

# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

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



## The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces."—COLLIER'S, May 22, 1909.

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

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from \$20.00 to \$75.00

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

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

**Universal Talking Machine Mfg. Co.**

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Tampa..... Turner Music Co., 606 Franklin St.

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Chicago..... Benj. Allen & Co., 181-141 Wabash Ave.  
Chicago..... B. Ostrowsky, 616 So. Jefferson St.  
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Hoboken..... Eclipse Phon. Co., 203 Washington St.

NEW YORK

Brooklyn..... B. G. Warner, 1213 Bedford Ave.  
New York..... I. Davega, Jr., Inc., 125 West 125th St.  
New York..... Greater New York Phonograph Co.,  
310 Grand St.

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Fargo..... Stone Piano Co., 614 First Ave. N.  
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Akron..... Geo. S. Dales Co., 128 S. Main St.  
Cincinnati..... J. E. Poorman, Jr., 689 Main St.  
Cleveland..... The Bailey Company, Ontario St. and  
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Allegheny..... H. A. Becker, 601 Ohio St.  
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Philadelphia..... Harmonia Talking Machine Co., 1391  
Arch St.  
Philadelphia..... H. A. Weymann & Son, 1010 Chestnut  
St.  
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Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Gran-  
ville St.  
Winnipeg, Man. Whaley, Royce & Co., Ltd.

# The Talking Machine World

Vol. 7. No. 1.

New York, January 15, 1911.

Price Ten Cents

## A NEW CANADIAN HOUSE.

Canadian Talking Machine Supply Co. Organized in Winnipeg to Deal in All Kinds of Talking Machine Supplies and Accessories—A Live Manager at the Business Helm.

(Special to the Talking Machine World.)

Winnipeg, Man., Dec. 31, 1910.

One of the latest additions to the talking machine trade of this city is the Canadian Talking Machine Supply Co., which has been incorporated to deal in all accessories of the talking machine, including repair parts, record cabinets, dealers' stock and business follow-up systems, general supplies, etc. It is the intention of the new company to handle any new contrivance of importance or merit that may be put on the market in connection with the talking machine, and they will be ready to meet every demand of the trade by January 15, at the latest. Located as they are in Winnipeg, the center of Canada and the commercial metropolis of the West, they feel sure of making a success of the venture. H. O. Shuttleworth, a member of the Western Talking Machine Co., of this city, and an experienced talking machine man, is the manager of the new concern.

## MODERN BUSINESS ESSENTIALS.

Organization and Specialization Vital Needs of a Concern Seeking Success Under Present Conditions.

The center-point of modern business success is found in organization and specialization. The larger a concern becomes, the more vital are the scientific modern methods. There was a time when an executive head considered it his duty to spread his activities over all the departments of the business. A half century ago this was possible in the day when a small business was run on a large percentage of profit. To-day, it is a big business, with a small profit.

Materials and mechanical processes have become so standardized that the concern which would push ahead must do so by first-class policies; by perfect organization, and by methods of efficiency that produce maximum results with a minimum of expense in time or money.

Increased efficiency; increased profits. They go together. Men trained for the special work stand at the heads of the various departments, whether of manufacturing or selling. There are few, even among close observers, who note how large a part the specially trained man plays in the business of to-day. No one man has time or opportunity to learn all there is to be known in a great factory or store; and even if he knew it all, he could not be in twenty places at once, running them all.

## NEW CONCERN MAKES GOOD.

Doran Phonograph Co., Detroit, Handle a Heavy Holiday Trade That Cleans Out Stock.

(Special to the Talking Machine World.)

Detroit, Mich., Jan. 4, 1911.

The Doran Phonograph Co., Detroit's newest phonograph house, report that business has been exceptionally good for the past three weeks. They say they expected a large Christmas trade in Victor, Columbia and United States talking machines. "We bought heavily of all makes of talking machines, and I do not believe we had twenty-five of all makes in our store when the Christmas trade ended," said President Henry Doran. "We did not have a Victrola in our store for nearly two weeks before Christmas, and as a result we were forced to take orders for these machines and promise to deliver them as soon as we could after the first of the new year. Our wholesale business has also been very large, and for a new concern I can honestly say we have done all the business that we could possibly handle."

## BALL-FINTZE CO. REORGANIZED.

Additional Capital Amounting to \$50,000 Placed in the Business—New Officers of the Company—Cincinnati Branch Closed.

(Special to the Talking Machine World.)

Newark, O., Jan. 8, 1911.

The Ball-Fintze Co. have been reorganized and \$50,000 additional has been placed in the business, which enables them to enlarge and complete their lines and open an aggressive campaign for business during the coming season.

James Fintze, sales manager and purchasing agent, has retired from the company, being succeeded by A. E. Caldwell, E. F. Ball continuing as secretary and treasurer.

The Cincinnati branch at 1108-110 West Third street, has been closed and the stock moved to Newark, in order to concentrate the business. As Cincinnati and Newark are only 150 miles apart, the officers believe that the benefit to dealers buying from Cincinnati, resulting from their being able to concentrate all their energies at Newark, will outweigh the small difference in transportation charges.

## GOOD WORK BY CUPID.

Lawrence H. ("Bache'or") Lucker Announces Engagement to Minneapolis Belle.

(Special to the Talking Machine World.)

Minneapolis, Minn., Jan. 4, 1911.

How are the mighty fallen; the tiny shafts of Cupid have found and pierced the stony heart of another bachelor of the talking machine trade. The man who only a short time ago was heart and fancy free and had all the bachelor pleasures of great cities at his command, is heard repeating to himself:

"A book of verses underneath the bough,  
A jug of wine, a loaf of bread; and thou,  
Beside me singing in the wilderness.

Ah, wilderness were Paradise, enow."

Yep. It's true, boys, Laurence H. Lucker, head of the Minnesota Phonograph Co., has seen the folly of his ways and has announced that he will soon begin traveling in double harness. Here is the proof from the "Engagements" column of the Minneapolis paper of December 25:

"Mr. and Mrs. Martin Pfaff, of Lincoln avenue, St. Paul, announce the engagement of their daughter, Mariam Jeanette, to Laurence H. Lucker, of this city. The announcement is of much interest in Minneapolis, as the young people are well known here. Miss Pfaff spent two years at the University of Minnesota and is a member of the Kappa Alpha Theta sorority."

It'll be no more "Bachelor Lucker." The World joins Mr. Lucker's many friends in and out of the talking machine trade in extending congratulations and best wishes for a long and happy wedded life. He deserves it.

## FRANK STANLEY.

I.

I feel, somehow—now Stanley's dead—

As if the golden songs were o'er.

Before his voice all sorrow fled,

And joy returned for evermore.

But now gloom reigns—for Stanley's dead.

II.

I think it best—now Stanley's dead,

To lay his precious songs away.

To play them fills my heart with dread;

Dark clouds obscure the light of day—

The birds are still—for Stanley's dead.

III.

He's gone, 'tis true—Frank Stanley sleeps;

His voice, though, it will never die.

His audience still laughs and weeps,

Sweet records speed the hours by,

For they still live—though he is dead.

—Howard Taylor Middleton.

## VALUE OF ENTHUSIASM.

A Factor in Talking Machine Retailing That Is as Important as Salesmanship Itself—A Contagious Trait.

Enthusiasm—that's the thing that gets the money, that makes the public believe in you and your proposition. Have you got that, Mr. Dealer? Are you enthusiastic over the machines you handle—over the new additions to the line—over the records by the leading artists that appear in the catalogs? If not, you're on the wrong track.

You can't sell gold dollars for 90 cents unless you are enthusiastic regarding that which you are offering to the buyer, but figuratively speaking, you can sell the same trade the gold dollars at 10 cents premium if you are enthusiastic over the proposition and can show where, besides the ownership of the dollar itself, they get over 10 cents worth of satisfaction.

Enthusiasm, real enthusiasm, means a great deal more than simply belief in the goods you handle. It means that you cannot see anything better than that line during the time you are handling it and center your whole-hearted interest in it. Enthusiasm means that whether you sell a man or not at the time, he will leave your store convinced that your line is a mighty good one. Salesmanship is the ability to persuade the customer to close the deal for an outfit, but it is enthusiasm that causes him to stick around long enough to let you get in the fine salesmanship.

On some bright and cheerful morning the talking machine dealer counts his cash and decides that he will invest to the extent of a nifty new suit of clothes for the spring, and at his tailor's picks out one of the latest patterns in stripes. When the salesman sticks his under lip out for about an inch and complains of how the fashion has decreed stripes when checks should really be the favorites, the customer is very likely to be highly pleased with his selection—yes he is!

If the talking machine dealer can't become enthusiastic over the advances being constantly made in the trade and see points to arouse his interest in the new records and machines put out by the companies he represents, he might as well close out and go into another line. He owes it to himself and those depending upon him.

Take any of the really successful jobbers and dealers of the day and they are all enthusiasts. They study the new machines and records and always find points in them that command their earnest attention, and even though there may be features of the trade which they do not particularly approve of, there are so many good features that the bad ones are lost in the shuffle when it comes time to do the business.

Enthusiasm is even more contagious than the smallpox, and one live dealer who possesses that trait can convey it to an entire community. If you haven't contracted the trait of becoming enthusiastic over your business and its details, now is the time to begin. Enthusiasm will help to make the coming year a prosperous one for the discouraged dealer and a record one for the dealer who was satisfied with the results in the past. You can't inject the enthusiasm feature into your 1911 business after 1912 is here, and you are suffering from vain regrets. As it says in the Rubaiyat:

The moving finger writes, and having writ,

Moves on. Nor all your prayers nor wit

Can call it back to cancel half a line,

Nor all your tears wipe out one word of it.

In other words, you can't alter what has been or is, but what's going to be depends a whole lot on what you make it.

A fire which gutted the building occupied by George C. Wills, a piano and music dealer in Salem, Ore., recently, caused \$4,500 loss, including the destruction of a large number of talking machines and records. The loss was covered to a large extent by insurance.

## THE TALKING MACHINE TRADE IN JAPAN.

Interesting Letter from Tokio—Some of the Retailers of That City—Nipponophone Co. Handling Instruments Made by Japan-American Phonograph Co.—New Concern Which Is Capturing a Large Share of Trade in the Orient—Timely Comment on Conditions in Japan.

(Special to The Talking Machine World.)

Tokio, Japan, Dec. 8, 1910.

It may be of interest to the trade in general to learn that Japan is developing a business in talking machines that in a few short years will add considerably to the already large sums invested and earned elsewhere in this industry. There are several important dealers in Tokio with attractive stores on the Ginza (the Broadway of Tokio). Jujiya & Co. handle various lines, but principally the Victor. Sankodo & Co. are making in their Tokio factory a very good copy of the Columbia B1 graphophone. They sell records made by the Lyrophone Co., of Germany. The Standard Talking Machine Co. sell both imported and Japanese made records and machines. The Nipponophone Co. handle exclusively goods made in Japan by the Japan-American Phonograph Co. Tenshodo & Co. make a specialty of the Columbia line. They have a splendid location, and there is always a gaping crowd in front of their open doors listen-



JAPANESE NATIVES LISTENING TO CONCERT.

ing to the graphophone, which is kept playing to attract attention.

So far, only a few of the larger cities are being worked. There are branch stores in Yokohama, Osaka and Hakata, but other large centers like Nagasaki, Kyoto, Nagoya and Kobe are practically untouched. Little or no advertising is necessary or attempted, because the demand is just now larger than the supply. Up to the present there is only one concern manufacturing machines and records locally; this is the Japan-American Phonograph Co., a corporation financed and managed by resident American business men. They have a well equipped factory at Kawasaki and a recording laboratory at Tokio.

Here in Japan the business presents some novel features which are not met with in the trade in



LABORATORY STAFF OF THE JAPAN-AMERICAN PHONOGRAPH CO., TOKIO. J. O. PRESCOTT, GENERAL MANAGER, TO LEFT.

America and Europe. This is not to be wondered at. We expect some surprises in this topsyturvy country. We have been brought up to believe that people on the other side of the world not only walk with their hands hanging downwards, but do everything else upside down.

The copyright question is interesting because

there is no printed music and there are no publishers of popular songs to be reckoned with. The songs are old, being handed down from master to pupil verbally. The framers of the recently enacted copyright law have interpreted it as applying to phonograph records, with the idea of preventing the copying or so-called "dubbing" of records made by competitors. They have held that



NATIVE MUSICIANS PREPARING TO MAKE RECORDS.

the singer has a copyright to his peculiar way of singing the song without filing an application for it. They hold further that when a singer accepts payment for singing for a phonograph company he thereby transfers to that company his copyright for the song as sung by him on that particular occasion. Consequently, the company paying for sole rights in this way is protected under the copyright law. A good deal of "dubbing" was going on, and copied records at a cheaper price were on the market, but when the law was interpreted as above it put a stop to it all without long law suits or legal red tape.

In the homes the people put the talking machine

in the center of the room on the floor, and then gather around it, sitting on mats, smoking their tiny pipes, and listen attentively in silence. The walls and windows are of paper, and the whole neighborhood gets the benefit of the entertainment. The ordinary type of machine, with its flower-shaped horn, is in most favor, because when placed on the floor the horn throws the sound out at about the height of the heads of the people squatting around. Some attempts have been made to introduce the hornless machine, but with small success. With the tall kinds, like the Victrola, the operator must stretch his legs and stand up each time to change the record and needle. But with the machine on the floor and the records and needles beside him, he can remain kneeling in comfort.

In the smaller hornless machines, in which the horn is concealed under the motor, in the bottom of the cabinet, the sound comes out near the floor and is not so easily understood. It has, however, the one advantage of portability. Talking machine parties are coming to be quite the fad, and the owner of a good phonograph is proud of it and wants to show off before his friends. With his machine and records he clambers into a "rickshaw" and goes in style to spend the evening at some friend's house, where the little mysterious mechanical geisha makes him a welcome visitor. The tea-pot is always steaming over the red charcoal in the "hibachi," and between sipping tea, nibbling sweetened rice cakes, smoking cigarettes or tiny pipes, and indulging between time in a little harmless gossip, the evening passes very pleasantly.

It is notable that there are no popular songs, such as we know in America. Not in either the



ONE OF THE FACTORIES OF THE JAPAN-AMERICAN PHONO CO. AT KAWASAKI.

war with China, or in the more recent war with Russia, was any popular war song written, as would have been the case in Europe or America.

(Continued on page 6.)

## Disk and Cylinder RECORD CABINETS

Our 1911 Catalogue Is Ready  
SHOWS AN ENTIRELY NEW LINE

Be Sure and Get a Copy  
Cylinder Cabinets with Clamps instead of Pegs  
Dish Cabinets Equipped With  
BROWN'S PATENT FILING SYSTEM  
Attractive Prices to the Trade

If You Do Not Handle Our  
"GRAND OPERA" NEEDLE  
You Are Not Supplying Your Customers With The Best

Send For Samples and Prices

**THE EASTERN TALKING MACHINE CO.**  
177 Tremont Street BOSTON, MASS.

DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



# “Quality” business

Victor quality, Victor progressiveness and Victor advertising have made the Victor known throughout the world.

And every month in the year we keep on advertising the Victor to millions of people in every part of the country—and every Victor dealer can benefit by it if he does his part in getting after this good business.

Don't let your town lose sight of you for a moment. You stand for the greatest musical instrument in the world—let people know it.

It doesn't cost much to carry a full line of Victors, Victor-Victrolas and Victor Records, and to get all the new Victor Records every month.

And it can't help but pay you if you let the people know it.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

## VICTOR DISTRIBUTORS:

Albany, N. Y. . . . .	Finch & Hahn.	Elmira, N. Y. . . . .	Elmira Arms Co.	Oklahoma City, Okla.	Schmelzer Arms Co.
Altoona, Pa. . . . .	W. H. & L. C. Wolfe.	El Paso, Tex. . . . .	W. G. Walz Co.	Omaha, Neb. . . . .	A. Hospe Co.
Atlanta, Ga. . . . .	Elyea-Austell Co.	Galveston, Tex. . . . .	Thos. Goggan & Bros.		Nebraska Cycle Co.
	Phillips & Crew Co.	Grand Rapids, Mich.	J. A. J. Friedrich.	Peoria, Ill. . . . .	Putnam-Page Co., Incorp.
Austin, Tex. . . . .	The Petmecky Supply Co.	Honolulu, T. H. . . . .	Bergstrom Music Co., Ltd.	Philadelphia, Pa. . . . .	Sol Bloom, Inc.
Baltimore, Md. . . . .	Cohen & Hughes, Inc.	Indianapolis, Ind. . . . .	Musical Echo Co.		Louis Buehn & Brother.
	E. F. Droop & Sons Co.		Wulschner-Stewart Music Co.		J. E. Ditson & Co.
	H. R. Eisenbrandt Sons.	Jacksonville, Fla. . . . .	Carter & Logan Brothers.		C. J. Heppie & Son.
Bangor, Me. . . . .	M. H. Andrews.	Kansas City, Mo. . . . .	J. W. Jenkins Sons Music Co.		Penn. Phonograph Co., Inc.
Birmingham, Ala. . . . .	E. E. Forbes Piano Co.		Schmelzer Arms Co.		H. A. Weymann & Son, Inc.
	Talking Machine Co.	Knoxville, Tenn. . . . .	Knoxville Typewriter & Phonograph Co.	Pittsburg, Pa. . . . .	C. C. Mellor Co., Ltd.
Boston, Mass. . . . .	Oliver Ditson Co.				Standard Talking Machine Co.
	The Eastern Talking Machine Co.	Lincoln, Neb. . . . .	Ross P. Curtice Co.	Portland, Me. . . . .	Cressey & Allen.
	M. Steinert & Sons Co.	Little Rock, Ark. . . . .	O. K. Houck Piano Co.	Portland, Ore. . . . .	Sherman, Clay & Co.
Brooklyn, N. Y. . . . .	American Talking Machine Co.	Los Angeles, Cal. . . . .	Sherman, Clay & Co.	Richmond, Va. . . . .	Cable Piano Co., Inc.
Buffalo, N. Y. . . . .	W. D. Andrews.	Louisville, Ky. . . . .	Montenegro-Riehm Music Co.		W. D. Moses & Co.
	Neal, Clark & Neal Co.	Memphis, Tenn. . . . .	E. E. Forbes Piano Co.	Rochester, N. Y. . . . .	E. J. Chapman.
Burlington, Vt. . . . .	American Phonograph Co.		O. K. Houck Piano Co.		The Talking Machine Co.
Butte, Mont. . . . .	Orton Brothers.	Milwaukee, Wis. . . . .	Lawrence McGreal.	Salt Lake City, Utah . . . . .	Carstensen & Anson Co.
Canton, O. . . . .	The Klein & Heffelman Co.	Minneapolis, Minn. . . . .	Lawrence H. Lucker.		The Consolidated Music Co.
Chicago, Ill. . . . .	Lyon & Healy.	Mobile, Ala. . . . .	Wm. H. Reynolds.	San Antonio, Tex. . . . .	Thos. Goggan & Bros.
	The Rudolph Wurlitzer Co.	Montreal, Can. . . . .	Berliner Gramophone Co., Ltd.	San Francisco, Cal. . . . .	Sherman, Clay & Co.
	The Talking Machine Co.	Nashville, Tenn. . . . .	O. K. Houck Piano Co.	Savannah, Ga. . . . .	Phillips & Crew Co.
Cincinnati, O. . . . .	The Rudolph Wurlitzer Co.	Newark, N. J. . . . .	Price Talking Machine Co.	Seattle, Wash. . . . .	Sherman, Clay & Co.
Cleveland, O. . . . .	W. H. Buscher & Son.	Newark, O. . . . .	The Ball-Fintz Co.	Sioux Falls, S. D. . . . .	Talking Machine Exchange.
	Collister & Sayle.	New Haven, Conn. . . . .	Henry Horton.	Spokane, Wash. . . . .	Eilers Piano House.
	The Eelipse Musical Co.	New Orleans, La. . . . .	Nat'l. Auto. Fire Alarm Co.		Sherman, Clay & Co.
Columbus, O. . . . .	Perry B. Whitsit Co.		Philip Werlein, Ltd.	St. Louis, Mo. . . . .	Koerber-Brenner Music Co.
Denver, Colo. . . . .	The Hext Music Co.	New York, N. Y. . . . .	Blackman Talking Machine Co.		The Aeolian Company of Mo.
	The Knight-Campbell Music Co.		Sol. Bloom, Inc.	St. Paul, Minn. . . . .	W. J. Dyer & Bro.
Des Moines, Ia. . . . .	Clase & West.		C. Bruno & Son, Inc.		Koehler & Hinrichs.
	Harger & Blish, Inc.		I. Davega, Jr., Inc.	Syracuse, N. Y. . . . .	W. D. Andrews.
Detroit, Mich. . . . .	Grinnell Bros.		S. B. Davega Co.	Toledo, O. . . . .	The Whitney & Currier Co.
Dubuque, Iowa. . . . .	Harger & Blish, Inc.		Chas. H. Ditson & Co.	Washington, D. C. . . . .	E. F. Droop & Sons Co.
Duluth, Minn. . . . .	French & Bassett.		Jacot Music Box Co.		Robert C. Rogers Co.
			Lansay Brothers, Inc.		
			New York Talking Machine Co.		
			Silas E. Pearsall Co.		
			Benj. Switky.		

**Where *you* can't convince, the  
Columbia Demonstration Double-Disc  
Record will. Do yourself a good turn—  
give one to every bigoted owner of a  
disc talking machine and then book his  
order for Columbia Double-Disc Records.**



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

**THE TALKING MACHINE TRADE IN JAPAN.**

*(Continued from page 4.)*

There are two principal schools of the old classical ballads, one called Nagauta and the other Gidayo. Sometimes in the past it has happened that a singer of one of the favorite ballads would be so jealous of his rights that he would teach it only to his son, bequeathing it as an inheritance. This was possible, because there was no native system of musical notation, and the music could not be written down, but must be taught verbally by teacher to pupil.

Up to the coming of the phonograph these songs were seldom heard except in private entertainments, in which paid singers or geishas were employed, or in the public performances in the theatre. Only the very rich could afford to give private entertainments, so that for the middle or poorer classes a visit to the theatre on rare occasions offered the only chance for a musical treat. For this reason the phonograph, which brings the favorite singers and best songs right into their very homes, has come as a boon to the populace and is bound to make big changes in the musical ideas of the nation. There being no printed scores of these songs, the phonograph will occupy the unique position of being the only means within easy reach to cater to the musical demands of the public, as our sheet music does at home.

The effect of this has already been felt in the trade and a good demand has been created for a medium-priced machine. During the time when all machines and records had to be imported from America or Europe the high price kept the market limited to the rich. But the Japan-American Phonograph Co., manufacturing locally and taking advantage of the cheap labor and fuel and raw material, are supplying both machines and records at a price well within the means of the masses. Their standard machine, corresponding to the average \$25 machine in America, sells here for 25 yen (about \$12.50 gold). Records retail at 25 yen each (about 60 cents gold). An idea of the demand may be gathered from the fact that since February, 1910, when this company first commenced to make deliveries, they have made and sold a little over 5,000 machines and 340,000 records. As this represents their first year of business and the boom has hardly started, it gives promise of big things for local manufacturers who have had the foresight to anticipate and prepare for the rush.

A few years ago the bicycle business somewhat resembled the phonograph market to-day. Two or three concerns were wise enough to read the signs correctly, and got ready. So that this year, when "century runs" are all the rage, as they were in America twenty years ago, the bicycle and tire factories are reaping a harvest. Japan seems entering an era of prosperity. She is striving by every means to develop her industrial resources along modern lines and encouraging the growth of manufactures of all kinds. In July, 1911, the new protective tariff law will come into operation. Already various Japanese syndicates are forming in anticipation of this, preparing to inaugurate new industrial enterprises and produce at home

cheaply what they have formerly bought abroad at high prices.

Even to-day the Japanese point with greater pride to their tall chimneys, telegraphs, telephones, arc lamps and electric street cars than to those native arts which are always most interesting to the visiting foreigner. Industrially Japan hopes to bear the same relation to the neighboring continent of Asia that Great Britain bears to the continent of Europe. The recent annexation of Korea has a significance which is somewhat more than political, though this latter aspect has received widest newspaper comment. But to be fairly understood it must be considered in its bearing on the commercial development of Japan. With rapidly increasing numbers engaged in manufactures, the local agricultural, timber and mining resources will not be sufficient to meet the needs. But Korea, only a ferry service of nine hours' away, will be able to supply the growing demands for food products and raw materials, and keep the profits in Japanese hands.

**HEINEMANN'S AMBEROL RECORDS.**

This Famous German Lieder Singer Has Made  
Eight Records Which Are Destined to Win a  
Large Share of Appreciation.

The National Co., Orange, N. J., recently announced that they had been successful in securing eight Amberol records by Alexander Heinemann, the famous German "lieder" singer, who is now on tour in this country, appearing in the large cities, where his records cannot fail to find a ready market. Mr. Heinemann is a native of Berlin and received his musical education in that city. He had made considerable headway as a violinist, giving promise of becoming a fine player, when he was found to possess a beautiful baritone voice, and was advised to educate himself as a singer. Jenny Meyer, then directress of the Stern Conservatory of Music, Berlin, undertook the development of his voice, continuing until her death, whereupon Mr. Heinemann finished his studies at the same conservatory under Adolph Schulze.

He made his first public appearance in Berlin in 1897 and achieved an immediate success. This success has since been steadily repeated in almost every country of the continent. His concert work has everywhere been recognized as being of a high order. Mr. Heinemann was appointed principal teacher of song at the Stern Conservatory of Music, where he officiated most successfully for about eight years, scholars coming to him from all parts of the world. Later he was compelled to limit the number of his scholars, owing to his extensive concert trips at home and abroad. These trips took him to Austria, Hungary, Denmark, Sweden, Norway, England, France, Holland, etc., and he was everywhere received with enthusiasm. Mr. Heinemann is the possessor of several orders and gold medals for art and science. He has been for some years singer to the Duke of Anhalt. He also has considerable talent as a composer of music.

Mr. Heinemann made his American debut at

Mendelssohn Hall, New York City, November 3, 1910, before a large and enthusiastic audience, in a recital which won him unstinted praise from the metropolitan press and critics. Said one of the latter: "Mr. Heinemann has more to his credit than merely a beautiful voice, great and agreeable as this asset may be. He is an interpreter of authority and of dignity, rarely passing the line of good taste by over accentuation of dramatic effects. Perhaps the most important thing to be said about the coming of an artist of this caliber is that he is an admirable example to singers of what tone reproduction, style, diction and artistic singing should be. He is not without mannerisms, but they suggest his individuality and personality rather than the post of an artist seeking personal effect. In



ALEXANDER HEINEMANN.

his selections, too, Mr. Heinemann revealed the musician, one willing to go out of the beaten path, as there were very few of what may be termed the war horses of the recital singer on the program. Mr. Heinemann is one of the most valuable of the exponents of the modern German song literature, and the more he is heard the more one is impressed by the truly dramatic and rarely musical qualities of his songs."

The Heinemann records, which represent selections carefully culled from his extensive repertoire, including not only favorite German folk songs but several numbers which will be recognized as being of standard quality, were shipped to Edison jobbers early last month and may go on sale as soon as received. The list follows: 15,150, "Die Uhr" (Löewe); 15,151, "In einem kühlen Grunde" (Volklied); 15,152, "Fridericus Rex" (Loewe); 15,153, "Litanei" (Schubert); 15,154, "Trauungsge-sang" (Roessel); 15,155, "Hans und Liese" (Volklied); 15,156, "Herr, den ich tief im Herzen trage" (Hiller); 15,157, "Heinrich der Vogler" (Loewe).

## INDIAN SONGS RECORDED.

Under Title of "Chippewa Music" Miss Frances Dinsmore Has Written Most Interesting Observations on the Songs of the Chippewa Indians, Which Has Been Issued in Book Form by Bureau of American Ethnology.

Indian music, it may be said, has failed to attract the interest of the general public, but for many years it has been carefully studied by scientific men and women who have taken advantage of the invention of the phonograph to preserve the records of aboriginal music.

"Chippewa Music" is the title of a bulletin just issued by the Bureau of American Ethnology. It is the result of two years' study of Indian music by Miss Frances Densmore.

According to the present author "Chippewa songs are not petrified specimens; they are alive with the warm, red blood of human nature." Every phase of Chippewa life is expressed in music. Many of the songs are very old and are found on several reservations; others are said to be the more recent compositions of certain men who composed them during a dream or upon awaking from a dream. It is still customary for the Chippewa Indians to celebrate an important event by a song.

An interesting fact concerning Chippewa songs is that the melody is evidently considered more important than the words. In a succession of several renditions of a song it is not unusual to find the words occurring only once. The idea is the important thing, and that is firmly connected with the melody in the minds of the Indians. It is permissible and customary to compose new words for old tunes, but so far as has been observed, these are always similar in general character to the words previously used.

### CHARACTERISTIC CHIPPEWA MUSIC.

In her introduction Miss Densmore, under the heading, "Intonation," writes: "One of the characteristics of Chippewa singing observed during this study is that a vibrato, or wavering tone, is especially pleasing to the singers. This is difficult for them to acquire and is considered a sign of musical proficiency." She speaks of the rhythm and says: "The rhythm of a Chippewa song is as much a matter of composition as the melody and often expresses the idea of the song."

The songs described are classified as harmonic if their accented tones follow the intervals of a diatonic chord, and as melodic if their contiguous accented tones have no apparent chord relationship.

The songs of the Chippewa are usually accompanied by either the drum or the rattle, while the Chippewa lover intersperses his songs with the music of the flute. These instruments are fully described and illustrated.

Many of the songs are involved in the religious and medicinal ceremonies of the Chippewas, for they teach that long life is coincident with goodness, and that evil inevitably reacts on the offender. They have further, as their chief aim, the securing of health and long life to the Indians, and music forms an essential part of every means used to that end. The organization of the Grand Medicine Society is described and its ceremonies of initiation fully set forth.

These songs are depicted by graphic representations on birch bark, and a number of these are illustrated. Miss Densmore found that when a song had been phonographically recorded and the picture drawn on one reservation and later the phonograph record played on a distant reservation a member of the Grand Medicine Society would at once be able to reproduce the accompanying symbolical picture, identical with the original, differing only as one person draws better than another.

### TWO HUNDRED SONGS PRINTED IN BOOK.

The songs themselves, which form the larger portion of the book, are two hundred in number. They include the initiation songs of the Medicine Society, followed by a series of ceremonial songs. Then follow the love songs, the moccasin-game songs and a number of unclassified songs. The last fifty songs are from the Red Lake reservation and include war songs, love songs, moccasin-game songs and a series of unclassified songs.

The treatment of these songs by the author is uniform. Thus, for instance, the Song of a Scalp Dance consists of four staves of music showing several bars, followed by the words, which in this case are:

Some will be envious  
Who are in the sky;  
I am dancing around  
A man's scalp.

This is then elaborated with a narrative giving the story of the song and illustrated with the "song picture" of phonograph; then follows the "analysis" or description by Miss Densmore.

Some of the songs are suggestive of modern love-making. Thus, for instance, in one song the words are said to signify that "a young man asked a young girl to go and walk with him and said that if she did not come this evening he would come and ask her again to-morrow evening." Another is described as the "song of a lovelorn youth who meets another and asks if he has a bottle to cheer him up."

The bulletin is well illustrated with twelve plates and eight text figures in addition to the music. An excellent index accompanies the volume.

## TO KEEP FARM HANDS CONTENT.

Missouri Farmers Are Trying a New Expedient to Combat Lure of the City by the Use of Talking Machines and Successfully They Say.

(Special to the Talking Machine World.)

Mexico, Mo., Jan. 9, 1911.

That the motion picture machines in small towns are responsible for luring boys and young men away from the farm and that the talking machine and the postcard reflector in the farmhouse will keep him there is the opinion of many farmers, and they are buying talking machines and reflectors in the hope of stopping the flow away from the farm.

Many of these men attribute the present high prices of necessities of life to the scarcity of farm labor. In fact, every condition, except weather,

that does not meet the approval of the tiller of the soil is being laid at the door of the famine in "hired hands."

In half the corn fields near here this fall women helped men to gather the crop. They were women, for the most part, not accustomed to such labor, but they saw the necessity of getting the harvest completed before the snow fell.

Last summer many women living on farms near here left their duties in the household to drive teams and help the husbands put the crop in. Many of these women were college graduates.

A few years ago farm hands received \$15 to \$18 a month with the occasional loan of a horse to ride to town. To-day "hands" are hard to find at \$30 a month with every Saturday off and a ride to town in the family motor car.

## TALKING MACHINE EXPORTS.

The Figures for November Presented—Reports Show Strong Gain in All Departments of Industry—Some Interesting Figures.

(Special to the Talking Machine World.)

Washington, D. C., Jan. 8, 1911.

In the summary of exports and imports of the commerce of the United States for the month of November (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 November, 1910, amounted to \$316,960, as compared with \$193,641 for the same month of the previous year. The eleven months' exportation of talking machines, records and supplies amounted to \$2,455,874.

The best way to make sure that an account will not be collected is to give up trying to get the money. Nothing comes to him who waits for a delinquent debtor to call and settle.



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.

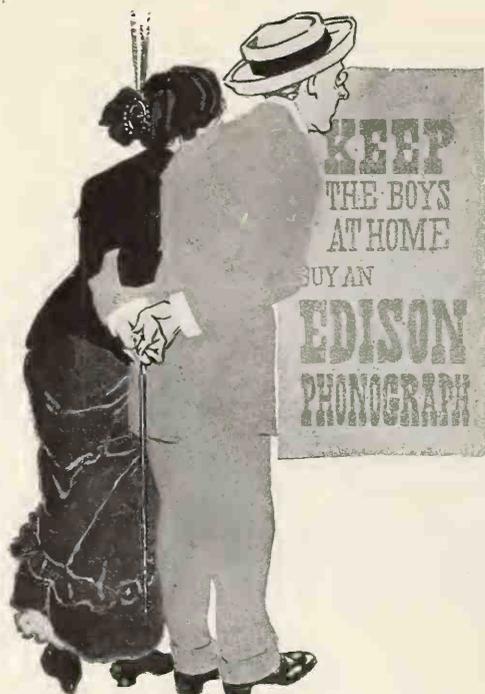
The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The 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.

# Another Triumph *for* *The* EDISON PHONOGRAPH



and a triumph for the dealer who pushes it. The new "Triumph" with Music Master Horn and Model "O" Reproducer is making the hit of the year.

Get in line with the live ones who are making a clean-up on the livest seller in the industry. Many a prospect for Home, Standard or even Fireside styles will gladly part with the difference in price on first sight of this beautiful instrument.

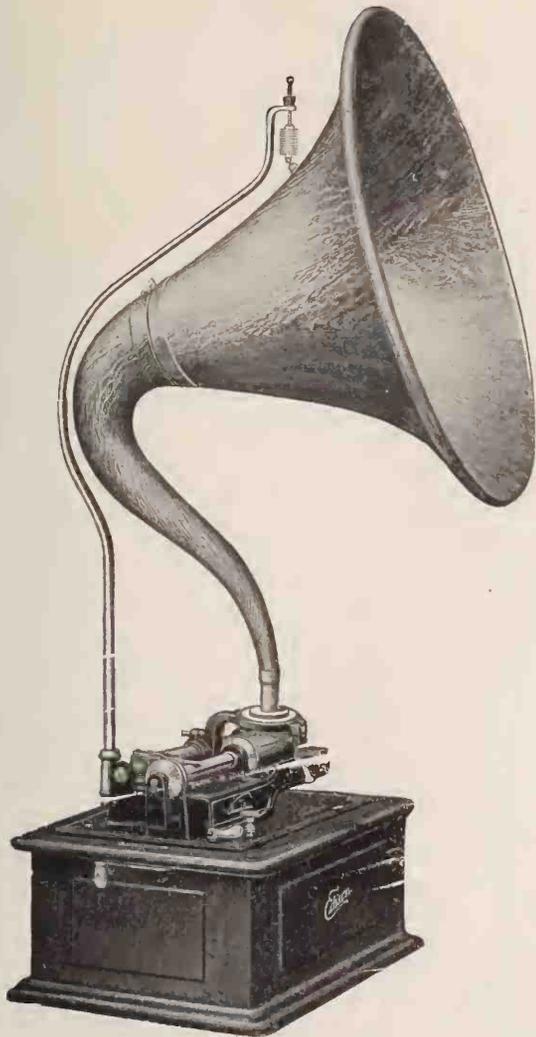
**National Phonograph Co.**

Here it is—

*the new*

**Edison Triumph**

**\$75 outfit**



the handsomest instrument (except the Amberola) that has ever been put upon the market. It is bringing home fortunes to Edison dealers from the thousands of customers whose taste ranks high, but who can't quite afford the Amberola. Push it! Write your jobber about this new \$75 "Triumph" outfit to-day.

59 Lakeside Ave., Orange, N. J.



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NEW YORK, JANUARY 15, 1911.

ACCORDING to reports from our correspondents throughout the country, talking machine dealers enjoyed a tremendous trade during the holidays and for December as a whole. In many respects it far exceeded expectations.

