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The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, Jan. 15, 1910



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.

THE PLEASURE
DOUBLED

THE COST
REDUCED



10 inch 65c. **DOUBLE RECORD DISCS** 12 inch \$1.00

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

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.

The price appeals to the masses, the quality to the classes, making them indeed a popular record at a popular price.

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded. 10 inch, 50 cents, 12 inch, 75 cents.

Resolve yourself, Mr. Dealer, into a committee of one and investigate these claims. Consider, criticize, compare. ZON-O-PHONE RECORDS will stand the test. A trial will verify all that we say.

Universal Talking Machine Mfg. Co.
Newark, N. J.

Distributors of Zon-o-phone Goods:

ALABAMA

Mobile.....W. H. Reynolds, 167 Dauphin St.

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Tucson.....George T. Fisher, 7-9 E. Congress St.

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Ft. Smith.....R. C. Bollinger, 704 Garrison Ave.

CALIFORNIA

Sacramento....A. J. Pommer Co., 829 J St.

San Francisco..Peter Bacigalupi & Sons, 941 Market St.

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Tampa.....Turner Music Co., 624 Franklin St.

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IOWA

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Baltimore....Louis Meyer, 1208 & Pratt St.

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Springfield...Morton Lines, 325 Boonville St.

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St. Louis.....D. K. Myers, 8839 Finney Ave.

NEW JERSEY

Hoboken.....Eclipse Phono. Co., 208 Washington St.

Paterson.....J. K. O'Dea, 115 Ellison St.

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Brooklyn.....F. W. Rous Co., 485 Fifth Ave.

Brooklyn.....B. G. Warner, 1213 Bedford Ave.

NORTH DAKOTA

Fargo.....Stone Piano Co., 614 First Ave., N.

OHIO

Akron.....Geo. S. Dales Co., 128 S. Main St.

Cincinnati....J. E. Poorman, Jr., 639 Main St.

Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.

Philadelphia...Harmonia Talking Machine Co., 1821 Arch St.

Philadelphia...H. A. Weymann & Son, 1010 Chestnut St.

Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

Austin.....Petmecky Company, 411 Main St.

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

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 158 Yonge St.

Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.

Winnipeg, Man. Whaley, Royce & Co., Ltd.

Yarmouth...Yarmouth Cycle Co.

The Talking Machine World

Vol. 6. No. 1.

New York, January 15, 1910.

Price Ten Cents

BUSINESS-GETTING LETTERS.

They Must Be Up-to-Date if They Are to Fetch Results.

The day has arrived when the letter sent out to get business must be up to the minute in every particular if it is to fulfil the mission on which it is sent.

In line with this plan, if it is an individual letter, it will be found to have been written with the highest and most efficient quality of carbon paper and ribbons.

As to the production of these letters, in the first place, they are dictated to a talking machine and then are written on a perfected typewriter which does everything but think, or else the letter is reproduced on a multicopying machine, if it is a circular letter. Lastly, it is addressed, sealed and stamped by a mechanical office appliance.

Greater demands on the time of business men have forced them to reduce the time that they can devote to their correspondence. At the same time the selling quality of the letters must be higher.

For this reason the up-to-date business man dictates his correspondence into a talking machine, and as fast as a letter is complete, the typist can start on it so that instead of the time killing device known as "personal dictation" the production keeps within a reasonable distance of the dictator. Not the least of the advantages in this is that no mass of unintelligible literature is accumulated for the "boss" to decipher and correct.

No man can be sure enough that his mental and physical natures will keep in harmony so that at all time he can turn out work of the same quality and degree of efficiency.

It has been found that the best substitute for the "most efficient man at his greatest efficiency" is the selling paragraphs that are offered by the various business efficiency companies and bureaus. These are the boiled down selling talk that has been developed by various selling organizations. By numbering the paragraphs and dictating into the talking machine the number of the desired paragraphs for the body and the close of the letter, a letter is produced that represents the concentrated efforts and best thoughts of masters in the business of selling by letter.

Reproduction of letters intended for circularizing by typewriting machines is a costly and slow job. To get the best letter, the best quality of labor must be used, and for such work its cost is prohibitive.

Several machines are on the market that reproduce typewritten letters, and do it as well as the best typist at the labor cost of the lowest, and the labor cost is only one of the factors entering into the matter, as cheap labor is notoriously extravagant of material. By the machine one cheap operator does the work of a dozen, and the greater the number of copies required, the greater the saving.

Finally the letters are addressed, sealed and stamped by a machine which does the work without waste of material and in a minimum of time.

But cheaper than any other method of reaching a large number of prospective purchasers, says the New York Commercial, is advertising, and it reaches the man at the time when he is most receptive, for he reads it at his own time.

J. O. PRESCOTT IN JAPAN.

J. O. Prescott, brother of F. M. Prescott, for some time connected with the trade as a laboratory recording expert, is now permanently located in Tokio, Japan, in the same capacity. At one time of recent date Mr. Prescott was re-

ported as having permanently retired from the talking machine business; his re-entry is a surprise. Mr. Prescott, in addition to his other accomplishments, is an ordained minister of the Baptist denomination, and an eloquent preacher in that faith. His knowledge of the legal affairs in talking machine matters is not only large, but exact and authoritative.

AN UNIQUE CABINET.

Designed by Andrew Miller of Wausau, Wis., to Hold an Edison Phonograph—View of First Cygnet Horn Sold in That City.

(Special to The Talking Machine World.)
Wausau, Wis., Jan. 6, 1910.

The accompanying picture is of more than ordinary interest to Wisconsin talking machine dealers. It not only shows the first cygnet horn



CABINET DESIGNED AND OWNED BY ANDREW MILLER OF WAUSAU, WIS.—FRONT VIEW.

sold in this city, but it shows what is probably the most unique cabinet in the entire State.

The machine was sold by the Farrell Music Co. of this city to Andrew Miller, but the cabinet, its front showing a remarkable piece of burnt woodwork, is the result of Mr. Miller's own genius. Mr. Miller is something of an artist in the burnt woodwork field, and his residence at Wausau is filled with burnt wood etchings, several of which are seen back of the talking machine and the cabinet. The cabinet displays a beautiful pastoral scene, entirely designed and burned by Mr. Miller. Talking machine men all over the State have endeavored to purchase the handsome cabinet, but Mr. Miller would not sell it for several hundred dollars.

A. W. TOENNIES, JR., JOINS FIRM.

A. Wm. Toennies, Jr., has become an active partner in the business of the Eclipse Phonograph Co., Hoboken, N. J., of which A. Wm. Toennies & Son are proprietors. This young man has grown up in the business and will be a valuable aid to his father.

NEW CORPORATION TAX.

Method of Ascertaining and Reporting Net Income Under New Law Analyzed.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 3, 1910.

The Federal excise tax against corporations, which became a law August 5, is retroactive to January 1, 1909. The act prescribes a method for ascertaining and reporting net income radically at variance with accounting methods generally followed by industrial and trading corporations, with those prescribed for public service corporations under Federal and State laws, with accounting methods followed by many insurance, financial and banking institutions, and with principles recognized by students of accounting.

In other words, the language of the law cannot be reconciled with any proper recording in the form of accounts of those factors which necessarily enter into the ascertainment of net income, as it is generally understood, earned in any year. Especially is this so in the case of corporations whose operations require materials and supplies that are not used or consumed concurrently with their purchase, as with piano, organ and other manufacturers of musical instruments. Also in the case of corporations engaged in the purchase of raw materials, their manufacture and the sale of the product, as with the talking machine industry. The law undertakes to sever the natural relation which exists between proceeds from sales and cost of goods sold.

PHONOGRAPH REPLACES CHOIR.

Unique Plan Adopted in the Joliet, Ill., Presbyterian Church.

A report from Joliet, Ill., states that an innovation in church music was offered at a special service at the Central Presbyterian Church recently, which added a pleasing feature to the service. A large phonograph played eight sacred selections and it took the place of the choir. The innovation, however, will not permanently replace the choir, and was adopted merely as a novel feature.

The Reverend Robert Yost, the pastor of the church, said that there was nothing very unusual in using such an instrument in the church services and that there was no possibility of its becoming a permanent feature.

He added that all the selections were of a sacred nature.

ACROBATS ON "TALKER."

Figures Dance as Machine Plays or Sings Ragtime Airs.

Not satisfied with the perfection of the talking machine to the point where it can reproduce any sound to the most minute inflection, a Texas man has devised an attachment which gives another entertainment on the side. This is a figure toy which is operated by the revolutions of the "talker" record. A metal framework has a platform across its lower portion and a revolving shaft across the top. To this shaft are attached a number of jointed figures. The shaft is turned by a gearing, the lower wheel of which is in contact with the record disc and revolves as the disc turns. As the shaft turns the figures leap up and down on the platform, giving a lively jig to the tune of the dance or ragtime air which they are supposed to accompany. The shaft is bent into V's in different directions so that each figure moves up and down at a different time from the others, adding to the liveliness of their acrobatics. It is a most interesting novelty.

AFTER THE HOLIDAYS.

Dealers Must Keep the Holiday Speed Up Throughout the Winter Season if They Would Hold the New Trade They Have Gained—No Mistaking This Fact.

Newer till now, Mr. Talker Man, have you had such an array of tempting morsels to pluck from the branches of your Christmas tree, and, that being the case, you must bestir yourself to find a way to turn them into a permanent money-bringing proposition. The holidays are over, it is true, and, if you are the business man I think you, you have made much of them, selling many outfits which have bulged the pages of your customer list to generous proportions.

But we are talking of the baubles just taken from your tree, and it is in reference to them that I would hold converse with you. You made a special feature of some that needed boosting during the holidays, of course, but are you going to keep up the good work or allow them to drift further and further to the rear, away from your window and your advertisements until, eventually, they repose amid the dust and gloom of a neglected shelf?

If you take the advice of one who wishes you well you will don your heaviest armor and enter the lists of 1910 with your sword drawn, lance in rest, chanting as a battle-cry, "Excelsior!"

The new products that have come to you from the manufacturers this year are as meritorious as they are numerous and they will help you fight if you but give them half a chance.

Keep them all to the front all the time; enroll them into an army of attractive display—and the public will do the rest. You ask how this can be done? I will tell you; listen! First of all, watch your competitor's methods—he's trying to do the same thing you are—read his advertisements, and then if you are assured that he is setting the pace and you are following a bad second, do not be cast down, but go auto-mobiling. Open up your four cylinders, advance the spark to the limit, throw in the 90-miles-an-hour high-speed clutch, and pass him. Don't crawl up inch by inch as they do on the river drive and on the beach front, but eat him up. You can do it, and it will be a cinch, too; but you must use good gasoline. You can't run an engine on dirty petrol. The juice you'll need in this race for prosperity, my friend, was given you and every normal man by God at birth—brain. Whatever energy you derive from this

power plant is entirely up to you. You can use it or abuse it as you deem advisable. Whether it develops one jackass power or ten thousand horse is simply a question of your tenacity and ability to retain the principles of good common sense, and there is no doubt in my mind on that point I hasten to assure you.

Another thing—don't get sore at the other fellow when his sales loom bigger than your own. Reason it out this way—he's using his brain and you're not, that's all. You come back with the remark that you have known him long enough to swear that he has no brain to use. All right, you can bet your last copper he's paying for someone else's then, and that amounts to about the same thing in the end as far as results go, doesn't it? However, in the average case, say, in about two times out of three, we're both off the track, for there are a host of pikers on this rocky old sphere who do not, to all appearances, know enough to come in out of the wet, but who, for some as yet unexplained reason, are corking good business men. You see, their brain is buried deeper, that's all.

Therefore, the moral of this first spasm is—Open up your own think tank if you have one; if not, give some other chap a few beans for the use of his. Perhaps you have received one for a Christmas present and don't know it; you never can tell. There's one thing sure though, and the sooner you get next the better—the talking machine business has assumed such vast proportions that it takes a good, strong healthy, high power brain to run it successfully, and if you are to be in among the sure winners this year you will have to do one of two things, viz.: beg, borrow or steal a *good* one, or put your own in training. I'd suggest the latter; it will be cheaper and more apt to bring results, too, I'm sure.

SECOND SPASM.

There is a little scheme for drawing custom, invented by a talking machine man in Philadelphia, which has been working very well for a year or more, and I have his permission to tell you about it.

Every so often he gets out a poster showing a caricature of one of the talent, and below the picture an announcement reading thusly: "Mrs. John Smith begs the pleasure of your company at her home on Saturday evening to hear Harry Lauder" (or whoever the artist caricatured on the poster may be). Of course the date mentioned is fanciful.

He places this conspicuously in his show window, and when his customers ask him about it



Mrs. John Smith begs
the pleasure of
your company
at her home on
Saturday evening
December 26th, 1908
to hear
HARRY LAUDER

A SAMPLE POSTER FOR PUBLICITY PURPOSES.

he explains that it will be a peck of fun for them to hold a concert some evening in the near future, sending out as invitations miniature copies of the poster, which he is in a position to furnish at trifling cost. The result is that concerts are constantly being given in the homes of his patrons which are attended by people who are (not yet but soon) talking machine owners. See the point? Looks good, doesn't it?

As a finale, allow me to give you some *good* advice regarding advertising literature:

"The most interesting feature of advertising literature, be it catalog, booklet, magazine or newspaper advertisements, are the illustrations. They carry conviction; they are full of selling force, charged to the muzzle with persuasiveness."

HOWARD TAYLOR MIDDLETON.

HOSPE CO. ENLARGE DEPARTMENT.

The A. Hospe Co., Omaha, Neb., who recently secured the store adjoining their present quarters, are now settled in the commodious addition and have allotted a generous space to the talking machine department, a number of new record racks having been installed and the stock increased. The Hospe Co. handle the Victor.

YOU GET IT ALL FROM US

Quality, Service, Satisfaction and Success

Send your Victor and Edison orders to the "House of Quality." All orders for records, both Victor and Edison, are being filled with records of the most improved recording now leaving the factory. This is important to you.

Our dealers say that we pack goods with more care, ship more promptly and fill orders more completely than jobbers who sell talking machines as a side line. Send your orders to the "House of Perfect Service." It costs no more.

The man who hasn't made an error is dead, and those who say they never make one will die soon. We admit making an error occasionally but we are just as quick to rectify it as we are to acknowledge your remittances. That is Satisfaction.

If you will send your orders for Victor and Edison to us you will not only be on a par with your successful competitor, but you will stick out from the bunch like a large wart on a small pickle.

Eastern Talking Machine Co.
177 TREMONT ST. BOSTON, MASS.



Victrola

The perfect musical instrument

Every Victor dealer ought to display the great Victrola side by side with the other Victor models.

The Victrola is a standard musical instrument. It presents all the Victor repertoire of high-class music in an attractive setting. It is elegant and artistic in appearance. Its materials and construction are the finest.

Mahogany	-	\$200
Quartered Oak	-	\$200
Circassian Walnut	-	\$250

It appeals to the best class of people. Many people who have not bought a regular Victor become ready customers for the Victrola.

The profit is liberal; and Victrola buyers are the biggest customers for Victor Red Seal Records—a profitable business in itself.

Most Victor dealers have added the Victrola to their stock, and are making money with it. Why not you?

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



LIST OF VICTOR DISTRIBUTORS

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



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

NEW YORK, JANUARY 15, 1910.

WHEN the curtain was rung down on 1909 there were many eager and expectant men throughout America who were awaiting the next act with joy and confidence believing that the industrial stage of 1910 would depict many scenes which would delight and enthuse the onlookers.

Well, the Old Year is gone with its joys and with its sorrows, and it was not such a bad year after all.

The first half was uncertain and spasmodic.

Business men were holding back on account of the pending tariff legislation, for while we may say that the tariff does not affect business, yet as a truth we are supersensitive upon that one subject and the least agitation sends the cold shivers down the business spine.

It was not until the year was half gone that business conditions were settled and we knew just what course lay before us.

With a half year of spasmodic trade, it naturally required much activity for the remaining six months to bring the average of the year up to a fair standard, and while we have had some excellent months, yet, as a whole, the talking machine trade for 1909 was not satisfactory.

In some sections of the country business was up to its old-time standard, but in the East and in the larger cities there was a falling off.

There is no denying the fact that the workmen who have been large purchasers of medium priced machines and records have been out of employment so long that when they were again employed they were compelled to pay off obligations which they had incurred for the necessities of life.

They were not thinking about the purchase of talking machines and other home accessories with which to delight and entertain.

They were rather interested in the procurement of the essentials.

In the agricultural regions conditions were entirely different, and trade in those specially favored localities has been excellent.

The farmers have been large purchasers of automobiles, piano players, talking machines and other articles which indicate a leaning towards the good things of life which were not in evidence in the purchases of the agriculturists some years ago.

But the farming wealth of the country has been growing at an enormous rate, and as a result the farmer has become a more important factor than ever in our modern life.

CONDITIONS for the New Year point unerringly to better times.

If we may judge anything from the reports which come to us, by the opinions of eminent men in the financial world, we have now started upon an era of prosperity which will surpass anything hitherto experienced in the industrial annals of this country.

Men whose business it is to know state that 1910 will be a record-breaker in all that the word implies.

Well, that is cheering news to most of us, and certainly the influence of every man can be helpful in making times good, for it is the optimistic spirit developed and encouraged by millions of minds which will be a powerful factor in swinging business and trade along the right pathway with a tremendous force.

Public opinion on any great subject is heeded by political leaders.

Public opinion changes men, and the concentrated force of millions of minds in the accomplishment of a single purpose will accomplish it.

If we all preach the doctrine of optimism—talk encouragingly and stimulatingly along lines of business advance it will help—it will put the right kind of backbone in spineless men—it will lend encouragement to those who are wavering and it will further inspire those who are fairly charged with the optimistic spirit to-day.

Let us all make it a year full of energy, then things will move forward in a way that business men in every line will appreciate.

We need that kind of spirit in the talking machine trade.

THERE are plenty of men who, through the poor business of the past two years, have lost a certain belief in the future of the talking machine.

Now, a man who has no faith in the future of the industry with which he is associated had better get out of it, for he is only holding back the machinery.

He is sand in the bearings and the quicker he is removed the better.

This industry will thrive and expand, but it will not go ahead with the aid of the pessimist, and the men who see nothing but blackness ahead for the talking machine.

The weak-kneed fellows had better get out.

There is no place for them, but there is a bright future for the men who have courage—for the men who appreciate the talking machine for what it is and who believe in its future as a business force—an educational force and an entertaining force.

The trouble is we have had a lot of men who have only a superficial knowledge of the talking machine and its powers.

They know nothing about the fundamentals of business.

They simply took up the marketing of talking machines because in it they thought they saw advancement.

They thought they could pick up gold nuggets on the floor every morning.

Well, the man who believes that a thing comes easy nowadays in any line is fooling himself.

The man who believes that a profitable talking machine business can be built easily has an entirely false view of the situation.

There is nothing worth while that comes easy.

Success in business life is not gained without sacrifices—without energy—without concentration—devotion to a single purpose.

1910 CAN be made a year full of good, sound business profit by the men who look at the situation as it is—who do not fool themselves as to conditions, but who will go ahead resolutely—courageously—and plan a business campaign on advanced lines.

We know plenty of them who are made of the right stuff and who will make a lot of money the next twelve months, but the weak-kneed men who have lost faith in the business, if they continue along the same lines they will not go ahead nor would they in any other business.

Of course, the talking machine trade has been dull.

What trade has not!

Facts are, this country has been hit mighty hard—a good deal harder than a lot of people wish to admit.

But it has been hit and so heavily that it was stunned for a while, but it is recovering and this year is a year for effort.

A GOOD many talking machine men did not show sufficient faith in the fall trade to order high-priced machines early.

They could have made a great deal more money if they had placed orders earlier in the season, so that the manufacturers could have made ample provisions and so that they would have known just what was expected of them in the way of production.

When dealers have to pay express charges on machines it means their profits are cut down materially.

It would have been a mighty sight better to have ordered machines early—even if it was necessary to go to the bank and borrow money on warehouse stock—than to have lost sales and to have paid heavy express charges.

The lessons of 1909 should be impressed upon the minds of talking machine men throughout the country and wise moves should be made during the present year so that no sales be lost.

We need all of them.

No doubt of that!

The merchant must take chances as well as the manufacturer and he cannot expect that the manufacturer will assume the entire burden.

Orders should be placed well in advance, for in that manner only will the merchant be sure of obtaining the stock which he desires at the right time. Now, in other lines of merchandise orders are placed many months ahead.

It must be so, else the mills and factories could not produce the stock. For the talking machine trade is controlled by business men. It is run on business lines and because it has been controlled by business men is one of the reasons why the industry has held together during the terrific strain to which it has been exposed during the past two years.

If dealers could have placed their stocks on the market and slaughtered them at ridiculous

prices, in order to raise funds, values would have crumbled and the industry would have gone temporarily to pieces under the shock.

We may as well look at things exactly as they are, but because there were enforced rules governing the talking machine situation it was saved and it is on a splendid foundation to-day and there is no good reason why the men whose interests lie in this industry should not materially advance during the New Year.

They will, if good common sense is applied to the conduct of business, supported by energy and progressiveness which is necessary in all lines to achieve success.

Certainly, manufacturers have been exploiting, and are to-day showing up the qualities of the talking machine to millions of readers in great advertising space in leading periodicals.

Now, all this is helpful to the trade, but it must be supplemented by the right kind of work on the part of the retail selling forces.

Trade to-day in all lines is not easily gained.

Competition is too keen, and unless men are fully awakened to the necessity of improving to the utmost possibilities which lie 'round about them, they will be lost.

Now, every man in the talking machine trade should bend his energies to the end that the New Year may be made profitable and thereby happy.

HENRY F. MILLER AND THE VICTOR.

The Famous Boston Piano House Devoting a Special Department to the Victor Talking Machine—An Important Acquisition to the Victor Line of Representatives.

The announcement in our Boston letter last month that the Henry F. Miller & Sons Piano Co. are handling the Victor talking machine marks the addition of a very important house to the line of progressive piano dealers who have taken on this instrument.

The Miller & Sons Co. have always maintained the most dignified methods in the conduct of their business. Their aims are always artistic, and in taking on the Victor they pay a decided compliment to the artistic standing of this creation, which has won a tremendous vogue, owing to the merits of the instrument itself, and to the great line of artists in both vocal and instrumental fields who can be heard through this medium. The Victor Victrola is being strongly featured by the Miller house, and the department is in capable hands. Both parties interested are to be congratulated on this important move.

MUSICAL MOTOR HORN.

Some Reflections on Its Possibilities as a Musical Creation.

The possibilities of the musical motor horn are many, and one may readily expect further developments. Like the professor of music whose ear rebelled against an unresolved discord, a fact of which his pupils took advantage at every possible opportunity for the pleasure of seeing him return to the pianoforte and play the resolution, one puts in a plea for the motor horn which shall give us the sequel to the tale begun, a tale, however, which only Wagnerians can appreciate. Every such person knows the force of the triad of E minor, which introduces Brünnhilde's awakening in "Siegfried," and which is used again in a flat key at the opening of "Die Götterdämmerung." This chord is sounded forcibly enough by certain motor horns, too forcibly for the "Ring" enthusiast, who longs for the succeeding harmony, which his imagination but lamely supplies.

As a matter of fact there are two kinds of musical horns now in use, the melodic as well as the harmonic. For the latter, one might suggest the sounding of the chord of the augmented

fifth, two major thirds that is, the curious chord which enharmonically remains the same in all inversions, and by its frequent use by modern French composers has become seemingly the peculiar property of that school. To the majority of people it is still strange enough to make a sufficiently arresting and warning signal. For the melodic horn the counterpart would be the notes of the tonal scale; five at least of the six would be necessary to get the most old effects and, with such, many peculiar changes would result of an out-of-tune kind, again sufficient to clear the road effectually, one would think.

PAYNE & CO. OPEN IN LITTLE ROCK.

Head of the Firm an Experienced Talking Machine Man—Will Handle the Victor and Columbia Products in That City.

(Special to The Talking Machine World.)
Little Rock, Ark., Jan. 3, 1910.

Payne & Co. is the title of a new talking machine concern, which opened for business in this city recently with a full line of Victor and Columbia machines and records. The members of the firm are E. S. Payne, formerly manager of the graphophone department of the Hollenberg Music Co. for the past five years, who is president and general manager, and George Danaher, who is vice-president and secretary. The store, which is located at 709 Main street, is handsomely fitted up, and the new company should succeed in building up an excellent following, as Mr. Payne is one of the oldest talking machine men in the way of experience in this section of the country. He has devoted his entire time and attention to this end of the business for the past ten years.

TO HANDLE TALKERS IN DENVER.

The new T. P. Pattison Music Co., Denver, Col., will, besides handling an extensive line of pianos, also conduct a large talking machine department, carrying Victor and Edison machines

and records. The department will be in charge of Theodore Terlinden, who held the same position with the Denver Music Co. for some years.

9,000 THINGS EDISON WON'T DO.

Mr. Edison is still busy with his new storage battery which he claims will solve the traction question. In his experiments with these batteries, says the Bookkeeper, Mr. Edison has had men at work for years with a patience unparalleled.

More than half a ton of reports on experiments with batteries have been made. Two of his best men had to give up the work because of its unending monotony to save themselves from a nervous breakdown.

The work was continued night and day for more than three years, and more than 9,000 experiments were made without obtaining the results which Mr. Edison wanted.

A visitor to whom this was told exclaimed: "Then all those experiments were practically wasted?" "Not at all," said Mr. Edison, "I now know 9,000 things not to do."

MEYERS WITH MINNESOTA PHONO. CO.

W. L. Meyers, who, for the twenty years past, has been the buyer and advertising manager of the T. M. Roberts Co., Minneapolis, Minn., has resigned and located himself with the Minnesota Phonograph Co., and in the future will act as the sales manager for this concern.

This undoubtedly will be a great surprise to the small goods musical merchandise brokers, owing to the fact that Mr. Meyers has purchased many thousands of dollars in small goods and accessories.

He has cast his lot with Laurence H. Lucker, and no doubt with his assistance Mr. Lucker will have a valuable man, as Mr. Meyers understands the mercantile business thoroughly and is quite well versed in the advertising line.



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 that 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 today for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.

A POSTAL WITH YOUR NAME AND ADDRESS WILL BRING A FREE SAMPLE

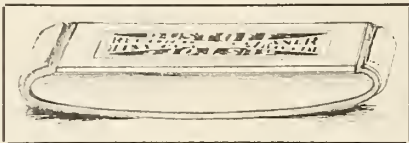
OF THE NEW QUICK-SELLING RECORD CLEANER

Here at last is a perfect Record Cleaner that makes good all down the line. It is constructed on an entirely new principle. It is a necessity to all owners of records, because it keeps the tone of the reproduction clear—free from all harsh sounds. It fits into and removes the dust from every minute sound groove as nothing else can, thus adding life to the records.

“DUSTOFF” RECORD CLEANER

If you are not now selling these goods, Mr. Retailer, ACT NOW.

These Record Cleaners have passed the experimental stage—they are making money for the wide-awake retailers who have put them in.



THEY WILL MAKE MONEY FOR YOU.

FREE CIRCULARS We will send you plenty of attractive little circulars with your goods. You can give these out in the store or mail them with your monthly statements—THEY WILL MAKE SALES FOR YOU.

BIG PROFIT “Dustoff” Record Cleaners retail for 15 cents each. There is a good margin of profit in them for you. GET BUSY—NOW. Write us to-day, giving your jobber's name and we will send you free sample with prices and complete information.

— TONE CONTROLLER COMPANY, PROVIDENCE, R. I. —

THE VICTOR TALKING MACHINE CO. SAYS: “A piece of velvet carpet makes an excellent and cheap record cleaner, and should be used on all records before playing.”

“Dustoff” Record Cleaners are made of especially selected high grade velvet carpeting, having a soft, fine texture and a high nap which accommodates itself perfectly to the surface of all records. It is the only record cleaner that fits into and removes the dust from every minute groove and crevice without wearing or scratching the record in the least.

THE TRADE IN CINCINNATI.

Holiday Business Indicates That There Is No Loss in Popularity of Talking Machines—December a Record Month—How the Wurlitzer Co. Succeeded in Getting Sufficient Victrolas—Good Victrola Demand—Columbia Machines and Records Sell Well—Milner Music Co. Sell Amberolas Before Receiving Them—Add to the Regina Line—John Arnold's Good Year—Salm Talking Machine Co. in New Quarters—To Push the Concertophone—Other News of General Interest.

(Special to The Talking Machine World.)

Cincinnati, Jan. 5, 1910.

The holiday business settled one thing in the minds of the local dealers in talking machines and supplies. The sales during December, particularly for Christmas delivery, showed that these amusement devices are more popular than ever, and consequently the Cincinnati trade has reason to enlarge its stock and field of operations in 1910. The year, as a whole, was regarded with disfavor up to December 1, but the business during the succeeding thirty-one days caused the aggregate to be greater than the volume of 1908.

Business, both retail and wholesale, was very brisk with The Rudolph Wurlitzer Co. The wholesale trade was pretty well scattered during the month, with the exception of rush orders for Victrolas, which were handled mainly during the last week. The Victrola sales constituted practically the entire business, and this, together with an immense demand for the better class records, kept the talking machine men busy during practically the entire month.

The Rudolph Wurlitzer Co. placed their Christmas order for Victrolas during the preceding summer, and the goods kept coming in during the fall in large shipments and were warehoused, awaiting the holiday rush. As a result neither wholesale or retail customers were disappointed, and, in spite of the immense business done in Victrolas, every order was filled promptly and completely during the holiday season.

A feature of the wholesale trade was the telegraphic orders for Victrolas received from small dealers, who ordinarily do not carry this price machine in stock. It showed that the advertising campaign given this instrument was not without results, because these sales can be traced to a demand which certainly was not created by the dealers themselves. There is

absolutely no question but that thousands of Victrola sales were not made mainly because the dealers do not carry Victrolas in stock and were afraid to order one when they had a prospect for the sale of an instrument.

There were many homes made happy with a Victrola in Cincinnati this Christmas. Contrary to expectations, however, everybody delayed buying until the last two weeks, and, as a result, the retail departments of The Rudolph Wurlitzer Co. were busy practically every night until 11 o'clock filling the orders which were taken during the day, and four wagons were kept busy distributing the instruments in the city. In order to facilitate matters and help the purchaser besides, The Rudolph Wurlitzer Co. made a unique proposition, which was undoubtedly responsible for quite a few sales being made that otherwise would have been lost. Every purchaser who seemed at all slow in making up his mind was told that The Rudolph Wurlitzer Co. would guarantee that the instrument would please every member of the family. In the event that this was not the case, the purchaser could notify The Rudolph Wurlitzer Co. to call for the instrument and would be under no obligations whatsoever on this account. Four wagons were reserved for delivering Victrolas during the last week before Christmas.

Regina sales were also very good, showing that this splendid music-maker is still in big demand. A number of Reginas were sold to old talking-machine customers, showing that the sales of these instruments do not at all conflict with the sales of Victor goods.

As a result of the splendid business enjoyed during the last two months, the talking machine men in Cincinnati are looking forward to 1910 with a good deal of enthusiasm. In questioning some of the regular customers, who have not been buying for a long time, we have invariably found that they have not as yet recovered from the hard times, and that they have not lost interest in their machines, but could not as yet begin buying regularly until they have taken care of the obligations incurred during the panic.

Another feature of the Christmas business was the big sales on Cygnet Horns and Edison Fireside Phonographs. The Fireside is undoubtedly extremely popular in Kentucky and Tennessee, the States which ordinarily draw their supplies from Cincinnati. These are mainly agricultural states, and people are more conservative in buying than those located in a manufacturing district.

In a previous issue the writer announced the fact that The Rudolph Wurlitzer Co. had doubled their record-selling facility, and that they now had two complete departments, one in the basement and one on the first floor. At that time Mr. Dittrich stated that he would have need for every one of them when the record-selling season began, and now, that the record season has opened up, he finds that even this increase in record booths is not sufficient to take care of all the customers during the rush hours.

The Columbia Phonograph Co. report a more than satisfactory Christmas business; in fact, December business ranks with the best December in the history of the Cincinnati store in wholesale, retail and instalment. An unusually large business was done in the Grafonolas, and a much greater business could have been done in this line of instruments if the factory could have delivered the goods.

The 4-minute Indestructible records and cylinder machines to play these records proved great sellers, and the demand could not be supplied. There is every evidence that the coming year will prove the greatest year in the history of their business.

The Milner Musical Co.'s first Amberola remained on the floor just one hour, and at the time of its being sold the concern had two more customers in the store waiting for the same instrument. It is not often that first refusals are requested in buying musical instruments, but such was the case in the above two instances, and the next two Amberolas are sold before they reach the company. This is very encouraging to their Edison department, and only goes to show the demand created by a perfected high-grade instrument.

“We have had the largest month in the talking machine department,” remarks Mauager Walter W. Timmerman, “and, in view of the many new machines sold to our new customers, the month of January should be an exceedingly good one for us in records.”

The Milner Musical Co. have just added a Regina and Reginaphone department, which will be under the personal direction of William Kenney.

John Arnold celebrated the first anniversary of his moving into his present quarters, 507 and 509 Elm street, on December 28, by announcing that his house had done a better business in his new stand than where he was formerly located on West Fifth street. The busy appearance of his music and talking machine departments corroborates his statement if such is necessary. Mr. Arnold received his supply of Amberolas too late for holiday demonstration, but finds they are in good demand to-day, and expects to do a great business through this new field. He had a remarkable sale of the Red Seal records. Mr. Arnold claims to find the demand for cheap goods to be disappearing, the higher priced articles being more popular.

The Salm Talking Machine Co. are now domiciled in their new quarters, 538 Main street, to which place the concern moved on December 29. The move was made in order to get into touch with a higher class of trade. The new quarters are divided into three parts, the front being reserved for disc machines, the center for the Victrolas, and in the rear the Edison machines and supplies will hold forth.

It is likely that J. C. Groene, of Race street, will devote more of his energies to the concertophone, of which he has the Ohio rights. George Howard, who was taken on in December, in order to develop the talking machine department of this house, may give the greater part of his time to the electrical music boxes, the demand for which is in excess of the supply. Already twelve have been installed.

A salesman should always make it a point to keep well posted on the general trend of his special line through trade journals as to prices, demand, supply, etc.

A voice well cultivated is an important factor in a salesman's equipment.

TRADE NEWS FROM MILWAUKEE.

Holiday Business of Exceptional Volume—Prospects Very Bright—Meeting of New State Association Next Month—What Various Houses Have to Report.

(Special to The Talking Machine World.)

Milwaukee, Wis., Jan. 8, 1910.

Milwaukee talking machine dealers are now in the midst of inventory taking, and the figures that are being disclosed are highly satisfactory. The holiday business, just passed, was one of the largest in the history of the local trade, and dealers feel that December sales formed a fitting climax to an exceptionally good year. No one particular machine or class of records seemed to be particularly in demand during the holiday season, but, on the other hand, demand was general. There has never been a period when machines sold as readily in Milwaukee as they did during the last week before Christmas. One feature of the trade was the fact that more high-class goods were sold than even the most optimistic of dealers had anticipated. Indications are that money is again plentiful and that general confidence has returned in the trade. General business and manufacturing conditions have returned to the normal, and people seem more inclined to part with their money.

The wholesale trade is not as brisk as it was during the month of December, but, nevertheless, it is highly satisfactory, a sure indication that dealers met with such a good business during the holidays that their stocks have been depleted, and they are forced to order even at this early date. Reports from the up-State dealers concerning the holiday trade are especially bright, and jobbers say that everything augurs for a big trade throughout the year.

"We are especially well pleased with the heavy holiday business," said Lawrence McGreal. "A few more days of the holiday rush and our salesrooms would have looked like an empty warehouse. We are having considerable trouble in securing the stocks that we want just at the present time as a result of the heavy demands that have been made upon the factories. The coming year looks more than bright to me, and I am confident that Wisconsin dealers will meet with a banner business."

Plans are under way for the holding of a general meeting of the new Wisconsin Talking Machine Dealers' Association some time during the month of February. The gathering will probably be held at Milwaukee. Several matters of interest to the trade will be brought up for discussion, although a general plan of procedure has not as yet been outlined. The organization was not launched until a few weeks before the holidays, and it has not been possible for dealers to take much active interest in the matter because of the rush of the holiday trade. Every effort will now be made to create an interest in the organization, and to make the body one of real worth to every dealer who is a member.

Walter J. Augustin, the talking machine dealer of Fond du Lac and Oshkosh; W. J. Graff, of Boscohel, and Fred Liethold, of La Crosse, were among Wisconsin dealers who were recently in Milwaukee. All report an excellent holiday business, and the feeling seems to be strong among the up-State dealers that trade throughout 1910 will be of the very best.

The Hoeffler Mfg. Co. met with such a lively demand for records and machines that, as J. H. Becker, Jr., manager of the talking machine department, expressed it, he was forced to order "music by the carload" from the talking machine manufacturers. The highest holiday business in the memory of Mr. Becker was secured by the Hoeffler Co., and this is saying a good deal, because Mr. Becker is able to recall to mind some remarkably heavy business periods since his connection with the talking machine business.

As the result of business and professional men of Janesville, Wis., circulating a petition which was to have been presented before the common council of that city, asking that the owners of moving picture shows discontinue the practice

of allowing their talking machines to run riot at the theater entrances, the show people have put a stop to the so-called nuisance. Talking machine dealers of Janesville have been considerably concerned over the matter, but they say that if the theater owners would regulate the practice there would be no objection from nearby business men. Dealers say that if the show people would not allow their talking machines to run all day and well into the night and that if they would not confine the repertoire of their machines to only a few songs, like "My Wife's Gone to the Country, Hooray, Hooray," and would offer more of a variation, the public would not be so inclined to make the serious objections that they have been prone to do in the past. Dealers are working for a harmonious solution of the whole trouble.

One of the heaviest holiday trades in the history of the downtown store of the Columbia, at 413 Grand avenue, Milwaukee, is reported by A. G. Kunde, the new owner and manager. General business seemed to be of the best and demand was brisk for both records and machines. The only trouble experienced by Mr. Kunde was that he had considerable difficulty in securing the necessary stock from the Columbia factory. "We are more than satisfied with the big holiday trade, and prospects just at the present time all point to a successful year," said Mr. Kunde. "We have several plans under way for pushing the Columbia business during the year 1910, and we hope to make the Milwaukee business even more successful than it has been in the past."

As the result of a successful demonstration made by the "B Y" model of the Columbia at the recent open-house celebration, held on New Year's Day at the Young Men's Christian Association's Building in Milwaukee, A. G. Kunde, owner of the downtown store of the Columbia, made the sale of two Columbia machines within the short space of one-half hour.

The Columbia four-minute indestructible records have been selling in Milwaukee at an unusual rate for the past two months, and just at the present time there is no indication of an abatement in demand. The popular double-faced records are more than holding their own also.

The Amherola, the new Edison cabinet machine, arrived in Milwaukee just before the holiday season closed, and its appearance has created a lively demand from the dealers for shipments of the new machine. Jobbers are unable to get enough machines from the factories to satisfy but a small fraction of the dealers, and it is expected that as soon as larger shipments can be secured a brisk business will be done.

News has reached Milwaukee jobbers of the recent death of I. L. Rice, a prominent and enterprising talking machine dealer at Wittenburg, Wis. Mr. Rice was only 34 years of age, and was regarded as one of the most up-to-date Edison and Victor dealers in the State. His early death has caused genuine regret among talking machine men. He is survived by a young widow, who, it is expected, will carry on the business of her husband.

William P. Hope, traveling representative of the National Phonograph Co., who has been in Milwaukee for a few days, is now in northern Wisconsin, where he is meeting with an excellent business. Mr. Hope reports that dealers are exceptionally low on stocks and that they are ordering freely.

Miss Gertrude Gannon, a sister of Mrs. Lawrence McGreal, and well-known attache of Mr. McGreal's store, spent New Year's with her sister, Mrs. S. W. Uhl, of St. Louis.

William Schmidt, formerly traveling representative in Wisconsin for the Victor Talking Machine Co., and now wholesale manager for Lawrence McGreal, is on a business trip up the State. Mr. McGreal expects to keep a traveling representative about the State a great deal of the time from now on. This is something of an innovation.

Harry W. Krienitz, well-known young talking machine dealer of Milwaukee, was married recently to Miss Mayme Hoffmann, a popular young lady of Milwaukee.

O. K. Houck Piano Co.

EDISON
JOBBER

MEMPHIS :: :: TENNESSEE

Begin the New Year
RightPlace Your Edison Orders
with us

We carry in stock at all times

75,000 Edison Records

Standard and Amberol

250 Machines

Every Style and Type

*Every order filled complete same day
we receive it.*Here is a letter from one of our
dealers:

"We continue to do an excellent business with the Edison line and attribute a great deal of our success to your assistance and your facilities in serving us, for all of which we are, indeed, grateful.

"With kindest regards and wishing you continued success, we are,

Yours very truly,

RED CROSS DRUG CO.,

G. C. Wells, Mgr."

If you are a dealer in Edison
Phonographs and Records it will
pay you to sign a contract with
us and sample our "HURRY
UP" service.

Write us to-day—NOW.

O. K. HOUCK PIANO CO.

Established 1883

Memphis, Tenn.



SLEZAK

is not only the greatest star of the Metropolitan Grand Opera Company, but—he is also one of your star salesmen

THE big hit which Slezak made in New York has spread his fame, as a tenor, from one end of the country to the other—and he sings for THE EDISON PHONOGRAPH, the same great songs from the Italian Operas, which have made him famous in New York—and for the Edison only.

We are featuring Slezak in all of our big, double-spread magazine advertising, besides in the 416 newspapers which we are using throughout the country.

The ten new Slezak Records with these two big advertising campaigns behind them are going to make Grand Opera the most profitable end of your business, if you do your part. Write your jobber today

National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.

The AMBEROLA

The Newest Edison Phonograph

is the highest type of sound-reproducing instruments ever produced—but it is none too high in type or price for a certain class of your customers. It embodies all the beautiful tonal qualities of the

EDISON PHONOGRAPH

in a cabinet that is a masterpiece of the craftsman's art — beautifully simple in design, and coming in several finishes of either Mahogany or Oak, to harmonize with surroundings in any home. It has space in the lower part for holding 100 Records.

The Amberola plays both Edison Standard and Amberol Records.

With the Amberola you can now reach a class of prospective purchasers which you have not heretofore been able to touch with the ordinary types of Phonographs. And in reaching this crowd of buyers, the Amberola not only brings home the profits on its own account, but it creates a desire for the higher class music and brings home the profits on the higher priced Grand Opera Records.

The Amberola will help a lot toward building up this end of your business, and its presence in your store is a big asset.

Write your jobber today for full particulars.

National Phonograph Co., 59 Lakeside Avenue, Orange, N. J.





SOLID WOOD (NOT VENEERED)

The

MUSIC MASTER WOOD HORN

is easily sold by the dealer. He finds it only necessary to have a patron hear a musical selection with the MUSIC MASTER WOOD HORN. There is wonderful improvement of tone compared to the same selection heard with a metal or veneered wood horn. The reproduction is rendered rich and full, due to the resonance of the MUSIC MASTER WOOD HORN, which is constructed of solid wood on the same scientific principles as the sounding-board of the piano or the body of the violin.

HAVE ONE SENT ON APPROVAL

Your choice of *solid* Oak, Mahogany, or Spruce, for any make or style of cylinder or disc machines.

If your jobber cannot supply you, we would be very glad to send you a sample line of our horns on approval, and if you are not entirely satisfied with the superior merits of the MUSIC MASTER, you would be at liberty to return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

TRADE NEWS FROM INDIANAPOLIS.

Closing Months of Year Boost Twelve Months' Average—Carlin & Lennox Close Out Talking Machine Department—Trustee for Indiana Phonograph Co.—Columbia Co. Have Good Holiday Business—Lively Victor Trade Reported—D. Sommers & Co. in New Quarters—McCormack's Love of Erin—With the Moving Picture Houses—Cut Down Circulation of Free Libraries.

(Special to The Talking Machine World.)

Indianapolis, Ind., Jan. 6, 1910.

The Christmas trade in talking machines in Indiana and Indianapolis, and in fact the trade for the entire year, was not up to former standards, although the three closing months showed a steady improvement, which it is hoped will continue during the new year.

Carlin & Lennox, one of the biggest piano firms in Indianapolis, desiring to give all their

time to their piano business, have decided to discontinue the handling of talking machines.

Charles Craig has been appointed trustee for the Indiana Phonograph Co. (Edison jobber), at the request of the National Phonograph Co. and two or three banking institutions of Indianapolis. Mr. Craig says that the business of the Indiana Phonograph Co. has not been bad, and all the trouble, he says, was due to slow collections. He says everything will be running all right in a short time. The company had a good Christmas business, he said. Mr. Craig was the proprietor of the Indiana Phonograph Co. before it passed to the present management.

Mr. Phillips, the credit man of the National Phonograph Co., was in Indianapolis several days last week. Mrs. Kresch, travelling representative of the National Phonograph Co., also was in the city over Christmas.

The Columbia Phonograph Co. had a satisfactory Christmas business, and had sold out all types of machines by Christmas Day. The

demand for hornless machines was unusually big. Several orders were held over because of a scarcity of the supply. The four-minute indestructible records of the Columbia Co. are meeting with a hearty reception. The special merits of these records seem to appeal to the buyers.

Manager Devine, of the Columbia Co., says the Grafonola Regent, that is, the library table style, is meeting with great favor among the clubs and societies. The first one of these machines received by the Indianapolis store has been placed in the Columbia Club, the high-class Republican club of Indiana, and is spoken of highly by the members.

The Musical Echo Co. and the Wulschner-Stewart Music Co., Victor distributors, report a satisfactory Christmas business. This department in the Wulschner-Stewart store is in charge of Joseph Levi, late of Lyon & Healy, of Chicago.

Mr. Kipp, of the Kipp-Ling Co., wholesalers and jobbers in Edisons, says the Christmas business of this firm was satisfactory. The new grand opera records, he says, are meeting popular approval, and many orders have been booked for the Amberola, the new \$200 machine.

D. Sommers & Co., big home furnishers, who recently established a talking machine department, have moved into their new building in West Washington street. This company handle the Columbia line. Their new home is one of the finest in Indianapolis. On the opening day handsome souvenirs were given away, and hundreds of people visited the store. The talking machine department is on the third floor, and is handsomely equipped.

The love of the Irishman for his native land is shown by the January Fonotopia Grand Opera double disc records received by the Columbia Co. It should be said that all records are made from molds and on all of the records made by John McCormack, the great Irish tenor, the following inscription is found, "John McCormack, Ireland Forever." It is customary for those who produce records to place their names on the molds so they will appear on all records as an attest of genuineness, but it is not customary to place any additional inscription. "The Irishman is certainly zealous for his country," said Manager Devine, of the Columbia store, when he found the inscription.

The weather for some time has been against the moving picture show business and five-cent vaudeville houses of Indianapolis. For a part of the last month the weather has been extremely cold, below zero a part of the time. Ordinarily cold weather does not hurt the moving picture business, but in zero weather the people do not usually stop for the shows.

The moving picture houses are continuing to keep open on Sunday and donating a part of their proceeds to their self-constituted charity society in order to come within the law. The ministers also are still deploring this practice. The Christian Pastors' Association, at its last meeting, adopted resolutions against the practice. The resolutions were presented by the Rev. Harry G. Hill, who created a sensation recently by flourishing a glass of beer from his pulpit as an evidence of the violation of the liquor laws.

Eliza G. Browning, city librarian, in her monthly report, said that a five-cent theater was responsible for a decrease of 50 per cent. in the circulation of books from the Riverside Branch Library. The theater was opened in the last month, she said, and there was a decrease of 111 books in the circulation for the month. Miss Browning said that a talking machine was the chief instrument in drawing crowds to the five-cent show, and she recommended that the school board place a talking machine in the library. This matter was taken under advisement.

RECORD VICTOR BUSINESS.

J. R. Richards, manager of the piano and talking machine departments of Fred'k Loeser & Co., Brooklyn, N. Y., reports that the sale of Victor outfits during December and thus far in January have broken all previous records of the department.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Retrospective and Prospective Talk on Conditions in the Talking Machine Industry in Great Britain—Year of Progress Just Closed—What Has Been Accomplished in the Perfection of the Talking Machine and Record—Hornless Variety Has Made Great Strides—The Year Notable for the Weeding Out Process Which Still Goes on Merrily—Various Companies Are Turning Out a Line of Records Which Continue to Interest the Trade—Recent Failures in the Industry Are Not Showing Up Well in the Way of Assets for Creditors—Pertinent Comments Upon the News Happenings of the Month.

(Special to The Talking Machine World.)

69 Basinghall St., London, E. C.

Simultaneously with the advent of a new year one's thoughts take a retrospective turn, and we reflect upon conditions of the past more from the point of view of results than anything else. In which respect and in what channel our thoughts run depends largely upon environment. Each of us individually take up different attitudes, widely divergent according to temperament, yet there is one point of consideration common to all of us. I need hardly say that that mainly centers around trading results, and whether or not there is a balance at the bank on the right side. That, however, is not so much my interest as yours. What I feel more concerned about at the moment is what progress, if any, has the talking machine trade made, from a scientific point of view, during the year 1909? Perhaps I should not have put that as a question, because my readers will scarcely dispute the fact that the past year has been one of unquestionable glory for this trade. We have made good progress, and the improvements, new devices, and practical advancement of the talking machine are both real and lasting. Following upon the wonderful Amberol record, which gave new life to the cylinder trade, there were several attempts to make a similar article, but the only one which has weathered the test of time is the Ebonoid 200-thread. A good record and remarkable value, too, yet the backbone of the cylinder trade in this country is without a doubt the Edison Amberol goods, which exercise and wield an influence of inestimable value to all engaged in such class of trade. The new Edison phonographs, not forgetting the combination type Gem and attachments, have brought the longer playing record within reach of thousands of users many of whom, it is safe to say, would not otherwise now be phonograph enthusiasts. My remarks on the phonograph side of the business would not be complete without a reference to the very latest introduction—that of the "Amberola," an interior horn cabinet instrument. It is the last word in phonographs, and should go a long way in bringing this class of instrument more in favor with the upper ten. But I feel there is room for a cheaper model of this type, and of a certainty Edison dealers would welcome such a machine at a price within the reach of the great middle classes.

In the disc field progress is even more noticeable. Dealing first with records, I am naturally drawn to comment upon the increased importance of the phono cut type. It has come to the front with remarkable rapidity during 1909, and there are now several manufacturers engaged in the manufacture of both the standard and 200-thread type. The latter especially calls for more than ordinary notice, because it not only provides double the music, but, in my opinion, apart from a slight loss of volume as against that of the standard thread, it is in

many respects of better tonal quality, particularly so in the instrumental selections. These records are mostly double-sided, being in diameter 10 and 12 inches respectively. On the average a 10-inch 200-thread double record will provide a continuous nine minutes of music, while the 12-inch gives proportionately more. And the retail cost per selection is only 1s. 6d. and 2s. It is indeed a revolution, and now that disc-instrument owners are provided with ample facilities at a moderate cost, which bring these fine records within reach of all, it must sooner or later affect the sales of needle records to no inconsiderable extent. The latter certainly must eventually be ousted from its proud position, unless some genius comes along with a 200-thread needle-cut record to save the situation. And this cannot be regarded as in any way exaggerating the position of things as they stand to-day; on the contrary, it is but anticipating the future.

The needle-cut record, however, has made good leeway in the direction of improved recording, and it would almost seem that in this respect the highest possible desideratum has been reached. There is, nevertheless, much to be accomplished in regard to the elimination of surface noise. Although the friction necessarily set up by a revolving disc against a stationary needle could not be entirely overcome under the present system, it is certainly possible to effect a radical improvement toward moderating the scratch and grind characteristics noticeable in the majority of needle-disc records. If evidence is wanted to prove my statement it is very easily found. Take, for instance, any one make of record you like, test a dozen, and you will find that in the matter of scratch they all vary, although made of exactly the same material. In some, even with heavy-band records, the scratch distinctly grates on one's ear, and many a record of lighter music is entirely spoiled from this cause. And yet in others there is no appreciable surface noise at all. The fault lays, in my opinion, just as much with the material as in the pressing. To a great extent good pressing is dependent upon a careful mixing of the right materials, to the lack of which the scratch in the finished article is largely due. Manufacturers are fully alive to this fact; experiments are making good all the time, and the tendency toward improvement should be a matter of fulfilment in the year now with us.

Turning our attention to disc instruments we find much has been achieved in the introduction of an entirely new phase of construction, to wit, hornless instruments. At this time last year the suggestion of a machine without the usual trumpet would have been laughed to scorn. And yet the idea is not by any means a new one. As a matter of fact, it is years old, and if a certain continental manufacturer had had the courage to market his hornless machine along enterprising lines his would have been the harvest which others are now reaping. But that by the way. Of the new style machines the "Eufon" was the first introduced, and a sufficient tribute to its quality is the fact that to-day it still stands unapproachable among a host of imitations. This type of machine is so handy of conveyance that there can now be no excuse for lack of private entertainment and enjoyment at such functions as garden, picnic, house-boat, or up-river parties, for which it is eminently suitable. Being essentially a summer line, in very truth, one can now advocate an all-the-year trade, since of a surety dealers must stock up on a line which creates its own demand and at the same time furthers the sale of records.

The interior-horn cabinet machines have made headway, but not to the extent antici-

pated. As a piece of furniture they do credit to any room, but as a practical machine they fall short of the ordinary type. And for the reason which I have always put forward—too much wood. What is wanted to insure a bright reproduction is undoubtedly a stout metal horn. As it is, the majority, if not all, such instruments are fitted with wooden interior horns, the natural consequence of which is a muffled and dull tone. In this class of instrument there is ample scope for improvement along the lines suggested.

There has been nothing particularly new in regard to the ordinary disc instrument, but the tendency to provide better motors is a welcome sign of the times. And, speaking of motors, reminds me of an amusing attempt to introduce a heat-driven motor by means of a spirit lamp, or such arrangement. I like to support all attempts to avoid stereotyped methods, but in this case—well, one thinks of the poor record!!

To devote a few words regarding other phases of 1909 conditions may not be out of place, because it is by studying the chessboard of time, with its ever-changing attributes, that we are brought to avoid in the future our commercial errors of the past. Just overhaul your line of action; if things have gone well with you, let it be an incentive to still greater efforts; don't stop, but remember stagnation is not progress, and go ahead. On the other hand, some of my readers are no doubt well satisfied to close the book of the year gone by, for it may not be pleasant reading, in which case, in the words of our old friend, Josh Billings, "Success does not consist in never making mistakes, but in never making the same one twice," you may find hope of the new year.

Competition has not been quite so keen as in 1908, for, surely and slowly, the weeding-out process goes merrily on. The half-hearted dealer—the man with no energy or enterprise—soon comes up against the wall, which few of his caliber ever surmount. The future of the phonograph and disc instrument business depends a great deal upon intelligent handling, and it must, therefore, speak well for increased prosperity that this industry is gradually winning over a better and more enterprising class of trader.

Unfortunately, the new year is not entirely free from disturbing elements, since 1909 has left us a legacy in the shape of impending litigation which bears a very serious aspect. As every one knows, the tone arm question is again to be revived, but it would be inexpedient to inquire too closely into the matter at the moment; suffice it to say that a full report of any proceedings will be duly submitted to our readers through these columns.

With that I extend hearty wishes for a really prosperous New Year to all talking machine traders throughout the world.

Columbia Pantomime Songs.

Ever to the fore with all the latest records, the Columbia Co. have issued a special list exclusively devoted to those songs which have made their mark in the pantomimes this year, and all dealers can have the list for the asking. Particularly appropriate, too, are the following special numbers to hand: Rena double records, 10-inch—"Im Looking for Mr. Wright" and "Do You Want to Buy Any Lavender?" are two excellent records by Mme. Helene Garland; "Home, Sweet Home," by George Alexander, and "Auld Lang Syne," by F. C. Stanley; "Levinsky and the Riddle" and "The Mandoline Girl Medley," by the Comedy Quartet. Rena 12-inch double—"Sweet Spirit, Hear My Prayer," by W. G. Webber, and "Lend Me Your Aid," by Godfrey James. Columbia 10-inch single—"As Once in May," a beautiful violin solo by Stroud Haxton; "Come Up in My

FROM OUR LONDON HEADQUARTERS—(Continued).

Balloon," comic, by Frank Lombard; "I Used to be Afraid to Come Home in the Dark," by Mark Crosby. Columbia 12-inch single—"Where'er You Walk," from "Semele," splendidly rendered by David Bispham; "Charme D'Amour," by Prince's Orchestra.

Grand Opera Amberol Records.

Said to be the best ever put out by the National Phonograph Co., no less than 28 grand opera Amberol records were issued to the trade in January, and needless to say they have evoked much praise. They are put up in a handsome and effectively colored box, and will retail at four shillings each. A big demand has already set in.

Beka List for January.

The Beka list for January will appeal to all record dealers, because it is one of the best ever issued by the Beka Co. To mention a few of the good things therein I can particularly recommend the following for stock: No. 252, overture from "Poet and Peasant," parts 1 and 2, is exceptionally well played, and recorded equally as good; 254, "Unrequited Love Waltz," and "On Parade," a fine military two-step; 255, "Sing Me to Sleep" and "Sleep and Forget," both sympathetically rendered by Philip Ritte; 256, "Your Eyes Have Told Me" and "Somewhere," by James Hudson; 258, "I've Loved Her Ever Since She Was a Baby" and "Bonnie Leezie Lindsay," two of Harry Lauder's songs, spiritedly sung by Kenneth McKenzie, the Scotch comedian; 259, "Tax the Bachelors" (embodies a suggestion for the Chancellor of the Exchequer) and "I'll Saw His See-saw Down" are two humorous issues by the famous Harry Bluff; and last, but not least, is the 12-inch double Meister record, No. 12724, of "Col enne in quest'ora" and duet from "La Boheme," by Mr. Wigley and Harry Thornton.

New Clarion Disc Issues.

A fine batch of new Clarion double-side disc issues reaches me from the Premier Mfg. Co., as follows: "Punchinello" and "The Uhlan's Call,"

"L'Etoile" and "Cinderella," "Songs of Autumn" and "Topeka," all by the Premier Bijou Orchestra; "Cock o' the North" and "Highland Laddie" (bagpipes), splendidly played by Pipe Major Forsyth; "The Coon's Honeymoon" and "The Galonet Polka," "Largo" (Handel) and "Egyptian Ballet," by the Premier Concert Orchestra; "Stars and Stripes" and "El Capitan," by the Premier Military Band; "The Girl in the Clogs and Shawl" and "Won't You Come Over the Garden Wall," by Harry Fay; "You Don't Want to Keep on Shewing It" and "In the Little Pub 'Round the Corner," by Charles Denton. A likely lot of records which will undoubtedly reach a large sale.

Universal Co. Creditors Meet.

A recent meeting of creditors and shareholders met under a winding-up order made against the Universal Talking Machine Co., Ltd. The liabilities were returned at £2,486, against available assets of £785, which was required to meet the claim of a debenture holder. The deficiency as regards shareholders is £5,886.

The company was formed in May last year, with the object particularly of obtaining a repertoire of Indian songs, and its present position was chiefly attributed to the failure of that repertoire. A liquidator will be appointed by the court.

Improvement in Christmas Sales.

A run around to the factors and dealers in this city furnishes the information, if any be needed, that Christmas sales were far in advance of the previous year, and general satisfaction is expressed on all hands.

Some Zonophone Favorites.

From the current Zonophone issues the following are worthy of special mention: 12-inch, "Kathleen Mavourneen," beautifully rendered by Mme. Edna Thornton; "'Tis Known to All," by Miss A. Yarrow, Ernest Pike and H. Scotland; 10-inch, "Young Tom o' Devon," by Peter Dawson; "With My Little Wigger Wagger in My

Hand," by Fred Vernon; "Stephanie Gavotte," by the Black Diamond Band; and "In the Combat" (Il Trovatore), by Mme. Violetta and E. Pike.

Cheap Seats at the Theaters.

In advocating the booking of cheap seats at the theaters, a correspondent in a leading daily paper makes the alternative suggestion that managers should open the door early so that the public could sit instead of having to wait outside, often in the rain. He says: "A similar idea is carried out in Liverpool with success, and phonograph selections wile away the waiting period pleasantly." And I might add that the idea also obtains in many other places of entertainment outside that town. Certain it is that a phonograph or disc musical instrument is now more generally recognized and appreciated as a useful adjunct to many diverse forms of amusement, as witness the innovation of musical selections on the Pathéphone at the recent toy fair held at Westminster, and the voting by the Lambeth Board of Guardians of no less a sum than £8 2s. 6d. for disc records alone. A wise expenditure from an outsider's point of view, although as a Lambeth ratepayer I might possibly differ!

A Fine Edison List for February.

A very fine list of Edison Standard and Amberol records for February will be ready for issue to the trade about the middle of that month. For the benefit of my readers the National Phonograph Co. have supplied me with a full list in advance of the usual date of issue, in which the following titles appear: Standard records—13927, "Bonjour Chichenettes," march (Boret Clerc), and 13935, "Omena," a Creole intermezzo (Hartz), by National Military Band; 13928, "Come Over the Garden Wall" (Tate), Stanley Kirkby; 13929, "A Black Coquette" (Grimshaw), Olly Oakley; 13930, "Since Father Joined the Territorials" (Hyde and Heath), Billy Williams; 13931, "Still Your Friend" (Ford and Barrett), Ernest Pike;

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BY APPOINTMENT To H.M. the QUEEN



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15 Rue Bleue, PARIS
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56 Balmes, BARCELONA
139 Belleghatta Road, CALCUTTA

13932, "Father Tried It On," George Formby; 13933, "Mary Took the Calves to the Dairy Show" (Castling), Miss Florine Ford; 13934, "Boiled Beef and Carrots" (Collins and Murray), Arthur Osmond; 13936, "Blaydon Races" (Wilson), J. C. Scatter; 10297, "Venetian Love Song" (Nevin), Victor Herbert's Orchestra; 10299, "The Star, the Rose and the Dream" (Snyder), Stanley and Gillette; 10300, "The Dancing Girl" (Sousa), Sousa's Band; 10302, "Sweet Bunch of Daisies" (Owen), Miss Elizabeth Wheeler and Harry Anthony; 10304, "The Tin Soldier" (Löte), Vienna Instrumental Quartet; 10305, "My Dad's Dinner Pail" (Braham), Miss Ada Jones; 10306, "When I Dream in the Gloaming of You" (Ingraham), Manuel Romain; 10308, "A Bushel o' Kisses" (Muir and Connes), Edison Concert Band; 10310, "Jerusalem the Golden" (Ewing), Edison Mixed Quartet; 10311, "A Creole Lullaby," Arthur C. Clough; 10312, "Ciribiribin Waltz" (Pestalozza), American Symphony Orchestra; 10314, "Telling Lies" (Snyder), Miss Ada Jones and Billy Murray; 10315, "Long, Long Ago" (Bayley), Manhattan Mixed Trio, and 10316, "Two Thomas Cats" (Smith), New York Military Band.

Amberol Records—12131, "Poet and Peasant Overture" (Suppé), and 12140, "Gems of Scotland," National Military Band; 12132, "When I Get Back Again to Bonnie Scotland" (Lauder), Harry Lauder; 12133, "Tax the Bachelors" (Tate), Stanley Kirkby; 12134, "Every Day in the Week" (Kendal and Formby), George Formby; 12135, waltz from "Die Geschiedene Frau" (Leo Fall), Alhambra Orchestra; 12136, "I've Been Out with Charlie Brown" (Mills and Scott), Miss Florine Forde; 12137, "I Really Can't Reach That Top Note" (Baker), Arthur Osmond; 12138, "Bid Me to Love" (Barnard), Ernest Pike; 12139, "We Don't Want More Daylight" (Murphy and Lipton), Billy Williams; 345, "Rose of the World" (Herbert), Victor Herbert's Orchestra; 346, "My Pretty Little Piece of Dresden China," Miss Bessie Wynn; 347, "Amoureuse Waltz" (Berger), Frosini; 348, "Hello, Mr. Moonman, Hello!" (Fitz), Harvey Hindermeyer; 349, "The Homeland" (Stebbins), Anthony & Harrison; 350, "Benediction of the Poignards," from "The Huguenots" (Meyerbeer), Sousa's Band; 351, "If I Had the World to Give You" (Hayden Clarendon), Reed Miller; 352, "Juanita," Metropolitan Quartet; 353, "When the Bloom is on the Cotton, Dixie Lee" (Helf), Manuel Romain; 355, "I Will Sing the Wondrous Story" (Bilhorn), Edison Mixed Quartet; 356, "Forosetta-Tarantella" (Arditi), and 361, "The Darkies' Jubilee" (Turner), American Symphony Orchestra; 359, "In Cairo," Oriental Patrol (Von Blon), New York Military Band, and 364, "The Rifle Regiment March" (Sousa), United States Marine Band.

King Leopold and the Phonograph.

Relating anecdotes of the late King Leopold, a writer in a contemporary says that he would romp with his children for hours, and when they had gone off to bed out would come the phonograph to enliven away the evening. What tunes were given? The "Brabanconne"? No; the "Binion," one of the favorite airs of the Bretons in exile. The reason, maybe, was because it happened only at the king's Paris home.

Cheaper Parcel Post Rates to Canada.

Coming into force January 1, a new and welcome reduction in the Canadian parcel post rate is announced as follows: Not exceeding 3 pounds in weight, 1 shilling; up to 7 pounds, 2 shillings, and over 7 and under 11 pounds, 3 shillings. On the same date parcels from Canada to the United Kingdom will be charged a uniform rate of 12 cents (6d.) a pound. These rates are substantially less than the old price, and it should help to tighten the bonds of commercial relations between the mother country and her dependency.

Telegraph Money Orders.

Telegraphic money orders up to £40 may now be sent through the post office to any part of Canada and the United States. Hitherto, if one wanted to send such a sum it was necessary to take out two separate orders.

Stamp Your Contracts!

During the hearing of a commercial case re-

cently plaintiff wished to hand in a letter as forming part of an agreement. His Lordship noticing that the letter was not stamped, asked plaintiff if he would pay £11 for stamping, or whether he would not have the letter put in. "I must protect the revenue, particularly at the present time," said his Lordship. Plaintiff decided to pay the money and to put in the letter as evidence. It but emphasizes the advisability of always spending the few shillings for stamping at the time your agreement is made. It's a form of insurance against such eventualities as the case in point. Unbounded good faith may prevail on either side, but unforeseen circumstances often crop up, you know. To have all your agreements stamped is not to express distrust in each other by any means, but simply to legalize your contract in law.

Interesting Gramophone List.

The Gramophone list for January just to hand contains not a few selections likely to prove very popular. The titles are as follows: "The Barber of Seville," overture (Rossini), "Marianelle Overture," both excellently rendered by the band of H. M. Coldstream Guards; "Hearts and Flowers," and "Rouge et Noir," by the Metropolitan Orchestra; "Maid of Malabar," by Mr. John Harrison; "The Arrow and the Song," by Mr. Thorpe Bates; "The Diver," by Robert Radford; "The Angel Song," Mdm. Jones Hudson; "O, Hush Thee, My Babe" (Sullivan), Quartet, Miss Perceval Allen, Miss Alice Lakin, Messrs. John Harrison and Robert Radford. There are two good humorous items, "Tickle Geordi," by Harry Lauder, and "The Alpine Guide," by Will Evans. Other fine items are "Rhapsody," pianoforte solo by Miss Irene Scharrer; "Waltz No. 3, Andante," by the Renard Instrumental Quartet; and lastly, two popular pantomime numbers, "I Used to Sigh for the Silvery Moon," by Walter Miller, and "The Corsican Maid," by Herbert Payne. Lovers of the classical will be glad to hear that the Gramophone Company have made two further records by Signor Caruso, and these are now on sale.

Clarion Cylinder Records.

Recent issues of the Clarion Standard Cylinder records are as follows: "Health, Wealth and the Girl You Love," Frank Miller; "La Rinks," and "Songs of Autumn," by the Premier Bijou Orchestra; "Settle Up and Settle Down," "With My Little Wigger Waggar," "All Waiting for a Girl," and "In the Little Pub 'Round the Corner," all by Charles Denton; two descriptive records, "Xmas Day in the Navy" and "Xmas Day in the Army"; bagpipe solo, "Highland Laddie," by Pipe Major Forsyth; "Light of Day," Stanley Kirkby; "Won't You Come Over the Garden Wall," Harry Fay and a duet "Old Jim's Xmas Hymn," by Messrs. Thornton and Virgo, completes the list.

Columbia Grafonolas Admired.

The Columbia Company's two new Grafonola models, constructed on the interior horn principle, have awakened considerable interest among traders here, which is not surprising, having in view the fact that these instruments are in shape and construction entirely different from any other similar class machine. They have already been illustrated and fully explained in these columns, and it only remains to add my recognition of such a successful attempt to elevate this industry to a higher and better plane in commerce.

Ruling on Patents.

On the ground that a patent relating to typewriters (the property of the Yost Writing Machine Co., of New York) was manufactured mainly or exclusively outside the United Kingdom, the Comptroller General of the Patent Office has revoked it. A warning to American and foreign inventors of talking machine improvements, not to waste time and money upon patenting their invention here unless they intend to manufacture in England within four years of the date of registration.

Twin Record Titles.

In accordance with the promise given in my last report I propose to print a fairly representative monthly list of the "Twin" record titles, which are as follows: "Sally in Our Alley," and "The

Maid of the Mill," by Mr. Harold Wilde. "Can't We Take It Home With Us," by Florine Forde, and "Come Over the Garden Wall," Kitty Collins and S. Ireland. "If I Could Lock You in My Heart," and "Shine on Harvest Moon," Mr. Arthur Gray. "I Used to Sigh for the Silvery Moon," and "By the Blue Lagoon," F. Williams. "For Months, and Months, and Months," Herbert Forman, and "Boiled Beef and Carrots," Harry Fay. "One of the Girls," George Lashwood, and "Ship Ahoy," Frank Williams. "Rock of Ages," and "The King of Love My Shepherd Is," a church choir with organ. "The Irish Boy March" and "Tipperary March" (melodican), Mr. Pat. O'Neill. "Love's Kisses, Waltz," and "Moonlight on the Lake," "Twins" grand orchestra. Der Freischütz, selection, and "Lend Me Your Aid" (La Reine de Saba) Home Guards Band. These titles are issued in the February impression.

Provincial News.

Reports from different centers confirm the fact that traders generally seem to have experienced a real good time during the Xmas week, and indeed, December throughout has been a month of exceptionally quick sales in talking machines and records. In spite of short time in the Lancashire cotton mills it is remarkable what a satisfactory Xmas tide business dealers have done, especially those located in Liverpool, Manchester, and other large towns 'round about. Returns show that unemployment in the provinces is much on the decline with the advancement of better conditions in the coal and shipbuilding trades, and in fact, all the principal industries show an improvement in that respect excepting cotton weaving and spinning. It augurs well for the future since there is nothing so good an index of prosperous times as a settled labor market.

In the Provinces indoor talking machine concerts of late have been more in evidence than ever, and no greater tribute to the popularity of the disc instrument especially could be found than the evident appreciation of hundreds of persons sitting for an hour or more at a stretch listening in wrapt admiration of the voice of Caruso, Melba, Clara Butt, Harry Lauder, or maybe a musical comedy excerpt, band piece, or other selection. The value of these concerts is inestimable and provincial dealers attribute much of their business to this source. It's a form of advertising perhaps more surer and quicker in results than local newspaper space, but if the dealer has sufficient capital a combination of these two trade-winning elements must be proportionally more advantageous.

Situated in London Road Messrs. J. E. Hough, Ltd., have opened up a new depot in Liverpool, with the object of insuring to their traders around about full and prompt deliveries of all Edison-Bell goods, and Sterling records, which latter by the way are gradually but surely re-



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gaining their old position in the cylinder record field. Branches in other provincial centers have been opened for the same purpose by Messrs. Hough, Ltd., and perhaps, needless to say, their dealers are in consequence showing keen appreciation of this attention by pushing the company's goods with additional energy.

My reports from the great Manchester center confirm in detail the prosperous trade being done there, which tends to imbue dealers with a satisfactory state of optimism calculated to carry them well into the new year with sufficient enthusiasm for energetic and enterprising work.

One of the most practical and useful lists ever issued by Manchester traders is that emanating from the house of Robinson's in Deansgate. This Multum-in-Parvo list, as it is called, is well named, since it is of pocket size and contains particulars of nearly 400 articles—from a screw to a complete machine. In addition to which the practical hints on different machines, repairs, etc., contained therein make this book at once a guide and a friend to all fortunate enough to possess it.

Talking machine trade in the midlands appears to be booming, and from what I gather, factors in Birmingham were hard pushed to keep ahead of their December orders. In a letter to this office Frank S. Whitworth says that his firm (the Colmore Depot) have only one trouble, which is nevertheless of a most satisfactory nature. He says in effect "Our present trouble lies in the fact that our Zonophone machine sales are such that the makers seem absolutely incapable of supplying the quantities we require to fill our customers' orders completely. And although we are experiencing a big demand for Twin and Zonophone records, it is gratifying to find the cylinder trade still holds its own. In our part of the country the Edison and Amberol goods swamp the market in the cylinder branch and trade altogether is booming," which to say the least, is evidence of great activity on the part of the Colmore people.

Edison-Bell Co. Affairs.

F. Fox has been appointed liquidator of the Edison-Bell Consolidated Phonographic Co., Ltd., in voluntary liquidation. His official report is not a very cheering one, and shows that the realization of the whole of the assets has resulted in a deficiency of over £90,000 due on the prior claims of the first mortgage debenture holders; consequently there is no possibility of any funds available for division among ordinary creditors.

Gramophone Co.'s Letter of Greeting.

The following letter has been sent the trade, dated January 3, 1910, by the manager of the Gramophone Co., Ltd.:

"Dear Sirs—We wish to take the opportunity at the close of another year to say how we have appreciated our pleasant business relations of the past and to wish for a continuance of them in the future. Nineteen hundred and nine has seen many vicissitudes in the talking machine world; more so, in fact, than other years, but through all the changes that have taken place our business has grown and our ties with our accredited dealers become stronger, based on our well-established policy of mutual confidence.

"It will be our endeavor in the coming year, as in the past, to cater unceasingly for your wants. We shall have a continuous flow in the course of 1910 of new records by the world's very greatest artists. We shall endeavor to always get out records by any person of note as quickly as possible, so as to create interest other than musical.

"We shall follow up the success of the new lines of machines issued in 1909 by further improvements all round, and shall continue our policy of supporting the trade by liberal advertising.

"Any and all of our friends who come to City Road will be made personally welcome, and every criticism or suggestion will receive the fullest consideration. We want you to feel that the highest traditions of the past, on which the foundation of our business is laid, will remain unshaken, and that our policy will be the same,

only altered to meet the necessities of the times. We thank you for your loyalty and for your enthusiasm for our goods, and wish that 1910 may be the happiest and most prosperous of New Years for you. Yours faithfully,

"THE GRAMOPHONE CO., LTD."

Paderewski Story from Belfast.

One of the Belfast papers of recent date contained the following: "If I had had a pistol I would have shot you," thundered Paderewski, in his retiring room, to a crestfallen phonograph fiend, who was caught redhanded at the Belfast Philharmonic society's concert, in the act of attempting to take records of his playing in Ulster hall. The famous pianist stopped dead in the middle of his best selection and directed the attendants to investigate the cause of certain annoying sounds. The men proceeded to the back of the hall, and after a few minutes watching, secured the offender, who had ensconced himself in the niche beside one of the doors."

Edison Goods in Ireland.

T. Edens Osborne, the enterprising talking machine jobber of Belfast, Ireland, has been featuring new Fireside and Gem machines of the National Phonograph Co. in the local papers to splendid advantage. One of his announcements was a cablegram as follows: "Despatched three Firesides, three Gems, 156 records, 1st; 702 records to-night." Mr. Osborne is doing splendid work with the Amberol in Belfast. He is also having quite a run on the records made by Clara Butt, the distinguished contralto, for the Gramophone Co.

The Talking Machine Shop is the latest addition to the retail trade in Evansville Ind., having opened temporary quarters at 513½ Main street, where they handle a complete line of Victor and Edison goods. W. N. Hollingsworth is manager of the business.

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COPYRIGHT REPORT AND RECOMMENDATIONS

Presented by the Board of Trade Copyright Committee Appointed to Consider the Revised International Copyright Convention Signed in Berlin and Its Relation to the Laws of Great Britain—The Detailed Report of the Findings and Recommendations Will Prove of Exceeding Interest.

(Special to The Talking Machine World.)

London, Eng., Jan. 6, 1910.

In accordance with the instructions of the president of the board of trade, the committee appointed to consider the revised international copyright convention signed at Berlin on November 13, 1908 (hereafter called the revised convention) and its relation to the law of the United Kingdom, have now issued their report as follows, and from which it will be gathered that:

1. The principle of copyright recognition of authors' works in relation to mechanical reproduction conceded.

2. Composers to retain freedom of action in licensing the use of their works for mechanical reproduction.

3. Such recognition (paragraph 1) not to be retroactive.

4. It is also recommended that the term of protection shall include the life of the author and fifty years after his death, as adopted by the revised convention.

The findings of the Berlin or Revised convention provides that authors of musical works shall have the exclusive right of authorizing (1) the adaptation of those works to instruments which can produce them mechanically; (2) the public performance of the said works by means of these instruments. Reservations and conditions relating to the application of this article may be determined by the domestic legislation of each country in so far as it is concerned; but the effect of any such reservations and conditions will be strictly limited to the country which has put them in force. The provisions of paragraph 1 shall not be retroactive, and consequently shall not be applicable in any country of the Union to works which have been lawfully adapted in that country to mechanical instruments before the coming into force of the present convention. Adaptations made in virtue of paragraphs 2 and 3 of the present article, and imported without the authority of the interested parties into a country where they would not be lawful, shall be liable to seizure in that country.

"This article alters the provisions of the closing protocol, Number 3, of the Berne convention, which is as follows:

"Closing Protocol.—Section 3. It is understood that the manufacture and sale of instruments serving to reproduce mechanically musical airs in which copyright subsists shall not be considered as constituting infringement of musical copyright."

