

Tal Du Sagte Min Uene Nattegang (Hakon Borresen), Mezzo-Soprano Solo sung by Frk. Julie Wiegandt, Concertsangerin.

E968 Denmark Skal Staa (G. A. Lembecke), Baritone Solo sung by Hans Petersen, Concertsanger.

Aften Paa Loggian (Weyses), Tenor Solo sung by Age Wang-Holm, Kgl. Operasanger.

VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

17115 Hamlet on Friendship, from "Hamlet" (Shakespeare) Ben Greet

Benedick's Idea of a Wife, from "Much Ado About Nothing" (Shakespeare) Ben Greet

Rosario Bardoli, Victor Brass Quartet

5870 Herbstblumen (Autumn Flower) Op. 50, No. 5. Popper

17107 I Love the Name of Mary (Graft-Oldcott-Ball) Walter J. Van Brunt

There is Silver Now Where There was Gold (Huntington) Victor Brass Quartet

17108 Adopted Child (Creamer-Lemonier-Carle) Bob Roberts

Beans! Beans!! Beans!!! (Bowman-Smith) Eddie Morton

17109 Good Night, Good Night, Lovelied (Pinsuti) Victor Brass Quartet

Southern Cross (Clarke) Cornet H. L. Clarke

17110 Ben Hur Chariot Race March (Faull) Sosa's Band

March Shamoon—Irish Novelty (Willis) Arthur Pryor's Band

17111 Mr. Dream Man, Two-Step Medley Arthur Pryor's Band

The Grizzly-Turkey Trot (Roth-Roberts) Arthur Pryor's Band

17112 The Subway Glide (Gillespie-Norman) Walter J. Van Brunt

The Deedle Dum Dee, from "The Wall Street Girl" (Burt-Hein) Ada Jones

17113 That Aeroplane Glide (Israel) Peerless Quartet

That Sneaky Snakey Rag (Smith-Bowman) Collins and Harlan

17114 I'm the Guy (Goldberg-Grant) Billy Murray

You're My Baby (Brown-Ayer) American Quartet

17116 Sweetheart Sue (Reed-Christie) Albert Campbell-Lenny Burr

You'll Never Know the Good Fellow I've Been (Coogan) Walter J. Van Brunt

17117 Drifting (Williams) Elsie Baker-Fredk Wheeler

Roses, Roses Everywhere (Bingham-Trotter) Harvey Hindermeyer

17118 Down at Mammy Junny's (Kempner-Friedland) That Girl Quartet

When Uncle Joe Plays a Rag on His Old Banjo (Esrom-Morse) Banjo accomp. by Ossman

17119 Lucia Sextet Burlesque, sung in "Hanky Panky" and at the Winter Garden (Irving Berlin) Billy Murray and Vaudeville Quartet

17120 Omen Intermezzo (Hartz) Banjo, Fred Van Eps

William Tell Fantasie (Rossini) Xylophone. Wm. H. Reitz

17121 I Love You Truly (Carrie Jacobs-Bond) Voices of the Wood, Melody in F (Watson-Rubinstein) Elsie Baker

17122 Roses Bloom for Lovers, from "The Rose Maid" (Smith-Granchiestadren) Marguerite Dunlap

I'll Love You Forevermore (McKeen-Prantzen) John Young

55230 A Dream of Wagner, Fantasie on Wagner's Operas (Arr. by Fr. Burald) Arthur Pryor's Band

Reminiscences of Verdi (Arr. Fred. Godfrey) Sosa's Band

Victor Mixed Chorus.

31865 Songs of Ireland. Chorus, "The Harp That Once Thro' Tara's Halls" Solo "Last Rose of Summer," Solo and chorus "Love's Young Dream," Solo "The Wearing of the Green," Solo "Killarney," Chorus "Come Back to Erin."

PURPLE LABEL RECORDS.

70074 Scherzo Capriccio, piano accomp. Sabathil

Victor Herbert's Orchestra.

70075 Naughty Marietta Intermezzo, Victor Herbert

SPECIAL RECORDS FOR USE IN LODGES OF THE ROYAL ARCANUM. (Double Face).

17123 Royal Arcanum—Opening Ode (Tune "Rock of Ages") Sosa's Band

Royal Arcanum—Closing Ode (Tune "Green-ville") Sosa's Band

NEW RED SEAL RECORDS.