While machines of all styles were in demand, the higher priced hornless creations had the call. The week before the holidays jobbers in many instances found it impossible to supply dealers with these instruments, and a great many orders were carried over for later delivery.

Since the opening of the year trade has been somewhat quiet, but not unusually so. As a matter of fact, there has been great activity in the record business, due, of course, to the call for records from purchasers of machines during the holidays.

Talking machine manufacturers, jobbers and dealers, as a whole, are most optimistic regarding the general outlook for 1911, and look for a constant betterment in business as the months pass.

BUSINESS men generally have been "putting their houses in order" during the past year, with the result that the entire business situation is in a healthier condition than for many years past.

No one can overlook the fact that fundamentally the conditions are sound, for in the background stands the wonderful material resources of the country, which are exemplified in the tremendous crops of last year. The purchasing power which this wealth places in the hands of the farming communities has been evidenced in the demand for high-priced machines, particularly in the West and Northwest.

OF course, the talking machine merchants who are indifferent to the necessities of the business in the matter of equipment, advertising, and such means as recitals for attracting customers, may have some fault to find with the trend of things, but they themselves are solely to blame.

The talking machine men who have confidence in their business, its present and its future, are forging steadily ahead. There are no complaints from men of this type.

They are not sitting down fault-finding, but are forcing trade to come their way by using original methods in the conduct of their business and emphasizing in their literature and advertising the unique position which the talking machine has won in the musical world as an educator and entertainer.

THERE are possibilities on every hand for business broadening, if the dealer is keen enough to take advantage of them. There are still millions of people who are unaware of the tremendous influence which the talking machine is exercising today in our civilization, and how it is bringing the very best in music into the home.

Clubs, hotels, churches, concert halls, restaurants, cafés and numerous other public resorts are now using the talking machine as an entertainer, and wherever it has been placed it has impressed on its hearers how marvelously the talking machine has been perfected within recent years.

The dealers who are able to place talking machines in such places as the above mentioned, are sure to reap rewards in increased trade in their locality, because whenever the talking machine is placed in suitable environment it at once becomes a business incubator of no mean proportions.

In hotels particularly, where the talking machine is used, not only alone, but in conjunction with the orchestra, it has proven one of the greatest favorites, and it is a common thing to hear people remark that they had no conception that the talking machine was so perfect. A frequent hearing arouses enthusiasm, and this leads to sales. That is how business is helped.

IT is an old saying that goods well displayed are half sold, and this is just as true in the talking machine business as in any other line. There is nothing so essential to business augmentation as an attractive store. Dealers cannot be too particular on this point. An expenditure along these lines is money well spent.

One of the great factors in store display is good lighting. People do not stop before a poorly lighted store, while they always linger before a brilliantly illuminated window, which they admire, and then they invariably enter the store. With the customer once inside the fight is to be won. The moment he enters he should be properly served. He may be in a hurry and slowness and indifference may irritate him.

A dealer should never impose his own taste or fancies regarding his liking for styles of machines or records on a customer. He should be free to exercise his own appreciation, and should not be harassed with solici-

tations to select this or that thing in preference to another.

NO matter what the character of the customer or the extent of his purchase an equal courtesy should be exhibited to him. The best asset for a dealer is a satisfied customer, and it will not pay to allow anybody to leave the establishment with a bad impression formed from lack of courteous consideration.

At first glance it may seem as if the carrying out of these simple matters were easy, but as a matter of fact it oftentimes becomes necessary for a dealer to do violence to his own feelings—to be polite to disagreeable people, to be pleasant with grumblers, to be patient with the undecided, to be agreeable and in good humor with everybody.

It is, however, a good habit for salesmen to adopt.

IN the building of a business there is nothing so essential as the employment of a system—it is the neatly arranged shelves instead of miscellaneous bunching in the corner; it is the organized army instead of the mob; it is calmness instead of confusion.

The systematic man works according to method instead of in a haphazard way. He proceeds logically instead of helter-skelter. He knows where to find his things when he wants them. He knows the what, the why, and the where and the when of every phase of his business.

HE knows the quantities of talking machines and records he has on hand, how much was ordered, how much is yet to come. He can tell from his books how fast the goods are going, and how long it will take to get a repeat order. He can show what he wrote last year, and what the other man said in reply. He has his hand always on the lever.

The man who practices these precepts is the man who is moving ahead—the man who is not incurring liabilities without knowing where the money will come from to meet them. In other words, he is the man who is successfully building up not only a large, but a profitable business, which, after all, is the sum and substance of merchandising.

THE form of salesmanship that was considered best fifty years ago was the kind based upon the every-man-for-himself principle, if that is a principle. When the buyer and the seller came together it was a case of "dog eat dog," or "diamond cut diamond"; and the plan worked out more satisfactorily than it would now, because every man who set out to buy expected to be "trimmed" if the seller proved to be the sharper man. Nowadays there are so many men in the business of selling things "on the level" that the fellow who tries to follow the old method soon finds himself stranded.

You positively cannot succeed now with any kind of salesmanship but the honest kind. No other sort is scientific, practical, or useful in any way. It would not seem that there is need to reiterate such a statement, but one meets constantly with young men who have yet to learn that straight honesty in selling is of paramount importance.

## INTERESTING NEW FIELD FOR TALKING MACHINES

Opportunities Offered for Pleasing Effects Through Their Use in Connection with the Player-Piano—Both Instruments Now Developed to a Point Where They Can Offer Much to the Real Musician When Played Together—Some Suggestions for Accompanying Talking Machine Records on the Player-Piano That Are the Result of Successful Experience—Some Programs That Will Appeal to the Uninitiated—Some Interesting Pointers.

An almost virgin and fruitful field for talking machines is their use in conjunction with player-pianos which are now so widely popular throughout the country and which are fast assuming a position in the matter of output equal to the pianos themselves.

As is well known, the talking machine of the day has been highly perfected. Not alone has the mechanism of reproduction been brought to a point where there hardly seems to be further opportunity for physical improvement, but in recording there has also been equal progress. As a result of this and of the experiments which the manufacturers of these devices are continually prosecuting, it is not at all an exaggeration to say that the modern talking machine is a marvel of ingenuity and practical efficiency.

It may safely be asserted that recording and reproduction of the human voice have become entirely satisfactory, even to critical ears. The greatest singers of the world have hastened to add their voices to the already vast collections controlled by the manufacturers of talking machines. One can now sit at home and enjoy a whole grand opera, with the solo parts sung by world-famous operatic artists, while the choruses and incidentals are filled in the most capable manner. "Pagliacci," "Faust" and other works now exist complete in the shape of talking machine records. This is a tremendous fact and one perhaps that has hardly yet been properly impressed upon the minds of intelligent music lovers.

In the accompaniments of such beautiful art songs as those of Schubert, Franz, Brahms, Hugo Wolf, Richard Strauss and others, which are composed with such exquisite attention to detail and such an understanding of the whole artistic effect, the player-piano is a very important factor in connection with the production of the records of these songs on the talking machine. For, as a matter of fact, the piano parts are as wonderful as the solo writing, and when one is enabled to hear clearly the instrumental settings a still greater enjoyment of the records of these beautiful songs is possible.

Now a great many people who have player-pianos also have fine talking machines. It has perhaps sometimes occurred to them that a combination of the two, if practical, would be a splendid idea. Such a combination is perfectly practical. The object of this article is to show how the trick may be done.

In the beginning it should be clearly understood that there are certain physical limits imposed on talking machine records by reason of the methods adopted in their manufacture. Up to date it has not been practical to make records, either disc or cylinder, with a reproducing duration of more than four minutes, or thereabouts. In consequence it is often necessary to omit a part of a long song or of an instrumental solo. The accompaniments, therefore, sometimes have to be altered in accordance. Hence one cannot be sure, except in the case of quite short songs or solos, that a given accompaniment is available for the player-piano.

One music roll manufacturer, however, has made up a number of arrangements from piano and orchestral accompaniments used by one of the great talking machine companies. These accompaniments include the piano parts to art-songs and arias from grand opera, as sung by great artists. Some of the arrangements thus made are the accompaniments to "Celeste Aida," from Verdi's "Aida," sung by Caruso; to Schumann's "Two Grenadiers," sung by Blass, and to Nevin's "The Rosary," sung by Schumann-Heink. Others of like character have been arranged or are in process of arrangement. There are also some accompaniments to violin and cello solos, arranged in the same manner.

When one undertakes, then, by means of such a special roll, to give a player-piano accompaniment, certain preliminary conditions must first be fulfilled. The most important is the matter of pitch. Very few pianos are tuned at any fixed pitch, and the A by which bands and orchestras tune also varies considerably. As a matter of course, therefore, one's first experience is usually that the pitch of the singer's voice on the record does not agree with that of the player-piano one is going to use. In order to adjust these variations it is necessary to increase or decrease the number of revolutions made by the turn-table of the talking machine. This is done by turning the pointer of the speed-regulator on the speed-dial. The pitch rises when the speed is increased and falls when it is decreased.

When attempting to play an accompaniment to the record, then, one must have the score of the song, making sure to get it the right key, and strike the first few notes of the accompaniment with one's fingers on the keyboard, while at the same time the talking machine is started. Thus one can soon find out whether the piano is sharper or flatter than the voice of the record, and by turning the handle to right or left the speed-regulator can be adjusted so as to bring the two into harmony. When the true pitch is thus obtained on the talking machine the number of revolutions required, as shown on the adjusted speed-regulator, should be written on the seal of the record as a reminder.

When this important matter has been adjusted the player-pianist can proceed with his accompanying, and very interesting work it will come to be. If one can read music a little the task can be rendered much easier. In this case one can sit down and read the score while the song is going on, noting here and there the pauses, phrasing or other points of interest. When one has done this two or three times the general plan of the work will be pretty clear in one's mind. Then one can take up the roll and start to study that, using one's copy of the score to keep track of progress. When one has obtained in this way a clear view of the accompaniment the player-piano and record can be tried together.

Now, the first thing that strikes one when attempting an accompaniment is that the voice of the singer seems to come out of nothing, as it were, and one misses at first the intimate feeling caused by having the actual person near one. But as soon as one has clearly gotten in mind the way the singer phrases the song, one finds that the player-piano accompaniment follows in good order. Of course, it must always be kept in mind that the music roll does not of itself furnish the phrasing of the accompaniment, and therefore the accompanist must remember that he has to phrase almost instinctively. The work is most fascinating and adds immensely to the beauty and interest of both instruments.

Perhaps the most interesting thing about the whole affair is that the accompaniment, standing out as it does when thus rendered, enables one to judge much better and appreciate far more clearly the truly artistic nature of a fine song. When the player-piano is used one gets the full benefit of the whole composition and is able to appreciate fully the complete intention of the composer.

For the purpose which we have been discussing it is well to use the best talking machine one can get. The finest of all are the large hornless machines, as in these the once annoying scratchy sounds have almost entirely been eliminated, and the purity of tone is wonderful.

All the considerations herein suggested apply as well to accompaniments for solo instruments as to songs. Such numbers as the "Berceuse," from "Jocelyn," by Godard, arranged for cello solo, are

very interesting, as well as the "Ballade and Polonaise" of Vieuxtemps for violin.

Manufacturers of talking machines and music rolls have hitherto given slight attention to this very interesting field, but we feel sure that if a number of player-pianists, who are also owners of talking machines, will interest themselves in this fascinating work we shall find that the manufacturers will not be backward in doing their part.

The following notice, extracted from *The Talking Machine World* of July 15, 1909, has reference to a player-talking-machine recital held in New York shortly before that date. It has some interest as marking the date of what we believe to be the first attempt to combine the two instruments:

"In many of the leading hotels all over the country it is a common sight to see the orchestra accompanying large talking machines in a very creditable manner and, as a rule, greatly enhancing the beauty of the vocal selections by prominent artists. The player-piano demonstrator in one of the large department stores of Greater New York, however, has succeeded in accompanying some very difficult arias and even the famous sextet from "Lucia," that marvel of recording, reproduced by a talking machine with a player-piano, in a way to bring the audience, consisting of people who were in a position to appreciate true musical quality, to its feet in one great ovation.

"In referring to the achievement this gentleman said: 'Whether the idea of accompanying grand opera selections, rendered by a talking machine, on a player-piano has ever been carried out before or not, I am unable to say, but in this instance it was of my own conception. For over a week preceding the recital I practically remained closeted with the talking machine and the player-piano.'

Each record had to be played over a number of times until the speed of the machine had been so adjusted as to render the pitch exactly that of the player-piano. Then the playing of the music rolls had to be studied until they could be played in exact accordance with the personal delivery of the singer.

"The music rolls could, of course, be so played as to exhibit the individuality of the accompanist; the records naturally displayed the individuality of the singer or singers. To get these two factors working in complete harmony was far from being an easy task.

"When accompanying a singer in the flesh it is a comparatively simple matter to follow him, for each note can be watched, as it were. Where the tone issued from the depths of the sound-box, from nowhere, so to speak, a most weird impression is forced upon the performer at the player-piano."

At the recital thus described the program included, among others, the following selections, accompanied on the player-piano:

"The Two Grenadiers," Schumann, sung by Robert Blass; "The Rosary," Nevin, sung by Schumann-Heink; Sextet from "Lucia," Donizetti, sung by Caruso, Scotti, etc.; "Who Is Sylvia?" Schubert, sung by Emma Eames; cello solo, "Berceuse," Godard, played by Joseph Hollmann.

### POINTS FOR DEALERS TO OBSERVE.

To avoid confusion regarding orders for their horn equipment, the National Phonograph Co., Orange, N. J., recently sent out the following notification to Edison dealers:

"All Triumph orders, unless otherwise specified, are now being filled with Cygnet horn equipment. The omission of the straight horn equipment from the last machine catalog (form 1865), announced in sales department bulletin of August 6, 1910, would seem to preclude the necessity of further announcement; but confusion has arisen in the case of several orders recently because of misunderstanding on that very point. The trade is therefore urged to specify equipment when straight horns are wanted, as while the straight horn Triumph is still available, it will be supplied on special orders only."

Getting things done is a matter of first getting things started.



## Convenience of Operation New Flexible Tone Arm

The phonograph that is gaining in popularity by  
We have started the new year with magnificent pro  
that the trade understands we mean business and that

# U-S Combination Phonograph

is the greatest twentieth century innovation in phonographs—it is some-  
thing entirely new—something different than anything you have ever  
seen in its line—something with many exclusive features, every one of  
which stands out so perceptibly as to proclaim its entire superiority over  
all competitors.

Every day finds new dealers added to our already large list—but  
frankly we are not satisfied—we won't be satisfied until every first-class  
dealer, however large or small, handles the U-S.

We offer the trade a phonograph that they will never regret handling  
—a phonograph that makes good, and doubly good in every particular—a  
phonograph that is built for economy—strength—and phonograph satis-  
faction in every way. A phonograph that carries with it a positive guar-  
antee for each and every claim we make for it.

*We claim U-S Phonograph superiority*

- In its simplicity and convenience of operation.
- In its reproduction of tone absolutely true to pitch.
- In its quick changing to play two or four minute records.
- In its flexible tone arm.
- In its everlasting—indestructible—unbreakable records.

These are all strong, fast selling, exclusive features. They are fea-  
tures that must and do make pleased and permanent customers.

The U-S will thoroughly satisfy even the most critical.

The U-S will help you to keep your old customers, and will bring  
many new ones to your store.

It has such original and exclusive construction as to get all the  
music out of every record, no matter by whom the record is  
made.



## U-S PHONOGRAPH CO



**Quality of Tone  
Indestructibility of Records**

and bounds—day by day.

our holiday business was simply immense—all proving  
e here to stay. The

**U-S  
Everlasting  
Records**

are made of a guaranteed indestructible material (not wax); a material  
that no amount of hard usage can affect.

You can play the U-S beside any other phonograph—you can  
interchange records (the U-S Records fit any phonograph, and vice  
versa), and you will always find that the U-S stands out master of them  
all. It will play its own records better than any other kind. It will play  
any other record better than any other phonograph.

We never tie up a dealer in any way—we don't mind how many dif-  
ferent makes of phonographs he handles—we don't ask him to favor the  
U-S by any means—we do ask him to simply give the U-S the same  
showing that he does any other make—we know it will stand out and win  
out in comparison. We do not, we really cannot, fear honest competition.

**WE OFFER THE DEALER A MARGIN OF PROFIT  
MUCH IN EXCESS OF ANY OTHER  
PHONOGRAPH MANUFACTURER.**

Get in line for 1911 business now, by writing us to-day for full  
information, trade terms, etc., and you will not hesitate to immediately  
place the U-S in stock.

Fill out attached coupon, mail it to us to-day—we  
will do the rest.



**Cleveland, Ohio, U. S. A.**

FILL OUT THIS COUPON

**V-S  
Phonograph  
Co.  
1013 Oregon Ave.  
Cleveland, Ohio**

Jan. \_\_\_\_\_  
Gentlemen:  
Please send full particulars  
concerning the U-S Line of  
Phonographs and Records.

Name .....

Address .....

City .....

State .....

Now you can get the money of every man who has ever had a prejudice! The man with a check book is pretty likely to be the man who would "never have a talking-machine in the house." He is also the man who most quickly appreciates the Columbia Grafonola "De Luxe" or "Regent" at \$200, the "Mignon" at \$150, the "Elite" at \$100, or the "Favorite" at \$50.



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

## NEWS FROM THE SAINTLY CITY.

Good Reports Anent Business—Cyclonic Trade in Victor Goods—Lehman Piano Co. Take Columbia Agency—Big Sales of Grafonolas—American Phonographic Record Co. Incorporated—Bollman Bros.' Talker Department—Many Visitors Recently—Good Reports from Koerber-Brenner as Well as Other Leading Dealers—Other News of General Interest.

(Special to the Talking Machine World.)

St. Louis, Mo., Jan. 9, 1911.

The talking machine trade for the past month was very active and satisfying to all the local dealers. High-grade machines sold the most readily and the record demand was very good.

"A cyclonic wind-up" is the expression used by the Aeolian Co. in describing their Victor business for the last month of the year. A record was set for Victrola sales and the only obstacle that prevented them from doing more was the factory shortage on this instrument. The Victor ready-made Christmas display was prominently featured in the Aeolian Co.'s window, and positive proof of the value of these ready-made displays was shown by the number of customers it attracted.

Thomas Cummins, of the Aeolian Victor department, was confined to his home recently, being severely ill, but is now "back on the job."

Visiting dealers at Aeolian Hall during the past month were Wm. Blumhoff, Wentzville, Mo.; J. A. Kieselhorst, Alton, Ill.; John Winkler, Mascoutah, Ill.; Lee E. Gilbert and C. S. Browning, special representatives of the Victor Talking Machine Co.

Manager Walthall, of the Columbia Phonograph Co., reports that their holiday trade and for the entire month was exceptionally heavy, and particularly so for the higher-priced machines—the best December they ever had here. He closed a big deal with the Lehman Piano Co., of East St. Louis, Ill., by which they purchased a full stock of the Columbia line, and also with Wm. Bauer, 2201 Gravois avenue, this city, the latter putting in a complete Columbia disc line.

This concern had a very original show window to influence Christmas shoppers, and it proved a very good attraction. Their largest display window was set to represent a living room with chimney, grate and a real Christmas tree, with a Regent and Mignon machine. A living Santa Claus gave demonstrations of the working of the different types of talking machines. It sold a number of machines. Mr. Walthall had an advertisement in one of the Sunday papers on December 11 featuring the new Grafonola Favorite, and on the following Wednesday he received a \$50 draft from Fort Worth, Tex., ordering one by express. This is proving to be a great seller.

P. T. Locke, Columbia dealer at Springfield, Mo., passed through here December 13 and visited the local store of the Columbia Phonograph Co. He is figuring on opening a piano and Columbia phonograph store in some town in Illinois in the near future.

The Silverstone Talking Machine Co. had a very busy month during December, which showed a very large increase over the same month a year ago.

This concern will install a handsome new grand opera talking machine booth in the next few weeks.

In our last letter we referred to J. H. Allgaier as the traveling representative of the Silverstone Talking Machine Co. It should have read "The National Phonograph Co."

The American Phonographic Record Co., of St. Louis, has been incorporated with a capital of \$5,000, fully paid. Incorporators—Bernard Manovil, 56 shares; Gustave L. Stern, Philip W. Haberman, I. Folger and Clyde W. Wagner, 1 each. To manufacture and deal in phonographic records.

The Bollman Bros. Piano Co., who recently established an elaborate talking machine department, report having had a very excellent trade during December. This firm had a particularly attractive holiday window display, the foundation being a snow scene. It was greatly admired.

The Thiebes Piano Co. had a fine trade on high-class machines and records during December.

The F. G. Smith Piano Co., one of the newcomers in the talking machine business had a very good December business.

The following visitors were here recently: C. H. Hawk, Pocahontas, Ill.; Tony Harpstrite, New Baden, Ill.; Wm. Allen, Allen Music Co., Columbia, Mo.; C. N. Lanhart, Mattoon, Ill.

The Koerber-Brenner Music Co. enjoyed a big business during the month of December, and their talking machine trade for 1910 shows a 30 per cent. increase over 1909.

D. K. Myers, the well-known Zonophone jobber, reports having had a very fair trade for December. J. K. Savage, his traveler, spent the holidays here and left January 10 for a three months' trip through the Southwest.

## PENOBSCOT SONGS IN PHONOGRAPH.

University of Pennsylvania Has About 500 Records.

Dr. F. G. Speck, of the University of Pennsylvania Museum, received an invitation from Chief Michel Sabatis, of the Penobscot Indians, to attend the great election dance which was held by the tribe on the last night of 1910. The election dance is held only once every two years and marks the beginning of the reign of a new chief.

Dr. Speck spent all last summer living with the Penobscot Indians. He is greatly esteemed by them, because he can "make their voices talk again." Dr. Speck took with him a phonograph and into this phonograph he had the Indians sing their various songs. Altogether he has collected 200 different songs, which has brought the collection of Indian songs at the University Museum to 500.

"There," said Dr. Speck, to a correspondent, pointing to a score or more of pasteboard cases, "are the only real Indian songs. Such songs as 'Hiawatha' and similar popular airs are no more Indian than the Gregorian chants. No Indian would recognize them as his native music. All of us who are studying the Indian are struggling with the problem of Indian songs.

"I can whistle the air of some song to an Indian and he will recognize it, but if I attempt to

harmonize the melody by adding the bass the music immediately ceases to be Indian and the natives cannot recognize it. Thus far it has been absolutely impossible to harmonize the Indian melodies. All Indian melodies are in just the same state that European music was in the early part of the Middle Ages."

Dr. Speck has found that the Indian songs are older than the Indian languages. Tribes which have very different dialects will sing the same songs. For many years anthropologists have been trying to find the meaning of certain syllables and words which constantly appear in the Indian songs. By a comparison of the music of various tribes Dr. Speck has found that these interjections have no meaning at all, but are simply like the "hallelujah" of the anthems of the whites.

## PHONOGRAPHS AT APPLE SHOW.

Edison Machines Used at Entrances to Boom the Show—Prove Most Effective.

(Special to the Talking Machine World.)

Spokane, Wash., Jan. 4, 1911.

At the recent National Apple Show, held in this city, two Edison phonographs were used at separate entrances, which ground forth facts pertinent to the great exhibition, which interested everybody on the Coast. The "line of talk" was made into a record by Bert Morphy, "the man who sings to beat the band," and is as follows:

"Step up, step up, good people! See the big show. See King Apple 2,000,000 strong. Say, he's a pippin! He's a la la. He's a lu lu. He's a la-lu-la!—2,000,000—count 'em—2,000,000—and every one a pippin! There's a Maiden Blush for you. General admission is 35 cents. Don't overlook your change. You may need it. No mistakes rectified after leaving box office. Children under 16, 15 cents. That don't mean you, young woman. Everyone hold your ticket. Stop holding hands. You must have a ticket; you ought to have a girl. Be sure and get your change; don't change partners.

"General admission, 35 cents. Don't forget your change. The apple family is there. There are others. There's the vaudeville—ten big acts—ten. Hear Morphy sing to beat the band. Mind your hat band. Eat apple pies. See the pretty cooks demonstrate. Drink apple cider—it won't be hard on you. See the professor spray the bugs and put them on the run. Learn how to grow apples and grow rich doing it. Children under 16 years of age, 15 cents. General admission is 35 cents. Don't forget your change. Everyone must have a pasteboard. Be sure and get your change. Don't leave your change at the box office. No mistakes rectified after leaving the window. This goes, see!

"The Enakops—it is to laugh. Did you see 'em pinch Bob Cosgrove? If Chief Doust's police were half as now, don't get personal. Pry yourself loose from your money. It's the root of all evil. It's pretty near the root of the apple tree. Don't be stingy. Spend your money free with that girl. She don't like a tightwad."

The Edison jobbers of the city say the novelty of this bit of enterprise caught the crowds and proved a big success.

**HOLLENBERG MUSIC CO. BURNED OUT.**

Building Occupied by the Representative of the Columbia Phonograph Co. as Well as Contents, Totally Destroyed by Fire Causing Loss of \$70,000 to Building and \$60,000 to Stock—Partly Insured—New Quarters Secured—Will Rebuild on Old Site—What Col. Hollenberg Says.

(Special to the Talking Machine World.)

Little Rock, Ark., Jan. 8, 1911.

The Hollenberg building, five stories high, fifty feet by one hundred and forty feet, and one of the handsomest piano stores in the United States—taking into consideration its appointment and a ten thousand dollar music hall—was destroyed by fire on the morning of January 3 at 3 a. m. The building and entire contents are a total loss, and in addition one whole city block, perhaps the best appointed in Little Rock, if not in Arkansas, was entirely destroyed, as well as all the stocks of merchandise contained therein. The aggregate loss is approximately \$750,000. The building occupied by the Hollenberg Music Co. was valued at \$70,000. The stock of pianos, organs and Columbia graphophones contained therein and fixtures, all of which were a total loss, were worth \$60,000. Insurance, \$50,000. Not a single sheet of paper, catalog, desk or anything else was saved. Everything was absolutely cleaned out. The next morning the company did not have a new piano, except at the depot, and not a single second-hand instrument, except a few that were rented.

The Hollenberg Music Co. are now occupying premises at 604-606 Main street, just across from their former premises. Their new quarters are fifty feet by one hundred and forty, and after extensive alterations are made in the building, they will have a most attractive establishment.

In an interview with Col. F. B. T. Hollenberg, he said: "We expect to rebuild a little later and will try to build better than before. While we are covered for the actual loss and property destroyed, yet our loss will run into many thousands of dollars on account of the total destruction of everything we had in the way of accessories. Our vaults stood the test, and fortunately all book accounts, leases and everything of that kind were intact this morning when we opened up the vaults. We have received hundreds of letters and telegrams of sympathy, and we appreciate them very highly. We want to thank the entire trade for their kind expressions, and to assure them that they will be long remembered. It encourages us to increase our efforts, which have always been to have the best in the country, to earn the respect of all and to help everybody we can."

**STANLEY BENEFIT ON MARCH 8.**

Committee in Charge of Benefit for Widow and Family of Frank C. Stanley Have Secured a Great Roster of Talent for the Benefit to be Held at the Amsterdam Opera House.

The special committee selected to arrange the benefit for the widow and family of Frank C. Stanley (W. Stanley Grinstead), the deceased record artist of Orange, N. J., held a preliminary meeting in New York January 7. A conference of the full committee followed on the following Monday, those present being Walter H. Miller, National Phonograph Co.; Victor H. Emerson, Columbia Phonograph Co.; John S. MacDonald, representing C. G. Child, Victor Talking Machine Co.; John Kaiser, U. S. Phonograph Co., and Ernest R. Ball, the song writer, representing the music publishers.

The committee selected March 8 as the date on which the benefit will be given and have secured the Amsterdam Opera House, Forty-fourth street, New York, for the purpose. The following talent have volunteered their services: Harry Macdonough, Will Oakland, W. H. Thompson, W. H. Hooley, Billy Murray, Arthur Collins, Byron G. Harlan, Edward E. Mecker, Harry Burr, Dan Brunt, Frank Coombs, Peerless Quartette, American Quartette, Premier Quartette, Albert Denzler, Charles De Almaine, Charles Buano, Harry Hindemeyer, Harry Anthony, J. F. Harrison, Billy Golven, Steve Porter, Albert Campbell, Vess Osmann, Ada Jones, Len Spencer and others.

**TALKING MACHINE DEALERS MEET.**

Regular Meeting of the Eastern States Association Held in New York—Some of the Matters Taken Up—May Reduce Membership Fees at Next Meeting in March.

A meeting of the Eastern States Talking Machine Dealers' Association was held at the Cafe D'Or, West Twenty-fourth street, near Sixth avenue, New York, on Wednesday, January 11, with a large proportion of the membership in attendance.

In addition to the regular order of business a number of special questions were taken up, including the policy of the manufacturers in turning over the names of the prospects, who have written directly to the factory, to the nearest dealer in the territory in which the prospect lives. Some of the dealers cited instances where factory salesmen had sold machines and records, or the sale had been made through the nearest jobber, thus practically cutting into the dealer's trade. A resolution was passed to the effect that the companies be requested to make known their rule of procedure when names of prospects were received at the factories.

One of the interesting speakers at the meeting was R. B. Caldwell, vice-president of the Blackman Talking Machine Co., who, drawing upon his knowledge of the affairs of the jobbers' association, offered some excellent advice to the dealer regarding methods for increasing the strength of their organization and holding it together, thus making it a real factor in the trade.

The association is rapidly approaching its first anniversary and though excellent progress has been made both in securing members and in the results accomplished, the growth of membership has not been as fast as was desired despite the hard work of those at the head of the organization. It was therefore announced that at the next meeting, on the second Wednesday in March, a move would be made to reduce the active membership fee to \$3 and the associate to \$1.50.

After the regular session had adjourned the executive committee met for the purpose of discussing the new exchange propositions and other matters of importance to the entire body.

**WANAMAKER'S BIG VICTROLA TRADE.**

Sold \$100,000 of These Instruments in December in Philadelphia and New York Stores.

In December the talking machine department of John Wanamaker's New York and Philadelphia stores sold Victrolas to the amount of \$100,000. L. J. Gerson, the manager, said: "Every delivery was made as we had placed our order in the summer for our requirements, which we calculated from the preceding holiday business, and therefore was arranged on a very liberal basis. Further, every Victrola was paid for by us in advance of the deliveries."

**ADVANCE NOTICE OF ADDITIONS.**

At the suggestion of jobbers who are carrying the entire foreign catalogs, or part of them, the National Co. are now giving approximately thirty days' notice of each addition to such lists. This plan was inaugurated with the February supplement. This scheme gives the jobber plenty of time to place the records in stock and get them into the hands of his dealers before the selling date—the 10th of each succeeding month in each case—as the orders will be filled promptly upon receipt.

**HANDLING THE VICTOR IN ALTON, ILL.**

The J. A. Kieselhorst Piano Co., of 317 to 321 State street, Alton, Ill., have favored us with a photograph showing the interior of their establishment, with their Victor talking machine department strongly in evidence. The entire rear section of the store is given over to that department, and yet during the recent holidays it was found that the space allotted was hardly sufficient to meet the demands of the trade.

**BLACKMAN SAVES MONEY FOR DEALERS**

"LIVE" DEALERS ARE FOLLOWING HIS "SAVING" PLAN

**YOU ARE WASTING TIME AND MONEY.**

That's what you are doing if you handle EDISON and VICTOR but buy each line from a different jobber.

**STOP THE LEAK AND INCREASE YOUR PROFIT.**

Don't keep sending TWO orders, waiting for TWO shipments, and then pay TWO expressages.

**ORDER BOTH EDISON AND VICTOR FROM "BLACKMAN."**

Simply make out ONE order for anything you want for EDISON or VICTOR, send it to BLACKMAN and you will get the goods AT ONCE in ONE shipment instead of TWO. See the time and money it saves?

**LET "BLACKMAN" DO THE WORRYING.**

We say this because he won't do any. These "ONE LINE" Jobbers may tell you that "BLACKMAN'S" stock of EDISON or VICTOR is not as complete as theirs. Put the test in an order and we will ship you "BLACKMAN'S" answer.

**YOU CAN'T AFFORD TO OVERLOOK THIS.**

Watch your most successful competitors and see if they don't get the "BLACKMAN SERVICE."

We don't handle anything but EDISON and VICTOR and you can bet that we are there with the goods. You don't have to take our word for this. Send us an order and find out for yourself.

YOURS FOR THE GOODS

**BLACKMAN TALKING MACHINE CO.**

J. NEWCOMB BLACKMAN, Pres.

"THE WHITE BLACKMAN"

97 CHAMBERS STREET

NEW YORK

EVERYTHING FOR EDISON AND VICTOR

# The Talking Machine Trade in New England

## THE TRADE IN LOWELL, MASS.

The Closing Down of Mills Has Affected the Talking Machine Trade to Some Extent—Holiday Trade, However, of Good Volume—Great Activity at the Bagshaw Talking Machine Needle Factory—What Thomas Wardell Reports—Steinert's Victor Trade—Nelson Doing Well with the Columbia.

(Special to the Talking Machine World.)

Lowell, Mass., Jan. 7, 1911.

Mills—the main industry of the city—threaten to shut down for a considerable period. Some are shut down now for a brief time. This affects the talking machine retail business with the cheaper business particularly, and to some extent with the higher-priced goods. No one can forecast to just what volume depression will be felt. The public are feeling their way along, so to speak, and while the holiday business was good, the outlook for January is not any too bright.

Of course, local conditions do not in any way affect the big factories of W. H. Bagshaw, manufacturers of talking machine needles. Their output is scattered all over the country with jobbers, and they are doing more business to-day than for a long time. Speaking to *The World*, W. H. Bagshaw remarked: "The past year proved to be a good one with us. We are extremely busy, orders are coming in well, and it is more of a problem to us on the shipping end than for business. The trade appreciate 'quality' needles, and we won't allow any other kind to be made. Needles of this character may take a trifle longer to produce at a little extra expense to us, but the good will of permanent patrons who appreciate the highest grade in needle construction more than offsets the financial loss in profits. This extra supervision on needle making does not add to our prices at all, as our prices are as low or lower than any of the world's makers, quality considered."

Thomas Wardell, or "Tom," as the trade call him, the Edison jobber, reports a good holiday business, both wholesale and retail. "Tom" got interested in the Edison line way back at the beginning of the industry, when he used to sing for records. And by the way, "Tom" was once a real actor, being on the stage with Fanny Rice, and even now hangs on to his former art by belonging to a well-known quartet.

The Victor dealers, M. Steinert & Sons Co., attest

a very comfortable business right through the entire line. J. L. Hiser is the new manager of the department.

Columbia goods are being handled in a vigorous manner by Nelson's Department Store, one of the largest stores in New England.

George H. Bachelder is an old-time, experienced talking machine man, and is having deserved success with the Edison products.

## EXPANSION IN MAINE.

New Dealers Started by the Columbia Phonograph Co.—Cressey & Allen Closed an Excellent Holiday Trade with the Victor—The Same May Be Said of the Portland Sporting Goods Co. Who Handle the Edison Line.

(Special to the Talking Machine World.)

Portland, Me., Jan. 9, 1911.

It is apparent that the pending few months will continue to be large for the talking machine trade. The past holiday trade was excellent, and a number of the dealers made some big scores in sales.

G. P. Donnelly, manager of the Portland branch of the Columbia Phonograph Co., says that they are starting many new dealers throughout the States of Maine and New Hampshire, with a view of strongly entrenching the Columbia Company in that territory. Mr. Donnelly added: "The new concert grand re-producer has certainly made a hit, and we are reaping the benefit of it in increased sales of both records and machines." Mr. Donnelly is showing his aggressiveness all right in the increased business that they are transacting.

The Victor jobbers, Cressey & Allen, are another well-known house to share in the December and holiday prosperity. Louis W. Frickett is the able manager of their talking machine department.

Portland Sporting Goods Co. is the local distributor of Edison products.

## KILHAM'S AMBEROLA TRADE.

Had a Big Demand for These Instruments Before Christmas.

(Special to the Talking Machine World.)

Beverly, Mass., Jan. 9, 1911.

J. F. Kilham, the Edison dealer, sold five Amberolas the few days before Xmas. He is one of the

most enthusiastic Edison men in the country, and contends if dealers will only go after the "big" ones, they will surely get them. Of course, Mr. Kilham sells every type of a machine, but his aim is for the high-class trade, as not only will they buy the best machines, but are the people to buy a large number of records each month.

## CONDITIONS IN VERMONT.

Many Dealers Not Alive to the Possibilities of the Talking Machine Trade—Now Time to Wake Up—Success of the American Phonograph Co. Worthy of Emulation.

(Special to the Talking Machine World.)

Burlington, Vt., Jan. 7, 1911.

W. A. Moulton, manager of the American Phonograph Co., Edison and Victor jobbers, is a most enthusiastic talking machine man, and is doing considerable to boom the business in Vermont. There are a lot of "dead" dealers in the Vermont territory; dealers who are suffering from lack of enthusiasm and effort. This, however, is not confined to the talking machine industry, but it is a condition that can be found in almost any line in Vermont. So what the whole State really needs, barring "live ones" like the American Co., is a tonic.