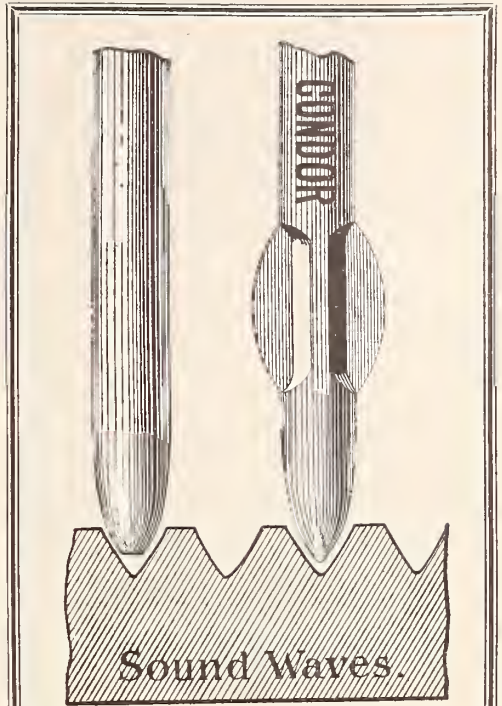
"The first observation to be made on the article is that its terms are confined to authors of musical works, and when this article is read with the other articles of the convention it is not quite clear whether under the provisions of the convention authors of dramatic, dramatico-musical and literary works would receive any protection against reproduction by means of mechanical instruments. It may be, in view of the terms of article 2, that such protection is conferred, but having regard to the uncertainty which exists it seems desirable to make it plain that such is to be the case, and in any confirmation of the Revised convention the committee suggest that the necessary protection should be expressly conferred independently of article 13, and should also be conferred by domestic law.

"With regard to the adoption of the article, and subject to the observations which will be hereafter made on the third paragraph, the committee are of opinion that it may be accepted, and they recommend, therefore, that the authors of musical works should have protection against the adaptation of their works to instruments which can produce them mechanically, and against the public performance of the said works by means of such instruments, both under the Revised convention and under British law, which should be amended accordingly.

"But with regard to the exercise of that exclusive right certain very difficult questions arise. On the one hand it has been urged by a number of the witnesses that composers having, as such witnesses contend, a new right conferred upon them, should, if they license any manufacturer to adapt instruments to the production of works mechanically, be obliged to grant a similar license on similar terms to any manufacturer who chooses to demand it; in substance, they propose that the principles which have been adopted in the United States of America with regard to instruments serving to reproduce mechanically musical works should be adopted in this country.

"What steps, if any, have been taken in other countries with regard to compulsory license we have not been able to ascertain. The American act provides that an owner of a musical copyright who permits the use of his copyrighted work upon the parts of instruments serving to reproduce mechanically the musical work is bound to permit any other person to make a similar use of the work upon payment of a royalty of 2 cents on each part manufactured. The proviso containing this provision does not extend to anything further than musical compositions. If the exact scheme indicated in the section should not meet with approval in this country, the contention is that some other provision should be made for a compulsory license being granted upon equitable terms, so that all manufacturers of instruments producing a work mechanically and of the records required for the production should be placed upon an equal footing.

"The main contentions on the part of those who advocate the adoption in this country of a



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system of compulsory license are based upon the grounds that a very large business has been built up under the present state of the law, in which authors have been considered to have no right to restrain the reproduction of their works by means of mechanical instruments, and that if authors have the rights which article 13 proposes, there may be great danger of a monopoly being introduced, under which possibly one large manufacturing company would secure rights from authors to such an extent that other manufacturers might be practically excluded from the trade; and that it is desirable in the interests of the trade that all manufacturers should be left in the same position as they now are, with this exception, that they should be liable to pay to the author a proper compensation or remuneration for the right to reproduce his works. They claim that at present a manufacturer has a right to use compositions for adaptation to musical instruments, and maintain that if that right should be interfered with the result would be disastrous unless the principle of compulsory license were introduced.

"The witnesses who supported these contentions urged in substance that the whole of the existing businesses have been built up on the principle that there is no license or royalty to pay, and that if now licenses from authors have to be obtained and payments made to them, small concerns will be absolutely unable to compete. On the other hand, there can be no doubt but that it is right in principle that authors of works capable of adaptation to mechanical instruments should have the exclusive right of authorizing the adaptation of their works to such instruments—that it is in reality part of the literary property which they have in the product of their own brains. If they have this right it is maintained that it ought to be confirmed to them in such a way that they are perfectly free to exercise it in such manner as they think best by licensing one or more manufacturers entirely at their own option or by declining to license at all; in other words, that they should have perfect freedom of action with regard to the exercise of their right.

"Those who maintain this view are not prepared to admit that it is proposed by the Revised convention to confer upon authors any new right in the United Kingdom. The case of Boosey against Whight was decided by the Court of Appeal in the year 1899, and it was there held that the plaintiff's copyright in certain sheets of music was not infringed by perforated rolls of paper, representing the musical score, sold for use in a mechanical organ. This case was not taken to the ultimate Court of Appeal, and there appear to be no further reported cases which touch the question, except, perhaps, Mabe against Connor, where one of the learned judges does not appear to have been satisfied with the decision, and Newmark against The National Phonograph Co., where Justice Sutton followed Boosey against Whight. Authors were no doubt dissatisfied with the decision, and we gather that some doubt has been felt as to its correctness, but it has remained undisturbed for ten years, during which period there has been an enormous development of the manufacture of such mechanical instruments as are referred to and of the records used with them, the manufacture having commenced before that period.

"It may be added that composers put forward

as a strong ground of objection to a compulsory license that they ought to be able to control the mode in which their pieces are produced and the character of the instrument which produces them, so that they may be properly and correctly reproduced without doing discredit to the composer. We have thought it right to state the two views somewhat fully, as there is no doubt about the importance of the questions which are raised by the article and the difficulty of dealing, not so much with regard to the right of the author, but with the exercise of that right, upon which we think we ought to make a recommendation, having regard to the fact that the adoption of the article will necessitate the consideration of the reservations and conditions relating to its application (see paragraph 2).

"If the questions now raised had been raised at a time when authors could clearly have asserted a right to prevent reproduction of their works by mechanical instruments, it appears to the committee that it would have been very difficult to maintain that any such systems of compulsory license as those suggested should be brought into force, but the difficulty at the present time is in consequence of the fact that manufacturers of instruments for the purpose of mechanically reproducing works, have developed their business under the impression that they were within their rights in using the works of authors without making any compensation whatever to those authors, and that those rights would not be interfered with by legislation. Most of the witnesses who advocated a compulsory license did not deny the justice of the author's claim to derive some benefit from the use of his works for mechanical reproduction, but they were afraid that the free exercise by authors of exclusive control over such reproductions would produce a monopoly which would ruin the business of a large number of manufacturers.

"We can hardly think that these witnesses are right in expressing such fear, and when the large number of composers that exist at the present day and the enormous production of and demand for these mechanical instruments are borne in mind it seems probable that the views of the witnesses are exaggerated as to the results of free rights being exercised by the author. It may be pointed out that manufacturers may at present secure the exclusive services of popular artists, and indeed several of the trade witnesses maintained that the former is of more importance to the manufacturers than the composer of the piece which the performer sings in order to produce the records, and thus manufacturers are at the present moment exposed to the danger of one class of monopoly.

"In this country it has generally been considered that freedom of contract is most beneficial to the development of all kinds of industries, and the committee are not aware of any analogous case in which compulsory licenses have been imposed. The nearest approach to anything of the kind may be found in section 24 of the Patents and Designs Act, 1907, according to which, where the reasonable requirements of the public with respect to a patented invention have not been satisfied, any person interested may present a petition to the Board of Trade seeking to obtain the grant of a compulsory license, but the case of a patentee can hardly be considered strictly analogous, for he is concerned with matters of commercial utility, and

even the section referred to does not contemplate that he shall be under any obligation to grant a compulsory license, provided he gives reasonable satisfaction to the requirements of the public.

"Further, we have found, on considering the subject very carefully, assisted by the evidence, that any system of compulsory license leads to very considerable difficulties. Witnesses have pointed out that a fixed sum per record may produce hardship in cases of low-priced articles, and when an attempt is made to fix a royalty by percentage it is found practically impossible to separate the values respectively of the manufacturer's work, the performer's work and the composer's work, all of which contribute in varying degrees to the value of the article, and further, when an attempt is made to settle matters on the basis of an agreement, so that each manufacturer may come in on the terms agreed, difficulties are presented by such cases as where the composers themselves might manufacture the machines and records, or sell the whole of their rights to manufacturers, and there are other ways in which evasions might be attempted.

"The committee, with one dissentient, have come to the conclusion that the author should have freedom with regard to the exercise of his right.

"It was suggested that some system of compulsory license should be authorized for a limited term of years from the passing of any act which should establish the provisions of the Revised convention in this country, in order that the position of manufacturers might not be affected during that period except so far as making payment of remuneration to composers for the use of their works, but the committee, with one dissentient, have come to the conclusion that the suggestion should not be adopted.

"Whether an author should have complete freedom of contract, or whether his freedom should be in any way limited by a provision as to compulsory license, the committee think that protection should be afforded by legislation to the manufacturers of discs, cylinders, rolls and other mechanical devices, necessary to be used in the course of producing sounds, against piracy of these objects or their reproduction, either by means of direct copies or by means of copies produced by sound or otherwise. The grounds for this recommendation are that, as was pointed out in the evidence which has been placed before the committee, these discs and other records are only produced at considerable expenditure by payments to artists to perform, so as to record the song, etc., and by the expenditure of a considerable amount of ingenuity and art in the making up of these records; and that, therefore, the manufacturers are, in effect, producing works which are, to a certain extent, new and original, and into which the reproduction of the author's part has only entered to the extent of giving the original basis of production. Therefore, the committee regard this as one of the things which can be the subject of copyright and further recommend that public performances by means of pirated copies of these records should also be treated as an infringement of the rights of the manufacturer.

"We will now proceed to consider the effect of the third paragraph of the article. It is somewhat ambiguously worded, and is possibly capable of different interpretations. One member of the committee took the view that paragraph 3



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should be read as providing that paragraph 1 should have no retroactive effect whatever, and that in order to bring the latter part of paragraph 3 into harmony with the first few words of that paragraph the words 'have been lawfully adapted' should read 'have been lawfully adaptable,' so that in those countries where the adaptation of works has been unlawful the adaptation of works published before the operation of the Revised convention should still be unlawful, but that such should not be the case in countries where it has hitherto been lawful to adapt.

"This view did not recommend itself to the rest of the committee who were of opinion that the object of the paragraph is that manufacturers who have, at the time of the coming into force of the Revised convention, lawfully adapted works (that is to say, adapted them without infringement of authors' rights) to mechanical instruments, may still proceed to manufacture records in respect of the works which they have so adapted. But a difference of opinion arose as to whether, where there had been any adaptation to mechanical instruments of a work at the time of the coming into force of the convention, that particular work would be free to be adapted by any manufacturer for any kind of instrument, or whether the manufacturer who had adapted it would be the only manufacturer who could produce the records of the work without the author's consent. A narrow majority of the committee were in favor of the former view, which, in their opinion, is in accordance with the exact words of the latter part of the paragraph and leaves all manufacturers upon an equal footing as regards works which by virtue of the paragraph might be reproduced without the author's consent, so that the effect of treating a manufacturer as having a vested interest in the work which he has adapted will be to give every other manufacturer practically the same freedom.

"It may be remarked that if protection be given to the manufacturers of records, in the sense that they should have what may be termed the copyright in those records, they ought to have the power to prevent the importation into this country of records copied from their own records. It will probably be necessary for this purpose to introduce some legislative provisions analogous to those found in the statutes, prohibiting the importation of records which would infringe the rights of the owner of copyright, and to impose, not merely confiscation of the records attempted to be imported, but also a penalty upon the importer, so that the clause may be practically enforced; and better provision might be made for the seizure in this country and forfeiture of any records found to be infringements and for the punishment by penalties of any persons dealing in such records. Evidence was given before the committee on the question of the effect of the production and sale of records, perforated rolls, etc., on the sale of sheet music, but the committee do not find it necessary to refer thereto."

In a note appended to his signature, E Trevor L. L. Williams, president of the Gramophone & Typewriters, Ltd., London, says:

"I am entirely in accord with the committee 'that the authors of musical works should have protection against the adaptation of their works to instruments which can produce them mechanically.' Having regard to the accepted state of the law, to give authors such protection by legislation will confer upon them an entirely new right. An immense industry has been built up under the immunity of the existing law, and consequently this new right should only be conferred subject to complete protection of the industry and to the preservation of vested interests. The vested interests involved can only be properly or even adequately preserved under any new legislation by making the right granted to authors applicable only to works published after the date of the act, and by providing for some form of compulsory license for the future.

"A composer cannot, as it is, prohibit anyone from singing a published song of his except as a public performance. Equally, the composer cannot prevent anyone from singing that song in

private, even for the purpose of reproduction by mechanical instruments. It accordingly follows that a composer is not logically entitled to protection against the private performance of his music by means of the phonogram. It may, however, be readily conceded that he is morally entitled to compensation for the use of the creation of his brain. This moral claim may well be met by giving him copyright protection to which he is not actually entitled, but subject to compulsory license. The form of compulsory license, so long as the principle is conceded, is not very material. Our report sets forth at length the way in which the United States of America in their recent copyright act have adopted a compulsory license of an amount fixed by law. The objection advanced in some quarters to a fixed sum for all records, which the American law provides, would be easily obviated by differentiating between cylinder and disc records and music rolls and by fixing the price in proportion to the length of playing.

"Other countries are considering proposals for legislation on the lines that if a composer once grant a license for the publication of his work in the form of a phonogram, he must grant a license to every other applicant in return for an equitable compensation. Such compensation need not necessarily be the same as that granted to the first licensee, and may be determined, in default of agreement, by a court of arbitration. But for simplicity, fairness and convenience the method of a license prescribed by law is undoubtedly the best.

"I have already indicated my opinion that the new right should not be in any way retroactive. To construe this paragraph in any narrower sense would lead to considerable complication and inflict great hardship on the established manufacturers of phonograms and music rolls. Speaking generally, with regard to article 13, there are certain other points closely affecting the interests of the talking machine industry which have not been dealt with in the report and which I will briefly enumerate:

"(a) Exemption of phonograms for export from payment of domestic royalties.

"(b) License from a composer to reproduce his work phonographically to cover the use of the words, if any.

"(c) The rights of phonographic publication and public performance (article 13, paragraph 1) to be included in the same license.

"(d) License from a composer to use his work phonographically to confer the right to adapt it for phonographic reproduction.

"(e) The question of authorship and country or origin where first publication is in the form of a phonogram.

"These points have all been treated at some length by J. Drummond Robertson in his proof submitted to the committee and his evidence thereon. I have therefore not felt it necessary to deal with them here in detail, but I submit that when this article is under discussion they should receive due consideration.

"This article is not dealt with in our report. Nevertheless, the question of seizure on import is one of considerable interest to the mechanical musical instrument industries, inasmuch as they are largely engaged in reproducing international music. The article does not deal with the case of importation into a country which affords greater protection than the country of manufacture, as, for instance, if the United Kingdom fixed a uniform license of one penny per record while France imposed a royalty of two pence. The question is so closely connected with the regulations which may be adopted in regard to the export of interchangeable parts generally, that without knowing what these are to be it is impossible to make any recommendations; but the matter is one of which the legislature should not lose sight. Finally, I desire to express my strong conviction that the Revised convention should not be brought into force, by order in council or otherwise, until Parliament shall have had full opportunity of considering its far-reaching effect upon domestic legislation."



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REVIEW OF FEBRUARY RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

In the Columbia Phonograph Co.'s February list some excellent numbers appear, notably two double disc Fonotopia records by John McCormack, the distinguished Irish tenor with the Manhattan Opera Co. These are four English ballads (F130-F131) which have won wide popularity. They are sung in that charming and finished style for which McCormack is famous. Two sacred songs (A779) of special excellence are "It is Well With My Soul," a baritone and tenor duet, and Schnecker's "Give Alms of Thy Goods," which is sung by the Metropolitan Trio with incidental solos. Two charming old Irish ballads are listed (A784), sung by Gerald A. Ewing, the new Irish baritone. Prince's Military Band is heard in two delightful numbers (A785), "Thrills of Love" and "Spirituelle Waltz." The same band has made excellent reproductions from Carmen, part 1 and part 2 (A5144). Bizet's famous opera is given an excellent reading, and all the popular excerpts are included. Two Waldteufel waltzes (A5145) are played by Prince's Orchestra with excellent effect. De Koven's "Oh, Promise Me," sung by Mrs. A. S. Holt, contralto, and Clay's "I'll Sing Thee Songs of Araby," by Henry Burr, tenor (A5142), are two old favorites which will ever command appreciation. In the double disc operatic list, selections from "The Dollar Princess" (A780), and "The Chocolate Soldier" (A781) are among those which stand out in a roster of unusual excellence this month. Some thirteen numbers are listed in the four-minute Indestructible record list for February, and they include several newcomers as well as a goodly list of standard compositions which are always in favor. In the two-minute Indestructible cylinder list there are twenty excellent compositions this month, including Lacalle's "America's Aerial Triumph March" (1262), Offenbach's "Intermezzo Elegante" (1269), and Meyerbeer's "Coronation March" from "The Prophet" (1272). In the vocal list Andrew Mack's "Irish Blood" (1276), sung by Ada Jones, is the leader of an interesting array of songs, both standard and popular. It can be seen from the full list which appears elsewhere in this issue that the Columbia Co. have covered a wide sphere in both their double discs and cylinder records this month.

The National Phonograph Co. have prepared another excellent list of records for their February delivery. It is admirably balanced in the matter of popular and high class vocal and instrumental numbers, with a sprinkling of those old timers that will be ever in demand. In the Amberol list those which will come in for special consideration are "Rose of the World" (345), one of the popular feature numbers of Herbert's brilliant operatic success "Algeria," and played by the Herbert Orchestra under the composer's direction; "Benediction of the Poignards" (350), an admirable number played by Sousa's Band—the impressive and dramatic number in the fourth act of Meyerbeer's opera, "The Huguenots." The American Symphony Orchestra is heard in Arditi's "Tarantella" (336) that lively dance of Southern Italy, which is played with rare abandon and charm. Another instrumental number is a dashing march by Sousa and played by the United States Marine Band, entitled, "The Rifle Regiment March" (364). Two vocal numbers in the Amberol list which are destined to have a wide popularity are the "Prologue" from "Pagliacci" (357), sung by Thomas Chalmers in English. This noted baritone is heard to splendid advantage in this number. "If I Had the World to Give You," J. Hayden-Clarendon's high class ballad (351) is sung with fine effect by Reed Miller, whose clear and expressive style is admirably adapted to a song of this sentimental character. In the

Edison Standard record list an instrumental number that stands out especially strong is the "Venetian Love Song," a selection from Nevin's "Suite Romantique" (10297). Its beautiful melody and rich harmonies are brought out most admirably by Victor Herbert and his Orchestra. Another number of especial merit is an instrumental arrangement of the popular Viennese song "Der Zinn Husar" ("The Tin Soldier") (10304) and played in a most finished style by the Viennese Instrumental Quartet. Among the many vocal numbers that entitled "Jerusalem the Golden" (10310), sung by the Edison Mixed Quartet, is a record of especial excellence. It is sung without accompaniment, and is a very excellent example of pure and effective quartet singing. In fact, it is superfluous to analyze the entire list which appears in detail elsewhere in this issue, for each number covering diverse fields, are meritorious and will find many admirers.

The nine Red Seal records by distinguished artists in the February lists of records issued by the Victor Talking Machine Co., Camden, N. J., will interest dealers and purchasers alike. Among the famous artists represented are Geraldine Farrar by a selection from "Mignon" (88211); Mme. Schumann-Heink by the Lyre Song from "Sapho" (88212); Nicola Zerola by "Di quella pira" from "Trovatore" (87045), and the Farewell Song from "Otello" (87046). Blanche Irral is heard in the Jewel Song from "Faust" (70147); Gogorza in "The Feast at the Hermitage" (64110), and "Mi Nina" (71419). Evan Williams, whose voice it is always a delight to hear, is represented by Paradiso from "L'Africana" (7416), and a "Furtive Tear" from *Elisir d'Amore* (74150). In the regular single-faced list the two operatic medleys, sung by the Victor Light Opera Co.—Gems from Robin Hood (31768) and Gems from Algeria (31766)—are certain to win a tremendous vogue by reason of their unusual excellence. Arthur Pryor, whose band records are always brilliant and satisfactory, is represented by two excellent numbers in the February list (5757-31764). Titl's Serenade for 'cello and flute, accompanied by orchestra (31763), makes a number which will not only continue to hold its old position, but win new adherents by reason of its very fine qualities of tone. The Vienna Quartet is represented this month by Herbert's *Badinage* (31762) and Strauss' *Artist's Life Waltz* (31767). They are of that high quality that has ever distinguished the work of the artists comprising this organization. Some fifteen double-faced records are listed for February and make a goodly showing of numbers which should ever have a big following. Among the double discs which especially appeal to the writer are Elizabeth's Prayer from "Tannhauser" and "A Night in Venice," sung by Mr. and Mrs. Wheeler (35096). The Medley of Foster songs by the Peerless Quartet and the Virginia Minstrels by the Victor Co. (35095); La Source Ballet, Nos. 1 and 3, played by the Victor Orchestra (35094). The other numbers are equally noteworthy, but are of a more popular character. It is hardly necessary to say that the Victor list for February is one that merits commendation for its admirable diversity and merits, musically.

The Universal Talking Machine Co. have four very excellent instrumental double discs in their list for February which appears elsewhere. Those by the Zonophone Orchestra (5590-5591) are especially meritorious, containing as they do, compositions of such well known composers as Becucci, Trinkaus, Chaminate and Bennett. Messrs. Lincke and Pryor are represented in the compositions (5588) played by the Zonophone Concert Band, who also was heard in two rattling good marches, listed as (5589). Apart from the popular numbers listed under the heading of vocal solos Frank Stanley is heard in two songs which will ever be popular, namely, "Let Me Like a Soldier Fall," from Maritana, and the "Bedouin Love Song" (Pinsuti) (5594). The same singer and Henry Burr are heard in two

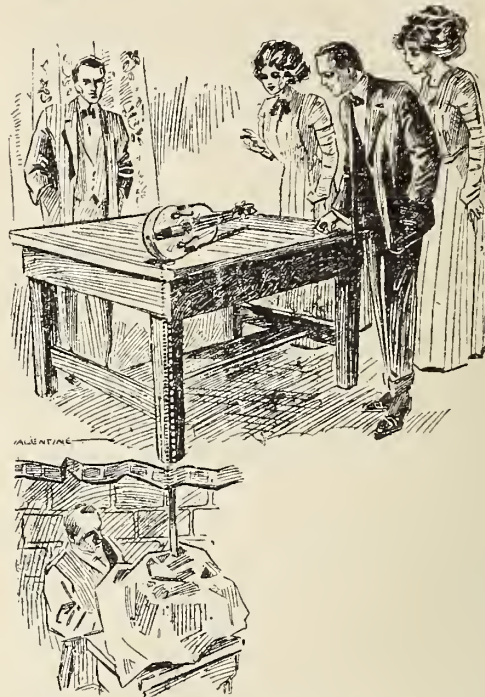
old American songs, "Olk Folks at Home" and "Ise Gwine Back to Dixie" (5597). The other records include a number of the popular order which will undoubtedly appeal to the buying public.

A SPIRITUALISTIC EXPERIMENT.

How, with the Aid of a Talking Machine and a Confederate, a Violin Can be Made to Play by Itself—Not Hard to be a Medium.

The Paladino discussion has brought the subject of spiritualism—whether the brands be real or fake—much before the public these days. A World correspondent exposes a rather smart fake of alleged "mediums," with the result that a pretty parlor trick can be worked by almost anyone, with results startling to the auditors.

All you do is this: Put a violin, guitar or mandolin on a table, stamp your foot, and it will begain to play. The music is not the kind



regularly made. It will sound weird and far away, but none the less distinctly.

Here is the way it is done: Place one end of a long, slender pole on a talking machine with a violin record played by a soft needle in the basement of the house where the trick is to be worked. Let the other end pass up alongside, or behind, or through the leg of a table, the end coming up through a hole in the top, and sticking up about one-sixteenth of an inch above. Balance the violin sideways on the end of the pole, and stamp your foot, which is also the signal for your confederate downstairs to start the machine.

The result will be so realistic that many people really will think that the spirits of the departed are playing the music with unseen hands. Be careful not to have any obstruction in the way of the wooden pole.

The peculiar music is due to the vibration transmitted through the pole from the talking machine to the instrument itself.

MR. BERLINER A VISITOR.

E. M. Berliner, vice-president of the Berliner Gramophone Co., sole Canadian distributors of the Victor Talking Machine Co., Montreal, Canada, was in New York recently, endeavoring to buy Victrolas and other Victor goods, on which they have been surprised with a shortage. Mr. Berliner, a son of Emil Berliner, Washington, D. C., the inventor of the famous Berliner patent, has also contributed some inventions of his own to the talking machine line. He said business in Canada was on the boom and everybody busy.

A salesman who studies the art of "butting in" at the proper time usually carries his point.

1909--1910

The year just passed has demonstrated **beyond all question of doubt** that the

“B. & H.” FIBRE NEEDLE

has proved itself to be the **biggest winning card** ever offered to the talking machine dealers.

Thousands of high-priced machines and records have been sold—“**just on account of the Fibre Needle.**”

Thousands of converts have been made to the “talking machine”—“**just on account of the Fibre Needle.**”

Thousands of old customers (“dead ones”) have been brought back to life and these in turn have become **rank enthusiasts**, and **this is just the commencement.**

These are not idle statements. We have indisputable documentary evidence to back our claim, and furthermore we can show a sales record that exceeds, in rapidity of growth, that of any accessory ever brought out in the talking machine trade.

Be wise and start the New Year right.

Samples and details on application.

“B. & H.” FIBRE MFG. CO.

33 W. KINZIE ST., CHICAGO, ILL.

TRADE FABLE

No. 3

Not so very long ago there was a talking machine dealer in a small middle western town who modestly believed that he was about the niftiest little specimen of a real business man between the two poles. According to his own little line of dope, he had the trade of that particular town securely muzzled and chained and wearing a pretty brass collar with his initials on it to denote ownership. In other words, he simply whistled each month when the new records came and the townsfolk lined up with their money handy and were relieved of it. He called them all by their front names, and, in short, had a cinch which he thought no other system could beat.

This pippin's store had been neat and clean when he started in business and the stock had been fresh and up to date, but there it ended. At the end of two years the dust on the shelves would have choked a vacuum-cleaner, and the old stock had the appearance of real antiques. The rear of the store reminded one of a city ash heap on a busy day, and the whole establishment possessed an air of lassitude that would get the progressive man's nanny. But what cared our nifty friend? His trade either had to buy from him or travel thirty miles to do better, and he thought he was wise. His favorite stunt when asked for a record which he hadn't in stock was to bring out a real live song hit of two seasons ago and converse thusly: "Now, Bill, I'm handing it to you right. The song on this record knocked them off their seats in St. Louis, and you want to get next right away. That record you want is a dead one—take it from me—and I wouldn't want to see you make a mistake and get it. What, don't want it? Well, you know what you can do. I can't please everybody, so you can either take it or leave it." Exit Bill, only to return later for another record which might chance to be in stock.

It might be stated that this ambitious cuss made a fairly good living out of the business until a vacant store on the next block took on a busy appearance and a brand new label appeared over the door, with the words "Talking Machines and Records" stenciled on the window. When our little star merchant saw the new competitor he was strong for the smile stuff, and was even inclined to advise the new arrival to blow before he has lost his roll. Wasn't the trade of the town cinched by him? Wasn't his store and stock good enough for the inhabitants of a one-horse town that was full of dead ones who wouldn't know a real live bunch of records, even if it bit them? After thinking the matter over our hero decided that as the newcomer would run for Sweeney anyway, it was just as well to stick around, keep mum and see the fun.

The opening of the new store was announced by advertisements in the local papers that cost more than the total receipts of the old store, and when the crowd arrived they found fixtures and stock simply dazzling in their freshness. The corps of clerks were live ones and business started right away. Every customer got a run for his money, for the clerks all had "Demonstrate" for a middle name, and were there forty ways when it came to bringing out the latest things from the factories in either machines and records.

It took Brer Wisenheimer just about a week to fall to the fact that as the big smoke in the talking machine trade of that particular town he was passé, and was fast becoming a very bad second simply because there was no other store to occupy that distinguished position. Instead of asking him for a record which he did not have his former customer simply went to the new store in the first place. At the end of the second week the solitary clerk was pushed down the toboggan, only to be immediately snapped up by the competitor, and put to work bringing his old customers over.

Did the first dealer get wise and start to brighten up his stock and store? Not so you can notice it. He just began to raise a howl that reached to the skies about how the new dealer cut prices to get his trade, and that same howl was quickly recognized as pure and unadulterated hot air. At the end of the first month the new dealer had the field to himself, and the man who had bragged about having his trade bound hand and foot had closed his store and was dodging his creditors.

Moral.—Nothing is a sure thing and a dead one never stands a chance. It is the wise guy who hustles all the time.

TRADE IN THE MONUMENTAL CITY.

Hornless and High Priced Machines Lead in the Holiday Trade—Expected to be Much in Demand During 1910—Operatic Records Also Advance in Public Favor Though Popular Selections Sell Well—Cohen & Hughes Good Trade—What Other Houses Have to Report Anent the Situation.

(Special to The Talking Machine World.)

Baltimore, Md., Jan. 6, 1910.

The Victor Victrola, and in fact all the high grade talking machines handled by local dealers, including the Columbia Grafonola took the lead in the way of sales in this city during the holidays and, also, during the month of December. It is estimated by those engaged in the trade that there were more of these high grade instruments given as Christmas presents the past year than at any former time and they are, accordingly, thoroughly convinced that the better class of talking machines have come to stay. While there are still a great number of calls for the low priced machines, these have become less in proportion to the requests for the high priced instruments. Some dealers have been so radical as to express the opinion that the better grades of Victor, Edison and Columbia will cause the cheaper instruments to dwindle materially in demand within the next few years. The prospects are, according to the various statements made, that even a heavier demand will be made for the large machines during 1910.

Just as the big machines have captured the hearts of Baltimoreans, the high priced operatic records have advanced in popularity, and there are more demands than ever for these. There is no doubt in the minds of the dealers that the big season of grand opera to which Baltimoreans have been treated during the fall of 1909 and which will continue until late in the spring of 1910 has had a great deal to do with causing this drift to the high grade records. The Red Seal selections by Caruso have probably had the heaviest run, but the records of other well known songbirds

in the operatic field have come in for an encouraging demand.

Still it is impossible to down the latest hits in the line of popular songs. These are in demand right along, just as fast as they are put on sale. "Slide, Slide, Keep on a Sliding," etc., the selections from the musical comedies of "Bright Eyes," "Three Twins" and the like are extremely popular and can be heard in most any of the homes in which a talking machine forms a part of the amusements for the families and their friends.

Cohen & Hughes have had a particularly heavy run on their Victrolas at their temporary quarters 304 North Howard street, where they were compelled to look after the Christmas rush in consequence of the untimely fire at their handsome new store, 315 North Howard street, a week or so before the holidays. Their stock is almost at the bottom because of the good holiday trade, and they announce that things have been very encouraging since the first of the year.

Manager Grottendick, of the E. F. Droop & Sons Co., reports an excellent month with the Victor and Edison machines, while similar encouraging reports are given out by Manager Albert Bowden, of the talking machine department of Sanders & Stayman, in regard to the Columbias and Victors, and by Acting Manager Cooper at the local branch of the Columbia Phonograph Co. in regard to the Columbias. H. R. Eisenbrandt Sons also report a good trade in Victors.

Morris Silverstein, who became manager of the local branch of the Columbia Phonograph Co. about two months ago, has severed his connection with that company. He has not announced his plans for the future. Mr. Silverstein came to the local store from a similar position in Louisville, Ky.

GOOD AND BAD PUBLICITY.

The times change, and with them the press agent. When bicycles were new, he heralded Knocker's Hat a wheel. When the automobile appeared, every breakfast food and lobster-supper actress straightway took an airing behind a chauffeur. But what shall the press agent do now? The automobile is as common as a dray. The phonograph has cried "wolf!" too often, and, furthermore, it now sings so humanly that the passerby will not halt to see who is being strangled. Searchlights will draw only the little moths; and radium, though still a novelty, is as modest as it is costly. A billboard painted with it would not increase sales. Aeroplanes would do all right; but the Wrights won't be done. Yet genius has arisen in Milwaukee. For some weeks the newspapers of that city have been printing a picture of the Milwaukee public library, showing one end of this edifice defaced with a monstrous roof sign whereon are proclaimed the merits of A—Bread. "Is There Any Limit?" is the question above this disgraceful scene; and below is asked: "Will the people of Milwaukee countenance the use of public buildings for mercenary ends?"

VOICES OF OLD FRIENDS HEARD.

At the annual reunion of the natives of Bradford county, Pa., held at the Hotel Plaza Saturday night, and which was attended by men eminent in all walks of life, many novelties were introduced. One in particular was the reproduction of the voices of scores of old Bradford county friends who could not attend the meeting to honor Harry Horton, the well known broker, by means of the talking machine. It made quite a hit. As each record was played the voice of the speaker seemed to be recognized by the friends present arousing great enthusiasm.

The business of Moore Bros., Rushville and Augusta, Ill., will hereafter be conducted under the title of J. E. Moore, this gentleman having bought out his brother's interests in the business. In addition to pianos and sheet music Mr. Moore handles talking machines and supplies.

Notice of Dissolution

Notice is Hereby Given

that the partnership of Stanley & Pearsall, heretofore engaged in business as merchants at No. 541 Fifth Avenue, New York, has been dissolved by mutual consent.

The business will be continued by Mr. Silas E. Pearsall, under the name of Stanley & Pearsall, but Mr. Stanley being no longer interested, is not liable for obligations contracted hereafter.

EDISON RECORDS BY BERNHARDT.

Famous French Tragedienne at Last Consents to Record Her Voice—National Phonograph Co. Make Exclusive Contract—The Argument That Won Her Consent—Records to be in French and Represent Extracts from the Roles in Which She Has Been Most Successful—Should Prove Most Interesting.

The announcement, which appears for the first time in these columns, that the eminent French tragedienne Sarah Bernhardt, has consented to make a number of records for the National Phonograph Co., Orange, N. J., is of absorbing interest to the trade and general public: The details of the transaction are not at present available, the company's Parisian representative, who concluded the negotiation, merely cabling the news that an exclusive contract with the great actress had been secured. The company officials, however, supplemented this information by saying that the matter has been pending for some little time, the company finding it difficult to overcome Bernhardt's professional aversion to exploiting her art in this manner. Undoubtedly it was only by bringing to bear upon her the argument of what records of her voice would mean to posterity that her consent was finally secured.

The National Phonograph Co. are entitled to the thanks of not only their jobbers and dealers but of all who are interested in the talking machine business for their enterprise in attempting what would appear to be a monumental task—to induce so towering a figure in the world of art to entrust even a small sample of her talent to the phonograph—and for their perseverance when, confronted by professional reluctance, they pursued the matter to a successful conclusion. This announcement means much to the Edison trade and much more to the American public, for the proportion of the people who have been privileged to see and hear Sarah Bernhardt, the greatest actress that the world has ever produced,

is comparatively small. For that reason records of her voice, the voice whose witchcraft has cast a spell over countless thousands during the course of her long career, will be awaited with avidity.

The Bernhardt records, which, of course, will be in French, will represent extracts from the rôles in which she has scored her most emphatic successes. Although in French, which, by the way, is the language of all her plays, the records will lose nothing of interest, for those who have heard Bernhardt upon the stage will agree that her genius of expression rises supreme to mere language, the passions with which she endows her characters finding ample outlet in the extraordinary tones and inflections of her voice; so that all who hear may understand even though the tongue in which she speaks be foreign to them.

In this connection it may be added that the question of the future of the phonograph is, to a very great extent, involved. If the world's greatest actress can be induced to commit her voice to a phonograph record after so many lesser lights of the theatrical world have refused to be heard in a similar manner, is it not possible that her example may be followed by others with the result that the vast percentage of the public, who, because of location, are prevented from hearing the great theatrical stars, may be interested and a new avenue opened for the trade? The company is to be congratulated when, in taking the initiative, they aimed not at a star, but at the star of all theaterdom, the immortal Sarah Bernhardt.

COLUMBIA TRADE IN NEW ENGLAND.

(Special to The Talking Machine World.)

Providence, R. I., Jan. 10, 1910.

The stores of the Columbia Phonograph Co. throughout New England have done a splendid December business. R. H. Stevenson, the manager here, stated sales in that month were the best on record. This is true, in great measure,

of the Boston establishment, and January, February and March are counted upon as the best record months of the year. H. A. Yerkes, in charge of the wholesale department at New York headquarters, still remains manager of the entire Columbia chain in New England.

NEW VICTOR DEALERS.

Bremmer-Chalmers Co. Open Up at 194 Broadway—A Good Center.

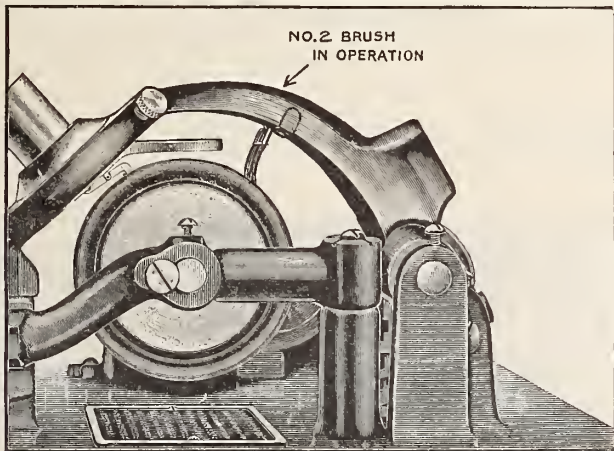
The Bremmer-Chalmers Co. are new Victor dealers at 194 Broadway, New York, having been signed up by the New York Talking Machine Co., through V. W. Moody, who sold them the initial stock. The place was opened at the close of the week, and of their success there is not the slightest doubt, as no Victor dealer is located on Broadway between the Battery and Tenth street. Then again, going North on the same thoroughfare, not a Victor store is in evidence below 96th street. Of course, there is a "bunch" in historic talking machine row on Chambers street and on some of the side streets uptown. John I. Bremmer, of the above firm, was in the business for himself before. Mr. Moody has also fitted up recently several more new Victor dealers in New York.

THOMAS A. EDISON'S SOUTHERN VISIT.

As is his yearly custom, Thomas A. Edison, accompanied by his family and a number of chemists, experimenters and mechanics, will leave about February 1 on his annual trip to his winter home at Fort Myers, Fla., where he will spend the next two months, alternating his time between work in his laboratory and carbon fishing. It is a question as to which of the two will engross the greater part of his time as he is likely to become absorbed in either for hours at a time and without any previous notion. The yearly celebration of Mr. Edison's birthday by his immediate associates and assistants in the companies bearing his name was omitted this as last year by his personal request.

SAVE THE LIFE OF YOUR RECORDS BY USING THE PLACE AUTOMATIC RECORD BRUSH FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED { September 25 and October 2, 1906 and September 10, 1907.



NO. 2 BRUSH IN OPERATION



No. 1



No. 2



No. 3

PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph No. 2 Standard and Home No. 3 Gem and Fireside



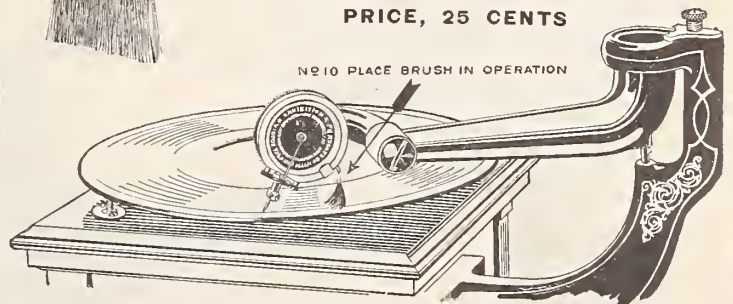
THE PLACE No. 10

DISK RECORD BRUSH

FOR

VICTOR EXHIBITION SOUND BOX

PRICE, 25 CENTS



NO. 10 PLACE BRUSH IN OPERATION

PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

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

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

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.
97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President

"The White Blackman"

There's a Guaranty

Guaranty

We guarantee to every purchaser of Columbia Double-Disc Records that the material used in their composition is of better quality, finer surface and more durable texture than that entering into the manufacture of disc records of any other make regardless of their cost. We further guarantee that their reproducing qualities are superior to those of any other disc records on the market and that their life is longer than that of any other disc record, under any name, at any price.



This is a *Guaranty*, you understand. It is official. We mean it, and we sign it. We print it on every Columbia Double-Disc envelope. Use it. It is valuable. Feature it. It will sell Columbia

Columbia Double-Disc Records, 65c.

COLUMBIA PHONOGRAPH CO., GE

Back of the Notes

ds to new customers, and it will hold your regular customers. longer guaranty never covered any article of merchandise that we of. The *long wear* clause alone is extraordinarily convincing to man who puts his amusement money into records. Take ad- e of it!

long wear is a quality that can be *tested* as well as guaranteed. Our guaranty is based on *tests*. We have just completed a most stive test—Columbia Double-Disc Records (regular product) t *corresponding selections* in “. . .” disc records.

The first Columbia record wore 450 times—the other 210.
The second Columbia record wore 290 times—the other 158.
The third Columbia record wore 355 times—the other 95.
The fourth Columbia record wore 640 times—the other 52.
The four Columbia records total 1,715 reproductions.
The four ——— records total 615 reproductions.
Columbia records therefore wore more than three times as long.

The tested records are played only till the first signs of wear ne apparent in the *tone*. The superior durability of Columbia le-Disc Records has always proved to be not only distinct but *shing*—and it is *increasing* every month.

Exclusive Selling Rights to Responsible Dealers

NE BUILDING, NEW YORK



BLACKMAN IN OPTIMISTIC MOOD.

Discusses Volume of Business Transacted for the Past Year—Expects That 1910 Will Be One of, if Not the Best Year in History of the Trade for the Man Who Goes After Business in the Proper Manner.

No one who has kept in touch with the business of the Blackman Talking Machine Co. is surprised at the excellent and substantial following built up by that concern, for advancement has been the slogan of the Blackman Co. since its inception. True, during the period of depression there have been times when the advance was checked somewhat, but never halted for an instant. The progress during the past year has been especially rapid and both stock and staff have been materially augmented.

The company's list of dealers has been constantly increased, for the Blackman Co.'s system of making the dealer's interests their own and aiding him in every possible way has not gone unappreciated.

In speaking of conditions of the past year and the outlook for 1910, J. Newcomb Blackman, president of the Blackman Talking Machine Co., said to *The World*: "We are well satisfied with our business of the calendar year of 1909, as it has marked a considerable expansion of our business, which has exceeded our expectations, if anything. The past year has seen many changes in the talking machine trade for the better, and the dealers are getting down to a systematic business basis of doing things and many of the half-hearted have been eliminated."

"Personally, I expect 1910 to be one of the best years, if not the best year, in the history of the trade for the man who goes after business in the proper spirit. I think the next year will see the field entirely cleared of the dealer who handles his stock in an indifferent manner and does not offer his customers the latest products of the factories in machines and records. Numbers of towns where four or five half stocked dealers now hold forth, will, without doubt, in future be supplied by a couple of dealers who will make the talking machine business their real work and give as much attention to it as they would do to any other business venture."

"I have gone into stores where several lines were handled and where the talking machine stock was neglected to a point where a thousand dollar investment was lying dead through the fact that the dealer wouldn't invest a hundred dollars or so in the new records and attachments. With new goods as an attraction the old stock could have been moved out automatically.

"If present conditions continue it will not be long before it will be found unnecessary for talking machine owners to go to the larger cities for the latest goods, for the towns will be supplied by a dealer or two in each, who will carry everything in his line and keep his stock up-to-date. How infinitely superior this will be to the present situation where there are half a dozen small dealers in a town neither of whom gets a large enough share of the trade to warrant him investing in new stock.

"The Blackman Co. have endeavored to bring the above facts home to the dealer wherever possible and excellent results have been obtained. The weak dealer has been advised to either give up or sell out and save a portion of his investment at least, while the businesslike man has been encouraged and aided wherever possible. As a result there are few Blackman dealers who are not enthusiasts and look upon talking machine selling as a substantial business proposition.

"With such conditions obtaining I certainly look upon 1910 as a year of opportunity in our chosen field."

MANAGER G. T. WILLIAMS REMEMBERED.

As a mark of their personal esteem the office force and staff of the New York Talking Machine Co., 83 Chambers street, New York, on the day preceding Christmas presented G. T. Williams, the general manager, with a very handsome stick-pin. Mr. Williams expressed his ap-

preciation in a few appropriate words. The company gave each of their employees the customary gold piece, with the compliments of the season.

FROM THE DIVORCE CENTER.

Dealers in Reno Profit by the Residence of Those Who Would Sunder the Marital Ties.

(Special to *The Talking Machine World*.)

Reno, Nev., Jan. 4, 1910.

Arthur L. Holgate, manager of the Emporium of Music, which is now located in the Masonic Temple of this town, is doing a splendid business. This concern recently took over the entire sheet music, Victor and Edison phonograph departments of the Menardi Music Co. In discussing conditions with *The World*, Mr. Holgate said:

"Although we are located a great many miles from the Metropolis, New York, we are enjoying the very best of trade and have the largest exclusive talking machine parlors, record rooms, etc., in the state of Nevada, and our business extends for a radius of one hundred miles in all directions. We are located in the large, new Masonic Temple, and naturally feel very proud of our store and of our city 'Reno,' which probably you have seen advertised a great many times as being the center of the great divorce colony. Whether that is a credit or not remains to be seen, but I assure you it has brought us hundreds of dollars, for we have supplied for instance: Mrs. Francis Kip, Mrs. Stoddard, Miss Margaret Illington, Mrs. Frost, Mrs. McKim, Mrs. Tyler. These are all rich, well known New York ladies, and have all made our store their headquarters, purchasing machines, records, music, etc., which we appreciate, I assure you.

"Wish you all success in your distribution of your *Talking Machine World*, which is certainly worth ten times the amount of its subscription to a dealer."

STEADY ADVANCE REPORTED

By the National Phonograph Co. in the Development of All Branches of Their Business—Demand for Amberolas Has Exceeded Expectations—Great Campaign of Publicity Being Instituted.

The National Phonograph Co., with the commendable optimism that is characteristic of everything they do, are looking forward to a big year in 1910, and are making preparations to increase their facilities at the factory in order to provide for the business that they feel sure is on its way.

In a recent chat with the officers of the company, they said: "Business was exceptionally good with us in December, the sales climbing to a figure that exceeded all expectations. No one particular product showed a phenomenal demand, the increase seeming to be general in all types of machines and records; which in itself is evidence of a healthy condition of business. January orders are unusually promising. The demand for the Amberola shows no sign of an abatement; on the contrary, with only enough shipped to serve as samples for its jobbers, orders for the machine are being received with every mail. It was feared that disappointment over the company's inability to supply dealers with machines in time to meet the holiday trade would discourage interest in Amberolas, for a time at least. Such fear, however, proved groundless. Instead of being discouraged jobbers and dealers are evincing the liveliest enthusiasm and urging the company to renew its efforts to provide them with Amberolas at the earliest possible moment."

Sales Manager Dolbeer keeps a stack of letters on his desk in which he takes the keenest pride. They are a collection of expressions on the Amberola from jobbers and dealers who have seen the machine and become impressed with its superior points. They are unsolicited testimonials, too; and their general tone is enough to make any manufacturer happy. The Edison trade is waiting—eagerly, anxiously—for Amberolas, and the National Phonograph Co. are straining every nerve so that they may not be kept waiting too long.

In discussing the situation a member of the company said: "It was a serious situation that the company has had to confront, but plans have been put in operation now that ought to relieve it in a very short time. When enough Amberolas have been shipped to meet the immediate demands of the trade the company promises to do some good missionary work among the public with its advertising. Preliminary steps in that direction have been already taken in both magazines and newspapers throughout the country. The market for the Amberola is practically unlimited. Of that fact the company is convinced from the attitude of its jobbers toward the machine. With the Amberola and the superior catalog of Amberol grand opera records that the company is building up, and with the well known confidence of the public in Edison products to encourage them, Edison dealers are in a most enviable position to attract a great share of the market for high class goods during the year of 1910."

Edison jobbers and dealers may rest assured on one point—the National Phonograph Co. believe with a faith that nothing can shake in the future of the talking machine business, and fortified by this faith, the company will go on to discover new products for the mutual benefit of all branches of the business, and new methods to encourage a corresponding faith and enthusiasm in its sale branches.



THE DEATH OF NANCY.

I sort o' feel—now Nancy's dead—
As if the sunny days were o'er;
The sky seems one dark thunder-head.
Her stall is dark—she's there no more
To welcome me—for Nancy's dead.
HOWARD TAYLOR MIDDLETON.

NEW ATTACHMENT PROPOSITION

Soon to be Submitted by the National Phonograph Co. to the Trade.

The National Phonograph Co., Orange, N. J., is on the verge of submitting to the trade a plan to promote the sale of combination attachments, with the view, of course, of increasing the sale of Amberol records. The company is not as yet prepared to divulge the nature of the proposition, but it is said to be exceedingly liberal from the standpoint of both trade and public. To pave the way for the successful launching of the proposition the company, on December 6, requested its dealers to immediately advise their jobbers of the number of attachments they had in stock (on forms provided for the purpose), and its jobbers to communicate the information to the general office at the earliest practical moment. It transpires that, possibly due to the holiday rush, the information has not been communicated as quickly as desired, and the company has been necessarily prevented from making a definite announcement of the proposition up to this time. Reminders have been given to its jobbers and dealers by the company, and the project will soon be under way.

The Royal Phone & Phonogram Co. are negotiating for premises in New York for a recording laboratory. Some place on Sixth avenue is in view.

TIMELY TALKS ON TIMELY TOPICS

As predicted in last month's World the shortage in the high-price, concealed horn cabinet machines during the holidays was a factor of considerable moment. While the Amberola and Grafanola lines are comparatively recent arrivals on the market, and the demand went far beyond the most sanguine anticipations of their manufacturers, the Victor Victrola cut the greatest figure and occupied the commanding position in the estimation of the trade. To be sure, no authentic data is at hand on which to base what may be termed really intelligent and informing comment, but enough has become known to establish the fact that the sale of Victrolas during the past month—possibly less—has been simply tremendous.

It is true, a large number of Victor distributors, anticipating a heavy sale, had placed orders for double and even treble the number of Victrolas purchased in the previous year for December delivery. But the supply fell far short of the demand. One widely-known New York distributor, whose business is along strictly retail lines, ordered 500 Victrolas in August in monthly shipments, with the stipulation that the entire lot should be in stock before the middle of December. About 70 per cent. of the goods were received, owing to the inability of the Victor Talking Machine Co. to do any better, as the wants of the entire country, much to the company's surprise, were finally satisfied—the entire capacity of the mammoth plant being oversold—on the allotment plan. Reports say that on the first of December the Victor Co. had on hand orders for 4,000 Victrolas.

Of his particular experience, which doubtless applies to other concerns in degree if not altogether in kind, the distributor aforementioned may be quoted as follows: "In three weeks' time we sold Victrolas to the amount of \$30,000. This proves beyond a doubt what The World said in its December issue, that the bulk of the holiday trade would be on high price goods. Of course, other types of Victor models as well as Edison machines were sold, but they did not figure alongside the Victrolas. It seemed as if our customers knew no other machine. With this rush of business you better believe we had to hustle for stock. We scoured New York, and in not a few instances actually appropriated goods just received from Camden and on the sidewalk in front of jobbers' places. It was rather a high-handed way of doing things, but, as you know, necessity knows no law, and as we paid cash on delivery the sales were advantageous both ways. There was no use blaming the Victor Co. for failure to live up to our agreement, as we understood conditions and therefore made the most of the situation. We knew, also, that, as a matter of good business policy, the Victor Co. would prefer to ship a Victrola to a little dealer out in Nebraska, for instance, than let us have it come to New York. The company knew we were a sure thing at all times, and a Victrola in a country town out West would spread its reputation and gain customers for the future, while it might be buried, so to speak, in New York, as far as new business was concerned. We recognized the silent force of this argument, though it was not expressed in so many words by the Victor Co. management. Say what you please, the managers of the Victor Talking Machine Co. are on to the job, know their business and are wise gentlemen!"

Export trade is being rapidly expanded by the manufacturing companies, especially in the Latin-American countries and Australia. The European business is covered, in the main, by licensed companies or branch houses, while the trade in Mexico, the West Indies, Central and South America are looked after direct. The trip of Walter Stevens, manager of the export department of the National Phonograph Co., Orange, N.

J., to South America, is significant. Mr. Stevens, who sails January 22, is recognized as one of the best equipped men in the foreign service, and though this is his first visit to that part of the world, it is safe to say that something will be doing on his return.

Another company has been approached by responsible capitalists in one of the South American countries to organize and equip a local manufacturing plant. The machinery, pressing outfit, etc., is to be a duplicate of the American or home factory, as well as the processes used in the recording laboratory. The proposition under careful consideration is regarded with favor by the people here, and from what can now be learned, the enterprise will go through before long. The advantages of such an undertaking are obvious from many points of view, and it will lead to an expansion of trade on so firm a basis for this particular product that competition, especially of European origin, will be reduced to a minimum, if not obliterated entirely.

Following the appearance in last month's World of a preliminary statement relative to the Piano Trade Exhibition, to be held in Richmond, Va., May 16 to 21, in connection with the annual conventions of the piano manufacturers' and the dealers' national associations, application for space was immediately made by the Columbia Phonograph Co., General, National Phonograph Co. and the Victor Talking Machine Co. As was made clear in The World's recital of the facts furnished by Chas. H. Green, the manager, the exhibition is not confined exclusively to the products of the piano factories, but is intended for the benefit of every branch of the music business, and in this category the talking machine interests are properly placed. The above companies regard the music trade as one of their most important avenues of distribution and value it accordingly. It is no more than natural and appropriate that the splendid goods of these world-known concerns should be displayed at this gathering of music people, and it goes without saying that their exhibits will be among the handsomest and most attractive of any entered. The official prospectus, floor diagrams, prices, etc., were sent out by Manager Green January 10, and the allotment of space will follow in the order in which the applications are received after that date. The exhibition is regarded as an assured success even at this early date, this judgment being based on the interest already taken in the event by leading piano manufacturers.

It is not a new subject by any means, but dealers have for several years criticised the policy of issuing multiples of records of the same selection. One of the many commentators of this idea remarked: "I cannot understand why the companies insist on making records of the same selection by several artists. Naturally dealers are supposed to stock up on everything that is within reason, but nevertheless it seems unnecessary for a half dozen artists to make records of the same selection. It seems to me that this policy is an unwise one."

Now, this criticism may sound well from the dealers' standpoint who has not given the matter close consideration, but as a matter of fact the general public attending opera or concert is always desirous of hearing different artists sing the same operas or the same songs, and as long as each singer possesses distinct qualities of voice and interpretation so long will the public desire different readings of the same number. It is only necessary to watch the programs of various concerts to note that the leading singers always list the same classical songs. It must not be overlooked that the companies making records have given this matter full consideration, and are best equipped to pass final judgment. For

instance, during the past two weeks the Metropolitan Opera House in this city has been crowded with people who have desired to hear Slezak sing Caruso's role in several operas. Now, it is all nonsense to assert that records by Slezak of the same excerpts from the operas that Caruso sings will not be in demand. They surely will, for each has a different following—a different set of admirers. This general custom of duplicating records of the same song by different artists will continue to obtain, particularly now when the talking machine has won a place as a real interpreter of musical art.

Copyright owners—music publishers in chief—are not altogether elated over the manner in which the new law is working out so far as they are concerned. The Federal act is one of those double-action things that is true of compromise measures in which a whole lot is concealed except to the analytical minds of the more or less bright men—the attorneys-at-law. These gentlemen have always a lot of so-called trouble on tap for their clients who are of an objectionable turn of mind; but so far there is nothing doing of any great moment. The talking machine people are alive to the situation and so far no remarkable emoluments are coming the way of either the music writers or their abettors, the publishers.

Joseph Hoffay, manager of the Columbia Phonograph Co.'s Mexican business until its transfer to the Compania Fonographia Mexicana, S. A., and who recently arrived in New York from the City of Mexico, sails to-day (Saturday) for a tour of the West Indies in the interest of the company. Mr. Hoffay will be away for a couple of months, when he will be transferred to the Columbia Co.'s traveling staff in South America, as a permanent attache in that part of the world. This will make three representatives of the company down there.

THE HIGH GRADE SHOPS ALL SELL Echo Record Albums

FOR TALKING MACHINE DISCS
ANY CABINET

CAN BE FITTED TO HOLD THESE ALBUMS
Made in Two Styles to fit either Single or Double
Face Records

VICTOR, COLUMBIA OR ZONOPHONE MAKE

They form a complete system for filing disc records, which
can be added to, album by album, on the unit system
or Library plan. Just the thing for

RED SEAL COLLECTIONS
Every Record Instantly Available



RETAIL
PRICES

Ten-Inch Disc Albums \$1.25
Twelve-Inch Disc Albums 1.50

"Echo" Record Albums preserve disc records against dust,
careless handling, scratching or breakage.

DISCOUNTS TO THE TRADE

ECHO ALBUM CO.

Sole Manufacturers

926 CHERRY STREET, PHILADELPHIA

PLAYING THE 'CELLO BY COMPRESSED AIR.

Some Interesting Details of the Application of the Auxetophone Principle to the Violoncello—Is the Invention of Hon. C. A. Parsons, of Turbine Fame and Has Excited Much Favorable Comment Wherever Heard in Musical Circles in Europe.

In The World recently reference was made to the application of the auxetophone principle, invented by the Hon. C. A. Parsons, of turbine fame, to the violoncello, and which was formally introduced on the program of one of the concerts in London some time ago. Through the courtesy of the Scientific American we are enabled to describe and illustrate this novel attachment to musical instruments, whereby the tone of the latter, to which it is attached, is appreciably increased by means of a current of compressed air.

The auxetophone may be best described as a comb or multiple-reed valve of aluminum, which comb is hinged in such a manner that each tooth

time richer in character and greater in volume.

In the accompanying illustrations the disposition and details of the apparatus are clearly shown. A special bar is carried across the sounding box of the instrument to support the multiple-reed valve and its box. The current of compressed air enters the box at its lower end. The aluminum connecting rod between the valve and the bridge of the instrument is clearly shown.

The air is compressed in a small portable cylinder. The current first passes through a pressure gage at the player's foot, the dial of which can be instantly and easily read and followed. From the pressure gage it passes to a small air filter, which removes all suspended impurities.

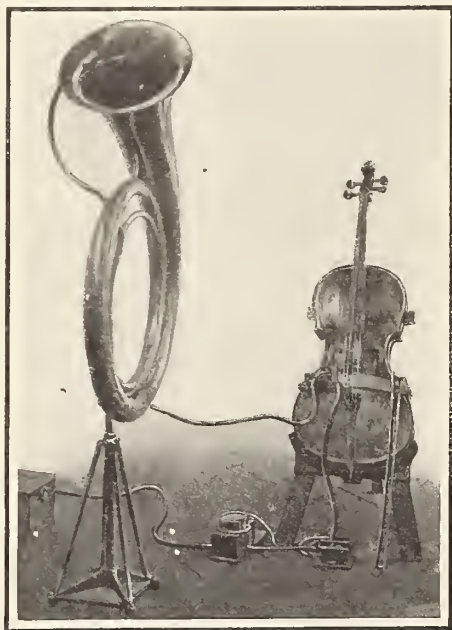


Fig. 1.—'Cello with the auxetophone attached which delivers the sound waves to the trumpet. On the floor is a pedal for modulating the air pressure, a pressure gage, and air filter.



Fig. 2.—View of the instrument, showing mounting of the valve mechanism and aluminum connection between the bridge of the instrument and the valve.

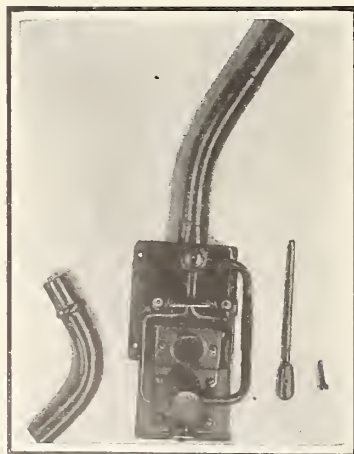


Fig. 3.—View of the instrument looking on the delivery side of the valve.

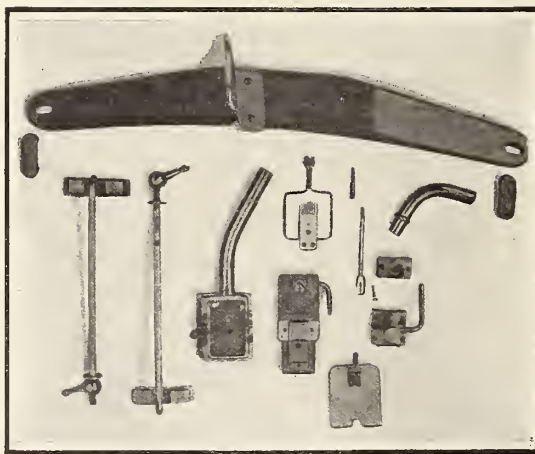


Fig. 4.—The several component parts of the auxetophone.

of the comb can vibrate at a variable distance from a corresponding slot in a little box to which compressed air is supplied at about five pounds pressure. The farther away the teeth are from the slots the greater is the flow of air, and vice versa. The flow of air is controlled by a valve, and when caused to vibrate the air transmits corresponding sound waves into the trumpet.

When the auxetophone is applied to the 'cello or any other stringed instrument the valve is connected by a rod of aluminum with the bridge of the instrument. Thus the valve is caused to vibrate in accord with the characteristic tone of the instrument. The sound issuing from the trumpet, though in many respects identical with that of the instrument itself, is at the same

Then it passes to the lower end of the valve box mounted on the instrument. Between the pressure gage and the filter is a small pedal, by means of which the player can modulate the flow of the compressed air by means of his foot.

The horn is mounted on a stand beside the instrument, and a flexible pipe coupling connects the valve box of the instrument with the horn. The valve mechanism support is so made that it can be attached or detached from the instrument in a few moments.

At the concert previously mentioned the possibilities of the invention were very strikingly evidenced. The tone of the instrument was appreciably fuller, richer and stronger when the auxetophone was attached, the harmonics were

clearer and the high-pitched notes were more clearly defined than is possible without the attachment. In the fortissimo passages the tones had a solid, well-rounded ring of great volume, while in pianissimo the expression of the artist was well produced with a softness accompanied by distinct clearness of the tones.

ECHO ALBUM A BIG SELLER.

The Echo Album, which is advertised in another page of this issue, possesses so many features of interest to dealers and purchasers that it at once appeals to their consideration. No better means of protecting expensive records exists, and its construction and finish are such as to insure quick sales and a good profit for the dealers handling it. By means of these albums particular people using talking machines are able to satisfy their wants.

THE UDELL SALESMEN.

The Udell Works, Indianapolis, Ind., announce that Daniel G. Williams and Frank J. Billings, who have sold their goods jointly in the past, will in future divide the field. Mr. Williams will look after the music and talking machine trade and handle woodenware and ladders, while Mr. Billings will look after the furniture line, including desks, music cabinets, book-cases, etc.

MAY HANDLE TALKING MACHINES.

Reports from Boston, Mass., state that the Victor selling force are looking after the possibility of having the Hallet & Davis Piano Co. take on the Victor line for their retail stores. If the deal goes through it will be one of some magnitude, as the H. & D. Co. maintain a chain of establishments second to no piano manufacturers in the country in point of numbers and desirable and favorable locations from talking machine considerations.

DR. O'NEIL RETURNS FROM ORIENT.

(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 3, 1910.

"Doc" E. F. O'Neill, who has been in the Orient for several years in the interest of the Victor Talking Machine Co., returned recently, and will stay for a month or so. The "doctor" has had a great experience in the Far East, and while visiting his friends in Boston, Mass., his home, many tales of his travelings have been told. "Doc" O'Neill, as is well known, is a graduated surgeon in dentistry, but has a predilection for the talking machine business, in which he has been a great success, and his experiences in foreign lands have been a source of interest to his many friends in the trade. He will go back to the Far East later.

VICTROLA XII WITH NEW CABINET.

The Victor Co. are now shipping to Victor distributors their Victrola XII, with newly designed and more elaborate cabinet, which will greatly increase the sale of this instrument.

FIFTEEN NEW LAUDER RECORDS.

The Victor Co. are issuing fifteen new Harry Lauder records, made in their own laboratory by their new and improved process. They are far superior to the ones now listed, and will have a big market. This company announce that Lauder has entered into a new and exclusive contract with them.

Since removing the C. G. Conn Co. musical instrument agency from 46 West 28th street ("Tin Pan Alley") to the more aristocratic location at 48 West 34th street, in the new music district of New York, Manager Boyer has added the Edison line as a dealer.

As officially announced, Max Mandel, proprietor of the Guarantee Phonograph Co., Brooklyn, N. Y., has been reinstated as an Edison dealer by the National Phonograph Co.

TRADE IN THE QUAKER CITY.

Best Holiday Business Since 1906 Say Talking Machine Men—Stock Received on Time When Rush Orders Were Placed—Likely That More Piano Firms Will Add a Talking Machine Department Soon—Good Columbia Co. Report—L. Buehn & Bros.'s Fine January Trade—Filled All Holiday Orders—Other News of the Month.

(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 10, 1910.

The old year's business of the dealers in talking machines in Philadelphia was excellent is the report that is received from all sides. There is a unanimity of opinion that the holiday trade was the largest that the talking machine men ever had, with the possible exception of 1906, which is still credited as being the banner year. And not only the holiday business, but the year, as a whole, summed up very well with every past year, with the exception of 1906.

The fear expressed previous to the rush, that the factories would be unable to supply the demand seems to have been groundless, for even the most sceptical assure me that they missed but very few sales. The machines seemed to come in just in time in every instance, which speaks well for the conditions at the various factories. They seem to be such that they are able to meet all emergencies.

Last summer the manufacturers requested the dealers to get in their orders early for as much stock as they desired, but they were skeptical as to just what they would need, and did not order bounteously. So, naturally, when the rush came both factories and dealers were short of goods, and it was feared trouble would follow. The manufacturers came nobly to the rescue, however, and this week I have heard nothing but praise as to the way they filled orders, and this is true of the Victor and Edison and Columbia companies alike.

The success of the talking machine business in Philadelphia during the holiday season has set a number of the piano firms along Chestnut street thinking, and there is a likelihood that at least several of them will be in the talking machine business before another year has rolled around. As one of the jobbers said this week: "I think the piano men are chumps that they do not add talking machines to their stock. They require so little space to carry, and every one of the big Chestnut street firms have ample space to accommodate such a stock. The returns on talking machines come in faster and more sure than on pianos, and in much larger volume in comparison with the outlay."

Rumor has it that the Cunningham Co. will add talking machines in a very short time, and they will be the third of the piano dealers in Piano Row to handle the little instruments, now such great and steady sellers.

C. J. Heppé & Sou and the Bellak Brothers both report a very good holiday business on talking machines. The former firm is willing to admit that the volume of business in that line was very much larger than in pianos; that is in the growth and profit of the business. The Heppés practically cleaned themselves out of the largest stock they have ever had during the holidays, and while they have been able to replenish in the past week, to a great extent, they are still short on the small machines.

The Columbia Phonograph Co. report that their Christmas trade showed up great. T. K. Henderson, the manager of the department, has been home ill for about a week, but not seriously so, and expects to be back again at his desk in a few days. They believe that the current year is going to be a very good one. They are hearing nothing but the most encouraging reports from all sides, particularly from their traveling men up the State. They have been adding new dealers to their list right along, but particularly so within the past few weeks. They are well pleased with the rapidly increased demand for the four-minute records and the four-minute attachment. They believe that this new

four-minute scheme will more than double their business during the current year. They have been adding a great many artistic records to their January list. The records of John McCormick, the new Irish tenor, are particularly good sellers, as are also the records of Francisco Vignas, the new Spanish tenor. The Pimazzoni records are some of the finest baritone records the Columbia Phonograph Co. have ever had. They have their men all on the road at present, and during the spring they will make a vigorous campaign to locate dealers in every town of any importance.

Louis Buehn & Brother report that their January business was almost the equal of the largest month the firm ever had. And as to the prospects for the coming year, Louis Buehn says: "The present indications, as they look to me, are that we are going to have a business that will equal in volume our 1906 year, which was our largest year, and I am hoping for an increase that will possibly exceed that year. My reason for thinking that is this: We have sold an immense number of machines the past two months and that always presages a big talking machine business."

The firm managed to fill all holiday orders, and with very little delay. "It was a case, in many instances, of filling orders from hand to mouth, but we managed to get through all right," says Mr. Buehn, "even although it was close figuring at times." The salesmen of the firm have already taken to the road. R. J. Dungan is at present up through Pennsylvania, and is doing exceptionally well. He has already sent in several very good sized orders. Frank Reinick is covering the city and finds that the dealers, one and all, are very much encouraged, and are much more willing to place orders than they were at this time last season. The Edison Cygnet horn has taken with the public exceedingly well. In fact, Mr. Buehn believes it will eventually replace the straight horn entirely. As to the Edison Amberola, of which the Buehn firm had quite a number, they sold them as fast as they were received. The firm expect to re-decorate their sound proof rooms and have already begun work on two of them.

The Penn Talking Machine Co., like the other firms, report that their holiday business was the best they have ever had, with the one exception of 1906. It was considerably better than they had calculated. "For the present year," says a member of the firm, "our prospects are excellent. Everything points to a very big

year. Already we have sold a number of machines in the new year, and our record trade has been little less than marvelous, much of it coming from holiday purchasers of the talking machines."

Both Mr. Clark and Mr. Smullen, of the Penn firm, have already taken to the road, and have already been heard from with orders. They report that all the dealers they have already called on report most encouraging prospects ahead for the new year. The firm are pretty well sold up, but they were furnished with sufficient stock from the factories so that they lost no sales.

H. A. Weymann & Sons report that they came near having a record with their holiday trade. Two days before Christmas they sold 31 Victrolas and the last day they sent out eleven. They had been practically cleaned up on Victrolas, but the day before Christmas they were able to get in a dozen, which helped them out, yet they feel that they would have been able to sell yearly that many more of them if they could have had them. Business the first week in January was considerably more than normal. The Edison Amberola records are selling exceptionally well and they could have disposed of several more Amberola machines if they could have gotten them. Norbet Whitley will start through Pennsylvania this week, and on Tuesday or Wednesday W. H. Doerr will start through the southern trade of the firm. They will make a number of changes in the department early in the new year. They will revise the racks and will place every record in a heavy cardboard envelope separately, to insure the dealers that they will receive the records they order in first class condition in every way.

If every business in Philadelphia looked as bright for those engaged in it as does the talking machine business at the dawn of 1910, what a bright and cheerful prospect ahead there would be for the business man.

GEO. W. LYLE SAYS "NEVER BETTER"

When Asked Regarding Business—Working Hard to Catch Up on Goods.

When asked what he thought of the outlook, Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, said: "Never better. We suffered from a shortage of goods, but we will catch up before long, and 1910 will make a new high record for Columbia products. Personally, I am feeling fine, and business conditions prospectively warrant this pleasant frame of mind."

Put One on Your Show Room Floor

AND WATCH THE INTEREST DISPLAYED IN THE

Monarch Midget



Jobbers can interest their dealers, and dealers their customers. Talk Wire Racks and show them. You can't sell a customer a rack if you don't have any.

SEND AN ORDER TO-DAY

SYRACUSE WIRE WORKS

R. S. Williams & Sons Co., TORONTO AND WINNIPEG
Canadian Representatives

SYRACUSE, N. Y.

THE THREE COLU



The Peerless Grafonola "Regent," \$200

It is clear that Columbia dealers are going to coin money this winter on the Grafonola line. One thing you can count on: As soon as we have persuaded any man who has the purchase of a hornless machine in mind to step inside of your store long enough to see the Grafonola "De Luxe" and make comparisons, *it's all over but the name and address.*

Between the Grafonola "De Luxe" and the Grafonola "Regent," the Columbia line is this minute more interesting to the active dealer than all other musical lines put together. *We mean that!* The Grafonola "Regent" will sell not only to those who have considered the possibility of owning a hornless talking machine, but to many people who never gave the matter any serious thought before. This is prediction, mostly, we'll admit—but we are in a position to see what is happening, and the Grafonola "Regent" *alone* is sure to be sufficient reason to a good many dealers for securing the exclusive selling rights of the Columbia line—and the proof will follow pretty closely on the prediction. Mark that down, and we will remind you of it again a little later.



You may remember—that's what we told you along in October. It's "a little later" now. The proof has arrived. The prediction has come true.



The Magnific

Columbia P
Tribune

Exclusive Selling Ri

COLUMBIA GRAFONOLAS



Grafonola "De Luxe," \$200



The Beautiful Grafonola "Elite," \$100

And since then, the advent of the Grafonola "Elite" has strengthened the whole program unmistakably. It's "the greatest hundred dollars' worth of music in the world." It never kills the sale of one of the \$200 instruments according to our observations, but reaches out and takes strong hold on an entirely new class of trade—a trade that you have never reached before. A good part of the profit in every Grafonola "Elite" sale you make must be counted as found money, on that account.



Unless you believe it is necessary for a talking machine dealer to run his business as a hand-tied employee of the manufacturers instead of an independent factor in the business, now is the best time in the world to give some mighty serious consideration to the business that is waiting all around you—waiting to be reached by means of these three splendid instruments.

Columbia Graph Co., Gen'l

ing, New York

anted to Responsible Dealers

UNIVERSAL CO. IN PHILADELPHIA.

Move Entire Plant from Newark, N. J.—Removal a Matter of Business Convenience—Located in Heart of Quaker City Business District—Recording Laboratory Moved from New York to Camden, N. J.—H. J. Hagen Also Goes—An Important Move.

During the month the plant of the Universal Talking Machine Mfg. Co. have been in the process of removal from Camp and Mulberry streets, Newark, N. J., to Fourth and Race streets, Philadelphia, Pa. The office will be the last to be transferred, but it is expected that about February 1, possibly a week before, the change will have been effected. General Manager Macnabb and his entire office staff and factory force will go along. The removal is a matter of business convenience, as it was found that even if Newark was only about fifteen minutes from New York, Zonophone jobbers and dealers were averse to making the journey. This unfortunate fact was ascertained but a short time after the general offices of the company were taken from the metropolis to Newark, hence this shift restores the equilibrium of affairs, trade visitors to Philadelphia finding it no trouble to call at a plant located in the heart of the business district of the city. The new factory will be one of the most complete in the country, and no change whatever follows the removal to the City of Brotherly Love.

The recording laboratory of the company, at 256 West 23d street, New York, under the management of Henry J. Hagen, will be discontinued and goes to Camden, N. J., the manager accompanying the removal of his headquarters, the scene of not a few brilliant triumphs in the making of records. Messrs. Macnabb and Hagen have many friends in New York, and their departure is regarded in the light of a personal loss.

CHANGES IN NATIONAL STAFF.

J. W. Scott, familiarly known by the affectionate sobriquet of "Scotty" among his associates of the trade, has been promoted to the position of special traveling representative of the National Phonograph Co. The duties of the position, which has only recently been created, will call Mr. Scott from his former territory, which comprised Massachusetts, Rhode Island, Connecticut and Maine, to special assignment

throughout the country. The first assignment was Birmingham, Mobile and other large cities of the South, where Mr. Scott is at the present time. The appointment comes as a deserved promotion in recognition of the splendid work that Mr. Scott has done for the National Co. since his connection. His successor has not yet been announced.

Other changes in territorial assignment of the National Co.'s traveling staff are noted as follows: J. H. Allgaier will hereafter travel the southern half of Illinois in addition to Missouri. J. H. Gill will call on the trade in central and western New York instead of California, Arizona and New Mexico. F. L. Hough travels North and South Dakota in addition to Minnesota. A. H. Kloehr will report on Kansas City, Mo., in addition to the State of Kansas. F. H. Stewart, formerly traveling Louisiana and Mississippi, has been transferred to the Edison Mfg. Co.'s kinetograph department.

DAVEGA CO.'S FINE REPORT.

Business for December Made a New High Mark with This House—All Departments Made Good Showing.

With the S. B. Davega Co., 126 University place, New York, business in the month of December made a new high mark, and during the holidays, notwithstanding their large and varied stock, they were occasionally crowded to fill orders. However, an unexpected shipment from the factory came in the nick of time to satisfy the most clamorous, and so the company pulled through with flying colors, and none of their dealers failed to get what they wanted. The S. B. Davega Co. make a point to fill every dealer's orders, not partially, but completely, and it is this reputation, combined with the rapid sellers which they specialize, that has contributed largely to the esteem in which the firm are held by the trade. Their interesting announcement elsewhere is well worth reading carefully.

MACDONALD ENTERTAINED.

Thomas H. Macdonald was the guest of honor at a dinner given by President Easton, of the American Graphophone Co., at his home at Arcola, N. J., Monday, December 13. The chief officers of the organization were invited to celebrate Mr. Macdonald's twenty years with the company and the progress of the art in that time. It was a most enjoyable time.

EDISON GRAND OPERA CATALOG.

The First Supplement Comprises Twenty-Eight Records, Ten by the Distinguished Tenor, Slezak, the New Artist, Are of International Repute—Exclusive Contracts Being Made with Noted Stars—New Catalog One to be Proud of.

At the time that the National Phonograph Co. first announced the Amberola to the jobbers and dealers the promise was made that it would be re-enforced by a catalog of grand opera Amberol records of special merit. That was on December 1 last, and subsequent additions to the catalog prove that the promise is being religiously kept. The first supplement comprised twenty-eight records, ten of them by the incomparable Slezak, whose debut on the stage of the Metropolitan Opera House constitutes a page in the history of that famous temple of art. Slezak is a young man, in physical stature a giant, hardly as yet at the zenith of his vocal powers, and with many years of professional usefulness before him. He has been retained to sing exclusively for Edison records for a number of years. His contract with the National Co. secures them the exclusive right to his entire French and Italian repertory, as well as to any selections he may use on his American tours.