Marcel Journet, Bass—In German.

74276 Gotterdammerung—Hier sitzt ich singt Wagner (Here I Wait), Act I. Wagner

Alma Gluck, Soprano; Louise Homer, Contralto.—In Latin.

88380 Stabat Mater—Quis est homo (Who Would Not Pity?) Rossini

John McCormack, Tenor—In English.

64256 Eileen Aroon. Denis-McMurrugh

64259 The Harp that Once Thro' Tara's Halls. Moore

Margarete Matzenauer, Mezzo-Soprano.—In French.

87103 Carmen—Seguidilla (Near the Walls of Seville) Act I. Bizet

Herman Jadowker, Tenor.—In Italian.

76024 La Traviata—Dei miei bollenti spiriti (Wild My Dream of Youth) Act II. Verdi

76023 La Boheme—Racconto di Rodolfo (Rodolph's Narrative) Act I. Puccini

Johanna Gadsch, Soprano.—In German.

88362 Lobetanz—An allen Zweigen (Lovely Blossoms of Spring) Act I. Thuille

Wladimir de Fomann, Pianist.

64263 Mazurka, Op. 59, No. 3. Sharp minor.

74302 Etude, Op. 10, No. 12 (Arr. for left hand alone by Godowsky) Chopin

Rita Fornia, Soprano.—In German.

(Viola obbligato by Howard Rattav)

74227 Der Spielmann (The Minstrel) Op. 15 No. 1. Hindach

Maud Powell, Violinist, piano accomp. by George Falkenstein.

64264 To Spring Op. 43, No. 6. Grieg-Marcosson

ARABIAN DOUBLE-FACED RECORDS.

The following Arabian Records will be issued in form of Special Booklet, and will not appear in the August Monthly Supplement.

By Mohamed Effendi Farid.

63504 (a) Yamanta Wahichni (I) 10

(b) Yamanta Wahichni (II) 10

63505 (a) Yamanta Wahichni (III) 10

(b) Yamanta Wahichni (IV) 10

63506 (a) Haz El-Hayat (I) 10

(b) Haz El-Hayat (II) 10

By El Saied El Saffi.

63507 (a) Inna Wagdi (Kassida) (I) 10

(b) Inna Wagdi (Kassida) (II) 10

By Mohamed Effendi Salem El-Kebir.

63508 (a) Ya Man Asarani (I) 10

(b) Ya Man Asarani (II) 10

By Abd-El-Hai Effendi Helmi.

63558 (a) Ya Roh El-Notous (I) 10

(b) Ya Roh El-Notous (II) 10

63559 (a) Kount Fein (Higaz) (I) 10

(b) Kount Fein (Higaz) (II) 10

By Mohamed Effendi Salem El-Kebir.

63590 (a) Cherib El-Sabre (I) 10

(b) Cherib El-Sabre (II) 10

By Mohamed Effendi Sadek.

63605 (a) Min Abi ma Ahoual Gamal (I) 10

(b) Min Abi ma Ahoual Gamal (II) 10

By Mohamed Salem El Kebir.

63606 (a) Ya hleoua ya habibi 10

(b) Anlan ouasahan 10

DOUBLE-FACED BOHEMIAN RECORDS.

By Ibrano Victor Kapelou.

68283 (a) U zvonu je candrba! (Tichy) 12

(b) Kdzy si nas Dedecek (Soudeska) 12

DOUBLE-FACED POLISH RECORDS.

By S. Kuzniewicz.

63686 (a) O! Gwiazdeczko (piano accomp.) 10

(b) Chopin Conservatory Mixed Quartet.

63687 (a) Polonez Jubileusowy (Zukowski) 10

(b) Chopin Conservatory Male Quartet.

63687 (a) Idzie Stary Bez Wiesz (Gall) 10

(b) Chopin Conservatory Mixed Quartet.

(b) Witaj Majowa Jutrzenko (Piesn Patryotyczna) 10

By Boleslawa Iza Wawrzynska.

63688 (a) Wlazt Kotel napitek Mruza (Swiersynski) 10

(b) Chopin Conservatory Mixed Quartet.