Mr. Moulton reports that business is good considering, although collections are off. There is a strong demand for machines particularly. The outlook is decidedly encouraging for a brilliant 1911.

The Columbia Phonograph Co. are the succeeding company to R. C. Smith & Co., and they are getting after the trade in good style.

## LETTERS SHOULD BE ANSWERED.

A Boston jobber says he has a hard time getting answers to letters addressed to dealers. He adds: "Why dealers do not answer correspondence promptly, I cannot understand. It is the same as with conversation. If a man doesn't answer a question, you would consider him tongue-tied, or otherwise lacking in one of the five senses. But in letter-writing, they procrastinate again and again, and then when we meet them personally, they are full of apologies. The bigger the dealer the quicker he answers, but the main fault is with the smaller dealers." The above jobber's principal complaint is that letters are not answered at all. It is a well-known fact that correspondence should at least be acknowledged if not answered, and as the general tendency is to this end, the talking machine trade should be foremost.

## BOSTON CYCLE & SUNDRY CO.

(Special to the Talking Machine World.)

Boston, Mass., Jan. 9, 1911.

New England dealers will be glad to know of the return of the Boston Cycle & Sundry Co., exclusive Edison jobbers, to their old established name. For the past few months they have been operating under the name of the Linscott Sporting Goods Co., named so in honor of J. M. Linscott, manager of the company, but the tremendous prestige enjoyed by their long establishment and thousands of dollars spent in advertising is the reason for the change. Charles R. Cooper is the general manager of the Edison department.

## J. A. HOLOHAN IN CHARGE.

(Special to the Talking Machine World.)

Boston, Mass., Jan. 10, 1911.

James A. Holohan has been appointed manager of the Columbia department of the Henry Siegel Co. He is an experienced man in this line; has many friends in the city, and judging from his December sales, he will make this department the most successful it has ever been.

The past month has augmented the production at the needle factory of John M. Dean, Putnam, Conn. One of the features of the Dean plan is furnishing needles in special envelopes printed with the advertisement of jobbers.

# BOSTON CYCLE & SUNDRY CO.

EDISON  
JOBBER'S BOSTON

A New Year's Resolve—let us fill your next Edison order.

Every January appears a bunch of ads with "Start the New Year right," etc. Some are heeded, more are not.

This is New Year's advice in the HEED-CLASS, because it means money in your pockets.

Our Exclusive Edison Service is quick throughout the year; it provides for goods at an instant's notice—a service you must have to reap the largest profits.

Write, wire or phone us and get our interesting proposition.

**BOSTON CYCLE & SUNDRY CO.**  
J. M. LINSOTT, Mgr.

**48 Hanover Street**  
**Boston, Mass.**

# FROM OUR BOSTON HEADQUARTERS

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

(Special to the Talking Machine World.)

Boston, Mass., Jan. 9, 1911.

Without exception, jobbers and dealers unite in attesting that 1910 was the largest year in their history. This occurring in a none too good year is indicative of the tremendous growth of the talking machine industry in Boston. The year was not as large as it should have been simply because the goods were not available for the holiday rush; there was an unprecedented crush in orders—orders that were placed too late by dealers—and this disappointment was keenly felt, notwithstanding the month's sales were historically large. Those who lost thereby say that next year their orders will go in early. They said this a year ago when profits were held up in a similar manner, but will they in 1911?

**Outlook Encouraging for 1911.**

For a 1911 outlook the field is decidedly encouraging, and the trade are making a strenuous campaign for a big volume of business. The talking machine rests on a solid foundation of musical qualities; 'tis seldom that a slur is cast upon the usefulness of a machine, and then only by people absolutely incompetent to judge. What does this mean? Unquestionably the talking machine's recognition by practically everyone, whether rich or poor, is because the makers of machines have created instruments to dovetail with the lean or fat purse; not only is the latchkey hanging out of the public's house for the talking machine's reception, but they have battered down the door and it can walk in. The Boston or New England dealer, therefore, who does not use enthusiasm and energy in making 1911 a bountiful year and a "record" year is missing an opportunity like the near-sighted man who walked over a pocketbook bulging out with money.

**Growth of Boston Houses During 1910.**

To return to the first paragraph, here are some of the Boston houses who stand in the leader class in comparison of the past year's growth. E. F. Taft, general manager of the Eastern Talking Machine Co., Edison and Victor jobbers, said the year was remarkable and there exists a fair margin over the volume of their previous best year—1907. The latter year, by the way, was the standard for sales until it was replaced by the 1910 standard.

Charles R. Cooper, manager of the Edison department of the Boston Cycle & Sundry Co., adds his words of praise for a generous patronage, particularly in the wholesale field, which likewise created a new high-water mark.

**Progress with Oliver Ditson Co.**

The Oliver Ditson Co., the "largest Victor jobbers east of Chicago," according to Henry Winkleman, manager of the talking machine department, made tremendous strides in both wholesale and retail branches.

Herbert L. Royer, manager of the Victor end of M. Steinert & Sons Co., was very optimistic over the 1910 achievement; one factor interfering with a still better showing being his inability to secure sufficient goods.

**100 Per Cent. Increase with Columbia Co.**

The Columbia Phonograph Co.'s December business alone increased over 100 per cent. in comparison with last year, due undoubtedly to a variety of reasons, and particularly to the energetic work of Manager Arthur C. Erisman. For the year there is a tremendous gain. Mr. Erisman is mapping out a 1911 campaign that he feels sure will make a big stride over their 1910 performance.

**The Situation with the Dealers.**

The foregoing is but individual proof of the 1910 "goodness" with the jobbers. With the dealers, including various stores having talking machine departments, it is equally brilliant. Wm. F. Howes, manager of Houghton & Dutton's department, featuring the Columbia, Edison and Victor lines; Manager Sylvester, of the C. E. Osgood Co., Victor, Edison and Columbia dealers; Manager Roimes, of the Victor department at Jordan,

Marsh Co., and James A. Holohan, the new head of the Henry Siegel Co.'s Columbia department, all unite in declaring that they surpassed the previous accomplishments during any year.

**With the Retailers of the Hub.**

Here are still more of Boston's enterprising talking machine houses with a similar rank: Geo. Lincoln Parker, Victor dealer, department managed by Charles P. Trundy; F. S. Boyd, speaking for the Iver Johnson Co., Edison distributors; Sam Katz, the Conclave Phonograph Co.; Harry Rosen, the School street dealer; the Tosi Music Co., the big North End house; Henry F. Miller & Sons Piano Co., Victor department managed by C. Alfred Wagner. Harry Bennett, the Columbia dealer in East Boston, had a good business, but as he has been in business only a short time, had no previous mark to compare with. But Harry says, "Wait for the close of 1911!"

**Some Unprogressive Concerns.**

There are a few other concerns handing various makes of instruments who don't know whether they are in the business or not; they are held more as a side line than anything else. Of course, if they sell a few machines a year to people who would buy, anyway, at some live talking machine store, it may make a small figure total, but it is absolutely sure that they are not aggressive promoters of the industry itself. People don't as a rule come into talking machine stores to buy goods like they run into news stands; some of the dealers are laboring under the delusion that they will, and as dreams go by opposites, the sooner they wake up so much more quickly will it be appreciated by the live members of the trade.

**Re-Adopt Old Name.**

The Boston Cycle & Sundry Co. have again been adopted by the officers as a firm name, according to Charles R. Cooper, manager of the Edison end. For the past few months they have been operating under the name of the Linscott Sporting Goods Co., assuming the name of the general manager of the entire concern. The former name—the Boston Cycle & Sundry Co.—has become so well known throughout New England, and in fact throughout the country, with a contingent business asset, it was the only thing to do. Dealers had become so

accustomed to saying "Boston Cycle" when they want their Edison goods that the change seemed too radical.

**Doesn't Like the Term.**

If you want to get the real Boston' talking machine man's angora, just refer to talking machine music as "canned music." He might excuse the first offense but the second time you would need a brush broom for the pieces. Why, one man refuses to give a local paper advertising because they use occasionally the term, "canned music."

**A Salesman Who Has Succeeded.**

T. N. Mason, with the Columbia Phonograph Co., is a young looking fellow, but he has been in the business since the industry started. He is the youngest old talking machine salesman in the city, and at the beginning of his career spent three years making machine records. Since then he has had great success making sales records.

**Guy R. Coner's Trip.**

Guy R. Coner, with the Boston Cycle & Sundry Co., leaves to-day for an extended trip through northern New England, where he will cover Maine, New Hampshire and Vermont with a fine-tooth comb. Mr. Coner says he has been able to convince a number of dealers as to the efficiency of their Edison service.

**Many Suits on Hand.**

Constantino, the Boston Opera House tenor, has a wardrobe of suits on hand covering various sums and difficulties, something over \$300,000 being asked altogether.

**Eastern Co.'s New Record Cabinet.**

The new record cabinet of the Eastern Talking Machine Co. is ready for delivery and is mailed free anywhere. E. F. Taft, general manager, says these cabinets are of the very best manufacture and are being offered at a figure that is really low for "quality goods." Both A. W. Chamberlain, manager of the Edison department, and S. J. Freeman, manager of the Victor division, are elated at the result of their large 1910 business.

**Columbia Used in Contest.**

A local newspaper is giving away sixty Columbia machines to people who receive the largest number of votes, a vote being published in each paper.

## W. H. BAGSHAW

Bagshaw-made Talking Machine Needles possess the acknowledged essentials of  
**NEEDLE MERIT**

embodying the highest grade of  
**POINT—TEMPER—FINISH**

Largest makers of Needles in America.

Important—Jobbers and Distributers only supplied.

## LOWELL, MASS.

After your efforts, your time, your money, have built a business—what? John H. Competitor comes along and camps next door with the same line of goods? *Columbia exclusive selling rights*—a policy introduced into this business and upheld only by the Columbia—secure for you all the returns, on all your investment, all the time.



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

### THREE MORE COLUMBIA ARTISTS.

Recent Acquisitions to the Operatic Staff Are Olive Fremstad, of the Metropolitan Opera Co., Lydia Lipkowska and George Baklanoff of the Boston Opera Co.

A strong addition to the Columbia list of exclusive artists has just been announced in the persons of Olive Fremstad, the eminent soprano of the Metropolitan Opera Co.; Lydia Lipkowska, the charming Russian coloratura soprano, and George Baklanoff, one of Russia's most famous baritones. These artists are well and favorably known, not



OLIVE FREMSTAD.

only in this country but throughout the entire musical world. Olive Fremstad has been with the Metropolitan Opera forces for eight years or more, and is an artist of the highest attainments.

Lydia Lipkowska, the prima donna of the Boston Opera Co., is one of the youngest and most



GEORGE BAKLANOFF.



LYDIA LIPKOWSKA.

accomplished artistes now appearing in grand opera. She is a native of the province of Poltava, Southern Russia, where she was born twenty-six years ago. She is a graduate of the St Petersburg Conservatory of Music and made her debut in grand opera at the St. Petersburg Imperial Opera House some five years ago. In Paris, when she made her debut in "Lakme," she duplicated the sensation created in Russia's capital. She made her American premiere last year and has won fame wherever

she has appeared, whether with the Boston, the Metropolitan or Chicago Opera companies. She has a voice of unusually warm quality, combining rare dramatic elements. She excels in floriture music, like that of "Lucia," "Traviata" and operas of the old Italian school, and in dramatic music, like that of Massenet's "Manon" and "Thais." The prediction is made by many of our eminent critics that roles like Elsa in "Lohengrin" and Eva in the "Meistersinger" are destined to be among her best.

The addition of George Baklanoff is an important one, as he ranks high as a baritone. He made his debut at the famous Moscow Opera House, and made his first appearance in America last year with the Boston Opera Co., when he won a tremendous success, which he duplicated last spring when he sang at Covent Garden, London.

In securing these artists the Columbia Phonograph Co. have displayed their usual alertness in business-making opportunities.

### PHONOGRAPH AT FUNERAL.

Widow of Turfman Had Asked That It Supply the Music.

Phonographic music took the place of singers at the funeral held in Lexington, Ky., recently, of Mrs. Byron McClelland, widow of a widely known turfman and one of the wealthiest women in the South.

While dying, Mrs. McClelland heard a phonographic record of sacred music by a quartet of noted singers, and she requested that the machine be used at her funeral. It was the only music at the service.

### BREAK RECORDS IN SALES.

G. T. Williams, manager of the New York Talking Machine Co., 81 Chambers street, New York, the other day said: "Our business in 1910 equals the banner year of 1906, and we feel 1911 will go still higher. There is no reason why it should not, in our judgment." The company have introduced an innovation in the "Victor dog" species, which is represented in its normal condition as a fox terrier. They go a step further and turn out a canine of golden hue possibly to match the Vernis Martin Victrola.

### MAX LANDAY'S WESTERN TRIP.

Max Landay, of Landay Bros., 400 Fifth avenue, New York, general manager of the Talking Machine Supply Co., starts on a country wide trip Feb. 1. He will also visit the principal points in Canada, and altogether will stop in 45 cities, and if time serves, will get over into Mexico.

To supply insistent demands, the National Phonograph Co. have issued four Bohemian records (sung by Frances Masopust) and two Hungarian records (sung by Izzo Sajo) which have been carefully prepared in both Amberol and Two Minute records. These selections will be forwarded with the March advance records and should find a large sale.

# FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

## TRADE HAPPENINGS IN LONDON.

General Summary of Conditions in the Trade During 1910—The Holiday Business Handled in Wide-Awake Manner—New Machines That Made Their Appearance During the Year and Their Chief Features—Notable Advances Made in Both the Cylinder and Disc Record Fields—Advertising Done on Broader Scale—Much Litigation in the Trade—Monckton Loses Suit Against Gramophone Co.—The New Record Lists of the Month Offer Much of Interest to the Dealers and the Public—Effects of Sousa's Tour on Record Sales—Progress in the Wireless Field—Recent Books Reviewed—Regarding the International Voice Museum—New Patent Law in Holland—Praise for the Amberola—New Sapphire Sound Box Introduced—Some New Lauder Records—Activities of the Various Manufacturers in the Different Branches of the Trade—News Gleanings of Interest.

(Special to the Talking Machine World.)

London, E. C., Jan. 4, 1911.

From whatever standpoint we look back upon Christmas, there can only be one verdict in connection with trading results, and that verdict, as far as talking machine and record sales are concerned, is generally interpreted by traders throughout the kingdom as excellent. It cannot be denied that up to the present the season has been a most prosperous one, not only from the manufacturers' viewpoint, but from the wholesaler and dealer likewise. Outside a few Provincial centers, where trade has been upset by local labor disturbances, this satisfactory condition of business obtains with retailers both in London and in all the Provincial centers of activity, despite the gloomy forebodings engendered by the political situation just prior to Christmas. Another phase of the situation, and which, needless to say, had a great bearing upon sales, was the amount of local advertising and other little publicity schemes put out by some of the most enterprising dealers. The keynote of it all being that talking machines made the best Christmas presents, much business naturally resulted from this alone, but no doubt owing to the increased newspaper advertising by the large manufacturers and the educating effect thereof, the total number of inquiries passed on to dealers reached quite a substantial figure, and it is safe to say that over 50 per cent resulted in immediate orders. On the average, seasonable window displays were no more in evidence than at Christmas, 1909, but some nice shows were made by the more enterprising dealers, who, however, comprised but a fraction of the trade as a whole. These matters were dealt with at greater length in my December report, and it will therefore be as well perhaps if we pass on to a short review of trade progress during 1910. From the scientific point of view it must be confessed that little progress of a material nature has been accomplished. In one or two directions this statement may not hold good, but let it be understood that I am speaking broadly, and I think it will then be generally conceded that no very great improvement is noticeable in either machines or records as applied to the one and only consideration—natural reproduction. Not that one can say our present system of recording and manufacture is anything but good. It is. Yet, compared with 1909, the headway made this past year is infinitesimal. Here and there some little advancement is noticeable, and this I propose to analyze as we proceed. Let us review the machine situation first. One particular feature is the declining popularity of the interior horn cabinet machines. When these were first introduced to the trade they created quite a furore, but after a month or two the demand fell off, and while a fair amount of business still prevails in the better class

neighborhoods, it is an unprogressive trade nevertheless. A very natural state of things perhaps, especially when one considers the price of these instruments. One prominent trader expressed the opinion that "the 'hornless' tone is muffled, while that of the horn machine is open and clear. Wherefore the cabinet instrument appeals to one only as a nice piece of furniture—in the majority of cases." Except from the view point of better construction and general value, no scientific progress worth mentioning has been made with the ordinary disc instrument, but coming to the so-called hornless type there is something to talk about. The best evidence of improvement is found in the Zonophone Co.'s "Cinch," which is built upon an entirely different principle to other instruments of this class. Here the tone arm support, or bracket, is ingeniously utilized as a sound-carrying channel to the interior aperture which forms the sound amplifying chamber. Another feature is the metal screen or shutter fixed to the front of the instrument. This screen not only purifies and brightens the tone, but makes it the equal in all respects of the horn machines. The Gramophone Co. have adopted a somewhat similar arrangement for their series of hornless instruments, and in both instances the result has been a greatly increased demand. Partly owing to their convenience for carrying about, it was generally thought that these hornless machines would strongly appeal to the trade as a summer line only. Time and public opinion has proved the contrary to be the case, for they are as much, if not more, in demand during the winter months, than in the summer. An all-the-year-round line in fact, and one which the trade evidently appreciate.

### Advance of Phonograph Cut Records.

Coming next to the examination of trade conditions in the disc record field, I observe that the phonograph-cut type is rapidly advancing in popular favor, and from evidence disclosed to me I should be well on the right side in saying that 1910 business amounted to quite four times that of 1909. The high standard of recording and quality of artists is well maintained, but beyond that no improvements of a material nature have been offered, unless I except the recent introduction of a 9-inch double record of this type. But that hardly comes under the heading of improvements, although it certainly constitutes a progressive trading line, since it is of general good average quality and sells at a remarkably low figure.

Turning now to the needle-cut disc, we find that the most noticeable improvement made last year was in the matter of surface. Gradually and surely the scratch, which detracted so much from the musical value of the needle disc a year or so ago, is less noticeable. Under the present system its entire elimination is, of course, a scientific impossibility, but 1910 has the credit of seeing important developments in the direction of smooth and noiseless surface. Anyway, our manufacturers are making good progress, and are accomplishing improvements—be they ever so small—all the time. One concrete instance of this is found in the Edison Bell Velvet-Face disc marketed last year. As its name suggests, it is a record of a really fine surface, free from clicks and harsh scrape, and, needless to say, dealers and the public alike have accorded it a pleasing reception. The trade has come to realize, too, the wonderful value now centered in the 12-inch double-discs, so much so in fact, that a goodly proportion of the up-to-date retailers have built up quite a big trade—particularly in the Columbia record of this size. Inquiries from authoritative sources reveal the fact of there being a growing demand for long-playing records—the longer the better, and a strong feeling exists among talking machine men-of-affairs that sooner or later all the leading manufacturers will cultivate this particular class of trade. Broadly speaking, it offers many advantages in the way of extra

profit all round, gives greater satisfaction to the public and certainly raises the influence of the talking machine among men-in-the-street.

### A Long-Playing Flexible Disc Record.

These remarks anent the disc would scarcely be complete without a reference to the very latest, which is nothing less than a long-playing flexible disc record. It is the invention of Henry Seymour, and although only in its experimental stages, the fact remains that such a record has seen the light, after careful and exhaustive experiment, necessarily spread over a fair period of time. A few general particulars will be interesting. Apart from being very light, compared to the weight of ordinary composition records, durable and of average standard tone quality, it can be folded up and dispatched by post without fear of damage. Indeed, it is said that several could be thus folded, put in a cardboard tube and sent anywhere in the United Kingdom for one penny. It is made of a material closely allied to zylonite, and the process of duplicating is by fluid pressure. The cost of production, I understand, would be very small, for these records can be turned out almost as easily as bills from a printer's press.

### Developments in Phonograph Trade.

As far as phonograph trade is concerned, things are about the same, and no development of any importance, outside the new Edison reproducer, has been accomplished. The cylinder trade cannot be said to be a progressive one, but for all that, sales are well up to the average, which is the more satisfactory in view of the increasing competition of the disc. There would still seem to be some little prejudice existing in the mind of the talking machine public against the indestructible cylinder, for although it is pleasing to note that sales are making good headway, the fact remains that trade is not so progressive as one would naturally expect for a record which is of good average quality, and unbreakable into the bargain. It is strongly advertised and a little more effective spade work on the part of dealers themselves should result in the indestructible record rising in public favor during the new year.

### Increase in General Advertising.

One very special feature of 1910 was the valuable assistance afforded to dealers and the educational work accomplished by, and as a direct result of, the increased expenditures on general press advertising undertaken by the chief manufacturers. In this regard great credit is due to the Gramophone, Columbia and Edison companies, whose ad-

## The STROH VIOLIN

☞ A new instrument possessing a VIOLIN quality of tone of great beauty and remarkable power.



☞ The "Stroh" is constructed largely of aluminum but the absence of any metallic quality of tone is another notable feature.

☞ All interested should write for an illustrated booklet to the Sole Makers.

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in U. S. A. to their sole representatives

**OLIVER DITSON CO.**

150 Tremont Street BOSTON

NEW YORK and PHILADELPHIA.

## FROM OUR LONDON HEADQUARTERS—(Continued)

vertisements are prominently before the public all the time. Inquiries from the public are passed on to the company's agents for handling, and apart from the direct benefit of this, it has also directed the dealers' thoughts to the value of advertising, with the result that many spent larger amounts upon space in the local newspapers, the distribution of leaflets, etc., than in former seasons. And in addition one or two of the manufacturers offered free service in the preparation of newspaper copy and other forms of publicity. Its evident that dealers have just got to wake up!

## Much Litigation During Past Year.

Another aspect of the situation which obviously calls for a brief mention only, since it is of no material advantage to anyone for me to traverse the matter in detail, was the exceptional amount of litigation indulged in last year. In the States disputes at law seem to be quite common, but here it is different. If only in respect of litigation, 1910 has seen the making of history in this trade, and it is a matter of comment that never was litigation seasoned with more important results to the future of the talking machine industry. As phonograph is generic to all cylinder machines, so now is the work gramophone free to be attached to all disc instruments. But far more reaching in its result was the tone-arm case, in which the judge held that an arm tapering by sections fitted one into the other was not an infringement of the continuous taper one-piece arm. Had the decision been otherwise it would have meant that all disc machines constructed and fitted with a sectional taper arm would be so much material for the scrap heap. My inquiries among the manufacturers leads me to the belief that from first to last there was never a fear of such a contretemps, but it doesn't need a very vivid imagination to picture what a terrible setback it would have been to the whole industry had it come to pass. I make these remarks in good faith, in no party spirit and with respect for every endeavor to uphold one's legitimate rights. That is the attitude of all fair-minded men, and in the hope that the quarrels of the old

year may be forgotten, I wish all my readers a right happy and prosperous New Year.

## Verdict for Gramophone Co. in Monckton Case.

The test action recently brought by Lionel Monckton, music composer, for an injunction to restrain the Gramophone Co. from reproducing on a record the song "Moonstruck," which he had written for "Our Miss Gibbs," and for damages, ended in a verdict for defendants. Mr. Monckton claimed that he had a common-law right of proprietorship in his own work, both before and after publication, while defendants submitted that as a matter of law they were entitled to make records and to sell them without the consent of, or payment to, the composer. The song was registered under the copyright act. His Lordship remarked that he did not understand plaintiff's case. When a man had written a song or got a trade mark he seemed to think that the whole world belonged to him. Counsel submitted that under the copyright act a man had the exclusive right to the product of his own brain. His Lordship: The act does not give that right. It merely stops other people from making use of it. Counsel: In justice a man is entitled to the product of his brain. His Lordship: What have I got to do with abstract justice? I cannot make a law for you. You are trying to find a right outside statute. Without calling upon counsel for the Gramophone Co. His Lordship entered judgment for defendants with costs.

## First Gramophone Records for 1911.

Accompanying the list of titles for January, the Gramophone Co. make the following remarks: "We have much pleasure in beginning the year 1911 with a supplementary list comprising records which were selected as the result of open competition. This fact in itself should stamp these records as being something quite out of the ordinary. They represent not only titles wanted by the public, for they have all figured on many voters' lists, but titles which have met with the approval of such great musicians as Madame Clara Butt, Henry J. Wood and Landon Ronald. We give you, there-

fore, something unique to offer to the music loving public, at the most opportune time of the year." The prize winner is Miss M. B. Rubil, and her list of titles is as follows: "Eliore" (Coleridge Taylor), Walter Hyde; "Trottin' to the Fair" (C. Villiers Stanford), Thorpe Bates; "Deep in the Heart of a Rose" (Landon Ronald), Madame Kirkby Lunn; (a) "Deep in My Heart a Lute Lay Hid" and (b) "The Bird I Love the Best" (F. Aylward), Miss Perceval Allen; "Ocean, Thou Mighty Monster," "Oberon" (Weber), Miss Agnes Nicholls; "She Alone Charmeth My Sadness," "La Reine de Saba" (Gounod), Robert Radford; "Capriccio Italien, Op. 45" (Tschaiakowsky), the Grand Opera Orchestra; "Preludium" (Järnefjell), the Grand Opera Orchestra; "The Druid's Prayer Waltz" (Davson); Herr Gottlieb's Orchestra; "Variations Symphonique" (Boellman), (cello), J. Renard; "You'll Get Heaps o' Lickins" (Coningsby Clarke), Miss Margaret Cooper; "La Poupu," Selections I and II (Andran), the band of H. M. Coldstream Guards; "Star of My Soul," "Geisha" (Sidney Jones), Robert Michaelis; "My Old Shako" (Trottere), Harry Dearth; "Nobody's Satisfied" (Bennett Scott), Alfred Thomas; "The Oddfellow's Song," Peter Dawson; "One of the B'hoys" (Scott), Mark Sheridan, and "Our Farm," "Our Miss Gibbs" (Caryll and Monckton), by W. H. Berry.

## Sousa's Tour Helps Record Demand.

Commencing on January 2 and in continuation of his world tour, Bandmaster Sousa intends to visit all the chief towns in the United Kingdom, where his famous band of instrumentalists will give a series of popular concerts. In this connection the National Phonograph Co. have issued a special supplemental containing a complete list of 21 Edison records, both Amberol and Standard, made by Sousa and his band. Needless to say, there will be a great demand for these records following on the visit of this famous instrumental organization and every live dealer will carry big stocks.

# ROYAL APPRECIATION

## of

### HIS MASTER'S VOICE

#### THE GRAMOPHONE



To H. M. the KING  
OF ITALY



BY APPOINTMENT  
To H. M. QUEEN ALEXANDRA



To T. M. the KING and  
QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEDIVE  
OF EGYPT



To H. M. the SHAH  
OF PERSIA

**THE GRAMOPHONE COMPANY, Ltd.**  
21 CITY ROAD,  
LONDON

FRANCE . . . Cie. Francaise du Gramophone, 15 Rue Bleue, Paris  
GERMANY . . . Deutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin  
ITALY . . . Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan  
EGYPT . . . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria  
SCANDINAVIA . . . Skandinavisk Grammophon Aktieselskab, Frihavn, Copenhagen  
Appelbergsgatan 52, Stockholm

RUSSIA . . . The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow  
Fontanka 58, Petersburg  
Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis  
SPAIN . . . Cie. Francaise du Gramophone, 56 Balmes, Barcelona  
INDIA . . . The Gramophone Co., Ltd., 139 Belleghatta Road, Calcutta



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

## EXCELSIOR

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

## INDESTRUCTIBLE PHONOGRAPHIC RECORDS

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

Telegrams "Putiel London."

Special shipping terms.

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The Ideal Disc Machines

27 distinct models, from 11/9 to £12/12 retail.

## PETMECKY MULTI-TONE NEEDLES

The finest needles made. We also control the Angelus Duplex Tone, Empire Spear Point, and Tournaphone needles.

Catalogues and samples mailed free.

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

### The New Amberol List.

Another very fine list of titles appear in the advance list for February as follows: Grand Opera Amberol Records—"Die Meistersinger—Preislied" (Wagner), (sung in German), Leo Slezak; "Amico Fritz—Son pochi fiori" (Mascagni), (sung in Italian), Carmen Melis; "Pagliacci—Vesti la giubba" (Leoncavallo), (sung in Italian), Florencio Constantino; "Lohengrin—Elsa's Traum" (Wagner), (sung in German), Marie Rappold; "Barbiere di Siviglia—Una voce poco fa" (Rossini), (sung in Italian), Selma Kurz; "Grand Mogul—Valse des Serpents" (Audran), (sung in French), Blanche Arral, and "Elisir d'Amore—Una furtiva lagrima" (Donizetti), (sung in Italian), Aristodemo Giorgini. Edison Amberol Records—"Cradle Song Medley" (violin solo), J. Scott Skinner; "Standing at the Corner of the Street" (Hunt and Formby), George Formby; "Like Stars Above" (W. H. Squire), Samuel Hemsall; "On the Silvery Sands" (Darewski), Miss Florrie Forde; "I'm Shy, Mary Ellen, I'm Shy" (Stevens and Ridgwell), Jack Pleasants; "Your Eyes Have Told Me so" (Carr Hardy), Stanley Kirkby; "Wallaparoo" (Osmond), Arthur Osmond; "Excelsior" (concertina solo), Alex. Prince; "Breakfast in Bed" (Lauder), Harry Lauder; "A Southern Wedding" (Lotter), National Military Band; "Alma, Where Do You Live?" (J. Briquet), Miss Spencer and Mr. Ormsby; "Asthore" (H. Trotere), Reinald Werrenrath; "I'm Looking for a Nice Young Fellow Who Is Looking for a Nice Young Girl" (S. R. Henry), Miss Ada Jones and chorus; "The Fishermen" (V. Gabussi), Anthony and Harrison; "Military Life Two-Step" (K. L. King), New York Military Band; "The Gateway City March" (K. L. King), (xylophone solo), Charles Daab; "The Lord Is My Light" (F. Allitsen), Berrick von Norden; "Drink to Me Only With Thine Eyes," Stanley and Gillette; "Kiss Me, My Honey, Kiss Me" (T. Snyder), Miss Ada Jones and Billy Murray, and "We're Tenting To-Night" (W. Kittredge), Knickerbocker Quartette. Edison Standard Records—"Father of Victory March" (Louis Ganne), National Military Band; "Something Missing" (Wincott and Leighton), George Formby; "A Factory Lass" (Murphy and Letters), Stanley Kirkby; "What a Pity" (Osmond), Arthur Osmond; "Torchlight Parade" (Morley), (banjo solo), Olly Oakley; "The Corcoran Cadets March," Sousa's Band; "In Dear Old Tennessee" (H. L. Newman), Miss Elizabeth Spencer; "Oh, You Dream" (J. Schwartz), Miss Ada Jones and Billy Murray; "There's a Light in the Window" (B. Newcomb), Will Oakland, and "Alpine Rose" (H. J. Lincoln), (bells solo), Charles Daab.

### Cable Companies Consolidate.

A matter of great interest to traders having business relations with American firms is the recent announcement made by the chairman of the Western Union Cable Co. This was that negotiations had now been completed for an amalgamation of the Western Union and Anglo-American Cable companies. The Western Union will now have control over seven of the sixteen cables that span the Atlantic. It is expected that the negotiations

with the Postmaster General for acceptance of half rate for messages in plain language will shortly reach a successful conclusion.

### Some New Wireless Marvels.

An Italian inventor, Professor Cerebotani, recently demonstrated in Paris a number of new and astonishing wireless discoveries, if anything in wireless wonders is still capable of astonishing us. Thus we are told of a portable pocket wireless apparatus, a wireless teleprinter, on which we can learn to send messages as readily as writing on a typewriter, and a wireless teleautograph, by means of which people in Europe could instantly sign cheques or contracts in America and vice versa. The teleprinter is a simple little instrument with a keyboard like a typewriter, which can be fixed to any telegraph or telephone installation. This transmits messages which appear on printed slips at the other end, but it has the advantage of being infinitely more simple than anything yet invented and, besides, can be used with wireless. The professor has also a marvelous instrument in the teleautograph, a most simple apparatus, which can be fixed to any telephone or telegraph line. By this a signature, a drawing, or a holograph manuscript written with a pencil fixed to a flexible carriage is copied exactly on a machine at the other end. Hence a man in Paris could sign a document in Algiers, or a signature in Algiers could be verified from Paris. As if these wonders were not already sufficient, we are further assured that the greater the distance the better the machine will work, though we have not been told why this should be so. The tracing of one's signature seems to be no more difficult than with a pen, and a pencil repeats it automatically wherever we want it, even should it be at the Antipodes. No wonder that, as we are told, the experts stood in ecstasy at these results. Another very marvelous invention of the professor is an instrument for preserving the secrecy of wireless messages.

### Book Reviews.

"Piano-Playing Hints," by Henrich Becker, and published by R. H. Allen & Co., Ltd., 32-34 Theobald Road, London, W. C., at the price of two shillings. This is an intensely interesting work appealing to the amateur pianist. It covers in its twelve chapters an exhaustive field of study, both of a theoretical and practical character, and the chapter dealing with practice, fingering, the pedals and how to use them, and list of studies and pieces will prove an invaluable guide to the student anxious to gain a complete mastery of the art of piano playing. Another instructive chapter deals with the choice of a piano, what to pay and how to care for it. In fact, the whole work teems with useful information, instructive alike to the amateur, professional, or musical instrument trader, and it is to be strongly recommended.

The Music Trades Association Directory, published at one shilling by W. T. Peat, 100 Sheen Road, Richmond, Surrey, is of great interest to my readers the world over, for it is brimful of valuable information anent the music trade of this country. Nearly fifty pages are devoted to a list of bona fide musical instrument dealers, and as it is compiled by agents and members of the association

it may be accepted as quite reliable. In addition there is a complete list of pianoforte manufacturers, accessory and supply houses, timber merchants, wire, key, frame and other makers, not to mention the agents, importers and musical press, etc. The book is a veritable storehouse of useful knowledge, and its compilation bespeaks care and thoroughness right the way through.

All the way from India comes a paper-cover book containing a verbatim report of the Gramophone Co.'s trade mark action and, in addition, the full text of the judgment in the tone-arm case. The book is published at the remarkably low price of two annas, by the Talking Machine and Indian Record Co., of Calcutta, Bombay and other cities.

### Late Columbia-Rena Novelties.

A decided novelty in recording is included in the new list of Columbia-Rena records, it being a very popular music hall sketch played within the limits of a double-sided 10-inch record—the sketch being "Parker C," which, in the hands of Chas. Austin and his talented company, has probably had more re-bookings in London and provincial halls within the past two years than any other known sketch.

The sketch is one long scream of laughter and it was this that decided the Columbia Co. to engage Chas. Austin to play his sketch for Columbia-Rena records. The necessary excisions were done by Mr. Austin himself, so that all the characteristics of the sketch have been duly preserved.

The story of the play is entirely retained and all the comic element is strongly in evidence. The plot is quite easy to follow and Chas. Austin makes as big a hit on his fine records as he does in person. A printed souvenir accompanies each record and gives the story of the play.

An admirable descriptive record, which appeared in time for the Christmas trade, is that of the "Symphony Rehearsal" on Columbia-Rena. It describes a German band conductor's effort to get his orchestra to play his new symphony to his liking, with the result that the most weird cacophony is produced by each soloist in turn. Coupled with it is another diverting sketch in which Albert Whelan plays the part of leader of a German band,

The **FLEX** Patent



**DIAPHRAGM**

LOUD SPEAKING

Edison Size "C" or "H", post free - \$ .50  
Exhibition, or larger sizes, " " - 1.00

Patent Needle Tension Attachment  
for Concerts and out of doors, for  
Exhibition Sound Box, can be  
affixed in a few seconds - .40

Wanted reputable agents for these goods in U. S.  
A. and Canada. Liberal terms.

**DAWS CLARKE,**

5 Longford Place,  
Rusholme, Manchester, ENGLAND.

## FROM OUR LONDON HEADQUARTERS—(Continued.)

with his company of trained (!) musicians demonstrating the powers of their respective instruments.

## The New Klingsor List.

The latest Klingsor supplementary list of records, issued in December, contains about the finest collection of titles which the company have recorded. There are no less than twenty-four selections by the band of H. M. Irish Guards, some of the titles being, to mention only a few: Waltz song, selection from "The Chocolate Soldier;" "Musical Inexactitudes," Nos. I and II, introducing well-known musical compositions, selection from "Our Miss Gibbs" and "The Arcadians," "Overture 1812," "Eileen Alannah," with cornet solo by Sergeant Hunt, "Serenade d'Amour," and selection from "The Girl in the Train," "Peer Gynt," "Anitra's Dance" and "In the Hall of the Mountain King," etc. The Klingsor Symphony Orchestra is responsible for some nice records: "The Blue Danube Waltz" and "Sphinx Waltz" and the "Raymond Overture," part I and II, among others of an equally pleasing nature. There are six nice renditions by the Slavonic Balalaika Orchestra, while Pipe Major Forsyth has made eight bagpipe records of Scottish pieces. Coming to the vocalists we find they have made some of the most up-to-date titles, all of a quick selling character. Apart from the excellence of the artistes and the titles, it may be of interest to my readers to know that the Klingsor record is the embodiment of good recording, characterized by high quality of tone, detail and volume in reproduction.