Three more records on this list are by Riccardo Martin, the first American operatic tenor to receive international acclaim, and three more by the marvelous Spanish tenor, Constantino. Mme. Blanche Arral, the gifted coloratura soprano, who, after winning the enthusiastic commendations of Metropolitan press and critics, proceeded on a triumphal tour of the country, contributes four more, as do Adelina Agostinelli, the Milanese soprano, at present singing in Italy, but, who from April 1 to September 1 will be leading soprano of the Colon Theater, Buenos Ayres. The remaining numbers on the list are the offerings of singers who are as yet little known on this side of the water, but who, in the musical circles of the world (and particularly the French capital), are recognized as artists of the highest caliber, M. Duclos, tenor, Louis Nucelly, baritone, and Gaston Dubois, tenor. As regards variety of choice and musical excellence, this list of records represents many of the best and most popular offerings of the world's greatest composers—arias so well known that every lover of the higher grade of music has them on the tip of his tongue.

The catalog will be supplemented by five more records in the March list, and the same quota will be added to it monthly thereafter. At this rate, and with artists of such superior talent and reputation, contributing to it the choicest numbers of their repertories, it will be seen that the Edison four-minute catalog will very soon be of a character to commend it to the music lover.

With characteristic thoughtfulness for the interests of their dealers the company are depleting their two-minute grand opera catalogs to make room for these new Amberol records, twenty-eight of the former having been cut out on November 1. These records may be returned to the factory for credit under the company's liberal continuous-exchange proposition. Recognizing the fact that the musical public demands a choice of artists as well as of selections, the National Co. has for some time been quietly preparing their plans to equip their dealers in this respect, and have now under exclusive contract some of the best talent that the operatic circles of the old and new world offer. Included in the list of singers whose records will shortly grace the Edison catalog, are the names of such famous artists as Mesdames Marguerite Sylvia, Maria Labia and Maria Galvany, and M. M. Ernesto Caronna and Walter Soomer, a brief retrospect of whose careers would not be inappropriate as giving a faint idea of what the National Co. have accomplished.

Mme. Marguerita Sylva, the great American prima donna, is known all over the United States by her former light opera successes. Not

Many of the most prominent Edison Jobbers and Dealers are not only taking advantage of the handsome profits which the handling of

The Edison Business Phonograph

affords, but they are *using* the Edison Business Phonograph with great success for dictation and transcription of their own correspondence.

The Edison Business Phonograph not only saves 50 per cent of actual dictating time and nearly 50 per cent of the typist's actual transcribing time, but it saves all the time in which she is ordinarily occupied in taking dictation. This economy of time results in a reduction in the cost of correspondence, from about eight cents a letter to from two-and-one-half to four cents a letter.

The Edison Business Phonograph is already being used to-day in offices large and small, in all branches of industry throughout the country.

It is only a matter of time before all business correspondence will be carried on through this rapid, direct method.

Get in while the field is young, take your share of the profits and build up your end of this growing industry.

Write us today for full information.

Edison Business Phonograph Company, 207 Lakeside Avenue, Orange, N. J.

content to shine in comic opera, however, Mme. Sylva went to Paris, where, after a few years of careful training by some of the best masters, she successfully appeared in grand opera. She speedily became a favorite at the Opera Comique, whence came to us so many of our great singers in the past. Her appearance at the Manhattan Opera House (Hammerstein's) at once firmly established her in the hearts of her countrymen, who will soon be able to hear her magnificent voice on the Edison phonograph in records which are all excellent examples of good recording, and which will carry her voice into thousands of homes throughout this and other lands.

Maria Labia, of noble Venetian family, was eulogized so frequently by the press on the occasion of her American engagement at the Manhattan Opera House last season that further remarks are unnecessary, for by her charming personality and artistic work, she won the admiration and friendship of all true music lovers. Her voice is a fresh, well-trained lyric soprano, and she always brings a high degree of intelligence into her work. At present Mme. Labia is appearing with great success at Berlin.

Maria Galvany is one of the best known coloratura sopranos of the present day. She is widely known in all the Latin countries and especially in Spain, where she has been a great favorite. She is one of the very few who have thoroughly mastered the art of singing, so much beloved by our present and older theater-goers, and which has brought lasting fame to Patti, Melba and Sembrich.

Ernesto Caronna, baritone, although still a young man, has had a very successful career in Italy, France, Belgium, and in large South American opera houses. Wherever he has appeared the critics were loud in their praises of his fresh, pleasing voice, and have proclaimed him one of the best baritones of the present day. He has recently been very successful in France in the opera "Iris."

Walter Soomer made his greatest success in Leipzig until he came to join the Metropolitan forces last year, where he at once established himself as a conscientious and fine artist. His reappearance within the next few weeks is eagerly awaited.

These are the names and careers of only a few of the noted artists who will hereafter sing exclusively for the National Phonograph Co., and whose records will shortly be in the hands of Edison dealers. The National Co. states: "There are other artists of equal prominence under contract whose names will be announced in the not distant future. The company are sparing no expense in building up their catalog, and in the work of securing singers and deciding upon selections they have the assistance and advice of a well-known grand opera

critic. Moreover, the greatest care is being exercised by the company's experts in the recording of these selections, so that there is no fear of any defect in that respect. With these new records being placed upon the market at the extremely low price of \$1.00 each it will be seen that the National Co., besides giving their jobbers and dealers a grand opera catalog that will be a worthy companion of the Amemberola, are also placing them in a most enviable position to approach the grand opera lover.

BOSTON DEALERS PLEASED

With the Manner in Which 1909 Closed and the Present Year Opened—Holiday Trade Never Better—Oliver Ditson Co. Report Phenomenal Victor Business—Commend E. T. M. Co. Employees for Hard Work—The Columbia Co.'s Window Display.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 11, 1910.

The end of the year 1909 and the first weeks of 1910 have proven a great surprise to the dealers in talking machines here in Boston, for the reason that the business has kept up much better and longer than ever before. All the dealers, both wholesale and retail, expected that right after the holidays there would be the usual slump, but up to the 10th of January no slump has made its appearance, and everything seems to be bright for at least a few weeks more of really brisk business.

The holiday trade was never better. More high-grade, costly machines were sold than was expected, and the advance in the business of the hornless machines was phenomenal. In fact, they were in much greater demand than the machines with horns, even though most expensive. The big improvement in the trade on the costly, hornless machines has convinced the dealers that it really pays them to put in a good-sized stock of high-priced machines, as the artistic taste of the general public is much more developed than it was a few years ago, and they have come to realize that the talking machine is no longer a toy but a really artistic musical creation.

The Oliver Ditson Co., who handle the Victor exclusively, report a phenomenal business in this line during the month of December. Mr. Bobzin, the general manager of the store, is not averse to having the figures of this department known. From his books this week he figured out that the entire talking machine business on Victors for the month of December was \$31,811.50, and the retail portion of that amounted to \$14,000. This for one month is not at all bad. "A little better than \$2,500, as it was four years ago," says Mr. Bobzin. The entire year's business was heavier than that of any previous year, and greater things are predicted for 1910.

December also figures out larger than any other month in the history of the Eastern Talking Machine Co. A little slacking up has been noticed here the past few days, but it is a welcome relief after the strenuous days around Christmas. It is only a temporary relief, it is believed, as business is expected to pick right up again after the cold snap is ended.

The E. T. M. Co. Associates, at their last regular meeting, were highly complimented by the management for their hard and efficient work during the holidays. Chairman Fitzgerald of the concert committee was given a hearty vote of thanks for his unusually good work at the last concert, and the same courtesy was extended to the others of his committee. Mr. S. H. Brown of the sales force was made chairman of the committee for the next concert.

The Columbia Phonograph Co. are making a remarkably effective window display this month, running largely to the hornless instruments, and featuring their Library Table style which is having a great vogue here. Their Christmas display was very attractive. The retail business is big and the wholesale business is bigger, so Manager Erisman declares that he is perfectly satisfied. He looks for a big business for the balance of this month.

Manager Sylvester, of the C. E. Osgood Co.'s department, says that, while the holiday business was much greater than he had anticipated, he can hardly account for the constant and persistent business that has continued since then. He says that he had hoped to have a let-up after Christmas, but that he is working even harder than ever now to keep up with the demand for prompt service. The latter point is one that it is well to dwell upon for a little in connection with this company, for it has attained the reputation in town of being about the quickest respond to an order of any firm in the city.

Manager White, of the new Victor department at the Henry F. Miller & Son store, said this week: "We have taken more money out of our Victor department than we have put into it, and we are more than pleased at the results attained. We feel that the department is in a section of the city where the very best class of people will patronize it as soon as it becomes known to them. We look for a most satisfactory year." Mr. White was formerly associated with M. Steinert & Sons as manager of their Boylston street talking machine department.

The Iver Johnson Co. reports that their talking machine business last year, especially during the Christmas holidays, was far greater in volume than at any other similar period in its history.

The talking machine business in the large department stores is booming especially at Houghton & Dutton's, where Mr. Howes has charge of the department. Manager Holmes, at the Jordan, Marsh Co. department, is greatly pleased with the new quarters assigned him and the additional space afforded. He reports a large increase in the volume of business.

BUSINESS FOR SALE

Edison Jobbing proposition in a city of 400,000. Good field for live man. Am in poor health and wish to retire from business. Capital required about \$3,000. For particulars, address E. U., care Talking Machine World, 1 Madison avenue, New York, N. Y.

OPPORTUNITY KNOCKS!

Here's a chance to get a good, snappy, thoroughly-posted retail manager or both. Has both selling and executive ability. Has made good and can produce the proofs. Address G. M., Room 806, No. 156 Wabash avenue, Chicago.

SALESMEN WANTED.

Salesmen wanted to carry our cylinder and disc cabinets on commission for the Middle West and West. Address E. Schloss & Co., Foot of East Grand street, New York City.

MR. JOBBER!

Have you a business with a future? Could a competent wholesale and retail man make himself worth a percentage of the profits? No objection to traveling a portion of the time. Make me a proposition and look up my references. Address "EXPERIENCE," care Talking Machine World, 1 Madison Ave., New York.

\$ WANTED FOR SPOT CASH \$

Will pay spot cash for large lots of Talking Machines, records and supplies of any description. Must be very cheap.

Send full particulars to

BUYER

care Talking Machine World, 1 Madison Avenue, New York City

Manager Desires Position

Position desired as manager of Wholesale Talking Machine Department, either Edison, Columbia or Victor. At present in charge of one of the largest Wholesale Talking Machine Businesses in the West. Desires a change as soon as possible. Best of references from present employers.

Address "MANAGER"

Care of Talking Machine World, 1 Madison Avenue, New York

Big opportunity to buy a stock of machines and records.

Dealer who owns paying business is closing out same on account of outside enterprises. Has in stock nice line of Edison records and machines. Stock would inventory about \$1,200. Any parties interested in purchasing this stock

Write at once to

O. B. W.

Care Talking Machine World

No. 1 Madison Avenue NEW YORK

VICTOR CO.'S GREAT BUSINESS.

December the Largest of Any Month in the Point of Sales—Enormous Record Business—Louis F. Geissler's Remarks on the Situation.

One of the best proofs that prosperity is becoming broadly diffused throughout the country, and that we are approaching stable conditions, is to be found in the tremendous business done by the Victor Talking Machine Co., of Camden, N. J., during the year which so recently closed. The Victor is an instrument that goes into the homes of the wealthy and the working classes alike, and the demand for these creations tells its own story.

Louis F. Geissler, general manager of the Victor Talking Machine Co., in discussing conditions said:

"I do not remember a year which enters so auspiciously as does 1910. At our factory we are exceedingly gratified at the high percentage of trade that we were blessed with during the panic, and at the enormous recovery that the summer months of 1909 brought to us, and at the record breaking fall and winter months that we have had.

"The month of December was the largest of any month in the Victor Talking Machine Co.'s business in the point of sales. Our factory will be unable to complete the orders upon which it is now working, if it does not receive an order for a single machine, in three months' time.

"We worked up on January 1 our record capacity 50 per cent. in order to take care of the large record orders which always follow after the holidays.

"Our record business has been exceedingly satisfactory for the past three or four months, showing a steady growth each month, and I regret to report the prospect of a record famine within six weeks. We are doing our utmost to prepare for the trade, but it takes a long time to train people to whom we can entrust even the smallest detail of the manufacture of Victor quality of records."

"TALKER" A CAMPAIGN FACTOR.

Being Used in the General Election in Great Britain with Good Results.

In the general election, which is now under way in Great Britain and Ireland, and in which the future of the House of Lords so largely figures, the talking machine is being used to a very large extent in promulgating the speeches of Prime Minister Asquith, Lloyd George—the strenuous fighter for the tax on idle land instead of foods—Winston Churchill, on the liberal side, and by a number of other prominent representatives of the Conservative party. In the towns where the voters have little chance to hear these gentlemen in person, the records of their speeches are being splendidly utilized in the campaign of political education.

In Belfast T. Edens Osborne has been bringing these records into quite some prominence, ergo his establishment and his progressive methods. The leading papers of that city have had representatives call upon him and listen not only to the speeches of the great celebrities of the Liberal Party, but also comment on Mr. Osborne's versatility both as a merchant and speaker. In all the prominent lectures and important affairs held in Belfast and locality Mr. Osborne makes it a point to introduce the gramophone with good results for those who attend, and naturally for himself in a business way.

CHINESE ACTOR KILLED.

Chinese Actor Who Recently Made a Number of Records for the National Phonograph Co. Murdered in New York's Chinatown.

Ah Hoong, a Chinese comedian who recently assisted the National Phonograph Co. in making forty-eight Chinese records, fell a victim on December 29 to the war of the Tongs that is at

present raging in New York's Chinatown. Hoong, who had deserted the Say Sing, or "Four Brothers," in San Francisco and joined the On Leong Tong, had been commanded under threat of death to desert the latter organization. This he refused to do and the threat was quickly put into execution despite the extraordinary police precautions. Hoong, who was thirty-five years old, was one of the best known Chinese actors in the country, and a special favorite in San Francisco. He made his appearance in New York about five months ago in the Chinese theater in Doyer street in "Daughters of the Thousands Dragons of the Sun." The play, which has since been stopped by the closing of the theater, would have been finished in only six more months.

MUSIC MASTER WOODEN HORN.

McMenimen's Successful Trip to the West on Behalf of This Product—Enthusiastic Over Conditions.

H. N. McMenimen, manager of Sheip & Vandegrift, manufacturers of the "Music Master" wooden horn, Philadelphia, Pa., after returning from a trip to the Middle West, said: "Business west of Chicago done my heart good—nothing like it East. Lyon & Healy, Harger & Blish and other concerns have been doing a great trade, and I predict that before the close of 1910 business in the talking machine line will be a tremendous surprise in point of volume—best in the history of the country. I feel like a different man since meeting the western trade. The farmers out there are buying liberally and you will see the people in the East loosen up also. They have the money, but they have been holding fast

to it. We are turning out 175 horns daily and disposing of the entire output."

WANAMAKER ENTERPRISE.

"The Opera News," appearing intermittently during the season, and published by John Wanamaker, New York and Philadelphia, with L. J. Gerson, manager of the talking machine departments in the mammoth establishments, editor, has for its mission the exploitation of Victor records in connection with the performance of the different operas during the season. The cast and story of the opera is given, followed by a list of the record selections, accompanied by the catalog number. It is a clever idea, and Editor Gerson is not only fostering the growth of Victor record sales, but with his special Victrola numbers on the daily concert programs of each of the Wanamaker stores, in connection with the regular orchestra, affords concrete means for the cultivation and appreciation of the best in music.

The Victor department of the Wanamaker store, New York, secured a great amount of publicity through the lectures of H. E. Krehbiel, for thirty years musical critic of the New York Tribune. Mr. Krehbiel has exemplified his musical talks on grand opera in the auditorium by the use of the Victrola, grand organ and piano, as well as by Marie Stoddart, soprano, and Grace Hornby, contralto. The Universal Glee, Banjo and Mandolin Combined Clubs have been engaged by L. Jay Gerson, manager of the departments, for the concert in the auditorium February 5, at 2.30 p. m. This club constitutes fifty men, and, of course, records will figure in the excellent program.

COLUMBIA HONORS AT THE ALASKA-YUKON-PACIFIC EXPOSITION.

In connection with the highest grand award secured by the Columbia Phonograph Co. at the Alaska-Yukon-Pacific Exposition, the chairman of the Jury of Awards has sent the following letter

to the Director of Exhibits, in which he emphasizes special Columbia features. Enlarged reproductions of this letter have been sent out to Columbia agents

J. E. CHILBERG, PRESIDENT
JOHN H. MCGRAW, VICE PRESIDENT
R. A. BALLINGER, VICE PRESIDENT
A. S. KERRY, VICE PRESIDENT



I. A. NADEAU, DIRECTOR GENERAL
W. M. SHEFFIELD, SECRETARY
C. R. COLLINS, TREASURER
JOHN W. ROBERTS, COUNSEL

OPENS JUNE FIRST

CLOSES OCTOBER FIFTEENTH

ALASKA-YUKON-PACIFIC EXPOSITION

DIVISION OF EXHIBITS AND PRIVILEGES
HENRY E. DOSCH,
DIRECTOR

SEATTLE 1909

August 27, 1909.

Col. Henry E. Dosch,

Director of Exhibits, A.-Y.-P. Exposition,

Seattle, Wash.

Sir:—

The Columbia Phonograph Co. are justly entitled to the Grand Highest Award for Disc Talking Machines and Records and also the highest praise for the superlative merit of their product.

Special mention should be made of the marvelous reproducer used on this make, its Automatic Needle Clamp, and the remarkable superiority and smoothness of its motor.

It is the unanimous opinion of your Jury that this firm has attained the highest standard in the manufacture of Disc Machines and Records.

Respectfully submitted,

Chairman,
International Jury of Awards.

TWIN CITY GLEANINGS.

Recent Victor Emissaries—Minnesota Phonograph Co.'s New Catalog—Holiday Demands Cleaned Out Dyer & Bro.—Columbia Co.'s Great Christmas Trade.

(Special to The Talking Machine World.)
Minneapolis and St. Paul, Jan. 8, 1910.

Three big men from the sales department of the Victor Talking Machine Co. were in the Twin Cities this week to get acquainted with the dealers who are giving them such excellent business, and incidentally to arrange for still bigger trade in the Northwest. The Victor emissaries are Messrs. Goldsmith, Lowy and Baish, almost direct from Camden, N. J. They declared themselves to be highly satisfied with the run on their goods in the Twin Cities.

The Minnesota Phonograph Co., general distributors for talking machines in the Northwest, have issued a general catalog, in which the Victor goods have a prominent place. It has been widely distributed and is bringing in the business. Laurence H. Lucker, manager of the house, says that trade has been up to all anticipations, and every feature—machines, records, collections—leave no room for criticism.

"The holiday trade has ruined our stock," is the complaint of David M. Dyer, manager of the small goods department of W. J. Dyer & Bro., "but we will try to bear up. Our sales of talking machines have been extremely satisfactory. The Victor and Edison machines, of course, are the favorites, at least with our customers. There has been a fair trade in Zonophones, particularly with their line of records, which is most popular.

According to J. H. Wheeler, manager for the Twin City headquarters of the Columbia Phonograph Co., the holiday trade was the greatest in the nine years the branch has been established. "The only trouble is that we can't get the goods fast enough to meet the demand. We are all out of the four-minute records, which are extremely popular. We are more than a month behind in the delivery of orders for Grafonolas, simply because we have been unable to get them from the factory."

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, 1910.

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 15.

Belfast, 25 pkgs., \$168; Berlin, 62 pkgs., \$1,425; Buenos Ayres, 9 pkgs., \$162; 38 pkgs., \$4,785; Callao, 7 pkgs., \$230; Cardiff, 75 pkgs., \$487; 25 pkgs., \$162; Colon, 3 pkgs., \$222; Hamburg, 2 pkgs., \$272; Havre, 11 pkgs., \$251; Iquique, 5 pkgs., \$340; Leicester, 20 pkgs., \$130; Limon, 3 pkgs., \$500; London, 551 pkgs., \$8,949; 18 pkgs., \$1,500; Melbourne, 23 pkgs., \$810; Montevideo, 3 pkgs., \$260; Newcastle, 24 pkgs., \$156; Rio de Janeiro, 71 pkgs., \$1,468; Sydney, 1,166 pkgs., \$10,128; Vera Cruz, 142 pkgs., \$2,623.

DECEMBER 22.

Buenos Ayres, 221 pkgs., \$9,127; Cape Town, 5 pkgs., \$200; Colon, 2 pkgs., \$100; 29 pkgs., \$217; Guaymas, 6 pkgs., \$251; Halifax, 6 pkgs., \$170; Hamilton, 6 pkgs., \$248; Havana, 4 pkgs., \$375; 2 pkgs., \$229; Jamaica, 10 pkgs., \$173; Liverpool, 3 pkgs., \$105; London, 482 pkgs., \$7,453; 18 pkgs., \$1,016; Manchester, 9 pkgs., \$900; Meritas, 3 pkgs., \$140; Para, 11 pkgs., \$478; Porta Plata, 5 pkgs., \$133; Progreso, 138 pkgs., \$4,913; Puerto Barrios, 35 pkgs., \$737; Rio de Janeiro, 11 pkgs., \$1,385; Tampico, 22 pkgs., \$529; 10 pkgs., \$396; Trinidad, 16 pkgs., \$439.

DECEMBER 29.

Amsterdam, 2 pkgs., \$175; Berlin, 36 pkgs., \$796; Bilbao, 11 pkgs., \$125; Bremen, 5 pkgs., \$145; Guayaquil, 9 pkgs., \$255; Havana, 4 pkgs.,

\$292; Liverpool, 2 pkgs., \$111; London, 1,112 pkgs., \$16,117; 20 pkgs., \$1,644; 9 pkgs., \$765; Manila, 79 pkgs., \$4,305; Vera Cruz, 114 pkgs., \$5,635; Yokohama, 14 pkgs., \$980.

JANUARY 4.

Berlin, 219 pkgs., \$1,344; Buenos Ayres, 92 pkgs., \$9,834; 9 pkgs., \$206; Colon, 7 pkgs., \$209; 4 pkgs., \$298; 11 pkgs., \$209; Guayaquil, 3 pkgs., \$130; Hong Kong, 40 pkgs., \$912; Kingston, 11 pkgs., \$665; Kobe, 2 pkgs., \$126; Limon, 2 pkgs., \$135; 2 pkgs., \$101; London, 17 pkgs., \$1,623; Manzanilla, 7 pkgs., \$212; Montevideo, 1 pkg., \$393; St. Johns, 6 pkgs., \$137; Sidney, 81 pkgs., \$844; Vera Cruz, 12 pkgs., \$693.

TALKING MACHINE MAN DEAD.

Frank D. Coyle First Used Phonograph as Amusement Device.

Frank Dawson Coyle, long connected with the theatrical business and probably the best known of dime museum lecturers, died at St. Francis' Home, 609 Fifth avenue, two weeks ago. Mr.

Coyle was born in Washington fifty-seven years ago. His father, John F. Coyle, was proprietor of The National Intelligencer of that city.

Mr. Coyle saw the value of the phonograph when it first became a nine days' wonder. He started out exhibiting the machine in the east, and became a pioneer in the field of mechanical amusement devices.

JOURNET HERE TO MAKE RECORDS.

Marcel Journet, the Belgian basso, arrived Sunday last on La Savoie and will sail again on the Lusitania on January 19, for the purpose of making records for the Victor Talking Machine Co. The singer, who in the spring of 1908 threw up his contract with the Metropolitan Opera House, shows no symptoms of the melancholia and heart trouble that caused his departure then. Journet, who tells of many triumphs in Europe, says his brief stay caused him to refuse an invitation to sing with Caruso and Geraldine Farrar at the Metropolitan.

A WORD TO DEALERS

Our Stocks of EDISON and VICTOR Goods are Complete.

GIVE US A TRIAL

WRITE FOR OUR Special Lists OF EDISON RECORDS

Published by us Exclusively

"MAGNETIC NEEDLES"

Are THE Best—Three Kinds
MULTI-TONE—LOUD TONE—MELLOW TONE

Write for Free Samples and Prices

You Can Sell This VICTOR-O-OUTFIT
For \$25.00 Retail

OUR MODERATE PRICE

Continuation
Top Cabinets

HAVE MADE A BIG HIT

They Match the Victor
Machines

They Match Your
Customer's Pocketbook



Dealer's
Prices of

Our special cabinets

FOR

- Victor-O \$5.50
- Victor I 5.50
- Victor II 6.75
- Victor III 7.75
- Victor IV 7.75

ORDER A SAMPLE LINE
TO-DAY

VICTROLA PROTECTORS

Keep Your Victrolas in Good Condition

PRICES

FOR VICTROLA XII, \$1.50 FOR VICTROLA XVI, \$2.00

SEND FOR SAMPLES

WE ARE THE OLDEST ESTABLISHED JOBBERS IN GREATER
NEW YORK

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SPECIAL

BIG SALE OF
HIGH-GRADE

**CYLINDER
CABINETS**

Write for Prices and De-
scription at Once

S. B. DAVEGA CO.

126 UNIVERSITY PLACE : NEW YORK

SPECIAL

GENUINE, \$2.50

"MEGA" Flower
Horns Assorted
COLORS

→ .35 ←
EACH

TRADE NEWS FROM CLEVELAND.

Good Business During Closing Months of Year Makes Up for Early Months of Depression—Wholesale Merchants Entertain Salesmen—Music by Columbia Graphophone—Dressmaker Gets Talker to Entertain Customers—How the Experiment Worked—The Bailey Co.'s Fine Department—What Various Houses Have to Say Regarding Business Conditions in That Progressive City.

(Special to The Talking Machine World.)
Cleveland, O., Jan. 8, 1910.

A review of the talking machine business in Cleveland during the past year brings to mind many weeks of inactivity, not to say depression in trade, especially in the first months of the year. At the beginning everyone was happy at the increasing evidences of prosperity, anticipating an immediate return to profitable, normal conditions. In this they were disappointed. The year was one of steady but slow recovery from the effects of the industrial difficulties of two years before. The restoration had well begun the year previous, and there were some who could foresee a time in the near future when former usual business conditions would be resumed. But it took time, more than was expected, to set industry in full swing again. Progress of recovery was delayed by the long consideration of the tariff law, which, taking effect in August, brought an end to doubts and gave to business the opportunity to again start ahead. The situation changed in the last three months of the old year and wound up most auspiciously. The jobbers were busy with about all the orders they could handle, while the retail dealers were busy from early morning till late into the night during the holiday season, and what is quite as satisfactory, a large volume of trade has continued since the beginning of the new year.

The wholesale merchants of the Chamber of Commerce gave their annual beefsteak dinner to the traveling salesmen represented by its members December 27. The entertainment was varied—plenty to eat, a little vaudeville, music, chorus singing, speeches, etc. The most popular feature was the chorus singing. At each plate were sheets on which were printed the words of thirty-four songs, some up-to-date and others very ancient. It is somewhat difficult to sing when one has a plethora of beefsteak and other good things, but aided by music from a New Imperial Columbia Graphophone, the diners readily overcame the difficulty. "America" and the "Star Spangled Banner" were patriotically rendered. The most enthusiastic singing, however, was heard when "Take Me Out to the Ball Game" was sprung. Such fervor and pathos! It had to be repeated several times before everybody was appeased. Other songs that echoed the approval of the 500 present were "School Days," "Old Black Joe," "Down Where the Wurzburger Flows" and "Yip-I-Addy-I-Ay."

G. J. Probeck, local manager of the Dictaphone Co., reports that their business for December ran into four figures and gives promise of big things for 1910.

Some of the jobbers who had ordered goods shipped by freight were compelled to telegraph shipments by express, and at that, receipts were delayed beyond Christmas Day.

A beautiful mahogany Victrola XII sits on a stand at one side of the room of a fashionable Euclid avenue dressmaking establishment. "I see you're fond of music," observed a customer, as she noted the beautiful instrument. "On the contrary," replied the dressmaker, "I am not. Oh, I like to hear a record once in a while, but I haven't much of an ear for music. I have that machine here for customers."

"And are your customers admirers of talking machine music?" inquired the lady.

"Most of them, if not all, I think are. At any rate it keeps them from growing irritable. You know when there are four or five gowns to be fitted and people are sometimes obliged to stand still for an hour or so they are likely to become uneasy and peevish. I used to try to get along

by keeping up a running line of small talk. A lot of nonsense is an excellent preventative of bad humor. But my business grew to such dimensions that I couldn't do all the fitting myself, and my assistants aren't all good at interesting customers with their talk, so I purchased the machine. With a few select records, the effect is really wonderful. I am able to place my mind exclusively on my work and make the necessary alterations before they notice what's wrong themselves, which is often an important matter, for if the customer sees too many alterations are being made she thinks her gown was wrong in the first place. I've noted the effect of different records, and those by Caruso, Farrar and Melba seem to please the women, or at least they keep them in a passive state of mind until I have finished the fitting."

No one takes more pride in the arrangement and equipment of a talking machine department than does E. A. Friedlander, of the Bailey Co. Separate and tastefully furnished demonstration rooms are provided for the Victor, Edison and Zonophone machines and records, and visitors are delighted with the attention they receive. "We made sales of a large number of Victrolas and Amberolas," said Mr. Friedlander, "and with five assistants we were kept busy as bees during the holiday season. Our record trade was fine, and was continued right up to date. The new year has started in most encouragingly, and I expect 1910 will prove the best we have ever had."

"Business in both our wholesale and retail departments during the past month was good," said Mr. Probeck, of the G. J. Probeck Co., "and was especially good during the holiday season. We made sales of several Grafonolas, a number of the higher priced Graphophones, and our sales of both the double disc and indestructible two and four-minute records were the largest of any time in our history. The most pleasing feature of our business is the satisfactory way in which the new year has started out. Trade has continued to improve right along since the 1st, and we expect it to continue doing so."

Collister & Sayles were kept busy during the holiday season in both the wholesale and retail departments. "We made sales of a large number of Victrolas," said Phil Dorn, manager, "and records in bunches of two and three, and one and two dozen. The demand was largely for red seal and the double-faced records, most of the selections being made from the December and January lists."

The Eclipse Musical Co. had an excellent trade throughout the month of December, and which has continued in substantial volume into the new year.

"We were never busier than we were during the holidays," said Mr. Biesinger, of the W. J. Roberts, Jr., Co. "Our store was open evenings three weeks before Christmas, and we had a nice evening trade, catching the early buyers, who followed the advice of the Merchants' Board, to do their shopping early. We had a large space filled with outfits wrapped for delivery the day before Christmas, and disposed of our entire stock of Victrolas, the accumulation of several months. Our sales in both Victor and Edison goods were large, and the year's business closed most satisfactorily. Since the beginning of the year business, especially in records, has been very good, much better than in the last two years. The outlook is promising."

W. H. Buescher & Sons, with a large stock of both Victor and Edison goods, were prepared for a large holiday trade and were not disappointed in the big volume of business which came their way. Trade has continued good with them right up to date, and they expect 1910 to prove the most prosperous in their history.

B. L. Robbins & Co. report the past month's business the best they have ever had, largely exceeding that of a year ago.

C. F. Foote, manager of the phonograph department of the Goodman Piano Co., said business was good, and that they were rushed during the holiday season, having made sales of a number of Victor and Edison machines, together with

Reginaphones, for which the company have the exclusive agency.

John Reiling, the West Side Columbia dealer, reports business has been fine during the past month, which has continued into the new year.

At the music and novelty shop of Charles I. Davis, Miss Elsie Wicks said business in the talking machine department was good, and their holiday trade had been fine.

Business was reported satisfactory, and especially good during the holiday season, at Brown Bros. and Aldrich, Howey & Co.'s, who handle the Columbia goods; at Flesheim & Smith's, Victor and Zonophone machines and records, and at the stores of the Gottdinor & Wicht Co. and the Cabolitz Bros., who carry full lines of Victor and Edison goods.

MOVING PICTURE MEN DINE EDISON.

Amplly Repaid When He Breaks His Long Established Rule and Speaks—Tells His Own Version of the Sale of His First Telegraphic Invention—Gives Good Advice.

Thoms Alva Edison, the "wizard" of latter-day science and invention, holder of a thousand patents, whose everyday experiments in his laboratories at West Orange, N. J., surpass the alleged magic of any old "wiz" known to fact or fiction, accepted an invitation recently to dine with the moving picture men. They had come from various cities of the United States and Europe to honor the creator of the business which is making fortunes for its operators all over the world. When the dinner date came around the absent-minded inventor had forgotten it, but the committee found him in his working clothes and dragged him to the banquet, where he bore his honors modestly, and amply repaid them with a little autobiographical record from memory's phonograph. He told how he had first made the acquaintance of money.

It was back in the seventies, when Edison had but recently come from the west as an itinerant telegraph operator who had in his head some wild scheme of sending duplex messages over the wires. He tried to find a backer in Wall street, but the financiers impatiently "broke" his timid line of talk. He was standing disconsolately watching the ticker in the office of Gen. Eckert, the then head of the service, when the mechanism broke down, and there was an incipient panic as the brokers failed to receive their quotations. Young Edison reckoned that possibly he might be able to fix the thing up—and he reckoned right. The next day Gen. Eckert offered him a job at \$400 a month—a staggering sum to the poor telegrapher whose top-notch wages up to that time had scarcely reached \$100 a month. After awhile the General asked Edison what he would take for his patents in telegraphy. Edison lay awake all one night over the proposition, and had rash thoughts of \$5,000—but no! such a figure was preposterous, and he dared not mention it at the next interview. Finally Eckert broke the ice by asking how \$40,000 would do. Edison, dazed, signed a contract without reading it, and received a check which he did not know enough to go to a bank with until some one told him. He even thought for a moment that he had been buncoed, and had signed away all his work for a worthless piece of paper. But the cashier handed him out a huge wad of money, which caused him the loss of another night's sleep. "And then," concludes Mr. Edison, telling the reminiscence, "I started in buying a lot of machinery that I thought I wanted—and in six weeks I was down and out again, without a cent."

Compare this with the life story of any millionaire or billionaire of your acquaintance, and draw your own moral, if you desire one.

It is not necessary, of course, to begin as a kindergartner in finance to succeed before you die. Get on speaking terms with money at the first decent opportunity, but don't let it become too familiar, or it will press the advantage and finally get you.—The Evening World.

ST. LOUIS TRADE HAPPENINGS.

Business Decidedly Brisk During December, and Outlook for 1910 Excellent—St. Louis Talking Machine Co.'s Good Report—Their Attractive Window Display—Some Recent Visitors—News of the Travelers—Columbia Co. Enjoy Record Holiday Trade—Interesting Personalities—Other News of the Month.

(Special to The Talking Machine World.)

St. Louis, Mo., Jan. 8, 1910.

The talking machine trade for December among the retail trade was decidedly brisk, and all report having had a large business. The best kind of machines were strongly in demand, and the record trade was particularly good. The year closed with a feeling among all that the indications are excellent for a good trade during 1910.

The St. Louis Talking Machine Co. experienced the greatest December business in the history of this firm. More Victrola instruments were sold than any other type, the demand for the Red Seal records was so great that tremendous inroads were made on the large stock carried. Returns from their dealers were slow in coming in during the first part of the month, but the last two weeks found them in such a hurry for stock that they were making use of the long distance telephone and telegraph.

The very attractive ready made window display which was in the window of the St. Louis Talking Machine Co. not only attracted the attention of the holiday shoppers, but quite a number of the merchants took particular note of it, and frequent inquiries were made as to who the window dresser was. S. H. Johnson, of this firm, late Christmas Eve sold a Victrola style XVI to a prominent merchant who had been so busy during the week as to entirely overlook the purchase of a Christmas present for his family. His mind was set on a Victrola and the purchase depended on its being delivered that evening. As no drayman could be secured at that late hour, Mr. Gressing phoned for a touring car and in the back seat of which the Victrola and records were placed and delivered to the purchaser's home in perfect safety shortly before midnight.

L. A. Cummins, traveler for the St. Louis Talking Machine Co., will start out on his first trip shortly after the first of the year and will confine himself to the immediate territory surrounding St. Louis. Visiting dealers at this establishment were Henry Hoch, Bellefontaine, Mo.; J. T. Welling, Germantown, Ill.; Otto Funk, Hillsboro, Ill.; T. J. Price, Belleville, Ill.; Wm. Mosby, Newport, Ark.; Lyle P. Conner, White Hall, Ill.; H. F. Harrison, Louisville, Ill.; F. Meyer, Carlinville, Ill.

O. A. Gressing, manager of the St. Louis Talking Machine Co., spent New Years with his sisters in Milwaukee.

E. B. Walthall, manager of the Columbia Phonograph Co., reports one of the best retail months in December in the history of the company. The De Luxe \$200 and \$225 machines and the Regent \$200 proving the best sellers ever put out by the company. More sales would have

been made had it not been for the inability of the factory to furnish the goods. The local store of this company is mailing 6 to 8,000 folders announcing the engagement of the Boston and Metropolitan Opera Co. at the Olympia Theater here for the week beginning January 24 to their customers. A number of the artists with this company furnish selections exclusively for the Columbia Phonograph Co.

W. C. Fuhri, district manager for the Columbia Phonograph Co. with headquarters in Chicago, accompanied by his wife, spent several days here during the holidays visiting relatives and friends.

F. G. Cook, traveling salesman for the Columbia Phonograph Co., spent the holidays at his home in Chicago.

W. S. Byrd, formerly with the St. Louis store of the Columbia Phonograph Co., but now traveling out of Des Moines, Ia., for the company, spent the holidays here.

Marks Silverstone, of the Silverstone Talking Machine Co., reports having had a big business during December.

D. K. Myers, the well known Zonophone jobber, reports having had a fair month's business during December.

The Thiebes-Stierlin Music Co. report having had an excellent trade during December, and especially so on records.

Edw. Reeves, well known here in talking machine circles, has been appointed manager of the talking machine department of May, Stern & Co.

The Koerber-Brenner Music Co. report that they had a big month's trade on talking machines and records during December. W. A. Brenner, secretary of this company, spent holiday week in Chicago on business.

J. H. Buettner & Co. report having had a good business during December.

DEALER MUST HAVE FAITH IN GOODS.

If He Doesn't He Is Wasting Time in Business—The Enthusiast as a Trade Builder.

Once in a while in the talking machine industry one will come in contact with a man who has but an indifferent interest in the goods which he is handling. He somehow lacks the "faith that moves mountains"—he is merely handling his line of goods as a convenience.

Now, to our way of thinking, it is best for the man who cannot believe in his line of goods to find another job, or make a change so that he can believe in them. Lack of faith in the goods which one sells will undermine any person, whether he be jobber, dealer, or salesman. Success is impossible without faith in one's products, but of course the goods must be of the quality to inspire faith and confidence. Thus, having the goods in which you believe, stand by them. Learn all you can about them—about their manufacture, their quality, lasting nature and pleasing possession. Having this pride in those things which you sell, you can't help showing it both to the customer in your handling of them, replacing them neatly and keeping things

ship-shape. Your manner in speaking of them will carry conviction to the extent that you know about them.

Out of this condition you will hear your customer asking: "Now, what do you think as between this and this?" When you hear that question, it is a tribute to your salesmanship. Store these things in your recollections—they are invaluable as a stimulus to confidence.

Cultivate the ability to remember faces and to call the customer by his right name. Remember his address if you can. These may seem small things, but they are vital—human nature never will be above the implied compliment.

Your tactfulness will come of your own education of yourself in dealing with all kinds of people. You will have learned more when you can send the cranky person home satisfied than you could have learned of scores of easily pleased customers.

MORE POLAR TROUBLE.

Cook's Faking Gets I. B. Wilson in Deep—An Ohio Man Is Madder Than the Danes.

Prof. I. B. Wilson's enterprise in keeping right up to the big cities in furnishing the latest in music has put him into mighty hot water this cold snap, and it's all over the warm fight about the discovery of the inverted icicle at the top of the globe. Read this, which we clip from a Moundsville, W. Va., paper:

Wilson's Music Store,

Moundsville, W. Va.

I take my pen in han, and I wont you to tell me rite of whot your goin to do about the dam lien Cook record you sole mi sun Hen fur a dolar. I node it wa a li as sun as herd it. Hen sed you had a big, white ship in your winder or he woodent had bot an as the papers al say it aint true, I want my dolar back, an you kin keep the record, a nuther man has a columbi fonograf here an he tole Hen they node it was a lie and wodent put it in that machin, so I wont my mony back or il swop for on like hisen and never darkin your dor, write soon as you git this.

Jim Blank, Monro Co., Ohio.

Of course, Prof. Wilson didn't guarantee Cook's claims when he sold the canned speech of the Prince of Humbugs, but as he didn't submit a written waiver of responsibility to the Monroe county man he is in a geographic and scientific tangle, and maybe a legal tangle, for the record crossed the State line and therefore comes under the jurisdiction of the Interstate Commerce Commission unless that body crawls out of the mess by saying that the Danish Wise Ones have the case entirely in their own hands.

If Prof. Wilson should be seen hiking over the hills and making a pretense of hunting bear it will be a good guess that the door has been darkened.

L. S. Payne, formerly with the Hollenberg Music Co., Little Rock, Ark., is manager of Payne & Co.'s new talking machine store in that city.

Your Chance

with your talking machine business and entails no increase in your sales force.

It will line you up for the sale of more "talkers," especially the largest and most expensive machines—those particularly adapted for public use.

Full details next issue, but in the meantime we would advise you to get in on the ground floor by writing us to-day.

J. P. SEEBURG PIANO COMPANY

209 STATE STREET, CHICAGO, ILL.

We can show you how to increase your business wonderfully this year on a plan which possesses unlimited opportunities for profit.

Our specialty and system work right in

WIRELESS OPERA THE LATEST.

Combination of Dictograph and Wireless Telephone Makes Possible the Hearing of the Voice of Caruso or Any Other Noted Artist at Long Distances—Some Interesting Information Upon How This Great Feat Is Accomplished.

Two new wireless marvels must be chronicled. One was a demonstration in the editorial rooms of *The World* by E. N. Pickerill, manager of the Waldorf-Astoria station, in which he successfully picked up a message from the ether by the aid of a diminutive "tuner" and a typewriter. The other is the announcement of a season of "wireless opera" by means of a combination of the wireless telephone and the dictograph, an instrument which picks up the smallest sounds.

In the case of the demonstration in *The World* office, experiments which have been carried on by Pickerill over several years have proved that the high "aerials"—the towers which catch the Hertzian waves and carry them to the recording instruments in the wireless stations—are not necessary adjuncts of the receiving apparatus. It was to prove this that Pickerill conducted his demonstration.

The "tuner," or receiving apparatus, which Pickerill displayed, was so small that it was contained in a leather receptacle about the size of an ordinary lunch box, yet it included all the mechanism necessary to pick messages from the air. The aerial was a typewriter and the "ground" was a steam radiator.

Used Telephone Receiver.

After "hitching up" his tuner to the typewriter and to the radiator, Pickerill placed an ordinary telephone receiver to his ear and after a moment of two's wait announced that he was ready for the test. One of the editors of *The World* went to another room and thence telephoned a message to the headquarters of the United Wireless Company at No. 42 Broadway, with instructions to send it out at once. The message was "Tomorrow's weather—storms and blizzards."

In a few minutes Mr. Pickerill smiled, touched a key or two on his "tuner," to get the note distinctly, and began working on the typewriter. The line he typed out was the test message. It had come through half a mile of steel-framed skyscrapers. Yet it had been caught out of the air by the steel frame of the typewriter.

"Almost anything will do," Mr. Pickerill declared. "At home I use the frame of my bed. Out of doors I use an umbrella hanging over my arm. I purpose putting a coil in my hat, and affixing the phone receivers so that they will hardly be noticeable, and I will get messages just as effectively as if I had the highest-priced apparatus in the world.

Useful in Warfare.

"In warfare all a detachment needs to do is to send up a kite with a fine aluminum wire in place of a string and with the portable apparatus the men would always be under the general's command."

Asked over how great a distance he had tested his new receiver, Mr. Pickerill said he had spoken through it with Vera Cruz, Mexico, and Colon, Panama, both more than two thousand miles away; and, as to obstructions he had messages from Colorado Springs to Cripple Creek, which had the great Pike's Peak, 14,147 feet high, between them.

The "wireless opera" season is announced to begin next week at the Metropolitan Opera House. The magic key to this ethereal melody will be a wireless receiver. Any wireless receiver, properly attuned and connected to a single upright wire and to a telephone earpiece, will catch the ether pulsations and translate them into the familiar airs of grand opera.

How It Is Done.

The performance is made possible by improvements in the wireless telephone by Dr. Lee De Forrest and by the invention of the dictograph by Kelly Turner. The dictograph instruments

were recently installed on the stage of the opera house and wires run from them up to the large rehearsal room in the top of the building. There the long distance radio telephone transmitter, combined with a special device whereby the music, as brought up from the stage dictograph, can be retransmitted and sent out broadcast from the antennae wires set up. Two special masts are erected on the roof of the Metropolitan Opera House, near the Broadway side, and from the top of these the antennae wires lead down to the radiophone.

There are hundreds of wireless receiving stations in Greater New York, and as each receiving station can accommodate as many listeners as there are telephone receivers at hand it is estimated that many more people will hear the opera by the new method than the large auditorium of the Metropolitan could possibly accommodate.

The masts on the Metropolitan Opera House are not tall, and the range of transmission is therefore limited to perhaps fifty or twenty-five miles, but the passengers on the Atlantic liners near New York will be able to recognize the voice of their operatic favorite in some familiar passages.

SOME FINE SPANISH RECORDS

Recently Put Out by the National Phonograph Co.—Instrumental Pieces by Famous Organizations—Music Peculiar to Various Sections of the Country—Some of the Well Known Spanish Singers Whose Voices Have Been Recorded.

Probably no class of music has a stronger appeal to the general American public than that of Spain, yet little of it is known here, notwithstanding its effect whenever heard. All of us have heard snatches of it, know the type, and have longed to hear more, yet so far we have been favored with but little of this music. A great number of selections of this class are included in the Spanish catalog of the National Phonograph Co., and if forcibly brought to the attention of the buying public, they would no doubt be well received. We have already called attention to the many band and orchestra selections recently made by the National Co. in Mexico, and we repeat that these records are interesting and the selections delightful. These musical organizations are world-famous, and one of them captured the first prize at the St. Louis Exposition. Among their selections are many well known classical pieces, but the Spanish selections are of more than usual charm, and while none but the Spanish can do them justice, their appeal is universal.

Although the instrumental selections would undoubtedly find a broader sale, yet the vocal numbers, while sung in Spanish, should appeal to a large discriminating public here. In our last issue we spoke of the records by a number of well known Spanish sopranos and contraltos, and we now wish to do the same by the men.

Supreme among Spanish tenors of all countries, and ranking among many on the operatic stage in New York City, is Rafael Bezares. He has a pure tenor voice, which is very rich and expressive, and although he has never appeared in this country, he is well known throughout Europe and Spanish America. He is an artist of great ability and versatility, and his large repertory includes many famous operatic and classical selections. He is particularly known as a "Flamenco" singer, as the music of Andalusia, the region of the south of Spain, is known.

The various regions of Spain each possess their own peculiar music, and the "Flamenco" music is typical of Andalusia. It was from Andalusia that Bizet drew the inspiration for his famous opera "Carmen," and Carmen herself is a type of Seville, the largest city of this region. The early history of this portion of Spain is very interesting, and something of its nature may be gleaned from its name. It was originally called Vandalusia, from Vandal, and the wild and passionate strains so dear to the heart of the gypsy

still predominate in this music. Their songs are full of love and fire and their dance music is irresistible.

Another "Flamenco" singer of note is Francisco Cascales, called "El Sevillano," who has a fine tenor voice and is very widely known.

Manuel Romero Maipica is a first class baritone, with a voice of extraordinary range and splendid quality. He is well known throughout Europe and South America and has appeared with great success on the concert stage of this country.

Other tenors of the very first rank are Pablo Garcia Bofil and Ismael Magana, who are well known opera singers. Their voices are of excellent quality and well suited for high class music.

Jesús Abrego, Adolfo Jiménez, Maximiano Rosales and Felix de la Sierra, tenors, and Leo-



RAFAEL BEZARES.

poldo Picazo and Rafael H. Robinson, baritones, are popular singers of a very high order. Many of their songs are original and all possess a delightful swing and quaint harmony. The several duets by Jesús Abrego and Leopoldo Picazo, as well as those by Maximiano Rosales and Rafael H. Robinson are very interesting. Their voices blend very well together, and many of their songs, accompanied by guitar, are very beautiful.

NEW YEAR OPENS AUSPICIOUSLY

For the Victor Co.—Orders Amounting to \$116,000 Received First Mail Monday—January Will Make Great Record.

January has opened up auspiciously for the Victor Talking Machine Co., and their orders for the opening of the new year show no diminution. It now looks as if January will be as great a month as December, which was the best and biggest in the company's history. Louis F. Geissler, general manager of the company, informed *The World* this week that in the first mail on Monday, Jan. 3, orders were received amounting to \$116,000; better than this, not a single countermand was received. This certainly is a magnificent showing, and gives an idea of the present prosperous condition of the talking machine business in the United States.

GOOD REPORTS FROM OHIO.

Business in all parts of the country is looking up. Here is a letter from the mining section, dated from Corning, Ohio.

D. M. Rodgers says: "The talking machine business has been very dull with me these hard times, but I find your paper interesting and beneficial to any one in this business, and, as long as I handle talking machines, I hope to be a reader of your journal.

"Things are slowly on the mend in this mining section, and I hope during the New Year to sell lots of phonographs and Victors again."

Steve Porter, the monologist and author, exclusive with the "talent" of the Victor Talking Machine Co., is in New York for the winter. In the spring he removes to his farm at Martinsville, N. J.

FROM OUR CHICAGO HEADQUARTERS

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

Closing Months of 1909 Record Breakers Say Talking Machine Men—Greatest Volume of Business from Larger Towns and Cities—Country Trade Expected to Improve This Year—Lyon & Healy's Big Victrola Sales—General Increase Noted—Talking Machine Co.'s Fine Report—Grand Opera Season at Hand—Amberola "Makes Good"—Trade in Iowa—"Tiz-It" Popularity—Live Columbia Co. Items—"B. & H." Fibre Needles Gaining Ground—Among the Visitors—Some Kansas City Notes—Compartment Filing Cabinet Co.'s Plant Destroyed by Fire.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 8, 1910.

Hooray! 1909 made a g-glorious f-finish. With all the big talking machine houses in Chicago November and December were reported as record breakers. It is hard to analyze the returns and to determine whether the two months made as big increase in wholesale as in retail business. The former certainly made a strong gain as compared with the corresponding month of last year. As could have been prophesied from the tendency apparent in the early fall a very large percentage of the business has been in the concealed-horn machines—a greater proportion than at any time since their introduction. It is interesting to note that the greater volume of business in the aggregate came from the larger towns and cities. There is reason to hope that the country districts will make a better showing in 1910 than in 1909, but that is another story and will be told to some extent in next month's Chicago correspondence.

Lyon & Healy's Fine Retail Business.

The retail holiday business at Lyon & Healy's is the talk of the trade. The Victrola sales were something simply phenomenal. On one day there were sold twenty-four Victrolas, twenty-two 16s and two 12s off the retail floor. There were other days that nearly equalled this. The delivery wagons were kept busy for a week or so before Christmas, and the day before the holiday forty Victrolas were delivered to city purchasers. Marquette Healy, treasurer of Lyon & Healy, gave your correspondent these statistics regarding the talking machine business of the house, wholesale and retail combined. November, 1909, showed an increase of 57 per cent. over the same month in 1908, and 22 per cent. over the corresponding month of 1906, which is the largest November they had ever had up to that time. December, 1909, showed a gain of 44 per cent. over 1908 and 23 per cent. over 1906, which was their largest previous December. Manager L. C. Wiswell inaugurated some decidedly ingenious plans of procedure and they panned out big.

The Talking Machine Co.'s Big Trade.

The Talking Machine Co., have closed the books on a remarkable year. It showed a big, round increase over 1908 and November and December were heavier than any previous similar months in the history of the house. December was a hammer and strained the resources of the house force to the utmost. The Victrola sales were immense, but all types except the lowest priced Victors were in excellent demand. Manager Geissler and Sales Manager Roy Keith opened up some mighty fine accounts last year, and they came to the fore in the holiday trade with a rush. The Talking Machine Co.'s creed, which was printed in the July issue of The World, has evidently been adhered to faithfully and the logical results are in evidence.

The Ad. Man's Chance.

There is going to be an opportunity for some mighty strong exploitation of grand opera records between now and May 1. The Boston Opera Company comes to the Auditorium Theater January 10 for two weeks' engagement. The list of principals numbers quite a few artists whose

names appear on record labels. On April comes the Metropolitan Opera Company with Caruso and a lot of stars, new and old. The advertising man and the window trimmer ought to fairly revel in this chance for effective exploitation. Next season we are going to have a solid twenty-week season of grand opera. The player-piano people are preparing to get into the game with a rush and the professional talker advocates will, no doubt, be right up to the minute.

The Amberola's Debut.

Quietly and unobtrusively the Edison Amberola, the latest of concealed-horn machines, has shied its castor into the trade ring, and the result is prophetic of big things to come. The National Phonograph Co. were evidently not in position to make deliveries to any great extent, but the few which arrived here went a-scooting out on previous wholesale and retail orders. Aside from the new and colorful tone, the automatic stop and other valuable features attract a great deal of admiring attention.

About Iowa Trade.

F. H. Hird has been in Chicago for a day or two on his return from his home town, Boston, where he spent the holidays, to the State of Iowa, where he ably represents the National Phonograph Co. He said that business in "Golden Iowa" had been of very fair dimensions the past year. Such distributors as Harger & Blish at Dubuque and Des Moines, Early music house, of Fort Dodge, and Hopkins Bros. Co., Des Moines, all report an increase somewhere in the neighborhood of 40 per cent. for 1909 as compared with 1908. Everywhere jobbers and dealers are confident of the mighty good trade for 1910 and basic conditions appear to amply support such optimistic expectations.

The "Tiz-It" Is It.

Mr. Kreiling, of Kreiling & Co., manufacturers of the "Tiz-it" all metal, ball joint, horn connection for cylinder machines, reports that the year was a very good one for his specialty. The jobbers everywhere are sending in repeat orders, and the future is O. K. Mr. Kreiling is working his inventive genius overtime and a couple of fine new children of his fertile brain will shortly make their appearance.

Some Columbia Items.

W. C. Fuhri, district manager of the Columbia Phonograph Co., is well pleased with what the past year brought in a business way, and all of the important southern and western cities comprised in the extensive territory over which he has jurisdiction. The Columbia branches or dealers had a fine trade in December, surpassing by an important figure that of the corresponding month of 1908. The various types of Columbia Grafonolas (concealed-horn machines) were greatly in vogue. The only difficulty was in getting enough of the handsome instruments from the factory to supply the demand.

Local Manager C. F. Baer has taken out the partition between two of the record rooms and has converted it into a handsome redecorated and rugged Grafonola room. The library type is proving an especially fine seller.

F. G. Cook, formerly with the Chicago office, and who for some months past has covered southwestern territory for the St. Louis branch, has returned to this city and has become assistant to Retail Floor Manager Herriman.

H. H. Myers who travels Iowa, Michigan and Indiana, and Earl Zerkle, whose usual stamping ground is Wisconsin and Upper Michigan, have swapped territories for a single trip in order, of course, that they may have a mutual back-patting seance when they return.

E. C. Plume, western wholesale manager, is advertising in the daily papers for a dozen able-bodied, strong-tongued tom cats and a carload of A number 1, specially inspected, pure cow cream. He shaved his luxuriant mustache recently, but

his wife and sturdy young son have failed to recognize him. Plume is trying his best to raise another hirsute adornment, but he finds it necessary to secure the cats and cream in order that the law of capillary attraction may do its perfect work.

The "B. & H." Fibre Needle.

Dealers who have taken the pains to explain the use of the "B. & H." fibre needle and have shown customers how to make the bamboo pin go through the record, if it shows any hesitancy at the first trial, are not only having excellent "B. & H." sales but find their machine and high-grade record business benefited greatly. One firm of distributors who has taken the pains to study the "B. & H." and give the results of this study to their retail and wholesale customers placed an order for 200,000 needles with the "B. & H." Fibre Mfg. Co. in September and followed it up with a purchase of 300,000 the latter part of November. One concern on the Pacific Coast is buying 100,000 every three or four months. Telegraph orders for 25,000 at a clip are a frequent occurrence. Considering the fact that the retail price of the "B. & H." fibre needle is \$1 for 250, this is certainly "going some."

Some Recent Visitors.

Two Victor travelers, Mr. Hippel, South Dakota, and Mr. Fitzpatrick, Michigan, were in the city a few days ago on their way from the East to their respective territories.

Rudolph Wurlitzer, of the Rudolph Wurlitzer Co., visited the Chicago branch house Christmas week. He said that November and December of the local branch broke all previous records. The remodeled store is very beautiful, one of the very finest to be found anywhere.

T. C. Berg, of the Berg Piano Co., La Crosse, Wis., and Guy Conklin, Fort Wayne, Ind., two distinctly Twentieth Century and enterprising dealers recently called on the local trade.

B. Blumberg, general manager of the Regina Co., Rahway, N. J., has been in the city several days this week looking over the past year's records with Chicago Manager M. J. Faber and planning his campaign for the new year. Mr. Blumberg was manager of the Chicago office until he went up higher, but the eastern ozone must be agreeing with him as he is a sight for sore eyes. He wears the same beautiful smile as of yore, but it covers a larger territory.

Kansas City Humming.

Your representative had the pleasure of spending a couple of hours among the Kansas City trade recently. There is a fine bunch of jobbers and dealers in the city on the Kaw and the former are certainly making things whoop in the several States they do business notwithstanding a certain apathy which exists in the very small towns.

J. W. Jenkins' Sons Co. were found doing a nice business which showed up in marked contrast with those of the previous years. Burton Pierce, manager of the talking machine department, was very optimistic regarding the coming year. Furthermore, he said that the thorn needle for which the house are the exclusive distributors, is steadily gaining in strength.

The Schmelzer Arms Co. have one of the finest retail talking machine warerooms in their recently occupied building at 1216-18 Grand avenue that the writer remembers having seen. Manager A. A. Trostle said that they had had a big year in a wholesale as well as a retail way. They deserve it because they have worked hard for it and have a larger force of salesmen on the territory than ever before.

At the Columbia Phonograph Co.'s branch manager Smith was getting a full share of the holiday business with the aid of a coterie of able and loyal assistants. He was well pleased with the way wholesale business was showing up.

Grafonolas, especially the library-table type, were in big demand.

Cabinet Plant Burns.

The plant of the Compartment Filing Cabinet Co., manufacturers of disc and cylinder record cabinets, 316-20 W. 29th street, was destroyed by fire Christmas Eve. Plans for resumption of business in another location are under way, and the company will probably be in a position to make shipments very shortly.

Pointer for Dealers.

The J. P. Seeburg Piano Co., 209 State street, manufacture a profit-making specialty which is especially adapted for talking machine dealers who wish to enlarge their field of operations. Cuts and full particulars will appear in their advertisement in the February issue of *The World*. In the meantime dealers who would like to investigate with a view of getting in on the ground floor are invited to communicate with the company at once.

Personals.

Arthur D. Geissler, general manager of the Talking Machine Co., has been very ill with a severe attack of inflammatory rheumatism, but expects to again appear at his office next week.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, left this week for a week's visit to the factories at Camden and Orange and to New York City.

A. Grunwald, representing the Salter Mfg. Co., Chicago, makers of talking machine record cabinets and furniture specialties, left yesterday for the West, going as far as Salt Lake City. On his return he will take in the Northwest, and from thence will visit the leading eastern centers. It has been an exceedingly prosperous year with the Salter Co., particularly in the cabinet department and some fine new styles will shortly make their appearance on the market.

J. W. JONES INVENTS ROAD RECORD.

Joseph W. Jones, who gained prominence in the talking machine trade through his connection with the invention of the disc record, and who is also responsible for the Jones speedometer for vehicles, has again come to the fore as the inventor of a new live map meter. The Jones live map meter is a sort of phonograph of the road. You insert the record of the trip you want to make, and the live map plays it. When you come to a cross road the map tells you, and the hand on the instrument points the way.

According to the Bureau of Manufactures the Chamber of Commerce in a large European city is very anxious to get in touch with manufacturers of phonographs for taking office dictation. In the type of machine desired a letter is dictated to a record, which is later placed on a phonograph operated by electricity and controlled by a pedal, thus enabling the typewriter to regulate the speed. Those desiring to make further inquiry should refer to file number 4,349.

THIS IS THE FAMOUS "TIZ-IT"



**All-Metal
Horn
Connection
for Phonographs**

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

Regular Discount to the Trade.

Send for printed List of Jobbers who keep "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.

SLEZAK'S TRIUMPHANT SUCCESS.

The Great Viennese Tenor Adding to His Reputation with Every Appearance—Records of His Famous Arias Being Put on the Market by the National Phonograph Co.

Not in many years has an operatic artist scored such a triumphant success as Leo Slezak, the great Viennese tenor, who has been heard in his magnificent interpretation of "Otello" in Verdi's opera of that title, and in a number of other well-known roles at the Metropolitan Opera House this season. Every appearance has been followed by the highest tributes from the critics of the New York papers who entol him as a



LEO SLEZAK.

great artist and remarkable man. In fact, he is proclaimed to be one of the greatest tenors of the day.

It must be a matter of general interest and gratification to members of the talking machine trade that records of this famous artist have been put on the market by the National Phonograph Co., and which include all the songs in his American repertoire.

At large expense the National Phonograph Co. made a special contract with Mr. Slezak by which these numbers will be made exclusively for the Edison phonograph. The possession of a record of a voice such as Slezak's is indeed a source of extreme pleasure and lasting benefit, and it is safe to say that there will be a tremendous de-

mand for these records wherever they are properly introduced, and the importance of the man emphasized.

Readers of *The World* will be interested in the opinions of the critics of the local papers following the debut of Slezak in Verdi's great opera, "Otello." Here are a few criticisms from the leading papers which reflect the tenor of the entire press of New York on this occasion:

From the New York Herald—"Otello, revived at the Metropolitan Opera House after years of neglect and the advent of a new tenor, were the features that attracted a large audience last evening and aroused it to enthusiasm. The tenor is Leo Slezak, a Czech, who has won fame in Germany and London. He is a giant, being six feet four inches in height. And he is a giant artistically, too. His fame had preceded him, but his nervousness accompanied him. The latter was evident in the first act. Later, when he threw aside the cloak of fear of singing in a strange auditorium before a strange audience, he made his listeners sit up and applaud and even cheer. His voice is tremendous in its dramatic moments, and when he employs it lyrically it is fresh and beautiful in quality. He has been compared to Tamagno, and his voice has some of the brutal dramatic strength of that famous tenor, but it is far more beautiful in moments of tenderness, and he is a capital actor. After the third act he was singled out for an ovation. Wreaths were thrust upon him by the pages and the house rose at him in applause. Mr. Slezak was welcomed in a night, and there were no 'buts' and 'ifs.'"

From the New York Tribune—"Verdi's all-too-much neglected Otello was the opera last night at the Metropolitan Opera House, and, judging from its reception, the New Theatre will not have a monopoly of Shakespeare this season. It is said that the opera was revived to introduce the Metropolitan's new heroic tenor, Leo Slezak, who sang last season at Covent Garden, and whose achievements have been pictured to New York in brilliant colors. Whatever the reason, however, New York can only be grateful. It was a splendid production of a splendid opera.

"Much has been written of the gigantic physical proportions of the Czech tenor, but it is doubtful if any one expected the colossus that appeared. The audience fairly gasped when Herr Slezak made his entrance. It seemed as if a section of the proscenium arch had suddenly stepped upon the stage. Yet, despite his great size, his was no mountain of flesh, but such a figure as would have delighted the audience that once applauded the heroics of Tommaso Salvini.

"With it all, Herr Slezak showed himself a splendid actor, tender in the opening scenes with Desdemona, depicting admirably his growing suspicions of his wife's fidelity, and superb in his wrath and final broken-hearted despair. It was an impersonation not soon to be forgotten. There was a certain huskiness at times in his voice, due, perhaps, to nervousness, but it is a voice of fine power and one used with more than ordinary discretion."

From the New York Sun—"After an absence of nearly seven years from the stage of the Metropolitan Opera House Verdi's Otello was revived there last evening with a cast including Leo Slezak, the new Czechish tenor. Mr. Slezak, who hails from the Vienna opera, proved to be a tenor of prodigious physical height and of lofty artistic stature. His voice is robust and of much beauty throughout its range. While its middle register was somewhat veiled last evening, there was always correctness of intonation and a hint of reserve power. "When, for example, he uttered the pealing cry of 'Sangue! Sangue! Sangue!' there was no sense of strain or exaggeration. Tense as was the pitch to which he carried the auditors here and at other climatic moments, Mr. Slezak did not lose his sense of artistic proportion or his command over his vocal resources. In short the new tenor showed himself to be a singer of high rank. His acting, from his delightful enunciation of the Italian text to the commanding sweep of his gestures, the distinguished poise of his head and the variety and range of his means of expression, helped to make this Otello revival noteworthy."

Kindly disposed, as the American audiences are, toward artists, appreciative of any honest effort, they are yet the most unfathomable when it comes to guessing whether or not a new voice, a new artist will please them. No small credit is due, therefore, to an artist who at once achieves success; but to arouse enthusiasm, to hold an audience spellbound at the first appearance, belongs to very few. It is safe to say that not for many years has such a personal vocal and histrionic success as that of Leo Slezak, in "Otello," been made by any other debutant and aspirant for honors at the Metropolitan Opera House. Splendidly equipped physically, weighing nearly three hundred pounds with a height of 6 feet 4 inches, Mr. Slezak heightened the impression by a very judicious choice of costume. In a long flowing robe richly embroidered, he looked the embodiment of manly splendor, as will be noticed in the accompanying illustration.



LOOKING INTO THE FUTURE!

What does the year 1910 hold in store for you Mr. Dealer?
Do you want to increase your profits during
the next twelve months?

YOU *should* make your 1910 business eclipse that of any previous year. January transactions should exceed those of a year ago, and the same condition should exist every month throughout the succeeding eleven.

Such a satisfactory increase is only possible through improvement in your facilities for getting and properly handling the business; your ability to get the goods when you want them will prove an important factor in establishing these conditions.

As an example of our ability to give service—to send the goods when you want them—we had on hand during the month of December, a good stock of both Victor and Edison machines and equipments, while other jobbers were almost entirely out—further, we were filling orders complete (with the exception of Victor O's which we were unable to get from the factory) and promptly the same day received all during the month. Doesn't this kind of service merit your patronage? We think it does.

NOW A PERSONAL WORD OF THANKS.

We enjoyed a splendid business during 1909. December was the banner month in our history as handlers of the two best known products in the talking machine field, the Victor and the Edison; we thank, most cordially, those who so loyally assisted in making our success.

Abundant prosperity in 1910 is our wish to you and yours.

Lyon & Healy

CHICAGO



WITH THE MEMPHIS TRADE.

1909 Best Year in History of the City—Only Drawback Shortage of Cotton Crop, but High Prices Even Matters—What Various Talking Machine Men Report Anent Conditions—News of the Travelers—A Progressive Mississippi House—Some Recent Trade Visitors—Other News Worth Recording.

(Special to The Talking Machine World.)

Memphis, Tenn., Dec. 21, 1909.

Bells tolling the death of the departing year of 1909 mark the end of the best and most successful twelve-month period in the history of Memphis, from a business and commercial standpoint, and usher in a new one which promises to yield bigger and better things.

This statement is advisedly made after observation and careful investigation, and carries with it no mental reservation whatever. Facts and figures are available with which to verify it, and they are known to all who have kept up with occurrences as they have transpired.

The most serious drawback to the unimpeded progress of prosperity in Memphis for the year has been the shortage in the yield of cotton and other crops, but compensation has been had in the prices higher than since the period just after the civil war. Quotations have ranged from about 12½ cents to 15½ cents, being at the latter figure as the year passes. These prices of \$65.00 to \$80.00 per bale have compared with about \$40.00 to \$50.00 during the last few months of the previous year. That the producer has been able to get the benefit of such high prices more than ever before has gone far toward bringing good times swooping down on everybody.

With extremely cold and dry weather prevailing, the month just past has been one of the most successful in the talking machine business in this territory. All of the dealers report having done a nice business with the call for the best types of machines.

When interviewed by The World representa-

tive, A. L. Owen, manager of the talking machine department of the O. K. Houck Piano Co., expressed himself as being entirely satisfied with his department's showing for the month. This firm reports an unusually heavy demand for the best Victor and Edison machines and records, with a tendency running toward grand opera selections.

With the visit of the Lambard Grand Opera Co. this month a special series of grand opera concerts will be given, at which the records from the different operas presented will be played, and the history and the argument of the opera will be explained by C. D. Johnston, librarian of the Cossitt Library, who is a genuine "dyed in the wool" Victor enthusiast.

O. K. Houck, president of the O. K. Houck Piano Co., was a Christmas visitor at Little Rock. S. M. Fields, who has been in the retail business on his own account for the past two years, has accepted the position of manager of the O. K. Houck Piano Co.'s talking machine department at Little Rock, and will assume his new duties next week.

On a recent trip in the interest of the O. K. Houck Piano Co., O. C. Stegmair, their genial ambassador, booked a number of opening orders in Arkansas. In all of the towns he visited the dealers were especially optimistic, and there is no question but what the high price cotton is bringing and the big advertising campaigns being carried out by the Edison and Victor companies has had a tendency to enthruse them.

A. L. Owen recently visited Jackson, Hattiesburg, Meridian, West Point and Greenwood, Miss., and, from the size of the orders sent in, the dealers must be doing a nice business in those cities.

One of the most progressive dealers in the south is the A. Gressett Music House, of Meridian, Miss. Their success in the talking machine business, especially in the mail order business, is easily accounted for after a few minutes talk with W. A. Gressett, assistant manager in charge of their talking machine business, who is a most

agreeable and energetic gentleman, and we predict a bright future for them in this field.

J. R. Phillips, dealer at Tupelo, Miss.; Dr. Berger, of the Artesia Drug Co., dealers at Artesia, Miss.; Frank E. Gage, representing the National Phonograph Co., were Memphis visitors this month. O. C. Stegmair, of the O. K. Houck Piano Co., spent Christmas with relatives in Brinkley, Ark.

"NYOIL" DOES THE TRICK.

The oil made by William F. Nye, of New Bedford, Mass., has long enjoyed the highest reputation for all kinds of delicate machinery such as watches, clocks, talking machines, sewing machines, in fact, wherever an oil is needed that will not clog. The following unsolicited letter received by Mr. Nye from Ben Budd, 531 Ray street, Camden, N. J., tells its own story of the prestige which this oil enjoys:

"My Dear Sir:—You will see by reading the enclosed circular, that I have quite a number of old-fashioned 'Grandfather' clocks in my care—now over 500 of them to keep in order, and these are scattered over three counties, and a great number of these are in large farm houses and are kept in the hall, where there is no heat in the winter time; therefore, it requires the best of oil in order to keep them running several years after being cleaned and put in good order.

"For over twenty years I have been using your oil. Before that, I used Kelley's, but yours was recommended to me, so I tried it and found it satisfactory for the twenty years.

"Yours used to stay on clocks from three to five years, and gave the best of satisfaction. For eighteen months past I have been using Cuyper's and Ranlett & Lowell oils, but while these oils do not gum up, they dry up within a year and cause the clocks to run bad.

"Now, I want some of your oil at once, if it is as good as it was years ago, for I have orders now on my hands from 54 families. Please send me some of your new oil at once."

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by
Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs
or Talking Machines

High Grade English Steel,
each Needle Warranted as
to Point and Finish

NEEDLES

We are Sole Agents for
the Largest Needle
Factory in EUROPE

put up in Lithographed Envelopes
and Tin Boxes in Cartons

SPECIALTIES

SPECIALTIES

BELTS

SAPPHIRES

FEED NUTS

For Commercial Phonographs.
STITCHED.

FOR DICTATING MACHINES
ALL MAKES

For All Makes, Made of
the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

CLEAN UP IN SAN FRANCISCO.

Dealers and Jobbers Cleaned Out of Goods Owning to Holiday Demand—Greatest Call Was for High Priced Machines—Pacific Phonograph Co. in New Quarters—Hauschildt's Department—Bacigalupi Preparing for Lauder—Sherman, Clay & Co.'s Greatest Sales Day—Kohler & Chase and the Columbia—Grafonolas in Favor—Other Items of News.

(Special to The Talking Machine World.)

San Francisco, Jan. 4, 1910.

Probably never before in the history of San Francisco has there been such a close clean-up of all sorts of talking machines, records and others goods, as at the close of the present holiday season. Not one dealer, but all, report a demand that has never been equaled. Notwithstanding the larger number of dealers, and the fact that all of them made what they considered ample provision for all requirements, there is scarcely any surplus left over, and the sales in some lines might have been much larger if the goods had been available. Some stock has arrived since Christmas, and most of it has been delivered immediately on back orders. Wholesale business lasted almost up to Christmas, both local and outside dealers being very large purchasers. Many outside retailers ran short of stock, and were unable to secure more, while there has been considerable complaint from those in San Francisco and Oakland over the inability of wholesale houses to furnish adequate supplies of the machines most in demand. Expensive machines and records have been the leading feature, but this class of goods seems to be developing a new trade, without interfering with the sale of the cheaper lines in any way. Sales of the most expensive Victor and Columbia machines have been beyond all expectations, while there has been a great deal of inquiry for the Edison Amberola.

Mr. Jones, manager of the Pacific Phonograph Co., is now very busy getting into his new offices in the new Kohler & Chase Building. Owing to a change in the plans, it seems likely that the wholesale stock will be kept in the Oakland warehouse. Mr. Jones says the holiday business was ahead of all former records, and that considerable ordering has been done in the past week. While he looks for a lull during January, he is confident that with the following month orders will begin to come in on almost as large a scale as during the fall.

The H. Hauschildt Music Co. are now established in their new store on Grant avenue, and are devoting one floor to a well-equipped talking machine department. Notwithstanding their recent arrival in the city, this house has enjoyed a remarkable run in this department.

Harry Lauder is to make an appearance in this city for a week in January, and Peter Bacigalupi & Sons, the live dealers, are taking the opportunity to start an advertising campaign on the Lauder records. The work has hardly started yet, but a large demand is expected. A large stock of these records has been taken on, quite a lot being purchased from other dealers. Mr. Bacigalupi reports a big demand for the Edison Cygnet goods, and states that in the last week of the season above \$5,000 worth of orders had to be turned down for lack of stock. He cleaned out his stock of Victrolas entirely, and says he could have placed a large number of Amberolas if he had had them on hand.

The Wiley B. Allen Co.'s talking machine department has gone far ahead of its November record, and while this is the first holiday season at the local store, it has been satisfactory in every way. With a large stock secured in advance, this was about the only house in the city able to sell all Victor machines without interruption. Mr. Anrys states that the department in Los Angeles just doubled its record for last Christmas.

Benj. Curtaz & Son have also had a fine run in talking machines, especially on the higher priced goods, and have very little stock on hand this week.

Clark Wise & Co. report the largest talking machine season they ever had, cleaning up the last of their Victrolas early in Christmas week. They say, in fact, that they lost several sales through lack of stock in this line, getting in a number of machines about the first of this week.

J. H. Wales of the talking machine department of the Heine Piano Co., was away at Christmas on account of the death of his father, his place being taken by Mr. Kempton, formerly with Kohler & Chase. Mr. Kempton will probably remain permanently with the house. The department is now in good order, and considering the fact that it is a new departure business is all that could be expected.

Andrew G. McCarthy, of Sherman, Clay & Co., says that in all his experience in the talking machine business he has never seen anything like the season just past. Wednesday, December 22, he says, was the biggest day for cash sales he ever saw, and on Christmas Eve there was hardly a Victor machine of any description left in the house. The wholesale department was entirely cleaned out in most lines several days before Christmas, and there was great difficulty in keeping the retail department supplied. Records as well as machines have had an enormous sale, the new Caruso records being especially in demand.

Kohler & Chase have moved all their talking machine stock from the Moore building, and have the department in the new structure completely fitted up. The stock will be placed on sale within a few days. It has not yet been announced just what arrangement has been made by this company with the Columbia Phonograph Co. It was supposed at first that other lines would be handled as in the past, but from present indications it looks as if the Columbia branch would take complete charge of the department and handle their goods only. If so, the company will be provided with a downtown store, giving excellent facilities for handling the local retail trade.

A number of the new Grafonola de luxe machines have been received by the Columbia office in San Francisco, but the holiday demand has cleaned up all the machines available, and it will be some time before the demand can be fully supplied. The company report an excellent outside business all through December. W. S. Storms, the traveling man, returned about two weeks ago from a visit to the dealers north

100% Service is Heppe Service

¶ Our stocks of Victor and Edison goods are unlimited, and we make shipment same day orders are received.

¶ We have a department organized to coach you in making retail sales.

¶ Worth writing us about.

C. J. HEPPE & SON
1117-1119 Chestnut Street
PHILADELPHIA, PA.

Established 1865

1866

1909

NYOIL

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.



of the Bay, and says it was one of the best trips he ever had. Mr. Storms has been urging customers in the smaller towns to keep in closer touch with the latest developments in the trade by the regular perusal of the leading trade magazines.

McNeill & Co. have placed a very large order for Columbia machines to supply their stores at Fresno and Stockton, Cal. They report a larger business in the San Joaquin valley than ever before.

The Madsen Furniture Co., of San Jose, Cal., have been making a specialty of the Grafonola De Luxe, in which they have done a great business, selling more, in fact, than can be furnished promptly.

STEVENS TO SOUTH AMERICA.

Manager of the Export Department of the National Phonograph Co. Leaves for a Three-Months' Tour of South America January 20.

On January 20 Walter Stevens, manager of the export department of the National Phonograph Co., Orange, N. J., with headquarters in the Edison building at 10 Fifth avenue, New York, sails for a journey of three months in South American countries. He will visit all the chief cities on the east coast, including Para, Rio de Janeiro, and other ports in Brazil, Montevideo, Paraguay, but will devote the most of his time to the company's interests in Buenos Ayres, Argentine. Then he will go through the Straits of Magellan and stop at Punta Arenas, Chile, the southernmost city in the world. This will be the turning point. Mr. Stevens has never been to South America before, and therefore his first trip, in which he expects to make many valuable connections for the company, will be clothed with the additional charm of novelty.