(b) Modlitwa przed bitwa (Piesn Patryotyczna) 10

DOUBLE-FACED GERMAN RECORDS.

By Sigl und Stettmeyer.

63763 (a) Zwaa Munchna Stoatruga (Original) Comic song 10

(b) Gch, geb weg, Yodel (Original) comic song 10

63764 (a) Ex-Präsident Roosevelt aus Amerika. Orig.—Potpourri, I Teil, von C. Bernhard. Comic song 10

(b) Ex-Präsident Roosevelt aus Amerika. Orig.—Potpourri, II Teil, von C. Bernhard. Comic song 10

By Josef Bauer.

63765 (a) Der Simandl, Comic Specialty. 10

(b) In der Binderwerkstätte, Comic Specialty. 10

By Mirz und Mina.

63766 (a) Bayerische Farben. Yodel Specialty. 10

(b) Mein Steierland. Yodel Specialty. 10

By Käthe Fran-Witt.

68334 (a) Gretli und Hansel. I Teil. Märchen von Hedwig von Lepel—Gnütz. 12

(b) Gretli und Hansel. II Teil. Märchen von Hedwig von Lepel—Gnütz. 12

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AMBEROL CONCERT RECORDS.

28024 Barcarole—"The Tales of Hoffmann" Marie Kappold and Thomas Chalmers

28025 Lento from "American Quartet" The Oliver Meade Siker

28040 O Wert Tiou in the Cauld Blast—Cello Obligato. Eleanora de Cisneros and Paulo Gruppe

1065 Laughing Love—New York Military Band

1066 Ma Curly-Headed Baby—Harriet Bowden

1067 I'm Afraid, Pretty Maid, I'm Afraid—Billy Murray

1068 Oriental Rose—"Winter Garden"—C. W. Harrison

1069 U. S. Army Bugle Calls—Art I. Buglers N. Y. Military Band

1070 The Show Troupe at Pumpkin Center. Cal Stewart

1071 The Ragtime Gobin Min. Collins and Harlan

1072 'Tis All that I Can Say—Reed Miller

1073 Fireflies—American Standard Orchestra

1074 My Sumurun Girl—"winter Garden" Walter Van Brunt and Chorus

1075 As We Parted at the Gate—Harvey Hindermeyer and Donald Chalmers

1076 Sauerkraut Is Bully—Mildred Graham Reardon

1077 Y Como le Va—Tango Argentino. P. Watson

Edison Concert Band

1078 Take This Letter to My Mother. Will Oakland and Chorus

1079 A Night in Venice. E. Spencer & C. W. Harrison

1080 Movin' Man Don't Take My Baby Grand. Billy Murray and Chorus

1081 Passing Review—Patrol National Guard Life and Drum Corps

1082 Lead Me to That Beautiful Band. Stella Mayhew

1083 That Slippery Slide Trombone. Premier Quartet

1084 Embarrassment—Ada Jones and Mildred Graham Reardon

1085 Romance from "L'Éclair" Venetian Instrumental Trio

1086 Please Don't Take My Lovin' Man Away. Anna Chandler & Chorus

1087 Shall You? Shall I?—Edison Mixed Quartet

1088 Where the Silvery Colors Fade—Wends Its Way—Irving Gillette and Chorus

1089 Black Diamond Rag—New York Military Band

By the International Association Quartet

1090 The Church in the Wildwood. Margaret Keyes

1091 Remember Now Thy Creator. Porter & Harlan

1092 What Did He Do?—The U.S. Concert Band

1093 The Riches of Love. The U.S. Concert Band

1094 Pleased Is He That Readeeth. Golden & Hughes

1095 The Shepherd True. Collins & Harlan

STANDARD RECORDS.

10566 Viva la Jota—Spanish Dance. The U.S. Military Band

10567 Oh, Mr. Dream Man. National (London) Military Band

10568 Hear the Pickaniny Band. Ada Jones

Walter Van Brunt and Chorus

10569 The Roses, the Robins and You. Harvey Hindermeyer and Donald Chalmers

10570 Everybody's Doing It Now. Premier Quartet

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FOUR-MINUTE RECORDS.