## A Question of Liability.

The following judgment in a recent bill of exchange dispute case is self-explanatory and of interest to traders. Judge Smith said that if the defendant had signed "as director" he would have been exempt from liability without question. He, however, found that the acceptance was that of

the company and not of the defendant personally. Judgment would therefore be entered for the defendant.

## The International Voice Museum in Paris.

Are we to have a great national and international voice museum in Paris? Yes, says Professor Brunot, of the Sorbonne. It must be founded at once and no time is to be lost, as the year is so near its close and otherwise 1911 would have the glory. The managers of the Paris Opera House, we know, have already begun a collection of phonographic records of their best singers. M. Gailhard inaugurated it shortly before the end of his directorship and a score or so of discs were placed one day with appropriate ceremonial in one of the vaults in the basement of the opera, and a rule was established that none of these discs were to be taken away "before twenty years." But a collection of operatic voices is not sufficient, says Professor Brunot. We must have the voices, speeches, etc., of all our prominent men preserved at the Sorbonne. It will be interesting for the future to know how M. Jaurès spoke at the chamber during the railwaymen's interpellation, and how M. Briand replied. Why should not the voice of all our famous men, artists, writers, statesmen, scientists, generals, etc., be preserved, as well as those of actors, actresses and singers?

The professor suggests the establishment of what he calls a Phonetic Institute.

## Excellent January Beka List.

Some particularly fine selling titles figure in the January list of Beka records, and their favorable reception is a foregone conclusion. The following are fair examples: Introduction to Act III from "Lohengrin" and "Bridal March, from Lohengrin" (Wagner); "Salome, Intermezzo" (Lorraine), and "Amena, Egyptian Serenade" (Paul Lincke), by Beka London Orchestra; "On the Silvery Sands" and "I Wonder Who's Kissing Her Now," by

Jack Charman; "The Volunteer Organist" (H. Lamb), and "Marie, My Girl" (G. Ailken), Harry Thornton; "Billy Whitlock's Nursery Rhymes" and "Billy Whitlock's Village Blacksmith," Billy Whitlock; "Dance of the Satyrs" (Le Thiere), and "The Deep Blue Sea" (M. Brewer), (piccolo solo), W. G. Smith, and "Go as You Please" and "Medley of Popular Airs" (Fairy Bells), by Max Witte.

## The New Zonophone Records.

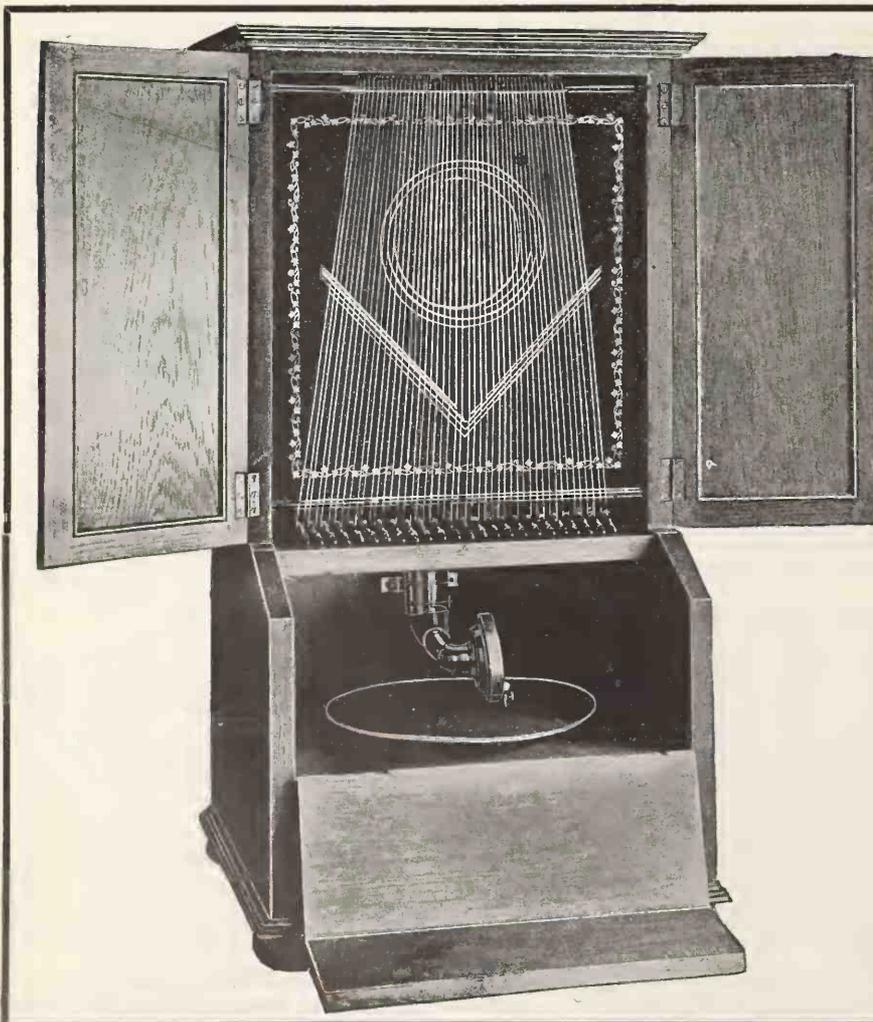
The Zonophone Co.'s impression for January contains an attractive list of titles, the majority of which, judging from the advance orders of the factors, bid fair to be quick sellers. The following are to hand: Ten-inch—"By the Sea," Mark Sheridan; "Silver Bell," Stanley Kirkby; "Valse Septembre," the Peerless Orchestra; "My Treasure," Violet Elliott, and "Tobermory," Harry Lauder. Twelve-inch—"He Shall Feed His Flock," by Mme. Edna Thornton.

## Action Withdrawn.

Under date of December 15 Messrs. Barnett, Samuel & Sons, Ltd., advise me that the action commenced against them by the Gramophone Co. last April has now been withdrawn. This action was started as a result of Messrs. Barnett, Samuel applying the word gramophone to their series of Dulcephone machines. The Gramophone Co. based their case upon common law rights, which Mr. Justice Parker remarked, in the trade mark case, in his opinion remained unaffected. The importance of this withdrawal to the talking machine dealer is obvious.

## Patents to Enjoy State Protection in Holland.

The Dutch Parliament has just agreed to a bill of much commercial interest to foreigners. It enacts that commercial patents, which enjoyed no protection whatever in the Netherlands, where any foreign invention can be copied or imitated without compensation, shall henceforth enjoy State



# KLINGSOR TALKING MACHINES

The ONLY Musical  
Talking Machine

Various Designs and Prices  
Second to None in Reproduction

**Klingsor Record**  
10 inch D. S.

The acme of perfection in the art of recording. Will appeal to all lovers of music. For lists and monthly supplements, also terms, etc., apply to

**Klingsor Works**  
22-24 Tabernacle St., London, E. C., England  
Cables: Defiatory, London

protection on payment of a fee of twenty-five florins. In the same way a bill is pending to protect foreign literature against the piracy to which it has always been subject in the low countries, where anyone could reprint or translate foreign works without incurring financial responsibility.

**The New Lauder Records.**

In connection with the issue of two new Lauder records, "Hey Donal" and "Queen Among the Heather," the Gramophone Co. have produced a special list complete with all the titles made by the famous comedian, who, by the way, has written the company the following brief though sweet appreciation: "My dear Gramophone—I have only to say my last records are simply to the life, and as long as the Gramophone lives I will never die." The Gramophone Co. announce that they have been able to obtain records—sung by two great artists—of the latest London sensation, "Salome," as the ban so long placed upon this scriptural play has now been withdrawn.

**Pays High Tribute to the Amberola.**

A fine tribute was recently paid to the Amberola by a well-known picture hall proprietor. In a recent letter to the National Phonograph Co. he said: "For many months we have featured the mechanical reproduction of songs at the Central Hall, and in order to obtain the most satisfactory results we have installed the best machines, both disc and cylinder, regardless of cost and with varying degrees of success. In our opinion the "Amberola" is by far the most satisfactory, it possesses many points for which we have searched the market in vain. The record is longer, which at once out-distances every other device, while the reproduction is beautifully distinct, full and pleasing in tone, and quite free from harshness of mechanical noise, which are all features of the greatest importance."

This sale was made by an enterprising Edison dealer, and it is a fact that the better class talking machine trader looks upon the Amberola as a fine business asset, for the demand is on the increase all the time.

**A New Sapphire Sound-Box.**

A new sapphire sound-box was recently introduced to the trade by Messrs. Pathé Frères. It is of much the same pattern as the "Majestik" sound-box and will be known as the "Pathé Concert." In order not to be too heavy for the smaller sized Pathé discs—8½, 10, 11 and 14-inch, it has been constructed of aluminium. An original feature of this new sound-box is the improved stylus bar, which is so set as to be entirely responsive to the minutest vibration, and thus good volume, quality of tone, etc., is assured, that is, so far as this particular feature of construction is concerned, and in all other respects I have found this sound-box to give perfect results. It retails at a guinea, and each one carries a guarantee that it will be overhauled at any time free of charge.

**PROVINCIAL NOTES.**

Trade reports from the chief Provincial centers indicate very strongly that the retail trade has experienced great prosperity right throughout Decem-

ber. Talking machine sales the week prior to Christmas were exceptionally great, and the opinion is freely expressed that never was such a time since the boom which existed about four years ago. Having regard to the liberal advertising which certain of the manufacturers have planned for the first few months of the new year, it should have a very stimulating effect upon the dealers' activity. 'Twere useless to deny that trade does slacken off a bit after Christmas, it is inevitable, but for all that there is not the slightest reason why the majority of dealers should not handle a good trade, especially in records, during the first few months of the year. As a matter of fact, they have great encouragement in the exceptionally fine demand for the pantomime titles, and already things in this direction are very satisfactory. The Provincial factors have placed large orders for the pantomime records and the fact that renewals are being received in London every day is evidence enough that the stuff is selling.

Traders in Newcastle and surrounding districts have enjoyed a very satisfactory trade the last few weeks, cylinder and half crown discs and medium priced machines having been sold freely.

The North country will rejoice to see that Eric Foster has made a further series of "Tyneside" descriptive records for Columbia-Rena, another three just having been issued on a special supplement. The fun is fast and furious, the titles being specially chosen and composed for Columbia-Rena by Mr. Foster. The new records are Eric Foster's "Pitman on His Holiday" and the "Fishwife at the County Court."

In the great county of Lancashire for the most part Christmas trade has been exceptionally bright, but in one or two districts musical instrument traders naturally suffered from the effects of the great colliery disaster.

All the chief makes of records and machines, both cylinder and discs, have been in great demand, and the Manchester and Liverpool factors—Richardson's, Christian Duwe, Burrows, Robinsons' and others, had a very busy time, indeed, in satisfying the demands of the local traders.

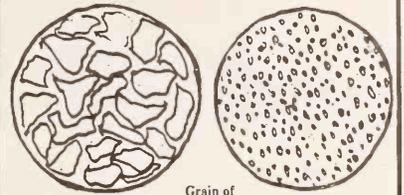
A pleasing feature of the situation up North is the settlement of the protracted labor disputes in the shipbuilding industry. There is abundance of work, and the boilermakers' immediate return to duty has caused great satisfaction to the local talking machine dealers. In Leeds, Bradford and other Yorkshire centers talking machine trade during December was well up to expectations, and as the general industries would appear to be in a very healthy condition, the outlook presents the very brightest prospects for the new year.

Coming down to the Midlands we find an equally satisfactory state of things. The demand for Twin, Edison, Zonophone, Columbia and other well-known products has been unprecedented.

All things considered, talking machine trade has been very well maintained in Wales, and a happy augury of the future is the peaceful conclusion of the coal strike, which at one time threatened to reach very serious proportions indeed. As it is many dealers have eked out a precarious existence this last few months, and many have unfortunately been forced to put up the shutters. Outside the immediate strike districts, however, dealers have enjoyed a splendid Christmas trade, particularly in Edison, Zonophone, Beka and Twin records.

T. E. Osborne, of Belfast, reports having experienced a rattling good time during December, and I should say that his smart local advertising of Gramophone and Edison goods has had a lot to do with it. One of his newspaper advertisements actually gave the number of cylinder and disc records delivered at his premises during a particular week. This is certainly a novel form of advertising and is to be heartily commended.

**Don't Buy Needles That Damage Records**



Bad Needles Grain of Cleopatra Needles

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

**Consequence:**

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

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

**Finest Reproduction, No Ruin of Record.**



Sole Manufacturer

**JOS. ZIMMERMANN**

Needle and Pin Works

AACHEN, GERMANY

Sole Distributor

**H. R. H. NICHOLAS**

258 Broadway, Room 615  
NEW YORK



**MR. RECORDER,** do you know my **WAX "P,"**  
the best existing recording material for Berliner- (Gramophone-) cut? If not, write for free sample to  
**CHEMISCHE FABRIK E. SAUERLANDT** FLURSTEDT bei Apolda i. Th., Germany  
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

### ROYALTIES ON RECORDS.

The Money Paid by Manufacturers of Records Amounts to Big Sum for the Year.

The royalties being paid by the record manufacturers to owners of copyright music, as provided under the Federal act, have run into large amounts of money. When the law went into effect, on July 1, 1909, and for some time subsequently, little copyright music was reproduced, but it was only a question of time when its reproduction—especially of the popular variety—could not be avoided and still keep the bulletin selections up-to-date. The manufacturers are disinclined to mention figures in this connection, but intimate the copyright charges are heavy.

### HANDLING THE CUSTOMER.

Every Buyer, No Matter How Small the Purchase Should Receive Special Attention and Have His Needs Studied.

Take special interest in every customer no matter how small the purchase may be. Some time he may be a large buyer and, remembering the courteous treatment he has received at the clerk's hands, throw large sales to the latter's house. A satisfied customer will pass along the good word and bring other trade.

Don't hurry your customer. Wait on him, thoroughly and well. Learn his face and value and remember both. Show him the new goods in which he may be interested, but do not bore him by using more of his time than he cares to devote to you.

Many customers are most difficult to deal with. They may be unreasonable or overbearing, but the clerk who can "tame down" such as these is winning a reputation with his employer and nearly always makes good customers out of the "grouches."

Pull together with the other clerks. Help them and they will help you. Good fellowship among the employes makes a store bright and attractive and is appreciated most by the customers.

### ACCOMPLISHMENT.

We are moving in the shadow of revelation each day.—Thomas A. Edison.

Beyond,  
The light shines;  
Beyond and still beyond  
Each forward step man takes;  
And revelation ever casts  
Its shadow on the path  
Between the runner and his goal.  
Yet, runs he on,  
Surmounting one  
To see another still beyond  
Between him and the light,  
The unrevealed is infinite,  
And revelation's shadow falls  
Upon the path of finite man  
Until time ends.  
Beyond, the light still shines,  
And where the light is  
Shadows are,  
If there be aught  
For light to fall upon.

W. J. LAMPTON.

### TO INCREASE AMBEROL LIST.

Beginning with their April record supplements the National Co., Orange, N. J., have increased the Amberol list from twenty numbers to twenty-five, and have decreased the Standard list from ten to five. This ratio will continue until farther notice, which, when it comes, will, of course, announce the retirement of the Standard list—or, rather, the discontinuance of further additions to it, which means its inevitable abolition though it be gradual. This result was predicted when the four-minute record made its appearance on the market a little over two years ago.

It is the intention of the company to list all the best Standard sellers in the Amberol list. This policy is being pursued with every supplement. Where the selection is too short to be listed as an Amberol, two selections of the same character will be listed on the same record. This is an innova-

tion in Edison recording, and it has already been put into effect, the March list including three records of this character.

### STRONG ARTICLE BY GEO. P. METZGER.

Advertising Manager of the Columbia Phonograph Co. Handles an Interesting Subject in the Columns of Printer's Ink This Week.

The issue of Printer's Ink appearing this week contains a most interesting article by George P. Metzger, advertising manager for the Columbia Phonograph Co., under the caption of "The Mooted Subject of Co-Operation of Sales and Advertising." Mr. Metzger emphasizes the importance, or, rather, real necessity, of perfect team work and harmony between the advertising and the sales manager and the importance of the personal equation in successful business building. It is certainly an article that tends to stir up earnest thought regarding the subject handled.

### COLUMBIA CO. VS. VICTOR CO. SUIT.

(Special to The Talking Machine World.)

Trenton, N. J., Jan. 13, 1911.

On December 23 the suit of the American Graphophone Co. (Columbia Phonograph Co.) Bridgeport, Conn., against the Victor Talking Machine Co., Camden, N. J., charging them with infringing the Jones patent, was filed here. In addition to the foregoing, the defendants were also charged with having repudiated a license which it obtained from the complainants for the manufacture of disc records under the patent.

The defense, claiming that the United States Circuit Court for the District of New Jersey had no jurisdiction in the action, filed a demurrer to the suit. On the same ground, Eldridge R. Johnson, of Merion, Pa., president of the Victor Co., demurred to the suit brought against him by the complainant. Other grounds of demurrer were stated by the defendants, namely, that the complainants should not sustain the suit in that court because they have a complete remedy at law; that the bills do not allege that the defendants infringed the patent jointly and that a case had not been made out in either suit.

The court on January 3 sustained the Victor Co.'s demurrer in part, and the order to this effect was signed the 9th following. Yesterday the order for an appeal by the American Graphophone Co. was signed by the judge to the United States Circuit Court of Appeals, Third District, which sits in Philadelphia.

### A PAYING SIDE LINE.

Old talking machine men will recall the prominence which C. A. Ray, Louisville, Ky., occupied in the trade years ago. Mr. Ray is now at the head of the Sanitary Specialty Co., manufacturers of electric suction sweepers, Louisville, Ky.

In the opinion of those best qualified to judge Mr. Ray has a sweeper proposition of unusual interest, and his old friends in the talking machine trade will do well to correspond with him. His product blends well with the talker line.

### THE PAST AND THE PRESENT.

"The salesman must be a child before he can be a man," says a business authority "And the best management implies catching him when he is young.

"Every employer and manager looks to his selling force for results—sales and customers, dollars and cents. The necessity for looking in this one direction often leads the boss to think chiefly of the salesman in connection with what he can do. But what the salesman is seems to be the cardinal point. For the true salesman is seldom a practical dollars-and-cents person. The manager who pays no attention to what he is, but follows a policy of hiring him by his record of results under some other employer is usually a bitterly disappointed man, and a close relative of the farmer who buys a record cow and tries to keep up her butter-fat yield on sawdust."

### MAKING FOR LOYALTY.

Present Policy of Large Corporations in Offering Truthful Employes the Opportunity of Becoming Stockholders Means Much from the Strictly Business Standpoint.

It is becoming the policy of a number of large corporations to encourage their employes to invest their savings in stocks of the concerns with which they are connected, with an underlying intention that while the men are financially benefited by this arrangement, the corporation expects to reap a large indirect benefit of its own, through the absence of strikes, in the loyal co-operation of its employes, and in the personal interest they may take in a concern in which they have a part ownership. It has been the policy of many large corporations to encourage their official help.

An employe who owns stock in a mercantile or manufacturing company, even though it may be but a few shares, naturally has an interest in the business and an attachment to the same that could not be aroused in another way. There are endless pleadings to store and factory employes to develop and exhibit an interest in the business in which they are engaged, and to make of it an object of worshipful attention. It is but simple justice to a body of hardworking men to say that so far as the hardware trade is concerned there is little ground for complaint in this respect. One sees everywhere a loyalty that is not measured alone by the size of salaries.

With the beginning of a New Year it may not be amiss to suggest that the employer in a concern of any importance has it within his power to vastly accelerate and increase the enthusiasm and working power of a selected number of his employes. There are ways by which he can aid them to stock investments in his concern without loss, or risk of loss, to himself.

In doing so, he may see some of the dividends diverted from his own money chest, but in the long run he stands to gain more than he loses. He has held out a hand of encouragement; he has taught his men to feel that this is "our business" and not "your business"; he has diminished the chances of his trained force being deflected in the interest of a rival; he has trained men who are likely to stand by him; he is binding men to him upon whom he may lean in the days when the load becomes too heavy for his shoulders.

This method is no experiment. It has been successfully tried in many cases, to a mutual benefit.

### THE COMMERCIAL TRAVELERS.

Reservoirs of Energy and Encyclopaedias of Information, Says John T. Graves, Have Bettered Every Condition in the Country.

"The commercial travelers," says John Temple Graves, "are reservoirs of commercial energy and encyclopaedias of public and private information. They are the envoys extraordinary and ministers plenipotentiary from the monarchs of business to the principalities of trade. Their tongues are ten thousand, their bosoms are one for the country and its weal.

"In their organized life they have bettered every condition of the country. There is not a traveler of any kind who does not have to thank their vigorous protests for the existence of better hotels in the interior towns. Their is not a passenger who is not their debtor for improved conditions on railroads, nor a merchant who does not recognize their aid in the facilities of shipping. They have eyes like eagles to 'mark the sparrow's fall' in politics. They thrash out with incisive vigor between stations all the imminent questions of government, and the rise and fall of many a public man has been referred to their favor or condemnation."

There should be a reason for making any and every statement that goes into your advertising matter. Have a double entry system with your advertising. For every sentence that goes into it there should be a reason why—to offset each. If your reasons are good and sufficient ones the advertising ought to pull.

## EXPANSION IN CINCINNATI.

A Great December Trade Reported—Famine in Victrolas at All the Leading Jobbers—Anent the Lyric Co.'s Talking Machine Shop—R. J. Whelen Describes the Holiday Trade as a Grafonola Christmas—Dealers and Jobbers Now Reordering Stock—Other Items of News Worth Recording.

(Special to The Talking Machine World.)

Cincinnati, O., Jan. 9, 1911.

There was a decided increase in business here during December over the corresponding month in 1909. Several of the dealers who were almost convinced that the day of the talking machine business had gone by now are most enthusiastic over last month's results. In some instances the gains were 50 to 100 per cent. over the same period of 1909. Naturally this state of affairs will have a most beneficial effect upon this year's business, particularly in the record field.

The Aeolian Co.'s Victor department, under the management of Louis Ahaus, succeeded in depleting the entire stock of Victrolas and records during the holiday season. The phenomenal development of the Victor department is such that Manager Black has plans under consideration for larger and more spacious demonstration rooms.

The prospective purchase of three Victrolas by a prominent Cincinnati broker was one of the prize sales of the holiday trade and most eagerly sought for, being fought out competitively, and the placing of the order with the Aeolian people is claimed by them to be an acknowledgment of the efficiency of its service. January, it is claimed, should be a splendid record month, inasmuch as the company's new customers will have the record fever. With proper encouragement all should be sold a large number of Red Seal records.

The following snappy letter by President W. H. Stever, of the Lyric Piano Co., shows the trend of their new Talking Machine Shop:

"In the month that has just passed we are very well pleased with the results that we obtained from our Talking Machine Shop which we added to the Lyric Piano Co. warerooms just a few weeks ago. We were a little discouraged in the beginning of this proposition, as we never had any experience in selling anything but pianos, but we must say that we have figured out the space which it occupies and we are more than pleased with results in December.

"We find that it brings in a class of customers that very seldom visit a piano wareroom since they have purchased a piano for their home, but that having a very nice Victor machine for their home, of course will visit once in a while to obtain new records for their library, and by having a talking machine department with the line of pianos, it brings in people who have a very nice piano in their home, but who have no one to play it, and therefore is what we call a 'dead' piano. Upon a couple of occasions we have got acquainted with them and have had the opportunity to talk player piano with them. We doubt whether it ever occurred to them before about purchasing a player-piano for their home in exchange of their silent piano until they came in to get some new records for their machine that they depend upon for their entertainment. We believe that the field for a good talking machine department is greater to-day than it has ever been known, because you are kept in touch with the best artists at all times and educate yourself and home with the finest artists, while otherwise you only get to hear them about once a year. So we look at this proposition as quite an educator to every class of people, and we feel satisfied that our adventure in a talking machine department is a success."

Manager R. J. Whelen, of the Columbia Phonograph Co., had a big, broad smile on his face when the writer called to see him, and said: "Business is great. The Christmas trade was enormous, the demand being mostly for the Grafonolas, many being ordered as Christmas presents for friends and relatives, and with every Grafonola a fine assortment of grand opera records was always ordered. The smaller machines came in for their share of popularity, but this was in truth a Grafonola Christmas. We could have sold twenty



SOLID WOOD (NOT VENEERED)

**Mr. Dealer!**

## The Music Master Wood Horn

Beyond question is the greatest advancement ever made in phonographic horn construction, not only from the standpoint of workmanship and finish, but from scientific principles of acoustics, it is made from SOLID Oak, Mahogany and Spruce.

The horn of a Talking Machine is the sounding board and amplifies the tones from the records the same as the music shell in a band stand sends forth the beautiful strains of the band and orchestra; you never heard of a music shell made of tin or veneered wood, did you?

Why don't you investigate the merits of the MUSIC MASTER?

Should your jobber be unable to supply you, write us, and we will send you a sample line of oak, mahogany or spruce, disc or cylinder horns on approval.

If you are not satisfied with the merit of the MUSIC MASTER you can return them for credit.

**SHEIP & VANDEGRIFT, Inc.**

PHILADELPHIA, PA.

times the number of Grafonola Favorites if we could have secured them from our factory, but the demand was so great that we simply could not fill our orders. We ordered heavily in all goods, anticipating the Christmas rush, and were able to take care of the trade in good shape on most types of machines and records, except the Favorite.

"Geo. W. Lyle, general manager, from our New York office, paid us a very pleasant visit in December, and while we were able to give him a splendid report of our business in Cincinnati, he also gave us equally as good reports from the other cities he had recently visited. During Mr. Lyle's visit with us he decided to take one of our Cincinnati men away from us, and C. P. Herdman, who has been our traveling man for several years, will go to Indianapolis in January as assistant manager of our Indianapolis store, and this promotion is well deserved. Geo. R. Howard, a Cincinnati man, will take Mr. Herdman's place on the road for us.

"The dealers have already commenced to reorder both machines and records to replenish their stock after the holiday trade, and we predict that Janu-

ary business will be almost on a par with the fine December just past."

A change in the management of the Krolage & Groene Co., which handles Edison goods, took place this month, the business being bought by the Joseph Krolage Co., which has a capitalization of \$20,000. The new owners propose giving considerable attention to talking machine goods.

J. E. Poorman, Jr., of Main street, this morning estimated that the increase in business during December amounted to 75 per cent. over the same period last year. "This gain," he said, "was a complete surprise and we are just tickled to death. Let's hope 1911 will be just as good."

John Arnold, dealer at Fifth and Elm streets, found business to be better during the holiday week than before Christmas. This demand for goods, particularly records, continued after New Year's day, making Arnold most happy over his holiday results.

Hand service, head service, heart service. These are golden aids to a young man in business.

**When you analyze the ready, steady sales, you find it is Columbia Double-Disc Records that have kept your clerks busy, and kept the monthly average up.**



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

### AROUND THE CLEVELAND TRADE.

**Talking Machine Dealers and Jobbers Well Pleased with Trade for Holidays and the Year—W. H. Buescher & Sons Co. Incorporate—Jobbers Couldn't Secure Sufficient Victrolas to Supply Demand—U. S. Phonograph Co. Make Excellent Report Anent Business Expansion—McMillen Divides Responsibilities—Probeck Reports Big Sales of Grafonolas—Dealers Busy Replenishing Machine and Record Stock—The Month's News.**

(Special to the Talking Machine World.)

Cleveland, O., Jan. 6, 1910.

The beginning of the year 1911 finds the Cleveland talking machine dealers in a happy frame of mind. The end of the old year and the beginning of the new has been a surprise in that the business has kept up more actively and longer than in any previous period. The dealers, both wholesale and retail, were busy all through the holidays, and the only trouble experienced was their inability to obtain a sufficient number of some of the high-priced machines to meet the demand. There was a very much larger demand for the high-grade, expensive machines than was anticipated, and results evidence the phenomenal popularity of the hornless machines and the development of a high artistic taste by the general public, who have come to realize that the talking machine is a genuine musical creation.

Incorporation papers of the W. H. Buescher & Sons Co., Cleveland, were filed at Columbus recently by A. J. Holle and others. The capital stock is \$45,000 and the company are to do a talking machine business.

The wholesale trade is not as brisk as it was in December, but the volume of business continues

good, a sure indication, says Mr. Towell, of the Eclipse Musical Co., that dealers depleted their stocks during the holiday season and are now replenishing. The demand for both machines and records was, and continues to be, unusually good. "We experienced considerable difficulty and were somewhat handicapped in securing Victrolas sufficient for the demand," said Mr. Towell. "Dealers in this section have done, and are still doing, a very good business, and prospects at the present time point to continued prosperity."

All departments of the U-S Phonograph Co. are busy and working overtime to fill orders covering the entire list of machines and records. One of the officers stated that it was very gratifying to know that the dealers all over the country were showing their appreciation of the "square deal" policy of this company, and that a great many progressive dealers have taken on the improved U-S line. "They realize," said the officer, "that the consumer is bound to demand the best class of goods he can get for his money, and the wise buyer will from this time on insist on a comparison of the various makes before he invests his money. We expect to make every month of this new year a banner month in the sales of our improved product, and dealers who desire to make their talking machine department more profitable and more satisfactory in every way, and who have not investigated this proposition, would do well to do so at once. The full protection given to dealers by this company is proving to be one of its strongest talking points."

One of the very busy places during the holidays was at McMillen's. The management stated they had enjoyed by far the best Christmas business of their career, not only in talking machines but in all departments. Their stock of Victrolas was all sold three days before Christmas, while the other style Victors were in big demand. Over four thousand Victor records were disposed of. Edison machines and records were a prominent feature of the trade, principally Standards and Firesides.

At the annual banquet of the McMillen employes, December 28, H. E. McMillen announced that owing to the expansion of the business it has been deemed best to divide the management with his son, H. E. McMillen, Jr., as general manager, and O. E. Kellogg, as sales manager.

W. H. Buescher & Sons report the heaviest holiday trade in the history of their house, with a tremendous demand for Victrolas. It was almost impossible to secure a sufficient supply from the factory, and a number of orders were still unfilled on New Year's eve.

The Goodman Piano Co. enjoyed a splendid holiday trade in Victor talking machines and records and Edison Amberolas.

In talking machine circles none has more reason to be satisfied with results of the past year than the G. J. Probeck Co., Columbia jobbers and retailers. A. W. Robertson, of the company, said: "December rounded up a very successful year, and especially was the Christmas trade good. Both machines and records were in active demand. Many of the new type of Grafonolas were sold

almost before they were out of the packing cases. The output of records from the 65-cent record up to the grand opera field has been exceedingly satisfactory. Especially popular of the latter are those of Celestina Boninsega, the dramatic soprano, and Jose Mardones, basso. We look forward to continued activity for some months to come."

Just after Christmas the talking machine display room of Collister & Sayle looked as though they were closing out that department of the business. Not a Victrola of the usual large number in stock was to be seen, and Mr. Dorn said he could have sold a number more if he'd had them or could have obtained them. He said business in both the wholesale and retail departments had exceeded his expectations all through the holiday season.

What is true of the foregoing concerns is true practically of every talking machine house in Cleveland. Manager Friedlander, of the Bailey Co.'s department, expressed surprise at the volume of business which completely cleaned him out of stock.

The May Co. not only had an active holiday trade, but since Christmas the demand for Victor machines and records has exceeded expectations.

Chas. I. Davis also made a most encouraging report regarding the Victor and Edison lines, which he represents, as did S. A. Mintz, Victor and Edison representative, and John Reiling, West Side Columbia dealer, who was kept busy replenishing his stock to meet demands.

Others who reported gratifying progress were the Aldrich-Howey Co., Brown Bros., Flesheim, Smith Co., as well as other dealers, all of whom expressed themselves in the most enthusiastic manner regarding trade for the closing days of 1910.

The effective, simple little "Hays Stop," for use on disc machines, is in high favor with all who are using it. The Cleveland dealers say "it sells on sight."

### THE SALESMAN'S RESPONSIBILITY.

**Real Burden of Business Rests Upon the Shoulders of the Man Who Sells the Goods.**

The stockholder who puts his money into a selling business does so in the expectation that there will be enough goods sold at a profit to pay him interest on his money. The manager of the store engages employes whom he believes can either sell goods, or aid those who are engaged in the selling.

A buyer is selected on his supposed ability to so buy his goods that they can be sold at a substantial advance. A sales manager is put into his place of responsibility with the understanding that he will so manage the salesmen as to get out the best there is in them. The credit man must prevent losses on goods sold on credit. The advertising man has no other use except to aid the salesman in the selling of goods.

Thus everything is up to the salesman. In every appliance, department, personality and purpose of the store is to sell the goods. And that is the chief end of business!

## Makes a Phonograph Sound Life-Like

**A** REMARKABLE little device made to fit in tube between reproducer and horn of phonographs. It renders the sound loud, clear and lifelike, and eliminates that unpleasant metallic effect which is more or less common to all phonographs, regardless of price; largely eliminates blasting and splitting of high notes.

### THE MORSE CLARIFIERS

are selling fast

Advertised in  
standard magazines

Retails for \$1.00

**BIG PROFITS TO JOBBERS  
AND DEALERS**

**FREE SAMPLE** of Clarifier will be sent to jobbers or dealers writing us on their business stationery

State if for Victor, Victor-Victrola, Edison Cynet horn or rubber tube connection, Columbia Cylinder or Columbia Disc.

**MORSE BROS.,** Mfrs. and Distributors

442 Lumber Exchange, MINNEAPOLIS, MINN.

Pat. Applied For



## MILWAUKEEANS OPTIMISTIC.

Great Holiday Trade—Poor Collections the Only Blotch on Good Year—McGreal Discusses Outlook—Ornstein Entertains Western Victor Salesmen—Talking Machine Jobbers Developing Plans for Convention—Behrend Piano Co. Secure Columbia Agency—Hoeffler Handling U. S. Phonographs.

(Special to The Talking Machine World.)

Milwaukee, Wis., Jan. 9, 1911.

A highly satisfactory holiday business is reported by wholesalers and retailers alike. Milwaukee retailers are almost unanimous in saying that the holiday trade was the most successful in their history, while reports from about the State are almost as optimistic. While wholesalers experienced most of their rush during the first half of December, rush orders arrived up to Christmas night from dealers about the State who found demand better than they had anticipated.

One of the brightest features of the holiday business was the fact that cash sales seemed to be more in evidence than a year ago. Considering the fact that some lines of business in Milwaukee are at a rather unsatisfactory stage just at the present time, particularly the steel and machinery trade, which is all important in this city, dealers feel that they have occasion to congratulate themselves on the good business which they rounded up before Christmas. Of course money came in more freely outside of Milwaukee, where general business was perhaps better. The smaller cities and towns all seemed to meet with an especially fine business, due, no doubt, to the fact that crops in the State were almost record-breaking last year.

Just at the present time retailers and wholesalers are in the midst of their annual inventories, and figures which are being disclosed are generally satisfactory. While in many cases total business for 1910 was about the same in volume as for 1909, reports generally indicate a larger volume of trade for the twelve months just closed. The only disquieting feature of the past year was the fact that collections were often unsatisfactory. Just at the present time, however, conditions in this line seem to be showing improvement.

Everywhere predictions are being made that 1911 will be a banner year, despite the rumors that are heard in some lines that conditions will be below normal.

"The outlook for 1911 is exceedingly bright," said Lawrence McGreal, the well-known jobber. "Everything is now on a solid basis and I can see no chance for any disastrous slump in any line. Judging from the way dealers all over the State are ordering after the holiday rush, most of them have plenty of confidence in the coming year. It is true that there are no abnormal gains in business being made, but the improvement has been steady and normal and everything indicates a prosperous period ahead.

"One of the best proofs of the statement that the talking machine business about the State has been forging to the front is the fact that demand for higher-priced machines has been increasing steadily. There is no denying the fact that larger and more expensive machines sold better during the past twelve months than during the previous year."

A decidedly interesting gathering was held at the Hotel Pfister in Milwaukee on December 21, when George D. Ornstein, manager of salesmen of the Victor Talking Machine Co., entertained a number of his western salesmen at a banquet in the Fern room. Following the repast a most profitable discussion on trade matters was carried on by Mr. Ornstein and his guests. Those in attend-

ance included: George D. Ornstein, Lester Burchfield, W. A. Barsh, L. E. Gilbert, V. B. Taylor, S. W. Goldsmith, Joseph F. Gannon, Rosco Gorham, H. W. Woodward, J. E. Allen. Besides the salesmen, Lawrence McGreal, Milwaukee jobber, and Mrs. McGreal, Miss Gannon, Mrs. McGreal's sister, and Mrs. Sarah Gaffney were included in the party.

The meeting of the arrangement committee of the National Association of Talking Machine Jobbers will be held in Milwaukee January 11, 12 and 13, when the members will confer with Lawrence McGreal in regard to the coming convention, which will be held in Milwaukee, July 11, 12 and 13. Mr. McGreal has completed all the hotel arrangements for the July gathering and is now making preparations for the coming committee meeting.