TO MAKE FLEXIBLE RECORDS.

The Goodale Phonograph Co., Tacoma, Wash., have incorporated with capital stock of \$5,000,000, divided into 100,000 shares of \$50 each, to manufacture and market a flexible talking machine record or ribbon record, the invention of Dr. E. C. Goodale, of Tacoma.

The incorporators are E. C. Goodale, Pearl Goodale, A. H. Garretson, A. M. Garretson, C. R. Coombs and George Trust.

TALKING MACHINE AT FUNERAL.

The phonograph was used for the first time in a funeral service in Vineland, N. J., at the funeral of the wife of Councilman A. F. Gutterson on December 7. Mrs. Gutterson in life always said the phonograph could render "Beulah Land" and "The Home Over There" in sweeter tones than any singers of her acquaintance and requested that one be used at her funeral.

RECORD BULLETINS FOR FEBRUARY, 1910

NEW VICTOR RECORDS.

Table with columns: No., Size, and record titles. Includes records like 'The Cavalier March', 'Love's Dream After the Ball', 'Serenade', etc.

Table with columns: No., Size, and record titles. Includes records like 'Medley of Clogs', 'The Waterfall Polka', 'Genevieve', etc.

NEW RED SEAL RECORDS.

Table with columns: No., Size, and record titles. Includes records like 'Mignon—Conhais tu le pays?', 'Sapho—O ma lyre immortelle', etc.

Table with columns: No., Size, and record titles. Includes records like 'Medley of Foster Songs—My Old Kentucky Home', 'La Source Ballet—No. 1', etc.

VICTOR DOUBLE-FACED RECORDS.

Table with columns: No., Size, and record titles. Includes records like 'The African 400—An Educated Rag', 'The Portly Major March', etc.

Table with columns: No., Size, and record titles. Includes records like 'Lyna Oh! Oh! Miss Lyna', 'Put on Your Old Gray Bonnet', etc.

Table with columns: No., Size, and record titles. Includes records like 'Irish Blood (Andrew Mack)', 'I Once Had a Sweet Little Doll', etc.

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

Table with columns: No., Size, and record titles. Includes records like 'Oh! Promise Me (De Koven)', 'I'll Sing These Songs of Araby', etc.

COLUMBIA 10 3/4-INCH FONOTIPIA DOUBLE-DISC RECORDS.

Table with columns: No., Size, and record titles. Includes records like 'I Sent My Love Two Roses (H. F. Simson)', 'I Know of Two Bright Eyes', etc.

COLUMBIA 10-INCH DOUBLE-DISC-RECORDS

Table with columns: No., Size, and record titles. Includes records like 'Lyna Oh! Oh! Miss Lyna', 'Put on Your Old Gray Bonnet', etc.

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

Table with columns: No., Size, and record titles. Includes records like 'American Aerial Triumph March', 'Silver Threads Among the Gold', etc.

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

Table with columns: No., Size, and record titles. Includes records like 'In Soudaland—Medley of Marches', 'Old Black Joe (Foster)', etc.

EDISON AMBEROL RECORDS.

Table with columns: No., Size, and record titles. Includes records like 'Rose of the World', 'My Pretty Little Piece of Dresden China', etc.

Just One (1) Udell Value

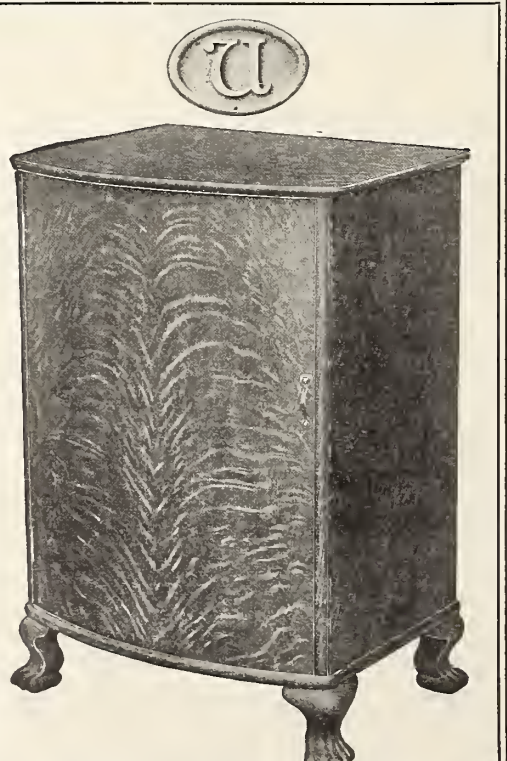
The Cabinet illustrated lists at \$223.501 in our Cabinet Catalog. You drop the first and last numbers and 50% of what is left gives you the price \$11.75.

Udell Cabinets can be had for Disc Records, Cylinder Records, Piano Player Rolls and Sheet Music.

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436 Cabinet with a capacity of 190 12-inch Disc Records. Height 34 inches. Width 24 inches. Depth 20 inches.

- 349 The Homeland.....Anthony and Harrison
- 350 Benediction of the Poignards.....Sousa's Band
- 351 If I Had the World to Give You.....Reed Miller
- 352 Juanita.....Metropolitan Quartet
- 353 When the Bloom Is on the Cotton, Dixie Lee.....
Manuel Romain
- 354 Ireland Isn't Ireland Any More.....Edward M. Favor
- 355 I Will Sing the Wondrous Story.....Edison Mixed Quartet
- 356 Forosetta-Tarantella.....American Symphony Orch.
- 357 Prologue from Pagliacci.....Thomas Chalmers
- 358 Slip on Your Gingham Gown.....
Arthur Collins and Byron G. Harlan
- 359 In Cairo—Oriental Patrol.....New York Military Band
- 360 That's the Doctor, Bill.....Billy Murray
- 361 The Darkies' Jubilee.....American Symphony Orch.
- 362 I'm Glad I'm a Boy and I'm Glad I'm a Girl.....
Ada Jones and Billy Murray
- 363 Medley of Emmett's Yodle Songs.....George P. Watson
- 364 The Rifle Regiment March.....U. S. Marine Band

EDISON STANDARD RECORDS.

- 10297 Venetian Love Song.....Victor Herbert and His Orch.
- 10298 I'm Looking for Something to Eat.....Stella Mayhew
- 10299 The Star, the Rose and the Dream.....Stanley and Gillette
- 10300 The Dancing Girl.....Sousa's Band
- 10301 Nobody Knows Where John Brown Went.....Arthur Collins
- 10302 Sweet Bunch of Daisies.....Elizabeth Wheeler and Harry Anthony
- 10303 It's Moonlight all the Time on Broadway.....Billy Murray
- 10304 The Tin Soldier.....Vienna Instrumental Quartet
- 10305 My Dad's Dinner Pail.....Ada Jones
- 10306 When I Dream in the Gloaming of You.....Manuel Romain
- 10307 Dixie Land, I Love You.....Edward Meeker
- 10308 A Bushel o' Kisses.....Edison Concert Band
- 10309 In the Sunshine and the Shadow I'll be True.....Byron G. Harlan
- 10310 Jerusalem the Golden.....Edison Mixed Quartet
- 10311 A Creole Lullaby.....Arthur C. Clough
- 10312 Cribbiribin Waltz.....American Symphony Orch.

FROM PRODUCER TO CUSTOMER.

Interesting Facts Bearing Upon the Production of the Edison Business Phonograph—System for Reaching Customers—Historic Patent Showing Origin of Edison Business Phonograph—A Strong Organization.

The Christmas number of "Tips," the bright little volume issued at intervals by the Edison Business Phonograph Co., Orange, N. J., strictly in the interest of dealers, and only sent to them, is notable for the appearance of seasonable and helpful remarks in autograph form from the officers and managers of the various departments, commencing with Thomas A. Edison and President Frank L. Dyer.

Among other interesting features is a clearly designed diagram, illustrating the Edison business organization, as it stretches from factory to

- 10313 I Think I Hear a Woodpecker Knocking at My Family Tree.....Edward M. Favor
- 10314 Telling Lies.....Ada Jones and Billy Murray
- 10315 Long, Long Ago.....Manhattan Mixed Trio
- 10316 Two Thomas Cats.....New York Military Band

ZON-C-PHONE 10-INCH DOUBLE RECORD DISCS.

- ZONOPHONE CONCERT BAND.
- 5588 (a) Berlin Echoes.....Lineke
 - (b) After Sunset—Intermezzo.....Arthur Pryor
 - 5589 (a) Entry of the Gladiators—March.....
 - (b) New Amsterdam—March and Two-Step.....De Witt
- ZONOPHONE ORCHESTRA.
- 5590 (a) Tesoro Mio—Waltzes.....Beuceci
 - (b) Mascarita Waltzes—Espagnole.....Trinkaus
 - 5591 (a) La Lisonjera—The Flatterer.....Chaminade
 - (b) Pride of the Desert—An Arabian Incident.....Bennett
- VOCAL SOLOS WITH ORCH. ACCOMP.
- BYRON G. HARLAN.
- 5592 (a) I'd Like to Be a Soldier Boy in Blue.....Newton-Durand
 - (b) Little Miss Golden Curls.....Meyer
- BILLY MURRAY.
- 5593 (a) Foolish Questions.....Sloane
 - (b) It's Moonlight All the Time on Broadway.....Wenrich
- FRANK C. STANLEY.
- 5594 (a) Yes, Let Me Like a Soldier Fall—Song from "Maritana".....Wallace
 - (b) Bodouin Love Song.....Pinsuti
- ARTHUR COLLINS AND BYRON G. HARLAN.
- 5595 (a) Lynda, Oh, Oh, Miss Lynda.....Leonard
 - (b) Some Day, Melinda.....Fitzgibbons
- ADA JONES AND BILLY MURRAY.
- 5596 (a) Emballue.....Jerome-Schwartz
 - (b) The Belle of the Barbers' Ball.....Cohan
- FRANK C. STANLEY AND HENRY BURR.
- 5597 (a) Old Folks at Home.....Poster
 - (b) I've Gwine Back to Dixie.....White
- ALICE C. STEVENSON AND FRANK C. STANLEY.
- 5598 (a) What Makes the World Go 'Round?.....Van Alstyne
 - (b) Ring o' Roses—Duet from "The Dollar Princess".....Fall

customer through the sales and publicity departments to the dealer and then through the medium of his organization to the final purchaser. The diagram which is reproduced herewith is calculated to show exactly just where each special link or department fits into the whole chain of Edison business phonograph distribution.

Another feature of Christmas "Tips" of particular interest is the fac-simile of the original patent drawing of the Edison business phonograph secured by Thomas A. Edison in 1878. Needless to say the original model would not be recognized in the practically perfect machine of

to-day, which is found to be almost indispensable in the business of every progressive business institution. The use of the business phonograph to-day is an evidence of the progressiveness of the concern using it. It is a synonym of success wherever used.

DO YOU TALK PINK OR GREEN?

California Professor Allows That Each Inflection of the Voice Has Its Distinctive Color—Tells of Yellows and Reds—"S" Is Yellow, While "I" Is Orange—"O's" and Double "O's" Are Brown, Blue, and Deep Red.

Prof. George M. Stratton, occupying the chair of psychology at the University of California, sees colors in the tones of the voice; or, rather, he knows how the colors are seen, and to the individual letters of the alphabet he describes individual hues.

The psychologist, applying motive power to a lawn-mower, was clicking out all the colors of the rainbow on his aerial lawn on the higher Berkeley Hills when interviewed on the subject yesterday.

"I do not claim any originality for what I have said in this regard," he remarked in what might be described as a thoughtful lavender voice.

"Francis Galton, the English scientist, went over the subject very thoroughly in his 'Human Faculty' many years ago.

"There are persons," he continued, speaking in more of a violet tone, "to whom single words, and even separate parts of a word, have individual hues.

"The S sound to anyone is a yellowish tone.

"The I is orange.

"The Z is reddish.

"Higher pitched letters, such as the short sound of I—the 'i' in 'it'—is apt to be brighter and warmer—say yellow or pink.

"The long O sound and the OO are darker. We might call them blue, brown or deep red."

T A. EDISON.

Phonograph or Speaking Machine.

No. 200,521.

Patented Feb. 19, 1878.

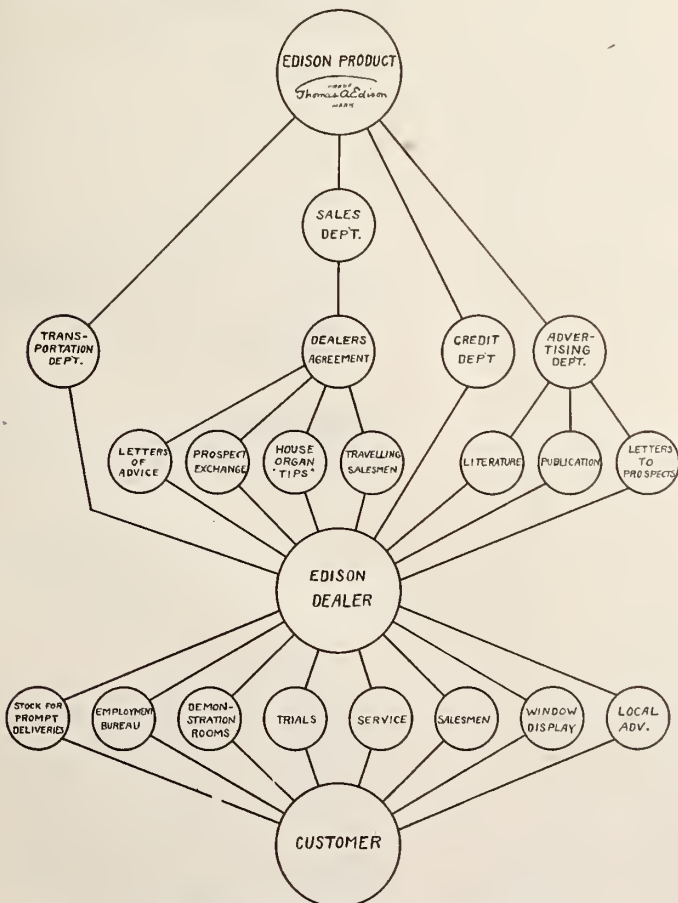
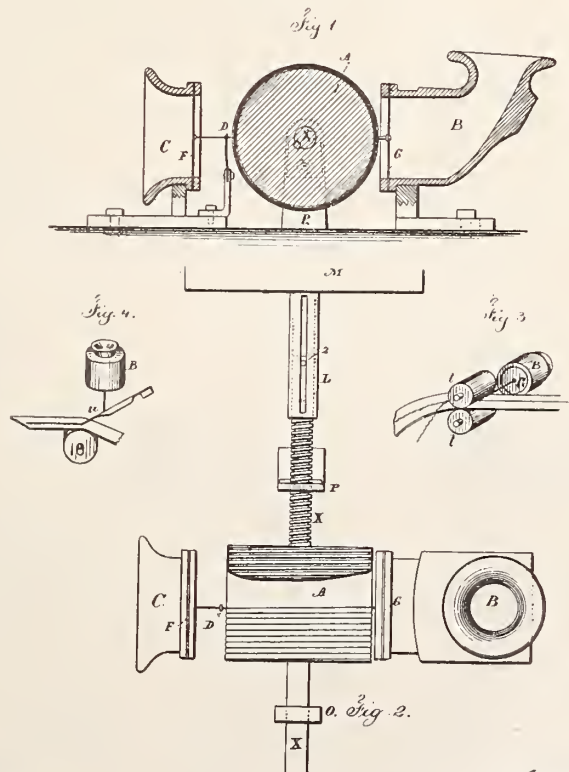


DIAGRAM OF THE EDISON BUSINESS ORGANIZATION SHOWING THE SYSTEM FOR REACHING THE CUSTOMER.



Witnesses
 Chas. Smith
 Harold Durrell

Inventor
 Thomas A. Edison.
 Lemuel W. Sewell
 atty.

FAC-SIMILE OF THE ORIGINAL PATENT DRAWING EDISON BUSINESS PHONOGRAPH.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.) Washington, D. C., Jan. 10, 1910.

PROCESS OF MAKING PHONOGRAMS. Frank C. Applegate, Philadelphia, Pa., assignor by mesne assignments to Royal Phone & Phonogram Co., Boston, Mass. Patent No. 939,119.

This invention relates to the manufacture of cylindrical phono-grams of celluloid, xylonite or like material, and the object is to cheaply produce such phono-grams from sheet material and in which the united edges of the sheet run approximately circumferentially to eliminate the unpleasant knocking sound caused by a stylus striking a longitudinal joint during reproduction. Hitherto such phono-grams have been made of seamless tubular material and the cost has been excessive. Neither can tubes be manufactured thin enough to give the desired flexibility. Unsuccessful attempts have been made to use sheet material with a lap joint but such joint struck the stylus squarely at right angles to the line of motion and caused a clicking or knocking sound on each revolution of the record. In addition to this the lapping of the material made a double thickness at the joint which caused the record to run eccentrically with respect to the stylus.

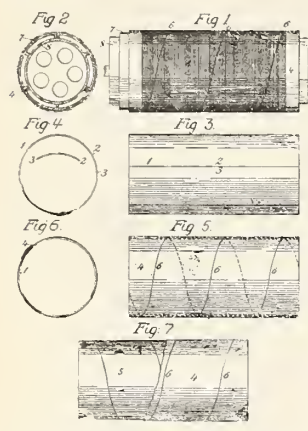
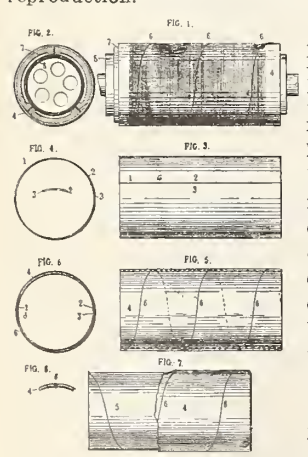


Figure 1 is a view of the improved phono-gram on a mandrel. Fig. 2 is a cross sectional view of the structure of Fig. 1; Fig. 3 is a view of a backing for improved phono-gram; Fig. 4 is an end view of the structure of Fig. 3; Fig. 5 is a view of the structure of Fig. 3 with the facing ribbon secured thereto; Fig. 6 is an end view of the structure of Fig. 5; Fig. 7 is a view, partly in section, of a modified form of the improved phono-gram.

PHONOGRAM. Frank C. Applegate, Philadelphia, Pa., assignor by mesne assignments to Royal Phone & Phonogram Co., Boston, Mass. Patent No. 939,120.

This invention relates to cylindrical phono-grams of impressible material, such as celluloid, xylonite or the like material, and the object is to cheaply produce such phono-grams from sheet material and in which the united edges of the sheet run approximately circumferentially to eliminate the unpleasant knocking sound caused by a stylus striking a longitudinal joint during reproduction.



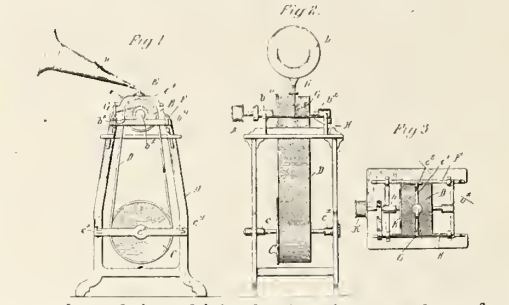
Hitherto such phono-grams have been made of seamless tubular material and the cost has been excessive. It has been found impracticable to commercially produce tubes thin enough to give the desired flexibility. Unsuccessful attempts have been made to use sheet material with a lap joint, but such joint struck the stylus squarely at right angles to the line of motion and caused a clicking or knocking sound at each revolution of the record.

Figure 1 is a view of the improved phono-gram on a mandrel; Fig. 2 a cross sectional view

of the structure of Fig. 1; Fig. 3 a view of the backing of improved phono-gram; Fig. 4 an end view of the structure of Fig. 3; Fig. 5 a view of the structure of Fig. 3 with the facing ribbon secured thereto; Fig. 6 an end view of the structure of Fig. 5; Fig. 7 a view, partly in section, of a modified form of the improved phono-gram; and Fig. 8 a view of a lapped joint facing.

PHONOGRAPH. Frank E. Holman, Silverton, Oreg., assignor of one-half to John E. Innis, same place. Patent No. 939,692.

This invention relates to improvements in means for increasing the available recording surface in phonographs, and an object of the invention is to provide a phonograph in which the record surface of a flexible nature and having a relatively great length may be inserted or re-



moved, and in which the bearing members for the cylinder are pivoted to admit the removal or replacement of the record. A further object is to provide a record applicable to a cylinder type, in which the virtual diameter of the record is greatly increased, while the actual diameter is not.

COMBINED GRAPHOPHONE-HORN AND RECORD-CASE. Walter Smith, Viropa, W. Va. Patent No. 939,753.

This invention relates to a combined graphophone horn and record case, the object of the invention being to provide a collapsible horn composed of telescopic sections, the outer section carrying means for supporting a series of records, together with a case or receptacle in which the collapsed horn and records are adapted to be stored for ready and convenient transportation.

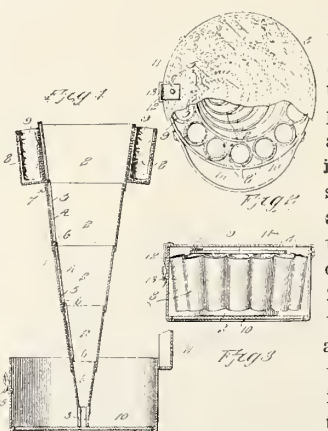
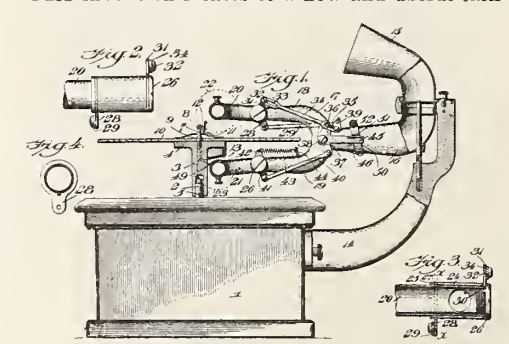


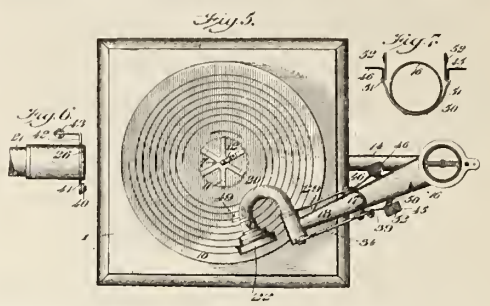
Figure 1 is a vertical longitudinal section through the graphophone horn and case embodying this invention, showing the horn arranged in position for removal or collapse. Fig. 2 is a top plan view of the horn and records stored within the casing, the cover of the latter being partially broken away. Fig. 3 is a sectional view through the closed casing, showing the parts stored therein.

TALKING MACHINE. Warren W. Wooster, Berlin, N. J. Patent No. 939,781.

This invention relates to a new and useful talk-



ing machine and consists in providing two sound boxes and stylus holders with means whereby one or the other of said sound boxes and style are caused to contact with a record. It further consists in providing means whereby one of the



sound boxes and styli may be placed into contact with the record upon one side thereof and at the proper time will be thrown out of contact therewith and the other stylus and sound box will be thrown into operative position.

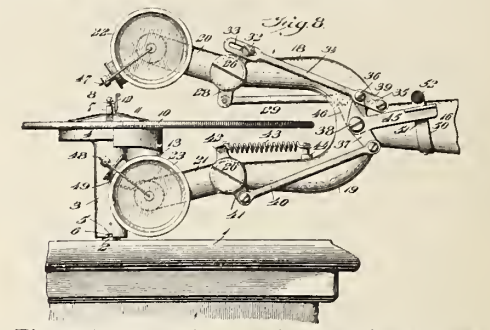
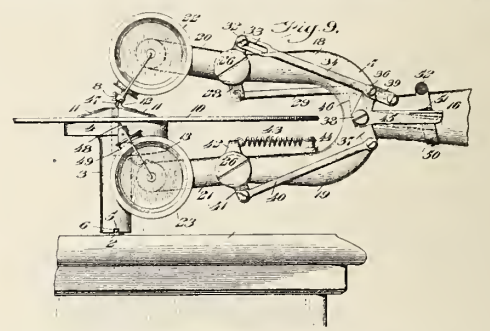
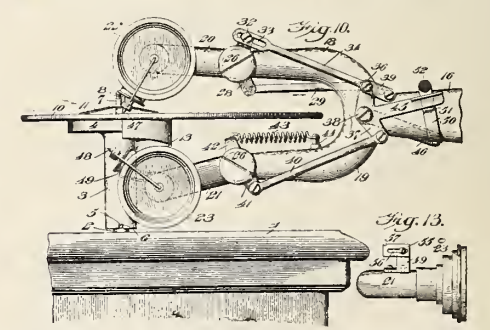


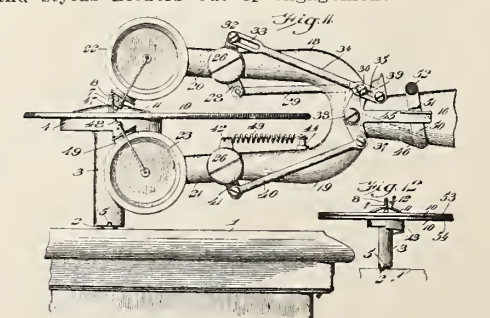
Figure 1 represents a partial elevation and partial sectional view of a talking machine embodying the invention. Fig. 2 represents a front elevation of a portion of the connecting mechanism for the yoke and the sound box holder. Fig. 3 represents a vertical section view thereof. Fig.



4 represents a sectional view on line x-x, Fig. 3. Fig. 5 represents a partial plan view with the horn attachment removed, of the device shown in Fig. 1. Fig. 6 represents in elevation, a view of the lower connecting mechanism for



the yoke and sound box holder. Fig. 7 represents a sectional view showing the catches employed. Fig. 8 represents a side elevation of a portion of the device showing both of the sound boxes and stylus holders out of engagement with the



record. Fig. 9 represents a side elevation showing the lower stylus in operative position with the upper stylus holder out of contact with the record. Fig. 10 represents a side elevation showing the lower sound box and stylus out of contact with the record and the upper sound box and stylus in operative position. Fig. 11 represents a side elevation showing both needles and styli in engagement with the record on opposite sides thereof. Fig. 12 represents in elevation, a portion of a talking machine showing two records in position. Fig. 13 represents an elevation of a portion of the device.

TALKING MACHINE. L. P. Vaiquet, Newark, N. J., assignor to Complex Aural Co., same place. Patent No. 938,185.

This invention relates to talking machines, and particularly comprises an improved form of sound board or sound modifying and amplifying device for application thereto.

While this invention may be applied to all forms of talking machines, it is particularly adapted in the form shown for use on the ordinary disc record talking machine.

Figure 1 is a side elevation of a portion of a talking machine with one form of invention applied thereto, the sounding board and attached parts being shown partly in section, and partly broken away. Fig. 2 is a front elevation of the particular form of sound receptacle, which takes the place of the usual horn, forming a part of the invention. Fig. 3 is a front elevation of a modified form of sounding board attached to such sound receptacle, and Fig. 4 is a detail cross-section on line 4-4 of Fig. 3.

PHONOGRAPH. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 937,905.

This invention relates to phonographs and has for its object the provision of (1) means applied to the traveling sound box carriage which permits a slight elevation thereof, such as is necessary in order that the sound record may be applied to or removed from the mandrel, but which

prevents the said carriage from being raised more than the slight distance referred to; and (2) an improved form of interchangeable gearing for operatively connecting the mandrel and feed screw shaft, and which can be shifted so as to change the relative speeds of said rotary members, whereby the instrument will be capable of operating upon sound records of different pitch, as for example, sound records having respectively one hundred and two hundred threads per inch.

Figure 1 is a front elevation, partly in sec-

tion, showing a phonograph constructed in accordance with the invention; Fig. 2 is a plan view of a portion of the phonograph showing the interchangeable gears for operatively connecting the mandrel and feed screw shaft; Fig. 3 is a side elevation of the base of the phonograph and its driving motor as viewed from the right in Fig. 1; Fig. 4 is a side elevation of the phonograph as viewed from the left, Fig. 1; Fig. 5 is a detail side view of the movable frame or support which carries a part of the interchangeable gear mechanism; Fig. 6 is a rear view of the same; and Fig. 7 is a detail plan view of the means for holding the starting and stopping lever.

SOUND-REPRODUCER. Alexander N. Pierman, Newark, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 940,051.

This invention relates to sound reproducers of the type wherein the rate of flow of elastic fluid through the ports of a valve situated between chambers in a sound box is varied in accordance with the movements of the reproducing stylus tracking a sound record, whereby the current of the fluid is thrown into vibrations corresponding in form to those which were originally caused by the production of sound in the formation of the original record, but which are of greater amplitude than the original vibrations causing an amplified reproduction of the said sounds.

The object of the invention is to provide a device of this character in which an even greater amplification of the sounds in the reproduction thereof is attained by the combination with the above described means for varying the rate of flow of the elastic fluid through the valve, of co-acting friction means and lever means.

HORN FOR TALKING MACHINE. Thomas A. Edison, Orange, N. J. Patent No. 943,663.

This invention relates to improvements in horns adapted for use with phonographs or other talking machines, and the object is to produce a horn adapted particularly for recording purposes and by which superior results will be secured.

In carrying the invention into effect, the inventor makes use of a funnel that is incapable of vibrating under the effect of ordinary sounds used in this art, by forming it with thick walls presenting, at all points of its longitudinal section, the shape of a truss and composed of some dead, non-metallic material, like plaster of paris, coated with a hard, smooth varnish. He has, in fact, constructed a funnel for the purpose, weighing as much as a ton, and whose mouth is several feet in diameter, and which gives no sympathetic tones, due to its walls vibrating, and which absorbs any energy from the sound waves by having its mass set in vibration.

Reference is hereby made to the accompanying drawing, which shows in axial section a funnel constructed in accordance with the invention. It will be observed that the wall or walls 1 of the funnel are of maximum thickness at a point between its ends and that the thickness decreases gradually toward each end, so that a section thereof is in outline the form of an ordinary truss.

SOUND-RECORDING APPARATUS. Thomas A. Edison, Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 943,664.

This invention relates to an improved apparatus for recording sounds, preferably of the phonograph type, wherein the record is of varying depth and width, but it may be utilized in connection with gramophonic apparatus wherein the record is of the same depth and width, but of sinuous formation.

The object of the invention is to eliminate, as far as possible, sympathetic vibrations in sound-recording apparatus, whereby the vibrations will be always forced and the recording of extraneous or distorted sound waves will be prevented.

Figure 1 is a longitudinal view on an enlarged scale of a phonographic recording apparatus embodying the invention in its preferred form; Fig. 2 a plan view of the same, and Fig. 3 an enlarged sectional view of a part of the diaphragm.

PHONOGRAPH. Herbert S. Mills, Chicago, Ill. Patent No. 943,313.

This invention relates to improvements in phonographs, and particularly to that class which is intended for use in coin-controlled machines in which it is desired to repeat the record each time a coin is inserted in the machine.

The object is to provide a phonograph, of this class, of novel and improved construction, and the invention constitutes an improvement on that described in application No. 352,672, filed Jan. 17, 1907.

SOUND-BOX. William A. Chapman, Smithville, Ark. Patent No. 943,339.

This invention relates to sound-boxes for phonographs, talking machines and the like, and more particularly to devices of this class which include a casing, a diaphragm suitably mounted within the casing, a stylus bar controlling the diaphragm and having a yoke, means for resiliently holding the yoke with respect to the casing and means for mounting the stylus bar, whereby the same can swing transversely of the plane of the diaphragm, and whereby the direction of

pressure upon the bar, due to the weight of the box and the drag of the needle upon the record, is substantially vertical when the box is in the inclined, operative position, preferably at an angle of 45 degrees with the horizontal.

The invention also includes means for removably attaching the needle point to the stylus bar and for mounting the diaphragm in the casing.

An object of the invention is to provide a simple, inexpensive and efficient sound-box for reproducing or recording the sounds by means of records employed in phonographs, talking machines and similar apparatus, by means of which the sounds can be reproduced with clearness and distinctness, and with all their original tonal qualities, and in which the relatively movable parts are not subjected to excessive wear.

Figure 1 is a front elevation, partly in section, showing a phonograph constructed in accordance with the invention; Fig. 2 is a plan view of a portion of the phonograph showing the interchangeable gears for operatively connecting the mandrel and feed screw shaft; Fig. 3 is a side elevation of the base of the phonograph and its driving motor as viewed from the right in Fig. 1; Fig. 4 is a side elevation of the phonograph as viewed from the left, Fig. 1; Fig. 5 is a detail side view of the movable frame or support which carries a part of the interchangeable gear mechanism; Fig. 6 is a rear view of the same; and Fig. 7 is a detail plan view of the means for holding the starting and stopping lever.

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pressure upon the bar, due to the weight of the box and the drag of the needle upon the record, is substantially vertical when the box is in the inclined, operative position, preferably at an angle of 45 degrees with the horizontal.

The invention also includes means for removably attaching the needle point to the stylus bar and for mounting the diaphragm in the casing.

An object of the invention is to provide a simple, inexpensive and efficient sound-box for reproducing or recording the sounds by means of records employed in phonographs, talking machines and similar apparatus, by means of which the sounds can be reproduced with clearness and distinctness, and with all their original tonal qualities, and in which the relatively movable parts are not subjected to excessive wear.

Figure 1 is a front elevation, partly in section, showing a phonograph constructed in accordance with the invention; Fig. 2 is a plan view of a portion of the phonograph showing the interchangeable gears for operatively connecting the mandrel and feed screw shaft; Fig. 3 is a side elevation of the base of the phonograph and its driving motor as viewed from the right in Fig. 1; Fig. 4 is a side elevation of the phonograph as viewed from the left, Fig. 1; Fig. 5 is a detail side view of the movable frame or support which carries a part of the interchangeable gear mechanism; Fig. 6 is a rear view of the same; and Fig. 7 is a detail plan view of the means for holding the starting and stopping lever.

Figure 1 is a longitudinal view on an enlarged scale of a phonographic recording apparatus embodying the invention in its preferred form; Fig. 2 a plan view of the same, and Fig. 3 an enlarged sectional view of a part of the diaphragm.

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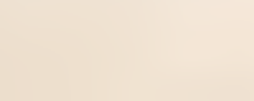
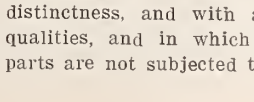
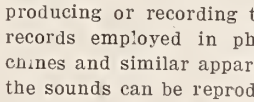
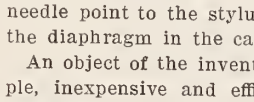
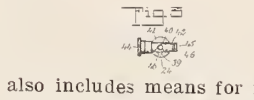
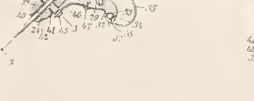
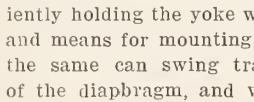
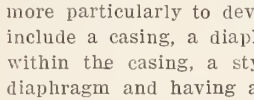
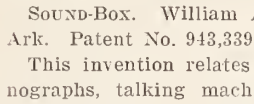
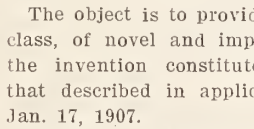
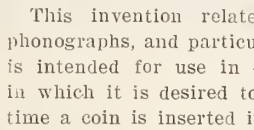
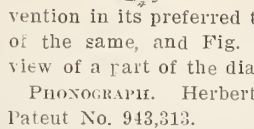
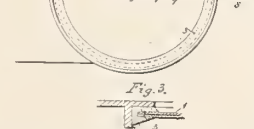
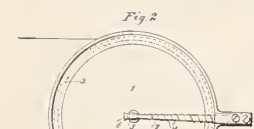
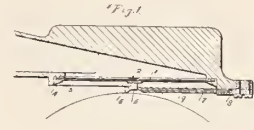
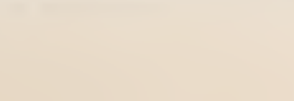
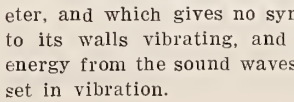
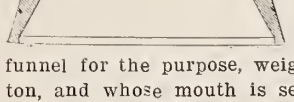
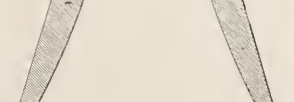
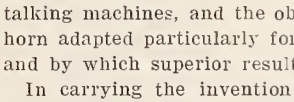
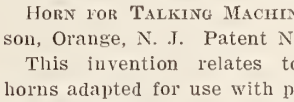
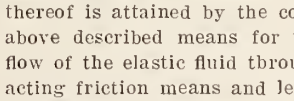
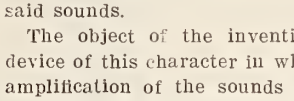
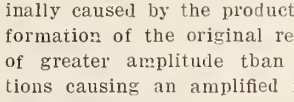
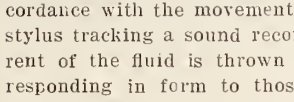
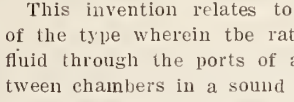
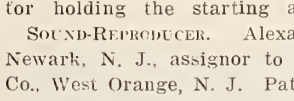
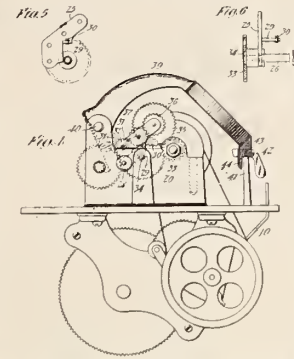
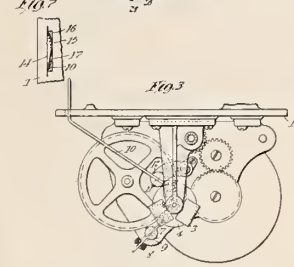
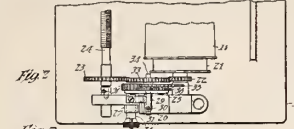
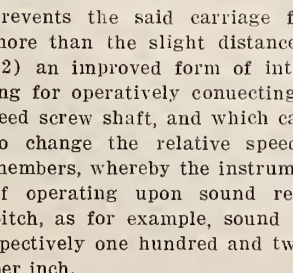
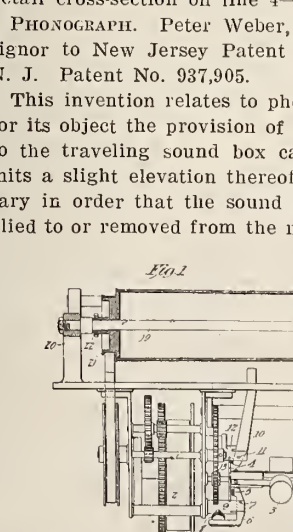
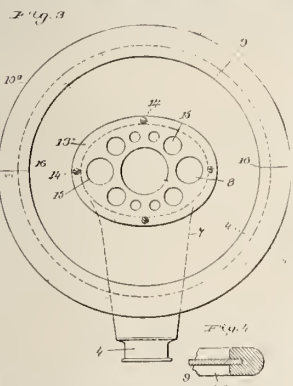
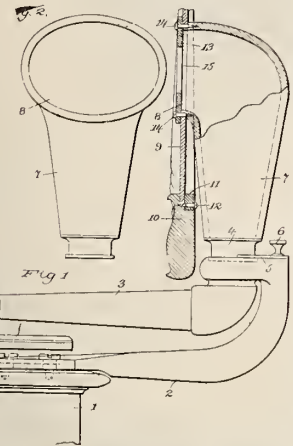


Figure 1 is a longitudinal view on an enlarged scale of a phonographic recording apparatus embodying the invention in its preferred form; Fig. 2 a plan view of the same, and Fig. 3 an enlarged sectional view of a part of the diaphragm.

PHONOGRAPH. Herbert S. Mills, Chicago, Ill. Patent No. 943,313.

This invention relates to improvements in phonographs, and particularly to that class which is intended for use in coin-controlled machines in which it is desired to repeat the record each time a coin is inserted in the machine.

The object is to provide a phonograph, of this class, of novel and improved construction, and the invention constitutes an improvement on that described in application No. 352,672, filed Jan. 17, 1907.

SOUND-BOX. William A. Chapman, Smithville, Ark. Patent No. 943,339.

This invention relates to sound-boxes for phonographs, talking machines and the like, and more particularly to devices of this class which include a casing, a diaphragm suitably mounted within the casing, a stylus bar controlling the diaphragm and having a yoke, means for resiliently holding the yoke with respect to the casing and means for mounting the stylus bar, whereby the same can swing transversely of the plane of the diaphragm, and whereby the direction of

pressure upon the bar, due to the weight of the box and the drag of the needle upon the record, is substantially vertical when the box is in the inclined, operative position, preferably at an angle of 45 degrees with the horizontal.

The invention also includes means for removably attaching the needle point to the stylus bar and for mounting the diaphragm in the casing.

An object of the invention is to provide a simple, inexpensive and efficient sound-box for reproducing or recording the sounds by means of records employed in phonographs, talking machines and similar apparatus, by means of which the sounds can be reproduced with clearness and distinctness, and with all their original tonal qualities, and in which the relatively movable parts are not subjected to excessive wear.

Figure 1 is a front elevation, partly in section, showing a phonograph constructed in accordance with the invention; Fig. 2 is a plan view of a portion of the phonograph showing the interchangeable gears for operatively connecting the mandrel and feed screw shaft; Fig. 3 is a side elevation of the base of the phonograph and its driving motor as viewed from the right in Fig. 1; Fig. 4 is a side elevation of the phonograph as viewed from the left, Fig. 1; Fig. 5 is a detail side view of the movable frame or support which carries a part of the interchangeable gear mechanism; Fig. 6 is a rear view of the same; and Fig. 7 is a detail plan view of the means for holding the starting and stopping lever.

Figure 1 is a longitudinal view on an enlarged scale of a phonographic recording apparatus embodying the invention in its preferred form; Fig. 2 a plan view of the same, and Fig. 3 an enlarged sectional view of a part of the diaphragm.

Figure 1 is a front elevation, partly in section, showing a phonograph constructed in accordance with the invention; Fig. 2 is a plan view of a portion of the phonograph showing the interchangeable gears for operatively connecting the mandrel and feed screw shaft; Fig. 3 is a side elevation of the base of the phonograph and its driving motor as viewed from the right in Fig. 1; Fig. 4 is a side elevation of the phonograph as viewed from the left, Fig. 1; Fig. 5 is a detail side view of the movable frame or support which carries a part of the interchangeable gear mechanism; Fig. 6 is a rear view of the same; and Fig. 7 is a detail plan view of the means for holding the starting and stopping lever.

Figure 1 is a longitudinal view on an enlarged scale of a phonographic recording apparatus embodying the invention in its preferred form; Fig. 2 a plan view of the same, and Fig. 3 an enlarged sectional view of a part of the diaphragm.

Figure 1 is a longitudinal view on an enlarged scale of a phonographic recording apparatus embodying the invention in its preferred form; Fig. 2 a plan view of the same, and Fig. 3 an enlarged sectional view of a part of the diaphragm.

Fig. 1 is a front elevation of an embodiment of the invention having parts broken away and in cross-section and showing the same in the normal, inclined and operative position; Fig. 2 is a longitudinal section on the line 2—2 of Fig. 1, and Fig. 3 is a cross-section on the line 3—3 of Fig. 1.

MANDREL FOR PHONOGRAPH RECORDS. Walter C. Runge, Camden, N. J., assignor to Royal Phone & Phonogram Co., Boston, Mass. Patent No. 943,568.

Some phonographs are provided with tubular mandrels which may be slipped on and off the arbor of a phonograph and have phonograph records tubularly engaged with them. This invention relates to such a mandrel made capable of expanding and contracting for the purpose of respectively securing and releasing a phonograph record.

In the accompanying drawings Fig. 1 is a side view of a mandrel embodying the improvement.

Fig. 2 is a section through a portion of the circumference to illustrate the means of connecting segments which are comprised in the mandrel. Fig. 3 is a central longitudinal section of the mandrel. Fig. 4 is a transverse section of a mandrel taken at the plane of the line 4—4 in Fig. 3. Fig. 5 is a transverse section of a mandrel taken at the plane of the line 5—5 in Fig. 3.

MANUFACTURE OF RECORDS FOR SOUND-REPRODUCING MACHINES. Robert L. Gibson, Philadelphia, Pa. Patent No. 943,631.

This invention has reference to the manufacture of records for sound-reproducing machines, and consists of certain improvements which are fully set forth in the following specification and shown in the accompanying drawings, which form a part thereof:

Fig. 1 is an elevation illustrating diagrammatically the manner of allowing the spirals of the deposited material in the operation of a recording instrument; Fig. 2 is a cross-section of a portion of the prepared master pattern; Fig. 3 is a similar cross-section after the deposition of the copper preliminary to stripping; Fig. 4 is a cross-section of the stripped matrix suitably backed; Fig. 5 is a cross-section corresponding to Fig. 2, but in which the deposited material is in rope-like form; Fig. 6 is a similar cross-section showing the manner of depositing the copper thereon in the production of the metal record; Fig. 7 is a plan view of a portion of the master record before electroplating, and Fig. 8 is a cross-section of a portion of a die produced from the metal record.

PHONIC APPARATUS. Thomas H. Macdonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 942,089.

This invention relates to machines for recording and reproducing sounds, and particularly to machines of the type wherein frictional force is employed to actuate a diaphragm or other secondary vibrating means, the sonorous vibrations being employed to modify such frictional force and to mold it, so to speak, into the form of sound waves. Apparatus of this type is de-

scribed in U. S. Patent No. 678,566, granted July 16, 1901, to Daniel Higham.

The object of the present invention is to furnish mechanism for carrying out, in a practical way, the invention of said patent and other improvements invented by said Higham which have not yet been made public.

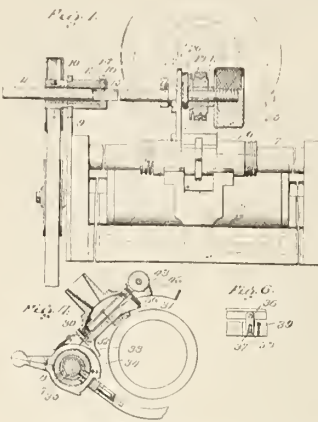
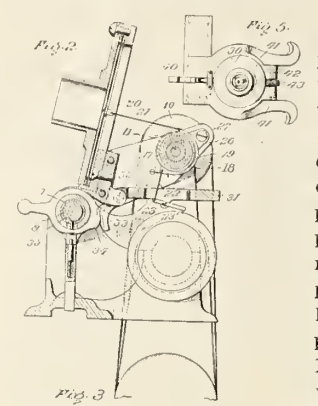


Fig. 1 is a front elevation and Fig. 2 is a cross-section of a graphophone, which is or may be of any known or suitable type; Fig. 3 is a plan view of a detail; Fig. 4 is a view, with parts in section, of the combined weight-lifting and carriage feed-disconnecting means embodied in a graphophone not employing the intermediate sound-amplifying means illustrated in the preceding figures. Fig. 5 is a front view of Fig. 4, and Fig. 6 is a detail of a reproducer embodying part of the invention.



PHONOGRAPH. Peter Weber, Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 942,475.

This invention relates to phonographs and has for its object the provision of interchangeable means for feeding the traveling carriage upon which the sound-box is mounted at either of two rates of speed, one of which may be suitable for operating upon a record of 100 threads per inch and the other for operating upon a record having 200 threads per inch. The particular means employed by it comprise a hollow rotary feed screw mounted concentrically with respect to an inner shaft and capable of being locked to said shaft so as to rotate therewith, or of being unlocked therefrom and driven through interposed gearing so as to rotate at a different rate of speed.

Fig. 1 is a plan view, partly in section of a phonograph constructed in accordance with the invention, the parts being arranged for feeding the sound-box carriage at a suitable speed for operating upon records having 200 threads per inch; Fig. 2 is a similar view showing the parts arranged for feeding the carriage at a suitable speed for operating upon records having threads per inch; Fig. 3 is a section on line 3—3 of Fig. 1; Fig. 4 is an end view of the feed screw shaft, and Fig. 5 is a face view of the sleeve which engages the end of the said shaft.

SOUND-BOX FOR TALKING MACHINES. Alex. Fischer, Kensington, London, Eng. Patent No. 942,816.

This invention relates to improvements in the construction of sound-boxes for talking machines of the disc type and refers to certain details forming part of former application for sound-boxes filed February 3, 1908, Serial No. 414,070, of which the present application is a division.

The present application refers particularly to the construction of the backs of sound-boxes and to means for connecting the sound-box to the tone arm or trumpet.

Figure 1 shows a side elevation of a sound-box partly in section; Fig. 2 shows plan of same; Fig. 3 shows a modified form of the invention.

PRODUCTION OF DOUBLE-FACED SOUND RECORDS. Frank L. Capps, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 941,975.

This invention relates to the production of the so-called "double-faced" disc sound records, which are commonly of the zigzag variety, although they may also be of the vertically undulating type.

In the drawings Figure 1 represents a steam table on which matrices are being heated; Fig. 2 represents a work table, containing (shown in cross-section) two dies, and certain other articles indicated as not quite in final position; Fig. 3 is a similar view of the same at a later stage; Fig. 4 represents the dies with their contents in position in a press, and Fig. 5 is a cross-section of the final article. The thickness of the parts constituting the record is exaggerated in drawings for the sake of clearness.

SOUND-BOX FOR TALKING MACHINES. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 940,795.

This invention relates to improvements in sound-boxes, and the objects of the invention are to provide an improved mounting for a stylus bar, in which an adjustable tension is exerted upon the bar to restrain the oscillation thereof, and to provide other improvements.

In the drawing Figure 1 is an elevation of the sound-box, showing a part of the casing and stylus bar mounting mechanism in section; Fig. 2 is a sectional elevation thereof taken on lines 2—2 of Fig. 1; Fig. 3 is a bottom plan view of the sound-box, showing a transverse section of the stylus bar mounting taken on line 3—3 of Fig. 2; Fig. 4 shows perspective views of several parts of the stylus bar mounting detached, and Fig. 5 is a sectional elevation of the sound-box, showing a modified form of the stylus bar mounting.

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603 East Main St., Richmond, Va.

Mr. Dealer

WE ARE

COLUMBIA JOBBERS

We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices and complete information upon request.

HOLLENBERG MUSIC CO.
LITTLE ROCK, ARK.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the February list.

WU TING FANG CALLS ON EDISON.

Visits National Phonograph Co. Factory for the Purpose and While There Makes Record—How He Was Impressed with the Great Plant—Wu a Man of Quick Wit.

On the day before Christmas Dr. Wu Ting-fang, the retiring minister plenipotentiary from China to the United States, visited the factory of the National Phonograph Co., Orange, N. J., for the purpose specifically of meeting Thomas A. Edison, and looking over the wonderful laboratory and plant. While there Mr. Edison invited the distinguished Chinese diplomat to record his voice, which was accepted with amiability and alacrity. The record follows:

"December 24, 1909. Mr. Edison has just shown me a great many wonderful things that he has invented. He is a great man. I have heard about him for many years and have always wanted to meet him. He also heard of me, and I think we are both glad that we met. He is a remarkable inventor, but this is the twentieth century, the age of great things. Mr. Edison is still a young man, and he will do still more wonderful things.
WU TING-FANG."

Dr. Wu laughed heartily when the fraction of a second later his own words were repeated through the recording horn. It will not go on sale, but will be distributed probably. He arose,

shook hands with Mr. Edison and asked, "Have you ever visited China?"

"No," replied Mr. Edison.

"Well, I want you to come over to see me. I'll treat you to some fine bird's nest soup."

"All right, I'll call on you some day," said Mr. Edison.

"Do so," said Dr. Wu. "I'll come back and see you again twenty or thirty years from now, and you'll show me some more wonderful things. We can live that long because we know the right way to live."

Charles R. Flint, of Flint, Eddy & Co., New York, American financier, who is largely interested in Chinese enterprises, and who was host to Dr. Wu on the trip to the National Phonograph Co.'s plant, observed: "Mr. Edison, Dr. Wu is the quickest man at repartee that I have ever met. The other day when we were in Philadelphia he delivered an address on Chinese customs. He expatiated on the habit of Chinese women binding their feet, and told what suffering it caused and what a foolish thing it was altogether, and just added incidentally: 'I wonder if it is as bad as wearing tightly laced corsets.'"

"Ha, ha," laughed Mr. Edison, "he's on to the white man, all right."

Dr. Wu, who expressed his great satisfaction in meeting Mr. Edison and the wonders of the Edison works, has been in this country for about thirteen years. He is now on the eve of

returning to his own country, to give to his countrymen the advantage of his observations. He will leave here on Wednesday for England, and will go to Paris, Hamburg, Berlin, Vienna, Naples, leaving for a Mediterranean port for his own country via the Suez Canal.

VICTOR CO. DISTRIBUTE TURKEYS.

The Victor Talking Machine Co., Camden, N. J., following out their usual custom, distributed more than 2,000 turkeys, each accompanied by a quart of cranberries, to their employes on Christmas eve. It is said that the contract price for the poultry was more than \$7,000.

TEXAS DEALERS ADD TALKERS.

The John J. Winter store, Fort Worth, Tex., which opened some months ago, handling several lines of pianos, recently took in the Victor line of talking machines, and did a very satisfactory business with them during the holidays.

Edmond F. Sause, assistant to Edward N. Burns, manager of the Columbia Phonograph Co.'s export department, who made a trip to Cuba, returning last week, said: "I found business very good, but the political affairs of the island are not ideal. The sugar crop, however, will be the largest ever gathered, and this will go far toward making conditions more satisfactory."

The TALKING MACHINE AND NOVELTY NEWS SIDE LINE SECTION

NEW YORK, JANUARY 15, 1910

DEALERS DEMAND GOOD SIDE LINES.

Developments in Growth of Talking Machine Business Create Actual Necessity for the Carrying of Other Goods—A New and Fertile Field for Agencies in Certain Lines.

Many talking machine dealers have written to The Talking Machine World for advice as to what are promising goods to carry as side lines. We have received hundreds of such letters, written by dealers in every State in the country. These dealers, having received carefully considered replies from us, know what we have to say on this subject. To the dealers who have not written, but who, of course, are confronted with the same problems as those who have, we would say that we shall at any time gladly give our earnest attention to each letter written us regarding side lines. As a matter of fact, the mail each morning never fails to contain requests for information as to this or that possibility as a side line, as to its selling qualities, the standing of its sponsors, and so on.

You among the talking machine dealers who have thus consulted with us are, naturally, but a small proportion of those who are guided more or less by our advice as to side lines which we publish from time to time in these columns. For each man who takes the trouble to sit down and write a personal letter to a magazine there are undoubtedly twenty or thirty who have had the same thoughts, but who have not reached the point of putting them on paper. Now, that so many have written of their own volition, we want all dealers to feel as free to consult us on the subject of side lines as they do in regard to talking machine matters.

Here in New York City there are so many large dealers who handle talking machines and allied lines exclusively that knowledge among some of them is, after all, rather limited as to the tremendously wide scope of the side line dealings in talking machine stores throughout the country as a whole. The proprietors of those latter stores are fully aware of the fact, however, and are alive to their opportunities. It is a fresh and fertile field for the manufacturers or distributors, who have already obtained splendid results from this source. There are a number of talking machine dealers in Manhattan, nevertheless, who have fine stocks of side lines. Their stores are large, well-arranged and prosperous. The number of lines they carry is simply amazing, and these are in stock for the very good reason that there is demand for them from customers. Out in the other States, however, the number of talking machine dealers who carry side lines runs well above 8,000.

The reason is obvious. For one thing, whoever buys a talking machine outright is usually a man or woman so situated financially that he or she can buy anything desired. Then, too, the dealer wants to keep his customers interested in what he has to offer, and to obtain as much as possible of their business. Consequently, he keeps in stock various lines of goods. These he presents to his customer's notice at times when the latter is looking at things other than talking

machines. And when the talking machine business is dull the dealer has a good variety of goods with which to attract trade. Especially, however, the dealer finds side lines valuable after he has sold a talking machine to a customer. In these days when talking machines are sold on the instalment plan, in cases numbered by the thousand, the dealer and his customers maintain their relations for months at a time—until the machines are paid for, and then while new records, needles, etc., are purchased. In the course of these weeks and months it is an actual absurdity to suppose that the customers would not buy of the dealers on whom they are calling regularly their sporting goods, souvenir post cards, safety razors, popular-priced watches, toys, fountain pens, electrical novelties, cameras, vacuum bottles, fine stationery, toilet articles, and so on in infinite variety. The dealers, knowing this, are for the most part careful to keep such goods attractively displayed.

Recent letters to this office prove that talking machine dealers are on the alert for agencies for goods which, although too expensive for them to carry in stock, are established sellers. A dealer, for instance, can sell a man a standard typewriter or a famous make of gun or revolver of which he has only a sample on hand. In fact, this is being done on all sides, and this opportunity is being taken advantage of by the dealers to a greater and greater extent. On investigation we have come across some interesting facts in this connection—more of which later.

It all means that the thousands of dealers who have entered the retail talking machine business have done so because they are men who recognize the signs of the times; who are alert to hear the knocking of opportunity at their doors, and who, for these very reasons, are proved to be live, progressive men who put energy and ability into making a success of whatever they undertake in the way of goods or agencies.

AN IMPORTANT FEATURE.

Good Field and Fine Line Both Lose Much Value Unless an Attractive Display Is Made.

The chief object of the business man in every line of merchandise is to find the buyer, and, having corralled him, to sell. This object is always before him, and upon its solution hangs the alternative of success and non-success. Between the buyer and seller there is always an interval, more or less lengthy and arduous, to be traveled, before the final interview takes place and the bargain is struck.

The merchant who would sell to the buyer must have the right goods to dispose of, to begin with. Having these, the next step is to interest the public. If this is done in the proper way, an irresistible desire to possess is created. When that stage is reached, the rest is comparatively easy sailing, for the man who cherishes an eager longing for anything is sure to gratify his desire, sooner or later, by purchasing, if he can afford the price. It is the special province of the show window to attract the public attention,

with a special regard to securing this end. The display that makes the passerby pause on his way, and look in, has achieved its first purpose—though not its last.

To interest is one thing; to stir up an active desire to purchase is something quite different. A thing out of place—a litter of pups in a bookseller's window, for instance—may draw a crowd and excite much comment, but it does not bring custom on that account. Displays of this kind are known as grotesque, and, though a few of them are still to be seen, experience proves that they are not money-getters. The dealer who sets out to do things should see that he does them with due regard to their logical sequence. Everything in a process should be related. One thing should lead up to the next in order. The absence of connection has ruined the effectiveness, from the viewpoint of sales, of many displays otherwise commendable.

SAFETY RAZORS BIG SELLERS.

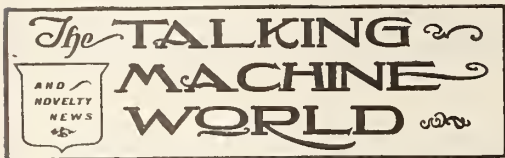
Talking Machine Men Enthusiastic Over This Line as Custom Makers.

During some extensive trips the past month The World has had an opportunity of getting into close physical touch with a large number of talking machine men, and we have taken the trouble to investigate how safety razors and accessories are "panning out" as a side line with those who have handled them for some time. In view of what we learned we can unhesitatingly recommend this line to anyone desiring a live seller which has at the same time that added feature—a good profit. Of course, like in other lines, there are good and bad razors, and while we cannot, of course, be specific we would certainly recommend those that have stood the test of constant use and are well known to the public, for there is no question about the selling value of a name or trade-mark that is well and favorably known.

AMERICAN PICTURE CARDS POPULAR.

The picture post cards of American manufacture are increasing in popularity with discriminating buyers, and in many instances are being preferred to imported European cards. This is due, of course, to a high standard of workmanship, and one firm in particular, the National Colortype Co., of Cincinnati, O., have made rapid strides in improving this great American industry. They have devoted many years experimenting and improving hand colored cards, and are now in a position to deliver orders in two to three weeks, whereas four to six months are required to procure foreign cards. They will gladly send you a set of sample post cards if you mention The Talking Machine World.

The assets of the Vitak Co., bankrupts, were sold at public auction on Thursday, January 6, by order of the courts. The articles consisted of dies, tools used to manufacture parts for Home moving picture machines and also the patents.



THE SIDE LINE SECTION

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NEW YORK, JANUARY 15, 1910

A GOOD YEAR'S BUSINESS

Enjoyed by Those Dealers Handling Sporting Goods—Little Damage Done by New Laws—A Summary of Conditions.

Talking machine dealers who have handled sporting goods as a side line during the past year and those who are thinking of embarking in such a venture this year, should be interested in the rosy report on the happenings of the sporting goods trade of 1909 as published in the Sporting Goods Dealer.

The past year rendered three material services—times services let us call them, by way of emphasizing the point as we would here make it—to the sporting goods trade. In the first place, 1909 took care of itself in a very admirable way. This is really all that can be fairly asked of any period of time. The man, the business or the season that holds an even course, showing normal development, gives a good account of himself—of itself—by that fact alone. But 1909 did more than that. It enabled the trade to get rid of many accumulations carried over from the depressed period that preceded it. Finally, 1909 witnessed the shaping of things in such a way as to serve as an excellent introduction to 1910. In this way it rendered the three-fold service above spoken of. Nothing better can be said of any year than that it maintains itself, settles the troubles of the past, and paves the way for a smooth future. This is what 1909 did for the sporting goods business of the United States, and for which it deserves a word of special mention.

The gloomy vaticinations indulged in by many as to what would result from the passing by some of the States of sundry State laws, in respect to firearms, have not been fulfilled. These restraining laws have no doubt hurt, in spots, the local dealers, but they have not injured to any appreciable extent the firearm industry of the country. The nervous, fussing States have injured their own citizens for the benefit of the non-resident trades; and that is about all that these draconian laws have accomplished. If a farmer can not buy a pistol for the defense of his household within his own State without paying two prices for it, he can get it easily enough elsewhere. He can cross the boundary line and buy in person; or he can order by mail, and Uncle Sam will see that under the interstate commerce law he gets what he wants. So much for these foolish restraining laws, which hurt the local merchants but no one else, fortunately for general prosperity.

The changes enacted by the new tariff laws were not great, and did not interfere with the sporting goods trade of the United States. The American manufacturer continues to enjoy the benefits of protection, and, up to the present, no foreign country is threatening the sporting goods trade of this country in the direction of its exports.

Manufacturers along all lines of sporting goods were kept busy during the past twelve-month. Many succeeded in getting rid of such surplus stock as had accumulated during the preceding slack spell. Prices were well maintained, and the average was quite satisfactory. Dealers were careful in placing orders, but as the aggregates were well up to the healthy normal no complaint is to be made upon that score. Upon

the whole, 1909 was a year of nice adjustments; manufacturers and dealers felt their way as they proceeded. There was little or no speculation, either in the direction of over-building and over-production or in placing orders of an excessive size. This was nothing more than a prudent line to pursue under the circumstances, and the trade is to be congratulated upon it. As a result, conditions were never more sound and healthy than at present.

During the past year the National Sporting Goods Dealers' Association was placed upon a permanent basis. This good work, for which the trade has long been looking, was accomplished at the second annual meeting of the association, which took place at the Hotel Astor, February 24, 25, 26. The trade was canvassed at this meeting in a very thorough way. A broad policy was outlined, and met with general approval. The membership includes practically all the largest and most important exclusive sporting goods distributors throughout the United States. Much benefit has already resulted from the formation of the National Association.

SATISFYING THE CUSTOMER.

Willingness to Exchange or Take Back Goods Does Much to Create Confidence in Customers—Perfect Frankness the Best Policy to Pursue in Selling Goods.

Nothing is more powerful in the doing of business than being above suspicion. While with a portion of the public that is somewhat impossible because they are given to the inclination to suspect others of attempting to trick them, the great majority of the public is not disposed to judge harshly without some cause. If the retailer will treat his public squarely at all times, refuse to employ subterfuges and methods that even scent of taking advantage and will at all times tell his customers exactly what is what, he need have little fear of wrong or unfair judgment on the part of the people with whom he is doing business.

The prevalent willingness to take back goods under practically all circumstances has worked immensely toward gaining public confidence in the honesty of the retailer. When a customer desires to return an article and is met with a refusal or an argument, the inevitable impression on the mind of that customer is that something is wrong somewhere and he is being made the victim of an error. If a customer considers he has fair cause for complaint concerning goods and the retailer fails to make a straightforward explanation or offer to make him fully satisfied, he is again suspicious, and suspicion is always the viper that stings trade hardest and most seriously.

Infinite care should be taken that a customer should have what he asks for or be made acquainted with a difference in the brand or quality, if anything else is offered and sold him. To reach home and discover the thing received to be different than the thing supposed to be purchased always puts the store and the clerk on the list of suspected dishonesty. The customer who asks for anything specific usually has reason for so doing. It may be possible to argue him from the position and sell him something else, but it is the height of foolishness to substitute without his knowledge and full understanding. If he brings the article back and has his money refunded, he remains of the opinion that he has been unfairly dealt with and that he can not safely trust the store and the clerk again.

Such impressions are almost impossible to eradicate and their effect upon trade, especially in small communities, is more than the retailer is able to estimate or successfully counteract. He is constantly placed on the defensive and it is impossible for him to ever clear himself of the scent of suspicion.

Is there anything of compensation in such conduct? It matters not whether the offense be against the rich family up on the hill or the poor

family down by the river bed—the effect on general trade is the same. No man will contend that it pays him to allow such things to be done in his store, but there are stores that still permit the small and petty tricks of retailing under the impression that the public never finds it out. What a fool idea! What rot to think that one's neighbor possesses less intelligence and discernment than one's self.

There is nothing whatever in the selling of goods and the making of profits that can not be done on the square, and if we admit this as a fact there is no reason why he should fail to practice it as a common-sense matter of business conduct. To be frank, open and above suspicion in trade is as easy as to attempt questionable methods in any degree and is always ultimately more profitable.

WEEKLY MEETINGS WITH CLERKS.

There is no retail store in the country that can not afford one half-hour each week to a discussion of store subjects and to instruction to the entire sales force. Such a period of discussion and instruction will bring out the latent qualities in many clerks and will impress upon all of them the fact that to sell goods is more than to be able to know what is on hand and offer it to the customer who asks for it. Not only can the force of clerks understand by such common meetings that instruction is not individual, but for the common use of all, and thereby avoid a misunderstanding, but also the power of team work that can be infused into the understanding of the whole force. To raise the power of the selling force of the store is one of the necessities of store-keeping now.

BICYCLE MEN GET AVIATION FEVER.

The traveler for a well-known sporting goods house declares that the craze for aviation will ruin some bicycle dealers and repair men if they don't look out. He states that the small dealer with plenty of time to spare, sees the plans of a new aeroplane in one of the popular magazines and is impressed with its apparent simplicity. Before he knows it the dealer is building a flyer of his own, and, more than that, likely wasting time and money on it that can ill be spared from his business.

NOTHING NEW UNDER THE SUN.

"We have an idea that we are pretty original and up to date," remarked a business man who is interested in vending machines. He was speaking to his lawyer. "I have taken out patent rights in America and England for my various inventions in the penny in the slot machines, but when I went to Germany to get the rights there for my water machine—the one in which you drop a penny for a glass of water—I found myself up against it. Those Germans are so thorough in their search for anything of the kind that has previously been in existence and on which a new patent might be an infringement that they go back for centuries in the records of history. And would you believe it?—a machine in which holy water was once dispensed to the public in Palestine was found to be the only thing that would interfere with my clear right to patent my machine in Germany. I call that going too far."

WRIGHT & DITSON EXPAND.

Wright & Ditson, the well-known sporting goods house of Boston, have opened a retail store in Chicago in connection with their wholesale branch at 84 Wabash avenue. Upon his recent trip to the Pacific Coast John F. Morrill, of that concern, established a permanent branch at 326 Market street, San Francisco, Cal. They have recently removed their sporting department for tennis rackets from the Wakefield, Mass., plant to the factory in Chicopee, Mass.

Remember, a genial smile is a weapon which a buyer often falls under.

OPEN AIR THEATRICALS.

Some Scenes in the Making of Moving Pictures That Never Come Before the Public—How the Citizens of Historic Fort Lee Often Enjoy Impromptu Performances.

The fields and woods about historic Fort Lee, just across the Hudson, are the scene nowadays of a continuous performance of extremely animated open-air theatricals. On almost any fine day one may enjoy historic pageants, sham battles, tragedies, comedies, and the bill is changed daily. A few motorists are attracted to this region and they, with the native population, form the only audience.

The manager of all these one-night, or, rather, one-day, stands is the moving picture man. Here one may see the premier performance of scores of dramas which later will be repeated in thousands of darkened halls all over the country. The delights of a first night at the theater are nothing, however, to those of a real, living, moving picture show.

To watch the staging and rehearsals of one of these open-air dramas is to go behind the scenes with a vengeance. A wide assortment of properties is kept on hand in a nearby barn. The stage is shifted from place to place to take advantage of the natural setting. The actors and actresses dress and make up in tents which are pitched near the stage selected for the day's performance.

The native population has become accustomed to bands of Indians yelling and dashing about the roads and by-paths, to troops landing on the river bank, to dancing villagers, and every variety of battle, murder, and sudden death at their very doors. It sometimes happens, however, that a stranger chances upon the shows, to his unbounded astonishment, and complications follow.

The moving picture impresario has not alone all the troubles of his craft to encounter, but he must guard against interference as well. The performances rarely go off smoothly, despite every precaution.

Within a few days an animated scene from the French Revolution was enacted, for instance, beside the River Road. A guillotine had been erected and a howling mob assembled about it. The "execution" was going forward in the most lifelike manner. The long film was speeding smoothly through the camera. The dramatic moment arrived. The condemned man, with the

priest beside him, ascended the scaffold. The chorus waved their arms, swaying to and fro.

Just at this most inopportune moment an automobile swept around the curve of the road, and several ladies it carried suddenly found themselves face to face with this exceedingly realistic picture. They broke into wild, piercing screams. The automobile stopped. The excitement was too much for the chorus. It stopped its performance then and there, and turned, even to the condemned man and the priest, to look at the automobile. The motorists saw their mistake in a moment and sped away. But the film was ruined.

Another day the entire company met at the picturesque stone church, which crowns the Palisades, for an old-fashioned wedding ceremony. Some one connected with the church had agreed to allow the procession to form in the church and leave it in full costume to the rattle of the moving-picture machine.

After many rehearsals the final performance was commenced. Everything was moving finely. The bride, in all the loveliness of her property bridal veil and paper orange blossoms, was walking with becoming timidity down the steps.

Suddenly, without an instant's warning, several excited figures rushed into the picture. A wild scene of confusion followed. The groomsmen tried to eject the strangers. An unseemly struggle ensued. All this was recorded with pitiless exactness by the moving-picture machine. Another film was ruined past hope.

When the confused crowd of bride and groom, bridesmaids and groomsmen, in eighteenth century costume were separated from the strangers, it was found that they were trustees of the church, who had their own ideas of moving picture shows. Arguments were useless. They pointed out that the stage clergyman, for all his white wig and sanctimonious expression, was of no set permitted in their church.

Many remarkable films are made from time to time by these chance interruptions, which, needless to say, the public is not allowed to enjoy.

PICTURES TO BE WAFED ACROSS OCEAN.

Lecturing before the Royal Society of Arts in London, Eng., recently, Thorne Baker, a noted photo-telegraphy expert, said he had obtained results with experimental apparatus which show that it is possible to send photographs across the Atlantic by means of wireless telegraphy. He is

now making arrangements for a long-distance test, which will occur at an early date.

A BRIGHT OUTLOOK.

Excellent Business Looked for in the Bicycle and Motorcycle Industry—A Summary of Conditions by One in a Position to Know.

"The outlook for the bicycle and motorcycle industry for the year 1910 could not be much brighter," a few days since remarked a man in the trade to a representative of The Bicycling World. "Since the year previous to the financial panic of 1907 manufacturers have not been so busy, or have orders for name-plate machines been so plentiful; in fact, I believe it is a conservative estimate to place the prospective 1910 increase at approximately 100 per cent. over the business of 1908.

"This may sound tall, but there is no reason why it should not be the case, as a glance at conditions throughout the country generally indicates a prosperous season in all lines of industry. In New England, for instance, which is a great manufacturing center, and where there are large producers of all kinds of machinery, of copper and brass goods and of shoes, woolens, silks and kindred lines, we find everywhere sufficient business to warrant all plants running on full time, and with every prospect of doing so until well into spring. The same is true of the entire Eastern and Middle West sections of the country, and buyers from the South and from the Pacific Coast are placing orders sufficiently large to keep the factories from whom they obtain their shipments busy making deliveries, all of which means that all classes of workers are earning money and are circulating it.

"Dealers who have not correctly sized up the situation and placed their orders with specific dates for delivery early in 1910 are sure to come to grief later on. This is especially true in the motorcycle industry, where the manufacturers depend largely on automobile parts factories to supply them with such parts as castings, forgings, machine parts, magnetos, coils, spark plugs, etc. Most of these factories are full up with work—so full that the automobile makers are making life miserable by their demands for quick deliveries.

"As an illustration of the conditions that prevail and of their effect, I can name a prominent parts manufacturer who recently told me that he had that very day received a long distance telephone call from a well-known motorcycle concern, some 500 miles distant, urging the delivery of certain parts which were on order, the motorcycle manufacturer stating that he was being pressed by his customers for immediate shipments.

"The present demand for goods from the Pacific Coast precludes any possibility of an accumulation of stock for spring delivery.

"There has been a gradual stiffening of prices of bicycles for some time past, and the manufacturer who does not make a reasonable profit and do a satisfactory business during the coming season will have only himself to blame for his discontent."

KEEP YOUR GRIT.

Hang on! Cling on! No matter what they say; Push on! Sing on! Things will come your way. Sitting down and whining never helps a bit; Best way to get there is by keeping up your grit.

Don't give up hoping when the ship goes down, Grasp a spar or something—just refuse to drown. Don't think you're dying just because you're hit; Smile in face of danger and hang to your grit.

Folks die too easy—they sort of fade away; Make a little error, and give up in dismay. Kind of man that's needed is the man with ready wit, To laugh at pain and trouble and keep up his grit.

—The Booster.—

HAND COLORED

Local View Post Cards MADE TO ORDER



Made from any fair photo and delivered in 2 to 3 weeks.

\$7.20 for 1000

The Best Made in America

SEND FOR SAMPLES

Blue Delft (two colors) \$5.00 for 1000

Season, Floral, Comics, Greeting Cards, etc.,

Direct from Factory

NATIONAL COLORTYPE COMPANY

Department 9

CINCINNATI, OHIO

MOVING-PICTURE SHOWS IN AFRICA.

The Popular Amusement Successfully Started at Cape Town.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 8, 1910.

The introduction of the popular kinetoscope entertainment business into South Africa is described by Consul-General Julius G. Lay, of Cape Town, in a report to the Department of Commerce and Labor. He says:

"Until last autumn the moving-picture show, as a cheap amusement, such as is found in the cities of the United States, was unknown in this country. It has been used for several years for closing vaudeville theaters and for whole evening entertainments at high prices of admission. Recently two moving-picture shows have been started in Cape Town at which the price of admission has been placed at 12 cents. These shows give four entertainments daily, except Sunday, and are patronized far beyond expectations. The halls occupied are arranged to seat about 300 persons, and the management is reaping handsome returns.

"The success attained by these shows is convincing evidence that there is a good field here for moving-picture machines to be worked on similar lines. An amusement company owning and operating vaudeville theaters in Cape Town and some other large centers in which moving pictures are used to close entertainments, and who own one of the cheap shows in Cape Town, has arranged to open seven of the 12-cent moving-picture shows in other parts of Africa. It is thought that these cheap shows, if introduced in the suburban municipalities of Cape Town and the small country villages throughout South Africa, would be very profitable, providing the class of pictures was carefully selected and kept up to a reasonable standard.

Difficulties of Procuring Films.

"The chief drawback at present to selling picture machines in this country is the inability of the purchasers to rent films, necessitating their purchase outright. No depot exists in any part of South Africa for the distribution of films on hire. The manufacturer who wishes to sell picture machines in this country should make it possible for purchasers to obtain the loan of films at a moderate price.

"All the moving-picture machines now being used in South Africa are of English or German manufacture, and the individuals or companies owning or operating them have arrangements with suppliers in London, England, for films to be sent regularly on all the most recent subjects. These are purchased outright and not returned to the London depot. It is stated that the depots for films in Europe will only send films to South Africa on the loan system if the person hiring them pays rent from the time the films leave the depot until their return thereto. This, of course, makes the cost of hire prohibitive.

"The demand is principally for a high-grade machine using electricity for power. American-made picture machines are very little known in this country, and there seems to be a good opening at present for some manufacturers to sell their machines here. Intending purchasers of machines will not buy from catalogs, but must be shown the machines and have them demonstrated to them. When once convinced that the American-made machine is equal to the British

and costs no more, manufacturers of the United States can get a share of the business."

NEW PEERLESS AUTOMATIC PIANO.

Style DX Placed on the Market by F. Engelhardt & Sons—Especially Suitable for Moving Picture Theaters, Arcades, Etc.—Equipped with Cymbals and Drums—Very Powerful—May be Played Manually.

The new Style DX Peerless automatic piano which has been placed on the market by F. Engelhardt & Sons, the enterprising manufacturers, Windsor Arcade, New York City, is especially adapted for moving picture theaters, pavilions, amusement arcades, skating rinks dancing schools; in fact, any place where good loud music is desired. The instrument is equipped with xylophone, genuine Turkish cymbals, bass and snare drums of the best make. The latter can be adjusted to play loud or soft, in fact, all possible effects in music from the most delicate pianissimo to fortissimo can be produced, i. e., powerful enough to fill a large hall, or adjusted as not to seem loud in a small room. Another important feature—the instrument can be played manually. Another very strong feature—the music rolls for this instrument are cut and especially arranged to give full orchestration. In other words, the xylophone playing the solo part of the composition and the piano, cymbals and drums the proper accompaniment. The piano is also fitted with a new magazine slot and is sure to prove a big money-maker wherever introduced.