1306 Facilita (Cornet Solo). Bohumir Kryl, and Band

1350 Uncle Josh and the Osteopath. Cal Stewart

1421 Manhattan Beach and Gladiator Marches. The U.S. Military Band

1473 Love Me or Not. Margaret Keyes

1474 The Country Postmaster. Porter & Harlan

1475 Fete Boheme etc. The U.S. Concert Band

1485 My Sweetheart's the Man in the Moon. Oakland & Thompson

1487 The Homeland. McCaskey & Jahn

1499 Pickaniny's Lullaby. Elsie Baker

1505 I'm Afraid, Pretty Maid, I'm Afraid. Billy Murray

1508 Lustspiel (Overture). The U.S. Concert Band

1534 Dear Old Rose. Harrison

1538 Jimmy Trigger, the Boy Hero. Golden & Hughes

1545 Oh You Circus Day. Collins & Harlan

TWO-MINUTE RECORDS.

470 Something's Going to Happen to You. Burr & Campbell

475 Absent. Emerson Williams

(Continued on page 74.)

RECORD BULLETIN FOR AUGUST, 1912.

(Continued from page 73.)

476 Hungarian Dance, No. 1.....
 I. Louis von der Mehden, Jr., and His Orchestra
 483 The Last Shot Got Him.....Collins
 484 I'd Love to Live in Loveland.....Ballard
 487 Oddisha Nightingale.....Burkhart
 494 Take Me Back to Dreamland.....Ballard
 495 My Killarney Rose.....Ada Jones

WIRELESS MUSIC 434 MILES.

Much Success Attends French Tests of Wireless Telephony.

For some time past extensive wireless telephony experiments have been under way at Toulon, France, where the Prince of Monaco has installed a board on the "Hirondelle," a wireless station with a radius of 600 to 700 kilometers. This apparatus gave a continuous current with musical sounds, producing all the notes of the octave.

The sounds were easily heard by an operator, who was able to distinguish them from the subsidiary sounds which are always produced during an electrical disturbance of the atmosphere.

A portion of the "Marseillaise" sent from Fort de Leau, in Algeria, was heard perfectly aboard the "Hirondelle" in the inner harbor of Toulon, a distance of over 700 kilometers (434 miles). The "Hirondelle" wireless mast is only 120 feet in height. The experiments were carried out at midday, when the transmission of Hertzian waves is most difficult.

Experiments in wireless telephony were made during recent naval maneuvers off Villefranche between the warships "Verité" and "Justice" of the French navy. At that time wireless telegraphy could not be worked on account of atmospheric disturbances caused by heavy gunfire, but telephony worked admirably at a distance of nearly 150 kilometers (93 miles).

SELECT A GOOD MAN.

Something of Walter G. Linton Who Has Been Chosen to Take Charge of the Talking Machine Department of the Estey Co.

Thos. K. Henderson, the new and efficient manager of the Estey Co. in Philadelphia, has engaged



Walter G. Linton.

Walter G. Linton to take charge of the talking machine department which has just been started most auspiciously in the Estey Co.'s handsome building in the Quaker City.

Mr. Linton is typical of the best brand of American salesman. A clean-cut, bright, brainy, always alive business man with a personality that pleases. For three years Mr. Linton sold Victors and in 1907 he was in charge of the talking machine department in Wanamaker's store. Two years later he joined the National Cash Register forces, and in 1911 he was persuaded to line up with the Columbia Phonograph Co. He is now leaving the Columbia staff and goes with Estey. Though the Columbia Co. regrets losing him there is some compensation in the fact that Mr. Linton

ATTRACTIVE COLUMBIA EXHIBIT AT MERCHANTS' CONVENTION, DALLAS.

The accompanying illustration shows the booth of the Columbia Phonograph Co. at the Twelfth Annual Convention of the Retail Merchants' Association of Texas, held at Dallas recently. The exhibit attracted much attention from retail merchants of Dallas, as well as visiting merchants from other sections of the State. The exhibit was the means of lining up many prospects for Dictaphone sales and was instrumental in furthering the reputation and publicity of the Columbia product in general. Texas is one of the strong



States of the South so far as the popularity of the Columbia is concerned.

will be doing Columbia work for the house of Estey, as it handles the Columbia product.

INTEREST ON OVERDUE ACCOUNTS.

Perusal of Letter Which Recently Won a Prize and Which Should Interest Readers.