F. K. Dolbeer, general manager of the National Phonograph Co., was in Milwaukee last month, conferring with local jobbers on the new Edison exchange plan, which was put into operation on January 3.

News has reached Milwaukee that a son was born to William J. Voss, Edison and Victor dealer at Appleton, Wis., on Christmas day. Mr. Voss plans to have the young man aid him in next year's holiday trade.

W. J. Augustine, of Fond du Lac and Oshkosh, and F. William Diedrich, of Ripon, Wis., were among the up-State dealers who were Milwaukee visitors recently.

Talking machines from the McGreal store were featured at various celebrations at the Elks Club and the Knights of Columbus new club house on New Year's eve.

"Our holiday business exceeded our highest expectations," said L. C. Parker, manager of the talking machine department of Gimbel Bros. "The Victrolas were in heavy demand, so much so that so far we have been unable to fill all of the orders and have been obliged to substitute horn machines for the time being. To fill several orders it was necessary to ship the machines into the city by express. The sales of records have also been heavy."

A. G. Kunde, the Columbia jobber, 516 Grand avenue, has located a new Columbia branch with the Behrend Piano Co., 526 Mitchell street. This store is located in the heart of the South Side business district and should prove a profitable proposition. "Taken as a whole our business this year has been 25 per cent. larger than it was during 1909," said Mr. Kunde. "The holiday trade was all that could be desired and we were rushed to death. We have received our first Grafonola Favorite, which sells for \$50, and it looks like the greatest thing of the season. I am now completing arrangements for establishing several additional branch stores in Milwaukee," he concluded.

The Hoeffler Mfg. Co. have secured the representation of the U. S. Phonograph Co., of Cleveland, and a number of machines have already been placed. "The Christmas business was better than ever," Manager J. H. Becker, Jr., said. "The call for high-priced machines was so large that I believe that we could have sold fifty more Victrolas, No. 11, had we had them on hand. Edison machines also sold well during the holidays and we disposed of a number of Zonophones."

## EDISON EXPECTS AIR MAIL LINE,

Says Man Has Conquered the Air and Is Now Master of the Elements.

Thomas A. Edison predicts that aerial transportation and parcel carrying to all parts of the world will soon be practicably solved. Man has conquered the air, he says, and is now master of all the elements. The greatest work of the near future will, he thinks, be that of developing aerial transportation.

"I believe aerial navigation will become practical," continued Mr. Edison, "not as a means of personal transportation alone, but for the transportation of the mails and small articles intended for quick delivery. By aerial transportation remote sections in the far and distant parts of the globe may be reached.

"I do not believe that the government will take up the problem of the development of aerial navigation. I think it will be done by private com-

panies. These companies will use the aeroplane to reach points in Alaska and other places that would be almost inaccessible by ordinary means of transportation."

## TO RECORD INDIAN LANGUAGE.

Medicine Man Will Make Phonograph Records for California University.

(Special to the Talking Machine World.)

Berkeley, Cal., Jan. 9, 1911.

To preserve the languages, legends, religions, traditions and lore of the North American Indians, the Department of Anthropology of the University of California has engaged Achora Hungara, a Mojave Indian, and Capt. Jack Jones, an interpreter of the tribe, who will hold positions in its faculty. Hungara is known in the Southwest as one of the wisest of the medicine men. His knowledge of the history of his race is said to be vast. His lectures are to be placed on phonograph records and kept for study.

## SONORA

The Instrument of Quality

Highest Class

Talking  
Machines



and  
Records



The handwriting on the wall in the talking machine line indicates several things which are bound to assert themselves universally.

The Invisible Horn in all grades of machines.

The Record of tenfold wear, because its surface is not cut through by a needle point.

The Sapphire Stylus, which is perpetual.

Tone Moderator of exquisitely pleasing modulation.

The Automatic Stop.

The Covered Case to eliminate the scratching noise of the stylus.

SONORA represents all these—and some more, of which the trade will learn shortly.

And of one thing be assured, Mr. Dealer, Sonora does not, with its purpose to fatter the Sapphire stylus and the Sapphire record in this country, have to—and does not—encroach on the rights of others.

And its position is as unassailable as it is dignified.

Sonora Phonograph Co.  
78 Reade Street, New York

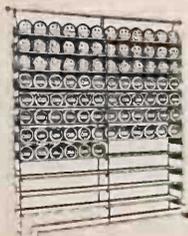
## GOOD PROFITS

Are Made Handling the Schubert Extensible Record Racks, for keeping Cylinder Records in the Home.

Patrons can start rack with as few or as many shelves as may be needed at first, then, as records accumulate, add more. Simple, Neat, Convenient and Cheap.

Price, 35c.  
Nearly 100% Profit to Dealers.  
Send for Special Instalment Offer No. 8.

G. H. SCHUBERT  
818 Madison St. Chicago



# The Only Hornless Machine

The Columbia Grafonola "Favorite"



# The Columbia Phonograph

# Line on the Market at \$50

## —two years ahead of the times

The Columbia Grafonola "Favorite" is the *first* hornless instrument of any make ever offered to the American public at \$50—or near it.



We believe it is the *best* hornless instrument that can ever be made and sold for \$50.



Every prospect who walks into your store and doesn't get a chance to see a Columbia Grafonola "Favorite" with a \$50 price card on it, is being shown the way to some other dealer's store.

Don't let it happen !

There is only one \$50 hornless machine—the Columbia Grafonola "Favorite"—and if you want to make the sales that can only be made with a \$50 hornless machine, you must get the Grafonola "Favorite" on display.



Dealers Wanted : Exclusive selling rights granted where we are not actively represented.

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

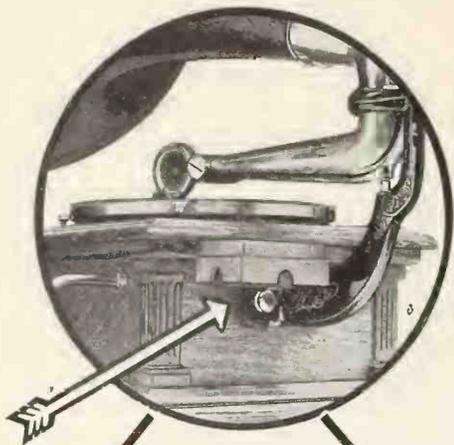
### WITH THE PACIFIC COAST TRADE.

Holiday Business with the Talking Machine Men the Best Since the Fire—Heavy Demand Noted for Both Machines and Records—Babson Bros. Open New Store with S. E. Babson in Charge—Sherman, Clay & Co., Clean Out Nearly a Carload of Victrolas After Christmas—Busy Times at Columbia Co. Store—What the Other Houses Have to Report—The Month's News in Brief.

(Special to The Talking Machine World.)

San Francisco, Cal., Dec. 31, 1910.

The holiday season just closed was, for the Pacific Coast trade as a whole, about the biggest ever experienced, and the San Francisco dealers have had the best month since the fire of 1906, at least. While the wholesale distributors of talking machine goods made unusually large preparations, and have at all times been able to supply nearly



**SIMPLEX**  
NEEDLE BOXES  
and 300 Magnetic Needles  
A 90 cent Outfit for 50 cents Retail

Send 30 Cents in Stamps for Samples and Full Particulars



Holds 182 1/2 inch  
Disk Records  
Size 39" high 19" wide

This is our No. 100 Disk Cabinet, Oak or Mahogany,  
**\$6.75 Each**

Write for list of our new Cabinets, the Best and Cheapest made

HEADQUARTERS FOR  
Victrola Protectors, Simplex Needle Boxes,  
Magnetic Needles, Cabinets

VICTOR — Jobbers — EDISON

**S. B. DAVEGA CO.**  
126 University Pl. New York

everything asked for on demand, they will enter the new year with very little stock on hand, and have found it impossible to fill orders for some of the newer and more popular lines of machines. The retailers have bought both early and often, and might be expected to have a fair amount of stock left a week after Christmas, but the numerous orders which have already been received show that the trade as a whole is unusually well cleaned up. While there was a heavy Christmas business in records, the enormous number of new machines sold gives promise of a steady run in the record department during the latter part of the winter. Retailers are just now giving considerable attention to record advertising, and already note an increasing demand. Following the increased sale of high-class machines the call is generally for the more expensive records, and fine selections are certain to be in great demand throughout the year.

Babson Bros. opened their new store at 65 Post street early in December, though they had made a start in the mail order business before that time. The store has a frontage of 30 feet, with a large and well-lighted space in the rear for the display of stock. A couple of demonstration rooms have already been installed, and further improvements are to be made within the next few weeks. S. E. Babson is in charge of the branch, and expects to remain here permanently. He states that the local retail trade has opened up as well as could be expected, and believes the firm will find this territory an extremely profitable field. W. A. Lynch, a well known talking machine man in San Francisco and Oakland, is associated with the new store. He has been for some time in Chicago, and on his way back visited the trade at a number of points through the South.

Andrew G. McCarthy, of Sherman, Clay & Co., says: "The holiday business this year has been without exception the best we have ever had, in both the wholesale and retail departments. December brought an enormous increase over the preceding month, and on Christmas eve we had only three Victrolas left in the house." Mr. McCarthy states that about 80 per cent. of the business in machines is now on the Victrola, attributing the rapid advance of this machine to the constant campaign of advertising which has been carried on. A delayed carload has arrived since Christmas, and in less than a week was almost cleaned out. The company have been well supplied with everything but the new \$75 machine, and are now making deliveries on this line. Regarding the entrance of Babson Bros into the field, Mr. McCarthy considers this a strong Victor territory, and does not believe that there will be any real competition between this and the Edison line.

The Pacific Phonograph Co. added six extra men during the holiday season to help out on deliveries, and the rush lasted up to the last moment, the force being worked overtime for the last two weeks. Late orders from outside made it necessary to send out a great deal of goods by express. Things have quieted down a little since Christmas, but orders are still coming in on a large scale, especially for records. Mr. Pommer says that while he cannot compare this year's trade with past seasons, the company's business has been extremely satisfactory. He feels that the arrival of Babson Bros. and the increased competition resulting will really be a good thing for the Edison business, as it will bring this line into more prominence than it has ever had in the past.

Mr. McCracken, outside man for the Pacific Phonograph Co., has just returned from a holiday visit to Minneapolis.

The Edison business in Sacramento, Cal., has been unusually good. The line is handled there in a large way by three houses, the A. J. Pommer Co., the Drake Music Co. and the J. W. Boulton Music Co., and all of them have moved a large amount of goods.

The Wiley B. Allen Co. devoted a large amount of space to their holiday display of Victrolas, and this line came very near leading all others carried by the house in the sales record for December, the stock being practically cleaned out at present.

Mr. Grob, who has charge of the talking machine business of Benj. Curtaz & Son, reports a very satisfactory holiday run, but says the business was

materially limited by inability to get the new model Victrola, many buyers preferring to wait until these machines could be delivered.

Mr. Scott, of the Columbia Phonograph Co., characterizes December as the best month for Columbia goods in the city for the last two or three years, the sales being far ahead of last December. He reports a lot of large orders from outside agents since Christmas, which he regards as an unusually promising sign in the country trade. The local house is entirely sold out of the Grafonola Favorite, for which new orders are coming in all the time. It is hoped that deliveries can be completed before the end of January. Mr. Cyrus, the road man, was in the city for the holidays, after covering the Sacramento Valley territory for Kirk, Geary & Co., and says conditions in that district are very promising. He is just starting out for another visit to the Southern district.

W. S. Gray, Coast manager for the Columbia Phonograph Co., will leave early in January for New York. He will be accompanied by Wm. F. Stidham, manager of the Los Angeles branch, and his family.

Clark Wise feels greatly encouraged over the outlook for the talking machine department, which after a rather quiet season ended the year with the best month he has ever had. He says there seems to be a better feeling all around, and believes a material improvement will be noted in 1911.

The Hauschildt Music Co. have made a big feature of their talking machine department, which has gained a strong foothold, considering the short time the house has been established in San Francisco. This department carries a general line of goods, and for the last month has had about all the business it could take care of.

The Oakland Phonograph Co., 472 Eleventh street, Oakland, have the only exclusive phonograph shop in that city, carrying both Victor and Edison lines. The company report a very satisfactory year, with an exceptionally fine holiday season.

### HELPING THE SALESMAN.

How the Sales Manager Can Increase the Efficiency of His Force by Using a Little Tact.

"Every sales manager," says one who has had a long experience in both buying and selling, "ought to be human, wise and sympathetic enough to lift his young men out of the sinks of depression when they fall into them.

"One error constantly made is that of praising the salesmen who is selling the most goods, and nagging the fellow who sells the least. Saleswork is competitive. A man not only competes with rivals of his own house, but each of the house's salesmen is also a rival.

"A star performer's records are held up as an incentive to others on the staff. But they have seldom an effect on one who has become discouraged. One thing alone is certain to stimulate him, and that is a record of his own. The shrewd sales-manager helps him to get one.

"The manager of a sales department of one large commercial concern, with hundreds of men under him, makes it a point seldom to praise the star performer. Let him run on his own steam, he advises; praise him unwisely and he may feel that he is indispensable. The manager, on the other hand, gives his encouragement to those who need it."

### ANENT CONSTANTINO'S SUIT.

Reference has been made in the daily newspapers to Constantino's \$200,000 suit against the Columbia Phonograph Co. The suggestion that the Columbia company have failed to pay Constantino the royalties it is claimed they owe him is indignantly denied by the Columbia people, who say that his claim is absolutely unfounded, absurd and will be fought to a finish. They also said that if Constantino, who is under contract to sing for them exclusively, wants the advertising the lawsuit will bring him he is welcome to it.

"Grit makes the man; the lack of it the chump. Boys who win, catch hold, hang on and hump."

It's a wise man who always has a wise excuse.

**Doing business without the \$50  
Grafonola "Favorite" is like trying to  
run the Pennsylvania Railroad with  
Pullman cars only.**



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

### INDIANAPOLIS TRADE NEWS.

**Excellent Holiday Trade Reported from All Quarters—Changes and Improvements in Columbia Store—Strong Demand Noted for All Lines of Goods—Aeolian Co.'s Good Victor Business—Wulschner-Stewart Co. Cleaned Out of Stock—Kipp-Link Co. Have Good Location—Other News of Interest.**

(Special to The Talking Machine World.)

Indianapolis, Ind., Jan. 6, 1911.

The talking machine dealers of Indianapolis, having had a satisfactory business for the last year, are preparing for an active campaign for the year now with us. The handlers of the Edison line, the Kipp-Link Co., are counting on a good wagon trade for 1911, and are also counting on the promised Edison disc machine. The Victor men are looking to a largely increased sale of the various Victrola styles, now having something unusually interesting to offer at a popular price. Manager Devine, of the Columbia store, is making many changes, including the employment of a new assistant manager, namely, E. P. Herdman, who has been road salesman for the Cincinnati store of the company. With the new blood in the Columbia force and the exclusive right to the Dictaphone in the Indianapolis territory, he is expecting a greatly increased business during the coming year. In Indiana the year 1911 is one year out of four when there will be no election, and this in itself is counted on to aid business generally. Elections always disturb business to a greater or less extent.

In Terre Haute there are four brothers, the Archibalds, who have been singing as a quartet for several months and have been making records for the Columbia Co. These records have proved to be good sellers not only on their merits, but because they were produced by Indiana men.

B. Feinberg, wholesale representative of the Columbia Co. in the Middle West, paid his semi-annual visit to the Columbia store in Indianapolis.

The Columbia Co. reported an unusually good Christmas business, especially in the higher-priced outfits. Manager Devine, of this company, says that the trade among the people who are able to buy high-priced outfits is getting better year by year. The grand opera records, he says, are interesting more people each year.

He also reports that the demonstration record is proving to be a great hit and the demand for it is big among all classes of people.

The Aeolian Co., with the Victor line, have been giving daily concerts, which have been successful and well patronized during the pre-holiday season. The talking machine business of the Aeolian Co. went ahead of expectations for the holiday season. On December 24 this company had just four Victor machines on the floor unsold.

Mr. Jones, manager of the Aeolian Co.'s Victor department, visited relatives at Delphi during the holiday season.

The talking machine department of the Wulschner-Stewart Music Co. has sold out its Edison stock and will quit the Edison business, devoting all energies in the future exclusively to the Victor line.

The Wulschner-Stewart talking machine depart-

ment had a nice holiday trade, and the company are planning to push the talking machine business hard during the next year. The company have been in the talking machine field now about one and one-half years. The business of the talking machine department during the six months of this year up to December 25 was about 100 per cent. better than it was during the corresponding six months of the previous year. In spite of the fact that the company made unusual preparations for the Christmas trade and laid in an unusually heavy stock, they were about cleaned out after the Christmas rush was over.

The Kipp-Link Co., who handle Edisons and Victors, had the advantage of large holiday crowds, as Massachusetts avenue, where the company are located, had larger Christmas crowds than ever before. With excellent lighting facilities and other conveniences, the crowds that patronized this avenue rivaled those of Washington street, the main thoroughfare of Indianapolis. The Marott department store, one of the most complete in the city, is right across the street from the store of the Kipp-Link Co.

#### R. B. CALDWELL A COMMUTER.

R. B. Caldwell, vice-president of the Blackman Talking Machine Co., has deserted the City of Churches for a home mid the sylvan glades of Rutherford, N. J., and has already developed the commuter's gift of eloquence which manifests itself whenever he discusses the advantages of that pleasant suburb. And the Marathon down the

street each morning in order to see the tail flags of the 7.37 $\frac{1}{2}$  express waving defiantly as they are hauled Gothamward seems to agree with Mr. Caldwell. Nothing like it, boys.

#### A LIVE ARIZONA CONCERN.

Fischer's Music Store Handles the Edison and Victor Lines with Great Success.

It has been our privilege to inspect several views of the interior of Fischer's Music Store, of which George T. Fischer is the proprietor, in Tucson, Ariz., where the complete Victor and Edison lines are handled in addition to the large line of pianos, small goods and sheet music.

Besides the sections devoted exclusively to the handling of talking machines, various cabinet models are placed in vantage points throughout the piano and small goods departments, where they may attract the attention of purchasers in those departments. The entire equipment of the store is up-to-date in every particular, attractive cases being provided for the small goods and conveniently arranged racks for the talking machine records and sheet music. In addition to sound-proof record demonstrating rooms there is provided a commodious recital hall, where Victrola and Amberola recitals are given every Saturday evening the year round. On these occasions vocal, piano, violin or pipe organ solos are programmed, it being found that such features draw larger crowds than where the program is made up wholly of talking machine selections.

## When in need of Talking Machine Needles

go to

**FR. REINGRUBER**  
Schwabach, Bavaria

who manufactures every kind,  
without exception, at prices  
that will surprise you, and of  
the Best Quality only.

A CONFIDENTIAL CHAT

With Dealers Regarding Unique Advertising Which Is Pertinent at Opening of New Year.

Mr. Dealer, the winter of 1911 should prove a banner one to all talker men who are in a position to embrace golden opportunity. As was the case last year at this time, the new material offered you by the manufacturers is particularly enticing, every company being represented by some accessory which, when applied to the machines now in use, will materially enhance the already brilliant reproduction of records.

The Victor people have come forward with a fiber needle which does away entirely with record wear, and at the same time softens and sweetens the tone.

The National Co. are putting on the market their new Model O Reproducer, thereby revolutionizing the phonograph. With this reproducer applied, their machines take on the mellowness and volume of an Amberola, it is said.

The Columbia concern has a new cabinet machine that can be sold as low as \$50—think of it—and also a reproducer of which they claim great things.

Then there is a jewel needle for disc talkers, which costs but \$2 and is guaranteed for one year, besides other desirable and clever attachments which are awaiting your consideration.

Summing up we find that never before in the annals of talkerdum were there so many good things to choose from.

Now let us take up the subject of the best and most convenient way to get Dame Public interested to the extent of opening up her purse and heart to you. Of course, the solution of the problem resolves itself into one word, *Advertising*, and it remains for the writer, in his modest way, to endeavor to show the dealer along what paths to tread in order to achieve the most far-reaching results.

When you advertise, Mr. Talkerman, put sufficient snap into your publicity to create interest. Be unique, and thereby deal a solar plexus blow to the other fellow who persists in following the old and worn-out trail of bygone years. The advertising game is an intricate one, and while the player's chances were never more promising, he must be keenly alive, well schooled and alert to win out. He must make use of his own intellect and not depend entirely upon his manufacturer's publicity departments for aid along this line. Nothing pleases a talking machine company more than to find one of their jobbers or retailers branching out

into advertising ideas of his own. They hasten to congratulate him by letter, or in person, and print an account of his exploits in their house journal, thus spurring him on to still greater efforts for their mutual good.

Therefore, Mr. Dealer, let us see what we can do, you and I, to achieve success in unique advertising, taking as a subject for experiment, the new fiber needle, and try to win a reward of merit from the powers that be by lauding it somewhat in this wise:

Hear Victor Record 16,113b. Battleship Connecticut March. Played by Pryor's Band in a Style Never Dreamed of Before! Why? Because of the Fiber Needle!

So sweet and natural is the reproduction, so stirring the martial melody, brought out by the new needle, that while listening, your mind's eye will glimpse the stars and stripes flying jauntily from the peak of Uncle Sam's gallant dog of war as she plows her triumphant way up New York harbor. You will see the smiling salute outflung from the lofty torch bearer on Bedloe's Island, and over all, you will hear the inspiring refrain, nobly rendered, from a multitude of golden horns.

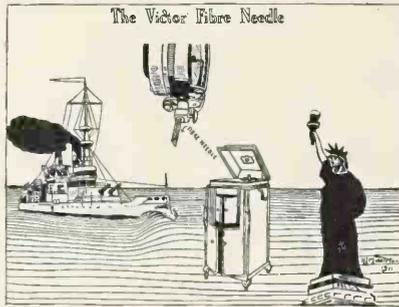
Victors on land and sea perform at your pleasure in our talker shop, through the marvelous fiber needle which does not wear the records and can be used over and over again.

Call! See Demonstration!! Hear Battleship Connecticut March!!! Be Convinced!!!!

John Jones,  
No. 1 Broad Street,  
City.

The Home of Elite Talking Machines and Supplies.

To add an additional force to this advertisement it might be illustrated thus:



and below the sketch, the following jingle could be used to advantage:

1866 **NYOIL** 1910

FOR

**Talking Machines' Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.**

**It Absolutely Prevents Rust.**

**NYOIL**

**Now Sold Everywhere By All Hardware Men**

**WILLIAM F. NYE**  
NEW BEDFORD, MASS.

(Air, "When Love Is Young.")

The ship steamed up the harbor;  
Its band played loud and clear.  
We deemed it so alluring,  
\*We've canned it for you here.  
The horns, the drums, the bugles;  
They've caught the wondrous tune.  
There's music in the very air;  
Come hear it soon.

\*The band, not the ship.

You see by this form of publicity, Mr. Dealer, you are stringing your business bow with three strings, all capable of flying an advertising arrow straight and true to the heart of Dame Public. One dart represents the fiber needle, the second the machine upon which it is played, while the third will mean a great many sales of that beautiful march, "Battleship Connecticut," or whatever other selection you may deem worthy of such elaborate specialization.

The other subjects I have mentioned above, and of which lack of space prohibits further details, can all be treated in much the same manner, always making the word *unique* your battle cry.

HOWARD TAYLOR MIDDLETON.

A GREAT VICTOR CATALOG.

The New Publication Alphabetically Arranged, a Remarkable Compilation.

One of the largest, best arranged and most satisfactory record catalogs has just been sent the trade by the Victor Talking Machine Co., Camden, N. J. It is the alphabetical list, with thumb index in margin, so that any selection may be turned to instantly and without confusion. In connection therewith the company address a circular letter to Victor dealers, in which they say:

"These catalogs, although dated November and marked to include the November supplement, really include the December supplement. We were unavoidably delayed in the printing of the pages for this catalog after the covers had been printed and decided to add the December supplement.

"We believe that you will find this catalog to be as complete and convenient as possible. The pages have been slightly enlarged to allow a better margin and the alphabetical thumb indexes are a feature that greatly facilitates the finding of any selection. These catalogs are not for general distribution to the public, but are for the exclusive use of Victor dealers. Only a limited supply has been printed and we caution our dealers to be careful of the copy enclosed as we cannot furnish additional copies."

The records in foreign languages contained in the Victor's foreign booklets will be found in the second section of the "Alphabetical Catalog," to be issued this week.

Salesmanship is the ability to sell goods. It ought to be the ability to sell goods so that they will give satisfaction to the buyer.

A Suggestion for 1911

What it means NOT to have a Cabinet for your records } **LOST BROKEN DUSTY**

Any owner of a machine will admit that he ought to have a cabinet.

He knows how exasperating it is to want a certain record (know that he bought and paid for it) and have to paw around in a pile of Disc or Cylinder Records and find the record missing, or that the baby broke it or find it covered with dust. What a pleasure to have a nice cabinet (a fine piece of furniture itself) and be called on for a certain record, refer to the index card and in a jiffy have it on the machine.

It's fine to have a Cabinet, and you, Mr. Dealer, must talk machine and cabinet simultaneously. A firm in Indianapolis, Ind., The Udell Works, to be explicit, have been making Cabinets for years. Thoroughly dependable and absolutely guaranteed are Udell Cabinets. Patterns and Prices that will care for all demands.

Write these people for illustrations and quotations. To-day is better than to-morrow.

Address them

**THE UDELL WORKS**  
**Indianapolis, Indiana**

We make Mahogany and Oak Cabinets for the New Victrolas No. 10 and No. 11



NO. 435 DISC RECORD CABINET.

Height, 34 inches; width, 21 inches; depth, 17 inches. Mahogany top, front and back. Golden Quartered Oak top and front. Will hold 170 12-inch Disc Records.

NO. 435 1/2.

Same as above, with horizontal shelves. Will hold 126 12-inch Disc Records in envelopes.

**"BY A MAIL ORDER MAN."**

Under That Head T. K. Babson, of Babson Bros., Chicago Makes an Interesting Contribution to a Series of Letters from Successful Men Published in System.

Among a recent series of letters appearing in the magazine System, under the head of "How I Started in Business for Myself," and contributed by a number of successful men, was one by T. K. Babson, of Babson Bros., the prominent Chicago mail order house, who do a large business in talking machines, which they sell through the mail in all parts of the country. Mr. Babson's story reads as follows:

"It was the suggestion of an advertising agent that led us brothers to establish a business of our own. We were working on a salary but were in positions which brought us in contact with an advertising man. One day when we were talking together he asked us why we didn't start a mail order business. The idea, although not new, was put up to us in such a way that it set us thinking.

"Although we knew nothing about the mail order game, we were desirous of getting in business for ourselves and decided we would resign and start on the lines suggested by our advertising friend. We first put in only \$5,000 as a basis for a try-out. When we say that there was no definite plan at the beginning except to advertise judiciously, we are naming what we consider the chief element leading to what success we have attained. That element is advertising.

"Our first move was to place with the advertising agency whose representative had suggested the proposition some advertising that we thought was within our means and rightly distributed. This proved a wise move, as later results showed the wisdom and experience of the advertising agent in the campaigns he mapped out. Then we opened a very small office down town in Chicago to await the first returns from our publicity. As soon as the orders began to come in as a result of our advertising, we went out in the open market and bought the goods, which consisted of phonographs, clothing, watches and cream separators, in such quantities as we needed them. With the money we had we were able to pay cash and secure the customary discounts which afforded us the maximum profit from our sales. These discounts we have always continued to take.

"Just as fast as orders came in we filled them. At the same time we increased our office force just in proportion as it was necessary to take care of the expanding business.

"As soon as we were assured that the first advertising was pulling successfully we placed more—as much as we felt able from the showing in returns as a result of the first try-out. This step by step process we kept up, and it was not long before we were on what we considered a solid basis.

"That was just five years ago. We then placed our advertising as we do now, entirely with the magazines and farm journals. Our strong selling point was the guarantee of satisfaction to each customer. We offered a free trial of our goods, and gave a choice of cash or instalment payments. The instalment method proved especially popular and helped materially in bringing orders. On this basis we built up a patronage that now runs into the millions annually.

"When we began we had a force of four people. Now we employ over 400 and are housed in a large building of our own.

"One thing that gave us great opportunities to broaden our selling field was the fact that we required no especial recommendation from a customer before sending him goods on approval. Any Tom, Dick or Harry could send in a request for a watch or a phonograph and we would assume that he was honest and intended to pay. Although we have lost many hundreds of dollars by this policy, yet the general percentage of profits is high enough to make this a powerful and paying lever for business.

"We have built this big business, not through any extraordinary ability of our own, but largely

through advertising that pulled, backed by satisfactory goods. Of course, we could not have started had we not saved when on a salary, but on top of that, attention to business and keeping the advertising in paying channels have won us success. Of the advertising we keep close track. We keep a record of what every advertisement produces in inquiries and orders every month. Any publication too expensive in point of returns we cut off the list for the time being, though we may try it out again some other time. In this way we keep our percentage of profits on an even basis."

**COLLEGE PRESIDENT USES "TALKER."**

Henry C. King of Oberlin College Sends Message Thousands of Miles to Alumni Associations in the West.

(Special to The Talking Machine World.)

Cleveland, O., Jan. 13, 1911.

The talking machine record has been used many times in the past in voicing messages, but it is not recorded that the president of a college has heretofore made use of it. The president of Oberlin College visited the demonstration rooms of McMillin's, December 30, and dictated the following message to the Oberlin Alumni Association, of Spokane, Wash., at the annual banquet on January 21. After its use at Spokane it will be sent to the Seattle Association for their delectation. The record is fine, giving a distinct, natural enunciation, and will prove an enjoyable treat to those far-away friends of the college. The president's mention of the mode of communication is interesting, illustrating as it does the lofty purposes to which the talking machine may be put:

Fellow Alumni and Friends of Oberlin—One who has made as much of the personal element in education ought not to object, I suppose, to the attempt on the part of distant friends to get into this semi-personal touch with the college—the attempt to get at least within the sound of the voice of its president. I am submitting, therefore, with reluctant cheerfulness, to this first endeavor to 'can' my voice, with the understanding that you are acting on the well-known principle of the western fisheries—that you consume direct what you can, and what you can't you 'can.' And after all, the transportable phonograph record is only one illustration of the marvelous way in which the world of our time has become unified. The unity has been made tangible, visible, audible, to an extent of which an older generation would not have dreamed, and it only thereby partially expresses that brotherhood—that membership one of another—that sense of the inestimable worth of every son of man—to which Oberlin, from the first, has been dedicated. No thoughtful survey of the world's life to-day can leave one in doubt that the world is moving steadily forward toward a completer, more consistent and more reverent democracy, and the college man who has allowed himself to fall out of that forward movement has forgotten his primary obligation to return to his fellows a service commensurate with the special privileges that have been his. The college itself cannot forget this primary obligation, and the doubling of its resources in the last ten years doubles its obligation, not only to do work of the highest educational efficiency, but to be still more sure that that efficiency cannot possibly be reached where the spirit of a genuine democracy does not permeate all its life. Because the college is committed to this goal it asks your confidence, your love and your loyal support in the years to come as in those that are past."

**DICTAPHONES FOR HARRIMAN RAILROADS**

(Special to The Talking Machine World.)

Salt Lake City, Utah, Jan. 2, 1911.

Last week forty-two Dictaphones were placed in the offices of the Oregon Short Line, in this city, by George D. Smith, in charge of the railroad and navigation business of the Dictaphone Co., of New York. This last sale makes a total of 333 machines used in the various offices of the Harriman lines. The Southern Pacific recently bought 210 machines.

**RETAIL ADVERTISING.**

What One Successful Dealer Considers as the Proper Method for Reaching the Local Public—What and What Not to Say.

"To me, the ideal way of advertising a retail business," said a successful dealer, "is to use the home newspapers, changing the advertisement each week, and calling the attention of the public to seasonable goods in their season.

"But one must guard against saying anything that is not true. Business that endures must have confidence as its basis. If you lose the confidence of the public to which you are appealing, you might as well sell out and leave the neighborhood.

"The one problem in business is to get the buyer and the seller together; for the one to show what he has, for the other to make known his wants.

"I write out my advertisement in such manner as will appeal to the readers and set them to thinking about my goods. When the farmer sits down to his evening paper, when his wife picks it up to look over after the children are in bed, then it is that I hope to get in my talk.

"I have these two in mind, and the things that they are most likely to read. I try to imagine myself in their places, and to tell them the things I would then have the greatest desire to know. I see the direct effects of this system in my sales."

**ENLARGE TALKER DEPARTMENT**

The Robert D. Sharp Music Co., Denver, Col., have enlarged their talking machine department and have removed it from the basement to the main floor of the store, where generous show window space is available. The department, in charge of W. H. Davis, has met with great success.

**HYMAN LANDAU MARRIED**

Hyman Landau, assistant manager of the talking machine department of Samuel Landau, the music dealer of Wilkesbarre, Pa., who handles the Edison and Victor lines of machines and records, was married on January 1 to Miss Mollie Michlosky, sister of Harry Michlosky, general manager of Landau's talking machine department.

An employer who never disagrees with you adds nothing to the brains of the business.

## 64% Discount On Cabinets

We purchased the entire stock of the Herzog Art Furniture Co., who have built 90% of all the Phonograph Cabinets now in use.

We have Cabinets for the

**EDISON  
VICTOR  
COLUMBIA**

records. They hold from 100 to 300 records.  
Write today for Closing Out Prices.



**NEAL, CLARK & NEAL CO.**  
643-645 MAIN ST., BUFFALO, N. Y.

Victor and Edison Jobbers: Try our improved service. It will please you

**Put the Columbia line in your store,  
back yourself up with Columbia exclu-  
sive selling rights and make your com-  
petitors compete with *each other*.**



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

### TWO FAMOUS ORGANIZATIONS.

New Records by the Johann Strauss Orchestra and the Garde Republicaine Band Issued by the National Phonograph Co.

The National Phonograph Co. have just issued forty-seven records made by the Johann Strauss Orchestra of Berlin, and twenty made by the Garde Republicaine Band of Paris, concededly organizations of high rank. Of Johann Strauss it is hardly necessary to speak, as Strauss and music are inseparable. Johann is the third of his family to



JOHANN STRAUSS.

bear that illustrious name, and he ranks among the foremost composer-conductors of Europe. It is interesting to note that Mr. Strauss acts as critic and adviser of the National Phonograph Co.'s recording laboratory in Berlin, and the records made by his orchestra are of high artistic quality.

Space prevents us from reprinting the list of the records of these two organizations, but we are sure that the mention herewith will interest dealers sufficiently to write and secure these records if they have not already done so. In addition to the records before referred to, thirty-four additional records by Strauss are to be found in the German catalog and more than two hundred by the Garde Republicaine Band in the French catalog.

### IS IT THE LANGUAGE AFTER ALL?

Some Pertinent Remarks by T. H. Bauer on the Question of Opera in English—It Would Seem That to Make the Latter Popular People Must Speak English so That They Must Be Understood.

(Special to the Talking Machine World.)

Boston, Mass., Jan. 7, 1911.

Theodore H. Bauer, press representative of the Boston Opera House, gives The World an inter-

esting remark when he says that it is all nonsense when people say they would go to the opera if they could only understand the words. "Most all opera is given in a foreign tongue, but even admit that one is the most fluent Italian speaker, he cannot understand opera productions in Italian unless he knows the words," continued Mr. Bauer, "and this applies to English opera. I heard the rehearsal of an English opera the other day, and I could only catch two words. Opera should be listened to like the strains of a violin; both are music of the very highest character. More enjoyment can be secured by operagoers if they will become familiar with the words, but if people really like music as music, not knowing the words will not prevent their appearance at the opera. So when you hear persons saying, 'I would go to the opera only I do not understand the words,' it is more of an excuse than a reason for their not attending."

### QUEER PHONOGRAPH RECORDS

Owned by the Academy of Sciences in Vienna—Rapidly Increasing the Collection of Idioms and Dialects—Means for Studying Human Speech.

As is well known, the Academy of Sciences of Vienna possesses a very generous collection of phonograms. Those in charge of these archives are now working zealously to increase the series of idioms and variations of dialects; and for this purpose is preparing delegations to all countries. The first of these will be for Sweden and Nubia. The proposed records, however, will not be made merely for purposes of culture, and of the history of language. The authorities have greatly enlarged the field of work of the phonograph, and have made of the instrument an indispensable inventory of the science of sounds. In this respect the phonograph serves as an "acoustic microscope," so to speak, for small sections of the records on the plate are magnified a thousandfold, and so form an invaluable comparative material for the theory of the formation of sound and speech and noises.

One of the latest results of investigation in accordance with this method may be mentioned as an instructive instance of the importance of this kind of microscopical study. Who that has the finest aural perception is able to decide whether the "a" of human speech concurs acoustically with the "a" sound, with its astonishing similarity, which is uttered by the frog in its croaking tone? Here the observer, says Science Siftings, in the absence of the aid of the phonograph, is restricted to his sensibility, and is exposed to subjective errors, and for this reason such investigation must lack an exact basis.

But such tonal emission magnified a thousandfold shows promptly that the "a" sound of a frog is interrupted at brief intervals, a fact which the human ear cannot grasp under ordinary circumstances, and that unlike the "A" of human speech it is a tone of interruption. From this point of view may be recognized also the keen importance this method has for examination of pathological disturbances of speech, for instance, and for the differentiation of dialects even to their smallest details.