The driving of the instrument is by electric motor arranged inside the case and can be connected to any ordinary domestic electric light lead. The instrument is truly an artistic conception in every particular, and is sure to meet with popular demand. Although but added to the "Peerless" line within a comparatively recent time, the advance orders would indicate that style DX will be one of the "top-liners" and star sellers.

Talking machine dealers will find the instrument an excellent side line, viz.: to secure orders for the installation of the instruments in places of music. The field is a large one, and one well worth cultivating. Many dealers report to The World that they have had quite some success in placing the Peerless piano in ice cream parlors, skating rinks and dancing schools this fall. This is a pointer for others to follow and do likewise.

CANNING ANIMALS' VOICES.

Assistant Curator Ditmars, of Bronx Zoo, Has Plan for Utilizing Talking Machine Records in the Teaching of Zoology in the Primary Schools—Possibilities of Proposed Scheme.

Lions will soon be roaring and wolves howling, and possibly the laughing hyena also may chuckle a little in the classrooms of the primary schools of New York City if Assistant Curator Ditmars, of the Zoological Gardens at Bronx Park, is successful in working out the plan he now has under way.

"Nothing interests the youngsters so much as the Zoo and its inhabitants," says Mr. Ditmars, "and I believe a little instructive talk now and then about the animals, with reproductions of their roars and calls, would prove as valuable as interesting."

This novel method of teaching zoology is made

practicable by means of phonographic records of the roars, grunts, bellowings and other vocal demonstrations of the creatures of the wild, which it is a great inaccuracy to call "dumb beasts." Among the records already canned and ready for use, the wolf howls are declared to have met the highest expectations, while at the present moment the lions' roars are giving the phonographic recording needle the most strenuous opportunity it has had since the Roosevelt campaign speeches. There will soon be little left for modern science to do at the Bronx, unless it be to get some moving pictures of the sloth, or show the musk ox in the act of celebrating a blizzard.

So the primary school children, who cannot all get up to the Zoo, especially at this season of the year, may have the Zoo brought down to them, in such a way that they will cheerfully listen to the moral descriptive talk that goes with each animal, for the sake of the fun there is in it. Whenever the schoolroom grows dull and monotonous the teacher can turn on the trusty phonograph and say with Botton in the "Midsummer Night's Dream":

"Let me play the lion, too. I will roar that I will do any man's heart good to hear me. * * * I will aggravate my voice so that I will roar you as gently as any sucking dove—I will roar you as 'twere any nightingale."

What a fine thing it would be if only the vocal energy of human lions could thus be bottled up, to be used at will and discretion!

Labor leaders, suffragettes and Chicago University professors would find their own effectiveness and the patience of the public quadrupled, says the Evening World. Emma Goldman would have comparatively plain sailing. Jeffries and Johnson could fight whenever and wherever they pleased—or just as soon as the purse and the picture privileges should make it worth their while. Polar discoverers could produce, or reproduce, the verbal testimony of their Eskimo witnesses as to latitude, longitude, turpitude and temperature.

And what a boom the lion-roaring phonograph would be to Bwana Tumbo's admiring auditors, when he comes home from the African hunting trip!

According to the International Library of Technology, there are several good solutions for frosting electric globes quickly for the temporary use of decorations. Perhaps the simplest is white shellac thinned with wood alcohol. Dipping the globes in this and allowing them to thoroughly drain produces an excellent imitation of ground or frosted glass. The same solution, by adding aniline dyes, may be used for coloring electric globes. Another simple method for frosting is to dip them in a saturated solution of alum and water. To make a heavier coating, repeat the dipping and drying process. Dipping the globes in a hot solution of sal-ammoniac will give about as good results as the alum solution. All grease and dust should be removed from the globes by polishing them with whiting and tissue paper before applying frosting or coloring. A good frosting effect was recently obtained by brushing mucilage evenly over the globes, dusting them with talcum powder until evenly covered, and then allowing them to dry.

60 YEARS' EXPERIENCE

PATENTS

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DESIGNS
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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

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A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.

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NOW IS THE TIME TO PLACE

ELECTRIC-PLAYERS

to advantage and make easy money and big profits.
They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

To Business Men

Business men in every line admit the value of good trade papers.

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

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

The World is a help to the talking machine business.

It exerts an healthful optimism.

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

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

They draw from the *World* pleasure and profit.

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

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

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK

\$5.00 a seat

versus

\$1.00 for the whole family

THE crowds that pack the Metropolitan Opera House in New York to hear Slezak in *Otello* and *Aida*, at the rate of \$5.00 a seat, are not one-two-three with the limitless audience, throughout the country, that is waiting to hear him in these same Operas at the rate of \$1.00 per Edison Amberol Grand Opera Record.

Grand Opera all the year round

NEW YORK gets Grand Opera for a few months in the winter. Other large cities get from one to two weeks of Grand Opera. Smaller cities and towns get no Grand Opera at all.

The real Grand Opera lovers are not confined to the large cities alone—they live everywhere. And they like their Grand Opera just as well in the summer as in the winter.

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with Slezak, Constantino, Scotti, Blanche Arral and the other great Grand Opera stars, brings Grand Opera easily within the reach of every one of your prospective customers.

Write your jobber today—and ask also for particulars concerning the Amberola.

National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.

The TALKING MACHINE WORLD



Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, Feb. 15, 1910



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.

THE PLEASURE
DOUBLED

THE COST
REDUCED



10 inch
65c.

DOUBLE RECORD DISCS

12 inch
\$1.00

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

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.

The price appeals to the masses, the quality to the classes, making them indeed a popular record at a popular price.

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded. 10 inch, 50 cents, 12 inch, 75 cents.

Resolve yourself, Mr. Dealer, into a committee of one and investigate these claims. Consider, criticize, compare. ZON-O-PHONE RECORDS will stand the test. A trial will verify all that we say.

Universal Talking Machine Mfg. Co.

Fourth and Race Streets

Philadelphia, Pa.

Distributors of Zon-o-phone Goods:

ALABAMA

Mobile W. H. Reynolds, 167 Dauphin St.

ARKANSAS

Ft. Smith R. C. Bollinger, 704 Garrison Ave.

CALIFORNIA

San Francisco... Peter Bacigalupi & Sons, 941 Market St.

FLORIDA

Tampa Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago Benj. Allen & Co., 131-141 Wabash Ave.
Chicago B. Olshansky, 615 So. Jefferson St.

IOWA

Des Moines Harger & Blish, 707 Locust St.
Dubuque Harger & Blish, Security Bldg.

KANSAS

Topeka Emahizer-Spichman Furn. Co., 517-519 Kansas Ave.

MARYLAND

Annapolis Globe House Furn. Co.
Baltimore C. S. Smith & Co., 641 W. Baltimore St.
Baltimore Louis Mazor, 1428 E. Pratt St.

MINNESOTA

St. Paul W. J. Dyer & Bro., 21-25 W. 5th St.

MICHIGAN

Detroit J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Kansas City Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield Morton Lines, 325 Boonville St.
St. Louis Knight Mercantile Co., 211 N. 12th St.
St. Louis D. K. Myers, 3889 Finney Ave.

NEW JERSEY

Hoboken Eclipse Phono. Co., 203 Washington St.

NEW YORK

Brooklyn F. W. Rous Co., 435 Fifth Ave.
Brooklyn B. G. Warner, 1213 Bedford Ave.

NORTH DAKOTA

Fargo Stone Piano Co., 614 First Ave., N.

OHIO

Akron Geo. S. Dales Co., 128 S. Main St.
Cincinnati J. E. Poorman, Jr., 639 Main St.
Cleveland The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny H. A. Becker, 601 Ohio St.
Philadelphia... Harmonia Talking Machine Co., 1321 Arch St.
Philadelphia... H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

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

CANADA

Toronto Whaley, Royce & Co., Ltd., 153 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.
Yarmouth Yarmouth Cycle Co.

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Price Ten Cents

IS THE SALESMAN BORN OR MADE?

Environment as Important a Factor in the Making of a Successful Salesman as is Heredity—Certain Principles Must be Incorporated in His Make-up in Order That He May be Successful.

All things considered, the most essential issue in the science of the distribution of merchandise to-day is the salesman.

Many people think that salesmen are like poets—"born, and not made"—forgetting, perhaps, that there are good and bad poets, as well as salesmen. However, we are willing to concede that a salesman may be born, but, like everything else on this mundane sphere, he can be made, and the manner in which he may be made, granting that the fundamental principles of salesmanship have been born in the man, is by associating his talents with those surroundings which will best answer for their further development. In other words, environment is just as important a factor in the making of a successful salesman as is heredity, as it is literally "up to" the man to place himself in touch with the live wires of trade in order to carry out the promises of his birthright.

Environment Most Important to a Salesman

Environment to the salesman who does things is everything. It means that he must know thoroughly all about his goods—not merely that they are the best values possible to sell at a certain price, but why they are. It means that he must know each step in their manufacture, why it was taken, and why another was disregarded, in order that the firm might offer a higher grade product or perhaps a cheaper and less attractive, but a more staple product for some special trade. It means that the salesman who is making full use of his environment must be able to converse fluently upon all these points, telling the buyer in every case the actual merits and weaknesses too, of what he is asking him to spend his good money for.

In order to get the most from environment, the salesman should move among a clientele who appreciate actual statements of facts in regard to merchandise bought and who accept the counsel of a keen business man who is looking out for the best interests of his customers, to this end making the frank and commendable statement that he desires continued reorders in the future.

The Salesman's Duties to His Customers.

To secure the greatest amount of benefit from environment, the salesman should associate himself with a firm that will back him up in these policies; a firm that will call a spade a spade, and one which will not countenance any desire of a salesman to load up the customer with such goods as would, in his judgment, prove to be "sticklers."

The salesman who secures the largest amount of benefit from such an association is the one who always has in mind the purchasing proclivities of the ultimate customer in every case. It does not matter what the maker, the jobber or the dealer believes, if the salesman has honest convictions that another style of goods would prove more satisfactory to his customer than the one most favored by him, it is his plain duty to state his doubts and advise light orders on the line in question.

This is the sort of salesmanship which wins out in the long run, and it wins out because each season the salesman who employs these methods adds more names to his list of firms who swear by his judgment, and who cannot be swung over by a rival house, no matter what rosy trade propositions are made to them.

The buyer who is fortunate enough to be able to purchase through this kind of a salesman has practically added, without division of profit, another partner to his firm. He knows that he gets

a square deal. He knows that he does not have to waste his time or exercise his wits in any endeavor to pick a flaw in the goods presented to him, or watch for any concealed double meaning in a statement made. He knows that the salesman is O.K., and that his house will back up every statement or promise that he makes; and so he continues to give his orders to the firm and to the salesman who makes good—not most of the time, but all of the time.

No salesman can be successful unless these principles are included in his make-up, and if they are, he will find his orders grow hand-in-hand and keep pace with the success of those who buy from him; but environment rightly rounds off these basic principles of successful salesmanship, puts them in practical shape and on a working basis.

If, then, you salesmen, who are born with a high talent for your chosen profession, will place your talents in the proper environment, with the right goods owned by right people, you will receive a full realization of the golden promises of your birthday.

CONCERT FOR CLOISTERED NUNS.

A Great Treat Prepared for Them Through the Courtesy of O. K. Houck Piano Co.—Enjoy the Victor Machine and Records Immensely.

(Special to The Talking Machine World.)

Memphis, Tenn., Feb. 1, 1910.

The Sisters of the Good Shepherd and 150 of the young women in their care enjoyed a very interesting concert recently through the courtesy of the O. K. Houck Piano Co., of this city. An exceptionally fine line of Victor records furnished the program, with Mr. Newburn acting as director.

The Sisters of the Good Shepherd are a cloistered order, only two members of the community ever leaving the convent, and these only on urgent business connected with the needs of the institution. So the outer world is an unexplored region. They know only such of its interests as may be brought to them. The superioress, Mother Good Shepherd by name, is a violinist of ability. Knowing this, a friend of the institution brought the matter to Mr. Houck's attention, and since they could not come to the concert, the concert was carried to the sisters.

Mr. Newburn placed the Victrola at the upper end of the big reception hall, which seats several hundred, and there the sisters and the penitents gathered to hear selections from grand opera sung by Melba, Farrar, Calve, Caruso, Scotti, Tetrizzini and others. There were a few catchy popular airs, especially for the girls, and good violin selections from Saint Saens' compositions, brought along for the especial pleasure of the superioress. For over two hours the musical treat was heard.

While the institution is conducted by a Catholic sisterhood and supported almost entirely by Catholic donations, its doors are open to every known denomination, and less than one-fifth of the inmates are Catholics.

The music-loving friend of the convent who had suggested the sending of the Victrola to the convent and the reporter stayed a little while after the concert. They sat at a dainty table in a room opening off the reception hall, and coffee and home-made cakes were served them. The three sisters did not eat. The rules of their order forbid their eating outside their refectory. They sat and talked of things out in the big world beyond their walls. More especially they talked of the work of the Catholic missionaries and the labors of their predecessors who have gone far into the depths of African forests; of the early American martyrs, Father Jongue and his fellow workers; of the Jesuit explorer who

advanced the lakes-to-the-gulf idea before Jamestown was a perceptible dot on the map; of Pere Marquette and his work on the upper Mississippi; of Father Junipero Serra and his long line of missions in California.

FOLLOWING UP CUSTOMERS.

What a Jobber Has to Say Regarding the Dealer Who Does Not See That Machines Sold by Him Remain in Good Order—How It Affects Sales—A Suggestion Worth Considering.

A progressive and successful talking machine jobber, located in the Middle West, while discussing subjects of interest in that trade recently, laid particular stress upon the fact that to be really successful the dealer should not get out of touch with the customer as soon as he had purchased an outfit and simply be content with sending him the list of new records each month when they came out.

"Even though the purchaser of a machine never buys another thing from the dealer, the dealer should make it a point to be sure that the machine is in good running order at all times," said the jobber, "for every machine sold acts as an advertisement, whether good or bad, depending upon the dealer himself. Did you ever live or visit in a neighborhood where there was a talking machine that wheezed and scratched and proved a source of torment generally for the neighbors? How many possible sales are killed by such a machine, those who would like to own a talker becoming disgusted with what they hear of the neighborhood pest and not being easily persuaded to put aside their prejudices and investigate the merits of a first-class machine, in good condition.

"The dealer who sells a machine that pans out as the one referred to and who makes no efforts to persuade the owners to have it put in good condition, or to fix it free if the trouble is slight, is simply throwing away money and trade. Though the care of machines after sale may cost him a little money, the effect on his trade will more than compensate him for the outlay.

"One dealer of my acquaintance has worked on the plan of having his salesmen call upon all those who have purchased machines from them at least once in every month or two and inquire if the machine is giving satisfaction; trying it out, if possible, with a new record. Besides adjusting many small troubles before they become serious, it has been found that the record sales have been considerably augmented through the judicious selection of records with which the salesmen test the machines. Needless to say that dealer has built up a strong trade in his particular territory."

TALKING MACHINES IN SCHOOLS.

Demonstration of Successful Methods Made at California Teachers' Convention—Outfits Now Used in Berkeley Schools.

At the recent convention of the California teachers, held in San Francisco, the teachers of the music section held a special session for the purpose of discussing the best pedagogic methods. One of the interesting features of the session was the demonstration of the method of teaching music through the medium of the talking machine, at present being used in the schools in Berkeley and which is said to be an unqualified success. Miss Victorine Hartley, of Berkeley, explained the system, playing a number of operatic selections for the benefit of the teachers. Miss Hartley, however, criticized the reproduction through the metallic horn, claiming that it distorted the music. The "talker" idea, however, was enthusiastically approved.

THE VALUE OF DIPLOMACY.

A Few Facts Gleaned by the Writer Regarding This Trade Winning Talent—Every Dealer Should Acquire It, for It Means Prosperity.

In order that I might not write theoretically, but stick close to facts in the preparation of this article, I made it my business to visit the different retail dealers in my native city, and, whenever possible to do so, analyzed their methods of doing business, their manner toward customers, etc., my one aim being to prove beyond the remotest semblance of a doubt that *diplomacy* is a valuable asset to the "talker" man. Whether or not I have been successful I will leave to the good judgment of my readers.

There are a number of stores situated on the same thoroughfare which brag of their courtesy to patrons, and verily it is no idle boast. I happened in at one of them on a day not so very long ago and was thrilled by the winning manner of the salesman who came smilingly to greet me. I did not purchase a record, yet he played everything I asked for, not only with willingness, but augmented the concert with little anecdotes of the talent, which, while familiar to me, were none the less impressive. After I had taken up as much of his time as I felt to be in keeping with good taste, I asked permission to remain while he waited upon other patrons who were awaiting their turns. The same was cordially granted, and during the hour I sat and watched his selling methods I became a staunch convert to *diplomacy*.

One old lady was particularly hard to suit. She had a cheap machine at home and very little cash to spend for records, and therefore determined to get her money's worth. Record after record was placed upon the turntable only to be greeted with contemptuous disdain. At last, however, by polite questioning, he determined just the character of selection she most admired. After that it was plain sailing. "Silver Threads Among the Gold," "Bell Brandon," "Juanita" and "The Golden Wedding" were rendered one after the other, and she purchased them all without a criticism. As she was paying her bill she remarked, with a break in her voice, "I'm afraid I've caused you a lot of trouble, but before now I have always had such a time in getting records to really please me. These that I have just bought from you are beautiful, and I thank you for your kind attention to a poor old woman."

The young fellow took her cold, withered hand in his warm, brown one, and I thought, though I may have been mistaken, that I discerned a mist in his eyes as he answered, "It was a pleasure to wait on you, and I sincerely trust you will call again very soon. Come in and see us whether you care to buy or not. We will always be pleased to have you."

"Thank you, sir; thank you," she replied, and taking up her package she wended her way feebly out of the store into the busy street beyond.

Since my initial visit, at which time I witnessed the above, I have called quite frequently and always found the entire establishment bubbling over with *diplomacy*. Upon the occasion of my last visit I was honored by being ushered with much ceremony into the private sanctum of the proprietor.

"I want to congratulate you upon your splendid organization, Mr. Smith," I began.

"Yes," he interrupted, smiling, "my boys are all right. They either have to be or else find another job. I will not tolerate a salesman who is not willing to take a strenuous course in the study of *diplomacy*. No business, Mr. Middleton," he continued earnestly, "can be run successfully without tact, and in the 'talker' line, where we are coming into constant personal contact with our customers, to neglect it is to court ruin. I train my salesmen very carefully, and when their education is completed and they have absorbed my ideas they cannot fail to be competent and tactful. Here is a set of rules my men are requested to follow which I will be



EXEMPLIFYING DIPLOMACY.

glad to have you use if you care to do so. I think they should prove interesting to talking-machine dealers in general, for they preach a simple sermon of common sense in every line."

Taking the printed sheet from his outstretched hand, I read the following:

TEN BUSINESS COMMANDMENTS.

1. No matter what priced raiment your patron wears, give him the courteous attention he is entitled to.
2. You are not employed to snub or criticize, but to sell goods.
3. Be especially kind to the old and infirm.
4. Become familiar with the lives of the record talent in order that you may answer intelligently any question asked you upon this subject.
5. Dress neatly. You are expected to be in harmony with your surroundings. The satin beauty of the Victrola does not blend well with a soiled collar.
6. Keep posted on the subject of record numbers. A good salesman should be able to find what he wants without resorting to a catalogue, thus saving time, and time is money.
7. If you do not happen to have the record your customer asks for in stock send the boy for it on the run. You cannot afford to lose a single sale if it can be avoided by reasonable effort.
8. Cultivate the art of sizing up your customers. Learn to cater to their wants at once without playing a long program of selections they are not interested in or do not show an inclination to purchase. Find out their tastes, then sell them the goods.
9. Do not keep customers waiting. They will appreciate prompt service as much as anything you can give them. It will prove an attraction that will draw others into the fold.
10. Use your head. Some of the snappiest ads. ever printed in a trade journal were born in the fertile brains of ambitious and observant salesmen.

Of course, there is the other side, but why speak of it. I could tell you of impudent youngsters masquerading as salesmen, of grouchy managers, and a general air of pessimistic gloom, but it is unnecessary, because by investigation, most rigidly made, brought to light the cheerful information that when *diplomacy* is used to the best advantage *prosperity* results.

Diplomacy.
If you would be successful,
Put on your sweetest smile;
Lay in a stock of courtesy
Overspread with grace and style.
Make friends with Grouch and Know-It-All,
And when they've had their say,
Confront them with *diplomacy*—
You'll land 'em sure that way.

—HOWARD TAYLOR MIDDLETON.

ROBERTS PLEASING PUBLICITY.

The W. J. Roberts, Jr., Co., 715 Prespect avenue, Cleveland, O., have issued an extremely interesting little volume entitled "What This Victor Store Means to You." It contains exterior and interior views of Mr. Roberts' establishment,

in which a very fine line of Victors and Edisons are admirably displayed. The literary matter is right to the point—instructive and interesting. Literature of this kind is both helpful to the dealer in a local way and supplements the publicity efforts of the manufacturers most effectively.

VALUE OF A SCRAP BOOK

Of Interesting Clippings to the Merchant—Many Valuable Suggestions Thus Kept at Hand—Much Time Thus Saved.

Few dealers have realized the importance of an index containing all information which would be of help to them, contained in the various trade papers to which they subscribe.

In every issue there is apt to be one or more articles in which you are particularly interested—in fact, trade papers are a mine of information; but in reading them it is impossible for one to remember every good thing unless he has some method of reference.

Papers are filed or laid away and when the time comes to use that particular information the paper has either been mislaid or the reader has forgotten in which issue the article appeared.

This means a loss of time going through a pile of papers, and you may not find it at all, thereby losing a valuable idea or an imperfect carrying out of a plan from memory. Trade papers, as a general rule, are read through hurriedly by busy men until something strikes them which they would like to dwell on a little later.

Wouldn't it be a hundred times better if each particular article were indexed so that you could lay your hands on it at any future time at a minute's notice?

The idea of which you retain but a faint recollection is brought before you in a clear manner once more, says the Sporting Goods Dealer. One index will serve to cover all papers, so that it will not be necessary to have more than one index for reference to everything he has been interested in in a trade paper.

Identification marks should appear opposite each item, showing in which paper it appeared.

If you don't care to go to the expense of a card index, a scrap book will answer the purpose just as well, although a card index is very easily made, as you can buy index card systems for about \$2.50 or you can make them yourself, cutting them from heavy cardboard about five inches wide and inserted in an ordinary candy box of suitable size. The division letters should be drawn on large enough so that they can be readily seen.

SPEAK GENTLY TO CENTRAL.

Copenhagen Telephone Exchange Catches All Angry Words on a Gramophone.

Exasperated telephone users who have been indulging in harsh language to the telephone girls have been brought to book by the telephone administration of Copenhagen.

At first the identification of the offenders was difficult. Then a gramophone apparatus was installed in the central exchange, on which all unseemly language was recorded.

Some of the worst offenders were then summoned to the directors' office. When they denied the charge they were convicted by an exact repetition in their own voices of their hasty remarks.

Telephone manners and language in Copenhagen are now greatly improved.

What if this plan should be adopted in New York?

SLEZAK A GREAT ARTIST.

It is apparent that Slezak is one of the great artists whose records will command a sale equal to the best efforts of any artist who ever visited this country. Slezak performances are an artistic triumph in every definition of the term, and the National Phonograph Co. are to be congratulated on securing the services of so great an artist.



Quality

That's the big idea behind the *Victor*, the thing that has made the *Victor* business what it is to-day.

Quality has placed the *Victor* in a class by itself—has put it above competition.

That's the kind of instrument you are handling, Mr. Victor Dealer.

Make use of this "quality" idea. It will help you to build up your business, to make the most sales and the greatest profits, to add to your prestige, to establish yourself firmly with music lovers and people of wealth and refinement.

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.

Full information can be obtained from the following Victor dealers:

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

WITH THE TRADE ON THE PACIFIC COAST.

Despite Natural Post-Holiday Dulness January Trade Proves Satisfactory to Dealers—Stock Taking Over and New Goods Now Being Received—A. J. Pommer Buys Out the Pacific Phonograph Co.—Kohler & Chase Now Handling Only the Columbia Line—Lauder Records in Demand—Personal Items of Interest—New Concern in Tacoma, Wash.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 29, 1910.

After the phenomenal business of December even an ordinarily busy season would seem rather tame, and the talking machine business this month has been rather quiet all over the Coast, and as much so here as anywhere else. Such a reaction, however, always comes in January, and as the past month has been much better than the same month of last year, and as good as almost any January on record, there is no feeling of disappointment. A little season of quietness has, in fact, been very welcome to most dealers, who had sold out most of their goods and needed a little time to take stock, replenish their lines, and prepare for the new season's business. Stock-taking is now about over, and while many shipments of new goods were considerably delayed on the way, they are now coming in rapidly. At the same time, several changes have taken place in the local trade, and the line-up for the new year is a little different from that of last season.

The outlook is very satisfactory in all parts of this territory. Sales in the country districts have been very large for the last year, and every machine placed in the country generally brings out additional inquiry, besides the increased demand for records which every machine sold involves. The general prosperity of both city and country leads dealers to look for even a larger distribution of talking machines this year than last.

The most important change made of late is the purchase of the business of the Pacific Phonograph Co. by A. J. Pommer, a former piano dealer of Sacramento and various other places on the Coast. When Mr. Pommer sold out his piano business in Sacramento to Sherman, Clay & Co. a short time ago it was thought that he would retire from active business life, and the new move has been a distinct surprise to the local trade. The Pacific Phonograph Co., started last year as an outgrowth of the wholesale talking machine department of Kohler & Chase, with an agency for the Edison line, has made good progress under the management of C. M. Jones, and is now one of the leading jobbers on the

Coast. There had been no previous intimation that Kohler & Chase were disposed to give up their interest in the enterprise, but they were doubtless persuaded that they could devote their attention more profitably to the piano and retail lines. The lack of space in the new building for a wholesale stock was also a factor in this decision, the stock of the Pacific Phonograph Co. having always been kept in Oakland. Mr. Pommer has transferred his headquarters from Sacramento to that city, taking charge about January 15. He will continue the business under the same name as before. Mr. Jones is now at work on the books, but as soon as the details of the transfer have been completed will probably move his headquarters to Oakland.

Kohler & Chase have disposed of all the old lines in the talking machine department and are now handling Columbia goods only, this department being virtually a branch of the Columbia Phonograph Co. F. R. Anglemier, formerly with the Columbia branch on Van Ness avenue, is manager of the department, and is well satisfied with the manner in which the year has opened. The Columbia goods were prominently featured in the opening recitals in the new Kohler and Chase building at the first of the year, giving the department a fine send-off, and Mr. Anglemier believes that the location is about the best for the purpose in the city. He has a fine display of Grafonola machines, and says the Regent machine has made a great impression. Mr. Beck, who took charge of the retail department of Kohler & Chase some months ago, after being with the Columbia for many years, is now handling Columbia goods for Kirk, Geary & Co., the distributors in northern California.

W. S. Gray, Coast manager for the Columbia Phonograph Co., has just returned from Los Angeles, where he combined business with pleasure and went to see the aviation meet. The company's main office and distributing headquarters are still on Van Ness avenue, and will remain there indefinitely. The placing of this line with Kohler & Chase has opened a retail outlet which could hardly be surpassed, and the present location serves all purposes of the wholesale business quite well for the present. The new year has

started in well for the wholesale department, and the new Grafonola machines give the company a stronger hold than ever on the high-class trade. They are in constantly increasing demand, and it has been hardly possible to keep a supply of all the different models of this machine.

Several dealers here made a feature of Harry Lauder records during the visit of that vocalist



BACIGALUPI'S LAUDER WINDOW.

a couple of weeks ago, but the great hit was made by Peter Bacigalupi & Son, who gave up their window entirely to a display of these popular records. The Lauder concerts were a great success all over the Coast, and the sale of the records has been enormous. Mr. Bacigalupi reports considerable improvement in the wholesale business, and is now shipping out goods on new orders, as several delayed shipments are arriving.

Harry Lauder appeared in Oakland this week and dealers there are calling attention to his records. Sherman, Clay & Co. are giving some strong advertisements to his records in the Victor line, and having a good run on them.

Andrew G. McCarthy, manager of the talking machine department of Sherman, Clay & Co., has just returned from Los Angeles, where he witnessed the aviation meet. He states that the company's southern talking machine distributing point, which closed the year with practically everything sold out, is now getting in plenty of goods, and has had a very satisfactory January run. He is well pleased with the outlook, and believes this year will be far ahead of last in the talking machine line.

D. Blaine, an Edison dealer of San Luis Obispo, Cal., is now in San Francisco.

Mr. Hansen, formerly with Lyon & Healy in Chicago, and later with Sherman, Clay & Co., is now manager of the talking machine department of the H. Hauschildt Music Co.'s new store in San Francisco. He says that for a new store the business this month has been extremely gratifying.

The Caldwell-Thornburgh Piano Co., which recently opened a new store at Whittier, Cal., have put in a talking machine department, and are giving weekly recitals with high-class machines and records.

The Goodale Phonograph Co. are a new firm of Tacoma, Wash. They are capitalized at \$500,000, the parties interested being F. C. Goodale, A. H. Garretson, F. E. Coombs and Geo. Trust.

COLUMBIA ACTIVITY SOUTH.

H. A. Yerkes, manager of the Columbia Co.'s wholesale department, states that W. H. Hightower, Galax, Va., will take on the Columbia line for his chain of stores throughout the State. Also that the E. E. Forbes Piano Co., Birmingham, Ala., had just placed an order for 10,000 Indestructible cylinder records, to go forward in one shipment immediately. The Forbes Co. are doing an excellent business in Columbia goods,

What a Successful Jobber Means

Our success of 1909 has spurred us to greater activity to increase our facilities to better care for dealers' orders. Every practical device known to the Modern Talking Machine House is in use here to assist in despatching orders quickly, completely and in factory condition.

LEST YOU FORGET.—The promptness with which your jobber fills your orders and the quality of the goods sent is a great factor in deciding whether your customer will come back to you or go somewhere else for his next purchase.

We point with pleasure to our hundreds of successful dealers who buy from us year in and year out, because they can depend on our service and quality. Send us your orders and share in our success.

EASTERN TALKING MACHINE COMPANY

Victor Distributors

177 TREMONT ST., BOSTON, MASS.

Edison Jobbers

THE HIGH LIVING CRUSADE.

Effect Upon General Trade as Noted by a New York Jobber—Possible Talking Machine Customers Made Over-Cautious.

A well-known talking machine jobber located not a thousand miles from New York, in discussing the way the business had panned out thus far in 1910, stated that while the trade had been fairly good as a rule, it was his opinion that the present crusade in the daily papers upon the high cost of living had a decided effect upon the talking machine business as well as on other lines that might be classed as luxuries rather than necessities.

"While we all realize that the cost of living has advanced and continues to advance, we do not as a rule believe that it is an indication of a coming depression, but rather to the contrary. In many instances, however, that have come to my notice the newspaper crusade has had the effect of giving unthinking people the idea that a panic at least is approaching. This belief is strengthened by the recent failure of several stock concerns in Wall street, whose downfall was felt chiefly by the speculators rather than the general public.

"The daily papers naturally seize upon anything that will make sensational reading for their readers and enlarge upon any available matter, such as the boycott of the meat trust and the government investigations. The family who have planned to buy a talking machine or a piano, especially if they are depending upon salaries, are naturally uncertain and alarmed as to what the outcome will be, and as a matter of precaution put any surplus cash away until the atmosphere clears up.

"Of course we realize that the above idea is a wrong one, but nevertheless the effect is real, and it is to be hoped that the situation will change before any real damage is done. With all the various industries of the country active and the money situation loosened up, there should be no reason why the present year should not be a record breaker, despite the alarmists, whose work every talking machine dealer should make every effort to combat."

NEW FORM OF MUSICAL BED

Shown by a Paris Dealer—Soothing Music Provided at Night and Discordant Janglings in the Morning—Offers Great Possibilities.

A furniture dealer in Paris is showing a novelty in the form of a bed, which is an improvement on a similar one which attracted attention at the last Paris world's fair. It is to all appearances an ordinary bed, but the weight of the body upon it sets a clockwork in motion, and this operates a music box, which gives forth soothing melodies. The lullabys which it plays are supposed to induce sleep. By means of a dial at the head of the bed, the person who occupies it fixes an alarm for next morning. This produces, when the hour arrives, discordant sounds, to which the person in the bed must pay heed, because failure to rise within five minutes after the noise has begun will cause the bottom of the bed to fall out.

It would seem that the proper thing to do would be to substitute a talking machine for the music box and have suitable vocal selections at night and loud yells in the morning.

CONVENTION OF INVENTORS.

First Gathering of Its Kind Scheduled to be Held in Rochester, N. Y., in June—Exhibition of Patents and Models.

The first convention of inventors in the United States will be held in Rochester, N. Y., June 12 to 18, inclusive, according to the present plans. Some of the most prominent inventors in the country in various fields are expected to be present, including Thomas A. Edison, Nicola Tesla and others. A special feature of the convention will be an exhibition of patents and models of all

kinds, and all arranged in groups according to the various trades to which they apply. It is to be expected that there will be a number of patents relating to talking machines on exhibition. The spaces for the exhibits will be free.

BLACKMAN CO. SECURE PATENT

Upon Their Well-Known and Popular Record Tray—Find January Business Very Good Considering the Time of Year.

The Blackman record tray, which is so well known in the trade, and which many talking machine dealers find well-nigh indispensable in the systematic arrangement of their record stock, is now securely protected by United States letters patent issued on December 28, 1910. The trays themselves and the convenience they afford are too well known to require comment.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., in discussing the business thus far in the new year, stated that his company had no complaint to make, especially for the month following the holidays. Mr. Blackman remarked that the only cloud on the business horizon was the possible effect of the present crusade against the trusts and the high price of living, which, while not really indicating danger, nevertheless will very likely frighten some possible talking machine customers and cause them to hold on to their money for a while longer. However, Mr. Blackman is not worrying in the slightest degree and does not pose as an alarmist in any sense.

JOS. JUNGBECKER A VISITOR

To the United States as the Representative of Jos. Zimmermann, Needle Manufacturer.

Josef Jungbecker, representative of Jos. Zimmermann, the talking machine needle manufacturer of Aachen, Germany, has been visiting the trade in the United States during the past couple of weeks. Mr. Zimmermann is one of the largest

manufacturers of needles in the world. His policy is to produce products of quality, and the Condor needle is known and appreciated wherever high-class talking machines are used. Mr. Jungbecker is not a stranger to the United States, as he was over here some seven years ago. He is a gentleman of pleasing address and a well-equipped business man, who understands the needle situation thoroughly. It is probable that before his return to Europe he will select some establishment to take charge of the output of the Zimmermann needles in this country.

ELLIS HANSEN TO EUROPE.

The Well-Known Designer of Victor Window Displays Leaves on a Two Months' Vacation to Denmark.

Ellis Hansen, well known as the designer of the Victor window displays, and who has been connected with prominent houses in the talking machine trade, left last week for his old home in Copenhagen, Denmark, on a two months' vacation. On his homeward trip Mr. Hansen will visit Berlin, Paris and London, and look over the window advertising field in these progressive trade centers. Mr. Hansen was accompanied by his young son.

SELL PRIZE ORCHESTRION.

Marin & Co., Stockton, Cal., recently sold for cash the large Wurlitzer concert orchestrion which took the first prize at the Alaska-Yukon-Pacific Exposition last year. The instrument will be installed in a local picture theater.

M. W. Waitt & Co., the enterprising piano dealers of Vancouver, B. C., are among the progressive talking machine dealers of the Dominion. They are consistent advertisers and trade developers, and as a result are paying close attention to the talking machine department of their business, and have built up a splendid following in British Columbia.



¿Quiere Vd. que le dé una lección de inglés?

Es tan fácil aprender el inglés con el sistema I. C. S. y además el conocimiento del inglés es muy útil en los tiempos modernos.

El sistema I. C. S. para la enseñanza de idiomas por medio del fonógrafo facilita el aprendizaje de un idioma extranjero, y tiene que interesar notablemente á miles de personas. El vendedor de fonógrafos que no tiene los equipos I. C. S. para aprender idiomas, de seguro que está descuidando un medio rápido é infalible de aumentar sus negocios. El nuevo equipo I. C. S. para aprender idiomas, que cuesta \$35 oro, es una maravilla. Representa el arte más elevado en la enseñanza de idiomas y encierra un método que ha merecido la mayor recomendación de miles de personas competentes para hablar con autoridad sobre el asunto. Las Embajadas de España, Francia y Alemania en Washington, así como los principales Colegios han recomendado cordialmente el método I. C. S. para enseñar idiomas.

El equipo I. C. S. para aprender idiomas consta de un fonógrafo "Gem" Edison, hecho especialmente para estudio de idiomas; una bocina pequeña; un tubo auditivo con banda para la cabeza; una aceitera y 25 fonogramas de conversación para enseñar la pronunciación, que se garantiza ser absolutamente correcta con la entonación é inflexión propias. Además de esos fonogramas de conversación mandamos también cuadernos de estudio para aprender la teoría de los idiomas. El nuevo equipo es á la vez el mejor y más barato que se ha ofrecido, pues su precio es únicamente de \$35 oro americano.

Si Vd. desca aumentar sus negocios, escriba hoy mismo pidiéndonos detalles.

International Correspondence Schools
Box 918, Scranton, Pa.



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NEW YORK, FEBRUARY 15, 1910.

THERE is no denying the fact that January trade was not up to the expectations of many who were anticipating that the year would start off at lively pace.

But pray tell us what January has been pulsing with business life and vitality!

As a matter of fact during the holidays all reasonable efforts are made to dispose of merchandise, particularly such special creations as talking machines, and the people having gone into their reserve funds about as far as they cared to go. Naturally when the first of the year swings around the prospects are not over brilliant for immediate business until they have recovered and got started again along new lines.

The sales of high priced machines has kept up wonderfully well, and there is no probability that there will be the slightest shrinkage in the demand for these particular creations.

On the contrary, it looks as if the growth would be continuous and expanding.

At least that is the way it looks to the man at The World masthead.

February has commenced in much better form and there are plenty of indications at hand showing that the month will be fair in a business sense.

Trade in the East has shown considerable improvement, and the Eastern jobbers and dealers are talking more optimistically than they were a couple of weeks ago.

A survey of the trade situation in the Middle West proves that business in that section of the country is going on increasing steadily in volume.

In fact, there are towns in that specially favored section where no depression has ever been noticeable in a business way.

In the South conditions are steadily improving, and on the Pacific Coast a strong sales creating element is in evidence, and there is every reason to believe that the year will be a satisfactory one in a business sense.

THEN, too, as an encouraging force, it might be well to say that a number of talking machine men have regained confidence in the trade and are going ahead with business plans in a larger way than they did last year.

That is the only thing for men to do, for it is in truth the day of scientific salesmanship, and the limit in this direction is a long way off.

It cannot be successfully denied that the talking machine business is to-day but little understood, and is therefore not regarded in the light which it should be.

A good many men who are selling talking machines to-day do not fully appreciate the product which they are offering.

They do not understand that the development of the talking machine has not been in any sense accidental, that inventive minds have delved for scientific principles to be embodied in its construction.

They do not appreciate the fact that the greatest commercial talents known to the world have been drawn to contribute to the success of the modern talker.

They do not appreciate the fact that millions of dollars have been expended to produce a perfect machine and that back of these splendidly organized manufacturing departments are systems perfectly arranged which take high rank with the best industrial organizations of the day.

They do not understand the concentration that has been focused upon the talking machine situation to have brought it up to its present position.

NOW, these facts must be understood before a dealer or salesman can feel the true interest and inspiration in his work.

The present development of the talking machine industry is convincing evidence of the splendid genius of its founders.

The skill which they have shown in perfecting and building up the present system is remarkable, and the business to-day extends to the progressive representatives opportunities which should make the business attractive.

It is the up-to-date business for the up-to-date man, and it will furnish adequate reward for the conscientious efforts of able and trained minds.

THE men who have watched the growth of this industry believe in it, and the steadily increasing demand for the machines of the better grade indicate that the product is steadily creating an army of friends among those who are best able to judge of artistic merits.

Always striving for perfection, the talking machine has reached a point where it supplies the demand of discriminating people for a perfect entertainer and instructor.

Now, in order to be in harmony with the creation itself, men must understand it.

Understand its functions—understand what it represents in thought and skill—in mental and inventive power.

When a man does this he will have a respect for the business in which he is engaged.

He will have a respect for the men who have made the industry possible—for, as an exponent of the spirit of the age, the talking machine stands in a class by itself.

It has passed through all the stages, from a

toy to an entertainer and instructor second to none in the mechanical field.

From humble beginnings it has evolved through scientific development until it is to-day the most versatile of all musical entertainers.

Think of this, talking machine salesmen, when you are exhibiting the wares and possibilities of your product.

Think of what the machine represents and it will help you to interest and impress your customer, and you, yourself, will be gaining an added respect for your profession.

THE pessimist is always with us.

Go where we will, seek any trade or profession, and we will find a class of men who can always see a future dark with fearful happenings—most of which never reached beyond an imaginative stage.

To-day we will find a lot of men who predict chaotic conditions as the final outcome of the rising tide of living cost and the growing greed of the men who through combinations control the necessities of life.

Well, there may be some dark days ahead—we cannot tell.

But the most of us can rest safely in the belief that when we have troublous conditions we always find men who are amply fitted to successfully guide the Ship of State through perilous waters.

We never have everything to our liking in this busy work-a-day world of ours.

There always have been problems since time began.

Even the old cave dwellers were not entirely satisfied with their lot, and probably there is an element in human nature which prohibits perfect satisfaction ever dwelling long in the human mind.

If we were satisfied progress would cease; but one thing is certain, the man who always plans business wisely, acting with due conservatism, is going to be far better off than the man who hangs back and waits to be pulled along with the crowd.

It is the active, aggressive man—the man who fully realizes that there are business possibilities around him—who will reap the business harvest of 1910. Just remember that.

IT is a mistake to think that the man with a natural aptitude for learning will easily outstrip his fellow. In one or two lines of effort, such as music and drawing or painting, only those with a native talent born with them will succeed.

But often in every-day callings a man considered dull will do far better than his brilliant neighbor, who loafs because it is easy to learn, gets a taste for loafing, and loafs a little too long.

In a world crowded with purposeless people, drifting aimlessly about, and taking whatever opportunity offers for a little advantage, getting ahead is not a difficult matter.

The man of purpose is marked. His fellows see that he means to get ahead, and they let him.

The way that is closed to the idler is open to the determined and industrious. Other men see that he is bound to have what he is after, and, wanting more than anything else a leader, they get out of his way, and wheeling in behind him, follow him, to pick up what crumbs of his prosperity they can without too much effort.

TRADE IN THE SAINTLY CITY.

Both Wholesale and Retail Business Good During January—Excellent Columbia Co. Report—E. D. Easton a Visitor—St. Louis Talking Machine Co. Report Heavy Sale Red Seal Records—Give Machine to Bazaar—What Other Houses Are Doing.

(Special to The Talking Machine World.)

St. Louis, Mo., Feb. 1, 1910.

The retail trade for the month of January has been quite active, and the wholesale business is picking up daily. The year starts off with all indications that it will be a lively one throughout.

E. B. Walthall, manager of the Columbia Phonograph Co., reports that January business was very flattering, the sale on Grafonolas being big in both the retail and wholesale departments. F. G. Cook, for the past several months traveling for the Columbia Phonograph Co. out of St. Louis, has returned to Chicago, and he has been appointed floor manager of the Chicago store. Chas. Kauffman, formerly of Chicago, but who for the past three years has been on the traveling force of the Los Angeles office of the Columbia Phonograph Co., has accepted a similar position with the St. Louis branch.

The local offices of the Dictaphone Co., now located in the Wainwright Building, will be moved to the local store of the Columbia Phonograph Co. shortly.

President E. D. Easton, of the Columbia Phonograph Co., accompanied by his daughter, and W. C. Fuhri, western district manager, accompanied by his wife, all were visitors here recently. Mr. Easton and daughter left for Cincinnati. Mr. Fuhri left on an extensive western trip, going to Denver, Salt Lake City, El Paso and other points.

During the stay of the Boston Opera Co. here Manager Walthall furnished one of their highest grade Columbia graphophones with a quantity of records to F. Constantino, the great tenor, who sings exclusively for the Columbia Phonograph Co., and Mr. Madrones, one of the leading bassos of the company, who also is a Columbia artist, for use in their apartments at the Jefferson Hotel while here.

The samples of the disc records made by "Gipsy" Smith for the Columbia Phonograph Co. have been received, and all who have heard them pronounce them the best sacred records ever made. The sale of them should be large locally, as thousands here have heard and admired the famous evangelist's voice during his several weeks of sermons at the Coliseum here some time ago.

The St. Louis Talking Machine Co. report that the sale of records, following the heavy machine purchases in December, has been phenomenal. The Red Seal records have the call. The advertising campaigns undertaken by this concern during the past two months have been the largest ever conducted by them. They "plunged" heavily on the Boston Opera Co.'s engagement at the Olympic Theater, reproducing a large cut of the photograph of Alice Nielsen listening to the Victrola; and during Mme. Tetrizzini's engagement at the Coliseum a very large cut of her photograph was reproduced in all the daily papers.

The St. Louis Talking Machine Co. presented the Saint Philomena's Bazaar with one of their Victor machines. Mme. Tetrizzini sang for the benefit of this bazaar. The Victor Victrola is uninterruptedly enjoying its great popularity, and several orders in special finishes, which were delayed because of the factory not being able to catch up with its orders, are awaiting delivery by the St. Louis Talking Machine Co.

O. A. Gressing, manager of this firm, recently returned from a trip South, and reports dealers as just about recovering from their tremendous holiday and January demands. Many were caught unprepared and now are stocking up heavier than ever for this time of the year. L. A. Cummins, traveler for this firm, feels very happy over having closed in one week four 40-10 accounts, and in a short talk with your correspondent informed him that 1910 is starting out

stronger for him than any previous year, and Mr. Cummins has been in the talking machine business for more than seven years.

E. S. True, credit man for the St. Louis Talking Machine Co., is mourning the death of his father-in-law, which occurred at Hannibal recently. S. H. Johnson, of the same concern, has been busily engaged conducting Victrola recitals at the Liederkrantz Club, the Wednesday Club, and the Kenwood Springs Country Club.

Mrs. Clara Harrington, well known in the trade as Miss Goetz, and for many years head saleslady for the St. Louis Talking Machine Co., is the happy mother of a bouncing girl baby. The remainder of the St. Louis Talking Machine Co.'s staff are very insistent that this young lady be named "Victrola Harrington."

The Silverstone Talking Machine Co. make favorable reports on their business for January.

D. K. Myers, the Zonophone jobber, states that he had a nice trade during January and that his record business was large.

The Koerber-Brenner Music Co. report that their January business was very satisfactory.

The Thiebes-Stierlin Music Co. report having had a good trade during January, and that the demand for high-priced machines was good.

Miss Sadie Rosenblatt, in charge of the talking machine department of the J. H. Buettner Furniture & Carpet Co., states that business for January was good, and that the call for high-priced machines was excellent. Their record trade was heavy.

VALUE OF PERSONAL LETTER.

Excellent Means of Centering Attention on a Special Subject—How One Concern Uses the Personal Letter in Calling the Attention of Their Customers to the New Records.

A personal letter as a means of centering attention on a special article is an excellent means of publicity. Many people are apt to receive booklets, or lists of records, without analyzing them carefully, whereas if some special feature of the list—such as one or two particularly striking records—were referred to in a personal letter, the recipient would be apt to become not only interested in the records referred to, but in the entire list, and this means business.

The Standard Talking Machine Co., of Pittsburg, Pa., are old-time believers in this idea, and have been sending out to dealers a specially prepared letter, which they have asked them to send out to their customers with the monthly list of new records, as a personal letter, mailing it with a two-cent stamp. The letters are written in a colloquial vein, always to the point, and no one who receives them will fail to look them over.

This is a very excellent and effective kind of publicity, and we wish the jobbers and dealers would utilize the personal letter idea to a larger extent. Of course the personal letter is of no avail when sent out as a circular with a one-cent stamp attached. People throw this kind of literature in the waste basket. If a letter, however, is couched in an interesting vein and properly stamped it will certainly bring results.

CORPORATION TAX REPORTS.

Statements Must Be Filed by March 1—Effect to be Watched Closely.

By March 1 of this year the statement of earnings and condition of the corporations of the United States must be in the hands of the Federal authorities appointed for the collection of the corporation income tax. These statements, which the provisions of the tax law require to be in great detail, undoubtedly will prove a revelation in the case of more than one corporation. In some cases they will be much better than anyone except the inmost insiders ever dreamed, and in others they are bound to provide considerable disappointment for the holders of their securities. What effect they will have in causing a readjustment in the stock market remains to be seen.



Just like a slot machine

Drop in your order and you get the goods right off.

That's the kind of service we give our dealers—no delays, no excuses.

Something the matter with your jobber if you don't get your goods promptly. You can't afford to wait for them, and make your customers wait too.

If that's your case, it would be a wise move for you to get in touch with a new jobber. Better for you to give your business to another jobber than for your customers to take their trade to another store.

We want your business and will take care of it. When you place your order with us you can rest assured that it will get prompt attention—goods are always shipped the same day the order reaches us.

Try us. Look over your stock and see if there isn't something you need in Victors, Victor Records, Victrolas, record cabinets, horns, fibre cases, needles, extra parts or accessories of any kind.

Or send us your next rush order and see how quickly you get the goods.

Write us to-day for our catalogue and our booklet, "The Cabinet That Matches" and we'll send them by return mail.

New York Talking Machine Co.

Successors to Victor Distributing and Export Co.

83 Chambers Street New York



It takes a REAL tenor to sing both Italian and German Opera. Read what Reginald De Koven, in the New York World, says of

Leo SLEZAK

The Greatest of all Grand Opera Tenors



Mr. DeKoven, after a recent performance of Tannhauser at the Metropolitan Opera House, New York, said:

“Not since Jean de Reszke has a tenor compassed both Italian and German Opera with the absolute distinction that Slezak displayed last night.”

It took us a long time to find the greatest living tenor to sing for the Edison Phonograph—but

we found him at last in Slezak.

You couldn't ask for a bigger boost for your Phonograph sales. And from now on, Grand Opera should be the biggest and most profitable end of your Record business.

Write your jobber about the Slezak and other Grand Opera Records today.

National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.

It takes a REAL sound reproducing instrument to render Grand Opera as it is meant to be played. And such an instrument is

The AMBEROLA

The newest Edison Phonograph



It is the only instrument of the cabinet type that renders Grand Opera as it is rendered at the Manhattan and Metropolitan Opera Houses, New York—because it is the only instrument of this type that plays both Edison Standard and Amberol Records.

It combines all the beauty of tone reproduction of the Edison Phonograph, with a cabinet as beautifully finished as that

of the most expensive grand piano.

There is a certain class of your customers that will not be satisfied with anything but the very best! And as long as this is true you can't sell them anything that offers less than the Amberola. The Amberola offers all that any other sound reproducing instrument *can*—and more. Take your full profit on the Amberola. Write your jobber today.

National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.



SOLID WOOD (NOT VENEERED)

The

MUSIC MASTER WOOD HORN

is the only horn built of SOLID WOOD and retains all the original elasticity of the wood that is used in its construction, thereby giving a greater resonance of tone than is possible with any other horn on the market.

All other wood horns are made of veneered wood and the great amount of glue used to hold them together retards the sympathetic vibration, which is so necessary to the faithful reproduction of music, rendered from talking machine or phonograph records.

HAVE ONE SENT ON APPROVAL

Your choice of *solid* Oak, Mahogany, or Spruce, for any make or style of cylinder or disc machines.

If your jobber cannot supply you, we would be very glad to send you a sample line of our horns on approval, and if you are not entirely satisfied with the superior merits of the MUSIC MASTER, you would be at liberty to return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

WITH THE INDIANAPOLIS TRADE.

Business Good During January, Especially in Records—Travelers Exchange Territory—Wulschner-Stewart Co. Buy Stock of Indiana Phonograph Co. from Trustees—Picture Show Business Improves—Some New Regulations—Other News of Interest in the Talking Machine Trade for the Month.

(Special to The Talking Machine World.)

Indianapolis, Ind., Feb. 6, 1910.

The talking machine business, and particularly the record business, has been pretty good during the last month. Many of those who bought machines at the holiday time are now laying in their supply of records. Most of the dealers report that their business during January has been satisfactory, as compared with January of last year.

The Columbia Co. have been having a good business with records. The leaders during the

month were the McCormack records and the Gypsy Smith records.

H. A. Zerkle, Chicago representative of the Columbia Co., was a recent caller at the Indianapolis store. It was Mr. Zerkle's first trip into this territory, his regular territory being Wisconsin. A short time ago, however, Mr. Zerkle and H. H. Myers, whose regular territory is Indiana, were joking and one proposed to the other that they exchange territory for one trip. The exchange was made. Mr. Zerkle was well pleased with his trip in Indiana and found business satisfactory.

The stock of the Indiana Phonograph Co., which has been in the hands of Charles Craig, trustee, has been sold through Mr. Craig to the Wulschner-Stewart Music Co., and the latter succeeds the Indiana Phonograph Co. as jobbers of Edison machines, which the Indiana Phonograph Co. handled exclusively. The stock was owned by Squire Bros., who came from Jasonville, Ind., about two years ago. It was placed

in the hands of a trustee at the request of the creditors, and Mr. Craig says the creditors will come out in good financial condition. The Wulschner-Stewart Co. will begin at once to move the stock to their large new piano and musical instrument store in North Pennsylvania street. It is said that the invoice of the stock bought from the Indiana Phonograph Co. ran about \$10,000. It is understood that Mr. Craig will continue to handle Edisons in a retail way. He was the proprietor of the Indiana Phonograph Co. before Squire Bros. took charge of the business. The Wulschner-Stewart Co. have engaged Mr. Barringer, who until recently was with Benell Bros., at Detroit, to take charge of their talking machine department. In addition to Edisons, the Wulschner-Stewart Co. handle Victors.

A large electric sign on top of the new home of D. Sommers & Co., in West Washington street, was toppled over by the wind last week. The sign had not fully been completed. It was merely by chance that results were not more serious when it fell. Laborers had been working on it just a few minutes before the accident occurred. This company handle Columbia machines.

The Kipp-Link Co., wholesalers in Edisons, are enjoying a satisfactory business for the start of the year.

The picture show business in Indianapolis has been improving rapidly. Several conditions have led to the growth in business. In the first place, the convention of the United Mine Workers of America has been on in Indianapolis for some time, and in addition to that the prices of food-stuffs and other commodities have been going so high that many people cannot afford to attend the high-price theaters.

Taking advantage of the situation, Mr. Criswell, who owns the Vaudette, a ten-cent picture house in East Washington street, has opened up a large five-cent show in West Market street, near the Indiana traction and terminal station. The new place is known as the Royal, and a Columbia machine is used to draw the crowd. The seating capacity is 200 and there is a seven-piece orchestra. One of the new features is that there is a change of program every day. In most of the houses the program is changed only twice a week. Mr. Criswell is the man who started the movement to have the theaters opened on Sunday. His plan was to come within the Sunday law of Indiana by having one-third of the proceeds devoted to charity, and when the regular charity organizations refused to take the money a charity organization was formed among the showmen.

Mayor Shank, the new executive of Indianapolis, recently issued an order shutting off electric pianos in public houses. Since that time there has been a heavy demand from these places for talking machines, which the Indianapolis dealers have been filling.

Superintendent Hyland, the new police chief of Indianapolis, has indicated that he will not take steps to close the picture shows on Sunday. The administration is going after the Sunday saloons, but they fail to see anything very bad about the Sunday picture shows. Mr. Hyland said he had investigated and had found that the Indianapolis shows had turned over about \$500 to charity in the last two months. He did not think that this was a bad showing. "They are innocent amusements," he said, "and, while I do not take the stand that they will continue to run permanently on Sunday, I will say there will be no interference with them at the present time."

Building Inspector Winterrowd has notified all moving picture show managers that they must remove all vaudeville features except illustrated songs. He says the vaudeville features belong to legitimate theaters, and the moving picture theaters, he explains, are not constructed according to the city ordinance. Mr. Winterrowd says the places will have to comply with his order or close. It will not hit any of them very hard, as the most of them do not have vaudeville features, aside from the illustrated songs.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Post-Holiday Trade Steady but No Unusual Activity Apparent—Roller Skating Craze Hurts Talking Machine Trade in Some Districts—The General Feeling on the Copyright Question—Friendly Discussion Invited—Croydon Marks Returned to Parliament—The Latest Gramophone Records—A Strong Month of Edison Advertising Campaign Planned—The Excellent Clarion Record List—New Beka Records—New Canadian Tariff Regulations—Other New Records of the Month—Live Columbia Co. Advertising—The News of the Provinces—Satisfactory Reports the Rule—Other Talking Machine News of the Month.

(Special to The Talking Machine World.)

London, Eng., Feb. 5, 1910.

Trade has not been such during the last week or two as to call for any special enthusiasm; but there is no sign of depression by any means. In the chief cities things are taking a middle course, inasmuch as while trade is not so bright as it perhaps might be, a steady average of sales is being maintained. It may be that a slight reaction after the Christmas rush was only to be expected, and this possibly is the case, since, at the time of writing, an improvement is noticeable. Remarkably good business, however, prevails in the country districts, where the demand for records of the latest titles is usually pretty heavy. Not a little due to the fact, I suppose, that the new skating rink and cinematograph entertainments are only conspicuous by their absence. Certain it is that such places have opened up of recent months quite a new and novel form of enjoyment for the masses in our large cities, so much so as to affect talking machine sales to no inconsiderable extent. There has been, too, a lessening of devotion and energy on the part of cycle dealers handling the goods of this industry in conjunction with roller skates. Their attention has been diverted by merely a craze of the moment, so to speak, and because such puts more profit in their pocket than that from the sale of records, etc. Some are neglecting this business—a business, I venture to say, which will survive the skate craze for all time. But many are up against their own interests in thinking that a bird in the hand is worth two in the bush. It is sometimes, but not in this case, as must be obvious to every dealer who will give the matter a second thought.

Copyright Report Arouses Interest.

The full report of the copyright committee's findings as affecting this industry, which appeared in *The Talking Machine World* of last month, contained not a few exclusive items which have aroused the liveliest interest among members of the trade. My report covered the ground pretty fully, and from certain opinions conveyed to me it is looked upon as the best summary yet presented. While the interest in this matter of copyright covering mechanical reproduction is quite unabated, there is a noticeable absence of hostility against the reforms suggested, except in that manufacturers of records regard the freedom of action proposed to be vested in the authors of musical compositions as tending to produce a baneful effect by the certain establishment of monopoly. A general feeling exists in favor of a fixed percentage on sales, or a stipulated royalty as obtains in the United States. In view of the general election, some considerable time must necessarily elapse before any copyright bill can be presented in the Commons; there is the question of the lords and the budget to be dealt with first, and as, from the state of the parties, it is generally recognized that the government's position is somewhat precarious, a dissolution in the near future being

quite possible, further delay in presenting the copyright bill may result. In the meantime, with a view to obtaining the desired modification as outlined above, manufacturers of records and perforated music rolls would do well to see that their respective M. P.s are sufficiently posted in details, and induced to give their support to an amendment having for its object the prevention of any monopoly clause in the bill to be passed by Parliament.

Opinions Invited on Tariff Reform Question.

The pertinent question of tariff reform, one of the chief planks of the Unionist platform during the present general parliamentary elections, received the support of a good majority at a recent meeting of piano men, called together at the instance of the Pianoforte Manufacturers' Association, Ltd., to discuss, as a matter of vital trade consequence, the question of tariff reform as affecting their business. The following resolution: "That this meeting of the piano, organ and allied trades is firmly of opinion that a duty upon foreign imported pianos, organs and component parts would greatly benefit the industries concerned, in that it would secure to the manufacturer his rightful position in the home market and enable him to compete upon fair terms in the colonial and other trade centers, and by so doing provide regular and remunerative employment for those engaged in the trade," was duly put and declared carried. Put to a meeting of talking machine traders, would such a resolution pass? That is a question I do not propose to answer, because whatever my personal opinion may be, this journal's policy is in such matters entirely independent. But it is not out of place to open a friendly discussion upon the matter, and with that end in view I invite the opinion of my readers. It is true a tariff bill is not likely to be introduced in the next Parliament, but just how long that Parliament will last is in question. The present state of the parties leads one to believe that another general election is not only possible but very probable within twelve months, in which case the fight must center around tariff reform versus free trade. In some trades there certainly exists a very strong plea for protection, in others just the reverse. In this industry a general feeling exists that a 10 per cent. duty (which the conservative party suggest) would have little or no effect on retail prices. Take, for instance, our imports from Germany. During 1908 we imported records to the value of £103,100, and £63,600 worth of machines. Supposing a 10 per cent. duty was levied upon these, who will pay? If the makers, then up must go the retail price, since their margin of profit, especially on records, is not sufficient to provide for any inroads in the shape of tariffs. And then, if the retail prices were increased, in view of the fact that there are equally as good records made in England at competitive prices, who would buy the imported article at an extra cost? Not many, for sure. It therefore follows that the burden would fall upon the shoulders of the exporters' agents, who, in order to maintain their business, would necessarily have to pay the 10 per cent. duty out of their own pockets. And assuming the eventual adoption of a 10 per cent. duty, whether or not it would affect prices, importers and foreign exporters have to bear in mind that such a tariff is not likely to remain at 10 per cent.; it is almost bound to be increased sooner or later. Result—exit record or "made in England." Such is the argument put forth by the protectionists. Maybe there is something in that, but what have my readers to say upon the matter? Opinions from either school should be addressed to our London office.

Largest Order for Prince Graphophones.

The opening of the new year was pleasantly

signalized to the Columbia Co. by the receipt of the largest individual order for the improved Prince graphophone yet received.

Congratulations.

Croydon Marks, director of the National Phonograph Co., Ltd., and Mr. Edison's personal representative in England, has been again returned to Parliament by a big majority. He belongs to the old Liberal school, and is a staunch free trader.

Melba; Ancient History; and Press Errors.

Madame Melba returns to Europe by the steamship "Orvicto," leaving Perth, West Australia, on January 31. She had a rousing reception throughout the seventy towns visited, and took leave of her admirers in Perth January 20. This year Madame Melba is booked for a big Canadian tour, which will furnish a splendid opportunity for dealers to make big money in the sale of Victor records. And, by the way, that reminds me that our esteemed contemporary, the London and Provincial Music Trades Review, is again a little behind the times in its reports and knowledge of talking machine matters. In its last issue it says: "In March, 1907, while Madame Melba was in New York, she made some Gramophone records, for which she received a cash bonus of 10,000 guineas; in addition she receives royalties on the records sold. No wonder the public has to pay a guinea for each record!" Comment is needless.

Strong Gramophone Record List for February.

Described as one of the strongest and most popular lists of recent times is the February issue of Gramophone records just to hand. It includes, as will be seen, the first supplementary issue of celebrity records, of which there are three well recorded and popular titles sung by great artists. The following is the complete list, and my readers will agree that they are all good, especially from a sales point of view: "Falka" selection 1 (Chaussaigne), and "Yeoman of the Guard," selection 2 (Sullivan), by the band of H. M. Coldstream Guards; ballet music, "Faust," No. 5, "Les Troyennes," No. 6, "Variation du Miroir" (Gounod), and ballet music, "Faust," No. 7, final, "Dance de Phryné" (Gounod), by French Symphony Orchestra; "Forward, March" (Doppler), by the Black Diamonds Band; "A Song of Sleep" (Lord H. Somerset), and "I Hid My Love" (Guy d'Hardelot), John Harrison; "Last Night" (Kjerulff), Evan Williams; "Four Indian Love Lyrics" (Amy Woodforde Finden) (a) "The Temple Bells," (b) "Less Than the Dust," "Kashmiri Song" ("Pale Hands I Loved") and "Till I Wake," Stewart Gardner; "The Lute Player" (Ailitsen), Robert Radford; "When the Stars Were Young" (Rubens), Mme. Kirkby Lunn; "In Springtime" (Newton), Miss Perceval Allen and Robert Radford; "The Mariners" (Randegger), Miss Perceval Allen, John Harrison and Robert Radford; "We Parted on the Shore," Harry Lauder; "Chant sans Parles" (Tschaikowsky), the Renard Instrumental Quartet. New Celebrity records—"Giorni poveri" ("Il Trovatore") (Verdi), and "Chanson Boema" ("Carmen") (Bizet), Mme. Maria Gay, and "Barcarolle" ("Contes d'Hoffman") (Offenbach), Miss Geraldine Farrar and Sig. Scotti—a beautiful record, truly.

Month of Special Edison Advertising Planned.

A big advertising scheme of a very original nature has just been initiated by the National Phonograph Co. in the interests of their dealers throughout the United Kingdom. "Edison Month," as it is called, means a month of free advertising for those traders willing to co-operate with the company by complying with a simple condition having reference to stock. During Edison month large advertisements will be placed in all the great Lancashire daily newspapers, covering Manchester, Liverpool, Blackburn, Bol-

FROM OUR LONDON HEADQUARTERS—(Continued).

ton, Preston, and other chief cities, and these advertisements will feature principally Amberol goods. Those dealers carrying a representative stock have their name and address inserted free of charge, and this stipulation is very reasonably insisted upon, because it would be useless to advertise a dealer who had, for instance, only a Gem machine to show a prospective purchaser of a "Home." Lancashire month covers January 20 to February 19, inclusive, and I am informed that the scheme has started in right well there, the principal traders having taken up the matter with enthusiasm. Following this month, the next district to be touched will include Bristol, Swansea, Cardiff, and other important Welsh towns located thereabouts, while other districts will be taken in turn. The company are supplying plenty of free literature to back up the free advertising, and all they ask in return is that dealers will properly entertain and demonstrate the Amberol goods to those who go to them in response to the advertisement invitation. The company naturally expect that the large expenditure involved will be fully justified by the greatly increased sales of Amberol goods which their dealers will experience, and it only remains to add that never before has such a unique and entirely unselfish advertising scheme been inaugurated to the advantage of talking machine retailers, who cannot fail to appreciate it.

Old Favorites in March List of Twin Records.

Some old favorite titles and topical selections figure in the Twin record list for March, just issued, and my advice to dealers is, get it!

Some Excellent Records in New Clarion List.

From the current issues of Clarion records it would be difficult to particularize any specially good records, as they are all well up to the average good quality maintained by the Premier Mfg. Co., but the following call for mention: Double-disc phono records—"Visions of Salome" and "Ciribiribin Waltz," by the Premier Bijou

Orchestra; "Christmas Day in the Army," descriptive; "Is Anybody Looking for a Widow?" and "Now I Have to Call Him Father," sung by Miss Kitty Curtis; "Do Leave a Little Bit Behind" and "Incidents" by Charles Denton; "All Waiting for a Girl" and "Settle Up and Settle Down," by Willie Bourke; "A Little Bit of Crackling, John," by Miss Kitty Curtis, and "With My Little Wigger Wagger," by Charles Denton. Miss Kitty Curtis also gives us the same songs on the cylinder records, as also does Charles Denton, excepting "With My Little Wigger," and Stanley Kirkby gives a fine rendering of "Call Me Back Again."

W. Manson Appointed Manager.

W. Manson, who has guided the destiny of the Twins since birth with such excellent results, is to be congratulated upon his appointment as manager of the British Zonophone Co. He is an able business man.

Meeting of Metzler & Co. Creditors.

A private meeting of the creditors of Metzler & Co., Ltd., manufacturers and importers of musical instruments, publishers, etc., Great Marlborough street, London, W., was called by the liquidator, F. Davis, and after some discussion adjourned.

The February Beka Records.

February Beka records to hand are as follows: "Harry Lauder Memories," Part 1 and 2, by the Beka London Orchestra, comprise excerpts from eight or nine of Mr. Lauder's most catchy songs, well played and well recorded, which may also be said of "Tom o' Devon" and "Three for Jack," sung by Harry Thornton; "The Promise of Life" and "The Children's Home," Miss Eugenie Ritte; "To Old Bombay" and "To the End of the World With You"—Hebrew minstrels—The Big Four Quartet; and a splendid Meister record, "Faust and Mephistopheles Duet," Part 1 and 2, sung with exceptional merit by G. Wigley and H. Thornton.

R. Smith Still an Active Factor.

Sales Manager R. Smith, recently connected with H. Lange's Successors, Ltd. (in liquidation), advises me that he retains association with the Favorite record and Klingsor machines, under the new regime, at 45 City Road—a fact which can only point to the company's advantage, in that Mr. Smith's extensive knowledge of this trade must tend to enhance and further the ever-increasing sales of the Favorite and Klingsor goods.

Fire in Orchestrelle Co.'s Warehouse.

An outbreak of fire occurred recently at the Orchestrelle Co.'s warehouse in London, which, before being subdued, did considerable damage to a number of Pianolas and perforated rolls of music.

America Out-Hustled.

A remarkable instance of a youthful undertaking came to light in the bankruptcy court the other day. Two boys, age 15 and 16, exactly 18 months ago started in business as piano and organ dealers under the name of Nelson Bros., at Paisley, and according to a statement of affairs just filed it appears the venture resulted in a deficiency of £92, although an accountant had supervised recently.

Canadian Customs New Preference Rules.

The following new customs regulations were issued at Ottawa on December 17, dealing with amended certificates of origin on invoices for Canada: (1) To be entered under the British preferential tariff, and (2) under treaty or convention rates.

1. British Preferential Tariff—"From and after February 1, 1910, the country of origin in respect of each imported article shall be specified on the margin opposite to such article, or elsewhere, on the invoice thereof, when the articles are for entry in Canada under the British preferential tariff. A certificate of origin, as herein-after set forth, is prescribed to be written, print-

ROYAL APPRECIATION

of the

GRAMOPHONE



To H. M. the KING
OF ITALY



BY APPOINTMENT
To H. M. the QUEEN



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

15 Rue Bleue, PARIS
36 Ritterstrasse, BERLIN
56 Balmes, BARCELONA
139 Belleghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

ed or stamped on the face or back of all invoices of articles for entry as aforesaid. Such certificate shall be made and signed by the exporter personally, or on his behalf by his manager, chief clerk or other principal official having knowledge of the facts to be certified to, and shall contain the following statement of facts, viz.: "That each article on this invoice is bona fide the product or manufacture of a country entitled in Canada to the benefits of the British preferential tariff, and specified on the invoice as its country of origin, and that each manufactured article on the invoice in its present form ready for export to Canada has been finished by a substantial amount of labor in such country, and not less than one-fourth the cost of production of each such article has been produced through the industry of one or more British countries." Goods for entry under the British preferential tariff are to be invoiced separately from other goods. The invoice forms for entry under the British preferential tariff in Canada remain as heretofore prescribed, except as to the above certificate of origin, the surtax certificate being, however, dispensed with on preferential invoices.

2. Treaty or Convention Rates.—"When articles the product or manufacture of any country are to be entered at the customs house in Canada under treaty or convention, the country of origin in respect of each such article shall be specified on the margin opposite such article, or elsewhere on the invoice thereof. A certificate of origin, as hereafter set forth, is prescribed, to be written, printed or stamped on the face or back of all invoices of articles for entry, as aforesaid. The certificates shall be made and signed by the exporter personally, or on his behalf by his manager, chief clerk or other principal official having knowledge of the facts to be certified to, and shall contain the following statement of facts, viz.: "That each article on this invoice is bona fide the product or manufacture of the country specified on the invoice as its country of origin. That each manufactured article on the invoice in its present form, ready for export to Canada, has been finished by a substantial amount of labor in such specified country of origin, and not less than one-fourth the cost of production of each such article has been produced through the industry of said country."

The certificate of value and of origin on invoices for entry under treaty or convention rates may be combined, as set forth in the forms. Copies of these new regulations, with the new forms attached, may be obtained on application to the High Commissioner for Canada, 17 Victoria street, London, S. W.

Strong Zonophone Record List.

Zonophone factors and dealers are in the fortunate position of being able to rely upon a good strong list of selling titles each month, and the latest issues are well up to the mark in that respect. I would bring the following under the notice of my readers: 12-inch, "The Secret to be Happy," splendidly rendered by Mme. Edna Thornton; "Ship Ahoy" and "I Want to go to Idaho," by Fred Vernon; "I Used to Sigh for the Silvery Moon" and "The Light of Day," by H. Payne, and "What Hear I?" from "Il Trovatore," sung by Miss Yarrow and H. Thornton.

Active Columbia Publicity.

I am in receipt of some very effective advertising literature from the Columbia Co., and from which it is evident that dealers in Columbia and Rena discs are given every assistance in making the most of the big demand promoted by such a fine list of pantomime titles as the company have issued. Particularly useful, I should say, are the series of window cards which have been put up in various striking colors, giving thereon in bold lettering the name of a pantomime success—a separate card for each. Any dealer can have a parcel of this advertising matter free upon request.

A remarkably strong list of Columbia and Rena 10-inch and 12-inch records is that for the

month of February. Here are a few choice selections from each impression: Rena 10-inch double—"The Swan," 'cello solo by Jean Schwiller, and "Andante," from Quartet No. 1, by the Lufsky Instrumental Quartet; "Funeral March" (Chopin), organ solo, by A. W. Ketelbey, and "Dead March in Saul" (Handel), organ solo by A. W. Ketelbey; "Pantomime Pickings," on two records, Nos. 1 and 2 and 3 and 4, by British Guards Band; "Heva-Hiva-Ho!" and "Jonathan Jones," sung by Edgar Coyle; "Molly O'Morgan" and "Ship Ahoy!" sung by Harry Fay; "Night of Stars and Night of Love" and "Estudiantina," duets sung by Ethel and Mary Williams. Rena 12-inch double—"Softly and tenderly Jesus is Calling," duet sung by I. Gillette and F. C. Stanley, and "O Holy Night," sung by Thomas Chalmers; "Mary of Argyle" and "Drink to Me Only With Thine Eyes," sung by David Bispham; "Scarf Dance" and "Chanson Triste," by Prince's Orchestra. Columbia 10-inch single—"Harvest Moon Waltz," by Casino Orchestra; "Alpine Violets," violin, flute and harp trio; "Why Does England Want a Bigger Army?" by Arthur Leslie. Columbia 12-inch single—"Woo Thou The Snowflake," by David Bispham; "Village Belles," by Prince's Orchestra, and "Serenade Coquette," by Haydn Orchestra.

Edison Records for March.

Some particularly good things are offered dealers in the current Edison impressions for March, of which the following are complete lists:

Standard Records—13937, "Le Cid Overture" (Thomas), National Military Band; 13938, "It's a Wonder What Little Things Lead To" (Scott and Burley), Billy Williams; 13939, "Brown Wings" (Rogers), Stanley Kirkby; 13940, "On the Go March" (Pares), Alexander Prince; 13941, "One Day She Helped Herself to Father" (Godfrey & Murphy), Miss Florrie Forde; 13942, "The Hot Cross Bun" (Collins and Terry), Arthur Osmond; 13943, "The Canary's Love Song" (Seymour, with whistling), Joe Belmont; 13944, "Take a Wife" (Moy), George Formby; 13945, "With Sword and Song March" (Mohr), National Military Band; 13946, "Bonnie Keel Laddie" (Nunn) (Tyneside selection), J. C. Scatter; 10317, "La lettre de Manon" (Gillet), Sousa's Band; 10318, "I'm A-goin' to Change My Man," Miss Marie Dressler; 10319, "Hunting Song" (Bullard), Stanley and Gillette; 10320, "Laverne—Waltz Caprice" (Henton), H. Benne Henton; 10321, "When I Am Away from You" (O'Connor), Manuel Romain; 10322, "Sun of My Soul" (Ritter), Anthony and Harrison; 10323, "Irish Blood" (Mack), Miss Ada Jones; 10328, "Four Little Sugar Plums" (O'Connor), American Symphony Orchestra; 10330, "What Makes the World Go 'Round?" (Williams and Van Alstyne), Miss Ada Jones and Billy Murray; 10331, "Falcon March" (Chambers), New York Military Band.

Amberol Records—12141, "Mignon," selection (Thomas), National Military Band; 12142, "The Farmer's Boy" (King), Stanley Kirkby; 12143, "Poor Aunt Jane" (H. E. Darewski, Jr.), Miss Florrie Forde; 12144, "Bonnie Scotland," Alexander Prince; 12145, "The Inharmonious Blacksmith," Arthur Osmond; 12146, "The Dear Little Shamrock" (Jackson), Miss Carrie Lanceley; 12147, "The First Time I've Been in Love" (Murphy and Lipton), Jack Pleasants; 12148, "The Blind Boy" (Moore), Jean Schwiller; 12149, "We're All Waiting for a Girl" (Murray and Godfrey), Billy Williams; 12150, "Florentina March" (Fucik), National Military Band; 365, "Roses," waltz from suite; "Rose of Shiraz" (Ellenbery), Sousa's Band; 366, "Put on Your Old Gray Bonnet" (Wenrich), Frederick H. Potter and chorus; 367, "Do They Think of Me at Home?" (Glover), Manhattan Mixed Trio; 371, "There Were Shepherds" (Buck), Edison Mixed Quartet; 372, "White Wings" (Winter), Manuel Romain; 373, "Fanasie on Themes of Léonard and Paganini," Michael Banner; 376, "Dreams" (Strelezki), Miss Elizabeth Wheeler; 377, "American Students' Waltzes" (Missud), New York Military Band; 378, "Davey Jones' Locker"

(Petrie), Gus Reed; 379, "Nearer, My God, to Thee" (Johnson), Knickerbocker Quartet; 381, "Balmy Night" (Ziehrer), Vienna Instrumental Quartet; 384, "King Karl March" (Unrath), New York Military Band. Following upon the well-merited success and enthusiasm engendered by the first issue of grand opera selections on the Amberol record, the announcement of a supplementary list for March will be welcomed by trader and user alike. This list contains five titles comprising excerpts from some of the well-known operas, as follows: B178, "L'Africaine-O Paradiso" (Meyerbeer), Florencio Constantino, tenor; B179, "Ernani-Infelice" (Verdi), Luigi Lucenti, bass; B180, "Cavalleria Rusticana-Vio lo Sapete" (Mascagni), Ester Ferrabini, soprano; B181, "La Tosca-E lucevan le stelle" (Puccini), Riccardo Martin, tenor; B182, "I Puritani-Suoni la tromba" (Bellini), Ernesto Caronna, baritone, and Luigi Lucenti, bass.

Gramophone Co. Lose Appeal.