A prize for the best letter written a customer, presenting the reasons for charging interest on overdue accounts, was recently offered by President Parker, of the St. Paul, Minn., Credit Men's Association. It was won by Z. H. Thomas, of that city, his letter being as follows:

"Replying to your favor of the 25th inst. regarding interest charged on your account we wish to say that our prices are based on getting our money according to our terms when our bills mature. The terms are plainly set forth upon our order sheets and invoices, are understood by you, and are just as much a matter of agreement as is the price of the merchandise.

"We are obliged to pay our bills when they become due, and have to depend upon our own receivables being paid promptly in order to do this. When our customers do not pay us it means that we must borrow money ourselves and pay interest on it in order to carry their accounts, and it certainly seems most reasonable that they should be willing to pay us interest to offset what we are obliged to pay in order to accommodate them.

"If you borrow the funds of your banker to pay us he charges you interest. If, instead, you depend upon us for the accommodation we are entitled to the same consideration at your hands as you would give him, for it is our money you are getting the use of, while we, in the meantime, are deprived of it.

"We want your business and shall always endeavor to merit it, and to that end assure you as good treatment as we give to any of our custom-

ers. We have but one policy, which is to treat all with equal fairness, and we cannot consistently exempt you from paying us interest on past due accounts while requiring it from others, and we feel sure this will appeal to you as just and reasonable."

CONVENIENT FOR VACATIONISTS.

Practically every vacationist, whether going to the woods, the beach or on an extended trip, wants to keep in touch with his home folks and his business house. For that purpose the convenience of a fountain pen meets with his instant approval. Right here is a field which is full of opportunities for the salesman who is wide awake enough to suggest fountain pens to the customer contemplating a vacation trip.

The greatest demand naturally falls upon the pen of the non-leakable type, such as Moore's Non-Leakable, the product of the American Fountain Pen Co. This pen is particularly adapted for vacationists because it can be joggled around any old way in the hip or vest pockets or in the pocket of a white outing shirt, without showing the slightest trace of leakage. It is a time and labor saver, too, as it requires no shaking or coaxing to start the ink flow, or no unscrewing of joints preparatory to filling. You should by all means have at least a small stock of Moore's Non-Leakables on hand to supply the vacationists' demand.

NEW HORNLESS MACHINE READY.

The U-S Phonograph Co. is showing samples of a new small-sized hornless machine which will soon be on the market in quantities and which is listed at \$25. The new machine is of convenient size, attractively finished and makes a thoroughly desirable addition to the strong line of the company.

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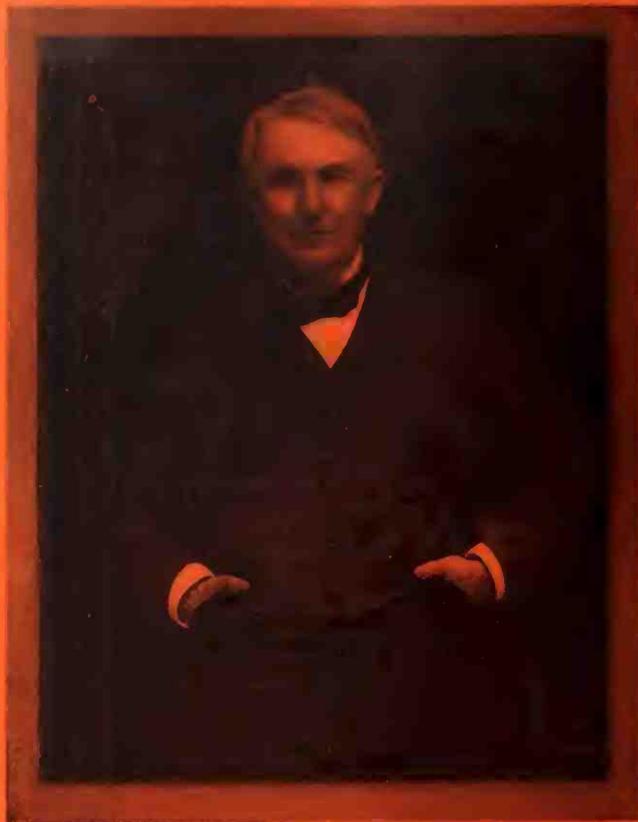
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