### THOUGHT THEY HEARD EDISON SPEAK

Members of the Fifty Club of Philadelphia Hoaxed by a Fellow Member Who Impersonated the "Wizard" and Delivered an Address.

At a meeting of the Fifty Club, in Philadelphia, Pa., Christmas night, a joke was perpetrated on the members by Herman Logue, made up to impersonate Thomas A. Edison. As everyone knows Mr. Edison never speaks in public, but the alleged address was accepted as genuine until the "fake" was subsequently exposed. The so-called "speech" follows:

"I am here to-night at the earnest request of your president and vice-president. I was on my way to Washington to personally present to the patent office my latest invention. I dropped off here that I might say a few words to you, see the airship flights and continue on my way. But while I am here it is no more than fitting that I should here and now make the first public announcement of my very latest, and to my mind, the greatest invention ever offered to suffering mankind. It has everything wiped off the map and this is what it is. I have called it my Radium Rejuvenator, and it works wonders. Given to a man of 60 it will make him as mischievous and as full of life as a boy of 10. Given to a lady of 80, it will make her as kittenish as a schoolgirl, and given to a man of 100, it will cause him to at once change into a man youth of 21. And the greatest part of it all, it can be worked backward, to bring about the opposite result. Isn't it a wonder? Think of the great boon to poor humanity, think—"

At this point of the "remarks" the cat was let out of the bag, a good laugh went around, but a rousing toast was given Mr. Edison by all present. The Fifty Club is made up of members of the Manufacturers' Club, composed of leading business men of the city.

### EDISON ATTACHMENT PROPOSITION IN CANADA.

The National Phonograph Co., Orange, N. J., have extended their combination attachment proposition to Canada, and the trade across the line are now given the opportunity of cleaning up the "un-amberolized" machines in the Dominion. The provisions and restrictions of the Canadian arrangement are identical with those which govern the plan in the United States, with the exception that the prohibitive Canadian custom duty prevents the delivery of the special packages of ten records, for attachments already in the hands of the trade, at special net prices, as was done in the United States. The company say this is unfortunate, of course, but as it is irremediable, there is little doubt that the Canadian trade will waste no time in vain regrets over the matter, but with customary aggressiveness will apply themselves to the task of making all Edison owners in the Dominion steady, profitable customers for the Amberol records.

Enthusiasm is an explanation of what happens when the brain and heart meet and explode at white heat.

## TIMELY TALKS ON TIMELY TOPICS

The manufacturing companies have from time to time proceeded against both licensed and unlicensed dealers for selling their product at less than list price. In every case the Federal courts throughout the country have sustained the contention as to the manufacturer's right to formulate a selling price and maintain it legally under the judicial interpretation of the scope of their patents. Now, the National Phonograph Co., Orange, N. J., have obtained an injunction against a second-hand dealer in Philadelphia, Pa., restraining him from selling new or old Edison records at less than the agreement price. In last month's issue of *The World* this case was referred to briefly, and since then the full decision of Judge Holland, handed down November 9, has been received. It is unnecessary to quote in extenso from this lengthy opinion, as he cites liberally from other decisions of this same nature in support of his own holdings.

A few facts, however, may be noted, namely: Weinberg was a second-hand dealer, and admitted that he had bought second-hand records from users and sold them at reduced prices; and it was proved that he had also been buying new records from licensed jobbers or dealers of the National Phonograph Co. or from other parties, and selling the new records as well as the second-hand records at cut rates. By this decision an injunction is granted restraining the defendant from cutting prices on new and on second-hand Edison records as well. This is the first decision of this kind at final hearing, although similar decisions have been made on motions for preliminary injunctions against the defendants, Charles Frederick and J. J. Dixon, of Brooklyn, N. Y. As stated, this is the first time that this precise question as to second-hand records has been before the courts on final hearing. There was no defense set up that he was not familiar with the conditions of the notice printed on the Edison record cartons; but even if he had, observed the court, "he would nevertheless be conclusively presumed to have knowledge thereof." And again: "The complainants here may entirely suppress the use of their records, or their patent monopoly may be parceled out or divided up in any convenient way they may conclude is for their benefit in the manufacture, use or sale of the article, and the right of the patentee to control his patented article by contract entered into, both with respect to price to be charged and to the person to whom it may be sold, has been determined in a number of cases. The courts have uniformly restrained jobbers and licensed dealers from selling the patented article in violation of their agreement, and have held that a violation of license agreement does not restrict the patentee to his right upon the contract, but that he may bring suit for infringement, notwithstanding the fact there may also be involved an interpretation of a contract." The petition of complainants for an accounting and an injunction restraining Weinberg from dealing in new or second-hand records was granted. Dealers and others should not overlook the importance and pertinence of Judge Holland's decision.

From January to March is the best part of the year for the sale of records, with the present month leading. New customers were created during the holidays by the sale of machines; and now while the spirit of enthusiasm is still at fever heat is the time for keeping the record end of the business up to the highest pitch. One of the best and most effective methods for attracting new customers and developing trade is the employment of concerts or recitals, depending upon the size and impressiveness of the dealer's premises. Those who have given the question of concerts special attention and handled them from an artistic standpoint have never regretted the innovation; they pay and pay handsomely.

As much as has appeared in print as coming from Thomas A. Edison, unless duly authenticated, it is safe to say nine-tenths is pure fiction; fragments of the writers' fanciful imaginations. Recently, however, articles have commenced to ap-

pear in a Chicago paper devoted to electric affairs, and which were credited as interviews with Mr. Edison. Knowing the distinguished gentleman's well known aversion to talking for publication on questions with which his name is indissolubly connected as one of the world's authorities, unless, as above stated, proper introductions precede the meeting, inquiry was made of people in a position to know if those "stories" had any foundation in fact.

It was then learned that Mr. Edison gave out these "talks" to the paper in point because Samuel Insull is financially interested in the publication; in fact, president of the publishing company. To those who know, Mr. Insull is not only president of the Edison Consolidated Co. of Chicago, and many times a millionaire, but was also one of Mr. Edison's earliest friends and supporters in the young days of electric lighting. Unless the writer is in error, Mr. Insull was one of five men who had every faith in Mr. Edison's discoveries in the practical application of electricity and its commercial possibilities, and provided the capital for its development. Of course, this fortunate and far-seeing group was richly rewarded for their confidence, and it is understood the friendliest relations were always maintained between the famous inventor and his friends.

As the informant of *The World* said: "You can now understand why the 'old man,' as T. A. E. is affectionately termed by his factory assistants and intimate business associates, furnishes interviews to Sam Insull's paper. In short, he will grant any favor within reason which Insull should ask." Whether the latter was ever interested in the phonograph has never been made public, though Mr. Insull has invested some money in a plant for the manufacture of perforated music rolls—is president of the company.

The President of the United States has issued a proclamation extending the right of copyright to German citizens under section 1, paragraph c. relating to the reproduction of music in talking machine record form. This is in compliance with the statute adopted by the German empire, which confers the same privilege on our citizens. The law, succinctly related, is to the effect that when any foreign government enacts legislation in conformity with the American copyright statute the same privileges will be extended. As the President is required to make this formal announcement when such action is taken, the proclamation above referred to carries out the provisions of the law.

Among the unique requests that float into the offices of *The World* one of the latest pertains to the personality of Ada Jones, whose name is familiar to every dealer throughout the country as an artist whose records are always in demand. A woman has written *The World* stating she would become a subscriber providing the private life name of the popular record singer would be furnished together with the information as to how many times she has been married. Perhaps the lady herself will answer these queer inquiries, because *The World* does not pretend to know anything whatever about the personal affairs of the record artists for publication. Just why our female correspondent should want this information is also beyond us. But it is likely the reader will recall the old story of a famous lawyer who once upon a time said: "There are two things in this world I never could fathom and they are, what will be the verdict of a petit jury? and what a woman will do next?"

The merchant who is continually fretting about the cost of his advertising had better throw up the sponge and retire from the ranks of business and competition to drag out an unmolested, rural existence as a tiller of the soil, in which vocation prevailing custom and energetic enterprise will not be forever hounding him with that factful warning, "Advertise or Rust."

## HOW ADVERTISERS ARE HELPED.

An Unsolicited Letter from the S. B. Davega Co., Which Tells How Advertising in *The World* Brings Results.

Many evidences of *The World's* extraordinary efficiency as an advertising medium have been received from time to time. The general high character of *The World* has also been acknowledged by firms, companies, individual dealers and jobbers in every section of the globe where English is used or spoken, and even from countries where foreign languages are used exclusively. It has been a source of pleasure to thank its many friends. The appended letter, from the S. B. Davega Co., 126 University place, New York, one of the oldest Edison and Victor jobbers, is a fair sample of what is referred to above, but its tone of candor is also very gratifying, to say the least. It follows:

"New York, January 11, 1911.

"*The Talking Machine World*, 1 Madison avenue, New York:

"Gentlemen—It gives us great pleasure to inform you that we have received more replies to our last month's 'ad' and had greater results therefrom than any 'ad' we ever had in your paper.

"Almost two carloads of cabinets were disposed of in one month's time; in fact, one complete carload of our No. 100 cabinets alone were sold.

"The results obtained from our Simplex Needle Box 'ads' in previous issues were also very gratifying, and we do not hesitate to say that *The Talking Machine World* has been our best medium for advertising all of our specialties. Respectfully,  
"S. B. DAVEGA Co."

## JOIN JOBBERS' ASSOCIATION.

The R. S. Williams Co., Toronto, Can., and R. L. Penick, of Montgomery, Ala., are recent accessions to membership of the National Talking Machine Jobbers' Association.

## Booths For Sale

FOR SALE—Two very fine booths, built of mahogany and plate glass, each about 7 feet 7 inches deep, 10 feet 10 inches wide and 10 feet 8 inches high. Practically soundproof, suitable for demonstrating rooms. Will sell very cheap. For particulars address "G. T. L.," care *Talking Machine World*, 1 Madison avenue, New York City.

## Salesman Wanted

Wanted—Salesman, retail Victor business. Experience necessary. Prefer man who has done both inside and outside work. Good opportunity for anyone who can show results. Location, New York State, large city. State age, present employment and give references. Address "C. A. M.," care *Talking Machine World*, 1 Madison Ave., New York City.

## Manager Wanted

For branch office of graphophone department, at Meridian, Miss. Reference required. Experienced man and a live wire, with executive ability. Good salary and commission to the right party. Position must be filled immediately. Apply Graphophone Dept., A. E. MORLAN, Gulfport, Miss.

## Edison Repair Man Wanted

An experienced Edison repair man wanted. Steady work, short hours, good pay. Every incentive for promotion with one of the biggest houses in the country. BOSTON CYCLE & SUNDRY CO., J. M. Linscott, Mgr., 48 Hanover St., Boston, Mass.

## Disk Records Wanted

A couple of thousand single side disks wanted. Must be in English and cheap for cash. Could use any kind of phonograph stock at job prices. Address C. HURLING, 65 Arthur St., Toronto, Ontario, Canada.

## For Sale or Trade

3,000 Edison records, new stock. Will trade for Zonophone records or Columbia records or machines. A. J. DENINGER, 335 North St., Rochester, N. Y.

## THE TRAVELING MAN.

How He Measures Up in the Esteem of Those Who Really Know Him—Some of His Trials and Tribulations.

"A commercial traveler," says one who has traveled, "was once supposed to be a man who told stories of dubious morality, and of even worse taste; a man of bibulous habits, a man who hardly ever went to bed, a man whose private life would not bear close investigation. When I remember the many illustrations that have been borne in upon me of the men I know, I do not see these evidences that were once thought to be universal. I do not see noses blushing for the sins of the mouth. I do not see in eye or in feature, or in general air and bearing the unmistakable symptoms of a life of dissipation. To me the moral progress of mankind for which we fervently hope, that means to all generous spirits, practical religion, that means optimism, that means the improvement of the race, indeed that means to the trust in men, I take it that our system of credit to-day powerfully and logically increases our belief in the progress of morality in the commercial world of to-day. And when I face men who are not the heads largely of commercial houses, but who are its hands and its feet, its bone and sinew, the very marrow of its strength—I realize that the morals of trade are the morals of the traders, and if that be true I have no fears for the ethical future of the commercial interests of our nation and of those in whose hands they rest.

"A word to the salesmen: You are salesmen. You are not largely employed at home, where round about every man are thrown the safe-guards of public opinion, of friends who know you, who look upon you with a certain watchful interest. You are not in a little neighborhood as you would be in your home city, when your every act is transparent to the daylight. You are away from home. You are traveling. You have many lonely evenings. You are tempted sorely. And yet if I know anything of our common humanity by dint of my little experience I look upon these men in vain for the signs of coarse dissipation that in the past were wont to be considered characteristics of your vocation.

"I honor these tireless men who endure surliness, the boorishness of customers, who smile when they feel very far from smiling, who talk to deaf ears, who move the reluctant, who melt the stony hearts of unwilling buyers."

## COLUMBIA CO. IN SAN FRANCISCO.

(Special to The Talking Machine World.)

San Francisco, Cal., Dec. 31, 1910.

Another lease for two years has been taken on their store in this city by the Columbia Phonograph Co.

### SATYABALA DEVI



Restful  
Vina Music  
Cures  
Headaches,  
Sleeplessness,  
Nervous  
Exhaustion,  
Mental  
Depressions,  
Hysteria,  
Vertigo.

Vina Music as played before Emperor Alexander the Great, and the Great Mogul Emperor Akbar of India, reproduced on disc. Price \$2.50. For sale at

## FULLER, BAGLEY & BEERS

(Victor Talking Machines)

2106 Broadway at 73d Street :: New York City  
Phone, Columbus 99

graph Co., which is located at 334 Sutter street. The business, under the management of W. S. Gray, has increased at a rapid rate, of which the best evidence is the renewal of this lease.

## IMPORTANT VICTOR LETTER

Bearing on the Expiration of the Berliner Patent Recently Issued by the Victor Co., Camden, N. J., Is of General Interest.

(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 3, 1911.

The Victor Talking Machine Co. have issued a letter in which, after calling the attention of the trade to the scope of the Berliner patent, they say in part:

"There has never been a time in our history when we were in as strong a position from a patentable standpoint as we are to-day, and our legal department advises us that our chances for sustaining sufficient of our patents to protect the splendid business that our inventions have created is as sure as anything can be before the final decisions are given in the matter.

"There is a common impression, which has been industriously circulated by parties having motives to which such a report is in harmony, that our basic Berliner patent expires in February, 1911. The term of this patent does not expire in February, 1911, but has a considerably longer time to run. It cannot be held as having expired, or as invalid, save by process of law. We have defeated every effort of numerous infringers to invalidate or evade this Berliner patent in the past; and we certainly feel that we will be able to continue to successfully maintain our rights up to the regular date of expiration.

"The Victor Co. is protected, and fully protected, by many patents based on the improvements which have made the disc talking machine what it is, and the time is far off when disc talking machine records, or machines, of a quality equal to ours commercially, or of a quality that warrants serious consideration by the trade, can be manufactured or marketed without licenses under our existing United States patents."

## WHAT REAL SERVICE MEANS.

Some Methods and Policies Worth Studying of Retail Houses That Have Met with Success.

"Service to customers," says an eminent student and teacher of business ethics, "is the keynote of modern merchandising." The stores that are achieving notable success and making rapid gains are those that not only furnish honest values at reasonable prices, but which also strive to render an efficient personal service to their patrons. The one-price system has come to stay, together with a liberal policy as to exchanges and the making good of deficiencies of any kind."

All this has changed the spirit and character of the selling organization. The day is rapidly passing when the salesman endowed with a strong higgling and bargaining propensity and nothing else can succeed. Intelligence, courtesy, thorough knowledge of the stock and ability to adapt that stock to the customer's need—these are the qualifications one must have who would make good under the new order of things.

The result of this tendency in the retail field is a growing demand by the stores for properly equipped salesmen. Equipment here might be taken to mean (1) a good elementary education, (2) the right kind of personal qualities and habits, and (3) technical training for the work of the store. For the person possessed of the right combination of qualities and training—and these are not difficult to develop—the opportunities for agreeable work and substantial returns in the retail houses are numerous and attractive. Good business demands fair and courteous dealing and efficient service, and these in turn demand well-trained employees.

The next time you feel grouchy start a conversation with a "smiling fellow"—you'll catch his smile and be the better man.

## THE COST OF CREDIT.

How Indiscriminate Credit Encourages Dishonest and Careless Customers and Helps to Increase Cost of Living.

Indiscriminate credit helps to raise the cost of living.

The abuse of credit encourages careless persons to order beyond their needs. It assesses upon prudent and honest customers the cheatings of the dishonest who will not pay, and of the foolishly extravagant who cannot.

The dead-beat and the harassed improvident are far more frequent among people of comfortable income than among those of narrower means. This is one reason why prices are higher in stores surrounded by pretentious houses and apartments than in tenement regions, where plain working people dwell.

Some of the causes of the high cost of living are beyond the power of individual thrift to remedy, but a general return to the use of the old-fashioned method of "pay as you go" would help.

## RAILROADS LOSE APPEAL.

Initial Carrier Liable for Losses to Shipper on Other Lines—Will Interest the Trade.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 3, 1911.

The so-called "Carmack amendment" to the Hepburn law, making the initial carrier liable for loss of interstate shipments during transportation, not only on its lines, but also on those of connecting lines, was declared constitutional to-day by the Supreme Court of the United States in a decision handed down by Justice Lurton.

The constitutionality of this provision was attacked by several railroads on two broad grounds. One was that it interfered with the liberty of contract not only of carriers, but of shippers. The other was that it imposed liability upon the initial carrier for loss on connecting lines when it had no part in the management of the latter.

## NEW INCORPORATIONS IN 1910.

Some Facts and Figures Regarding New Corporate Enterprises Launched During the Year Just Ended.

New companies organized in the Eastern States during 1910, of \$1,000,000 capital or more, as well as increases in capital, have involved \$1,967,617,450. This sum is much larger than the total of any previous year since 1906, when the amount was \$2,297,970,000. The largest year on record was 1901, when the United States Steel Corporation was formed, and the charters taken out in different States reached a total of \$3,714,105,000.

Incorporations outside of the Eastern States increased the 1910 total to \$2,222,757,850. Adding companies in all States of a capital of \$100,000 and over but under \$1,000,000, the grand total is brought up to \$2,869,073,742.

## A SOUTH AMERICAN VISITOR.

Ernesto Tosi, with Jose Cagini, one of the largest talking machine houses in South America, of Buenos Ayres, Argentina, arrived in New York on Dec. 24 direct. He brought with him a number of native artists, who will make recordings at the Columbia laboratory while here for the export department of the Columbia Phonograph Co., General, whom Senor Cagini represents in that part of the world.

The R. Wurlitzer Co., Cincinnati, say the month of December was the best month they ever experienced in the talking machine line. Both the wholesale and retail departments did an excellent business, notwithstanding the fact that there was a great shortage of Victrolas. The increased demand for high-grade records was far in excess of any month previous and makes the future outlook for Purple Label and Red Seal records very promising.

### CURING DISEASES WITH MUSIC.

Ancient Vina Used Extensively in India to Produce Quieting Me'odies in Curing Certain Ailments—Vina Music Now Obtainable in Talking Machine Records.

The Vina is the oldest musical instrument known to humanity. Vina in Sanskrit means larynx, and the instrument is so called because it was constructed with the idea of imitating human voice and expressions, which the instrument actually does.

A Vina 600 years old which was played before the Great Mogul Emperor Akbar of India is now in the possession of Satyabala Devi, of New York.



She knows from memory 288 different melodies and several pieces of Vina music in each melody. The music played on this instrument is the oldest music known to humanity.

It has hitherto been transmitted simply from memory, and is not yet put to notation.

In ancient India music was extensively used for the treatment of such diseases as are now called hysteria, neurasthenia, sleeplessness, mania hypochondriasis and mental and spiritual depressions. The Great Mogul Emperor Akbar of India never took medicines, but was always cured by Vina music. His Highness the present Nawab of Rampur in India, only takes musical treatment when he is ill. The attention of the medical profession in this country is being lately drawn to music as a therapeutic and curative agent. Numerous Sanskrit books have frequent references to the treatment of diseases by music.

The talking machine records of this wonderful, charming and restful Vina music are now on sale at Messrs. Fuller, Bagley & Beers (Victor Talking Machines and Records), 2106 Broadway, New York City, the price of each disc being \$2.50.

The music on the records is very restful and is a specimen of the oldest music known to humanity. This piece was played before Emperor Alexander the Great of Greece by a Punjaub musician of India, when Alexander the Great invaded India and conquered Punjaub. The record in question has lately appeared in India and is being extensively used by the nobility and ruling chiefs of India for the treatment of numerous ailments, including those before mentioned.

### PHONOGRAPH TOLD IT ALL.

Letters Between Sweethearts Barred, They Adopt Substitute in Form of Phonograph Record—Father Overheard, However, and Proposed Elopement Is Off for Good.

When Cupid slipped up on the job in this case—which has for its chief figures Miss Minnie Evans, James Stone Smith and a phonograph—one of the prettiest of romances went, like many another well-laid plan, "agley."

There won't be any elopement from the Elizabeth, N. J., home of Miss Minnie, who is seventeen and mighty good looking. James Stone Smith won't be able to chuckle at the irate parents of the youthful inamorata.

This is the story from the beginning. The young man, who is a Philadelphian, aged twenty-five, was forbidden last summer either to call upon the girl or to write to her. She was too young, her folks said. The situation looked hopeless for a time;

but young Mr. Smith's brain evolved a brilliant scheme. He sent a mutual friend over to Elizabeth, and the friend explained the plan thus:

"Your parents know that you're awfully fond of your phonographs, don't they? Well, Jim has one, too, and he suggests that he'll speak a whole record full of talk to you each week and then send the record to your local phonograph shop. You get some blank records and talk on them to him. Then every time you go to the phonograph shop you can get one which he'll send, and the people in the shop will send your's to him."

The scheme worked splendidly. Every night in the Evans homestead the ordinary phonograph records caroled merrily about "Kelly" and such subjects, while the elders listened approvingly, and then later, in Miss Minnie's room, behind closed doors, the special records breathed the tenderest of love monologues.

At last, in September, came a record bearing just one sentence: "Will you be my wife?" In return there journeyed to Philadelphia a record of only one word: "Yes."

Yesterday Miss Minnie received a record and hurried to her room. She did not notice her father behind her. The phonograph started:

"Let me hear your new song, Minnie," asked Mr. Evans genially.

Miss Minnie looked the two records over, gambled on which was which, and then put one on. After a few preliminary whirs this emerged from the funnel:

"Ever since we have been engaged, Minnie dearest, I have been trying to get a chance"

"What's that?" demanded Papa Evans. Minnie switched off the machine and tried to get the record out. "Oh—it's a little love sketch or something," she stammered.

"Go on with it!" ordered Papa. "—for us to elope," continued the machine. "Now everything's ready. Next Tuesday night at 10:30 I'll have an auto a block down the street. We'll run to Rahway and take a train, and in a couple of hours you'll be Mrs. James Stone Smith"

There were all kinds of Evans fireworks and Evans tears, then a complete confession, the production of all the other records, and lastly a scorching letter to James Stone Smith saying that everything was over.

### GRAFONOLA REPLACES ORGAN

In the Chapel Attached to a Prominent Undertaker's Establishment in Richmond, Va.

The appended letter was sent by James Cowan, of the Talking Machine Co., Richmond, Va., to H. C. Grove, manager of the Columbia Phonograph Co., Washington, D. C.: "I see in the December 15 issue of the Talking Machine World an article under the heading 'Undertakers' Attention,' wherein the possibility of using the graphophone in an undertaking establishment is referred to. It may be of interest to know that I sold a Grafonola Elite to A. W. Bennett, the leading undertaker of this city, for just the purpose outlined in the above mentioned article. This was bought to be used instead of the organ in the chapel and is giving entire satisfaction."

### CROMELIN ON COPYRIGHT IN ENGLAND.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, who went to Europe last October, getting back just before Christmas, said he soon ascertained there would be a dissolution of Parliament and that no copyright bill would be introduced. Of course, the present Parliament may reach the question, but a new bill would be prepared, of which he could not now tell what would be the provisions. Possibly it may be more favorable to the talking machine trade.

Don't stock up on styles or records which are likely to become shelf warmers. To do so gives you about as good chances of making a profit as you would have if you made an outside display of stick candy in July.

## Finding Money!

Here is money coming your way!

Every business man knows the enormous demand to-day for electric suction sweepers.

But the right sweeper—We have it!

## The Sanitary Suction Sweeper

has advantages which will be plain to every business man over any similar creation on the market.

It is light and easily handled; weighing only 14½ pounds as against other sweepers of from 50 to 100 pounds.

It is all aluminum—bright and beautiful to look at. Equipped with double fans, and the price is less than one-half other machines on the market of similar efficiency.

We will give exclusive territorial rights to jobbers and dealers.

Machine retails for \$40 as against \$75 and \$100 for other makes.

Talking machine men can develop a big trade with the agency for this sweeper.

It is like finding dollars. Take the word of an expert talking machine man for that.

Do not put off investigation, but write now to

## The Sanitary Specialty Co.

Manufacturers

618 Fourth Avenue Louisville, Ky.

C. A. RAY, General Manager

# FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Comments on the Passing of the Old and the Opening of the New Year—Reunion of Edison Travelers—Aeolian Co.'s Handsome Quarters—Talking Machine Co.'s Greatest Year—Press Committee of Jobbers' Association—Energetic Members of the Talking Machine Co. Force—Lyon & Healy Progress—Other Items of General Trade Interest Worthy of Special Mention in This Section.

(Special to the Talking Machine World.)

Chicago, Ill., Jan. 7, 1911.

The story of the year from the Chicago viewpoint can be told in brief paragraphs.

Nineteen ten made a satisfactory showing. The increase of business done by the jobbers, as compared with the previous year, was somewhere between 15 and 20 per cent.

The smaller country towns came up well, and showed a fair increase, but the largest gains occurred in cities of from 50,000 upwards.

Generally speaking, the increase was in dollars, rather than in number of machines, except, perhaps, in the central districts of the large cities. Concealed horn machines, and especially the more expensive types, have been in the ascendancy.

A rough estimate of sales of talking machines of all types and makes, in and from Chicago, for the past year, puts the figure at about \$3,000,000.

Interviews with leading men in the trade would indicate that the developments of the present year will be in all likelihood along the same lines of 1910. There may be a replacing to a great extent of horn machines, with the lower-priced hornless types, but it is not believed that these sales will greatly interfere with the \$200 instruments.

One hunts in vain for pessimists, as to the general business outlook. People do not believe that the business year will be without its cloudy days, but that the sun of prosperity will be found doing business pretty steadily at the old stand during 1911 seems to be the general belief.

## Edison Travelers Meet.

On December 20 and 21 there was a conference of the Western travelers of the National Phonograph Co. with General Sales Manager F. K. Dolbeer and C. E. Goodwin, manager of traveling salesmen. These conferences are of semi-annual occurrence and furnish occasion for a general going over of matters of mutual interest, the planning of a six months' campaign, and incidentally for some delightful socializing of a legitimate nature. This time the sessions were held at the Chicago Athletic Club. There was also a good dinner and a theater party afterwards.

Walter E. Kipp, president of the Kipp-Link Phonograph Co., Indianapolis, and B. G. Caldwell, of the Quincy Phonograph Co., Quincy, Ill., came to the city to meet Mr. Dolbeer. Both are exclusive Edison jobbers and report conditions as excellent.

The Western salesmen present at the conference, together with their territories, were as follows: George H. Renner, Colorado, Nebraska and southern Wyoming; C. A. Briggs, Kansas; W. H. Hugg, Ohio; E. A. Neff, Michigan; W. A. Voltz, California and Arizona; G. H. Algier, Missouri and southern Illinois; M. G. Kreusch, Indiana; H. G. Hinckley, Iowa; W. P. Hope, Wisconsin and northern peninsula of Michigan; Jay D'Angelis, Canada, and last, but not wise least, A. V. Chandler, Chicago and northern Illinois. Messrs. Dolbeer and Goodwin both express themselves as highly pleased with present business and the outlook.

Prior to coming to Chicago Mr. Dolbeer visited the Edison jobbers in Detroit, Toledo, Milwaukee, Minneapolis, St. Paul, Omaha, Lincoln, Neb.; Des Moines, Kansas City and St. Louis. Of course, he wanted to look over conditions in a general way, but he also had a special mission in placing before the jobbers a proposed plan for a permanent record exchange between dealer, jobber and manufacturer, the details of which will be revealed in due time. Generally speaking, Mr. Dolbeer found conditions of a very satisfactory nature.

## Booming Edison Phonograph Co. Trade.

The company's wagon proposition is being taken hold of eagerly by numerous dealers. It is one of the pet hobbies of Mr. Edison, and "The Wizard" is following its progress with great eagerness. The very restrictions with which it has been found necessary to surround the wagon proposition, form one of its merits in Mr. Dolbeer's opinion, as they furnish great incentives to the dealers to push sales.

Although the number of Edison phonographs sold reaches an immense figure, it is a fact that only a small proportion of the 18,000,000 families in the United States own talking machines of any kind. Consequently, the field has been little more than scratched. Mr. Dolbeer believes that every dealer who makes an unprejudiced investigation of the situation in his immediate vicinity will be surprised at the sales opportunities awaiting him.

Mr. Goodwin's only regret was that he was unable to stay in the city long enough to greet all his old friends here. He is a very enthusiastic Edison man, and looks forward to a big year. All of the travelers attending this conference are fine fellows, and they constitute a most interesting bunch of personalities. They not only got good points from Messrs. Dolbeer and Goodwin, but were able to offer many suggestions born of practical experience in the field, which were carried back to Orange.

Jay De Angelis is a cousin of Jeff De Angelis. He covers Canadian territory, and recently made a good jobber at Calgary in the R. S. Williams & Sons Co. Temporarily he is covering Minnesota territory.

## Aeolian Co.'s Artistic Warerooms.

Thoroughly artistic, and thoroughly unostentatious are the remodeled talking machine warerooms of the Aeolian Co.'s Chicago branch. They occupy the mazzanine floor of the company's building at 202 Michigan avenue, and constitute as conveniently arranged an apartment as can be found anywhere. T. H. Fletcher, the general manager of the Aeolian business in Chicago, and O. M. Searles, manager of the Victor department, deserve a great deal of credit for the manner in which the department has been fitted up. It is true that Mr. Fletcher received valuable suggestions from New York, as the general design of the booklets, etc., follows somewhat the plan of the Victor department at the New York Aeolian Hall, but the manner in which the idea is worked out in Chicago, adapting itself to the size of the space available, etc., is very admirable.

The woodwork throughout is of white enamel; the upper wall panels are of artistic Japanese brass cloth and gold, the whole scheme corresponding with the ornamental ironwork on the elevator doors, which is in white picked out in gold. The lighting fixtures are of colonial design with glass lustres. The booths, four in number, are of pleasing architectural design, and are mainly of glass. The white enameled woodwork, with the exception of the coping, constitutes little more than a frame. The immense plate glass panels, in fact, extend down to the floor with the exception of a shallow footboard. Partitions between the booths are also of glass. The big plate glass panels, however, are set into the framework in felt, and the booths are as near sound-proof as any which your correspondent has inspected.

The record shelving extends along the entire side of the room, back of the booths, and is of the horizontal type, thus preventing warping of records and dogearing of the envelopes in which they are enclosed. Cupboards in the base of this shelving provide space for supplies, literature, etc.

The general reception room is handsomely rugged and furnished with library tables, chairs and divans in mahogany. The big windows overlooking Michigan avenue and the lake are equipped with French puffed shades and a reflector lighting system, which sheds an indescribable radiance over the beautiful cabinets of the Victrolas there exhibited.

## Is It a Benefit?

This is an actual fact. A west side mother, of whom the World knows personally, went to hear

"Carmen" at the Auditorium a few weeks ago and, very naturally, went around the house the next day singing or tra-la-la-ing, or humming, or doing something or other, to the Toreador song. Her two boys, aged eleven and thirteen, respectively, were attracted by the hypnotizing strains and asked their mother what it was all about. She sat down and told them. The same afternoon she heard sounds as of mighty carnage from an adjoining room. She hurried to the scene, and after disentangling the kids from a mass of furniture, portieres, shattered vases, etc., proceeded to appraise the damage. It included one broken nose and one broken arm. An investigation revealed the fact that the youthful hero lovers had been giving a vivid and, as it proved, a realistic sanguinary impersonation of a bull fight.

The incident raises a serious point. We prate of the educational advantages of the talking machine, but is there not a reverse side of the shield? Is it not possible that in listening, for instance, to the Morte de Otello some immature or overmature individual might not be incited to self-slaughter? Possibly a total abstainer might be sent prouetting down the primrose by listening to a "Brindisi." Promising voices may be ruined by trying to imitate the vocal chord disintegrating, chest-bursting tones of a Caruso, or the resounding thunders of Aramondi.

Nevertheless, we opine that in spite of these possible catastrophes that the talking machine will proceed in its educational, new life giving, moralizing and very joyous mission.

## Schumann-Heink Recital.

Mme. Ernestine Schumann-Heink gave a recital at Orchestra Hall yesterday (Sunday) afternoon. It was a distinct artistic triumph, and the famous contralto seemed to be in better voice than ever. She sang the Handel "My Tears Shall Flow" from Rinaldo, and the "Ach, Ich Habe Sie Verloren" aria from Orpheus, the renditions of which have been immortalized through red seal records. She also sang a number of German lieder, some of which, it is sincerely to be hoped, will some day be sung for the Victor by this wonderful artist.

## Talking Machine Co.'s Year.

The Talking Machine Co. of this city report that 1910 was one of the largest years of their history. December was the largest December and the largest month they have ever had. On the 23d of the month they had shipped more goods than during all of December of the previous year. As an indication of the immense demand for Victrolas, the company carried over unfilled orders for no less than 724 of these fine instruments, and yet the Talking Machine Co. made a magnificent record so far as filling orders was concerned, as a careful canvass of conditions will show.

## Manager Geissler's Trip.

Mr. Geissler recently made a little trip to Michigan. He visited Mr. Ashton, of the American Phonograph Co., of Detroit, and was particularly pleased with the company's beautiful store. He also found Mr. Smith, of the Flint Music Co., of Flint, doing an excellent business. At Ann Arbor he called on his new dealer there, Mrs. M. M. Root, who recently opened a fine music store and is having a prosperous trade. Mr. Geissler was accompanied on his trip by his wife. They both hail from California, and during their visit to Ann Arbor enjoyed their first sleigh ride. Arthur D. says that he would be perfectly willing to travel the rest of his life's journey via the jingle bell route.

They certainly had a merry-merry around the Talking Machine Co.'s warerooms. Mr. Geissler was agreeably surprised by receiving a handsome imported steamer rug from his employes. It will

(Continued on page 40.)



We didn't fill all our orders during the Holidays—

We couldn't—physical impossibility.

Hope you got your share—we didn't get ours, but every Victrola we did get went to our dealers.

We went into 1911 with 724 unfilled orders for Victrolas on hand.

In spite of our inability to fill orders 1910 was the biggest year we ever had by 22 per cent.

You made that increase—stick with us and we will beat 1910 by a bigger margin.

We know we make mistakes—made some bad ones during the rush, but we're TRYING, TRYING all the time in an

EXCLUSIVELY  
WHOLESALE  
MANNER.

We are getting Victrolas now—a few—try us on them.

The Talking  
Machine Company

“Exclusively Wholesale”

72-74 Wabash Avenue · Chicago, Ill.



FROM OUR CHICAGO HEADQUARTERS.  
(Continued from page 38.)

come in very handy when he benches it down to the office this zero weather. Furthermore, he mentioned that the famous impersonator of Annette Kellerman is somewhat tinged with socialism, that is he believes in equality of reciprocity at Xmas time at least. Everybody in the employ of the company, irrespective of position, color or length of servitude, received a box of fine handkerchiefs and a five-dollar bill. All are using the handkerchiefs, and none misused the V.

#### Back Up Their Employes.

There are finer things in life, Horatio, than may be found in mere self-boasting. Wookey & Co., of Peoria, have found this out. As related in The World recently, they secured the services of O. M. Kiess as manager of the talking machine department. The Chicago World office has received a handsomely gotten up folder, announcing Mr. Kiess' assumption of office, printing his picture and referring to him as one of the ablest and best informed talking machine men of the country. Of course, he who boosteth others boosteth himself, and this is particularly true when the boostee is an employe. Not all firms take this broad minded view, however, and Wookey & Co. are to be congratulated on their enterprise and foresight.

#### Two Progressive Talking Machine Men.

We take pleasure in presenting herewith photographs of two energetic hustlers for the Talking Machine Co. of Chicago.