Gramophone Co. versus Magazine Holder Co. This was a case in which the plaintiffs alleged that defendants had infringed a certain cabinet design, which defendants denied. Justice Warrington gave judgment against the Gramophone Co., who appealed. Their lordships' reserved judgment just handed down is in effect dismissing the appeal (Lord Justice Moulton dissenting), with costs.

Provincial News of the Month.

I gather from reports received that talking machine trade conditions throughout the provinces are satisfactory, all things considered. Of course, the reaction which temporarily follows a busy Christmas has in some quarters damped the enthusiasm of a few dealers, but a pleasant indication is the remarkable energy which the majority have shown in pushing the pantomime song hits for all they are worth. There is usually something to specialize upon when trade seems somewhat depressed, and judging by the large orders for panto. issues sent to London, provincial factors and dealers are not slow to recognize and make the most of an opportunity thus presented to further their record sales. In Lancashire, too, the leading dealers in Edison goods have the benefit of a month's free advertising by the National Phonograph Co. (as reported elsewhere in this issue), and have expressed their appreciation of such a sales-making scheme in a very practical manner by putting in additional stock in preparation for the demand which this advertising idea must produce. In most of the provincial centers of industry the Cecil Zonophone machine has won great popularity, and at headquarters I learn that it is as much as they can do to keep ahead of demand. In records, dealers, both up North and further South to the Midlands, have found a ready sale



The STROH VIOLIN

A new instrument possessing a VIOLIN TONE of great beauty and remarkable power, which will appeal to all music lovers.

The Stroh Violin being scientifically constructed will withstand the varied temperatures of the tropics, where the ordinary violin is useless.

Musical Instrument Dealers and others interested should write for free descriptive booklet to the Sole Maker.

GEO. EVANS
(Successor to CHAS. STROH)
94 Albany St., Regents Park, London, Eng.

for the Rena, Twin and Zonophone titles, which, I may say, appear to be gaining ground everywhere. Encouraging reports of increased provincial business reach me from T. Graff (National Phonograph Co.) and Mr. Manson, of the Twin and Zonophone companies, both of whom have recently returned from extensive trips covering the chief centers. Robinson's, of Manchester, report that while there is no great rush, they are, in common with others, experiencing a steady stream of trade, which gives time to attend to customers' requirements without haste. November and December business was about equal in volume to that of 1908, and future prospects appear to be fairly bright.

Edison-Bell Depot in Liverpool Burglarized.

Some Liverpool members of the burglar fraternity have been busy at the Edison-Bell depot in London Road, and among the goods stolen were a number of Edison-Bell records. Well, those chaps evidently knew they were on a good thing, and one can now imagine them having a good time as a result of their wise choice.

In the Midlands the fact that general business conditions have been undisturbed by labor or other troubles has had a most beneficial effect upon talking machine and record sales, with the result that dealers are having a very busy time even now. The Edison lines are selling extremely well in this district, as also are the Twin and Zonophone products.

T. Edens Osborne's Encouraging Report.

Thos. Edens Osborne, the enterprising Belfast trader, writes a very encouraging report of business conditions in Ireland, where he is the chief distributor of Edison, Gramophone and the Zonophone products. During the past year Mr. Osborne's trade in these lines has been so much on the upward trend that he has found it absolutely necessary to devote more time to the development of this branch of his extensive business, and in consequence has had to relinquish the cycle department, which occupied no small part of his attention.

PHONOGRAPHS IN CHINA.

American Machines Regain Popularity at Swatow—Interesting Report.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 2, 1910.

Consul Albert W. Pontius, of Swatow, tells as follows how the trade in American phonographs was re-established in that part of China:

"The American product was, of course, the first talking machine imported into Swatow and vicinity. For a few years there was no opposition, and then the cheaper machines of German and French manufacture began to appear. The difference in price appealed to the Chinese, and for several years the local market was flooded with the cheaper and inferior machines. Lately there has been a change, the Chinese buyer realizing that the saving of a few dollars gave him a machine which for durability and general satisfaction could not compare with the American make. Consequently the latter machine is now again in favor and demand. The machines of different manufacture range in price from \$4 to \$80, and all of this stock is imported from Hong Kong. It might be well to add that practically all of the foreign imports to this place come from that port.

INITIATIVE NECESSARY

For the Salesman or Merchant Who Would Succeed in the Talking Machine or Any Other Business.

In a very interesting little paper called "Tips" issued occasionally in the interests of dealers by the Edison Business Phonograph Co. Jerome B. Fleischman preaches this very excellent sermon:

"Don't govern your thoughts and actions according to the other fellow's standards.

"Think for yourself. Make your own brain get busy. Make it record its own impressions. Make it create its own impulses and ideas.

"The moment you say, 'I wonder what people will think,' you admit the superiority of the judgment of others.

"You've got a brain of your own or you couldn't comprehend what all this is about. You've got judgment of your own or you wouldn't agree or disagree with what you are reading right now. You possess the ability to think for yourself, otherwise you wouldn't know whether you agree or disagree with what is printed here.

"Why not exercise that brain? Why not put some confidence in that judgment? Why not rely on those thinking powers to steer the ship of Self?

"Being natural isn't hard. Trying to be unnatural is. Thinking your own thoughts is much easier than thinking what you think the other fellow thinks. And there's so much more satisfaction in being one's own self than there is in trying to be somebody else.

"Be true to yourself. Believe in yourself. What others have done you can do. You were made a part of the great Scheme of Things because there is work for you to do. Do it! Don't worry about what somebody else will say when you take off your coat and dig in. Just dig! Dig like forty! And, above all—

"Make sure that you are you. Be yourself!"

GRANT PRELIMINARY INJUNCTION.

The Victor Talking Machine Co. Secure an Injunction Against a Disc Talking Machine Having a So-called Feeding Screw.

On January 12 Judge Lacombe of the United States Circuit Court for the southern district of New York granted a preliminary injunction in the case of the Victor Talking Machine Co., Camden, N. J., et al., against the H. Schroder Hornless Phonograph Mfg. Co., New York, restraining the defendant from infringing claims 5 and 35 of the Berliner patent, No. 534,543. The defendant's machines, which the court enjoined.

BEKA RECORD

THE BEST DISC IN THE WORLD

The Largest and Most Comprehensive Repertoire in



German	Croatian	Siamese
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Spanish	Swatow	Urdu
Portuguese	Guakau	Marathi
Hungarian	Pekinese	Gujarathi
Dutch	Shansinese	Hindi
Danish	Kiangnanese	Tarsi, and 15
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THE TALKING MACHINE & INDIAN RECORD COMPANY
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O. RÜHL, 77 City Road, LONDON, E. C.

had two different styles of so-called "mechanical feed" devices attached to the machines connected with the tone arm carrying the reproducer.

Horace Pettit, counsel for complainants, contended that as the machine was constructed and operated in accordance with the claims of the patent in suit the addition of the so-called screw-feed mechanism did not relieve the machine of infringement, which so-called feeding mechanism was placed there, not for useful purposes, but to evade the patent. Complainants' counsel also contended that the machine would work better without the so-called screw-feed device than with it. The defendant company was represented by James C. Chapin, who filed opposing affidavits and vigorously opposed the motion. The case was argued before Judge Lacombe on January 7, and on January 12 the court granted the motion for preliminary injunction, the injunction writ being served upon the defendant January 20.

A GOOD ONE FROM GEORGIA.

Bradford County Farmer Saves Hay by Giving His Cows a Musical Diet by Means of a Talking Machine—The Wonderful Results.

A waggish correspondent at Athens, Pa., writes to the Philadelphia North American giving an amusing story of an alleged dairy experiment there, as follows: Some real poet has said, "Music hath charms to soothe the savage, bust a rock or split a cabbage." But it is without profit to follow the ramifications of this worn subject. The single narration of what is being done in Bradford County by musical dairymen to increase the flow of milk by keeping a talking machine going while the cows are being pailed gives quite enough food for quiet thought.

The author of this bright idea is at present unknown to fame. Posterity will probably lay a laurel chaplet on his brow and a huge milk pail at his feet, but the present knows him not. Facts are, however, stubborn things, and the plain tale from this Bradford County hills is sufficient.

It takes money by the pail to keep cows going at this season of the year. Hay is \$15 a ton, and none to be had, for every farmer that has any to sell, and he is that old friend legion, is holding out for a higher price. Feed is at an unusual altitude, and farmers have been feeding their cattle ever since the middle of July, and many haven't enough fodder to last through. They will have to buy hay soon themselves, and then the shoe will pinch the other foot—but the cow won't feel it.

But to return to the farmer near Towanda who bought a talking machine and three dozen

records for about what a couple of tons of hay would cost and set the machine up in the stable. The cows were driven in and given a bit of hay, and then the music was turned on. Not ragtime, such as might have precipitated a cow dance, but something dignified and soothing. Such tunes as "I'm Called Little Buttercup," "Shall We Gather at the River," "If the Milk Supply Runs Short?" "You'll Never Miss the Water Till the Well Runs Dry," "In the Shade of the Old Apple Tree," "Comin' Through the Rye," "Oh, That We Two Were Maying" and "When the Corn is Waving, Annie Dear" being selected with an eye to business that showed evidences of real genius. There was one old cow that had a far-away look in her eyes as she gazed down the road toward town when "Love Me and the World is Mine" was played that made me imagine she was dreaming of her calf-love days. Strange to say, the herd ate very little hay while listening to the music, but gave a full allowance of milk.

Having talking machine recitals for the cows is to be continued to make sure of results, and if the test holds this dairyman sees much money in giving concerts to his neighbor's herds, or else establishing record exchanges at which each farmer owning his own machine can exchange records every two weeks at a nominal cost, only using the tried and proven best milk-producing discs. Canned music, even at 35 cents per can, is a sight cheaper than any cow food in these parts.

VICTOR NUMERICAL CATALOG

Of Both Domestic and Foreign Records Sent Out to Dealers—Conveniently Arranged in Two Sections—Lists of Foreign Records.

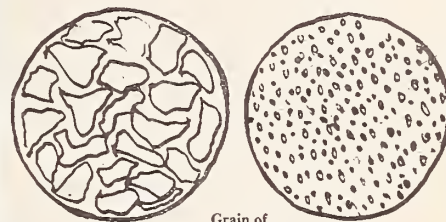
Following the issuing of the new Victor record catalog for the use of the public last week, the Victor Talking Machine Co. have just issued the numerical list of records for dealers' use exclusively, which, for convenience, is divided into two sections, domestic and foreign.

The first section of the list is a numerical arrangement of the records which appear in the Victor record catalog of February, 1910. The second section is a numerical arrangement of records in other than the English language, available for the domestic trade, excepting Chinese, Japanese and Korean records. The contents are as follows:

Spanish catalog, which contains Spanish, Mexican and Cuban records; Italian catalog, which contains records in the Italian language, as well as any instrumental selections that are intended for the Italian trade; Scandinavian catalog, which contains all Norwegian, Swedish, Danish and Finnish records, both vocal and instrumental; Slavonic catalog, which contains Bohemian, Hungarian, Russian, Polish and Hebrew records, both vocal and instrumental; Gregorian catalog, which contains Gregorian and Sistine choir records; French catalog, which contains all records in French and French-Canadian; German catalog, which contains all German records; Hawaiian catalog, which contains all Hawaiian records, both vocal and instrumental, and the Portuguese catalog, which contains all Portuguese records.

The separate foreign catalogs, nine in all, are also enclosed with the numerical list. They are neatly printed and admirably edited.

Don't Buy Needles Wasting Records



Bad Needles

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

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

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MR. RECORDER, do you know my **WAX "P,"**

the best existing recording material for Berliner- (Gramophone-) cut?
If not write for free sample to

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

MILWAUKEE'S TRADE GLEANINGS.

Excellent Report Regarding Trade—Presence of Opera Company Big Help in Sales of Records—Kunde's New Quarters—Larger Quarters for Gimbel Bros.—Miss Gannon Becomes Owner of McGreal's Retail Business—McGreal's Wholesale Trade Active.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 6, 1910.

Indications are that the best February talking machine business in the history of the Milwaukee trade is now opening up. Both wholesale and retail lines are showing unusual activity and dealers are more than optimistic over the prospects for the entire year of 1910. Despite the fact that a record-breaking business was received in Milwaukee and about the State during the holiday period, the month of January exceeded all expectations.

"We are more than pleased with the manner in which the wholesale trade is keeping up," said William Schmidt, manager of Lawrence McGreal's wholesale department. "Dealers met with such a brisk holiday business that their stocks were well cleared out and they are forced to order heavier at this time of the year than is usually the case. The new Edison Amberola is taking exceptionally well with the trade and the only trouble is that we are unable to get them fast enough to supply the demand."

"The retail business, while not as heavy as it was during the holiday period, is more than satisfactory at the present time," said Miss Gertrude Gannon, present owner of Lawrence McGreal's retail business. "The demand for Victrolas is still unabated and we are more than pleased with the excellent demand that is existing for high class goods." Miss Gannon has been the owner of her brother-in-law's retail business for several months, while Mr. McGreal is now devoting his entire time to his wholesale business.

The appearance in Milwaukee of the National Grand Opera Company and the later arrival of several individual grand opera stars has increased the local sale of grand opera records to a wonderful extent. Prior to and following the recent appearance of Mme. Tetrassini, the records of the Italian singer's bird-like voice were ready sellers.

During the time that interest was aroused in Mme. Tetrassini, J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co., had several cards in his display windows announcing the fact that "Mme. Tetrassini sings here to-day, 2 to 5 p. m." This brought big crowds to the store to listen to the special afternoon concerts. These afternoon concerts at the Hoeffler Co.'s parlors are proving decidedly successful and are resulting in an increased sale of both records and machines. Mr. Becker has a good word of advice for the talking machine salesman when he says:

"Whenever possible, a talking machine salesman should make it a point to attend grand opera and hear the artist the records of whose voice he is daily selling. In the first place it is highly educational to the salesman himself, and in the second place it is sure to help him in his business. People like to have a salesman who is posted in opera and I find that it pays me to attend all grand and light opera productions that appear in the city.

"The Victor light opera records are great sell-

ers and they have awakened a new interest in the record buying public," continued Mr. Becker. "Any number of our customers have purchased complete sets of the Victor grand and light opera records. One afternoon we sold four complete sets. The new records of Harry Lauder are in big demand and people tell us that these records are wonderfully true to life."

The north half of the McGreal retail talking machine store, now owned by Miss Gertrude Gannon, has been leased to Prof. Jack La Mont, a well-known dancing master of Milwaukee. A partition has been erected and Prof. La Mont has spent nearly \$16,000 in making the place into one of the most pretentious cafeterias in Milwaukee. Lawrence McGreal has moved his wholesale offices from the first to the third floor, where his wholesale parlors are now located. The wholesale warerooms now occupy the entire fourth floor.

The downtown Milwaukee store of the Columbia Talking Machine Co., now owned by A. G. Kunde, has been moved from 413 to 516 Grand avenue. The location is still of the very best and excellent quarters have been secured at a greatly reduced rental. "Although our moving cut into the trade somewhat of late, business is very good," said Mr. Kunde. "Demand for both machines and records is keeping up well and the prospects are bright. Our store is located in the heart of the downtown retail district and I can see no reason why prospects should not be of the very best."

Roy J. Keith, of The Talking Machine Co., of Chicago, and A. H. Gibbs, of the Wurlitzer Co., of Chicago, called upon the Milwaukee trade recently.

Walter J. Augustin, the enterprising young talking machine dealer of Fond du Lac, Wis., who recently opened a new store at Oshkosh, Wis., was in Milwaukee this week. Mr. Augustin's Oshkosh store is one of the finest in the Northwest and he has been meeting with an exceptionally good trade in the few months that the establishment has been open. Other out-of-town dealers who were recent Milwaukee visitors includes: Messrs. Lenroot and Schultz, of the Lenroot & Schultz Co., of Antigo, Wis.; H. J. Ebenreiter, of Plymouth, Wis., and Frank Schultz, manager of the Wisconsin Music Co., of Madison, Wis.

News has reached Milwaukee that William P. Hope, traveling representative of the National Phonograph Co. in Wisconsin and Upper Michigan territory, is on his way to Milwaukee. Mr. Hope is returning from a highly successful trip to the Michigan copper country.

One of the leading features of the recent annual reunion banquet of the Rose Marching Club, of Milwaukee, of which Mayor David S. Rose is the head, was a phonographic reproduction of the private conversation of some of the members of the club who took the trip south with the organization last year. The interesting records were made and reproduced under the direction of Lawrence McGreal, a member of the Rose Club.

The announcement that the entire sixth floor of Gimbel Bros. department store at Milwaukee will soon be given up to the piano department of the store and that the present piano quarters on the second floor will be remodeled and given over to the new talking machine department of the store, has created considerable talk in Milwaukee talking machine circles. The acoustics

of the new department are of the best and it is said that no expense will be spared in making the department into one of the finest of its kind in the city.

Milwaukee talking machine dealers are interested in the agitation that is taking place in this city for the licensing of moving picture show operators. The plan has been adopted in Chicago and it is expected that it will be tried in this city.

The agitation at Janesville, Wis., concerning the movement started by most of the leading business men of that city for the abolition of the use of talking machines in front of the moving picture shows is still going on. A petition signed by several business men aiming to protect the moving picture show people in the use of the talking machine was promptly laid on the table in a recent session of the common council.

FITZGERALD'S HANDSOME QUARTERS.

The Well-Known Los Angeles Talking Machine House Have Handsomely Equipped Quarters.

(Special to The Talking Machine World.)

Los Angeles, Cal., Feb. 5, 1910.

The accompanying views are of the Victor department of the Fitzgerald Music Co., which has recently established its new home at 523 South



FITZGERALD'S DEMONSTRATION ROOM.

Broadway, Los Angeles. The department occupies the entire fourth floor of the building and has a special feature of sunlight which comes



PORTION OF RED SEAL RECORD.

through the art glass skylights above. The pictures show one of the demonstrating rooms and a portion of the Red Seal room.



Our "Elite" 9 Machines One of the Best.

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O. BOUCHÉ ST. 35

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application

TELEGRAPHIC ADDRESS: "PUCKAWO"



Our Famous "Puck Phonograph."

TALKING MACHINE JOBBERS MEET.

Hold Executive Session in Philadelphia—Planning for Convention in May—Many Important Matters Discussed—Entertained by Victor Officials—Enjoy Theater Party.

(Special to The Talking Machine World.)
Philadelphia, Pa., Feb. 8, 1910.

A meeting of the executive committee of the National Association of Talking Machine Jobbers was held at the Bellevue-Stratford Hotel, this city, on Saturday last, when a number of matters of interest to the members of the association were taken up by the committee and discussed at length. Those present at the meeting were: President, Perry B. Whitsit, Columbus, O.; Secretary J. C. Roush, Pittsburg, Pa., and the following members of the committee: Louis Buehn, L. Buehn & Bro., Philadelphia; J. Newcomb Blackman, Blackman Talking Machine Co., New York, and L. C. Wiswell, Lyon & Healy, Chicago, vice J. F. Bowers. Lawrence McGreal, Milwaukee, was unable to attend, owing to the death of his little son, the mascot of the association, Master Jack McGreal. Messrs. Blish, Wurlitzer and Taft were kept away by business.

One of the chief subjects discussed at the meeting was the coming convention to be held at the Chalfonte, Atlantic City, July 5, 6 and 7. A number of interesting features are being planned for that occasion, and the details will soon be ready for publication. The factories are preparing to support the jobbers in a hearty manner, and it is expected that the next convention will be the most successful yet held.

The report on association matters for the past year was most pleasing to the members. Much good has been accomplished, one of the chief results being the better understanding that has developed between the jobbers and the factory people, enabling them to work together in complete harmony. The factories have shown their willingness at all times to receive a committee from the jobbers' organization and to consider and discuss any matter that may be brought to their attention. On every occasion an agreement has been reached that has proven satisfactory to both parties.

Several applications for membership were received and acted upon by the committee. The growth in this direction has been steady and sure.

At the close of the session at the Bellevue-Stratford, the members of the committee visited the plant of the Victor Talking Machine Co., in Camden, where they were received by the officers of the company and extended every courtesy. Here a conference was held with the factory heads, and several matters adjusted in a satisfactory manner, after which the jobbers were entertained at dinner by General Manager Louis F. Geissler, followed by a theater party given by Henry C. Brown, advertising manager of the company.

NEW EDISON STORAGE BATTERY.

Given Practical Tests in West Orange and Proves Entirely Successful—Result of Many Years' Work—Its Many Uses.

Last month the first practical test of the new storage battery upon which Thomas A. Edison has been experimenting for years was made in West Orange, N. J., before a number of prominent electrical engineers and traffic men. The battery was placed in a specially designed street car, lighter than those now generally used on trolley roads, and proved an unqualified success, the car attaining a speed of 15 miles per hour without difficulty. The battery will run a car for 150 miles under ordinary conditions. Mr. Edison has been experimenting with his storage battery in a small street car on 500 feet of track at his factory, but the above test was the first of sufficient importance to attract traction men. As the battery was found practicable it will mean that trolley wires will be done away with. It will also go far, it is claimed, toward solving the

problem of industrial aerial navigation. At last accounts Mr. Edison, who is now in Florida, was equipping a large launch with a battery and contemplated making an early test to determine its usefulness in that direction.

DOUBLE-FACED SOUND RECORD SUIT.

Taking of Testimony in Litigation Over the Petit Patent Now Owned by Victor Co. and in Which the American Graphophone Co. Are Defendants.

(Special to The Talking Machine World.)
Philadelphia, Pa., Feb. 7, 1910.

About two years or more ago the American Graphophone Co. were proceeded against by A. N. Petit, brother of A. D. Petit, proprietor of the Edisonia Co., Newark, N. J., now in the experimental laboratory of the Edison Phonograph Works, Orange, N. J., for alleged infringement of the so-called "double-faced sound record" patent. Mr. Petit had assigned a half of the patent to F. M. Prescott, now retired from the business with a comfortable fortune. This arrangement led to complications in the courts when litigation was in hand to enforce the patent rights, especially in Europe, as the assignment conferred manufacturing privileges upon Mr. Prescott, who is said to have disposed of this property abroad.

Further interest is added to this interesting story when the Victor Talking Machine Co., Camden, N. J., acquired the patent from Messrs. Petit and Prescott, and at once a motion to intervene was made by the company and granted by the Circuit Court of the United States, New York City, about two months ago. This brought the Victor Co. and the American Graphophone Co. face to face again in a patent suit, which is now starting on its interesting career.

Saturday last C. A. L. Massie, of Mauro, Massie, Hill & Scott, counsel for the American Graphophone Co., New York, was here taking

testimony, his special work being the cross-examination of the Victor Co.'s expert. This hearing of witnesses will take some time before the record can be made up, and issue will not be joined and the suit placed on the calendar for trial before the fall. The double-faced record patent is No. 749,092, and is dated January 5, 1904. Considering the importance of the duplex record in the markets of the world at the present time, this litigation will be followed with as much interest as that of the Berliner and Jones suits.

COLUMBIA CO. IN PORTLAND, ME.

Re-enter the "Talker" Field in That City—Take Over Stock and Business of the Maine Phonograph Co.—J. W. Dunn, Manager—Occupy New Quarters at 545 Congress Street.

(Special to The Talking Machine World.)
Portland, Me., Feb. 7, 1910.

When H. A. Yerkes, manager of the Columbia Phonograph Co.'s wholesale department, was here last week he completed the transfer of the Maine Phonograph Co.'s stock, business, etc., to a local Columbia Co. In other words, the Maine Co. ceases to operate and the Columbia Phonograph Co. re-enters the field, and will make a specialty of carrying stock and acting as a distributing center for jobbers in this State and upper New Hampshire. The new store of the Columbia Co. is at 545 Congress street, in premises formerly occupied by the Bailey Music Co., and the place is spoken of as the best equipped talking machine establishment in the city. The change dates from February 3, and John W. Dunn, formerly of the Maine Phonograph Co., will be the manager.

The National Phonograph Co. were among the concerns elected to membership in the Association of American Advertisers at the recent annual meeting of that organization held at the Hotel Astor, New York.




THE THORN NEEDLE
A Profit Maker for the Dealer

YOU SHOULD SELL THEM BECAUSE—Everyone buys them because the idea appeals to them. They are a wonderful improvement over any other Wood Needle. The Tone is rich in quality, soft and distinct.

EASY TO HANDLE. NO CHANGE IN REPRODUCER REQUIRED.
ONE NEEDLE PLAYS FROM TWO TO EIGHT RECORDS. FREE FROM ALL SCRATCHING, WITH NO WEAR UPON RECORD.

The Locust Spine and the Hedge Thorn
are perfect wooden needles, the point of which is composed of the most compact cellular structure known as wood fiber. This furnishes the wearing material, and the Thorn Needle Holder gives the rigidity that carries the vibration to the sound-box.

To Play Thorn Needles



Press the thorn into the Holder until the point projects about one-eighth of an inch; break off the large end and place holder in sound-box, just as you would a steel needle. The sound-box pressing against the Holder will keep the point in place. Some records reproduce better when the point is longer, but remember that the shorter the point beyond the holder the greater the volume. Place the point lightly on the record. After playing, remove the holder and press the point out.

Thorn Needles, per package of 100.....	Retail. 35c.
Thorn Needle Holders, each.....	25c.

LIBERAL DISCOUNTS TO TALKING MACHINE JOBBERS

The Talking Machine dealer who does not sell Thorn Needles overlooks a great opportunity. They will make him more profit than any other accessory that he has to sell. Send us a trial order to-day, and we will include with same a quantity of circulars, which, if you will distribute among your trade, will prove to you more forcibly than anything that we can say that you should push the sale of Thorn Needles. We have been successful in the sale of them among our retail trade, and we know what we are talking about. Don't put it off. Order to-day.

J. W. JENKINS' SONS MUSIC CO.

Distributors of Victor Talking Machines and Edison Phonographs,
KANSAS CITY, MO.

The Double-Disc is a



A year ago we were cheerfully taking the responsibility for the introduction of the Double-Disc record to the American public. As you probably very well remember this was done in the face of the most violent protests—not from the dealer, (nor from the public, by a long sight)—but from our manufacturing competitors.

We mention this now again only to emphasize the fact that there simply is neither place nor excuse for a single-face record in the United States in 1910.

Please bear in mind that it was not merely the *novelty* of the Columbia Double-Disc that did the business. *A better record on each side than on any single disc—that's*

Columbia Phonograph Co., Gen'l,

COLUMBIA Innovation



What did it, the quality of the record itself. The *tone*, that the buyer could prove by *hearing*; the *durability*, that the buyer could not possibly mistake if he had ever had any experience in playing disc records.

The COLUMBIA DOUBLE-DISC is everything that a talking machine record ought to be—in quality, in tone, in durability, in price, in popularity and in profit for the dealer.

Let us remind you once more that exclusive Columbia selling rights are still open in some localities. Have you written about it?

Tribune Building, New York City

REVIEW OF MARCH RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

Some twenty-two Amberol records and five grand opera records are to be found in the list put forth by the National Phonograph Co. for March. They are admirably diversified, covering instrumental and vocal domains, and are well worthy the consideration of dealers. Those of especial interest are O Paradise, from "L'Africaine" (B178), sung by Constantino, the famous tenor, who is now singing with the Boston Opera Co.; Infelice, from "Ernani" (B179), sung by Lucenti, the well-known basso; Voi le Sapete, from "Cavaleria Rusticana" (B180), sung by Ferribani, soprano; Elucevan le Stelle, from "La Tosca" (B181), sung by Riccardo Martin, the admirable tenor of the Metropolitan Opera House, and Luoni le Tromba, from "I Puritani" (B182), sung by Caronna, baritone, and Lucenti, basso. These form a very valuable addition to the Edison Amberol grand opera list. Other numbers which merit special mention in the January Amberol list are "Badinage" (369), which is played with great charm and brilliancy by Victor Herbert and his orchestra; "Fantasie of Themes of Léonard and Paganini" (373), played by Michael Banner, the celebrated violin virtuoso, with a completeness of technique and coloring that commands approval. Two numbers by Harry Lauder, which, of course, will be greatly in demand, is "The Bounding Sea" (12119), and "When I Get Back to Bonnie Scotland" (12132). These are sung in Lauder's inimitable style. In the list of Edison Standard records Victor Herbert and his orchestra have given us a splendid number in the "Hungarian Dance in G Minor" (10324). Sousa's Band is heard in Gillett's charming "La Lettre De Manon" (10317). A saxophone solo, played by Mr. Henton, entitled "Laverne Waltz Caprice" (10320) is a number that will be greatly admired for the beauty of its tone and the perfection of its recording. Other numbers which will be greatly in vogue are Ada Jones' song "Irish Blood" (10323), and Marie Dressler's singing of "I'm a Goin' to Change My Man" (10318). Marie Dressler's humor is spontaneous and infectious, and there are few better singers of coon songs than she. In the Standard list Harry Lauder is represented by that charming and pathetic song of his, "I've Loved Her Ever Since She Was a Baby" (13918). Throughout this list for March there are a number of quartets, duets, humorous talking records, band and orchestra numbers, which should win a large share of popularity.

* * * *

Thomas Chalmers, whose records are always artistically sung, is represented by the Toreador song from "Carmen" and the Porter song from "Martha" (5604) in the March Zonophone list, issued by the Universal Talking Machine Manufacturing Co. Two other high class standard numbers are those sung by Elizabeth Wheeler, "Tosti's Serenade" and Hatton's "Good Bye, Sweetheart, Good Bye" (5608). Ada Jones, Len Spencer, Arthur Collins and B. G. Harlan have some excellent numbers of a popular character, while Billy Murray, Henry Burr and Arthur Collins maintain their old-time reputation in this special line. The Zonophone Concert Band and the Zonophone Orchestra are represented by four numbers (5600-5601-5602-5603)—5602 being of especial merit.

* * * *

A feature of the March list of records of the Columbia Phonograph Co. is a series of religious records by Gipsy Smith, the famous evangelist, who is known the world over. These are twelve-inch double discs (A5146-A5147 and A5148). They represent this great preacher and baritone singer at his best, and will doubtless be greatly in favor in religious communities and in the homes where Gipsy Smith is so much admired for his great labors. Another capital twelve-

inch record is the violin, flute and harp trio, "Star of Love," played by Stehl, Henneberg and Schutze, and "Woman's Vows" (A5149), played by Prince's Orchestra. A ten-inch record of exceeding merit is Nevin's "Rosary" and Wallace's "Sweet Spirit Hear My Prayer," the first-named sung by Merle Tillotson, and the latter by Mrs. A. Stewart Holt. The ten-inch list throughout contains many of the popular songs of the day as well as instrumentals, which undoubtedly will have a large market. In the two-minute and four-minute Indestructible cylinder records a number of Standard compositions, both instrumental and vocal, are listed. They are admirably diversified, and as they appeal to all kinds and conditions of purchasers, they make an admirable list for dealers to stock from.

* * * *

The Red Seal records listed in the Victor Co.'s March list are especially notable for three records covering the entire Act V. of "Faust." This includes the prison scene, Part I. and Part II. (89033, 89034), sung by Geraldine Farrar and Enrico Caruso, and the prison scene, Part III. (95203), sung by Geraldine Farrar, Journet and Caruso. Marcel Journet, the famous basso, who recently made a flying trip to this country for the express purpose of making Victor records, is represented by three splendid numbers—Air de Phanuel, from "Hérodiade" (74152), Chanson Militaire from "Le Chalet" (74153), and Air de Sommeil, from "Philemon et Baucis" (74154). Journet and Caruso are represented by Solo Profugo from "Martha" (89036). Slezak, the distinguished tenor, is represented by Celeste Aida from the well-known opera of that name (64113), the Pastorale, from "The Prophet" (64112), and Hildach's "Spring" (64111). This is an excellent showing of records made by celebrities, and in recording and general excellence they present the very best there is in the Victor laboratory. Other vocal numbers of especial excellence in the general list are three numbers by Harry Lauder (6008-6009-6011), which represents the famous Scotch comedian at his best; a tenor solo, "In the Garden of My Heart," by Reed Miller (5765); "Gems from the Belle of Brittauy," by the Victor Light Opera Co., which adds another success to the credit of this very clever organization, and the Hallelujah Chorus from "The Messiah," sung by the Victor Chorus, assisted by Sousa's Band. This is an inspiring record which will undoubtedly find innumerable admirers. In the instrumental line the Symphony Orchestra of Paris is represented by the Faust Ballet music (58021) played with great charm and splendid color effects; a medley from "The Dollar Princess" (5756), and Grieg's Albumblatt (5763), played by the Vienna Quartet. The ever-popular Sousa Band has made three numbers for this month, "Florentine's March" (5764); "Amina," an Egyptian serenade (31771), and a "Siamese

Patrol" (5766). In these numbers this organization is heard at its best, and in view of the fact that it is now on a transcontinental tour, dealers can get an idea of the value of the Sousa records when stocking up. Thirteen double-faced records are to be found in the March Victor list, all of them of merit.

BALTIMORE HAPPENINGS.

Laurie Succeeds Silverstein as Manager of the Columbia Store—Silverstein Opens for Himself—Business Reports Continue to be of a Most Satisfactory Nature—What the Leading Dealers Report.

(Special to The Talking Machine World.)

Baltimore, Md., Feb. 6, 1910.

There have been several important trade changes the past month in local talking machine circles, which have resulted in the bringing of a new manager to the Baltimore branch of the Columbia Phonograph Co., and the launching of a new retail store for handling the Columbia and Victor machines. Through this shift, T. Allan Laurie has become manager of the Baltimore store of the Columbia Co. as successor to Morris Silverstein. Mr. Silverstein, as stated last month, has left the employ of the Columbia Phonograph Co., and is now conducting a retail business of his own at 116 North Howard street, under the firm name of M. Silverstein & Co. He is handling both the Victor and Columbia machines and records, and reports that his first two weeks of business indicate that his venture will be a most successful one.

Mr. Silverstein was connected with the Columbia Phonograph Co. for ten years, and came to Baltimore about two months ago as local manager. Previous to that time he held a similar position with the firm in Louisville, Ky. Mr. Laurie has been with the Columbia people for about 12 years and, before coming to Baltimore, represented the firm in various capacities in Europe. His last position before coming to the United States was in charge of the London office, and before that he was a traveling representative, during which time he looked after the interests of the company in Paris, St. Petersburg and other important cities of the other European countries. While Mr. Silverstein has his new store fixed up in a very neat manner, he contemplates a number of other improvements which, he says, when completed, will make his talking machine headquarters second to none in the city.

Reports from all the talking machine houses show that business has kept up to a very desirable standard during January, beating most of the months of 1909, except December. Again the high-grade machines and records have held the center of the floor. They have been in greater demand than ever, and this demonstrates

AN EDISON ENTHUSIAST IN PORTO RICO.



The accompanying illustration pictures the interior of C. Fredericksen's demonstrating room, an Edison dealer recently established in San Juan, Porto Rico, W. I., for which The World is indebted to the Edison Phonograph Monthly.

In placing his initial order, which ran into four figures, Mr. Fredericksen said the products of the National Phonograph Co. would score big in San Juan, and they have. There is a big future in that country for phonographs.

that the buyers are being trained more and more to the superiority of the higher class instruments and records. The new Harry Lauder records just from the Victor headquarters have made an instant hit, while the same may be said of the Columbia records containing reproductions and selections by McCormack, the famous Irish tenor. Sanders & Stayman report a large sale of these.

E. F. Droop & Sons Co. have had a good month with the Edison and Victor lines, while the same statements are made by the Hammann-Levin Co., 419 North Howard street; Petits, 318 North Howard street. In the straight Victor line, Cohen & Hughes, H. R. Eisenbrandt's Sons and William McAllister & Sons make satisfactory reports. D. J. Crowley, 214 West Saratoga street, announces that the retail distribution of Edisons has been very encouraging for the month.

THE TRADE NEWS FROM BOSTON.

Victor Dealers Welcome Exchange Proposition—Will Freshen Stocks—Department Stores Hard After Business—Success of H. F. Miller & Sons' New Victor Department—Eastern Talking Machine Co.'s Good Report—Original Columbia Window Displays—J. N. Blackman a Visitor—Other Items of Interest.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 10, 1910.

Victor dealers throughout the city are looking anxiously forward to the coming Victor exchange, feeling that it will relieve them of a great strain, freshen up their stocks and make things very much better all around.

The various department stores are making especial efforts to create new business. The Jordan Marsh Co., in their recently enlarged and remodeled rooms, has been experiencing a very gratifying increase in business.

At the Siegel store opportunity has recently been made in the unusually good window space for a big display of the Indestructible records and Edison goods. Business in this department is reported as particularly good, especially on the February records. The sound-proof rooms help a great deal here.

Henry F. Miller & Sons are more than ever gratified at the results in their newly added Victor department. Additional outside salesmen were put on this month and business in the department has improved with each week of the new year. The opportunity for the display of Victrolas, etc., on the retail piano floor is made the most of, and they add quite a good deal to the appearance of the floor. This company has noticed an unusual call for grand opera records and will make a "play" for this trade to a great extent.

At the Eastern Talking Machine Co. this month business in the Amberola is reported as excellent, and the Victor trade is holding up remarkably. General Manager Taft has just returned from a two weeks' visit to the different factories in an effort to get his shipments more promptly. He reports the outlook everywhere as most promising. At the last meeting of the Eastern Talking Machine associates, papers of general interest were read by Wholesale Manager Chamberlain and Retail Manager Freeman. It was decided to have a minstrel show next month, and S. H. Brown was made chairman of the committee on arrangements.

Unusual praise ought to be given to the window dressers at the Columbia Phonograph Co.'s store for the excellent taste and genuine artistic ability shown recently in the window displays. They have made good use of the Library table style, the Grafonola and other styles, with large portraits of the various grand opera stars who have been appearing in Boston. A large pastel painting of Constantino in one of his characters attracted much attention. The business on grand opera records has been trebled within the past year at this store, and since the Library Table style came in, the total volume of business has taken a big jump.

In the Oliver Ditson Co. talking machine department there is shown a steady upward climb in the volume of sales. Here nothing but the Victor goods are handled by Manager Winkelman. In fitting up this department General Manager Bobzin made it a point to have everything artistic and in keeping with the quality of the goods and the class of customers, with the result that his trade is among what is called "the elite." The Victor exchange is being awaited here with interest.

Only the fact that their department is not larger prevents the talking machine department at Houghton & Dutton's from showing a still larger volume of business, as the new year has opened up surprisingly well and there is a call for a better grade of goods. This department will probably be moved soon to another part of the store where it will have more room to grow. Once again the return of Harry Lauder has proven a good thing for this store, as his records have been in great demand since his first appearance in Boston.

J. Newcomb Blackman, of the Blackman Talking Machine Co., New York, paid a flying visit to Boston last week and called upon several jobbers.

The Roxbury Graphophone Store, 1227 Tremont street, which is under the management of R. A. Dinsmore, ranks among the third largest graphophone stores in this city, and the business is steadily expanding. Mr. Dinsmore was the

manager of the instalment department of the Columbia Co. in Baltimore, Md., for over three years, and during that time he built the income of the department from \$210 a month to \$6,600 a month by means of outside canvassers. In the Boston office of the Columbia Phonograph Co. he also developed their business to very large proportions, and with this vast experience it is hardly necessary to say that he is making an excellent record for himself.

It is said by those who know Mr. Dinsmore that he has one of the best records of any instalment man in the business, for he built an instalment business where the goods were sold on time at an advance of 10 per cent. and made 10 per cent. cover all losses and the cost of collections. That is certainly something to be proud of. During the fourteen months that Mr. Dinsmore has been in business for himself he has not lost an outfit sold on time, and has not had a customer move that he was not able to locate. The instalment business is a profitable one when done by a man who knows the game. It requires concentration, however, and attention, and this is something that is not given this department by many talking machine men.

The Victor Talking Machine Co. have now two suits pending against the Sonora Phonograph Co., New York, for alleged infringement of the Berliner and other patents in connection with the latter's concealed horn cabinets.

IMPROVE YOUR SYSTEM

AND

INCREASE YOUR RECORD SALES

BY USING

THE BLACKMAN CYLINDER RECORD TRAY

(Patented Dec. 28, 1909.)

A Record Tray With Record Label for Less Than One Cent





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

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

NET PRICES TRAYS ONLY			
(Subject to Change.)			
No.	Hold	Net per 1,000.	Weight per 1,000.
2.	2 Records.	\$6.00	60 lbs.
3.	3 Records.	7.50	73 "
4.	4 Records.	9.00	87 "
5.	5 Records.	10.50	105 "
6.	6 Records.	12.00	116 "

Note.—Price less than 1,000 same rate.
In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

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

FREE SAMPLE of Tray with Label to who writes on business letterhead.
SPECIAL DISCOUNTS TO JOBBERS

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

Manufactured by

BLACKMAN TALKING MACHINE CO.

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

TIMELY TALKS ON TIMELY TOPICS

It has been a source of complaint for a long time on the part of dealers that when popular songs are "hits" the manufacturers are so far behind in supplying the records it not infrequently happens the demand either lessens or fails entirely before the stock can be placed on sale. In the compilation of the monthly lists, as a rule, the records are not ready for delivery under three months. A song "hit" is rather evanescent, consequently if the call is maintained for three months even at a fair rate it is an exception. That is, music in lighter vein, not to say "frothy stuff," is of about this caliber. As soon as a song sells its records are also in the same category, and therefore dealers have wondered and inquired why they should not be placed in a position to "make hay while the sun is shining," as it were. To remedy this long-standing trouble the National Phonograph Co. have informed Edison dealers that when a "hit" materialized they would advance the date of sale thirty days. This is a decided advantage and one that the trade will appreciate. The particulars of this announcement appear elsewhere in this issue of *The World*, and the National Co. are to be felicitated upon what is considered a wise move and good policy.

Another subject that will rivet the attention and arouse the interest of the trade will be the action taken by the Victor Talking Machine Co. against the so-called "mechanical feed" machines. In a motion to show cause why a temporary injunction should not be issued against a company manufacturing and selling such an appliance, argued in the Circuit Court of the United States, New York City, January 9, Counselor Pettit, for the Victor Co., contended that such a device was constructed to evade the Berliner patent, and therefore it was an infringement of that basic invention. Judge Lacombe, before whom the argument was made, and who is more intimately informed on talking machine litigation than any other justice on the Federal bench, granted the enjoining order on the 21st succeeding, pending final hearing. Other judges have arrived at the same conclusion, incidentally to be sure, concerning devices that have been made to circumvent the Berliner patent; and it seems the "mechanical feed," which was undoubtedly originated for a like purpose, may share the same fate.

Concerning copyright records—rather, records on which copyright music has been reproduced—scarcely a ripple is noticeable on the surface of trade affairs. The Columbia Phonograph Co., General, and the National Phonograph Co. have given formal notice that a small increase, to conform with the royalty paid, will be made on such records. The Victor Talking Machine Co. have not made any statement whatsoever in connection therewith, while the Universal Talking Machine Mfg. Co. will make no extra charge, so far as known, for their Zonophone line. Dealers do not seem to be disturbed in the slightest, and perhaps this is occasioned by the fact that so few records of this kind have appeared on the market since the copyright act went into effect on July 1.

As was predicted in *The World*, the record manufacturers are not inclined to accumulate a lot of this stock and take chances on its sale. As the royalty is collected on the goods "manufactured," naturally extra caution and the best of judgment as to the popular possibilities of selections are being exercised before a number is listed. Paul H. Cromelin, vice-president of the Columbia Phonograph Co., who has given the subject close study and taken a prominent part in discussions bearing on copyright legislation, here and abroad, displays no hesitancy in declaring that his company "will not record anything unless it proves itself a good seller in advance." In other words, it is up to the publisher to first make a market for the song, when the record may follow.

Of course, it is well known also that not every song lends itself readily or successfully to reproduction on the records, while it may command a wide sale in sheet music form. This is also taken into consideration. In brief, the way of the copyright owner, so far as the use of his property is in demand for the records, is not altogether strewn with roses or lined with prospective wealth. To be sure, a change in their favor may occur in the future; but as the matter now stands they were much better off under the old law, when the advertising benefits and general publicity exploitation was estimated as no small factor in increasing the popularity and sale of music publications, either grave or gay.

The recent daily newspaper advertising of the Amberola by the National Phonograph Co. is not only high class—cleverly and forcibly written—but should be convincing, as it is impressive in tone and quality. To quote a recent advertisement will suffice to prove the truth of this assertion in part as follows: "Compare the external beauty of the Amberola with that of the highest grade piano, and you will find it even more charmingly designed and just as beautifully finished. Consider the lifetime of study required to become a proficient piano player. You need no musical training whatever to enjoy the Amberola. Now compare the Amberola with a player-piano. Anyone can operate a player-piano, but when all is said and done, it gives you nothing but piano music. The Amberola gives you all the best music of all kinds. It is the limitless entertainer." A clean line cut, treated with emphasis, so that it stands out clear and conspicuous, is an added attraction. Such advertising is hard to beat, as it will certainly attract the attention of readers intelligent enough to appreciate the descriptive merit of desirable articles. These remarks are by no means detractory of what the other companies are doing along similar lines for their own products. It is only recognition of excellent work, which the trade should not overlook. Few lines of business create a market for the jobber and dealer and then hand it over for their benefit.

In the last issue of "The Voice of the Victor," published by the Victor Talking Machine Co. exclusively for the information of Victor distrib-

uters and dealers, a four-page supplement, devoted wholly to extracts from the January issue of *The World*, is included. The unique collection embraces news reports, comment, correspondence, etc., which *The Voice* precedes with this significant remark: "From one single issue of *The Talking Machine World* we have clipped the following evidence of the enormous success of Victor dealers in every section of the United States." Further remarks would be superfluous. That *The World* is acknowledged the trade medium par excellence—it has no equal anywhere, at home or abroad, in its chosen field—goes without saying.

Ferretting out idle or disused machines in a community is a "stunt" every live dealer should not lose sight of. It is not every owner who keeps his interest sustained by making additions to his collection or library of records. The reasons are easily understood. Nevertheless, it is good business on the part of the dealer to keep close track of his customers, and when their interest appears to flag have a salesman call and find out if anything is wrong. If the machine needs overhauling, perhaps a proposition satisfactory to both sides may be arranged that will bring the party to the store again. Or possibly a short talk on new records may serve the purpose. Some of the leading dealers in the country have formulated plans of their own—often original—that "turns the trick." A careful canvass may also reveal machines that have been laid aside and which may be brought back again into usefulness to the owners and profit to the dealer.

The sale of Hebrew records grows apace, and all the manufacturing companies are giving special attention to this branch of the business. The recording laboratories are especially solicitous about the artists who render the magnificent Jewish sacred music, anthems and folk songs. Their services are eagerly sought, and special attention is given them personally. One of the great artists in this class, known probably only to his own people and the recorders, is Jubeliner, spoken of as the "Caruso of the East Side." New Yorkers who know their home city can only fully appreciate what this eloquent title means. It is on the mysterious East Side where the Hebrews from the old-world countries first find their homes and abiding places. Here singers, actors and professional men, who ac-

The whole business world is your field in selling the Edison Business Phonograph

Every business office, no matter how small or large, no matter what the nature of the business, needs an Edison Business Phonograph.

The Edison Business Phonograph is the greatest business appliance of the age. It cuts the cost of letter writing in two. It saves half the dictator's time, half the transcriber's time, and all of the time in which the stenographer is ordinarily occupied in taking dictation.

Phonographic dictation is coming into wider use every day. And many of the most prominent firms, in all branches of business, are using the Edison Business Phonograph right now.

It is practically without competition in the field and every Edison dealer can reap a harvest in profit from this new industry.

Many of the most prominent Edison jobbers are not only handling the Edison Business Phonograph, but are using it with great success in their own offices.

Get in now and take your share of the profits while the game is young. Write for particulars to the

Edison Business Phonograph Company, 207 Lakeside Avenue, Orange, N. J.

ONE OF MANY

Mr. Dealer:—

You will receive many just such letters as the following if you handle B. & H. FIBRE NEEDLES and instruct your customers as to their use.

Evanston, Ill., Jan. 16, 1910.

B. & H. Fibre Mfg. Co.,
35 West Kinzie Street, Chicago, Ill.

Gentlemen :—Some three years ago we derived much enjoyment from a talking machine, which we purchased at that time.

We soon discovered however, that the records were **deteriorating** so rapidly that some were becoming **absolutely intolerable**. We were obliged to abandon old records faster than we could afford to buy new ones.

We became discouraged and the talking machine was consigned to the attic.

Upon hearing of the invention of the fibre needle we decided some nine months ago to investigate. We were so delighted with the results that we indulged in quite a number of records and a **\$200 machine** as our Christmas present for the family.

We now have the satisfaction of having **eliminated** the **metallic quality** of the tone, and we are happy in the knowledge that each new record is a **permanent** addition to our collection for the records actually **improve with use**.

We feel under great obligations to you and wish to express our gratitude for the pleasure we would not have had but for the invention of the fibre needle.

Very truly yours,
Dr. C. S. BIGELOW.

This is one of many letters we have recently received and some of the biggest dealers in the country are getting like communications every day. We know this because they are shown to us. Handle FIBRE NEEDLES, follow our instructions, and you will speedily get into the letter-receiving class also. Futhermore, every letter will have meant the sale of a high grade machine and many high priced records to someone you have not hitherto been able to interest.

“B. & H.” FIBRE MFG. CO.

33 W. KINZIE ST., CHICAGO, ILL.

quire the highest standing in their separate walks of life are born and live under often the most discouraging conditions. Nevertheless, talent flourishes and not infrequently finds its fullest fruition. Well, to make a long story short, Jubelier finds his habitation and home there, and in addition to being a fine musician and a composer of ability, he is also a man of means and property, being the owner of a theater among other tangible things in this world's goods. As a vocalist of high degree, the laboratory experts are happy to make any engagements he finds time to make with them for records; and as he is a polished gentleman withal, naturally his visits are welcomed in a social way.

I. DAVEGA, JR., GENERAL DISTRIBUTOR

For Zonophone Line of Goods in Greater New York—Davega Buys Adjoining Property to be Devoted to Talking Machine Business.

I. Davega, Jr., New York, has become the general distributor of the Zonophone goods in Greater New York. The business of Mr. Davega has grown so rapidly that he has purchased the property next door to his place, on 125th street, New York, on which he will erect a building to accommodate his talking machine business. This department, under the management of Joseph Schwartz, is developing a fine trade.

COMPLAINANT FILES APPEAL.

(Special to The Talking Machine World.)
Cincinnati, O., February 8, 1910.

A transcript of the record from the Federal Circuit Court, at Grand Rapids, Mich., was filed Saturday in the Circuit Court of Appeals in the case of the Victor Talking Machine Co. against The Duplex Phonograph Co. This involves a patented improvement in talking machines. The bill was dismissed in the court below and the complainant takes the appeal.

When this despatch was shown Horace Pettit, general counsel of the Victor Co., he said: "The appeal is to the United States Circuit Court of Appeals of the Sixth circuit, taken by the complainant, from the decision of Judge Knappen, filed in the United States Circuit Court for the Western district of Michigan, Southern division, on December 27, 1909, holding that the Conn patent, No. 624,301, dated May 2, 1899, for an improvement in double sound boxes for use in connection with a double horned machine, was not infringed by the defendant's double horned machine."

TRADE FABLE

No. 4

Dan Smith was strong for the ragtime stuff, and, whether on piano or banjo, could tear off yards of that sort of swift music without turning a hair; in fact, it had become more or less of an ingrowing habit. Of course, when he secured a position as salesman in Jones' talking machine store he carried his taste for the ragtime tunes with him, and when he was demonstrating a machine it was simply his pie to ring in "A Hot Time in the Old Town," "A Georgia Camp Meeting" or some similar high-brow selection.

Now, while Dan could handle chatter like unto the original Mr. Bull, of Conn., and could deliver a selling spiel that would make a Coney Island barker seem like an old inmate of the deaf and dumb asylum, nevertheless there were far too many instances where he failed to connect with the order, though he ground out the ragtime records until his arm was tired from winding the machine.

Finally the boss called Dan on to the carpet and breaks it to him gently but firmly that his job is not located on the rock of ages, and that he'll either have to make a whole heap of noises like taking orders or the grand razoo for his. The boss incidently converses with him a la Dutch uncle, and wises him up to the fact that while there are some people who dote on the real classy rag, there are also a few who are so depraved in their tastes that they actually prefer music of more serious nature, even unto the classic stuff of the great composers, dead ones like Verdi, Wagner, Bethoven, etc.

Dan, he gets sore and starts home in a frame of mind wherein he wouldn't take sass from a cop. He's gone about a block when he butts into a friend of his with two tickets for the evening's opera in his kicks, and who invites Dan to hear the famous tenor and soprano earn their summer spending money. Nix on the opera for little Daniel; he wouldn't go to hear Caruso if that star killed a live super every show. Cut the comedy and shove over a pass for Williams & Walker. The friend's persuasive powers are strong, however, and to end the argument Dan finally consents to be tortured for the evening.

Dan sees the curtain of the first act of Aida rise with the expression of a man drinking soda water in a rathskeller and immediately gets his

little hammer out. Same expression continues until, with the rapt attention of the audience to encourage him, the tenor's voice rings out in the famous aria. Who is that clapping so enthusiastically in the center of the parquet? By the whiskers of Dowie, it's our friend Dan, and that aria is the only thing he knows how to whistle on the way home.

Next day every customer was first regaled with the aria from Aida, with ragtime running second, and in the evening Dan's salesbook showed more grand opera records sold during that one day than for the previous six months put together. Getting hep to himself, a grand opera recital by Daniel Smith, Esq., took place every morning, and he soon learned just what was what in the high-brow melodies. Sales increased, and he soon tumbled to the fact that, while class will not descend to buying ragtime, the other crowd was afraid, acting the bonehead by declining to be impressed with the operatic selections. Then, too, Dan doped out the discrimination stunt and pulled it off successfully nine times out of ten.

When the month was up the boss presented Dan with a cigar. (You can't get around the significance of that move; it shows approval, yet coppers any chance of the recipient asking for a raise at once.)

"Daniel Smith, Talking Machines and Records" is the sign over the door of the newest store in _____ * * *

Moral—You can't suit everybody with pie; some people like corned beef and cabbage.

ZONOPHONE LINE WITH BEACH CO.

Bridgeport Dealers Have Secured the Agency and Will Feature Them in a Big Way.

(Special to The Talking Machine World.)

Bridgeport, Conn., Feb. 11, 1910.

The F. E. Beach Co., of this city, have acquired the agency of the Universal Talking Machine Mfg. Co. for this and surrounding territory. They propose to inaugurate an active campaign for the Zonophone goods and will advertise them extensively.

BRIEF AND TO THE POINT.

Some opportunity will come at some time to every man. Then it depends upon himself and upon what he shall have made of himself what he makes of it and what it will make of him.

A man must make up his mind, if he is going to succeed, that when he takes the other man's dollar he must give back to him an honest return.

The man who is his own best friend has few others.

The man with the big opportunity to-day is the man in the ranks.

The men who would borrow and spend lavishly may mean well, but the signboard where their road diverges is marked plainly "Disaster."

If you want to know what a dollar is worth try to borrow one.

Anyone who has no faith in this country, and who disputes its right to grow greater and stronger, isn't going to make much progress himself.

Anyone can write an advertisement for a mark-down sale, but it takes experience, study and time to write an advertisement for each day which will sell goods at regular prices.

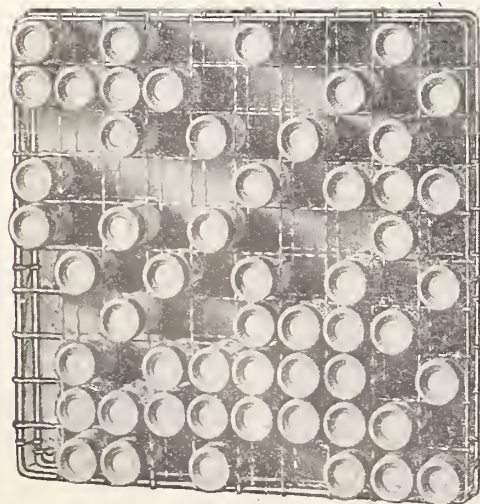
PLAYED HIS FUNERAL MUSIC.

Albert Gayer, a blacksmith at the neighboring town of Berea, made the half-joking remark one day that should he die he wanted no singing at his funeral, but only the music from his phonograph. At the time he was in full health. Two days later he was caught in the flywheel of a gas engine and instantly killed. At his funeral his own phonograph played the funeral dirge, as he had requested.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., was in Chicago last week on business.

Extra Profit from Record Sales is Possible

By Selling Record Buyers the HEISE SYSTEM WIRE RACKS



Just the thing for the home. Small Racks for 100 and 150 records made upon the same plan as our store Racks which have proven so popular with dealers.

Compact, convenient and durable. Get in a line in time for fall trade. They mean more record sales, for owners want to see them filled.

Write us for interesting information.

We will supply Convincing Printed Matter for Dealers.

The 100 Space Racks ^{like} _{cut} in half doz. lots, \$15
The 150 Space Racks ^{crated} " " " \$20

Send to your jobber or us for complete Catalog of racks for store use.

SYRACUSE WIRE WORKS, Syracuse, N. Y.

Canadian Representatives: The R. S. Williams & Sons Co., Toronto and Winnipeg

WORLD'S FAIR IN NEW YORK.

Scheme for Big Exposition in 1913 Is Launched—Chas. H. Koster Off to Interest Foreign Countries—Some Interesting Details.

The promoters of the New York World's Fair for 1913 launched their scheme recently when information was sent out as to the plans and scope of the exposition. The fair is to be held in commemoration of the 300th anniversary of the settlement of Manhattan by the Dutch. The World's Fair Co. is incorporated as the New York Advancement Co. Last week Charles H. Koster, one of the vice-presidents, started on a trip around the world by way of San Francisco as a Foreign Commissioner.

Mr. Koster took with him a strong letter of introduction and endorsement from Assistant Secretary of State Alvey A. Adee at Washington, a letter of authorization from the New York World's Fair Co. and a trunkful of literature. He will visit San Francisco, Hawaii, Japan, China, Philippine Islands, Borneo, Malay Peninsula, Burmah, India, Ceylon, Egypt, Italy, Bavaria, Germany, Netherlands, Belgium, France, England, Scotland and Ireland.

It is expected that the municipal, State and Federal governments as well as foreign nations will participate. It should be the greatest of all world's fairs as befits the size, wealth and dignity of Greater New York. The site is to be within the city limits.

The first and only world's fair held in New York was a notable success in 1853 in the once famous Crystal Palace on the site of what is now Bryant Park, and at it every nation was well represented. In the early '90s large sums of money were spent and more than \$2,000,000 was subscribed to locate the world's fair of 1893 in this city, but Chicago was selected by the Federal Government after a contest that became political history.

For figures on attendance a sound basis is furnished by statistics of other world's fairs.

At Philadelphia in 1876, with a population of 700,000, there was an attendance of 10,000,000, or fourteen times its actual population.

At Chicago in 1893, with a population of 1,250,000, there was an attendance of 27,000,000, or twenty-one times its actual population.

At Paris in 1900, with a population of 2,500,000, there was an attendance of 55,000,000, or twenty-two times its actual population.

At St. Louis in 1904, with a population of 600, thirty times its actual population.

The company states that a careful and conservative estimate of cost of construction, improvements, etc., from this date and up to the opening of the New York World's Fair may be figured as follows:

For seventeen palaces of exhibits	\$5,105,000
For a number of smaller buildings.....	500,000
For grounds and improvement of same....	2,500,000
For pre-exhibition expenses.....	1,500,000

Total

The officers of the fair are: President, James F. Graham; vice-presidents, Samuel Verplank Hoffman, Dr. Gustav Scholar, W. O. Homan, Charles H. Koster, Col. Arthur MacArthur, Tunis G. Bergen and Hugh McElroy; secretary, George N. Moran; treasurer, James McCaldin; auditor, M. A. Smith; foreign commissioner, Charles H. Koster.

UNIVERSAL CO. ACTIVITY.

Richard Pribyl on Road for This Concern—Silverman Making Good in Metropolitan District.

On February 5 Richard Pribyl, formerly with the Victor Talking Machine Co., Camden, N. J., left for a selling trip through the Middle West for the Universal Talking Machine Co., now of Philadelphia, Pa. Manager Macnabb, general manager of the company, will be in New York a couple of days in the week, and Louis Silverman, who has established something of a reputation as a salesman in this section, will continue to look after the metropolitan district, where he is so well known. Mr. Silverman has recently

established a number of new Zonophone jobbers, and within the next month he will add a few prominent firms in this territory to his list.

colored cards in America, old enough to know good cards and young enough to skilfully prepare them.

FOR PATENT COURT.

Move for One Where Appeals May Be Heard.

(Special to The Talking Machine World.)
Washington, Feb. 8, 1910.

At a meeting of the committee on patents, representatives of the American Bar Association, the Chicago Bar Association and the Washington Bar Association the passage of the bill providing for the establishment of a patent court of appeals in Washington was urged.

Robert S. Taylor, of Fort Wayne, Ind.; Arthur Steuart, of Baltimore, and Joseph Edson, of Washington, were the representatives of the American Bar Association. C. C. Poole came from Chicago. Walter F. Rogers, S. T. Fisher and W. W. Dodge were present from the Washington Bar Association. Commissioner of Patents E. J. Moore was also present and advocated the passage of some measure that would establish a final court of appeals in patent cases. Such a court would be heartily welcomed in the music trade industry and by every industry throughout the country. The time and expense now involved before a patent is finally declared valid is beyond all reason.

NEW EDISON GRAND OPERA RECORDS.

When the National Phonograph Co. complete the construction of their new Grand Opera catalog it is going to be an imposing structure. In the April list they have supplemented their present four-minute catalog of 33 splendid numbers by the following five selections, all of which will be recognized as being among the most popular and tuneful of operatic selections; Freischütz—Grand Air d' Agathe (French), by Marguerita Sylva; Carmen—Romance de la Fleur (French), by Florencio Constantino; Romeo et Juliette—Valse (French), by Blanche Arral; Hamlet—Brindisi (Italian), by Ernesto Caronna, and Tannhäuser—Blick Ich Umher (German), by Walter Soomer. Another supplement of five records will be added in the May list and the same number will be added each month indefinitely.

WHERE TO BUY POST CARDS.

Talking machine dealers handling side lines should remember that the coming summer promises to be the best season post cards ever had, so get in early with your new cards. No racks are complete without local views. If in doubt where to place your order for view cards write the National Colortype Co., Cincinnati, O., whose announcement appears on page 54, for their samples. They are the first makers of the hand-

NATIONAL CO.'S BUSY PLANT.

The National Phonograph Co.'s factory at Orange, N. J., is working from 7 a.m. on Monday until midnight on Saturday these days. Sales Manager F. K. Dolbeer spent the week of February 7-12 in Baltimore, Washington and the nearby cities visiting the trade. Mr. Dolbeer spoke most encouragingly of business conditions from a manufacturing standpoint, stating that since the first of the year the company has experienced the utmost difficulty in keeping up to a satisfactory schedule of machine and record shipments. This he described in great measure to the advent of the Amberola and to the great number of combination attachments which were sold during the holidays. The Amberola situation, he said, was only slightly improved, for while the schedule was daily growing better the influx of new orders is so large that the improvement as yet is scarcely perceptible.

HARGER & BLISH GET HOPKINS' STOCK.

Harger & Blish, Des Moines, Ia., have purchased the entire wholesale stock of Edison phonographs and records carried by Hopkins Bros. Co., of that city. This stock, combined with their own, makes them among the largest Edison and Victor jobbers in the United States doing an exclusive wholesale business.

NEW CONCERN IN LOUISVILLE.

The Talking Machine Co. is the title of a new concern which has just opened at 210 W. Market street, Louisville, with A. Montenegro, Jr., as manager. They are handling the Victor and Edison lines.

The property of the bankrupt Leeds & Catlin Co. at Middletown, Conn., was sold by auction on Feb. 10.

The Utica Cycle Co., Edison jobbers, of 117-119 Columbia street, Utica, N. Y., have been succeeded by A. F. Ferriss and William Harrison, of the same city.

The Milner Musical Co., 25-27 West Sixth street, Cincinnati, O., have been reinstated as active Edison jobbers.

"Can you tell me why it is," asked Mr. Henpeck in a lapse in the conversation of his spouse, "that when they speak of their native country it always is the fatherland, but when they speak of the language they invariably call it 'the mother tongue'?"—New York Press.

"MUSIC HATH CHARMS TO SOOTHE THE SAVAGE BREAST"

Coach Rice, of Columbia, Will Put Piano and Phonograph in Training Quarters of Rowing Crew.

(R. L. Goldberg in The Evening Mail.)



COMPARISON me



means COLUMBIA



THERE are two classes of people in your own legitimate territory to whom you can talk the GRAFONOLA "REGENT"—or rather let it speak for itself: (1) The people who have in mind the possibility of owning a high-grade hornless talking machine and (2) the people who can appreciate good music and can afford to have it in their homes but have never even *considered* the purchase of any kind of talking machine.

The first class is of course smaller than the other, *yet it is ready at this minute to talk business*. The basis of all our advertising of the three Grafonolas has been *comparison*. We have argued as strongly as we knew how that the prospective purchaser owes it to himself to make *comparisons* before he purchases, and that once the comparison is made he is sure to own a Grafonola. We are having it proved to us every day, too—people are *making* those comparisons, and the dealers who offer the Columbia Grafonola are receiving the benefit.

Now those other people—those who have never even considered the desirability of owning a talking machine, and yet appreciate good music and can afford to gratify their desires: Figuring on the basis of a town of 25,000 inhabitants; it is safe to say that there are 200 families among those 25,000 inhabitants where a demonstration of the Grafonola "Regent" in particular, because of its absolute novelty, would be a real event. What are *you* going to do about those 200 prospects?

The Grafonola "Regent" *alone* is a sufficient reason for securing the exclusive Columbia selling rights in your territory, if they have not already been signed up. Think what it means to control your territory, for the sale of this one instrument alone, not to mention the complete Columbia line. Write us about it.

Columbia Phonograph Co., Gen'l

Tribune Building

New York

CONVENTION OF OHIO DEALERS.

Discuss Matters of Trade Interest and Comment Upon Growing Demand for High Class Records—Officers Elected.

(Special to The Talking Machine World.)

Columbus, O., Feb. 7, 1910.

About sixty enthusiastic dealers attended the convention of the Ohio State Association of Talking Machine Dealers at the Great Southern Hotel, this city, last Wednesday. Various matters of trade interest were discussed at the convention.

The dealers expressed themselves as being particularly pleased at the great and increasing demand for grand opera records and high-class machines, which they believe is due to the great campaign of education being carried on by the big companies through the medium of newspapers and magazines all over the country.

Among those present at the meeting was W. H. Hug, traveling representative of the National Phonograph Co., and who, with Perry B. Whitsit, the well-known jobber of this city, entertained the visiting dealers at a dinner and "smoker" in the evening. At the close of the dinner Mr. Hug read a paper by C. E. Goodwin, manager of salesmen of the National Co., treating of the work and policy of the company and the growing popularity of the phonograph. It was listened to with interest.

The following officers were re-elected: A. C. Jacobs, Wapakoneta, president; G. A. Doerzbach, Sandusky, vice-president; W. H. Snyder, Columbus, secretary; A. C. Williams, Zanesville, treasurer. The next convention will be held in Toledo the second Wednesday in August.

"POLK MILLER" RECORDS IN DEMAND.

The seven "Polk Miller" records which the National Phonograph Co. placed in the hands of their trade on January 3 for immediate disposal have proven tremendous sellers. It was expected, because of the character of the selections, that the demand for them would be purely local,

SALESMAN WANTED.

We want a man who is familiar with the Edison and Victor lines. We don't expect a man to know it all, and we don't want him to think he does. The salary is not large to begin, but promotion is sure if you make good. If you are willing to dig and get at the bottom of things, write a letter telling who you have worked for; how long; what salary you want, and your age.

Address "Opportunity," care Talking Machine World, 1 Madison avenue, New York.

FOR SALE.

In Southern California. A well-established piano and talking machine business (Columbia, Victor and Edison Agencies). Beautiful store, located on main business street of prosperous city. Favorable lease. The most attractive opening for music dealer to take advantage of ideal conditions of climate and livelihood. Address "California," care The Talking Machine World, 1 Madison avenue, New York.

\$ WANTED FOR SPOT CASH \$
Will pay spot cash for large lots of Talking Machines, records and supplies of any description. Must be very cheap.

Send full particulars to
BUYER

care Talking Machine World, 1 Madison Avenue, New York City

TRAVELER WANTED.

Wanted, traveling representative for large Victor and Edison jobber. Must have experience. State salary wanted and reference in first letter. Representative, care The Talking Machine World, 1 Madison avenue, New York.

but such has not proven to be the case. While quite naturally, since they are plantation melodies, they have been in greater demand in the South, still the North has taken to them very kindly, while some sections of the West cannot get enough of them. One Kansas dealer, in a burst of enthusiasm over the manner in which he was disposing of them, wrote to the factory recommending that one thousand more selections of the same order be catalogued.

The four Amberol Masonic records that were included in the same special list have also proven to be good sellers. They are quartet records with organ accompaniment covering hymns used in three different degrees of Masonry—Entered Apprentice, Fellowcraft and Master Mason Degree. The National Co. expect that the sale of these records will increase as the fact of their being on the market becomes better advertised.

INTRODUCE ROYALTY STAMPS.

The German Grammophon Co. Take Important Step Which Has Caused Considerable Discussion.

(Special to The Talking Machine World.)

Berlin, Ger., Jan. 31, 1910.

The German Grammophon Co. introduced somewhat of an innovation on January 1 when they began to place royalty stamps upon all discs covered by ordinary copyright, though they have never had any dealings with the writers of the words of the songs. The royalty they arbitrarily fix at 2-17 cents, or 3 per cent. of the selling price of the record.

Dealers, however, are rather shy about taking to the new proposition of the Grammophon Co. owing to the fact that there is at present a suit before the courts, on appeal, wherein a firm of music publishers seek to recover from a disc manufacturer for having manifolded the words of a song the music of which was not copyrighted. The dealers naturally feel that when the courts decide on the question it is plenty time to tax the records and do not see how the Grammophon Co. can refund the royalty charges if the courts decide that the discs are not subject to royalty. Meanwhile other manufacturers continue to issue records without royalty stamps and dealers continue to buy them. The final outcome will be awaited with interest.

BERNHARDT RECORDS SOON READY.

Announcement was made by the National Phonograph Co. in the February 1 issue of the Edison Phonograph Monthly that the five records which Sara Bernhardt is making for them cover extracts from the roles in which she has scored the most emphatic successes of her remarkable career—"L'Aiglon," "Phédre," "Cyrano de Bergerac," "La Samaritaine" and "Les Bouffons." These selections are splendidly chosen to give the wonderful actress the widest possible range for the display of her talent and versatility. The records are due to reach this country very soon and ought to be in the hands of the Edison trade in the near future.

AMBEROL RECORDS IN CHINESE.

On January 25 the National Co. sent out to their trade a four-page folder in Chinese, with introductory in English, describing nine different selections in Chinese, of which twenty-two records cover one selection, eleven another, six each cover two more, and so on down. These records were made by four of the most prominent Chinese actors in the country, one of whom it will be recalled was killed in a recent war of the Tongs in New York's Chinatown. The records were made in response to a demand of the trade in various sections of the country where the Chinese are found in numbers, especially in Chicago, New York, San Francisco and the Coast cities.

BECOMES MANAGER OF ROSS & SONS.

E. A. Neff, traveling representative of the National Phonograph Co. for Texas, resigned his

position on February 5 to accept the management of the firm of W. H. Ross & Son, Edison jobbers, of Portland, Me. Mr. Neff, who has long been connected with the talking machine business, has been a member of the National Co.'s traveling staff for the past four years and was regarded as one of the most efficient of their road men.

MUSICAL INSTRUMENT DISPLAY.

Special Sections to Be Set Aside for a Display of American Musical Instruments at the Exhibition to be Given in Berlin Next Summer.

R. H. Sexton, who is in charge of the section devoted to music and musical instruments at the American Exposition to be held in Berlin, Germany, during the months of June, July and August, 1910, informs The World that it has been determined to set aside one or more sections of the limited space at disposal for a representative exhibit of music and musical instruments, for both a collective and individual display. He added: "The Emperor's Hall, located in the balcony, is now being assigned, several leading music concerns having made application. The balcony (where the fine arts will be shown) is especially suited for the musical display sections. It is also proposed to arrange for a collective exhibit in one of the sections to enable those desiring special displays to group with others in one space in charge of a special representative and by prorating the expense arrange for an exhibit with very small cost."

PROPOSITION STILL IN ABEYANCE.

Because of manufacturing congestion the National Phonograph Co. have been compelled to postpone the nature and plan of their Amberol attachment proposition, which they had originally figured on giving to the trade not later than March 1. Their record molding plant is being taxed to its capacity day and night to take care of the regular output, so that it has been absolutely impossible to prepare for an abnormal demand. To increase the output and expedite the plan they are installing additional molding apparatus, which ought to be in operation within a week at the latest.

THORN NEEDLE FOR TALKING MACHINES.

Dealers will doubtless be interested in the advertisement of the J. W. Jenkins Sons Music Co., Kansas City, Mo., which appears elsewhere in this issue, in which they bring the Thorn needle to the attention of the trade. This specialty is highly spoken of, and the Jenkins Sons Co. have many letters from users testifying to its excellent reproductive qualities. They will be glad to take this Thorn needle subject up with jobbers and dealers, and state they feel assured that a big and profitable trade will result. As dealers and jobbers are in business for this purpose, it will pay them to consider this proposition of the J. W. Jenkins Sons Co.

A wizened little man charged his wife with cruel and abusive treatment. His better half, or in this case better two-thirds, was a big, square-jawed woman with a determined eye. The judge listened to the plaintiff's recital of wrongs with interest. "Where did you meet this woman who, according to your story, has treated you so dreadfully?" his honor asked. "Well, Judge," replied the little man, making a brave attempt to glare defiantly at his wife, "I never did meet her. She just kind of overtook me."

Cummings, Shepherd & Co., Edison jobbers, of 700 Houston street, Fort Worth, Tex., have been succeeded by D. Shepherd & Co., with headquarters at 310 Main street, that city.

The Utica Cycle Co., Utica, N. Y., are now occupying new quarters in that city at 117-119 Columbia street.

If a salesman will consider all points which come up in his vocation from the other fellow's point of view, he will find it helpful.

DEALERS TO FORM ASSOCIATION.

Representatives of Dealers of the Eastern States Hold Meetings in New York for the Above Purpose—Something of the Objects—Next Meeting to be Held at the New Grand Hotel in New York, Wednesday, March 9th—All Dealers Are Cordially Invited to Attend.

The talking machine dealers of the Eastern States have now an opportunity to line up in a live organization if they only arouse themselves from lethargy and join their fellow dealers in a movement which will mean excellent results for all concerned.

Realizing the benefits derived through organization, as indicated by the success of the National Association of Talking Machine Jobbers and the Ohio State Association of Talking Machine Dealers and other similar organizations, a number of talking machine dealers of New York and neighboring States, answering a call sent out by Franck C. Storck, the enterprising dealer of Red Bank, N. J., met at the Hotel Breslin, New York, on January 26, and took the initial step toward organizing the Eastern States Talking Machine Dealers' Association.

Among those present at the first meeting, in addition to Mr. Storck, were James Riddell, Brooklyn, N. Y.; Chas. A. Laureigh, Orange, N. J.; A. Lasus, New Rochelle, N. Y.; R. Montalvo, Jr., New Brunswick, N. J.; John Diehm, Brooklyn, N. Y.; H. V. Lough, Plainfield, N. J. and E. F. Glover Westhampton, N. Y. Mr. Storck was moved to the chair, and an interesting interchange of views upon the subject of forming a dealers' association followed. The need of such an organization, which would work in sympathy with the jobbers' association and the manufacturers, was descanted on, and in order to perfect the organization Mr. Storck was appointed temporary chairman and Mr. Montalvo temporary secretary. A deputation was appointed to wait on J. Newcomb Blackman, vice-president of the National Jobbers As-

sociation, and ask him to give them the benefit of his experience in organization work. Mr. Blackman addressed the dealers and offered them some excellent advice regarding the organization and conduct of the association.

A subsequent meeting was held at the Hotel Breslin on February 4, when a rough draft of the proposed constitution and by-laws were discussed, final action being delayed until the next meeting, when more dealers are expected to be present. In the meantime the Ohio Dealers' Association had been communicated with in order to obtain information regarding that organization and the methods employed by it.

The name Eastern States Talking Machine Dealers' Association was suggested, as it is the object of those back of the movement to include the dealers of as many eastern States as possible.

The next meeting of the dealers will be held at the New Grand Hotel, New York, on Wednesday, March 9, the sessions being at 11 o'clock a. m. and 2 p. m. The hotel management has quoted special rates for those dealers attending the meeting, which will be furnished on application. Those dealers who are unable to attend the meetings are requested to communicate with Mr. Storck, temporary chairman of the committee on organization, at Red Bank, N. J., that they may be kept informed by mail of the progress of the work.

The objects of the association are, roughly, to enable dealers through the organization to keep in closer touch with the factories, to promote the exchange of ideas upon advertising, collecting and the handling of stock, and to provide, among other things, for the registry of stolen machines. Judging from the success that has attended the efforts of similar dealers' associations, the new Eastern States Talking Machine Dealers' Association should have a bright future before it, if all the members put their shoulders to the wheel and help to push things along. The dealers, however, must wake up and help Mr.

Storck and the others interested, so that results may be achieved.

UNIVERSAL CO. IN PHILADELPHIA.

The Universal Talking Machine Mfg. Co. on February 7 sent the following notice to the trade: "On and after Friday, February 11, 1910, will you kindly address all communications to the Universal Talking Machine Mfg. Co., Fourth and Race streets, Philadelphia, Pa. Our office and factory will be removed to that city during next week, and after February 14 all goods will be shipped from Philadelphia instead of Newark, N. J."

AMBEROL GRAND OPERA RECORD PRICES.

Regarding the advance in prices of grand opera Amberol records made by Leo Slezak and Blanche Arral, the National Phonograph Co., Orange, N. J., through sales department bulletin No. 43, issued January 29, furnish the appended trade information for dealers:

"We beg to advise that on and after April 1, 1910, the prices on grand opera Amberol records made by Slezak and Blanche Arral will be advanced as follows: Slezak, \$2; Blanche Arral, \$1.50. Also that Marguerite Sylva's records, which begin with the April list, will be \$2. All other grand opera Amberol records listed up to and including the April list will remain as at present, \$1. The foregoing are list prices.