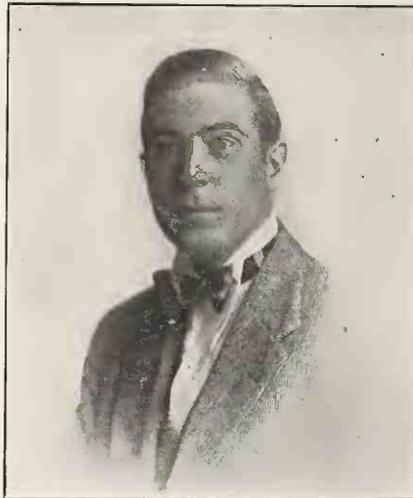
H. S. Conover went through grammar school and high school like a house afire, picking up all sorts of honors on the way, took a whirl at business college, absorbed everything that the Great Armour Institute had to offer and then went into business with his father under the firm style of George Conover & Son, dealers in telephone supplies. For three years he was western representative of the Equipose Arm Co. Now the Equipose telephone arm, as everyone knows, has a mighty good reach, and Conover's three years association with it imparted to him the genuine business reach. When H. S. puts forth his arm for an order, the latter has to do a whole lot of expert dodging if it wants to get out of the way, and it usually does not. Mr. Conover spent a year traveling in Europe and on his return joined the Talking Machine Co.'s force, covering Illinois, Wisconsin and Indiana for them. He is a member of the Chicago Yacht Club, and has sailed in the Lipton cup races. He resides in Roger's Park and is good to his family.

George Cheatile is a graduate of Cambridge College, England. They say of him that he only dreads one thing and that is finding himself at loss for want of a word. If that ever happens he will probably die of the shock. For five years after he came to America he was engaged in the insurance business and made a distinct success



H. S. CONOVER.

thereof. Like every man connected with the Talking Machine Co., he is a living exemplification of the fact that a college education helps a man in business, providing he is the right sort of a man. Mr. Cheatile resides in Evanston, is a member of



GEORGE CHEATLE.

the Country Club and is a fine, companionable gentleman, in every sense of the word.

It may be said that these men do not simply go after orders from the dealers, but they spend time with the latter not only in closing deals, but actually in creating business. This is the policy established by General Manager Arthur D. Geissler and Sales Manager Roy J. Keith, and in the carrying out of which Messrs. Conover and Cheatile co-operate most thoroughly.

#### Press Committee Send Greetings.

L. C. Wiswell, chairman of the press committee of the National Association of Talking Machine Jobbers, has sent the following greeting to the trade:

"As the normal function of the press committee is to act as the mouthpiece of the officers and directors of the National Association of Talking Machine Jobbers, we feel without formally consulting with them, that we voice their sentiments in wishing the members of this association and, in deed, the entire talking machine trade of the United States, a most happy and prosperous New Year.

"In so doing, we believe that our wish will come true. While 1910 may not have been one constant pean of joy in a trade sense, it was certainly a good year, and business as a whole showed a marked increase over last year. We believe that the jobbers of the United States will agree with

us in saying that the excellent business done during December showed that the purchasing power of the people, at least of that contingent desiring high grade goods, is greater than ever. Consequently, we enter the new year with lively hopes of good things to come.

"True, there are still unsolved problems, some of them of quite a serious nature. On the other hand, our association is larger and stronger than ever and its solidarity is assured. We are prone to believe that all of the things that now vex us can be disposed of by concerted action. What our association has accomplished in the past an earnest of still greater accomplishment in the future. We trust that every member of this organization will impress these undoubted facts upon those who are not now within the fold, and urge them speedily to join the ranks of the faithful.

"Before the January issue of The World appears we hope to be able to place before you the details of the arrangement for the next annual convention to be held in Milwaukee in July. At any rate these particulars will certainly be forthcoming for the February issue.

"In the meantime we want to assure our members that provisions are being made which should insure not only a most delightful time, but a convention of unusual interest and value. However, it is a matter of tradition that a production of Hamlet, the play, is not worth three whoops in Avernus without Hamlet, the Dane, and the most herculean efforts of the officers and of the various committees on arrangements will go for naught if the attendance is not forthcoming. Consequently we say, 'Come ye all and be blest,' and don't forget to say to the non-member with whom you may come in contact 'Come with us and we will do thee good.'

"Again wishing you a happy New Year and that you may put many of them behind you, we remain, sincerely,

THE PRESS COMMITTEE.  
Per L. C. Wiswell

#### Columbia Items.

The Columbia Phonograph Co. are now pretty well settled in their handsome new Chicago headquarters at the corner of Wabash avenue and Washington street. The advanced description of the arrangement and equipment of the new store, printed in The World, was not a bit exaggerated. In fact, it failed to do full justice. The company, as previously stated, retain the old store at 210 Wabash avenue as branch retail warerooms until May 1, when their lease on that location expires. The retail business transacted during December was excellent and showed a marked increase over that of last year. The wholesale business for the month also scored a material gain; in fact, Manager C. F. Baer states that the Chicago office showed a good increase for each month of 1910 as compared with the corresponding month of the previous year.

C. W. Smith, formerly manager of the Kansas City office of the Columbia Co., has come to Chicago to accept a responsible position at the company's headquarters here.

An unusual number of new Columbia dealers were established in this territory during December.

(Continued on page 42.)

**THIS IS THE FAMOUS**  
**"TIZ-IT"**



**All-Metal  
Horn  
Connection  
for Phonographs**

**WE WANT EVERY DEALER TO HANDLE THIS FAST  
SELLING ARTICLE. PRICE 50 CENTS.**

Regular Discount to the Trade.  
Send for descriptive Circular and printed List of Jobbers  
who carry "TIZ-IT" in stock.  
If your Jobber does not handle this Connection yet we  
will supply you.

One dozen lots, prepaid, \$3.60  
Free sample to Jobbers  
Manufactured by  
**KREILING & COMPANY**  
1504, North 40th Avenue  
Cragin Station Chicago, Ill.

**60 YEARS' EXPERIENCE**

**PATENTS**

**TRADE MARKS  
DESIGNS  
COPYRIGHTS & C.**

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

**Scientific American.**  
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.

**MUNN & Co. 361 Broadway, New York**  
Branch Office, 625 F St., Washington, D. C.



There isn't a bit of use of your throwing one penny away. Every extra cent that you spend for postage, every extra dollar that you pay for cartage and incidentals mean just that much less profit for you.

Please stop and think of how much you could save in a year's time if you ordered your Victor and Edison Machines from a concern that can furnish in one shipment everything needed by a live music store. It means both a time and a money saving for you. When you are ordering, one letter will fill your entire needs.

We are America's foremost distributors of Victor Talking Machines and Edison Phonographs, the two great acknowledged leaders in the Talking Machine field as well as musical instruments of all kinds. We have, through years of experience, built up an organization without a peer.

Our stock of machines, records, cabinets and other equipment is complete in every detail. Our experienced working force has been picked with the central idea of utmost efficiency. No order is so small but that it merits our best attention; an order can hardly be too large to tax our ability to fill it satisfactorily and complete on day of receipt.

Every time that you order goods where you will not be accorded the same service obtainable at our hands you are throwing away money.

Make your orders read LYON & HEALY and you are bound to please your customers and yourself.

Write to-day for our special Six Months' Offer to reliable dealers. We furnish your capital. It is the greatest offer ever made to the trade.

America's  
Foremost  
Distributors of  
Talking Machines,  
Musical Instruments  
and Sheet Music.

The World's Largest Music House

*Lyon & Healy*

Wabash Avenue and Adams Street  
CHICAGO

FROM OUR CHICAGO HEADQUARTERS.

(Continued from page 40.)

W. C. Fuhri, district manager for the Columbia, is on a trip through a portion of the extensive territory under his supervision. He arrived in Little Rock, Ark., a couple of days after the disastrous fire which destroyed the buildings covering an entire block in the heart of the city, including that of the Hollenberg Music Co. Col. F. B. T. Hollenberg and his associates have the Columbia jobbing agency for the entire State of Arkansas and also have a branch at Memphis, covering the western part of Tennessee. The stock of graphophones at Little Rock, it is understood, is a total loss, but was well covered by insurance. Business will be resumed at the earliest possible moment and Col. Hollenberg states that he expects that they will rebuild in the very near future.

**Big Lyon & Healy Business.**

The talking machine business of Lyon & Healy during December was something terrific. It showed a strong increase, both for the wholesale and retail, as compared with December, 1909. The year as a whole was a most satisfactory one, and the percentage of gain exceeded the expectation of the officers. Manager L. C. Wiswell, of the talking machine department, left this week for a short trip to St. Louis and other points.

**Visitors.**

Geo. Ornstein, manager of travelers for the Victor Co., was in Chicago prior to the holidays on his way to Milwaukee, his home. He was joined at the city of beer and beauty by the various Western Victor missionaries and they talked about how they did it and how they are going to do it next year.

Sam Goldsmith, manager of Victor travelers for this district, will, it is understood, make his headquarters in Chicago in the future.

Lawrence McGreal, the well-known Victor and Edison jobber of Milwaukee, was a Chicago visitor this week.

**Lyon & Healy's Special Travelers.**

The special travelers for the talking department of Lyon & Healy were in during the holidays, ate their Xmas and New Year's birds in Chicago, and consulted with the manager, L. C. Wiswell, of Dept. H, and the powers that be, concerning the campaign for the new year. They constitute a scintillant trio

of genuine selling excellence and have every reason to be proud of the result of their year's work. They are Lawrence Ridgway, who covers Illinois; J. Meagher, who covers Wisconsin, and P. Van de Roovart, Indiana and Michigan. These three put up a petition for something unique in "expect me" cards and the accompanying cuts show what they got.

**RECORD SALES SHOULD BE PUSHED.**

**Dealers Should Follow up Purchases of Machines and Build up Trade in Records—Some Timely Words in Letter from A. D. Geissler, Talking Machine Co., Chicago.**

A letter recently sent out by A. D. Geissler, president of the Talking Machine Co., Chicago, Ill., to his dealers has come under our notice, and we deem it worthy of publication, because it is full of vital suggestions regarding the sale of records which many dealers do not follow up as persistently and intelligently as they should.

Dealers should never forget that the sale of a talking machine means a lot of subsequent business provided they are alive to the situation. The record end of the talking machine business should be given especial consideration by dealers and a resolution adopted, now at the opening of the new year, that they will interest people to whom they have sold machines either by personal calls or by letters in the record question. If they do so it will be found, after a fair trial, that the record end of their business will pay them as large a profit as do the machines.

This letter of the Talking Machine Co. of Chicago strikes us as a good business getting communication and one that might be taken as a model by other jobbers desirous of developing the record business.

"Dear Sir: Are you one of those dealers who exerts much time, energy and money consummating a Victor sale and then deliberately abandons all thought of this customer's future purchases?"

"It is not right. That new customer incessantly plays the half dozen or two dozen records you originally sold him and must tire of his selections and his machine.

"That initial enthusiasm of the Victor owner must be conserved. Your most important work, and the work that will pay you the biggest dividends, is to see that your customer has a proper

assortment of records—not all popular stuff and not all grand opera. Enclosed is the advance list of February records.

"If you are not doing it conscientiously, start now to follow up every known owner of a Victor machine every month. If you can get that customer to buy only a few of the new monthly records—even one—you have accomplished a good deal. You have re-enthused him—you have kept alive the prospect for the sale of a better machine—you have forced him to play that new record to his neighbor who has "dropped in" and does not own a Victor.

"This record game, if worked properly, is the biggest end of the talking machine business. The Victor company sells more in dollars and cents in records by far than they do in machines.

"With best wishes for a happy and prosperous new year and hoping that it will bring you greatly increased record sales, we beg to remain, etc."

One of the most important objects of doing business is not only to make sales, but to make continuous sales, and in order to do this customers must be kept in touch with continually. Dealers will find that there is no better means of holding their customers than by developing an interest in the new issues of records each month. It will pay to send out nicely worded letters inviting customers to call at the showrooms when new records will be played for them, or if necessary take the records to the customer's house, and it will be found that before leaving a good order will be secured.

There is not enough attention given to the record business by dealers at the present time. They are too content with making sales of talking machines, and letting it end there. Why not institute an endless chain by keeping the party to whom you sell machines on the books for a long period? This can be done if the record question is studied. It is up to the dealers to act.

Walter Stevens, of the National Co., who has been in Mexico since last October, has returned to headquarters.

The National Phonograph Co., complying with the demands of the trade, have now adopted the model "O" reproducer, which is giving such splendid results as part of the equipment of the other types, for use on their concert type of phonograph.



**Just Leaving!**  
Will be with you about

Please leave the latch string hanging out.

With best wishes, I am, Yours truly,

**Joseph Meagher**

Representing

**LYON & HEALY**



**Just Leaving!**  
Will be with you about

Please leave the latch string hanging out.

With best wishes, I am, Yours truly,

**P. Van de Roovart**

Representing

**LYON & HEALY**



**L. V. B. Ridgway**  
is on the way!  
Will be with you about

Please leave the latch string hanging out.

With best wishes, I am, Yours truly,

**L. V. B. Ridgway**

Representing

**LYON & HEALY**

THREE HUSTLING MEMBERS OF LYON & HEALY'S TRAVELING FORCE.

## TRADE IN THE QUAKER CITY.

December Business Proves Very Satisfactory to the Talking Machine Men—1910 a Record Year and the Prospects for This Year Are Excellent—New Edison Exchange Pleases Dealers—Waiting for Opening of the Opera Season—Banquet of Columbia Men.

(Special to the Talking Machine World.)

Philadelphia, Pa., Jan. 10, 1911.

The talking machine business in Philadelphia during the month of December was extremely good. Business kept up from the very first of the month. There was no cessation, and it continued good until the very end, there being much buying, especially in records, during the week between Christmas and New Year's. The first week of January started in such a way as to give the dealers assurance that there was going to be exceptional business right along, unless something unforeseen were to happen.

All the Philadelphia dealers agree in saying that 1910 was the best year the talking machine trade ever had. It was the best year by from one-third to one-half that any of the dealers ever before enjoyed, and consequently the best of spirit prevails among the dealers. They are starting in the new year with great hopes for the future, and they are especially well satisfied with the present arrangements with the manufacturers. Manufacturers, jobbers and retailers have never before gone so hand in hand as at present, and the Philadelphia jobbers have only the kindest words for the manufacturer, not only with the way they took care of them during the busy holiday season, but with the agreements they have made whereby the jobbers feel that they will be receiving their full share of profits, and that the manufacturers are willing to share with them the losses through exchange of records.

Louis Buehn & Bro. report that their December business was a record-breaker. It was the largest they ever had.

Frank Madison and Frank Stanton, from the National Co., were Philadelphia visitors this week.

The new Edison exchange scheme, which went into effect the first of January, is well thought of by the local jobbers. By this scheme the jobber and dealer can return to the National Co., at fixed periods, records of any character to the amount of 10 per cent. of his purchase. "The advantages," one of the jobbers says, "are primarily in the fact that if your purchases are large your returns are large, and if purchases are small, naturally returns are small. It takes care of the situation automatically, and will never bring about such conditions as we had last year."

The Penn Phonograph Co. also report that their last year was fine. With the rearrangement and enlargement of their warerooms they have been able more satisfactorily to handle their business, and 1910 was quite the most profitable year the firm ever had. December was the largest month they had since they were in business. It also marked the greatest sales of Victor machines.

The Philadelphia dealers are looking forward to the opening of the regular opera season in this city on the 20th of January to bring a largely increased business in the higher-priced records. Up to this time much of the music that has been sold has been of the more popular sort, but they are expecting a largely increased sale on the classics as soon as the opera starts four performances a week. The Victor, National and Columbia companies are all increasing their opera record lists, and as there are to be many novelties heard in America this season, they are expecting a big increase in sales on these records as soon as they are ready for the market.

There is no doubt that the retail business in talking machines is going to be considerably increased in a short time. There were no new firms to start with the new year, but there are several large piano houses who are contemplating the adding of talking machines to their stock in a very short time. The large profits that have come to the few firms in Piano Row who handle the instruments seem to be an incentive for others to enter the business.

The past week one of these men said to me that they would like to go into the talking machine

business, but they knew nothing about it. That would seem like a natural way to feel, but, on the other hand, a jobber said to me, when I told him this, "well I will be very glad to go to such a dealer and volunteer to put in such a department, with a man in charge and help share expenses and profits with such a dealer." This seems fair enough.

The Heppie Co. have had an unusually large Christmas business on talking machines, and it was as profitable and satisfactory a part of their business last year as was any other of their lines.

The Columbia Phonograph Co. had a letter from a party up the State the past week asking them to send them a selection of phonograph records suitable for a wedding. Some wag in the store made out the following list: "Bridal March from 'Lohengrin';" "Oft in the Stilly Night," "Every Little Movement," "Three Twins" and "On the Way to Reno." What records were sent remains to be ascertained.

The Columbia Phonograph Co. report that during December they had the biggest month, the biggest week and the biggest day they ever had in the history of the house. They are 100 per cent. ahead of last year on sales. The new "Favorite" has been making a big hit at the Columbia. It has been a remarkable seller. They have been receiving some new Alice Neilsen records, which have been very well received. Manager Henderson was in New York all of last week doing special work, and will spend next week in Boston. Mr. Henderson expects to be away a great part of the time during the next few months. Robert B. Robinson and Mr. Cope go out this week to cover their respective territories.

The first annual banquet of the Philadelphia store of the Columbia Phonograph Co. was held at Boothby's on January 4. There were about forty present, and previous to the banquet the entire party went to see the "The Girl in the Train" at the Forrest. The following was the menu served at the banquet:

	Oyster cocktail Elite
Blue label Olives	Cherkins with Orchestra Accompaniment
	Consomme Grafonola
	Double-Faced fried oysters Columbia
	Pepper sauce A La Lina Cavalieri
	Filet Mignon of tenderloin Boninsegna
Indestructible peas	Potatoes (one side Copyrighted)
Ice cream De Luxe	A. Twelve-inch fancy cakes.
	Coffee Regent

H. A. Yerkes, the wholesale manager, was present at the dinner, and made a few encouraging remarks in his usual interesting style. Edward D. Easton sent the diners a very nice letter of congratulation, which was read at the banquet. Thomas K. Henderson, the Philadelphia manager, presided. Mrs. Cope has just presented her indulgent husband with twins, and members of the Columbia office foree say that ever since Cope has been connected with the company he has been seeing everything double. The fellows wrote an appropriate stanza by way of congratulations:

There is a young papa named Cope,  
Who has surely been mixing his dope,  
They are coming so fast, that sometimes he's aghast,  
But as long as there is life there is hope.

The Columbia Co. have planned a Grafonola recital for the Travelers' Protective Association on Friday, January 13, at 1122 Girard street; at the Tioga Baptist Church on the 17th, and at the West Side Presbyterian Church, Germantown, on the 20th.

Norbert Whitely and Mr. Doerr, of the talking machine department of the H. A. Weymann firm, have both just returned from the road, having taken trips through Pennsylvania and New Jersey in order to fill up gaps made by the holiday rush. They report that business on the road looks very good. The Weymanns have had a splendid 1910, and had the best holiday business the firm ever had. They have been selling a great many of the new cabinet disc filing cabinets—Brown system—and say that they are making a great hit with everybody.

Ability in nine-tenths of the cases is developed, not born. Some men are developed beyond the stage of others because they have had the application to make themselves do it. Men who possess ability are those who have studied to get where they are.

## RESOLVED

That hereafter I will not disappoint my customers



## "Stand pat" on your new year resolution

You won't find it hard to live up to if you have the right kind of a jobber—if you can depend upon him to fill your orders promptly.

All of our customers know they can swear by us, for we ship every order the same day it is received, and they can figure out just when the goods will arrive at their stores.

Wouldn't you like to enjoy this service? Wouldn't it be a good thing for your store, and tend to draw your customers closer to you?

We're ready for you at any time. We always have a complete line of Victors, Victor-Victrolas, Victor Records, record cabinets, fiber cases, horns, repair parts and accessories of every sort, and never keep you waiting.

Write to-day for our catalog and our booklet, "The Cabinet That Matches," and when you get them send us a trial order, and see if we don't "make good."

### New York Talking Machine Co.

Successors to  
Victor Distributing and Export Co.

83 Chambers Street

New York



## ELEVATING THE PUBLIC TASTE.

What the Introduction of the New Grand Opera Record by the Columbia Phonograph Co. Means from a Musical Standpoint—The Lifelike Qualities of Nielsen Records Appeal to the Artiste Herself and Puzzle Her Friends.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 7, 1911.

When one considers that probably sixty million people of the United States must rely upon talking machines for a "taste" of grand opera as sung by artists like Alice Nielsen, the widely known star soprano of the Boston Opera House, the announcement that a number of her new Columbia records are ready for distribution must be welcomed, not only by the people away from the operatic centers, but those in the cities of Boston, New York and Chicago.



ALICE NIELSEN.

Miss Nielsen is an artist of international fame—an artist who has sculptured her career on a solid block of highest excellence, and she considers the records that she recently made her best efforts. The writer was with Arthur C. Erisman, the Boston Columbia man, while on an "operatic tour" to-day, and our last but not least call was on Alice Nielsen, who greeted us with a cordiality on par with her ability sopranoic.

Occupying a conspicuous spot in her apartment was a Grafonola "Regent," and Miss Nielsen delights in playing over and over again those of her records which she has received. While pouring tea Miss Nielsen remarked that she thought the Grafonola a most wonderful musical instrument, and that the members of the Columbia Co. were most kind.

"Can you list any of your new records as 'preferred?'" asked The World representative, to which Miss Nielsen answered: "I like them all. I consider that every way in which you read the list the best is first, as I have studied most carefully the science of making records. The reproduction of my voice is perfect, as far as I can hear. I am glad to learn that the first purchaser of my records in Boston was Lucius Tuttle, ex-president of the Boston & Maine Railroad, a most devoted opera lover."

A little evidence showing how "lifelike" the new Nielsen records are can be cited in the fact that Miss Nielsen was playing one the other evening and another opera singer living in the same apartment hotel came in and asked her if she was not doing an unwise thing to be singing so near the performance time. You can imagine the astonishment of the singer when she was shown the Columbia Grafonola and the same record was re-played. If a

record can "fool" an opera singer, her new records must certainly reflect her wonderful singing and personality to an extraordinary degree.

Here are Miss Nielsen's first six records, which are creating such a tremendous hit: A-5,245, "Annie Laurie," in English, with orchestra; "Kathleen Mavourneen," in English, with orchestra. A-5,246, "La Boheme" (Mimi's Farewell), in Italian with orchestra; "Il Bacio" ("The Kiss"—Waltz), (Arditi), in Italian, with orchestra. A-5,247, "Faust" ("The King of Thule"), in French, with orchestra; "Carmen," Michaela's Aria—"I say that no fears shall deter me"), in French, with orchestra; A-5,248, "Mefistofele" (Boito), ("The other night into the deep sea"), in Italian, with orchestra; "Tosca" (Puccini), Pregoiera, (Prayer—"For love and art I've lived"), in Italian, with orchestra. A-5,249, "Don Giovanni" ("Chide me, chide me"), in Italian, with orchestra; "Le Nozze Di Figaro" ("Oh, why so long delaying?"), in Italian, with orchestra. A-5,250, "Madama Butterfly" ("There is one step more"), in Italian, with orchestra; "Madame Butterfly" ("One fine day"), in Italian, with orchestra.

## TRADE NEWS FROM BALTIMORE.

Year of 1910 Ends with Rush for Talking Machine Men—December a Banner Month—What the Various Houses Have to Report Regarding the Present Situation and the Outlook—I. Son Cohen Banquets Employees.

(Special to The Talking Machine World.)

Baltimore, Md., Jan. 10, 1911.

The year 1910 ended in a blaze of glory in so far as the talking machine dealers of this city are concerned. "It was undoubtedly one of the greatest years we have ever had," said a well-known dealer in commenting on the trade conditions. "While there were several periods during the year, particularly during the late summer, when things were not quite as lively as we would have liked them to be, each month, as a whole, showed improvement over the corresponding periods of the year before. But December was the banner month of the year. Things started to bustle right from the first day and they have not ended yet. The week before the holidays was one of the heaviest I have ever experienced. What makes us feel so good is the fact that there has been no abatement in business conditions, nor are there any signs of such a thing taking place for some time to come."

Summing up the statements by the dealers as a whole it would seem that the expensive machines were the most sought after during the holidays. Of all the large sales the Victrolas of the \$200 type and the various styles of Columbia Grafonolas made the best showing.

Cohen & Hughes, who handle the Victor and Edison machines, did things up in fine shape during

the holidays. Besides having a big rush of buyers, Manager Morris Silverstein had one of the prettiest window displays in the shopping district. The best description of the affair that could be given is that it represented Victrolaland at Christmas time. Just 1,000 vari-colored incandescent lights were used to make the display a handsome one. Then there were a number of the Victor Victrolas and other Victor machines arranged artistically about the window, while beneath and on the floor of the window was an elaborate layer of snow and greens that blended handsomely with the other displays. Then, best of all, in so far as the children were concerned, Santa Claus was there and he wore a happy smile while playing one of the Victrolas, which demonstrated how well he thought of the music played by these machines.

I. Son Cohen was so pleased with the splendid work and co-operation of his employees during the holidays that he gave a substantial, old-time banquet in their honor at Niederhofer's Hotel. The entire second floor was given over to the banqueters. A Hardman piano was sent over from the store and Frank Feldmann, Jr., who has charge of the piano department, presided at the keyboard after all of the eatables were disposed of. Mr. Cohen made an address in which he expressed his appreciation of the work accomplished by his employees. Others made appropriate responses. Among those present from the store were I. Son Cohen, Frank Feldmann, Jr., Morris Silverstein, head of the talking machine department; N. C. Holmes, R. Ansell, John W. Lohrfinck, Warfield Dorsey, Robert Price, Frank Moss and Abe Berlin. The invited guests were Prof. Frank Feldmann, Sr., John C. Wilhelm, Dr. Raymond Hughes, William F. Emrich, E. T. Lumpkin, J. H. Walker, Albert Boden, Hugh Trader and George Claridge.

Manager W. C. Roberts, of E. F. Droop & Son Co., like all the others, declares that December was a record breaker and that the Victor Victrolas made a great showing. In order to facilitate matters and make it more easy to handle the Christmas rush, and a multitude of customers in the future, Manager Roberts has had the first floor arranged as two parlors, so that there will not be so much confusion when several customers are being waited on at one time. While the Victrolas took the lead, Manager Roberts did a good business in \$75, \$100 and \$150 machines. Edisons also were in good demand.

The Columbia products were greatly in demand, according to Manager Laurie, of the local branch of the Columbia Phonograph Co. While the big machines were more sought after the latest production of the Columbia plant, the \$50 Grafonola Favorite, really upheld its name, for it certainly was a favorite with most of those to whom it was demonstrated. The only trouble was that he could not get enough of them.

## Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

*Playrite*  
TRADE MARK

### NEEDLES

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

*Melotone*  
TRADE MARK

### NEEDLES

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

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

**BLACKMAN TALKING MACHINE CO.**

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

Have you "demonstrated" with the only record that speaks for itself—the Columbia Demonstration Double-Disc Record? You put in ten cents per owner and have the fairest possible opportunity to get 100 per cent. per owner record business. And you get back your ten cents, too, if you prefer to charge the record at cost.



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

### THE TRADE SITUATION REVIEWED.

Results for the Past and Outlook for 1911 as Viewed by Louis F. Geissler, Geo. W. Lyle and F. K. Dolbeer—Views That Carry Weight—What Prominent New York Jobbers Have to Report Anent General Conditions—The Business, Past, Present and Future Discussed at Some Length.

Without any question the business outlook for the talking machine trade in the year just opened is excellent. The supply of high price goods from the factories was inadequate for holiday trade and for certain lines even the distributors are unable to state when the shipments will be equal to the demand. Of the opinions sought regarding the prospects of 1911 the following may be quoted:

#### Louis F. Geissler's Interesting Review.

Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., writes: "Regarding business results for 1910 and prospects for 1911, I would say that 1910 has been a most prosperous year. We are simply inundated with business, and are carrying over into the year 1911 enough orders (20,830 in Victrolas alone, we understand.—Ed. World) to consume our present factory capacity for several months to come, and orders continue to arrive in almost unabated volume. I believe that the entire country has done a greater business, even outside of the talking machine line, than they are willing to admit. I recently read that the entire volume of the business of the world was 9 per cent. greater in 1910 than in any other year of the world's history; and, notwithstanding the clouds in the sky, such as railroad legislation, Sherman anti-trust law legislation, the tariff and politics, which same clouds have been hovering over us now for several years past (the results of which, I believe, have already been discounted in the trade), I think that 1911 will be an excellent business year, and that we will all go out of it being compelled to admit that we have enjoyed a full portion of American prosperity; and I believe that all merchants should simply go ahead doing things just the same as they always have been—pushing for trade and believing in prosperity."

#### Geo. W. Lyle on Columbia Co.'s Business.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General: "Briefly the Columbia business has been very satisfactory in all parts of the country. Our December sales are over 30 per cent. ahead of last year, and while this may be doubted, it is absolutely true. We have every reason to believe that 1911 will make a new high record. The policy of the company as far as exclusive territory is concerned is so far in advance of any other concern that the dealers appreciate its liberality and success. We will not permit one dealer to interfere or cut in on another's territory. Our advertising policy, as you know, has created a large volume of new business; and the character of our product supports the excellent work done in that direction.

"Of course, as you may understand, the engagement of Henry Russell, director of the Boston Grand Opera Co., means not only a great deal for

the Columbia Co., but is indisputable evidence of what this means in an educational way. This step on our part we consider the most important that has been accomplished by any company in the world."

#### Dolbeer on Prospects for 1911.

F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., writes: "The year just closing has been a remarkable one in many respects, the results exceeding our expectations, particularly when you come to consider the very unusual conditions existing, the volume of trade very materially surpassing that of the previous year, and compelling us at certain times to work extra shifts in order to supply the demand. Of course some of the demand has been created by novel selling plans, which have been inaugurated and are now being more fully developed, and the improved quality of the product as now produced. The outlook for the coming year was never brighter, and the indications are (if we can judge by reports being received from all sections of the country) that the jobber and dealer alike are anticipating a heavy trade in our line. If quality, up-to-date goods and fair business dealing are a factor in merchandising, the results for the coming year are fully assured."

#### What Some Leading Jobbers Report.

G. T. Williams, general manager of the New York Talking Machine Co., 81 Chambers street, New York, said: "Judging from what we have been doing and so far as it is possible for us to say, business for 1911 will be fine. As you know, it has not been possible for the factory to meet the actual needs of the trade. The demand for Victrolas has been and is beyond ours or anybody's calculations. Just how soon the Victor Co. will be in a position to fill every order for their goods and the new lines is up to the factory. We are in no position to say, more than other Victor distributors, when the company can turn the trick; although we are satisfied they will leave no stone unturned to meet every demand as soon as they can."

J. Newcomb Blackman, president of the Blackman Talking Machine Co., stated that their business for the calendar year of 1910 showed a substantial gain over that for the preceding year and that the efforts of the sales staff had resulted in the signing up of a large number of new dealers, all of whom were well taken care of during even the height of the holiday rush. He offered it as his belief that the product of the factories had made a real and distinct advance during the past year and the prospects were that the future would be marked by still further advances in the quality of the products.

As to the prospects for 1911 from the jobbers' viewpoint, Mr. Blackman said that he believed that the indications were for another year of conservatism and carefulness in business. "The business of the country is now on a solid foundation," said Mr. Blackman, "and there is no possibility of a sudden and disastrous slump though, on the other hand, general conditions, affected as they are by the political situation, will not permit of any sudden exhilaration of business. Of course,

it is a trifle early to make any definite prophecy as to business in 1911, but as for this company, we are going ahead just the same, observing the same policy and working just as hard to play fair with the factories and the dealers and to increase our own business."

### OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 10, 1911.

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

#### DECEMBER 12.

Berlin, 96 pkgs., \$1,986; Bombay, 33 pkgs., \$346; Callao, 7 pkgs., \$616; 2 pkgs., \$107; Cartagena, 32 pkgs., \$892; Chemulpo, 3 pkgs., \$130; Genoa, 4 pkgs., \$650; Guayaquil, 3 pkgs., \$199; Havana, 31 pkgs., \$1,162; Hong Kong, 265 pkgs., \$11,438; London, 9 pkgs., \$3,845; 108 pkgs., \$2,695; 40 pkgs., \$4,795; Montevideo, 4 pkgs., \$129; Naples, 3 pkgs., \$100; Rio de Janeiro, 70 pkgs., \$2,735; Stuttgart, 3 pkgs., \$100; Trinidad, 8 pkgs., \$425; Vera Cruz, 131 pkgs., \$7,387; Vienna, 24 pkgs., \$873; Yokohama, 5 pkgs., \$309.

#### DECEMBER 19.

Barcelona, 2 pkgs., \$100; Berlin, 100 pkgs., \$3,583; Callao, 6 pkgs., \$110; Cartagena, 64 pkgs., \$4,477; Gothenberg, 6 pkgs., \$1,348; Havana, 18 pkgs., \$592; Havre, 128 pkgs., \$2,079; 4 pkgs., \$388; London, 10 pkgs., \$203; 310 pkgs., \$6,308; 8 pkgs., \$619; 30 pkgs., \$2,065; Nassau, 6 pkgs., \$123; Para, 12 pkgs., \$791; Port Limon, 7 pkgs., \$171; Progreso, 51 pkgs., \$1,821; Rio de Janeiro, 36 pkgs., \$1,201; Sydney, 10 pkgs., \$328; 1,131 pkgs., \$16,120; Tampico, 16 pkgs., \$500; 9 pkgs., \$563.

#### DECEMBER 26.

Bahia, 58 pkgs., \$6,318; Bilbao, 4 pkgs., \$273; Cartagena, 20 pkgs., \$595; Ceara, 14 pkgs., \$602; Corinto, 3 pkgs., \$169; Curacao, 4 pkgs., \$197; Guayaquil, 6 pkgs., \$284; Hamburg, 3 pkgs., \$334; Kingston, 11 pkgs., \$463; Liverpool, 4 pkgs., \$129; 10 pkgs., \$678; London, 64 pkgs., \$2,783; 236 pkgs., \$5,202; Macoris, 4 pkgs., \$323; Manila, 114 pkgs., \$11,114; Maracaibo, 1 pkg., \$235; Para, 32 pkgs., \$2,497; Puerto Mexico, 9 pkgs., \$275; Rega, 4 pkgs., \$1,000; Singapore, 10 pkgs., \$351; Trinidad, 7 pkgs., \$445; Vera Cruz, 42 pkgs., \$1,320.

#### JANUARY 3.

Acajutla, 10 pkgs., \$180; Barbados, 11 pkgs., \$192; Berlin, 208 pkgs., \$1,450; Buenos Ayres, 75 pkgs., \$311; 205 pkgs., \$13,022; Callao, 4 pkgs., \$302; Havana, 10 pkgs., \$302; Limon, 101 pkgs., \$411; Rio de Janeiro, 14 pkgs., \$1,128; 6 pkgs., \$165; Valparaiso, 4 pkgs., \$115.

M. Boras, who is well known on the road for his connection with several talking machine manufacturers and also in the export trade, recently returned from a trip to Europe. He visited London, Berlin and places in Switzerland noted for specialties in the line. Mr. Boras brought back several interesting things.

## COLUMBIA ADVANCE DURING 1910.

Some Interesting Achievements That Have Made for Progress with the Columbia Phonograph Co. Gen'l—Best Record for Several Years—Development the Rule in Every Branch of This Establishment.

While in some lines of business the volume of trade for 1910 was not as good as the preceding year, the Columbia Phonograph Co., General, of New York, as a striking exception, report that the past year was the best the company has experienced in four years or more. During that period they have succeeded in establishing their business on a firmer and more profitable basis than ever before. They have added to the excellence and prestige of their products, and increased their representatives and agencies by some 1,800 new accounts. This has been brought about largely by the company's consistent and progressive policy of doing business, the prominent features of which they have so well set forth as: "The offering of product of quality backed up by an intelligent advertising campaign—aiming to serve the best interests of the dealer—providing distributing points equipped and suited to the dealer's requirements—the granting of exclusive selling rights and aggressive selling methods."

Added to this, specially vigorous efforts have been made in establishing responsible dealers throughout the United States, where previously the company had not been properly represented, and the results have been extremely gratifying. The large number of piano dealers included in the new accounts—piano dealers in all parts of the country—is a sure sign of the awakening of the conservative, high-class dealer to the possibilities of the talking machine trade.

The Columbia Co.'s policy of exclusive selling rights has been greatly appreciated by the trade, and since its incorporation as a vital part of the general policy the Columbia position has been plainly strengthened.

No unimportant part of the year's work has been the action of the Columbia Co. in proceeding against irresponsible dealers who have indulged in price-cutting. No less than fifteen instances of this kind during the past six months alone have been taken up by the company, with a view to restraining the sale of their goods under list price.