"Your jobber will be pleased to accept and fill such orders as you may see fit to place for records already listed in the grand opera catalog, for shipment prior to April 1, at the present price, subject to special allowance of 3-1-3 per cent. for breakage."

The Montenegro-Riehm Music Co., Edison jobbers, Louisville, Ky., have removed their wholesale business headquarters to 539 Fifth avenue, but are continuing their retail stand at 528 Fourth avenue.



No. 400—CLOSED

EVERY DEALER CAN SELL HARMONICAS WITH THE C-D-C DEVICE

THE HANDSOMEST AND MOST PRACTICAL HARMONICA DISPLAY CABINET EVER DEvised. IT SELLS HARMONICAS

THE C-D-C DEVICE consists of a three-tray cabinet of the best seasoned wood, beautifully finished in a dark mahogany piano polish, and when closed resembles an elaborate jewel case. Owing to its novel arrangement and peculiar construction, it can be thrown open and closed in a moment's time. When the cabinet is open the Harmonica display is exceptionally attractive, exhibiting its entire contents of 38 Harmonicas at one time, and showing the instruments to a great advantage. When closed, the complete Cabinet occupies a minimum of space (10 3/4 inches wide, 9 1/4 inches long, 5 3/4 inches high), being much less than a foot square. Thus, it will be seen what an ideal self-selling proposition this new Collapsible Display Cabinet is. The Cabinet costs you nothing, and besides, you are the gainer by over 50 PER CENT. cash profit on your investment.

The C-D-C Device contains 38 pieces of the very best selling

HOHNER HARMONICAS

Assorted in 16 different styles, all keys, and can be retailed at the following prices:

16 Pieces Assorted Harmonicas, to retail at	25c.	- \$4.00
12 " " " " " "	35c.	- 4.20
10 " " " " " "	50c.	- 5.00

Total retail value, - \$13.20

YOUR INVESTMENT

\$8.75 { Per Cabinet and Harmonica Assortment

YOUR GAIN

Over 50 per cent. cash profit and a superb display cabinet

Our folder illustrates the Cabinet in Colors. Write for a copy now.

M. HOHNER, 475 Broadway, NEW YORK

Mexican Office, 4a Calle de Tacuba, No. 33, Mexico City HARMONICAS

CANADIAN OFFICE, 76 York Street, Toronto ACCORDEONS BLOW-ACCORDEONS



No. 400 OPENED

PRACTICAL SUGGESTIONS AND COMMENTS

PROBLEM OF DISPOSING OF OLD RECORDS.

One of the greatest bugbears of the talking machine jobber and dealer is the danger of overstocking records and the subsequent accumulation of old records which frequently represents a large amount of tied up capital. A western Victor dealer has solved the problem of disposing of old records in the following unique manner, which scheme might be adopted by other dealers: The record numbers on the front of his record bins (in which pieces of cardboard are held in little tin slips, making them very readily removed) are marked on white, blue and red papers. The white paper designates his regular salable stock, but when a number becomes dropped, he takes out the white paper, putting in a blue one. When he considers he is overstocked on a certain record he places a red card in the holder, and offers his employes a small commission on the sale of red records and double as much on the blue label records. It is surprising to see what energy the salesmen will use to work off what is considered undesirable stock. The buyer will come in, pick up a catalog, and ask to hear some of the records, with which he is familiar, when many of these red and blue label records are better and far more musical, and they would be glad to buy them, if the clerks would take the trouble to play them. This dealer states that the red and blue labels have done wonders for him. He has a report put on his desk each morning showing the previous day's record sales, with the reds and blues marked, and his salesmen take great interest in having this list as large as possible.

PROPER SPEED FOR PLAYING.

The Victor Talking Machine Co., in a recent announcement, stated: "The perfect reproduction of Victor records (provided you are using a new needle) is absolutely dependent upon the turntable revolving at the proper speed. Every dealer knows if the speed is slow the pitch is low, while the pitch is high if the turntable revolves too fast. Recent changes in the method of recording necessitate a corresponding change in playing Victor records, and you will therefore obtain the best reproduction by adjusting the Victor to seventy-eight revolutions of the turntable per minute."

PROCESS OF RECORDING SOUND.

James E. Jones, of Sandusky, writes to The World making inquiries anent the modus operandi in transmitting sound to a disc. In this connection we may say that when sound is recorded by a talking machine the vibrations are caught in a bell-mouthed horn and poured through its little end, like water through a funnel, into a round box, the size of a five-cent

box of blacking, filled with air. The outer lid of the box is a diaphragm of mica but 4-1000 of an inch thick, or about the thickness of a sheet of writing paper. Attached to the center of this diaphragm by a dainty dab of cement is a delicately adjusted needle or stylus. When a sound wave is poured through the receiving horn against the cushion of air the diaphragm and the stylus attached to it are caused to vibrate in exact accord with the wave. The vibrations of the stylus are traced upon a plastic disc which revolves at a fixed speed in contact with its point, making an irregular spiral line. When the disc is filled with this spiral record it is called a "master record." It is hardened by a secret process, after which endless copies may be taken from it by another secret process. When one of these copies is placed in a talking machine and the stylus is caused to retrace the spirals, it vibrates exactly the same number of times per second as it did in making the lines. These vibrations are communicated through the diaphragm to the air cushion, thus repeating the sounds which were poured into the horn. Why? Well, some day after they have learned a great deal more about acoustics than any one now knows, perhaps the talking machine experts may find out. Meanwhile the greatly enlarged photograph of a small section of a talking machine record printed herewith by courtesy of



the Victor Talking Machine Co. shows all that the inexperienced eye can hope to see of the mysterious tracings, may be found interesting. Those simple lines happen to be a photograph of a song by Melba. If the record were placed in a talking machine it would become the song itself in the living voice of the prima-donna.

MAKING AN AEOLIAN HARP.

In answer to a correspondent who asks how to make an Aeolian harp that will play in the wind we may say that the accepted plan is as follows: "An Aeolian harp should be made to fit into a window so that the sash may be adjusted to cause a strong breeze across the strings of the instrument. Make the box of thin dry

pine, the top piece or sounding board of extra clear stuff, about three-sixteenths of an inch thick. Sides and bottom can be one-quarter of an inch; length two inches shorter than the width of your window; width ten inches; depth two and one-half inches. The ends should be of hard wood, and thick enough at one end to hold the eyes or studs for fastening the wires or catgut strings. At the other end the wood should be thick enough to hold a set of violin keys, if you use catgut; or iron piano pins, if you use wire, which should be steel. Two bridges of hard wood are glued diagonally across each end, for the strings to rest on. If steel wire is used, a round wire should be inserted on each bridge, so that the sounding wires will not cut the wood. The tuning should be harmonic, or, say, thirds, fifths, and octaves. Make about four holes in the sound board, one inch in diameter under the strings."

WHAT GOLD MOULDED MEANS.

Discussing this subject the editor of the New Phonogram made this statement in answer to an inquiry: "The phrase 'Gold Moulded' grew out of the use of gold in making the original moulds from which our records are now made. By a special vacuum process, pure gold is deposited on the wax masters, the process being similar to electroplating, the difference being that the gold passes through the air and is deposited electrically on the wax master, while in electroplating the copper is deposited electrically through a solution. A brass mould is afterward cast around the wax master with its coating of gold, the gold becoming a part of the mould and the wax master being removed. In this way, the gold forms the lining for the moulds. Therefore, the name."

TRUE PRODUCTION OF TONE.

X. Y. Z., Hoboken, Asks—"Am I getting the true reproduction from my cylinder machine? How can I tell at what speed the mandrel should run to get the same effect as when the record was made?"

Place a small piece of wax at end of the mandrel. If you cannot see this wax distinctly stick a small piece of white paper on to it. Then set your machine going and when you have speeded it so as to count the piece of wax make 40 revolutions in 15 seconds you have found the speed to get the best results.

GENERAL BUSINESS STEADY.

Record Demand Strong—Cabinet Machines Still Have the Call—Victor Co. Plant Trying to Catch Up with Orders—Other Reports.

Business is moving along steadily, and a slight improvement is noticeable. The demand for records continues in full force, the majority of the orders being for the high price lines. The same is also true of the Victrola, Grafonola and Amberola cabinets. Dealers advise the manufacturers of the latter goods that a splendid trade may be expected for them for months to come. So far as the Victrola is concerned the factory has not been able to catch up on back orders, and it now looks as if the Victor Talking Machine Co. will be obliged to make another substantial addition to their cabinet-making plant if they expect to keep within gun-shot of the demand for the best seller which has ever appeared in the talking machine field.

The Columbia Phonograph Co., general, in speaking of the situation, said: "Business with us is in a very satisfactory condition. Our plant is running capacity, and the demand for our best grade records and highest price machines is active. We expect a splendid trade in all parts of the country, judging from advices from our exclusive jobbers and dealers."

National Phonograph Co. said: "There is no abatement in the demand for goods. We are swamped with orders for the Amberola and Amberol records. The Slezak records are making a high mark on sales, and the trade write us they are great sellers."

The New York Talking Machine Co.: "We have no complaint to make of trade."

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

BIRD'S-EYE VIEW OF THE VICTOR PLANT.

Readers of The World Can Get an Excellent Idea from the Picture Herewith Presented of the Magnificent Manufacturing Headquarters of the Victor Talking Machine Co., Camden, N. J.—Among the Best Equipped Plants in Any Industry in the World.

To one who has never had the opportunity of visiting the manufacturing headquarters of the Victor Talking Machine Co., in Camden, N. J., no simple description in cold type can give an adequate idea of the immensity of the plant—of the number of buildings, large and small, extending over several city blocks, required to house the various departments, making up this great industry.

We are able to print, however, in this issue of The World, the latest bird's-eye view of the Vic-

tor plant, together with all the buildings being grouped together in the picture—although in reality the structures number 10 and 12 in the picture, are actually two blocks from the rest of the buildings.



tor plant, together with all the buildings being grouped together in the picture—although in reality the structures number 10 and 12 in the picture, are actually two blocks from the rest of the buildings.

These illustrations demonstrate impressively the tremendous growth of the Victor business in recent years when we consider that the little picture on the upper left hand corner gives a view of the first factory shown in connection with the present plant.

There are perhaps few businesses in the world that parallel the growth of the Victor institution.

It has developed by the production of values that appeal to the great music-loving public of the United States and by an energetic organization of able men who are alert in the production of new ideas and such improvements as keep their product ever to the front.

The various departments of the factories are indicated by numbers and are as follows: 1. Machine factory; 2. Machine factory; 3. Power plant (4,000 horse-power); 4. Record factory; 5. First and second floors—executive offices; third and

fourth floors—recording laboratory; 6. Storage building; 7. Window display and printing departments; 8. Cabinet factory No. 1; 9. Lumber dry kilns; 10. Warehouse and shipping department; 11. Assembling department; 12. Cabinet factory No. 2; 13-13. Lumber yards; 14-15. Record Material storage department; 16-16. Coal yards and docks; 17. Cabinet factory heating plant; 18. Supply tank for automatic sprinkler system; height, 16 ft. (tank capacity 100,000 gallons); 19. Experimental laboratory; 20. Victor Lunch Club; 21. Veneer warehouse; 22. Lumber dry kilns.

TRADE NEWS FROM CINCINNATI.

Business Opens Well—Meeting of the Ohio Talking Machine Dealers' Association—Nichols' Good Columbia Trade—Joseph Krolage's Close Call—New Victor Record Catalog Pleases—Grand Opera Helps Sales of High Class Records—Milner Publicity.

(Special to The Talking Machine World.)

Cincinnati, Feb. 3, 1910.

The reports of the dealers and jobbers for January indicate that business was unusually good, particularly in the high-class goods, which seems to have the call. The greater part of the month's business developed after January 15, which is due to the buyers of Christmas goods wanting new records. Collections are reported to be uniformly good.

The Ohio Talking Machine Men's Association had a called meeting at Columbus yesterday and one of Cincinnati's representatives was Jacob Salm, of 538 Main street. This city was shy on delegates, which fact was noticed at the convention. There were the usual number of good talks on how to increase the sales of talking machines and what to do to bring it into more prominence.

Manager S. H. Nichols, of the local store of the Columbia Phonograph Co., reports a very satisfactory trade for January; in fact, it has kept pace with the increased business shown in previous months, and considering the large quantity of goods which could not be shipped on account of shortage of stock, it showed a very material increase over January of 1909. Grafonolas,

high grade disc and four-minute cylinder graphophones, Fonotopia and four-minute indestructible records have had a large sale. February promises to show the same increase and prospects for the future of Columbia products are brighter than ever. E. D. Easton, president of the Columbia Phonograph Co., paid a visit to the Cincinnati store on his return trip to New York from a tour of inspection of the offices and reported increased business all along the line.

Manager Joseph Krolage, of the J. C. Groene Co.'s talking machine department, had a close call from death last week. On Sunday he was operated upon for appendicitis which gave him instant relief and he is now reported to be on the road to recovery. For many months Mr. Krolage has been ailing in health and it was only a week ago that he realized the nature of his condition. He is in a private hospital on Walnut Hills. It will be four or six weeks before he will be able to return to his desk. The Groene Co. had a fairly good month in its talking machine department, the patronage being evenly distributed.

J. E. Poorman, Jr., 639 Main street, yesterday stated the trade conditions were most encouraging, particularly in Zonophones.

John Arnold, 507 Elm street, expresses himself as being well pleased with the new Victor record catalog, which he believes will materially aid in the sales of his house. He had a big demand for Edison Amberola machines and said the Edison grand opera Amberola records were much in demand last month.

The Wurlitzer Co. report a very satisfactory business during January. The various musical

affairs given and the grand opera company which has visited Cincinnati stimulated the interest of the public in the better class records, and as a result Victrolas have been sold, which can be traced directly to this cause. A feeling of optimism prevails among the dealers in this section. They have had a very satisfactory winter business and prospects look very bright. The Rudolph Wurlitzer Co. have taken advantage of the Victor window displays, and in connection with these shows have used newspaper advertising very liberally, which has resulted in big sales on Maud Powell grand opera and Harry Lauder records. The wholesale trade is improving wonderfully. Dealers are buying Victrolas who have not been purchasing machines or records for many months. This is satisfactory business to the dealer, as the Victrola proposition is a very simple one, requiring only one sample, and a good selection of Red Seal records. As the result of the increased business, the Rudolph Wurlitzer Co. were forced to put on two additional order clerks in their wholesale department. Mr. Sigman has been bringing in some big orders and established some very satisfactory accounts during the last 30 days.

The Milner Musical Co. have adopted a plan of publishing a sheet, known as the "Milner Victor Comment," which Manager Timmerman claims has been of great aid to his business. He believes it has been responsible for a material increase in last month's sales. Besides causing the resurrection of some old customers it keeps the new ones interested. All are requested to bring their notices along and it has been found that the instructions are followed. The Milner people are anxiously awaiting the arrival of six Amberolas and expect to sell these within three days after their reaching the store. The company anticipate a splendid business for February.

THINGS ARE BRIGHTER NOW

Says General Manager Williams in Discussing Business Conditions—Some Early Red Seal History—How Up-State Dealers Are Sometimes Out-Generaled.

In commenting on current trade, G. T. Williams, general manager of the New York Talking Machine Co., 83 Chambers street, New York, said: "Of course, during January, in common with other houses, there was a slump in business. But things are much brighter now, and we are looking forward to a brisk spring business. We are not getting all the goods we want from the factory. They are still behind on Victrolas.

"Speaking of Victrolas reminds me that our company were the first to introduce Red Seal records to the dealers in New York State. Of course, this was in their early history, but I can well remember, after we had induced the dealers to take hold of them and they were scoring a big success, that the distributors, who had steadily side-stepped—were timid about carrying them in stock—complained to the factory we were invading their territory, etc. It seems like a joke now, but is an actual fact. At present they all carry strong lines of Red Seals.

"Another proposition the up-State dealers seem unequal to, and that is the Victor Auxetophone. These machines occupy a peculiar field, but they are all right if properly handled. For instance, they were outgeneraled by a clever dealer of New York city in selling Auxetophones to the leading hotels, to be used in connection with an orchestra. They overlooked the chance—lost the opportunity; for the New York dealer, who is well known, slipped in and sold machines to hotels in Albany, Utica and other cities. It is a good line if handled right."

Geo. W. Lyle, general manager of the Columbia Phonograph Co., went to Chicago Monday for the greater part of the week on special business. Before starting he expressed his satisfaction with Columbia conditions; in fact, was decidedly pleased with the outlook and was confident spring trade would be strong and active.

NATIVE COLUMBIAN RECORDS.

Some Splendid Numbers to be Issued by the Columbia Co. for Dealers in the United States of Columbia—Made by Leading Musicians in That Country.

The first and only set of native Columbia records have been made by the Columbia Phonograph Co., general, and are for sale only by dealers in the United States of Columbia, S. A. They are reproductions by the best known artists



DANIEL URIBI.



LOUIS URIBI.

reproductions of native talent in either Chili, Peru or Bolivia, where Indians have heretofore been employed for this purpose, and consequently the work is considered more or less crude or harsh as compared with what has been accomplished in this instance. As an officer of the company remarked, "These records show the high development music has reached among the Columbian people. They are double disc, as all records going to that part of the world must be to meet trade conditions."



SAMUEL URIBI.

from that country and were recorded at the laboratory of the Columbia Co. in New York. The principal, if not the majority, of these records are the work of Uribe Brothers.

What lends particular interest to these records is that one of the Uribe Brothers was selected by the Columbia Government to be sent to Europe and educated in the famous conservatories at public expense. It is this fact that makes the records in question superior in a musical sense; in fact, the Columbia Co. say, far better than

A GLIMPSE OF THE RENO TRADE.

Nevada's Metropolis a Lively Town—Many Talkers Used in Public Houses—General Business Excellent—What the Emporium of Music Is Doing.

(Special to The Talking Machine World.)

Reno, Nevada, Feb. 6, 1910.

New Yorkers who visit this town are often surprised to find an activity in the way of gambling and gorgeous saloons that would throw their Great White Way in the shade. The streets of Reno are like day with their thousands of electric lights, and saloons are fitted up gorgeously. Talking machines are greatly in favor in these establishments, and in two places two shifts of men are paid \$30 a week each to keep expensive Victor talking machines going day and night.

To give an idea of the amount of playing done I learned from a local dealer that upward of 10,000 needles have been used in one establishment inside of five weeks. These machines are run continuously day and night, and the records are not merely popular music, but the very finest and expensive Red Seal records are used. For instance, one hears the Caruso records, the Quartet from Rigoletto, the Sextet from Lucia, and every new record of any importance is added to the list.

Business generally in Reno is excellent, and the Emporium of Music in the Masonic Temple is doing a big business in Victor talking machines and Edison phonographs.

Arthur L. Holgate, who has charge of the talking machine department, has just sold the first new Victrola No. XII. and a fine selection of records to a large mining operator whose mines are located at National, Nevada. Mr. Holgate is pleased at this sale, as he feels confident that being placed in such a far-away mining camp as the National—150 miles off the railroad—it will mean not merely more sales in that locality, but shows that the best grade of instruments and music is just as well appreciated in mining camps as in a great city like New York.

This concern has also sold the first Amberola received in this city to the owner of a large meat concern in Reno. The Emporium of Music is very enthusiastic about the future of the talking machine business in this section.

I.C.S. SYSTEM PRAISED IN COLLIER'S.

Prominent Weekly Assigns Editor to Cover Work of Well-Known Institution and Pays Great Tribute to Their Methods and Results.

A great tribute was recently paid the work of the International Correspondence Schools at Scranton, Pa., in a very unusual way. It seems that a writer in Collier's, in the course of an article, had reflected on the integrity as well as upon the actual value of the International Correspondence Schools.

When the matter was brought to the attention of Collier's they at once assigned Mark Sullivan, one of the editors of that magazine, to make a thorough investigation of the methods and accomplishments of the International Correspondence Schools. As a result there appeared recently in Collier's an extended article in which Mr. Sullivan stated that, "Based upon personal investigation the International Correspondence Schools do teach successfully the subjects they undertake. No one can conclude such an examination without the conviction that this institution is a real force in American civilization."

In this article he goes into details in presenting the splendid work accomplished by the International Correspondence Schools and states unequivocally that "The probability of success is greater in the course of International Correspondence Schools of Scranton, Pa., because their courses are largely connected with the occupations of students."

This action of Collier's in setting this matter right was a highly honorable course. Meanwhile, the conclusions arrived at by Mr. Sullivan are those of other men eminent in all walks of life in this country. They have realized that for the busy man desirous of advancing himself there is no better avenue of progress than a course in any desired subject through the International Correspondence Schools.

There is no kind of work that can fail to make you a better and more successful man if you work at it honestly and loyally.

Never give out while there is hope, but hope not beyond reason; for that shows more desire than judgment.

THE BLACKMAN SPECIALTIES.

Folding Record Trays and Place Record Brushes Increasing in Demand—Improvements in the Brushes Announced.

The Blackman Talking Machine Co. report a strong and constantly increasing demand for their folding record trays for cylinder records, which are covered by broad patents, and for the Place automatic record brushes for Edison phonographs and Victor talking machines. The trays, which come in sizes to hold from two to six records each, prove an almost invaluable aid to the dealer in keeping his stock in first-class order, with every record readily accessible. They are generally used together with the Rapke label, and may be placed on ordinary shelving or in the wire racks made to fit them by the Syracuse Wire Works.

Talking machine owners who use the Place automatic record brush are not long in realizing the value of the brushes in removing dust and other foreign substances from the grooves and thereby permitting of a perfect reproduction, besides lengthening the life of the record.

Several improvements are announced in the different forms of brushes. Brush No. 3 for Edison machines will be so constructed in the future that it may be used on either the Fireside or Gem models, while No. 10, for Victor machines, will also be greatly improved. Those not already acquainted with the two Blackman specialties mentioned will find it to their interests to investigate.

James H. Barney, Jr., & Co., the well-known piano dealers of Newport, R. I., who recently moved into a larger building in that city, are giving their talking machine department especial prominence. They have five large demonstration rooms at the rear of the main floor, and use more than half their floor space for displaying phonographs. In their recital hall on the second floor talking machine concerts are given this week.

The talking machine will play a prominent part in the ten day tuberculosis "rally" to be held in the North Side of Milwaukee, Wis., under the auspices of the Wisconsin Tuberculosis Association.

OPERA HELPS SALES IN MEMPHIS.

High Priced Machines and Records in Great Demand—O. K. Houck Co.'s Educational Campaign—Many Noted Visitors—Enlarging O. K. Houck Talker Department—A. L. Owen in Cheery Mood Regarding Trade Prospects—Other Happenings of Interest.

(Special to The Talking Machine World.)

Memphis, Tenn., Feb. 9, 1910.

The talking machine trade in Memphis and vicinity has been decidedly brisk for the past month. A number of recent musical events of more than usual importance have greatly stimulated a taste for the best music and the dealers find themselves disposing of a greater number of grand opera selections now than ever before.

A fine concert recently given by the Memphis Symphony Orchestra was well attended, and this concert was immediately followed by the Lambardi Grand Opera Co., who played an engagement at the Lyceum Theater.

On Saturday, February 5, the great pianist, Lhevinne, gave a recital at the Goodwyn Institute under the direction of the O. K. Houck Piano Co., enjoying one of the largest audiences of the season.

There are also elaborate plans being made for a great musical festival to be held in this city some time in May, and the dealers are congratulating themselves on the numerous opportunities to exploit the best machines and records.

A number of Victrolas, Amberolas and other high priced machines, together with a large number of the best records, were disposed of during these concerts, and their good influence is still being felt in the trade.

One of the most elaborate and successful educational campaigns ever conducted by a talking machine house in the South has recently been concluded by the O. K. Houck Piano Co., of this city, after running for two weeks, or during the engagement of the Lambardi Opera Company in Memphis.

The Houck Co. announced through the medium of the daily papers and circulars the fact that in order to better acquaint the prospective opera-goers with the musical and dramatic features of the operas to be produced by the Lambardi Company they would give talking machine concerts twice daily in the parlors of their store, at which the music of the operas would be played on the Victor Auxetophone and Victor Victrolas and the entire work explained by a competent speaker. At the concerts a series of seven booklets were distributed, one devoted to each of the operas produced by the Lambardi Company and including "Aida," "Madam Butterfly," "Lucia," "La Gioconda," "Cavalleria Rusticana," "Pagliacci" and "Il Trovatore."

The Lyceum Theater management and the heads of the Lambardi Company were so impressed with the progressive spirit shown by the Houck Co. that they jointly contributed a goodly sum of money toward the printing and mailing of over 3,000 circulars, and consented to the distribution at the theater of 1,000 copies of the various booklets of the operas. A feature of the booklets was the numbers of the Victor records bearing the various portions of the operas for the convenience of talking machine owners.

On the whole the originality and progressiveness of the Houck Co. caused quite a stir in local musical circles and the company, who kept a record of the numbers attending the concerts, the names of the prospects received and the volume of sales made as a direct result of their efforts during the fortnight of the opera, state that in every way the plan succeeded far beyond their expectations.

The Houck Co. believe that other jobbers located in cities to be visited by the Lambardi Grand Opera Company will find it profitable to emulate their example and declare themselves willing to acquaint interested jobbers with the details of the plan and also to supply the booklets mentioned in any quantity at short notice, as the forms have been kept standing.

On account of the immense increase in their wholesale business, the O. K. Houck Piano Co. have found it necessary to remodel and enlarge their entire wholesale talking machine section. This company are urging their dealers to make use of their excellent facilities for keeping after prospects, and they are meeting with well-deserved success, new names constantly being sent in by different dealers, to be added to their prospective lists, and the "Ginger letters," which are mailed to prospects at regular intervals, bring good results.

A. L. Owen, manager of the talking machine section of the O. K. Houck Piano Co., anticipates one of the best Februarys they have ever had, as the month has started off exceedingly well, they having "lined up" a number of new and progressive dealers. Mr. Owen leaves shortly for a trip through Mississippi in order to call on some of the larger dealers in that State. O. C. Stegmair, the O. K. Houck Piano Co.'s former road man, has been appointed manager of the retail department of the same firm, and, with his wide experience, will no doubt be able to show quite an increase in this end of their business in the next few months. His successor on the road has not yet been chosen. D. C. Da-Shiell, formerly connected with the Rudolph-Wurlitzer Co., has accepted a position in the retail department of the O. K. Houck Piano Co.

F. R. Stratton, Edison and Victor dealer of Brownsville, Tenn.; J. R. Phillips, Edison dealer of Tupelo, Miss.; R. E. Fletcher, Victor dealer at Osceola, Ark.; C. D. Mitchell, of C. D. Mitchell & Co., Victor dealers at Pontotoc, Miss., and Mrs. C. Hammer, of Portia, Ark., called on the O. K. Houck Piano Co. in the last few weeks and expressed themselves as looking forward to a big business in the talker line in the month to come.

Frank E. Gage, the Tennessee and Kentucky representative of the National Phonograph Co., has been heard from in the shape of some very fine orders, and all indications point to a Mem-

phis visit from the above gentleman in the near future. Mr. Gage is very popular with the Southern trade, and everyone is glad to hear of him again being in the field.

Dan Wilber, of the Regina Co., was a recent trade visitor, and left with a nice order signed by their Memphis representative, the O. K. Houck Piano Co.

It is unofficially announced that the talking machine department of the E. E. Forbes Piano Co. has been discontinued in Memphis, their stock being moved to the head office in Birmingham, Ala.

Union J. Chambers has opened a talking machine store at 255 South Main street.

BARKLOW AGAIN IN HARNESS.

B. K. Barklow, of the selling staff of the National Phonograph Co., Orange, N. J., who has been in the Adirondack Mountains for several weeks for his health, returned to his post of duty Monday. As no one ever suspected Mr. Barklow was other than the embodiment of vigorous health, this will be news to his large circle of friends. At any rate, he is now sound as a new minted dollar and is "on the trail" again taking in orders for Edison goods with his usual facility.

TO ENCOURAGE LANGUAGE STUDY.

The Gaelophone Co., New Haven, Conn., have incorporated with capital of \$25,000, to encourage the study of languages by means of phonographic and correspondence instruction. Incorporators: Louis T. Ready, Charles J. Shaughnessy and David J. McCoy, all of New Haven.

Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., was in New York one day last week, and dropped in on several of the Victor distributors. He received a hearty welcome.

EDISON JOBBERS

VICTOR DISTRIBUTORS

O. K. Houck Piano Co.

ESTABLISHED 1883

103-105 South Main Street

MEMPHIS, TENN.

Southern Jobbers Offering Dealers

THE LARGEST STOCK AND THE BEST SERVICE

400 Machines

100,000 Records

Quick Complete Shipments.

Also every conceivable accessory, including automatic brushes, chip brushes, oil, oil cans, "Tiz-it" connections, folding boxes, horns, tone controllers, etc.

All of this stock is so arranged that your order can be filled on a moment's notice and filled complete.

We are just going to press with a new catalogue of accessories, showing wholesale and retail prices of same. This catalogue is something every dealer ought to have.

You can't afford to carry all the accessories in stock, but you can always get them on a moment's notice from us.

Just drop us a post card to-day and tell us to mail you our accessory catalogue No. 3.

If you mail us an order to-day it will reach us in the morning and go through this process—first, acknowledged, then copied on our House Order Blank, which is immediately sent to our stock rooms and the goods gotten ready to be packed.

They are packed by our own packers and hauled by our own automobile truck and delivery wagons to the freight or express office.

We ship every order complete and ship it the same day the order is received.

This is the kind of service you need—why not "sample" it:

Sign a Contract with Us.

When you request our new accessory catalogue, tell us to send you Dealers' Agreement for your signature, so that any rush order you send us can be filled without any unnecessary delay.

Write Us To-day—Write Us NOW.

TRADE NEWS FROM CLEVELAND.

Talking Machine as a Curative— Gaumont Chronophone Co. in Trouble—Edison Business Phonograph Co.'s New Quarters—Roberts Progress—Probeck's Co.'s Big Columbia Business—Buescher Remodeling Store—Leading Dealers All Report Encouraging Conditions—News of the Month.

(Special to The Talking Machine World.)

Cleveland, O., Feb. 8, 1910.

While the dealers are not as optimistic as they might be, perhaps by force of habit, trade generally in the talking machine line is good and will compare favorably with that in other lines of trade. Sales of machines, aggregating large numbers, are a matter of everyday experience with most of the dealers, and generally they are of the higher priced ones, while the sales of records is constant and continually increasing. The efforts of the manufacturers, through their campaign of extensive advertising, is attracting attention and creating a demand, and the retail dealers are reaping a substantial benefit, which will continuously increase.

Since the invention of the talking machine its value has been utilized in many directions. The superintendent of the Cleveland State Hospital is confirmed in the belief that music subdues insanity and has a beneficial effect upon a deranged intellect. He has installed several phonographs and pianos in the hospital and the music treatment is being given daily, especially in the wards where patients display symptoms of violence.

"I do not assert," said the superintendent, "that a permanent cure can be wrought by a musical treatment, but there are few cases of insanity that are not favorably affected by music."

Physicians at the Massillon Asylum recently put a phonograph into a room where sixty demented women were all talking incoherently and screaming. Silence followed the beginning of the music, and there was not a sound from any of the insane so long as the machine was played. It is not improbable that the soothing vibrations of a record may in time restore a disturbed brain to its normal conditions.

C. S. Bourgeois, formerly with the Columbia Co., now of the Auto Sales Co., has become a full-fledged automobilist and is an enthusiast in the business.

Oliver Jones, of the Victor Co., on his way East from Chicago, stopped over a couple of days the first of the month, calling on the dealers here.

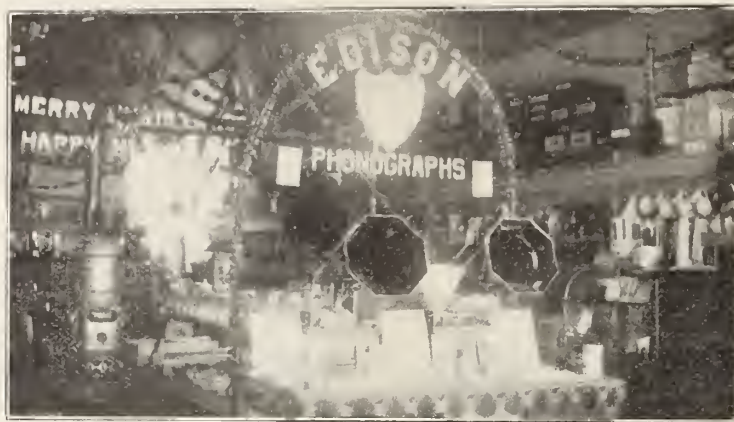
The Gaumont Chronophone Co., which was launched in this city two years ago by Max Faetkenhaner, for the purpose of exploiting the invention of L. Gaumont, of Paris, the mechanism of which is made to synchronize the talking machine with the films of moving pictures, has failed. Suit has been commenced in the Court of Common Pleas, in this county, by the Leonard-Bundy Electric Co., asking for judgment on the unpaid subscriptions to the local company, made by L. Gaumont, L. Gaumont & Co. and the Societe des Etablissements Gaumont, for the sum of \$100,000, and by Nathan F. and A. F. Leopold, of Chicago, for \$1,250, or so much of the amounts as may be found necessary to pay the debts of the Gaumont Chronophone Co.

The company opened offices and a factory for manufacturing, but before getting fairly started closed down. Several exhibitions were given, but both the pictures and records were of foreign production and did not appeal to the public. The company then attempted to make their own films, but did not succeed and finally retired from business altogether.

J. Herbert Roach, general manager of the local Edison Business Phonograph Co., has moved from Ninth street to 309 the Park Building, a central location, facing the public square. He says the outlook for business in 1910 is of the most encouraging character.

"We have been having a steady cold spell of weather," said Audley V. Biesinger, of the W. J.

AN IOWA DEALER'S HOLIDAY DISPLAY OF EDISON PHONOGRAPHS.



A view taken of C. F. Brobeil's store, in Lytton, Iowa, during the Christmas holidays, shows a pretty and effective arrangement of stock. While Mr. Brobeil, who is spoken of as a hustler, handles the Edison line exclusively, he also car-

ries general merchandise, but the phonographs were given prominence in the general display, that is both novel and pretty. The World is indebted to the Edison Phonograph Monthly for the illustration.

Roberts, Jr., Co., "which has kept music lovers in the house, and, playing over their selections, found they needed new ones, and consequently our business is, and has been, good right along. Sales of machines has been just fair. People express themselves highly pleased with our demonstrating rooms, as they are free from disturbance while making selections. Our booklet, 'What this Victor Store Means to You,' is in active demand and doing good missionary work. Red Seal records are growing in popularity, and the new Lauder records are selling well. Our repair department is kept quite busy, which we make a feature of our business." The company have arranged a beautiful special home-made Lauder window, using for the floor same color of cloth as the record label, with records placed here and there, a framed picture of Lauder forming the background.

Mr. Probeck, of the G. J. Probeck Co., says the Columbia records are so popular that people are bound to have them. Their store was burglariously entered a few nights ago, and but for the interference of the watchman the thieves would have got away with a choice assortment of records.

A. W. Robertson, of the Probeck Co., said business was fairly good. "The Grafonola and the four-minute Columbia indestructible records," he said, "are the two articles that have attracted most attention during the past month. We made quite a few sales and inquiries have been numerous. The Columbia double disc and the regular two-minute indestructible records are still gaining in popularity, and we are adding many new names to an already long list of customers. Inquiries for grand opera records are numerous and we are making sales of large numbers, both of the Fonotipia and Symphony series. The general outlook is good and the new line of graphophones recently catalogued will be the means of attracting considerable business during the year."

W. H. Buescher & Sons have been busy night and day for the past ten days waiting on customers and at the same time remodeling their store. They have divided the floor space into three apartments. The first is the reception and display room, which has been fitted up with new mahogany encased shelving and practically doubling the record capacity. A new show window, new frescoing and gilding, makes it unusually attractive. The two rear demonstration rooms have been elaborately decorated, one of them in oriental style, with Turkish rugs, divans and easy chairs, the other plainer, in mahogany and whitewood finish, with furnishings to correspond, in either of which customers will be comfortably entertained. The company now handle Victor goods exclusively, and Mr. Buescher said business during January and up to date had been fine and was increasing from day to day.

Mr. Friedlander, of the Bailey Co., said the volume of their business in January was a large

increase over that of a year ago, and was keeping up in a very satisfactory manner. "Victrolas and the combination Edison machines with Cygnet horns," he said, "are popular and selling well. We are having a fine trade in Red Seal records, and the demand for the new Lauder records has been such that I have sent in two renewal orders already. We are also making sales of large numbers of the foreign Zonophone records, which are highly praised by purchasers." "We are having a fine trade," said Mr. Robbins, of B. L. Robbins & Co., "in both Victor and Edison machines and records, and business is good. If it keeps up the way it has started since the first of this month we will do a bigger business than we did in December."

Considering conditions, trade was reported exceedingly good in January by the Eclipse Musical Co. "Our business being an index to the retail trade," said Mr. Towell, "the talking machine dealers are doing very well. Quite a large number of machines have been sold during the month, and demand for records is above the average."

Miss Elsie M. Wicks, in charge of the talking machine department of Charles I. Davis, said she was pleased with the increasing trade since their opening, and that the past month's business, in both machines and records, had been fine. She said the demand for records was exceptionally good and daily increasing. Both the Victor and Edison goods are handled by Mr. Davis.

Melville J. Gideon, the successful composer of popular songs, recently engaged to write for Charles I. Davis, publisher, 416-418 Euclid avenue, occupies a suite of rooms on the fourth floor of the building.

Collister & Sayle report business seasonably active for Victor goods, in both the retail and wholesale departments. "There is not so much demand for machines," said Manager Dorn, "but our record trade is fine. The new Lauder records are in big demand. They are a decided improvement over the old ones, and at once appeal to customers, many of whom have the old and are buying the new ones. Prospects of a good year's business are very encouraging."

C. F. Foote, manager of the talking machine department of the Goodman Piano Co., is highly pleased with the substantial gain in trade. "We are meeting with good success in this department," he said. "During the past two months we sold a number of Victrolas and Amberolas, as well as many of the cheaper machines, and we are enjoying a splendid, growing record trade. I am pleased with present conditions and prospects."

Arthur L. Parsons, now in charge of the Victor and Edison Talking Machine Store in the Taylor Arcade, reports business fairly good and prospects flattering.

John Risling is doing a fine business in Columbia goods and his patronage, especially in foreign records, is increasing from month to month. The other talking machine stores are all doing an active business.

TRADE IN SOUTHERN CALIFORNIA.

Best Holiday Trade on Record and Business Keeps Up During January—Aviation Meet Helps Trade—Sherman, Clay & Co.'s Excellent Victor Business—Demand for Lauder Records Heavy—Southern California Music Co.'s Edison Trade Booming—Fine Talking Machine Department Arranged for in New Birkel Building—Columbia Grafonolas Very Popular—What the Other Jobbers and Dealers Are Selling.

(Special to The Talking Machine World.)
Los Angeles, Cal., Feb. 3, 1910.

The holiday trade throughout this section has been the best ever. Dealers everywhere were gratified. Pleasant weather, which Southern California is famous for, prevailed as usual, thereby helping conditions. The meet of world's aviators during the earlier part of this month served to attract many out-of-town customers to Los Angeles. Trade has seen an exceptionally busy January, although the latter part of the month is quiet. The local jobbers have been very successful in supplying their dealers during the heavy demand for goods.

Sherman, Clay & Co., Victor jobbers, are enjoying a splendid trade in Victrolas and Victors, the demand for lower-priced machines having been less compared with that of previous years. The appearance of Harry Lauder, "the great Scot," at a local theater has caused an exceptional demand for his records, until the entire list has been exhausted with the jobber as well as the retailer. The remade Lauder records are not as yet in stock, but promise to have a great sale when received. Chas. S. Ruggles, manager of the local house, is anxiously waiting the arrival of a carload of Victor machines, which will replenish their stock, which suffered much during the holiday buzz. Mr. Ruggles is the proud father of Chas. Ruggles, Jr., the young actor who has achieved much success at a local playhouse.

Andrew G. McCarthy, general manager of Sherman, Clay & Co.'s small goods and talking machine business, paid a short visit to Southern California, when he witnessed the flight of the man-birds and attended to affairs of business. His reports of trade conditions with which he has met are most pleasant.

The Southern California Music Co.'s holiday trade surpasses that of any previous year. The demand for Edison goods has greatly increased over the same period of a year ago. A shipment of the new Amberolas has been received and delivered to the dealers, although the number did not cover but a very small part of the advance orders. A larger shipment is due to arrive at an early date, when it is expected all orders can be filled. Harry Lauder records have been selling very rapidly as a result of his local appearance. Edison grand opera Amberol records, of which the first list appeared recently, have been having much success, as have the Amberol Mexican records. The Hawaiian records just received promise to hold a prominent place in the foreign catalog. C. H. Rundel has returned from a trip during which he visited several of the dealers in the country south of Los Angeles county. Very successful reports, together with many orders for Edison goods, are received from W. J. Reynard, who is now traveling through California.

The Geo. J. Birkel Music Co. have just announced their intention to erect a handsome new six-story home on Broadway, between Fourth and Fifth streets. Mr. Geissler, in speaking of the new building, says his company intend to make their talking machine department as complete as money and brains can. The fourth floor, a space 40 x 50 feet, will be devoted to the Victor and Edison sales department, and will comprise ten record salesrooms, one Victrola room, one moderate-priced machine salesroom, and a smaller room for lower-priced goods. An entirely new principle has been adopted in the way of soundproof glass partitions, which can be removed to allow space for the concert room, which is designed to seat 200 people and which will be used

for weekly Victor recitals, which have been a great success with the Birkel Co. for several years past. The size of the recital hall is to be 40 x 50. Many other new conveniences for handling trade are planned, such as a system of ventilation for demonstrating rooms. One of the most important features of the new store will be the Broadway show windows, which are to be the largest of any music house in the West, and will occupy a space 30 feet deep and 40 feet wide, making the front entrance 30 feet from the sidewalk.

The Angelus Talking Machine Co., exclusive Edison dealers, have just completed a series of improvements in the way of additions to their stock capacity and two soundproof demonstrating rooms, which are ventilated from the basement of the building. They are doing a splendid business with Amberolas and Cygnet horn Edisons.

The Columbia Phonograph Co. have been pressed with orders for the Grafonola Regent, of which they have received a first shipment. Many orders have been taken by local retail dealers, who are unable to supply the trade, and prospects of the success of the new table machine are very prominent. W. S. Gray, Pacific Coast manager for the Columbia Co., visited Southern California on business and pleasure, and had an opportunity to witness the aerial flights during his stay. He has met with success for the Grafonola in every direction.

The Fitzgerald Music Co. have seen a splendid holiday trade. Irving Andrews, manager of the talking machine department, says he has worked hard during the holiday trade in the talking machine line, but never as hard as during the season just closed. Miss Irene G. Johnstone, of Hamilton, Ontario, recently joined their department and is making some good sales in Victors.

The Wiley B. Allen Co. had a big demand for XVI. Victrolas, and are now adding more space for the record stock, which is to be enlarged.

The Smith Music Co., 407 West Seventh street, have added a talking machine department of several rooms.

San Diego is much in evidence with orders for talking machines and records. The Wiley B. Allen Co.'s branch, under the management of W. R. Carlton, has recently placed a large order for Edison Amberolas and Cygnet horn machines. Their stock embraces a full line of Edison, Victor and Columbia disc machines and records, and is under the care of Miss Roby and Miss Treadway.

The San Diego branch of the Southern California Music Co. have been completing alterations in their talking machine department, which is now in charge of Geo. H. Stapp. Business has increased considerably, especially with the Mexican trade, which employs the services of Sig. Luis M. Amador, who recently took charge of this branch of trade.

Geo. P. McKay, of Oceanside, Cal., is now in his new store, where he has much greater space. He has sent an attractive calendar, with an Edison ad., to his customers.

O. P. Swem, at Escondido, enjoys the distinction of selling one of the first Amberolas on the Coast, and has a number of prospective customers to whom he intends to sell similar instruments.

COLUMBIA CO. BRANCH TO MOVE.

(Special to The Talking Machine World.)
Wilmington, Del., Feb. 5, 1910.

The Columbia Phonograph Co., which have occupied the large quarters in the McVey Building at Eighth and Market streets since they began business here, will move to 610 Market street on or before March 25 next, having secured a lease on the latter property. The Columbia Co. have built up a large trade in Wilmington.

PHONOGRAPH AS FOSTER MOTHER.

How the phonograph acts as foster mother to a New York baby is told by the Sun. The baby is two years old and has acquired the habit of

going to sleep to the music of its real mother's voice. The real mother is somewhat past forty and her voice is not what it used to be. It broke recently and its lack of melody so grated on the sensitive musical temperament of the baby that the mother found it difficult to put her to sleep. About this time the father bought a phonograph with a disc containing a lullaby by one of the best singers in vaudeville. One evening while the mother was rocking the little one the father turned on the lullaby. The child went to sleep almost immediately. The next night the voice of the mother was silent and the baby went swiftly to sleep again to the music of the horn.

Alex. F. Brosche recently purchased Victor Welman's interest in the Ballard Music House, Seattle (Ballard Station), Wash., and expects to build up a nice business in talking machines, pianos and other musical instruments.

**PROTECTORS
for
VICTROLAS
and
AMBEROLAS**

HIGH PRICED MACHINES

are worth while taking care of

Our Protectors save them from Dust,
Damp and Injury

Price for Victrola XVI. or Amberola, - \$2.00
For Victrola XII. - - - - \$1.50

Send for samples to-day

**MAGNETIC
NEEDLES**

**EVERY NEEDLE
GUARANTEED**

MADE IN THREE GRADES

Send for free samples and prices to-day

We are the oldest established
VICTOR and EDISON
Jobbers in Greater New York

S. B. Davega Co.
126 University Pl.
NEW YORK CITY, N. Y.

An Incident

"Have you Record number 16377?"

"I will see. No, we have not got that one, but—"

"Well, let me hear number 5758."

"We haven't that one in stock either, but I can get it for you."

"Never mind, good day."

Short a Few Records and a Customer Lost

Mr. Dealer: Full loyalty and allegiance to Victor Goods has made us Distributors in the sense of the true wholesaler.

You will appreciate our service—no matter where in the United States you are situated—*forget the freight and get the goods!*

Largest Victor Distributors in the World

The Talking Machine Company
72-74 Wabash Avenue, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS

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

January Business of Very Satisfactory Volume Both in Records and Machines—A General Summary of Conditions in and About Chicago—Boosting Barnes in "Tips"—President Hall a Busy Man—Two New Travelers—Good Report from Talking Machine Co.—Some Recent Visitors—Live Lyon & Healy Publicity—A Number of Interesting and Attractive Window Displays—More or Less Personal—News of the Travelers—A. P. Griggs of Davenport a Victor Specialist—The Wurlitzer Recitals—Bissell-Cowan Co. Featuring First Edison Machine—Other News.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 9, 1910.

Relatively speaking, January brought with it a continuation of the satisfaction generated in the minds of the trade by a perusal of the figures for December. While, of course, the volume of business was not so large, trade did not show even as great a reaction from the holiday rush as has been known in some of the most piping periods in the history of the business. So far as the whole trade is concerned this is probably due to the fact that the trade, especially in the larger towns and cities, was better than many dealers expected. Consequently they were not overstocked and came into the market quite vigorously during January.

With the local retail stores and departments business is keeping up remarkably well. The peculiar thing about it is, that while there is an excellent record trade always to be expected in the periods subsequent to the holidays and created mainly by the enthusiastic recipients of Christmas gifts in the form of "talkers," the sale of machines is unusually good for this time of year.

While it cannot be said to have reached important proportions as yet there are, here and there, undoubted signs, if not of an awakening, at least of a stretching of the sinews of the "country" trade, which presages, it is hoped, an early cessation of the trance in which it has long been plunged.

It is true that the premium houses and the mail-order concerns handling no-name machines have done a pretty deadly work out in the tall-grass districts, nevertheless anyone who has taken any pains to personally investigate conditions in the sections of the country where the alfalfa roots go down sixteen feet to find water, where the winds sweep over the prairies, or turn summersaults in the mountain fastnesses, must be convinced that there are a host of fine opportunities for talking machine sales going to seed.

Go into almost any small town you can name and it is a question whether you will find more than one out of every ten homes in possession of a talking machine. But they need them, need them from an educational, aesthetic, religious and an entertainment point of view, and it's up to the talking machine dealer, either the now or the to-be, to bring the "peepul" to a realization of this need. One could talk to the extent of several pages of *The World* on this subject, but enough has been said to cause the man may not have given it due consideration to make some mighty valuable, if somewhat delayed, resolutions on this subject. To prove that the things here stated are facts it is only necessary to state that the talking machine manufacturers and jobbers freely admit their truth.

The Boostiferous Barnes.

And his boosting evidently boosts. He is not a generator of superheated atmosphere, but he is certainly energetic and is assuredly making good. Judging from the reports of some of his friends and business acquaintances you would think that there was not a large office in Chicago that Barnes had not equipped with Edison business phonographs. Careful investigation, however, reveals the fact that there are a few left.

Barnes knows this and the thought presses on his manly soul like a dozen or so millstones. The thing about Barnes is, that he will never rest until the lack is supplied. It is true, however, that he has stirred things up in the old town to the extent that *Tips*, a bright little publication, issued whenever the Edison Business Phonograph Co., of Orange, N. J., blame pleases, devotes the front page of a recent issue to Barnes and his resultful boosting. They cartoon him and they describe him. They tell of the service he gives every customer and they quote one of his circular letters. They pat him on the back seven ways for Sunday. Any man who didn't deserve it would speedily cultivate a head seventeen times too large for him, but Barnes is so busy making good he hasn't time to swell and that's no drom, droom, draumr, traum.

Documentary Evidence.

President F. D. Hall, of the B. & H. Fibre Mfg. Co., suffered quite a severe accident the other day while conducting some personal investigations of a buzz-saw in his factory. It really looked serious for awhile, but he came out all right and is again at his desk. The accumulation of correspondence acquiring his attention was so great that he did not have time to write an advertisement for *The World* this month, consequently he just shut his eyes, reached into a stack of letters, selected one at random and handed it over for use of his regular page. Read it. It's only one of many, but it sizes up the situation very thoroughly.

New Traveling Blood.

Wm. Beutelspacher, a bright youth, who has been for several years in the wholesale talking machine branch of the Chicago house of the Rudolph Wurlitzer Co., has been promoted to the road and is covering Missouri, Kansas, Oklahoma and Nebraska. They say he is doing well and is opening up some new accounts.

J. E. Meagher, a capable young man, who has been one of Manager Wiswell's assistants in the wholesale talking machine department of Lyon & Healy, has taken to the road, covering the State of Wisconsin, vice Mr. Voltz, who resigned to travel territory on the Pacific Coast with the National Phonograph Co.

Geissler on Trade.

The chronic state of happiness experienced by Arthur D. Geissler, general manager of the Talking Machine Co., for some time past is still chronic. The Talking Machine Co.'s auditors have just finished their reports which show that the half-year ending December 31, constituted the most profitable six-months in the history of the house. The actual comparative figures also amply substantiate the previous statement that December was the biggest similar month in the history of the house. January business was far ahead of the first month of last year. Among the visitors at the Talking Machine Co. the past few days were Joseph Pitts, Kenosha, Wis.; Mr. Smith, of Flint Music Co., Flint, Mich., and Arthur P. Griggs, Davenport, Ia. Mr. Christensen, Rhinelander, Wis.; W. J. Doherty, Up-to-Date Music Co., Sterling, Ill.; Roy Page, Brown, Page & Hillman Co., Peoria, Ill.

General Manager Lyle in Town.

George W. Lyle, general manager of the Columbia Phonograph Co., General, spent the first half of last week at the Chicago office, returning Wednesday evening to New York. C. F. Baer, manager of the Chicago office, says that the total business, wholesale and retail for January is 33 1-3 per cent. ahead of the corresponding month of last year.

It Got Results

One of the best stunts ever pulled off in the talking machine trade in Chicago goes to the credit of Lyon & Healy. The thing was so effective and so full of suggestion for dealers everywhere that we reproduce the initial announcement in full:

"A Word About Your Victor.—Do you realize that to get perfect reproduction from your records your machine should always be in perfect playing condition? The motor should run smoothly and steadily; the tapering arm tube shaft should swing freely at all times; most important of all, the sound box should be free from any imperfection, such as cracked mica (or diaphragm), looseness of needle arm, dead gaskets, and what not.

"We have known many owners of Victors who lost interest in their machine and put it aside temporarily just because it was not working properly (thereby rendering perfect reproduction of the records impossible), when a little adjustment would have remedied the evil and maintained interest and enthusiasm. Your Victor is a finely adjusted instrument, and therefore needs looking after frequently.

"Our Free Offer—for the next thirty days: We agree to adjust your machine (provided it was purchased of us) free of charge; i. e., we will overhaul and adjust it thoroughly. If it should be necessary to supply new parts, such as main spring, brake, leather, etc., a charge for them, of course, will be made. Otherwise, we will put your Victor in perfect playing condition free of cost to you.

"We enclose herewith a card, which fill out and drop in the nearest mail box, and we will send our repair expert to your home at the earliest possible moment. Yours very truly,

"LYON & HEALY."

On the return post card was a list of the best records of the current month Victor bulletin. The folder also contained some of Lyon & Healy's Red Seal and Victrola exploitation. This literature was sent to 5,800 people in Chicago, and nearly 2,000 took advantage of the offer to have their machine overhauled and adjusted free of charge. The aftermath can be easily imagined. At a comparatively small cost Lyon & Healy opened up a lot of record accounts which had become somnolent. Just for instance, one of the biggest merchants on State street was induced to pull out a machine which had been in the attic for a year. It was fixed up, restored to its former position in the music room of the merchant's beautiful residence and over \$100 worth of Red Seal records were purchased within a fortnight of the reinstallation.

Featuring the Victrola.

The Talking Machine Shop on Michigan avenue, whose destinies are presided over by George and Cecil Davidson, are featuring in their windows a Victrola of the Moorish Marquetry type, which is said to be the only one in Chicago. It was made in Morocco and is in marquetry work, composed of a number of rare woods inlaid with pearl and in Moorish design. The price is \$750. It is attracting a great deal of attention among the elite trade which daily surges to and fro along the boulevard.

Malecki's Display.

In the new warerooms of Louis B. Malecki & Co., to which they have added a talking machine department, a display of Victor and Edison machines and records are already attracting the attention of the trade in the vicinity. On the balcony in the rear of the store are two soundproof demonstrating rooms devoted to the Victor and Edison machines. They are attractively fitted up and contain all of the latest innovations of an up-to-date talking machine store.

Lauder Windows in Evidence.

Lauder window displays were very much in evidence at most of the 100 talking machine stores this week, and were extremely pertinent on account of the engagement of the Scotch comedian at the American Music Hall. Of course everybody was able to make a larger display, as all three of the companies have records



Our Prompt and Efficient Service can Save you a lot of Money

TIME IS GOLD IN BUSINESS

IF you get your goods quickly and as ordered you will make more profit. You can't afford uncertain, aggravating, irresponsible service—neither can you afford to *pass up profit* and *disappoint customers*.

The thing to do is to order your Victor Talking Machines and Edison Phonographs, with supplies and records for both from

Lyon & Healy

We stand alone as the distributors who will get every order out complete and in perfect condition on day of receipt.

Small orders are as welcome, and as carefully handled as the large ones.

Our liberal terms and prompt delivery methods are appreciated and enjoyed by thousands of retailers in all parts of the country. If you are not among them, it will pay you to get in touch with us. A postal card will bring you valuable information. Better still, let us have your next order, and convince yourself of our better facilities and abilities.

Lyon & Healy

CHICAGO



made by the famous Scotch dialectician. Among the notable window shows were those made by Wurlitzer, P. A. Starck Piano Co., Columbia Phonograph Co. and Lyon & Healy. Wurlitzer used the Victor ready-made material, but heightened the effect by using real Scotch thistles.

H. D. Bentley, manager of the talking machine department, is back on duty after a week's business.

Myram Blackman, in charge of the retail record department of Lyon & Healy, has been seriously ill at his home in this city for a month past, but is soon expected back at his accustomed duties, bringing with him his usual sang-froid and limpid polyglotous flow of language.

Fuhri in the South.

W. C. Fuhri, district manager of the Columbia Phonograph Co., and who, despite his name, is a man who exerts a positively soothing effect on all with whom he comes in contact, providing they are half-way decent, is on a trip among the southern branch houses and large city representatives of the company.

The Columbia Co.'s local branch sold lots of Constantino records last month as the result of the appearance of the famous tenor with the Boston Opera Company at the Auditorium. They had some effective window displays on the Constantino records. The Gypsy Smith records are having a big run, and those by McCormack, the famous tenor of the Metropolitan Grand Opera forces, are also selling excellently.

Wiswell Returns.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, attended the meeting of the executive committee of the National Talking Machine Jobbers' Association at Philadelphia, vice J. F. Bowers, who was unable to be present, and, of course, ran over to the Victor factory at Camden. He returned to Chicago this (Monday) morning.

Griggs in Optimistic Mood.

A. P. Griggs, the well-known piano and talking machine dealer of Davenport, Ia., was in the city last month. He sports a card on which appear the names of the pianos he handles, the list ending with Victor Victrolas. In graphic language he described his evolution as a Victrola specialist. He has long handled Victor goods, but it was some time before he awoke to the realization of the fact that it was possible for him to sell \$200 talking machines. Then one day the idea of the larger possibilities before him struck in a bunch. To think was to act, and he immediately got after a couple of wealthy citizens to whom he had recently sold regular model Victor machines. As a result he replaced them with Victrolas, and has ever since been an enthusiast regarding the concealed-horn proposition. He is selling any number of Victrolas in the prosperous Iowa city, and daily offers up

thanks for the hour in which he saw the larger vision.

The Salter Mfg. Co. are having a fine trade on their disc and cylinder record cabinets.

Wurlitzer Recitals.

The Rudolph Wurlitzer Co. gave a concert at the Birchwood Country Club one Saturday evening last month, at which appeared the following artists: William Beard, one of the best known baritones in the West; Miss Ida May Cameron, a soprano, the talented sister of L. Kean Cameron, manager of the retail talking machine department of the Chicago branch; Hans Schlessling, a cellist of far more than local reputation and city salesman for the company, and Leland L. Roberts, in charge of the retail player-piano department, who presided at the Solo-Apollo, for which the company are the local representatives.

Bissell-Cowan Publicity.

In the window of the Bissell-Cowan Piano Co. stands one of the first machines ever put out by Edison. The mandrel, big as a barrel, with its tinfoil record, is familiar to all of the old-timers in the trade. A card states the machine is interesting from a scientific viewpoint as marking the inception of the talking machine, and also directs the optics of the passer-by to the Victor Victrola as an illustration of the remarkable development made in a comparatively short time. The primeval Edison machine, by the way, was loaned by Peter Bacigalupi, the veteran dealer and jobber of San Francisco.

SEEBURG ELECTRIC PIANOS.

An Excellent Line for Talking Machine Dealers Desiring to Feature Instruments Akin to Their Own—Big Field of Activity.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 7, 1910.

Elsewhere in this issue will be found illustrations of two handsome new styles of electric pianos manufactured by the J. P. Seeburg Piano Co., of this city. The Seeburg instruments are notable among coin-controlled pianos for various reasons. They play from ten to twenty tunes without readjustment and can be played continuously for hours without burning out the motors. They are characterized by durability and accuracy of construction. The tracker-box is of cast iron and the tracker-board is of German silver. The motor is run by one small belt and the slack can be taken up by a sliding base operated by a thumb-screw. The music rolls and the mechanism are entirely concealed within the instrument, doing away with obstructive boxes in front or back. The piano proper, as well as the playing mechanism, is built with a special view to the great strain to which it is subjected in use. The makers state that repairs are seldom necessary and are made very easily when really needed.

The tone of the J. P. Seeburg electric pianos is unusually good and in exterior appearance they mark a new departure in the coin-controlled field.

Mr. Seeburg has grasped the fact that there are restaurants and restaurants, buffets and buffets, moving-picture shows and moving-picture shows, and that there is a demand among a certain class of trade for a more artistic instrument than has yet been provided. The new art style with its mission finish, electric lamps at either end of the keyboard and Tiffany art glass panels in which are depicted a "Lohengrin" scene, is bound to satisfy a desire which has long existed for an instrument calculated to get away from the associations too often suggested by a coin-controlled piano.

Mr. Seeburg is a man of long experience both in the selling and manufacture of electric pianos. He has a fund of information regarding the creation of sale and of the conducting of operating or selling campaigns which is freely at the service of talking machine dealers who wish to add a department to their business, not only full of profit possibilities, but which, run along lines which he can direct, will practically eliminate the assump-

tion of credit hazards on the part of the dealer while enabling him to give a requisite amount of time to his customers in which to pay their accounts.

DEATH OF JACK MCGREAL.

The Mascot of the Talking Machine Jobbers' Association Died on Feb. 1—Sympathy for Mr. and Mrs. McGreal.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 6, 1910.

Talking machine dealers all over Wisconsin are sympathizing with Lawrence McGreal, the well-known talking machine jobber of this city, in the death of his oldest son, Jack M. McGreal, who died February 1. Death was due to a severe attack of measles and a complication of diseases, although he had been ill but a few days. He was six years of age.

Probably no child in the United States was better known to the talking machine jobbers and



JACK MCGREAL, ENDEARED TO TALKING MACHINE TRADE.

dealers of the country than was little Jack McGreal. He was the mascot of the last two annual conventions of the National Talking Machine Jobbers' Association, held at Atlantic City, N. J., where his bright and winning manner made him the friend of everyone. Little Jack is survived by his parents and one sister, Gene Mercedes McGreal, aged two years, and one brother, Hugh Barry McGreal, aged four years.

The funeral was held on February 4 from the residence, 680 Hackett avenue, and interment was at Calvary Cemetery. Floral tributes were sent by dealers from all over the State and by talking machine officials in the East and at Chicago.

COLUMBIA WATCH CHARM.

Something new and novel from the Columbia Co. is a watch charm which will find large favor with Columbia dealers and purchasers. It consists of the famous twin musical notes in brass and black enamel with the words Columbia Records above. The selling price is 35 cents net to retail customers, dealers and jobbers alike.

BOTH MOTIONS DENIED.

Following the decision handed down by Judge Hough in the Circuit Court of the United States, New York City, on January 21, in favor of the Victor Talking Machine Co., Camden, N. J., as against the Regina Co., New York, and published on page 47 of this issue of The Talking Machine World, a motion to intervene was made by the American Graphophone Co., and another for a reargument by Knauth & Von Briesen, attorneys for the defendants. Both motions were subsequently denied by Judge Hough. The decision enforces the decree of the United States Supreme Court upholding the Berliner patent.

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 keep "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

KREILING & COMPANY
1504 North 40th Avenue
Cragin Station Chicago, Ill.

Manufactured by

EVOLUTION OF A GREAT BUSINESS

Some Historical Facts Bearing Upon the Origin and Development of the Business of the Talking Machine Co., of Chicago—From a Modest Beginning a Splendid Business Has Been Created—Something of the Personalities Now Associated with This Institution.

(Special to The Talking Machine World.)
Chicago, Ill., Feb. 6, 1910.

Eighteen years ago two talking machine geniuses, Leon F. Douglass and Henry F. Babson, conceived the idea of commercializing talking machines. With the aid of Charles Dickinson, a wealthy seed merchant, the first concern was started under the name of The Chicago Talking Machine Co., and the original place of business was 98 Madison street.

Development from that first dingy place of



ROY J. KEITH, SALES MANAGER.

business to the enormous factories of to-day, a huge mail order business and the millionaires that have been made, reads more like a romance than the legitimate growth of a sound business.

Their first commercial effort consisted of handling electric phonographs which they termed the "fourteen-way hearing tube machines." These machines were placed around in arcades, the first arcade being installed at the World's Columbian Exposition. In fact, it was this arcade that first attracted the attention of Mr. Dickinson and paved the way for additional capital which was responsible for their development. Their next venture was the bringing out of a spring motor for a cylinder machine. This was the first spring motor in the country and was manufactured by The Chicago Talking Machine Co.

In 1895 the concern was moved to 107 Madison street, at which location it remained until 1907. There the name was changed to The Talking Machine Co. and another company started, which was fostered by Leon F. Douglass and called the Polyphone Co. This was an ingenious device, which, by means of two sound boxes tracking one another, each amplifying its own tone by means of a separate horn, gave double the volume. Here the business developed and prospered into a legitimate jobbing business. Experience gained by the owners of The Chicago Talking Machine Co. proved so valuable that they were shortly called to assist in the development of the Victor Talking Machine Co.'s factory.

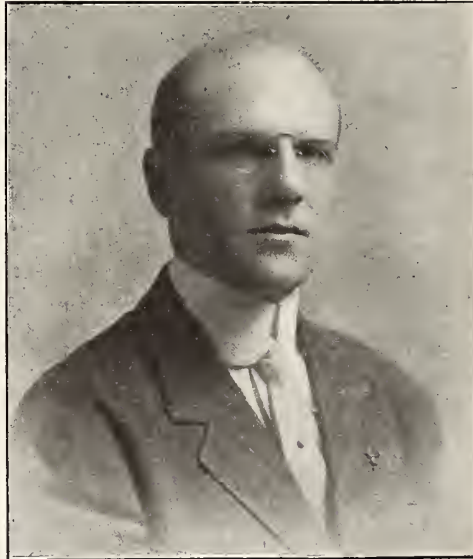
From 1903 to 1906 Henry F. Babson's younger brothers, Frederick and Gus, managed The



ARTHUR D. GEISSLER, GENERAL MANAGER.

Talking Machine Co., and it was during this period that the seed of the mail order talking machine business was sown, which has developed into the enormous retail mail order business of Babson Brothers.

In 1906 Arthur D. Geissler took charge of The Talking Machine Co. Mr. Geissler's experience was gained with Sherman, Clay & Co., Victor distributors of the Pacific Coast. In the interim between his employment with Sherman, Clay & Co. and his taking up The Talking Machine Co. he was in the employ of the Victor Talking Machine Co. Mr. Geissler states that his first innovation with The Talking Machine Co. was the discontinuing absolutely of the retail business. This move was criticized heavily



E. R. SUES, TRAVELER.

at the time, as the mail order business itself ran into thousands of dollars monthly. However, the wisdom of this move has proven itself out, and The Talking Machine Co.'s gradually

increased prestige as exclusive wholesalers has been their reward.

In talking with the old stockholders of this concern they recite the difficulties in securing initial orders in early days. In fact, one concern, now among the largest in the country, purchased their original order from The Talking Machine Co. They say that this initial sale of two machines and fifty records was as hard to make then as starting a dealer nowadays.

An interesting photograph is the reproduction of a check given for the original purchase of Montgomery Ward & Co. This purchase was advertised all over the country at the time as a phenomenal order; in fact, the largest order ever given to any factory. Compare this with some of the orders now given by dealers to jobbers for two and three times that amount.

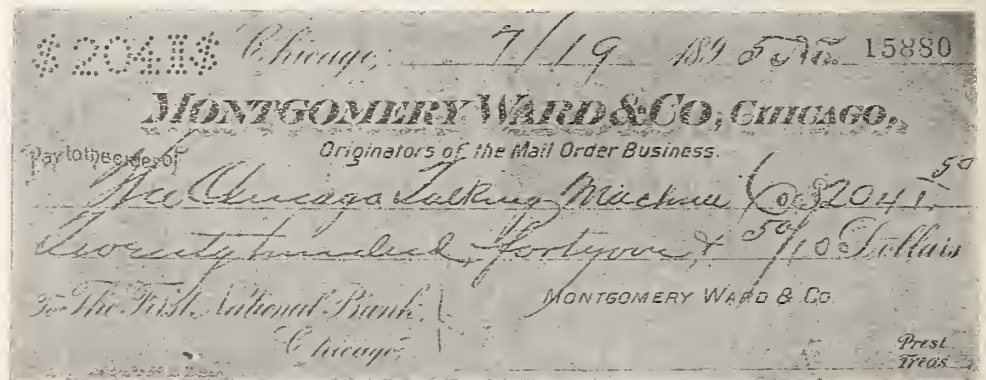
In 1907 The Talking Machine Co. moved to their present location at 72-74 Wabash avenue.



D. A. CREED, CREDIT DEPARTMENT.

Their organization to-day is the gradual development of eighteen years spent in a talking machine atmosphere. Their final evolution into exclusive Victor wholesalers has been the result of a careful study of trade conditions. It seems to be the opinion of the talking machine trade that this concern has reached the highest development of talking machine distributing. Their sales department, under the management of Roy J. Keith, is operated as much for the benefit of their customers as for the purpose of selling goods. Mr. Keith has two able salesmen in the persons of Edwin R. Sues and Harry S. Conover. The policy of these salesmen is first to develop business for their customers, then take the order. Through this policy The Talking Machine Co. sold the enormous number of 212 Victrolas during December. When you consider that every one of these Victrolas went to their dealers it is a remarkable record.

The credit department is under the direction



CHECK FOR ORIGINAL PURCHASE OF MONTGOMERY, WARD & CO.

of Daniel A. Creed. Mr. Creed's connection with the house has been an interesting one, he having started in the capacity of errand boy ten years ago. His rise has been a gradual one until now he probably passes on the credit of more talking machine dealers than any other credit man in the country. The repair department is a unique feature, employing three men continually, and under the direction of S. O. Wade. The trade

by showing an increase of 25 per cent. over January of 1909. He also says that the policy of The Talking Machine Co. will continue along

Delia Elizabeth Griswold, accompanied by the Cecilian player-piano. Then a trio of records from the light and grand operas were played on the Victor Victrola and greeted with much applause, while a couple of more vocal numbers and a selection on the Welte player-piano completed the entertainment. The recitals attract audiences sufficiently large to crowd the commodious hall on the eighth floor of the building on each occasion. Handsome programs are distributed at the recitals with a directory of the building on the back cover and the visitors are invited to inspect the various departments at their leisure.

COLUMBIA ARGENTINE RECORDS.

Wm. Freiburg, who is in South America as a representative of the Columbia Phonograph Co.'s recording laboratory, has informed the export department that he has completed a list of native Argentine records, which will be forwarded from Buenos Ayres to Bridgeport, Conn., for pressing up. They will be ready for the trade down there in about three months.

SUES ON THE PHILIPPS PATENT.

Monday the American Graphophone Co. filed a bill of complaint in the Circuit Court of the United States, Southern District of New York, against the Victor Talking Machine Co., Camden, N. J., on the Phillips patent, which concerns the construction of the concealed horn cabinet.

GIVE UP TALKER BUSINESS.

Miller Bros., who have handled talking machines, bicycles and sporting goods in Glens Falls, N. Y., for some time past, will sell out their store on Bay street and devote their entire attention in future to the automobile business, they being agents for several makes.

C. A. Burlingame is doing good work selling talking machines on the road for the Ft. Wayne Machine Co., 929 Calhoun street, Ft. Wayne, Ind.



HARRY S. CONOVER, TRAVELER.

will probably remember Mr. Wade as being connected with Wade Brothers' Repair Co. He is also the inventor of a fiber needle cutter. Mr. Wade is considered one of the most expert talking machine repair men of the country.

In talking with Mr. Geissler, he believes that 1910 will prove the biggest year of the talking machine industry. January has made a start



S. O. WADE, SUPERINTENDENT REPAIR DEPARTMENT.

the same lines, or that of helping the retail dealers, confining their attention entirely to the wholesale trade, and if doing circularizing, advertising and putting their shoulder to the wheel and helping out when necessary will do the work 1910 will at least be their biggest year.

SUCCESS OF 'FRISCO RECITALS.

Sherman, Clay & Co. Give One Each Week and Attract Large Audiences—Well-Balanced Programs the Rule.

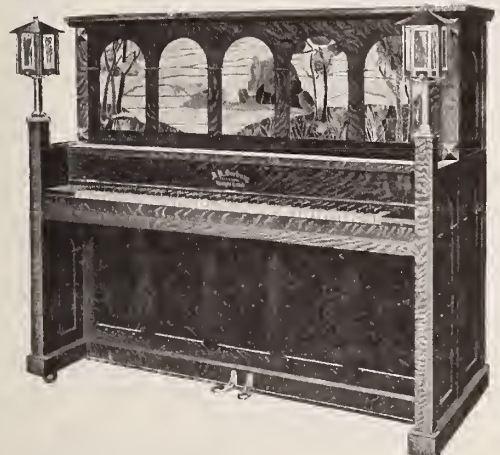
(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 5, 1910.

Sherman, Clay & Co. have met with flattering success with their series of recitals held every Saturday afternoon and at which the programs are so arranged as to bring in the various special instruments in their line. At the last recital, given on January 29, for instance, the program began with a march played upon the Estey pipe organ followed by two vocal selections by Miss

LET US TELL YOU
the WHY, the HOW, the WHEN, and the WHERE of the
High Grade Electric Piano Proposition

SEEBURG COIN CONTROLLED PIANOS mark a new era. They appeal to the very best class of trade. They are thoroughly practical, reliable, of fine tone, and extremely handsome in appearance.



SEEBURG ART STYLE ELECTRIC
First in the Field

Just drop us a postal card asking for information about the

SEEBURG SYSTEM

It will mean MONEY, big money, for YOU.



ANOTHER SEEBURG WINNER
Has Many Distinctive Talking Points

J. P. SEEBURG PIANO CO.

209 STATE STREET

MANUFACTURERS

CHICAGO, ILL.

TRADE IN THE OUKER CITY.

Talking Machine Business in Excellent Shape and Prospects of the Rosiest—January Business Best on Record—Meeting of the Executive Committee of the National Association of Talking Machine Jobbers—Louis Buehn Member of Booming Party—What Local Houses Have to Report.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 7, 1910.

If every line of trade was as good in Philadelphia as is the talking machine business, and if every set of dealers in every line of business were in as good spirits as the talking machine dealers and were looking only to the most roseate prospects ahead, what a happy and contented business world this would be. There is no doubt but that the talking machine business in January was better than it has been in any January in any past year. The first week in February has been the biggest of any February in the past. And all this when many of the other lines of trade are crying dullness.

On Saturday of last week there was a special meeting held in Philadelphia of the executive committee of the National Association of Talking Machine Jobbers. This was an important meeting and good results are expected to come from it.

Louis Buehn & Bro. report that business conditions are very good, both wholesale and retail. Louis Buehn was the representative of the talking machine industry of this city who accompanied representatives from many other industries of this city on a tour of the State last week, gotten up for the purpose of booming Philadelphia. The party left this city in a special train, and visited almost every large city east of Pittsburgh. Frequent stops were made, and speeches were delivered extolling Philadelphia, its manufacturers, its industries of all kinds, and its advantages as a purchasing point. Mr. Buehn says that the party were everywhere received with much interest, and he believes that a great amount of good will come out of the trip. He had with him several specimens of the talking machines he handles, and he says that aside from the publicity point of view, they furnished much amusement to the crowd, and several concerts a day were called for.

Robert Dungan is at present representing the Buehn firm in the State, and is finding business very good. Edmund Buehn will go out to-day to cover points in Maryland. The firm are very much pleased with the new style Victor Firsts they have received, and they report that the trade is taking to them very well. The Victor Exchange goes into effect this week, in which the cut-out records are to be returned for up-to-date records. "The tendency of the buyer is to-day for the high-grade records, and this system of exchange," says Mr. Buehn, "will enable the dealers to give their customers only the very latest and best at no loss to themselves."

Among the prominent out-of-town talking machine dealers here this week were M. Z. Schubert, of Allentown; George R. Weikel, of North Wales, Pa., and Mr. Hoffman, of Birdsboro, Pa.

C. J. Heppe & Son report that in their talking machine department they are doing a very large business, larger than they ever did before. "In the month of December," says a representative of the department, "we did almost as much in one day as we did during the entire month of the year before. January of this year has been very fine, and it has been the largest month we have ever had in the wholesale business. Although we recently very much enlarged our department, already we find ourselves hampered, and we are looking around to see where we can make still more room. When Mr. Heppe was recently in Boston, D. D. O'Neill, of the talking machine department, accompanied him, for the purpose of examining into the question of soundproof rooms. They are getting ideas from all quarters, and expect eventually to be able to build something substantial along that line. C. E. Collins, who was formerly with the Victor Co., has just returned from a road trip for the Heppe House,

having been up the State, where he reports conditions generally to be most flourishing. Mr. O'Neill was in Baltimore the other day and opened up a talking machine department in the store of Silverstein & Co.

The new Harry Lauder records are going like hot cakes in Philadelphia. They are clear and almost perfect in enunciation. One of the dealers told me they were selling exceptionally well in the coal regions. He related this little story: He was showing a customer in one of the mining towns his instruments, when in came a miner on the way home from work. He put on one of the Lauder records, and the miner listened attentively, and remarked when it was finished, "By gad, that sounds like a fellow I used to work with in the mines in the old country. He used to be always a-singing and mimicking and talking that way." The talking machine man asked him what was the name of his friend, and he replied, "Harry Lauder." It is needless to say that he purchased a machine at once and a goodly number of the Lauder records.

The Penn Talking Machine Co. report that their January business was considerably ahead of any previous January, and they are looking for a tremendous business all through the spring. They look with very great favor on the Victor exchange proposition, and they believe it is one of the best things that could possibly come to the jobber to give him a chance to always keep up to date and keep in stock only the very latest improved records. They report that the new style Victor Firsts have caught on very well with their trade, and they believe they will do a splendid business with these instruments. E. J. H. Smullen and Ralph Clark, the firm's two road men, are both out at present and have been sending in some very good orders. Fred Kramer, of Allentown, and W. P. Swartz, of York, were both visitors at the Penn store last week.

The Columbia Phonograph Co. report that their business in January was very good indeed, and that it has been improving right along, both wholesale and retail. They have been having a big run on the Grafonolas, and an excellent demand for the Indestructible cylinder records. The Columbia Co. have been having a series of very attractive windows of late. There are no windows along Chestnut street that attract more attention, and it is rare that there are not a number of people on the outside. At present they have one of the most attractive windows of the year, a feature being a big signboard, one of the character you meet with at a railroad crossing, which is nicely lettered with the words, "Stop, Look and Listen."