The Columbia Co. have also taken vigorous action in protecting their patents, a summary of which is as follows: "During the year the American Graphophone Co. (Columbia Phonograph Co.) won many legal victories. In June, 1910, an injunction was sought against the Columbia Co. charging them with infringing an Edison reissue patent for a particular construction of reproducing stylus. Judge Lacombe refused the order. In three other suits decrees were sought on the assertion that the American Graphophone Co. had been making molded cylinder records by certain processes of the Joyce and the Miller and Aylsworth patents. In December last Judge Keller, in the

Federal Court in West Virginia, dismissed all three suits with costs on the complainants. In a third suit proceedings against the American Graphophone Co. had been brought by the Victor Talking Machine Co. because the former had acquired certain Leeds & Catlin disc records and had subsequently disposed of them, claiming this was an infringement of their Berliner patent. The lower court accepted this view as correct. In December, however, the United States Circuit Court of Appeals reversed this holding with costs. The Circuit Court of the United States, sitting in New York, in a fourth suit, after proofs and an accounting, awarded the American Graphophone Co. a judgment for \$80,000 against the Leeds & Catlin Co. for infringing the Jones patent process now universally used for making disc records. Besides, the American Graphophone Co. in 1910 has won a number of important decisions in interferences in the Patent Office relating to talking machine and disc record features."

The improvements in the Columbia product ranks in the achievements of the past year and have an important influence on the business for 1911. The possibilities of the hornless type of graphophone, as demonstrated by the Grafonola de Luxe and the Grafonola Regent, appealed to many dealers. Each succeeding model, such as the Grafonola Mignon, Grafonola Elite, and the very latest, namely, the Grafonola Favorite, have more firmly entrenched the hornless machine in the favor of the dealer and the public alike. During the holidays the orders for the "Favorite" alone came in by the hundred from the various distributing branches of the Columbia Co., taxing the resources of the factories to the utmost.

The growing tendency toward the hornless machine finds its parallel in the increasing appreciation of high-class recorded music. The almost sensational development of recording as demonstrated in the double-disc record has in no small measure contributed to the now extensive business in Columbia grand opera records. The issuing during the past year of the Columbia "New Celebrities Series," the recordings of famous artists, has been the other great factor in creating and satisfying an increased and much desired business.

A significant recognition of the excellence of Columbia recording is the association of Dr. Henry Russell, director of the Boston Opera Co., as consulting director of opera to the Columbia Phonograph Co., the details of which have already appeared in *The World*. This is supplemented with the recent announcement of exclusive contracts with famous artists, namely, Lillian Nordica, Mary Garden, Alice Nielsen, Olive Fremstad, Lydia Lipkowska, and others yet to be announced.

The making of a double-disc record for demonstration purposes on the part of the dealer is also another notable achievement of the Columbia Co. during the past year. The company affirm that as an advertising feature it has not been approached in any other line of business, and is only one of the advertising features of this progressive organization, which at all times stands ready to co-operate

with the dealers in promoting publicity. The outlook for the new year is reported by the Columbia Co. as most favorable, viewed from every standpoint.

## HELPING THE BUSINESS GROW.

How the Clerk, by Studying the Details of the Business He Is in, Can Help His House to Succeed and Consequently Succeed Himself.

This is a big subject, but one which every clerk who wishes to succeed should study. Think it over not once, but lots of times. "How can I make myself of more value to my employers?" The more you consider this subject the more ways you will find whereby you can make money for him by increased business, and in the end more money for yourself. There are not many merchants who will not give you more money soon as you earn it, but the question is—how, says Wm. J. Illsey in the *Hardware Dealer's Magazine*.

First get it into your whole fiber that you are hired by your employer to attend to his business, and not your own. If any friends wish to visit with you during business hours, cut their visit politely short. The time belongs to someone else.

Second, make it your business to know the business you are in. Keep posted on all lines of old and new hardware which you are selling. Always keep in your mind the lines of goods which are moving slowly. Push them and keep your stock clean and fresh. If a customer asks you why this or that article is made as it is or where it is manufactured, be able to tell him. Such knowledge can be had by either talking to the traveling representative of the manufacturers or by reading up-to-date trade journals. Never neglect the latter's perusal each week or month. There is knowledge to be gained from them and you need the knowledge.

Third, consider yourself a part of the firm for which you are working and act as such. Work hard and all the time to please your customer and make him come again. He will do so if properly treated. Humanity the world over is fond of attention, and by giving it properly to your patrons you will make fast friends for your house and for yourself also.

Fourth, be courteous always. By this I mean "put yourself in the place of the person outside the counter and use his as you would be used." You are not favoring anyone by serving them. Rather are they favoring you and the man for whom you are working by coming to your store to trade. Make every customer feel that you are glad to serve him. Get to know him and what he enjoys most in life. Maybe he is a keen sportsman, and if you can talk intelligently about sports, there is at once a bond of fellowship formed. If he prefers machinery or mechanical work, let him know that you are interested and get him to talk of it. This need not interfere with the doing of business and makes him feel more genial toward you. Know your customers.

# WE ARE HEADQUARTERS

It is "going some" in making this statement, but we have the facts to prove that the

**Talking Machine Supply Co., 400 Fifth Avenue, New York**  
are in a position as manufacturers to furnish the Jobbing Trade Only:—

Repair parts for all kinds of Talking Machines.

Also high-grade English Steel Needles, put up in lithographed envelopes and tin boxes in cartons.

Further, our specialties—and we stand at the head of the list so far as these goods are concerned—include Feed Nuts, Sapphires, Belts, etc. In fact, all the essential supplies needful in any branch of the business. Our new catalog for the asking.

**TALKING MACHINE SUPPLY CO., 400 FIFTH AVENUE, NEW YORK**

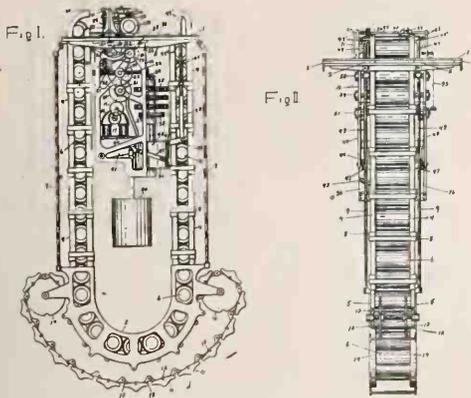
**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

(Specially Prepared for The Talking Machine World.)  
Washington, D. C., Jan. 8, 1911.

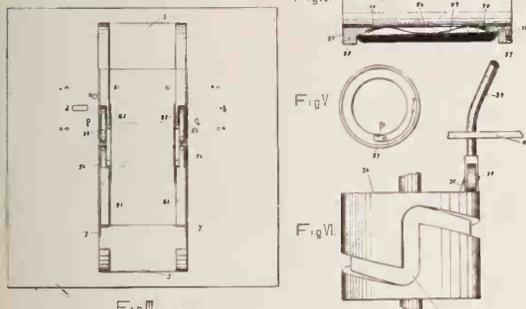
**AUTOMATIC PHONOGRAPH OF THE WAX CYLINDER TYPE.** James Irwin Gemmill, Cleveland, O. Patent No. 978,014.

This invention relates to automatically operated mechanisms, and particularly to a multiple cylinder record phonograph.

The object of said invention is to produce a talking machine of the character described, which shall be continuous in its action and shall operate



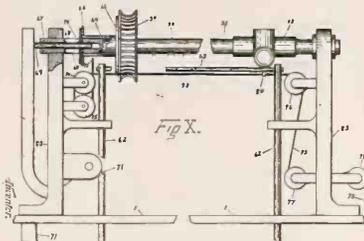
for the purpose of reproducing a continuous discourse of music or speech of an indefinite length, as impressed on a series of tablets or phonographic records, which are operated automatically by the machine without any attention or attendance in any way by the operator, and in so operating these tablets or records to do so with the least possible



expenditure of time during the silent period of the said mechanism, which occurs between the finishing of one record and the commencement of the next adjacent one.

Reference being had at this juncture to the drawings, Figure 1 is a vertical view of the machine as seen from the front. Fig. 2, a vertical view of the machine as seen from the right hand side of the aforementioned view, Fig. 1. Fig. 3 is a plan view of the top of the mechanism, the bottom of which represents the side of the machine as seen in the front of Fig. 2, and serves to disclose the arrangement of the inclined planes or ways, serving to conduct records from one side of a magazine to a playing position, and thence to the other side of said magazine. Fig. 4 serves to show the preferred form of record or tablet supporting means. Fig. 5 discloses a portion of Fig. 4, being an elevation of the section shown at the right hand side of said Fig. 4. Fig. 6 is a

view of a drum cam which will appear obvious in Fig. 1. Fig. 7 is diagrammatic, and serves to show a broken portion of a record supporting means in position on means for revolving same, the whole being supported by a movable platform, and in connection with a lever; the whole forming a part of the mechanism in connection with the upper part of the machine, as seen in Figs. 1 and 2.



1 and 2. Fig. 8 is an end view or plan of Fig. 7, further disclosing relative positions of the several parts. Fig. 9 is a view of the top plate of the machine together with the mechanism necessary for actuating the sound box to and fro and over the record tablet being played. Fig. 10 serves to show in detail some of the parts that are disclosed in Fig. 9.

**RECORD.** Otto J. Fajen, Stover, Mo. Patent No. 978,722.

This invention relates to records for sound reproducing machines and particularly that type of records which are tubular in form.

The object of the invention is to provide a sound record of this type with a pair of sound grooves starting respectively at opposite ends of the record; and in further providing said record with a bore tapering from each end toward its center where by same may be reversibly mounted upon a holder in order to seat a stylus in the starting end of either groove.

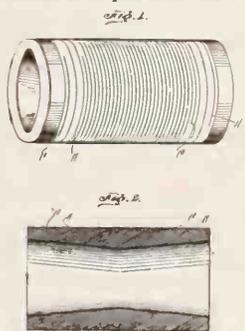
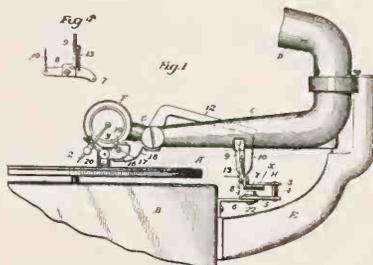


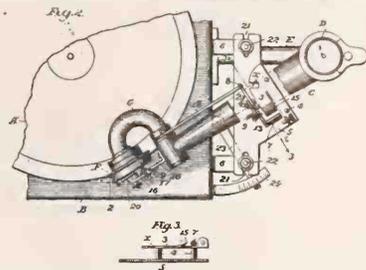
Figure 1 is a perspective view of a tubular record constructed in accordance with the invention; and Fig. 2, a longitudinal section of same.

**TALKING MACHINE.** Ami Jacard, New York, assignor to T. Ephrem, La Montague, same place. Patent No. 978,891.



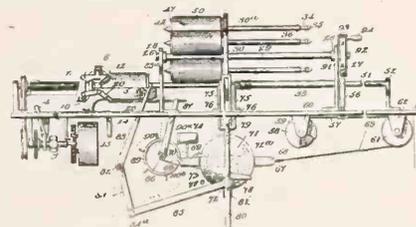
This invention relates more particularly to that class of talking machines in which the record is upon a flat circular disc, and consists in means whereby to prevent those portions of the disc which do not have any record upon them from being brought in contact with the needle, and also in means whereby to prevent the needle from being carried radially across the record or from being improperly brought against the disc, which improved features may be used together or separately and in some cases in connection with talking machines of a different character, illustrated in the accompanying drawing, in which:

Figure 1 is a side elevation showing sufficient of a talking machine to illustrate the improve-



ments, the parts being in the position which they occupy when the needle support is held in place by a detent adapted to be automatically shifted by the disc; Fig. 2 a plan view; Fig. 3 an edge view of the stationary portion of the shifting device; Fig. 4 a transverse section on the line 4-4 Fig. 1.

**MULTIPLE-RECORD GRAMOPHONE.** Alphonse J. K. Genella, New Orleans, La., assignor by mesne assignments to George H. Underhill, Boston, Mass. Patent No. 979,466.



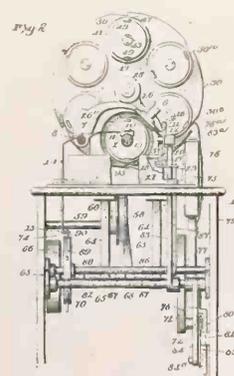
This invention relates to improvements in talking machines, particularly to that class of the multiple record type.

It is obvious that it may be desirable to run off several records successively without interruption and without assistance of an operator, and this may be especially true in slot machines, and more particularly in cases where the machine is used for purposes of dictation wherein the subject-matter to be dictated would cover a number of record members.

The principal object of this invention is to provide mechanism, automatic in its operation, which will subserve this end.

While in the following specification, for the purpose of simplicity, the invention is described more particularly with reference to graphophones of the ordinary type employing the usual reproducer and cylindrical record, it will be understood that the invention is not limited to this particular

type of a reproducing machine, and the term "stylus" is employed to cover a recorder or a reproducer as the case may be, while the term "record member" or "record" is used to cover any kind of a record member before or after the record has been produced thereon, or whether the record member be used in connection with a machine of the graphophone or gramophone type, it being quite immaterial whether or not the undulatory grooves of the record are of varying depth or width, respectively.

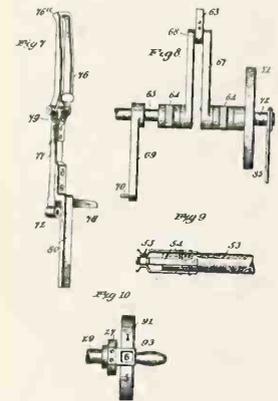


**A Columbia Grafonola sale opens the door to a regular business in Columbia Grand Opera Double-Disc Records. Size up the new Columbia *exclusive* artists and the extraordinary quality of the new series of Columbia Records, and get an idea of what that business means.**



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

Figure 1 is a side elevation of the operating mechanism of the improved machine, certain minor parts being broken away. Fig. 2 is an end elevation looking to the right in Fig. 1, parts being broken away. Fig. 3 is a sectional view in detail of the rotary disc and one of the record members thereon, the disc, the record spindle and the supporting axis being broken away. Fig. 4 is a transverse section on the line 4-4 of Fig. 3. Fig. 5 is a fragmentary detail partly in section and an end view of the inner end of the stylus feed screw. Fig. 6 is a view in elevation, showing the operating members for returning the stylus to its initial position and holding the same

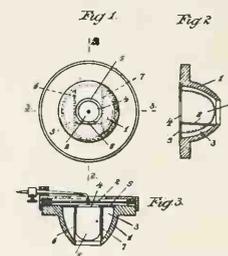


raised until a new record has been placed in position, certain positions of the parts in this view being shown in dotted lines. Fig. 7 is a detail perspective view of the pawl member for automatically operating the revoluble disc. Fig. 8 is a plan view of the crank shaft and parts connected therewith, the hanger bars being shown in cross section. Fig. 9 is a detail view of an end of the plunger rod, and Fig. 10 is a detail view of means for rotating the rotary disc independently of the automatic means, and indicating the position of the records thereon.

**SOUND-BOX FOR TALKING MACHINES.** Johann Veit, Hanau, Germany. Patent No. 979,231.

This invention has for its object to provide a sound-box for a talking machine which shall in shape resemble, as closely as possible, that of the human mouth. This end is attained by shutting off from the membrane the hollow portion of the sound-box (that is to say, the portion which is connected with the horn) by a thin apertured wooden diaphragm and providing the hollow cavity with three thin strips of wood whereof a pair are fixed to the diaphragm as well as to the walls of the cavity, while the third, which occupies a position between the other two, is in the form of a tongue

and being attached to the diaphragm only and not to the walls of the cavity. In this construction the two fixed strips correspond to the human cheeks, the flexible strip corresponds to the tongue, and the remaining hollow space at either side corresponds to the gums. It has been ascertained by experiment that surprising results, in respect of fullness and purity of tone, can be obtained by an arrangement of this kind and that the usual objectionable jarring noise emitted by talking machines is entirely done away with.



In the accompanying drawing, which serves to illustrate the invention, Figure 1 is a front elevation of the improved sound-box of the invention, and Figs. 2 and 3, sections on the lines 2-2 and 3-3 of Fig. 1, respectively.

**METHOD OF MAKING TALKING MACHINE DIAPHRAGMS.** William W. Young, Springfield, Mass. Patent No. 980,470.

This invention relates to improvements in methods of manufacturing reproducing diaphragms for talking machines.

Broadly, the new method consists in perforating thin sheet material, and when deemed necessary in producing burrs thereon by punching instead of cutting out the perforations, and if desired in upsetting such burrs.

More specifically the new method may consist in perforating imporous material, in filling the perforations in the imporous material and in coating the latter with a material or materials, while in a liquid state or plastic condition, which possess the necessary characteristics and qualifications or qualities, in partially drying the imporous material thus treated, and in subjecting the same to pressure. The coating, drying and pressing operations in the order named are usually repeated one or more times and a thorough and complete drying by subjection to heat is given after pressing.

In the accompanying drawings, which form a part of this application and in which like characters of reference indicate like parts through the several views—Figure 1 is a side view of a sheet

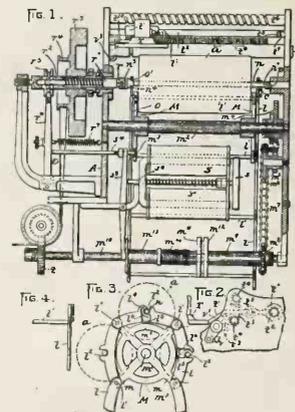
metal disc perforated and represents the unfilled diaphragm; Fig. 2, a view of a diaphragm as it appears when the burrs left by the perforating punch have been upset or pressed into small bosses, and when seen from the side upon which such bosses are located, the appearance being practically the same whether said diaphragm be filled and coated or not, provided that, in the former instance, the coating be transparent; Fig. 3, an enlarged fragment in section of the disc or diaphragm shown in the first view, and, Fig. 4, an enlarged fragment in section of a diaphragm which has been filled and coated and pressed.

**PHONOGRAPH.** George H. Underhill, Boston, Mass. Patent No. 980,459.

This invention relates to sound-reproducing or sound-recording machines. While many features thereof have useful application to other types of such machines, and to those employing but a single record, this invention is particularly applicable and is here illustrated with reference to one type of multiple record machine employing a plurality of cylindrical records adapted automatically and successively to be brought into reproducing or recording relation with reference to suitable reproducing or recording mechanism, the latter being caused automatically to traverse the face of each record as the same is presented.

In the drawings—Figure 1 is a central, vertical section, partially broken away, showing the principal operating parts of a phonograph embodying one form of the invention; Fig. 2 is a partially broken away end elevation showing the support and traversing mechanism for the sound box; Fig. 3 is a side elevation showing the flexible linked record carrier and its relation to the driving sprockets of the machine, and Fig. 4 is an end view of the same linked carrier.

PHONOGRAPH. George H. Underhill, Boston, Mass. Patent No. 980,459.



In the drawings—Figure 1 is a central, vertical section, partially broken away, showing the principal operating parts of a phonograph embodying one form of the invention; Fig. 2 is a partially broken away end elevation showing the support and traversing mechanism for the sound box; Fig. 3 is a side elevation showing the flexible linked record carrier and its relation to the driving sprockets of the machine, and Fig. 4 is an end view of the same linked carrier.

In the drawings—Figure 1 is a central, vertical section, partially broken away, showing the principal operating parts of a phonograph embodying one form of the invention; Fig. 2 is a partially broken away end elevation showing the support and traversing mechanism for the sound box; Fig. 3 is a side elevation showing the flexible linked record carrier and its relation to the driving sprockets of the machine, and Fig. 4 is an end view of the same linked carrier.

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RECORD BULLETINS FOR FEBRUARY, 1911.

NATIONAL PHONOGRAPH CO.

EDISON AMBEROL RECORDS.

- 600 Zampa Overture.....Edison Concert Band
- \*601 Alma—"Alma, Where Do You Live?".....Miss Spencer and Mr. Ormsby
- 602 Ashore.....Reinald Werrenrath
- 603 Barbara Frietchie.....Edgar L. Davenport
- 604 Cradle Song Medley.....J. Scott Skinner
- 605 I'm Looking for a Nice Young Fellow Who Is Looking for a Nice Young Girl.....Ada Jones and Chorus
- 606 The Fishermen.....Anthony and Harrison
- 607 Military Life Two-Step.....New York Military Band
- 608 When a Boy from Old New Hampshire Loves a Girl from Tennessee.....B. G. Harlan and Chorus
- 609 Doctor's Testimonials.....Golden and Hughes
- 610 The Gateway City March.....Charles Daab
- 611 Somebody Else.....Billy Murray and Chorus
- 612 The Lord is My Light.....Herriek von Norden
- 613 Girls of Baden Waltz.....New York Military Band
- 614 Listen to That Jungle Band.....Edward Meeker
- 615 Drink to Me Only with Thine Eyes.....Stanley and Gillette

EDISON STANDARD RECORDS.

- 616 Apple Blossoms.....American Standard Orchestra
- 617 Kiss Me, My Honey, Kiss Me.....Ada Jones and Billy Murray
- 618 We're Tenting To-Night.....Knickerbocker Quartet
- 619 Porcupine Rag.....New York Military Band
- 10466 The Corcoran Cadets March.....Sousa's Band
- 10467 In Dear Old Tennessee.....Elizabeth Spencer
- 10468 Saviour, More Than Life.....Anthony and Harrison
- 10469 A Rose Fable.....Frank Ormsby
- 10470 Spanish from "The Nations".....Victor Herbert and His Orchestra
- 10471 That's the Fellow I Want to Get.....Billy Murray
- 10472 Oh, You Dream.....Ada Jones and Billy Murray
- 10473 There's a Light in the Window.....Will Oakland
- 10474 In Absence.....Weber Male Quartet
- 10475 Alpine Rose.....Charles Daab
- EDISON GRAND OPERA AMBEROL RECORDS.
- 40038 Die Meistersinger—Preislied (Wagner).....Sung in German.....Leo Slezak, Tenor
- 40039 Amico Fritz—Son pochi fiori (Mascagni).....Sung in Italian.....Carmen Melis, Soprano
- 30035 Paggiacci—Vesti la giubba (Leoncavallo).....Sung in Italian.....Florence Constantino, Tenor
- 30036 Lohengrin—Elsa's Traum (Wagner).....Sung in German.....Marie Rappold, Soprano
- 40040 Manon—Ah fuyez, douce image (Massenet).....Sung in French.....Karl Jori, Tenor
- 35014 Barbieri di Siviglia—Una voce poco fa (Rossini).....Sung in Italian.....Selma Kurz, Soprano
- 35015 Grand Mogul—Valse des serpents (Audron).....Sung in French.....Blanche Arral, Soprano
- 30037 Elisir d'Amore—Una furtiva lagrima (Donizetti).....Sung in Italian.....Aristodemio Giorgini, Tenor

COLUMBIA PHONOGRAPH CO.

10-INCH DOUBLE DISC RECORDS.

- A947 Lilly Dalc (H. S. Thompson). Baritone Solo, orch. accomp.....Carroll Clark
- Trabbling Back to Georgia (Chas. D. Blake). Baritone Solo, orch. accomp.....Carroll Clark
- A948 Medley of Jigs and Reels—Part II. (Arr. by C. A. Prince.) Violin Solo, orch. accomp.....George Stehl
- Medley of Jigs and Reels—Part II. (Arr. by C. A. Prince.) Violin Solo, orch. accomp.....George Stehl
- A949 Love's Sorrow (Harry Rowe Shelley). Soprano Solo, orch. accomp.....Miss Inez Barbour
- Afterwards (John W. Mullen). Soprano Solo, orch. accomp.....Miss Inez Barbour
- A950 The Mikado—Tit Willow (Sullivan). Baritone Solo, orch. accomp.....Robert Lett
- The Mikado—Katisha's Song—May not a Cheated Maiden Die? (Sullivan). Contralto

- Solo, orch. accomp.....Miss Merle Tillotson
- A951 Medley of Ted Snyder Hits—"Ogalala," "Kiss Me," "Dear Mayme, I Love You," "Grizzly Bear," "Call Me Up Some Rainy Afternoon," "That Beautiful Rag".....Prince's Orchestra
- Medley of Ted Snyder Hits—"That Beautiful Rag," "Sweet Italian Love," "Dreams, Just Dreams," "That Mesmerizing Mendelssohn Tune," "Stop, Stop, Stop".....Prince's Orchestra
- A952 When a Boy from Old New Hampshire Loves a Girl from Tennessee (J. Hell). Tenor Solo, orch. accomp.....Harvey Hindermeyer
- The Vale of Dreams (Johann C. Schmid). Tenor Solo, orch. accomp.....Arthur Clough
- A953 Stop, Stop, Stop (Come Over and Love Me Some More). (Irving Berlin). Contralto Solo, orch. accomp.....Miss Elida Morris
- Lovie Joe (Joe Jordan). Baritone Solo, orch. accomp.....Arthur Collins
- A954 Whoop Er Up (With a Whoop, la la) (Will Marion Cook). Soprano solo, orch. accomp.....Miss Ada Jones
- Moonlight Glide (A. Von Tilzer). Baritone and Tenor Duet, orch. accomp.....Arthur Collins and Byron G. Harlan
- A955 You Are the Ideal of My Dreams (Herbert Ingraham). Baritone Solo, orch. accomp.....William H. Thompson
- All That I Ask of You Is Love (Herbert Ingraham). Baritone Solo, orch. accomp.....William H. Thompson

- A956 That's the Fellow I Want to Get (Geo. W. Meyer). Baritone Solo, orch. accomp.....Ed. Morton
- Don't Make Me Laugh, Bill (Will H. Dixon). Baritone Solo, orch. accomp.....Ed. Morton
- 10-INCH DOUBLE DISC BLUE LABEL RECORDS.
- A946 Ciribiribin (A. Pestalozza). Tenor and Soprano Duet in Neapolitan, orch. accomp.....Francesco Daddi and Teresa de Matienzo
- 'O Sentimento (P. E. Fozzo). Tenor and Soprano Duet in Neapolitan, orch. accomp.....Francesco Daddi and Teresa de Matienzo
- A957 Cutey, Who Tied Your Tie? (Ed. Edwards). Soprano and Tenor Duet, orch. accomp.....Miss Ada Jones and Walter Van Brunt
- Honey, I Will Long for You (Ed. Edwards). Baritone and Tenor Duet, orch. accomp.....Frank C. Stanley and Henry Burr
- A958 Winter Song (F. F. Bullard). Vocal Quartette, Male voices, orch. accomp.....Columbia Quartette
- Medley of Plantation Songs. Vocal Quartette, Male voices, orch. accomp.....Columbia Quartette
- A959 Carmela—Gavotte Schottische (Diaz). Mandolin and Guitar Trio.....Trio Arriaga
- Lovely Maiden (Deliete Amoroso). Schottische (Diaz). Mandolin and Guitar Trio.....Trio Arriaga

- 12-INCH DOUBLE DISC BLUE LABEL RECORDS.
- A5239 Hans the Fine Player—Selections (Louis Ganne).....Prince's Orchestra
- Die Geschiedenefrau—Waltzes (Leo Fall). Prince's Orchestra
- A5240 The Bohemian Girl—The Heart Bowed Down (Balfe). Baritone Solo, orch. accomp.....Vernon Archibald
- Maritana—In Happy Moments (Wallace). Baritone Solo, orch. accomp.....Vernon Archibald
- A5241 Won't You Tell Me Why, Robin? (Claribel). Contralto Solo, violin and piano accomp.....Mrs. A. Stewart Holt
- Bendemeer's Stream (Alfred Scott Gatty). Contralto Solo, violin and piano accomp.....Mrs. A. Stewart Holt
- A5242 Our Miss Gibbs—Come Tiny Gold Fish to Me. (Harry Marlow). Mezzo-Soprano and Tenor Duet, orch. accomp.....Miss M. Mayew and Henry Burr
- Our Miss Gibbs—I Love Macintosh (Harold Lonsdale). Soprano Solo, orch. accomp.....Miss Ada Jones
- A5243 Erminie—Selections (Jakobowski).....Prince's Orchestra

- Erminie—Vocal Gems (Jakobowski). Orch. accomp.....Columbia Light Opera Co.
- A5244 Angels' Serenade (G. Braga). Contralto Solo, orch. accomp.....Miss Margaret Keyes
- Ever of Thee (Foley Hall). Contralto Solo, orch. accomp.....Miss Margaret Keyes
- TWO-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.
- 1456 The Free Lance—March (J. Philip Sousa).....Band
- 1457 Stop, Stop, Stop (Irving Berlin). Contralto Solo, orch. accomp.....Elida Morris
- 1458 Think It Over, Mary (Gray and Piantadosi). Tenor Solo, orch. accomp.....Byron G. Harlan
- 1459 Grizzly Bear (Berlin and Botsford). Baritone Solo, orch. accomp.....Arthur Collins
- 1460 Just Before the Battle, Morn'g (F. Root). Baritone and Tenor Duet, orch. accomp.....Stanley and Burr
- 1461 Dr. Eisenbart. German Yodel Song. Geo. P. Watson
- 1462 Moonlight—A Serenade (Neil Moret).....Orchestra
- 1463 Whoa, Bill (Harry Von Tilzer). Baritone and Tenor Duet, orch. accomp.....Collins and Harlan
- 1464 Jasper's Diplomacy (E. Boone). Vaudeville.....Jones and Sibley
- 1465 The Monastery Bell (Wely).....Band

- FOUR-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.
- 3190 A Georgia Barn Dance and Kerry Mills Barn Dance (Kerry Mills).....Band
- 3191 I've Got Your Number (Bryan and Meyer). Mezzo-Soprano and Tenor Duet, orch. accomp.....Morris and Van Brunt
- 3192 An Evening Song (Butler and Blumenthal).....Philip Ritte
- 3193 The Preacher and the Bear (Joe Arzuffi). Baritone Solo, orch. accomp.....Arthur Collins
- 3194 Pop Goes the Weasel. (Arranged by Chas. D'Almaine). Violin Solo.....Chas. D'Almaine
- 3195 The Old Oaken Bucket (Samuel Woodworth). Vocal Quartette, male voices.....Peerless Quartette
- 3196 Sally in Our Alley (Carey). Counter Tenor and Baritone Duet, orch. accomp.....Combs and Thompson
- 3197 Hearts and Flowers (Theo. M. Tobani).....Orchestra
- 3198 Grand Baby or Baby Grand (Lee and Durand). Soprano Solo, orch. accomp.....Ada Jones
- 3199 When You and I Were Young, Maggie (Johnson and Butterfield). Counter Tenor Solo.....Frank Combs

- 3200 Herd Girl's Dream—Lubitsky.....Instrumental Trio
- 3201 Estudiantina (Leigh and Laeome).....Ethel and Mary Williams
- 3202 My Wild Irish Rose (Chauncey and Meyer). Solo.....Walter Van Brunt
- 3203 Billy Whitlock's Wedding (Original). Vaudeville.....Billy Whitlock
- 3204 Dixie Medley (Arranged by Conterno).....Band

THE VICTOR TALKING MACHINE CO.

SINGLE-FACE RECORDS.

- |       |   |  |
|-------|---|--|
| No.   | Artist  | Size.                                      |
| 5816  | Arthur Pryor's Band. Universal Peace March  | Lampe 10                                   |
| 31808 | Gems from "The Pirates of Penzance"   | Gilbert-Sullivan 12                        |
| 31809 | Gems from "The Three Twins"   | Hauerbach-Hoschna 12                       |
|       | Marguerite Dunlap, Contralto, accomp. by Victor Orch.   | 31810 Song of the Soul (From "The Climax") |
|       | George Carré, Tenor (with orch.).   | Locke-Breil 12                             |
| 5813  | My Dreams   | Tosti 10                                   |
| 5811  | Ada Jones and American Quartet (with orch.)   |  |
|       | I'm Looking for a Nice Young Fellow Who Is Looking for a Nice Young Girl, Bryan-Henry Peerless Quartet (with orch.) | 10   |
| 5817  | Sweetness   | Craemer-Lemonier 10                        |
|       | Haydn Quartet (with orch.)  |  |
| 5814  | Winter  | Bryan-Gumble 10                            |
|       | Lyric Quartet (with orch.)  |  |
| 5815  | Merry Wedding Bells (From "The Case of Milwaukee")  | Madden-Jerome-Hirsch 10                    |

DOUBLE-FACED RECORDS.

- 16607 Cheer up, My Honey (From "Bright Eyes") (Hauerbach-Hoschna) Ada Jones, Billy Murray
- I'd Rather Be a Minstrel Man Than a Millionaire (Mack-Orth) Eddie Morton..... 10
- 16698 That's the Fellow I Want to Get (Bryan-Meyer) Billy Murray 10
- The Colored Doctors.....Golden and Hughes 10
- 16699 New Mown Hay—Barn Dance (Rollinson) Victor Dance Orchestra 10
- American Rhapsody (Burlesque on Celebrated Rhapsodies) (Luscomb).....Victor Orchestra 10
- 16700 Beautiful Isle of Somewhere (Pounds-Fearis). John Barnes Wells 10
- Dear Lord and Father (Whittier-Maker) Mr. and Mrs. Wheeler 10
- 16701 Dream Faces (Sweet Dreamland Faces) (Hutchinson).....Inez Barhour 10
- Pileen Allanna (Marble-Thomas), Will Oakland 10
- 16702 The Moonlight, the Rose and You (Schmid) Stanley and Burr 10
- Mar from Thee, My Love (Linne).....Joseph Phillips 10
- 16703 Slip on Your Gingham Gown (Burr-Smith) Collins and Harlan 10
- Honeymooning, Honey, in Bryan's Arms "That Girl" Quartet 10
- 16704 The Rest of the Week She's Mine (From "Jumping Jupiter") (Taylor-Bratton) Billy Murray 10
- McCarty's Old Trombone (Lincoln).....Henry Allan Price 10
- 16706 I Won't Be Back Till August (Bryan-Gumble) Eddie Morton 10
- The Avenger March (Braham).....Arthur Pryor's Band 10
- 16707 Somebody Else (Drislane-Meyer).....American Quartet 10
- Watermelon Morals.....Henry Allan Price 10
- 35144 La Fiancée Waltz (Waldteufel).....Victor Dance Orchestra 12
- Dream on the Ocean Waltz (Gung'l).....Victor Dance Orchestra 12
- PURPLE LABEL RECORDS.
- 60031 Italian Street Song (From "Naughty Marietta") Victor Herbert and orch. 10
- Lucy Isabelle Marsh (with Victor Light Opera Co.) 10
- 70031 Am Springbrunnen (The Fountain).....Zabel 22
- Ada Sassoli, Harpist.
- 70029 Concerto for Harp and Flute—First Movement Mozart 12
- Ada Sassoli—John Lemmoné, piano accomp. by Maurice Lafarge.
- 70028 Gunga Din.....Kipling 12
- Clifton Crawford, Comedian.
- NEW RED SEAL RECORDS.
- Ricardo Martin, Tenor.
- 12-inch, with orch.
- 88276 Die Walküre—Siegmund's Liebeslied (Sigmund's Love Song) (In German).....Wagner

(Continued on page 50.)

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(Continued from page 49.)

- 88277 Cavalleria Rusticana—Addio alla madre (Turidu's Farewell to His Mother) (Italian). Mascagni  
Marcel Journet, Bass.  
12-inch, with orch.—In Italian.
- 74210 Menstotele—Ballata del fischio, "Son lo spirito"  
(I am the Spirit).....Boito  
Emilio de Gogorza, Baritone.  
10-inch, with orch.
- 64160 La Mandolinata (Mandolin Serenade) (In  
Italian).....Paladilhe  
12-inch, with orch.—In Spanish.
- 74209 A Granda (To Granada).....Alvarez  
Fritz Kreisler, Violinist.  
12-inch, with orch.
- 74202 Moment Musicale.....Schubert  
Tambourin.....Rameau-Kreisler  
Evan Williams, Tenor.  
10-inch, with orch.—In English.
- 64158 A May Morning.....Weatherly-Denza  
12-inch, with orch.—In English.
- 74205 Answer.....Robyn  
John McCormack, Tenor.  
12-inch, with orch.—In English.
- 74204 Drink to Me Only With Thine Eyes.....  
Jonson-Mozart  
Herbert Witherspoon, Bass.  
12-inch, with orch.—In French.
- 74206 Le Caid—Air du Tambour Major (Drum  
Major's Air).....Thomas  
Charles Giliert, Bass.  
12-inch, with orch.—In French.
- 74208 La Jolie Fille de Perth—Quand la Flamme de  
l'amour (Fair Maid of Perth—The Flame of  
Love).....Bizet

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His vocation was the grinding, repairing and making of knives used by the tobacco manufacturers of the locality, says a writer in System. With a piece of chalk he wrote the names of his regular customers on the blackboard and opposite the dates when their knives were last sharpened. At just the right time he would send his wagon to each customer and collect the cutlery for grinding and repairing. He expended no unnecessary energy of man or beast, and yet he did not neglect any opportunities. Indeed, he made his opportunities, largely. For this German kept another record—an up-to-date report on the condition of every knife in use by his customers. Before any of these knives had worn out, he made new sets

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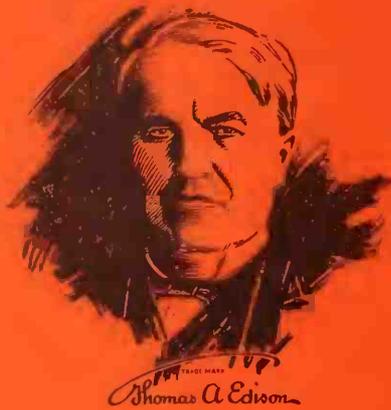
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