Paul H. Cromelin, vice-president of the Columbia Co., stopped in Philadelphia on his way to Washington. B. Feinberg, the traveling representative of the wholesale department of the company, was in Philadelphia on Friday last. T. K. Henderson, the local manager, was away on a trip himself last week, visiting Reading, Allentown and other nearby points. He says he found everybody pretty cheerful and business very good. Mr. Henderson reports that they have had a big run on the 10 and 12-inch records. The McCormack records are selling unusually well at present, also the Bispham and Constantino records, as well as the records of the new singers who have come here for the first time this winter—Zenatello, Amato, etc., and the Bonci records are an especial favorite.

GETTING THE MAIL ORDER TRADE.

By Publishing His Own Bulletin Ohio Dealer Keeps Orders from Going to Other Cities.

D. M. Rodgers, who handles furniture, house-furnishings and Edison phonographs in Corning, Ohio, recently decided to combat the mail order houses by publishing a bulletin of his own and calling the attention of the public to the goods handled by him. The sheet is called Rodger's Bulletin and features various bargains each week. The first issue was the means of cornering several talking machine orders that otherwise would have gone to Chicago.

HARP RECORDS BY SRA. RITA VILLA.

Several Beautiful Numbers on the Mexican Record Lists of the National Phonograph Co.

There are several extremely beautiful harp selections in the Mexican record lists of the National Phonograph Co., by Sra. Rita Villa, one of the leading harpists of the world. Notable among them are "Czardas," appearing in the Mexican list for January, and "Bagatelle," in the February list. The former possesses a delightful swing and should prove a treat to all lovers



SRA. RITA VILLA.

of harp music, and the latter, of exquisite brilliancy, is a marvel of technic.

While still very young, hardly eighteen years of age, Sra. Villa received her professional degree in the Conservatory of Music of Milan, when her marvelous control over the instrument and intelligent and artistic interpretations immediately secured her unprecedented triumphs. She aroused real enthusiasm in the great capitals of Europe, and was awarded a gold medal at the Berlin Exposition in a musical concourse in which she took part. Later she was called to Mexico to fill the chair of harpist in the Mexican National Conservatory of Music, and in addition she now occupies the position of first harpist in the Concert Society of the Conservatory Orchestra in Mexico City.

JACOT MUSIC BOX CO. MOVE

To Commodious Quarters in the Irene Building, 25 West 35th Street—A Good Location.

The Jacot Music Box Co., Edison and Victor jobbers, removed last month from their Union Square location to their commodious new quarters in the Irene building, 25 West Thirty-fifth street, between Fifth and Sixth avenues. This location is an admirable one for their business, being in the heart of the new retail section of New York, and they possess one of the most attractively arranged establishments in the city.

QUOTES TALKING MACHINE WORLD.

In the Bulletin, issued semi-monthly by the American Association of Commerce and Trade, Berlin, Germany, in the January 1 number, is published the paper on the "New American Copyright Law: Application to Musical Copyright," written specially for the Talking Machine World by Paul H. Cromelin, vice-president of the Columbia Phonograph Co., general.

The foremen in the various departments of the American Graphophone Co. plant, Bridgeport, Conn., have formed an outing club with William E. Parker, president, and Norman Flather, secretary and treasurer, for the purpose of promoting sociability.

"COLUMBIA" DAY CELEBRATED.

The Occupancy of Kohler & Chase's Handsome New Building in San Francisco One of the Great Events in That City—Concerts Galore and One Entire Day Devoted to Exploiting the Columbia Grafonolas and Graphophones—A Great Establishment.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 24, 1910.

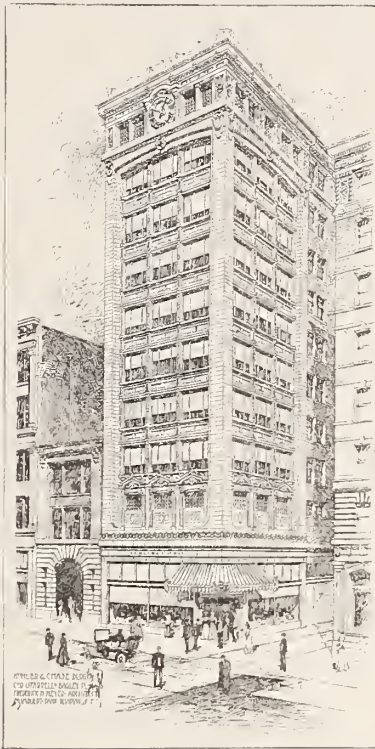
When Kohler & Chase's new ten-story building, 26 28 O'Farrell street, near Market, was formally opened to the public on the first of the year it was anything but a stereotyped event. The celebration was continued for a week, ending on the 8th. During the entire time, which was liberally exploited by this famous Coast concern as a sort of "musical carnival," their building was decorated with bunting, flags and an electric display, with fireworks every night.

A committee was in charge of each one of the ten floors, and open house was the rule observed. Concerts were given every afternoon and evening in the recital hall on the second floor, which holds 450 people, and the most prominent artists in San Francisco volunteered their services and appeared, no little competition arising for the most desirable dates.

Throughout the week Kohler & Chase's advertising was extremely heavy, and liberal "write-ups" were contributed by all the daily newspapers. In fact, the opening of the new K. & C. establishment was regarded as the final step in the rehabilitation of the city's retail district. With this feeling in mind the mayor was present and took advantage of the occasion to congratulate the firm upon having the finest musical institution in western America.

In order to systematize their advertising campaign for the week the firm concentrated their entire efforts each day upon some individual theme. The first was a general reception, admission by invitation. The second was Founders' Day, when the display, etc., was so arranged as

to focus attention on the fact that the house of Kohler & Chase was established in 1850. Musicians' Day followed. Each of the succeeding days was devoted to one of their most prominent lines of goods, the leading ones being featured for lack of time to cover them all impartially.



KOHLER & CHASE'S NEW HOME.

As the goods of the Columbia Phonograph Co. formed so important a part of their lines, it was considered particularly fitting to have a Columbia Day, which they did. On Columbia Day, which occurred January 6, the entire building had the appearance of being an exclusive Columbia store. The line is stocked and displayed on

one complete floor, the fifth; and the display windows were filled with Columbia machines, records, etc., including every model of the Grafonola—"De Luxe," "Regent" and "Elite." A page ad. was also printed in the dailies exploiting Columbia goods exclusively. Besides, a special high-class musical program, from Columbia records, was rendered on the Grafonola Regent, which Kohler & Chase described as "the last word in talking machine construction," and it was a great success from every point of view.

Writing of the event at a subsequent date to the executive office in New York, W. S. Gray, Pacific Coast manager of the Columbia Co., said: "About the Kohler & Chase opening, there was always something going on in their music hall on the second floor, which, by the way, is one of the prettiest things of the kind I have ever seen. The building itself is really a magnificent structure, and they are most conveniently and nicely housed. There is not any music store in town with a better, nicer or more conveniently arranged building. Our department is on the fifth floor, and I have no doubt, as the town gets more and more settled downtown, we will have a good business there.

"On 'Columbia Day' we certainly had a splendid reception, having hundreds of people pass through the department; and at our concert the Recital Hall, which will hold about 450 people, was filled, and everyone seemed to enjoy it very much. Opening day, which was not set aside to any particular department, was certainly a grand success from every point of view, and particularly pleasurable to us. Thousands of people passed through the building for inspection during that day, and the elevator men tell us that more people got off at our floor than at any other (the building being a nine-story building). We had the place full all day and kept the Grafonola Regent going entertaining them with the best of music. This machine has certainly made a hit, and I think we can pretty near keep the factory busy supplying the demand."

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by Skilled Mechanics

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For all Kinds of Phonographs or Talking Machines

High Grade English Steel, each Needle Warranted as to Point and Finish

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SPECIALTIES

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400 FIFTH AVENUE, NEW YORK, N. Y.

RECORD BULLETINS FOR MARCH, 1910

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- A788 Singing Bird (Ed. Edwards) Baritone and Tenor Duet, orch. accomp., Stanley and Burr Zerlina Intermezzo (B. Boggetti) Casino Orch. (One side copyrighted, additional price, 2c.)
- A789 Sadie Salome (Go Home) (Leslie and Berlin) Baritone Solo, orch. accomp., Roh Roberts Come After Breakfast (Bring Long Your Lunch and Leave Fore Supper Time) (Brynn, Smith and Burris) Baritone Solo, orch. accomp., Arthur Collins (One side copyrighted, additional price, 2c.)
- A790 He's a College Boy (Theo. Morse) Tenor Solo, orch. accomp., Paul Southey Milo—A Romance of Turkey (Solman) Baritone Solo, orch. accomp., Bob Roberts (One side copyrighted, additional price, 2c.)
- A791 Fraldy Cat (Grey Elliott) Soprano Solo, orch. accomp., Ada Jones Take Me Out for a Joy Ride (Kerry Mills) Tenor Solo, orch. accomp., Paul Southey (One side copyrighted, additional price, 2c.)
- A792 I'd Like to be a Soldier (Newton and Durand) Tenor Solo, orch. accomp., B. G. Harlan Daisies Won't Tell (Auita Owen) Tenor Solo, orch. accomp., Arthur Clough
- A793 The Rosary (Nevlin) Contralto Solo, orch. accomp., Merle Tillotson Sweet Spirit, Hear My Prayer (W. V. Wallace) Contralto Solo, orch. accomp., Mrs. A. Stewart Holt
- A794 The Swiss Boy (Bent) Cornet Duet, hand accomp., Buono and Repiano The Humming Bird—Poika (E. Demare) Piccolo Solo, hand accomp., M. P. Lufsky
- A795 Emperador—Marcha (Trespaille) Banda de Rurales de Pachuca Yauke-Charro—Cake Walk (Gascon) Banda Flamenca Gascon
- A796 Candorosa—Mazurka (V. M. Preza) Banda de Policia Club Verde Waltz (Campodonico) Banda Flamenca Cascon
- A797 Casey's Birthday Party (William Rochester) Talking, orch. accomp., William Rochester Zoo Lou (E. Van Alstyne) Baritone and Tenor Duet, orch. accomp., Collins and Harlan
- A798 Sing Me a Song of the South (James W. Casey) Vocal Quartet, male voices, orch. accomp., Bushwick Quartet *Artillerist's Oath, The (C. F. Adams) Vocal Quartet, male voices, unaccompanied, Columbia Quartet

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5146 He Lifted Me (Chas. H. Gabriel) Baritone Solo, piano accomp., Gipsy Smith Jesus, the Light of the World (G. D. Elderkin) Baritone Solo, piano accomp., Gipsy Smith
- A5147 O Beautiful City of God (B. P. Temple) Baritone Solo, piano accomp., Gipsy Smith Saved by Grace (Geo. C. Stebbins) Baritone Solo, piano accomp., Gipsy Smith
- A5148 Kept for Jesus (J. A. Sankey) Baritone Solo, piano accomp., Gipsy Smith Pass If On (Geo. C. Stebbins) Baritone Solo, piano accomp., Gipsy Smith
- A5149 Star of Love (A. Teller) Violin, Flute and Harp Trio, Stehl, Henneberg & Schuetze Women's Vows—Valse (Fisher) Prince's Orch.
- A5150 Chopin's Funeral March (Chopin) Prince's Band Saul—Dead March (Handel) Prince's Band

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 1282 Invincible Eagle March (Sousa) Band

- 1283 All Through the Night (Walter Maynard) Tenor Solo, Henry Burr
- 1284 Camp Meeting Jubilee (Original) Vocal Quartet, male voices, Quartet
- 1285 Baru Dauce (Kost) Accordion Solo, J. J. Kimmel
- 1286 Wauderer's Night Song (Rubenstein) Baritone and Tenor Duet, Stanley and Burr
- 1287 Let Me Down Easy (Tom Farrell) Baritone Solo, Arthur Collins
- 1288 Gold and Silver—Waltz (Lehar) Orchestra
- 1289 A Merry Christmas and a Happy New Year (Formby) Baritone Solo, Bob Roberts
- 1290 Zoo Lou (Van Alstyne) Baritone and Tenor Duet, Collins and Harlan
- 1291 Robin Hood—Brown October Ale (De Koven) Baritone Solo, Frank C. Stanley
- 1292 I Wish I Had a Pal Like You (Moore) Soprano Solo, Ada Jones
- 1293 Red Wing (Kerry Mills) Band
- 1294 It's a Lie (Robey) Tenor Solo, Ed. M. Favor
- 1295 I'd Like to be a Soldier Boy in Blue (Newton and Durand) Tenor Solo, Byron G. Harlan
- 1296 Keep Your Foot on the Soft Pedal (Von Tlizer) Baritone Solo, Fred Duprez
- 1297 The Bolo Rag (Gumble) Xylophone Solo, A. Schmeht
- 1298 Come be My Sunshine, Dearly (Gardner) Tenor Solo, Walter Van Brunt
- 1299 Man, Man, Mau (Murray and Hildury) Soprano Solo, Adeline Francis
- 1300 Scots Wha Hae W' Wallace Bled (Burns) Tenor Solo, Henry Burr
- 1301 Coconut Dance (Hermanns) Band

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 3040 La Czarine Mazurka (Ganne) Lacalle's Band
- 3041 Creole Days (De Koven) Tenor Solo, Walter Van Brunt
- 3042 Characteristic Negro Medley (Original) Vocal Quartet, male voices, Quartet
- 3043 Dream of Autumn—Songe D'Automne (Joyce) Lacalle's Band
- 3044 Softly and Tenderly (Thompson) Baritone and Tenor Duet, Stanley and Burr
- 3045 Nobody (Bert Williams) Baritone Solo, Arthur Collins
- 3046 a The Woodchuck Song (Morse) Boh Roberts b Henry Hudson Was a Bold Jack Tar (Shields) Baritone Solo, Boh Roberts
- 3047 Vision of Salome (Joyce) Lacalle's Band
- 3048 Ludwig's Air Castle (Spencer) Vaudeville, Spencer and Jones
- 3049 Impassioned Dream—Waltz (Rosas) Lacalle's Band

NEW ZON-O-PHONE 10-INCH DOUBLE RECORD DISCS.

- ZON-O-PHONE CONCERT BAND.
- 5600 a Village Belles—Barn Dance Kendall b Sunbeam Dance Rolfe
- 5601 a To the Front—March Karasek b Die Wacht Am Rhein
- ZON-O-PHONE ORCHESTRA.
- 5602 a Memories of Vienna—Mazurka de Concert Bendix b Clair de Lune Thomé
- 5603 a Fun Bob—Rag Two-Step Wenrich b Wall Street Rag Joplin
- VOCAL SELECTIONS WITH ORCH. ACCOMP., THOMAS CHALMERS.
- 5604 a Toreador Song—From "Carmen" Bizet b Porter Song—From "Martha" Flotow
- ARTHUR COLLINS.
- 5605 a No One Loves a Fat Man Reed b Business is Business with Me Johnson-Smith
- HENRY BURR.
- 5606 a Lonely Lou—A Southern Serenade Morse

- b Sweetheart, Sweetheart Ball BILLY MURRAY.
- 5607 a I Wonder Who's Kissing Her Now Howard b She Sells Sea Shells Sullivan-Gifford ELIZABETH WHEELER.
- 5608 a Serenade Tosti b Goodbye, Sweetheart, Goodbye Hatton ARTHUR COLLINS AND BYRON G. HARLAN.
- 5609 a Slip on Your Gingham Gown Smith b Zoo-Lou Williams-Van Alstyne ADA JONES AND LEN SPENCER.
- 5610 a Ludwig's Air Castle Instrumental German Comedy Sketch h The Bashful Rube and the Tough Girl Rural Character Sketch MENDELSSOHN MIXED QUARTET.
- 5599 a Flow Gently, Sweet Afton Spilman h Lilly Dale Thompson

NEW VICTOR RECORDS.

- SOUSA'S BAND.
- 5764 Florentiner March Leo Fall 10
- 5766 Siamese Patrol Lincke 10
- 31771 Amlia (An Egyptian Serenade) Lincke 12
- TENOR SOLO BY REED MILLER, ACCOMP. BY VICTOR ORCH.
- 5765 In the Garden of My Heart Roma-Ball 10
- ORCHESTRA SYMPHONIQUE, PARIS.
- 58021 Faust Ballet Music—Finale, "Danse de Phryne" Gounod 12
- VIENNA QUARTET.
- 5756 Dollar Princess Medley Leo Fall 10
- 5763 Albumblatt—Opus 28 Grieg 10
- VICTOR LIGHT OPERA COMPANY, WITH ORCH.
- 31765 Gems from "The Belle of Brittany" 12
- Chorus, Act I—"Two Giddy Goats"—"Daffodil Time"—"Little Country Mice"—"Stepping Stones"—"The Old Cha-teau," and Finale, "All Roads Lead to Church."
- THE VICTOR CHORUS AND SOUSA'S BAND.
- 31770 Hallelujah Chorus from "Messiah" Handel 12
- FOUR NEW PURPLE LABEL RECORDS.
- HARRY LAUDER, WITH ORCH.
- 60008 Mr. John MacKay 10
- 60009 I've Loved Her Ever Since She Was a Baby 10
- 60011 Bonnie Leezie Lindsay 10
- LUCY ISABELLE MARSH, SOPRANO, ACCOMP. BY VICTOR ORCH.
- 70011 The Swallows (Vocal Waltz) Dell'Acqua 12

NEW RED SEAL RECORDS.

- A COMPLETE ACT OF FAUST. GERALDINE FARRAR-ENRICO CARUSO. 12-in., with orchestra—In French.
- 89033 Faust—Act V, "Prison Scene"—Part I, "Mon coeur est pénétré d'ouïvante!" (My Heart is Torn with Grief) Gounod
- 89034 Faust—Act V, "Prison Scene"—Part II, "Attends! voici la rue" (This is the Fair) Gounod
- GERALDINE FARRAR-ENRICO CARUSO-MARCEL JOURNET. 12-in., with orch.—In French.
- 95203 Faust—Act V, "Prison Scene"—Part III, "Alerte! on vous êtes perdus" (Then Leave Her!) Gounod
- MARCEL JOURNET, BASS. 12-in., with Orch.
- 74152 Hérodiade—Air de Phanuel (Oh Shining Star) Massenet
- 74153 Le Châlet—Chanson Militaire (Song of the Soldier) Adam
- 74154 Phillémon et Baucis—Air de Sommeil (Slumber Song) Gounod
- ENRICO CARUSO-MARCEL JOURNET. 12-in., with Orch.—In Italian.
- 89036 Martha—Solo, profugo (Lost, Proscrib'd) Flotow LEO SLEZAK, TENOR. 10-in., with Orch.—In German.
- 64111 Der Lenz (The Spring) Hildach
- 64112 Der Prophet—Pastorale (There's a Sweeter Empire) Meyerheer
- 64113 Aida (Celeste Aida) (Heavenly Aida) Verdi

VICTOR DOUBLE-FACED RECORDS.

- 16447 a Tesoro Mio Waltz (Beccuel) (Hy Sweetheart) Pryor's Band
- b Once Upon a Time (Lincke) Herbert L. Clarke with Sousa's Band and chorus.
- 16450 a Down in Sunshine Alley (Madden-Meyer) Murray and Haydn Quartet
- b What Makes the World Go Round (Williams-Van Alstyne) from "The Broken Idol" Miss Jones and Mr. Murray
- 16451 a Yield Not to Temptation (Palmer) P. Memus b Nearer My God to Thee (Mason) (Herbert Johnson Arrangement) Whitney Brothers Quartet
- 16452 a I'd Rather Say Hello than Say Good Bye (Helf-Hager) Hamilton Hill
- b The Freeman's Song (Lawrence-Gifford) Hamilton Hill
- 16453 a Swing Low, Sweet Chariot—Fisk University Jubilee Quartet (J. W. Work, N. W. Ryder, J. A. Myers, A. G. King) b Golden Shippers Fisk University Jubilee Quartet (J. W. Work, N. W. Ryder, J. A. Myers, Alfred G. King)
- 16455 a Here, There and Everywhere March (Rose) (Petits Pierrots) Pryor's Band
- b Circus Life Galop (Ringlehen) Xylophone William H. Reitz
- 16456 a Hornpipe Rag (Madden-Jerome) A. Collins
- b Hedwig's Air Castle Miss Jones and Mr. Spencer
- 16457 a New Vienna Waltz (Strauss) Victor Dance Orchestra
- b Mimi March (Berniaux) Victor Orchestra
- 16458 a Lyna, Oh, Miss Lyna (Frantzen-Leonard) Collins and Harlan
- b Alphabet Song Murray K. Hill
- 16459 a A Phenomenon Edwin Whitney
- b Experience of a Commuter Digby Bell
- 16460 a By the Light of the Silvery Moon Murray-Haydn Quartet
- b Four Little Sugar Plums—Barn Dance (O'Connor) Victor Dance Orchestra
- 35098 a Tohaseo Waltz (Johnson) (Comedy Waltz for Dancing) Pryor's Band
- b The Regiment Two-Step (Turlet) Victor Orchestra
- 35099 a Slavonic Rhapsody (Friedman) Sousa's Band
- b Album Leaf (Wagner) (Albumblatt) Pryor's Band

NEW EDISON AMBEROL RECORDS.

- 365 "Roses"—Waltz from Sulte, "Rose of Shiraz" Sousa's Band

A Udell Reason

You want to know when you buy Cabinets that you are getting all that is coming to you.

We know that if you buy Udell Cabinets you will be satisfied.

The initial order is all we require to add you to our list of well pleased customers who are repeaters. What could testify more to the worth of a product than to have customers keep on buying year in and year out. We have a number of such customers and it would gratify us if you would let us ship you a bill of Cabinets.

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No. 516 CYLINDER RECORD CABINET—Height 34 inches. Width 19 inches. Depth 17½ inches. Golden Quartered Oak Top, Front and Back. Will hold 100 Cylinder Records in the Original Flannel Lined Cartons.

The Udell Works
INDIANAPOLIS, IND.

- 366 Put on Your Old Gray Bonnet..... Frederic H. Porter and Chorus
- 567 Do They Think of Me at Home?..... Manhattan Mixed Trio
- 368 Conversations..... Edward M. Favor
- 369 Badinage..... Victor Herbert and his Orchestra
- 370 Monologue on Married Life..... Murry K. Hill
- 371 There Were Shepherds..... Edison Mixed Quartet
- 372 White Wings..... Manuel Romain
- 373 Fantaste on Themes of Leonard and Paganini..... Michael Banner
- 374 I'm a Woman of Importance..... Stella Mayhew
- 375 Lyna! Oh, Oh, Miss Lyna..... Collins and Harlan
- 376 Dreams..... Elizabeth Wheeler
- 377 American Students' Waltzes..... N. Y. Military Band
- 378 Davey Jones' Locker..... Gus Reed
- 379 Nearer My God to Thee..... Knickerbocker Quartet
- 380 I'll Be Cross, Arabella..... Jack Pleasants
- 381 Balmy Night..... Vienna Instrumental Quartet
- 282 The Hat My Father Wore Upon St. Patrick's Day..... Billy Murray and Chorus
- 383 The Rube and the Country Doctor..... Harlan and Stanley
- 384 King Karl March..... New York Military Band

EDISON GRAND OPERA AMBEROL RECORDS

- B181 La Tosca—E lucevan le stelle (Puccini). Sung in Italian. Orch. accomp. Riccardo Martin, tenor
- B182 I Puritani—Suoni la tromba (Bellini) Sung in Italian. Orch. accomp. Ernesto Caronna, Baritone and Luigi Lucenti, Bass
- B178 L'Africaine—O Paradiso (Meyerbeer) Sung in Italian. Orch. accomp. Florencio Constantino, Tenor
- B179 Ernani—Infelice (Verdi) Sung in Italian. Orch. accomp. Luigi Lucenti, Bass
- B180 Cavalleria Rusticana—Voi lo sapete (Mascagni) Sung in Italian. Orch. accomp. Ester Ferrabini, Soprano

NEW EDISON STANDARD RECORDS.

- 10317 La Lettre De Manon..... Sousa's Band
- 10318 I'm a Goin' to Change My Man..... Marie Dressler
- 10319 Hunting Song..... Stanley and Gillette
- 10320 Laverne—Waltz Caprice..... H. Benne Henton
- 10321 When I Am Away From You..... Manuel Romain
- 10322 Sun of My Soul..... Anthony and Harrison
- 10323 Irish Blood..... Ada Jones
- 10324 Hungarian Dance—G Minor..... Victor Herbert and His Orchestra
- 10325 Home with the Milk in the Morning Pete Murray
- 10326 Some Day, Melinda..... Collins and Harlan
- 10327 Uncle Josh in a Department Store..... Cal Stewart
- 10328 Four Little Sugar Plums..... Am. Symphony Orch.
- 10329 Not for Me..... Bessie Wynn
- 10330 What Makes the World Go Round..... Ada Jones and Billy Murray
- 10331 Falcon March..... New York Military Band

EDISON STANDARD RECORD BY HARRY LAUDER.

- 13918 I've Loved Her Ever Since She Was a Baby.

VICTOR RECORD SENSATIONS.

"The Miserere" by Caruso and Alda and the Metropolitan Opera Chorus and "The Discovery of the North Pole" by Peary.

The Victor Talking Machine Co. recently announced two big record sensations, which went on sale February 10th—"The Miserere" from Il Trovatore, by Caruso and Mme. Alda, with the chorus of the Metropolitan Opera House (directed by Giulio Setti) and the Victor Orchestra, conducted by Walter B. Rogers. This is listed as record No. 89030 12 inch, to retail at \$4.00. The second record is "The Discovery of the North Pole," by Commander Robt. E. Peary, listed as record No. 70012 12 inch, price \$1.25. Special posters and supplements were shipped with these records. They will undoubtedly prove among the biggest sellers ever issued by the Victor Co. if dealers do their share in bringing them to the attention of their customers.

The commander's talk is delivered in his usual vigorous style, is remarkably clear and distinct, and extremely impressive. His modest nature asserts itself in this record, for not once in the course of his four-minute talk has he used the word "I". The famous explorer was astonished at the great strides made in the talking machine industry during the last two years he had been in the Arctic regions, and he was so greatly impressed with the absolute perfection of the Victor and with the fact that it afforded him an unequalled opportunity to tell to the world the story of the discovery of the North Pole that he not only made a record telling of his thrilling journey, but gave the Victor the exclusive right to issue them.

The Columbia Phonograph Co., General, have notified the trade by special circular letter that the new attachment for two and four minute indestructible cylinder records was ready, and that shipments would commence immediately.

SUSTAIN BERLINER PATENT AGAIN.

In Suit of Victor Co. Against Regina Co. In Connection with the Alleged Infringement of the Concealed Horn Cabinet—Case Pending for a Year—Decision to be Appealed—Judge Hough's Opinion in Full.

A very important decision was handed down Friday, January 21, by Judge Hough, Circuit Court of the United States, New York City, in which the Berliner patent is again sustained in connection with the alleged infringement of the device on the so-called concealed horn cabinet. The case is that of the Victor Talking Machine Co., Camden, N. J., against the Regina Co., New York, and has been before the courts for a year. The opinion follows:

"On complainants' motion for a preliminary injunction and defendant's cross motion to dismiss the bill. *Memorandum.*—Some points are assumed by me as requiring no more than mention, viz.: The Berliner patent has now for about a year been so thoroughly established by decisions so numerous and of such authority that whenever the owners of that patent ask for a preliminary injunction against an admitted or proven infringer the compulsion upon the courts to grant such injunction is of the strongest; this case has been pending for more than a year, and although no evidence has been taken therein that fact has worked no injury to the defendant because it is entirely plain that complainants' *prima facie* proof would be of the most formal nature and the delay in taking such formal proof has been largely if not entirely due to the defendant itself; the article produced and sold by defendant has been so produced and sold from a period long anterior to the beginning of this suit, and it is admittedly a palpable infringement of the Berliner patent insofar as infringement consists in identity of construction, function and method of operation between the defendant's goods and complainants' goods.

"There are several reasons, however, advanced by defendant why a preliminary injunction should not issue: First, Laches; Second, The form of the bill is not appropriate to the relief sought, and Third, The defendant is entitled to the rights of a licensee under the Berliner patent. Upon a review of the papers submitted I do not think that defendant is in a position to urge laches. If by laches is meant delay, such delay must be injurious to defendant, or make complainants' claim stale. Neither proposition is true in this case.

"Undoubtedly this bill was originally brought with the prime object of preventing defendant from selling at what were alleged to be unlawful prices, sound records manufactured by complainants' and sold to defendant. Undoubtedly also by agreement that difficulty between the parties has been removed so that the major portion of the bill (so far as the claim now advanced is concerned) is simply surplusage. But that is not enough to render it impossible to proceed with the action if the bill responds to the test contained in this inquiry, viz.: Does the stating part of the bill

1866

1909

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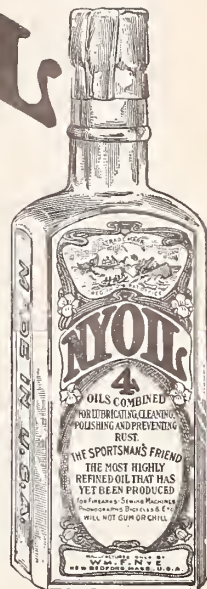
Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

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show such facts as would be admitted by the answer of defendant or established by proof entitle complainants to a decree granting them the relief now sought (temporarily) by way of injunction?

"I think it does. The existence of the Berliner patent, the title of complainants, the decrees of courts establishing it, and the acts of the defendant in infringing Claim 5 and 35, are all set forth; and it is specifically declared that defendant is 'employing methods covered by the said Letters-patent, or in all substantial respects the same, the exclusive right to make, use and vend which to others to use is legally vested in' complainants.

"The second prayer of the bill is entirely applicable to the matter now before the court. From the papers submitted, as explained in argument, the real relation of these parties seems to me quite clear. It is admitted by complainant that the American Graphophone Co. is a licensee under the Berliner patent for some purposes. It is admitted also that defendant has purchased from that company 'tone-arms,' which arms, when used in conjunction with disc records, constitute the very essence of Berliner's patent as covered by claims 5 and 35 thereof.

"For reasons not dwelt upon in the affidavits, but stated in argument, complainants do not desire to state the details of their license agreement with the American Graphophone Co., and for reasons, neither explained in the affidavits nor referred to at the hearing, the American Graphophone Co., although standing behind this litigation and giving to defendant an indemnity against the consequences thereof has either not imparted the terms of the said license agreement to the defendant; or, if such knowledge has been given, defendant does not choose to divulge the same.

"It may at some time become a vital question in this case whether, if the American Graphophone Co. has lawful right to sell these tone-arms, such right confers any authority on defendant to manufacture and sell a complete machine absolutely embodying Berliner's invention. But that question is not presented on this motion, for unless the defendant can claim the rights of a licensee in respect of the tone-arms, it is an infringer without any reference to the wider question last above stated.

"Therefore this motion, in my judgment, depends upon the bare question of law: Upon whom is the burden of proof to produce and prove the terms of a license when a complainant avers and shows a defendant to be an infringer, unless such defendant be excused or justified by the operation of the license which is withheld from the court. Viewed as matter of strict law, I am not given authority, and know of none, which makes this an exception to the usual rule that when one who is *prima facie* in the wrong pleads justification, the burden is upon him to prove his plea. The plea of license is really the old plea of confession and avoidance, and there it is undoubtedly the duty of him who pleads the avoidance to prove it.

"It may be said (I think justly) that this legal rule should not be rigidly adhered to in aid of application for a preliminary injunction the granting of which always rests in judicial discretion. But in this case it is to me quite clear that the real defendant is the American Graphophone Co., and they know just as much about this license as do the complainants, and therefore I see no hardship in compelling the defendant to make good his plea of confession and avoidance if he would profit therefrom.

"Upon the giving of a proper bond the injunction may issue as prayed for in the moving papers; though if defendant elects to disuse the tone-arms purchased from the American Graphophone Co., and abandon the construction of the machine which (except as justified by the license in suit) is an infringement of complainants' patent; and a reasonable period will be allowed (upon the settlement of the order) within which it may dispose of its stock on hand."

The case will be appealed.

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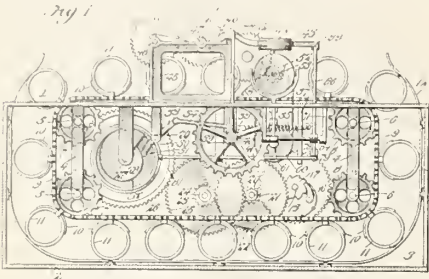
Established 1865

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

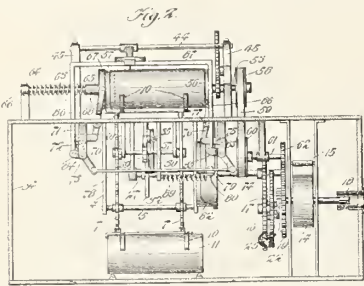
(Special to The Talking Machine World.)
Washington, D. C., Jan. 10, 1910.

ATTACHMENT FOR PHONOGRAPHS. Harry A. Smith, Columbus, O. Patent No. 941,546.

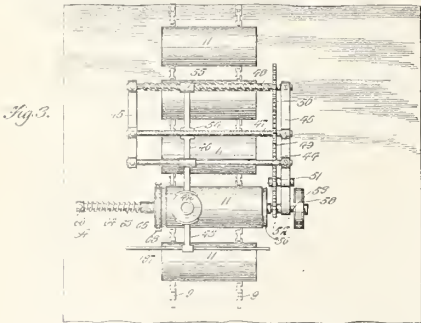
This invention relates to phonographs, the object of the invention being to provide mechanism whereby a plurality of records may be advanced to and moved away from the playing or reproducing position and successfully operated in connection with the reproducer, the mechanism being entirely automatic and motion being imparted to the various elements of the mechanism



from a single source of power which, in the preferred embodiment of the invention, consists of a spring motor contained within the housing or casing of the apparatus and forming a part of the mechanism as a whole, the power generated by such motor being utilized to intermit-



tently advance the records to and from the reproducing position, and also to clutch and release the records successively and also to actuate the reproducer back and forth during its operative or outgoing movement and its return or inactive movement.

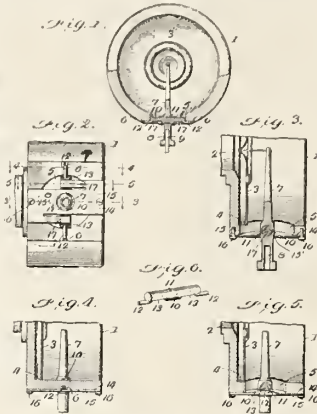


In the accompanying drawings Fig. 1 is a vertical longitudinal section taken through the casing of the machine, showing the record-moving mechanism in elevation, the view being taken looking toward the ends of the cylindrical records. Fig. 2 is a vertical section taken at right angles to Fig. 1. Fig. 3 is a plan view of the record reproducing portion of the apparatus.

SOUND-BOX FOR SOUND RECORDING AND REPRODUCING MACHINES. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 940,794.

This invention relates to improvements in sound-boxes for sound recording and reproducing machines, and some of the objects of the invention are to provide a simple, durable and inexpensive mounting for a stylus bar; to provide an improved mounting for a stylus bar, which may be easily assembled or taken apart; to provide an improved mounting for a stylus bar, in which a tension will be applied to the bar to restrain the oscillation of the bar, and to provide other improvements.

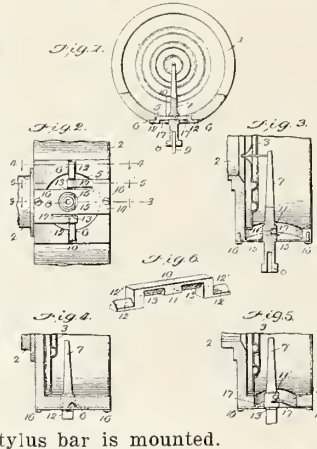
In the drawings Fig. 1 is an elevational view, partly in section, showing the stylus bar mounted upon the sound-box casing in accordance with the invention; Fig. 2 is a bottom plan view of the same, part of the stylus bar being removed to show the mounting for the stylus bar; Fig. 3 is a vertical longitudinal section on the line 3-3 of Fig. 2; Fig. 4 is a vertical longitudinal section on the line 4-4 of Fig. 2; Fig. 5 is a corresponding section on the line 5-5 of Fig. 2, and Fig. 6 is a perspective view of the support upon which the stylus bar is mounted.



SOUND-BOX FOR SOUND RECORDING AND REPRODUCING MACHINE. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 940,796.

This invention relates to improvements in sound-boxes, and the objects are to provide a simple and durable mounting for a stylus bar by which the bar will be held yielding in place to oscillate without restraint upon a fixed axis and to provide other improvements.

In the drawings Fig. 1 is an elevational view, partly in section, showing the stylus bar mounted upon the sound-box casing in accordance with the invention; Fig. 2 is a bottom plan view of the same, part of the stylus bar being removed to show the mounting for the stylus bar; Fig. 3 is a vertical longitudinal section on the line 3-3 of Fig. 2; Fig. 4 is a vertical longitudinal section on the line 4-4 of Fig. 2; Fig. 5 is a corresponding section on the line 5-5 of Fig. 2, and Fig. 6 is a perspective view of the support upon which the stylus bar is mounted.



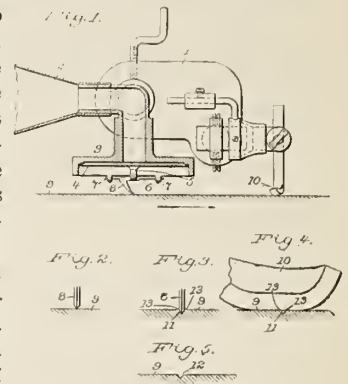
PROCESS FOR RECORDING SOUND. George K. Cheney, New York, assignor by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 941,010.

The main object of this invention is to provide an improved process for producing a true sound record from which may be obtained a faithful reproduction of sound.

Heretofore it has been common in the art to make a sinuous line, representing sound waves on photographic material or in a film upon the surface of a metal plate and then by chemical action to form a corresponding line in a tablet, and the method has also been practiced of cutting or engraving such a line in a tablet of suitable nature. All of these methods are considered by me to be objectionable, however, to a more or less extent, in that it has been suggested that the final record grooves are liable to have rough places and irregularities which may result from the methods of their formation.

In the chemical process of forming records the action of the reagent is uneven on account of local differences in the structure of the record blank, upon which it acts, and therefore the surfaces of the grooves formed thereby are not true and are cellular or pitted, which results in an unpleasant scratching sound during the reproduction of the record.

In the engraving method the record blank is usually formed of a more or less waxy and tenacious material, which, when not made homogeneous, is liable to cause the engraving tool, which removes, in the form of chips or shavings, a portion of the record blank to form the record groove, to leave the record groove with surfaces more or less uneven, because the harder particles of the tablet material may be torn or dragged from their positions instead of being cut cleanly through by the edges of the tool.



The aim of this invention is to dispense with any chemical action and any cutting, scraping or gouging action of the recording tool itself, substituting therefor a pressing or ironing action of the tool.

One form of apparatus for carrying out the improved method is illustrated in the accompanying sheet of drawings in which Fig. 1 is a side elevation partially in section of the recording apparatus shown in its relation to the recording tablet; Fig. 2, an enlarged front view of the recording tool point; Fig. 3, a similar enlarged view showing the recording tool in operative position and the shape of the groove formed thereby in the record tablet; Fig. 4, an enlarged front view of the paring knife in action removing the raised edges of the groove, and Fig. 5 is an enlarged cross-section showing the completed groove.

APPARATUS FOR RECORDING SOUND. George K. Cheney, New York, assignor by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 941,011.

This invention relates in general to the recording of vocal and other sounds and more specifically consists of an improved apparatus for producing an exact record of sharp, clean outline, in a suitable tablet from which the sound may be reproduced, said record being in the shape of a sinuous line of even depth.

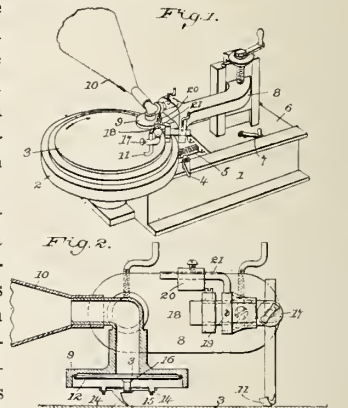
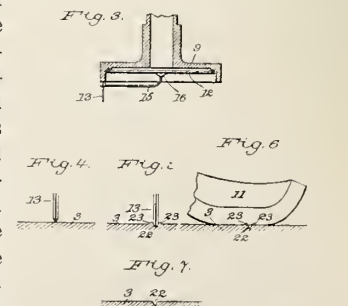


Fig. 1 is a perspective view of a record-making apparatus. Fig. 2 is a side elevation and partial section of the recording apparatus shown in its relation to the recording tablet. Fig. 3 is a detail sectional view on line 3-3 of Fig. 2; Fig. 4 is an enlarged detail front view of the recording tool point; Fig. 5 is a similar enlarged detail showing said tool in operation and the shape of the furrow formed thereby in the record tablet; Fig. 6 is an enlarged detail view of the paring knife in action removing the raised edges of the furrow, and Fig. 7 is an enlarged detail cross-section showing the completed groove.

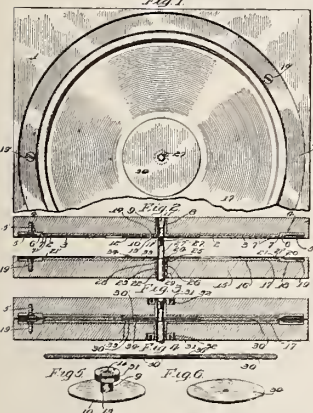


APPARATUS FOR MAKING SOUND RECORDS FOR TALKING MACHINES. Charles S. Wickes, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 941,291.

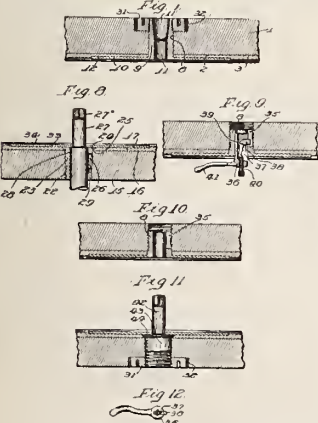
This invention relates to sound records for

talking machines, and especially to the manufacture of double-faced records and to the apparatus for pressing the same from a mass of plastic material.

The objects of the invention are to provide means for pressing double-faced records of such construction that a true and faithful record of the character above referred to may be easily and rapidly made; to make a mold which will simultaneously press sound records into both sides of the finished record and at the same time impress labels into both sides of the records; to provide a device in which the record formed therein will have its greatest diameter in a plane between its faces in order to reduce the liability of the record becoming chipped or otherwise mutilated in the later finishing or handling of the same; to unite the labels to the record in such a manner as to form no seam or mark on the record other than those which are desired; to make the various parts of the device replaceable, adjustable and of simple construction; to make a pressing mold which can be readily adapted to different kinds of presses now in use; to facilitate the removal of the finished record from the pressing device and to secure or fasten to the mold or pressing plate the matrices from which the sound records are pressed in the mold, and to provide other improvements.



In the drawings forming a part of this application, in which the same part is designated by the same reference character throughout the several views, Fig. 1 is a plan view of the lower half of the pressing mold; Fig. 2 is a sectional view showing the disposition and relation of the parts; Fig. 3 is a view similar to Fig. 2, with the record in position as pressed between the parts of the mold and showing a modified manner of securing the matrix to the mold; Fig. 4 is a sectional view of the finished record; Fig. 5 is a detailed perspective view of one form of upper plate for depressing the label into the record; Fig. 6 is a similar view of the lower plate for depressing the label on the other side of the record; Fig. 7 is a detailed view showing the upper plate shown in Fig. 5 in position in the mold with the matrix clamped to the pressing plate; Fig. 8 is an enlarged view of a portion of



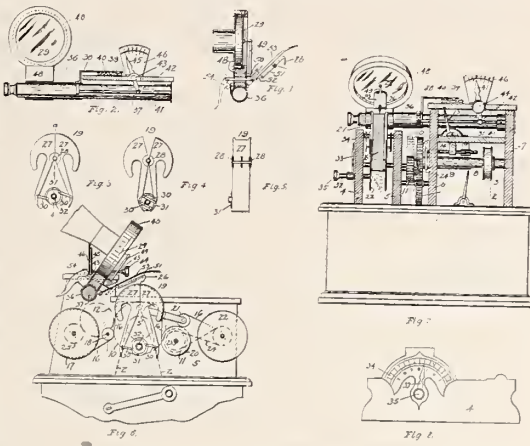
part of the structure illustrated in Fig. 9.

SOUND-REPRODUCING MACHINE. Franklin C. Goodale, Tacoma, Wash. Patent No. 944,608.

This invention relates to sound-reproducing machines, and especially to those adapted to use a flexible ribbon on which the record has been made, and has for its object to provide a device whereby the intensity of the sound may be varied at will without changing the speed of operation or the form or size of the horn.

Fig. 1 is a vertical section of the reproducing mechanism; Fig. 2 is a front view thereof showing the device for shifting the reproducer from

one set of records to another parallel set; Figs. 3 and 4 are front views of the sound amplifier in its closed and opened positions, respectively; Fig. 5 is a vertical section thereof on the line a-b in Fig. 3; Fig. 6 is a side view of the ma-



chine with one of its standards removed in order to show the mechanism; Fig. 7 is a rear view of the machine, and Fig. 8 is a view of the dial of the device for controlling the sound amplifier.

SOUND-RECORD COMPOSITION. Jonas W. Alys-worth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 944,474.

The present invention is designed as an improvement on a new record composition, patented May 4, 1909, in which asphalt is admixed with a metallic sterrate, such as sterrate of lead, and preferably also with a resin gum, such as copal gum, resulting in an excessively hard, tough and durable material.

HORN. Adolph G. Soistmann, Philadelphia, Pa. Patent No. 944,516.

This invention especially relates to horns used for talking machines, and comprises inner and outer reinforcing tapered sleeves and means for securing or locking said sleeves as hereinafter claimed.

Referring to the drawings, Fig. 1 is an elevation of the horn containing the improved reinforcing sleeve;

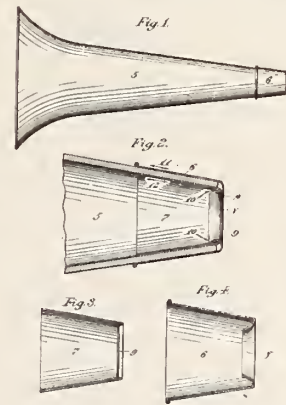


Fig. 2 is a longitudinal section of the small end of the horn on an enlarged scale; Fig. 3 is a section of the inner sleeve member; and Fig. 4 is a section of the outer sleeve member.

This invention is especially adapted for horns constructed of wood, fiber or similar material, but need not necessarily be confined to horns of that construction.

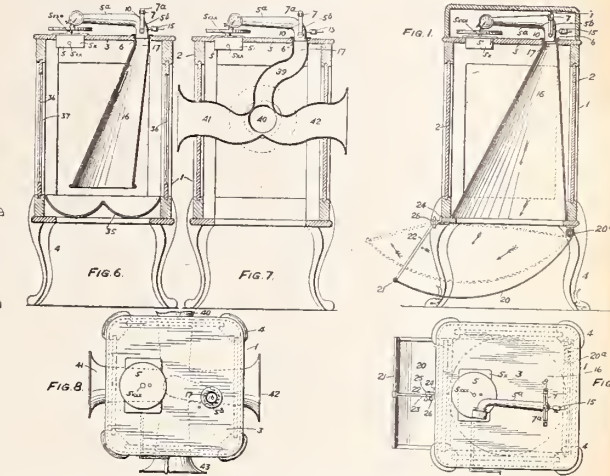
COMBINED STAND AND HORN FOR TALKING MACHINES. Henry C. Miller, Waterford, N. Y., assignor by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 13,044.

This invention relates to improvements in a combined stand and horn for a talking machine. Talking machines now in use employ a horn extending out from the sound-box, which is large, unsightly and frequently takes up so much room that is in the way. It has been found that it is not essential to extend the horn from the machine, and the inventor has therefore constructed a cabinet in which the talking machine is placed and utilizes the interior of the cabinet to accommodate a horn and a deflector to distribute the sound. The object of combining these two elements is to economize space and at the same time provide means for utilizing a large horn without projecting it out from the talking machine, as practiced with machines of this type now in use.

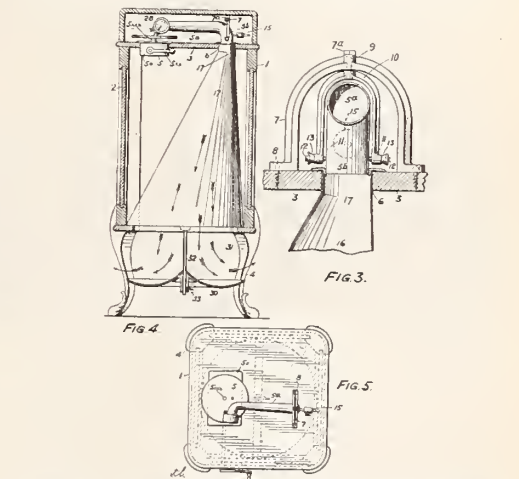
A further object of this invention is to provide a stationary horn in a cabinet with an ad-

justable exit that the sound may be directed to an audience at any angle.

In the drawings Fig. 1 is a sectional view of the preferred form of the invention. Fig. 2 is a top view with the cover removed. Fig. 3 is a



detail transverse vertical section of the means employed for supporting the pipe leading from the talking machine to the horn and the connection between the pipe and the horn. Fig. 4 is a vertical sectional view of a modified form of the



invention. Fig. 5 is a plan view of the same. Fig. 6 is a vertical section of a different modification. Fig. 7 is a similar view of a further modification. Fig. 8 is a plan view of the modification shown in Fig. 7.

SOUND-AMPLIFIER. Nathaniel Baldwin, Midway, Utah. Patent No. 946,096.

This invention relates to sound amplifiers of that general type illustrated in Letters-Patent of the United States granted on October 29, 1907, No. 869,288.

The principal object of the present invention is to improve and simplify the operation of the device and to provide for the more delicate balancing of the controlling valves, so that they may be made more quickly responsive to the vibrations of the diaphragm, armature, or other device to which they are connected.

A further object of the invention is to provide improved means for connecting the diaphragm or other vibrating body to the valve rod for the purpose of securing increased force in the operation of the valve and further to permit of greater delicacy of adjustment.

A still further object of the invention is to arrange the opposing valves which are subjected to the pressure of air, steam, or other actuating fluid, so that one shall present a greater surface area than the other and the pressure operating on the excess area will tend to move both valves to open position, and, further, to provide for counter-balancing of this extra pressure by connecting with the operating device, so that the elasticity of the diaphragm, magnetic force operating through an armature, or the energy of a spring or weight, may be utilized in part as a valve closing means.

In the accompanying drawings, Figure 1 is a sectional elevation of a sound amplifier constructed in accordance with the invention, the instrument here shown being one which is used in

speaking or singing when the instrument can be placed close to the mouth. Fig. 1 is a detail view. Fig. 2 is a plan view of one of the valve seats drawn to an enlarged scale. Fig. 3 is a similar view of one of the valves. Fig. 4 is a cross sectional view of a valve and its seat on an enlarged scale.

Fig. 5 illustrates a modified construction of seat, and Fig. 6 a modified construction of valve that may be employed. Fig. 7 is a sectional elevation illustrating a slightly modified construction that is adapted more especially for use as a secondary instrument and may be used to control the flow of a stream of steam to the amplifying horn. Fig. 8 illustrates a construction in which only a single valve is employed, the valve being so arranged that the fluid under pressure tends to open it while its force is counter-balanced by a mechanical means.

Fig. 9 is a sectional elevation illustrating a structure that may be employed in connection with a sound reproducing machine of the cylinder record type. Fig. 10 is an elevation showing the arrangement followed when adapting the device for use in connection with a machine of the disc record type. Fig. 11 illustrates a valve operating mechanism in the form of an armature located between the pole pieces of a telephone receiver. Fig. 12 illustrates a further construction in which the valve rod carries a series of armatures connected in tandem. Fig. 13 illustrates a further modification of the electro-magnetically operated valve rod.

Fig. 14 is a sectional elevation illustrating the use of the device in connection with a musical instrument having a sounding board, the sound waves being mechanically transmitted through the valves for the purpose of controlling the flow of the stream of fluid to the amplifying horn. Fig. 15 is a sectional elevation showing the manner in which the device may be connected to a wind instrument, where the sounding column of air operates on a diaphragm that transmits movement to the valve rod.

CABINET FOR SOUND-REPRODUCING MACHINES. Arthur E. Madison, Santa Barbara, Cal. Patent No. 946,243.

This invention has reference to a cabinet for sound reproducing machines, and particularly contemplates the provision of a collapsible or foldable horn or sound amplifier, which forms a part of the cabinet.

One of the objects of this invention is to provide a cabinet for sound reproducing machines with a self-contained sound horn, which, forming a unit with the cabinet, is capable of being concealed from view, thus rendering the cabinet conveniently portable, eliminating the necessity

of a separate horn, and removing all liability of injury to the horn.

Another object of this invention is to provide a cabinet for sound reproducing machines having a self-contained horn, which may be opened to its fullest extent or only to a limited extent, whereby to obtain a modulation of the sounds emitted during the reproduction of a record.

In the drawings, Fig. 1 is a perspective view, showing the invention as applied. Fig. 2 is a perspective view showing the lids and the lateral door in open position. Fig. 3 is a perspective view showing the invention as applied to a cabinet, the horn being shown in open position. Fig. 4 is a perspective view showing a cabinet with lids closed. Fig. 5 is a side elevation showing the sound reproducing box, the two lids in open position, and the interposed collapsible horn. Fig. 6 is a front elevation, showing the open position of the lids, and the open position of the lateral door, by means of which the records and needles may be changed. Fig. 7 is a sectional elevation, showing the lid and the horn attached thereto only partly open, the cabinet or motor-containing box being shown in fragmentary view.

Fig. 8 is a sectional view, showing the interposed foldable horn in closed position.

VALVE FOR THE SOUND-BOXES OF TALKING MACHINES. Chas. K. Simpson, Honolulu, Hawaii, assignor of one-eighth to A. P. McDonald, Patent No. 946,524.

This invention contemplates changes in the construction and action of the valve whereby much louder and more perfect tones are produced with the expenditure of less air. The principal changes of construction are: In the spring clamp, which flexibly secures the valve to the seat; in the shape of the guiding pin in the seat, against which the end of the valve rests, the pin being tapered and the edge of the valve correspondingly beveled; and in the bars of the gridiron valve, one edge of each bar being beveled. The action of the valve is thereby changed.

In the drawings, Figure 1 is a plan view of an improved gridiron valve. Fig. 2 represents a plan view of its valve seat. Fig. 3 represents a section on the line A-B of Fig. 2. Fig. 4 is a detail of the cushion and its adjusting screw. Fig. 5 is a sectional view of modification. Fig. 6 is an elevation of the spring clamp. Fig. 7 is a diagram illustrating the passing of the air jets through an ordinary gridiron valve. Fig. 8 is a diagram illustrating the same through an improved valve.

MANUFACTURE OF CYLINDRICAL PHONOGRAPH RECORD-BLANKS. Varian M. Harris, Chicago, Ill., assignor by Mesne assignments to the Cleveland

Phonograph Record Co., Cleveland, O. Patent No. 13,067.

This invention relates to means for forming cylindrical phonograph record-blanks from sheets of celluloid and has for its object to provide a simple and efficient structural arrangement and combination of parts whereby the sheet of material bent into cylindrical form is securely held and united by a longitudinally extending cemented seam to form a cylindrical blank equal in all respects to the drawn tubes or cylinders heretofore used in the manufacture of phonograph records.

In the accompanying drawings:—Figure 1 is a longitudinal sectional elevation, on line x-x, Fig. 3, of an apparatus embodying the present invention, and showing the parts in the position in which the carriage has completed an active stroke. Fig. 2 is a similar view, showing the parts in the position for the commencement of an active stroke. Fig. 3 is an enlarged end elevation.

MOUNTING FOR SOUND-BOXES. George L. Coleman, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 946,014.

This invention relates to certain improvements in sound recording and reproducing devices, and more particularly to that part of the same known as sound-boxes. The object is to provide a means for mounting a diaphragm in the sound-boxes in such a manner that the volume is greater and quality of the tone is much clearer and more distinct and natural than heretofore rendered.

With this object in view, the invention consists in providing a simple and efficient means for securing the diaphragm in the sound box, whereby the vibratory action of the diaphragm is rendered more efficient and the diaphragm more sensitive to the action of the sound waves and movement of the stylus bar.

In the drawing, Fig. 1 is a transverse section of the sound-box, showing the needle and part of the stylus bar in elevation; Fig. 2 is an enlarged fragmentary portion of Fig. 1; Fig. 3 is an elevation of one of the gasket rings.

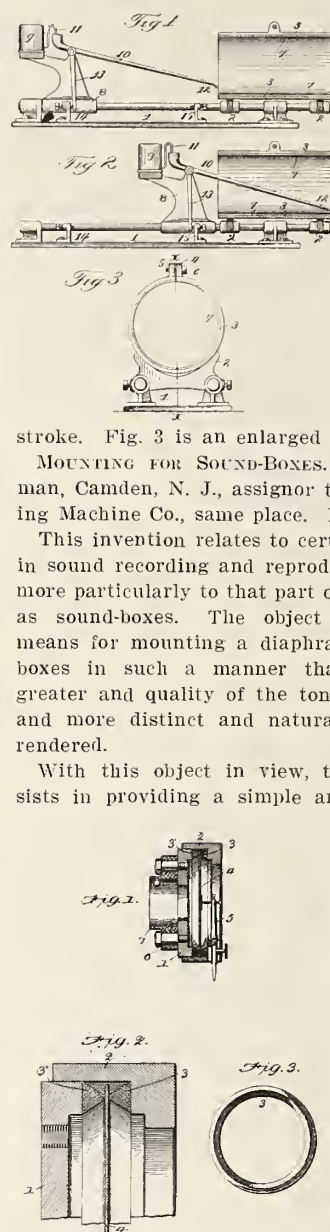
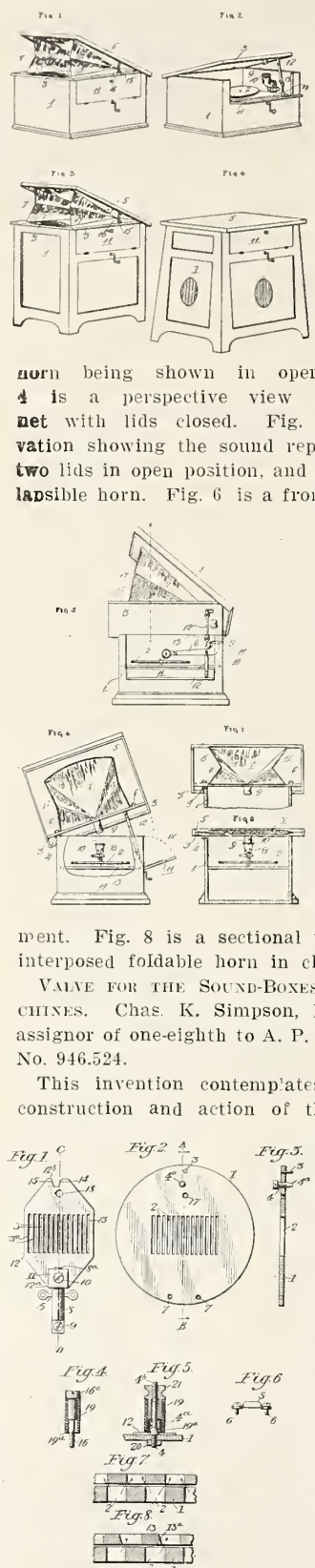
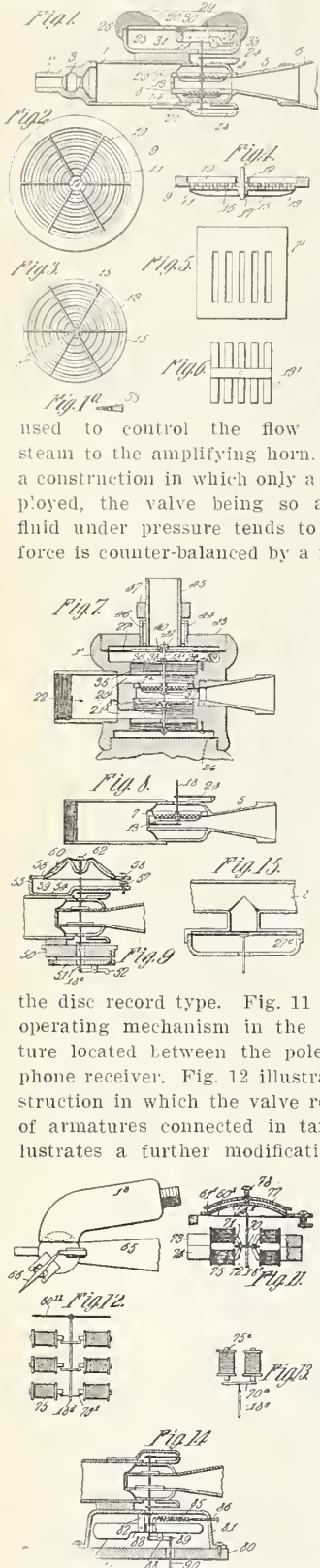
COLUMBIA CO. OF NORFOLK, VA.

The Columbia Co., Norfolk, Va., have incorporated with capital stock of \$5,000 to \$15,000, for the purpose of dealing in talking machines. The officers are: C. P. Frick, president; B. Peating, vice-president, and H. O. Gosornect, secretary.

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C. P. Chew is a recent appointee to represent the Victor Talking Machine Co., Camden, N. J., in New York City. He makes his headquarters at the Hotel Albert. Mr. Chew is new to the trade.



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SELLING DATE OF "HITS."

Sales Manager Dolbeer, of the National Phonograph Co., Sends Out Some Important Data That Will Interest the Trade Regarding Getting Special Records of Hits Before the Public at an Early Date.

Relative to advancing the selling date on certain special records, particularly "hits," F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., sent out the appended letter on February 3:

"For some time past we have been formulating plans whereby we could more promptly place in the hands of our trade records covering selections which may have proven 'hits,' or which we have reason to believe will become especially popular—the demands for which will be the greatest, of course, while the selections are being kept prominently before the public by being head-lined in theatrical publications, as well as being in the repertoire of the vaudeville and musical comedy artists. It is not our purpose to offer such records each month, but at such times only as conditions appear to make it advisable.

"The innovation as outlined will permit of the selling date being advanced 30 days, that is, from time to time as such selections appear (the masters for which have already been made with a view of listing the records two or three months hence), we will advance the selling date one month, making shipment of these records with the previous month's issue. To insure of your receiving such records as soon as placed upon the market, it will be necessary for you to enter a standing order with your jobber, and in placing same you should give your jobber specific instructions, as to whether or not a second shipment is to be made when these records appear as a part of the next monthly list.

"Owing to the popularity of the three following selections (the master for which have already been made with a view to listing them in the May supplement), we shall advance the selling date in Canada to 8 a. m. on March 24, and

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

C. B. HAYNES & CO.
EDISON JOBBERS

ALL SUPPLIES

603 East Main St., Richmond, Va.

FINCH & HAHN,
Albany, Troy, Schenectady.
Edison Jobbers and Victor Distributors
MACHINES and RECORDS
Complete Stock Quick Service

EVERY JOBBER in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the March list.

in the United States to 8 a. m. on March 25, and if you will immediately place an order with your jobber, you will receive these records with your shipment of April records, which go on sale on the dates mentioned.

"These three records will not increase the number of the May list, which will total forty selections, consisting of fifteen two-minute, twenty four-minute and five four-minute grand opera. The three selections referred to are: Standard (two-minute), No. 10,362, "By the Light of the Silvery Moon" (Ada Jones), orchestra accompaniment; Amberol (four-minute), No. 421, "By the Light of the Silvery Moon" (Ada Jones and male quartet, orchestra accompaniment); No. 432, "Cubanola Glide" (New York military band with Collins and Harlan). These are unquestionably the most pronounced song 'hits' of the season, and while of the 'rag' type, their mellow catchy rhythm has been so artistically rendered, that we confidently predict an enormous sale for them."

NEW VICTOR RECORD CATALOG.

Imposing Volume of 152 Pages Now Ready for Dealers—Arranged for Ready Reference—The Special Lauder Window Display.

The new catalog of Victor records for 1910, which made its appearance recently, is an im-

posing volume of 152 pages, and is well calculated to impress one with the magnitude of the Victor business, which enables the company to offer to the talking machine owner such an exhaustive list of selections from which to make a suitable choice. The catalog is divided into sections, band, orchestra, instrumental solos, sacred, operatic, Red Seal, popular etc. and indexed in such a way as to make it a very simple matter for the customer or dealer to find any particular record desired without loss of time. The Red Seal records for instance are contained in a special colored section of 40 pages, and are listed both under the names of the artists and according to the titles. The handsome cover in colors also tends to attract attention to the catalog.

The new catalogs are being placed in the hands of the distributors, who were prepared to supply them to the dealers about February 1.

The advertising department of the Victor Talking Machine Co. is offering to dealers, at cost, the ready-made window display, No. 13, designed to attract the attention of the public to the new Harry Lauder records. The central feature of the display is a life-sized figure of the famous Scotch comedian in kilts, and suitable signs and labels go to complete the window.

A buyer, being a human being, has troubles of his own; don't air any of yours in his presence.

The TASIDEING MALINE SECTION



NEW YORK, FEBRUARY 15, 1910

THE POST CARD OUTLOOK.

Manufacturers Hold Great Expectations for 1910—Trade Settled After Tariff Upheaval—Advance of the American Made Cards.

The various post card manufacturers are confident that the present year will prove a much better one for the post card trade in general than the year 1909, owing to the more settled conditions. For some years a large proportion of the cards sold in this country came from Germany and the domestic manufacturers found it a hard matter to compete in the production of cards of equal quality. Then the tariff question came up and upset the market for a considerable period or until the new schedules were finally decided upon. Conditions were gradually changed, however, until the domestic manufacturers have secured a good hold on the market and as a result they are turning out cards that rival in every way the finest products of the foreign makers. Now the dealer can get his comics that are made in this country and are typically American in their humor and consequently more desirable for the average purchaser.

His local view cards, from being plain photographic prints on sensitive paper or half-tone reproductions, have been brought to the point where they include the finest products of the post card manufacturers' art.

And the dealer will find this year that to produce successful results he must handle the best cards possible, for the demand has progressed from that of a mere fad to a steady business basis. The public have been educated to the point where they demand the best there is and are willing to pay for it, realizing the value of the post card to the tourist, the busy correspondent, and in fact to those engaged in any walk of life. Various communities have officially approved the post card as a means of advertising their town throughout the country and showing the interesting points as they really appear and not as liable to be distorted by enthusiastic type descriptions.

On the whole the dealer who has an up-to-date stock of post cards on hand, or who invests in a representative stock, has a promising future before him.

SYSTEM IN BUSINESS.

Successful Merchant or Manufacturer of To-day Has His Business Systematized Down to the Smallest Detail—Through Well-Chosen Department Heads He Can Keep in Close Touch.

The successful manufacturer of to-day has his business systematized to the smallest detail. Sitting at his desk, miles away from his factory, he can ascertain at a glance how quick an order in work will be delivered, and any irregularity, however minor, is down in black and white with the justification or absence of it.

The modern successful business man knows that the more attention he pays to system the smaller will be the chance of errors. He recognizes the fact that it is a valuable business

asset to keep his promises, and he must employ system in order to do this.

He is constantly watching the horizon for chances to increase and expand his business and takes immediate advantage of every opportunity that comes to his attention to reach the trade he is in.

In a matter of advertising he spends what seems to the outsider to be an extravagant amount of money. His selection of advertising mediums is reached after a judicial comparison of the many methods of publicity offered him.

The men under him are selected only after they have successfully competed with other applicants for the same positions. He gets the best procurable and is willing to pay for it.

His salesmen are detailed to cover the country, and perhaps the world. They receive a liberal education on the merits and talking points of the firm's product, and start out to conquer with the best ammunition possible and a thorough knowledge of what they are selling.

The sales manager covers the country with his men and handles the hundreds of details incidental to marketing merchandise through salesmen in a manner, which, were it not for system, would be impossible.

The very backbone of some businesses is their wonderful systems for handling detail. Those firms who are now doing business in the old-fashioned way should not wonder why their sales are yearly shrinking. Unsystematic business methods is the reason.

REFORMING FILM SHOWS.

Classic Poems and Bible Stories Now Shown on the Screens.

Moving pictures illustrating the poems of Browning and Tennyson, the Odyssey, Biblical history, and the novels of Tolstoy, George Eliot, De Maupassant, Hugo, etc., are now to be seen in most of the ten-cent biograph houses. This has all come about through the moving picture men themselves. They were tired of being arrested for exhibiting questionable films which they had merely rented from the manufacturers.

They appealed to the People's Institute with the request that it establish a board of censorship, agreeing that any manufacturer who refused to submit his films to this board would be black-listed by the moving picture houses. This created a practically national board of censorship, since the association of showmen at whose request it came into being includes in its membership the majority of moving picture men throughout the country.

During the first month of its work, says the Van Norden Magazine, the board destroyed \$12,000 worth of objectionable films. As they censor all the films used in New York and 55 per cent. of those used throughout the country, manufacturers were early convinced that they would have to raise the standard of their subjects.

One of the earliest subjects taken up was Browning's "Pippa Passes," and every resource of artistic photography, stage settings, good acting was drawn upon to make the record a refined entertainment. Now the devotee of the biograph

can see Longfellow's "Hiawatha," Tennyson's "Launcelot and Elaine," and other famous poems beautifully visualized upon the screen.

A number of historical subjects have also been taken up, such as Custer's famous last stand. Even the clergy have recognized the value of the cinematograph in familiarizing audiences with Biblical history. Nativity and Easter plays have already been exhibited in France, and the story of "Jephtha's Daughter" and the "Judgment of Solomon" are already being given in excellent form and have proved popular here.

An American firm has in preparation the story of "Joseph and His Brethren" and that of the "Life of Moses," the latter being prepared under the direction of the Rev. Madison C. Peters. The French manufacturers have taken up many of the classic fairy tales.

THE CLIMBING MAN.

The Man Who Is Not Affected by Prosperity but Who Continues to Put Forth Best Efforts to Advance Still Further.

A great many people cannot stand much prosperity. If they make what to them is a hit in anything, there is a general letup in their effort. They stop and contemplate what they have accomplished, and congratulate themselves upon it, and feel satisfied with what they have done.

A satisfied or half-satisfied feeling over what one does is a most dangerous thing. Those who have done great things have looked upon every achievement as a stepping-stone to help them climb higher. They have been tonics rather than sedatives. They have been spurs to ambition.

Most of us, like the frog in the well, slide back after we take a step up. We do not hold the advance we have made and keep pushing forward. It is a great thing to hold every bit of advantage one gets; but the majority are like the spurting general, the spasmodic commander who, when the enthusiasm is upon him, makes a dash for the fighting lines as though he would annihilate the opposing army; but, after the spurt, retires, loses confidence, energy and enthusiasm, and suffers the enemy to retake the lost ground.

It is not enough to capture a fort in life—we must hold it, not let the enemy take it away from us. We must keep advancing all along the line, taking everything we come to, giving up nothing.

One of the greatest helps to achievement is to make it an inexorable rule that every time you make a success, your next effort shall be a little higher up. Resolve that each success, instead of satisfying you, shall only spur you to renewed effort.

If you meet with a misfortune, a loss, a seeming failure, determine that that shall be a turning point in your career.

Make up your mind that you will burn your bridges behind you; that you will not look back; that you will keep your eyes onward, ever upward, watching for the hand that beckons you on, listening to the voice of aspiration which bids you ascend.

A cheerful, optimistic salesman is always more welcome than a pessimistic grouch.

SHOULD READ TRADE PAPERS.

One of the Best Methods of Acquiring Special Business Knowledge—Time Spent in the Reading Well Invested.

"I have no time to read." This is an expression familiar to trade paper canvassers, and if it were as well understood by those who make use of it as it is by canvassers it would not so frequently be expressed. Instead of being an excuse for not subscribing for a paper that will benefit the merchant, it is an admission of neglect to do what every business man is expected to do.

Trade papers are busily engaged in searching for new and progressive ideas, and are bringing the best that can be found to the attention of their readers, who are continually making use of them.

A young man recently bought a business of which he has little knowledge. He has not the least inclination to read and therefore has little chance to learn, says Hardware Trade. He is consequently not making headway and cannot understand what is the matter.

Another young man started under similar conditions, but he caught on to the idea that knowledge is the source of success. He devotes certain hours every week to the reading of trade literature, and he claims that his success, to a large extent, is due to the valuable information he obtains in that way. If a man has no taste for reading he should cultivate it; in fact, should make himself read, and he will soon acquire a habit that will be beneficial to him. The man who does not read must not forget that others read him, and they soon find out that he is narrow in his views and selfish in his dealings.

It is time well spent for a merchant to look at other stores in order to get improved ideas,

but what is that compared with the knowledge he can gather from his trade paper, which is on the lookout for the best systems and methods all over the world, and which are gathered up and brought right to his desk regularly for his own benefit and at his leisure.

Luck and laziness do not go together. The man who climbs up must prove himself and grasp his opportunities. Opportunity will not look him up.

A show window has two objects in a store, though the advertising man will probably say they are both one. These objects are to introduce the passer-by to the store and to sell goods.

The value of a good window display is no longer questioned. It is equal to the newspaper and better than any other publicity method. The greatest value of a good display is secured by adapting it to the newspaper work done at the time.

Said one clerk: "I just sold a man something that he did not want." That's salesmanship. Said the other clerk: "I sold a man something that he wanted, but didn't know he wanted." That's sense.

ANCESTOR OF PICTORIAL POST CARDS.

It was in Switzerland that the mania for pictorial post cards first arose, and we well remember the astonishment evoked some dozen years ago at seeing at the Theodule Hut the excitement of a party of Germans upon ascertaining that they could despatch thence, via Italy, a sheaf of views of the Matterhorn.

If one may judge from the very interesting collection of Alpine prints now on view at the Alpine Club, Saville Row, our ancestors were also eager to carry away souvenirs of scenes unlike any to which they were accustomed, and of

which the ferrors and dangers were doubtless not unexaggerated.

And so the Swiss, who were among the earliest to exploit colored engravings, provided them with material with a sufficient spice of exaggeration to satisfy those who stayed at home. These they dedicated to the "amateurs of the marvels of nature," and for them they crowded into single landscape a dozen Staubbachs and any number of agulies and glaciers, with artists portraying them and peasants holding festivals beneath them.

SOME LIVE RULES FOR CLERKS.

Compiled by a Hardware Dealer and Which Might, with Profit, be Adopted by Merchants in Other Fields.

A Western merchant has formulated a number of store rules, a copy of which he hands once each month to each of his clerks. He also has copies posted up in different parts of the store. Several of them read as follows:

"If you feel indisposed to work, from sickness, mental tiredness, or a tendency to mental gout, come and tell me so. A bed will be rigged for you in the loft, or you will be sent home in a delivery wagon.

"I was a clerk for eleven years myself, and learned all the dodges that can be worked to beat 'the old man' out of some of the time that belongs to him; some of the best of them I originated myself. Remember, therefore, that you are not dealing with a tender-foot. When it comes to a matter of loafing on me, I have eyes in the back of my head.

"I would advise you to make all the friends you can among my customers. You may want to go into business for yourself right in this town and need them to help you along. I won't be jealous. All I ask is that you work fairly for me until you are ready to go out and work for yourself.

"Any clerk who has trouble in keeping his home clock from going too slow, especially in the morning, will receive a nickel-plated chronometer by applying to me. Also an order on the jeweler to keep it in order at my expense.

"This store is not run for the good of the neighbors or of the public at large. The first one to be considered is myself; I have put up the money, and am running all the risks. The second one on the list is yourself; you are getting a living out of it, the same as I am. The third is the man who buys the goods. Don't forget that his interests must be looked after, the same as yours and mine; the better we do by him, the more money will there be in it for you and me.

"I do not encourage any young man in guessing this or that about the goods. It is his business to know, and if he don't know, let him ask and find out."

NEW REACH CATALOG FOR 1910.

The A. J. Reach Co. have issued their catalog of the famous Reach baseball goods for 1910. A number of interesting new features are shown, including a patented globe seam, which prevents ripping between the fingers.

HAND COLORED

Local View Post Cards **MADE TO ORDER**



Made from any fair photo and delivered in 2 to 3 weeks. **\$7.20** for 1000

The Best Made in America

SEND FOR SAMPLES

Blue Delft (two colors) **\$5.00** for 1000

Season, Floral, Comics, Greeting Cards, etc.,

Direct from Factory

NATIONAL COLORTYPE COMPANY

Department 9

CINCINNATI, OHIO

NOW IS THE TIME TO PLACE

ELECTRIC-PLAYERS

to advantage and make easy money and big profits.

They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

60 YEARS' EXPERIENCE

PATENTS

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Branch Office, 625 F St., Washington, D. C.

To Business Men

Business men in every line admit the value of good trade papers.

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

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

The World is a help to the talking machine business.

It exerts an healthful optimism.

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

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

They draw from *The World* pleasure and profit.

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

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

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK



EDISON

in inventing the Edison Phonograph provided the means by which the wonderful voice of



SLEZAK

the greatest tenor of the age may be preserved for all time. The great arias which Slezak sings during his American engagement, at the Metropolitan Opera House, New York, are the same arias which he sings for the Edison Phonograph—and for the Edison only. And they are rendered only on Edison Grand Opera Amberol Records.

This proves a big impetus to the Phonograph sales of every Edison dealer and will certainly boom business on your Grand Opera Record sales.

National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, March 15, 1910



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.

THE PLEASURE
DOUBLED

THE COST
REDUCED



"ON SPEAKING TERMS"

ZON-O-PHONE

10 inch **DOUBLE RECORD DISCS** 12 inch
65c. **\$1.00**

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

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.

The price appeals to the masses, the quality to the classes, making them indeed a popular record at a popular price.

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded. 10 inch, 50 cents, 12 inch, 75 cents.

Resolve yourself, Mr. Dealer, into a committee of one and investigate these claims. Consider, criticize, compare. ZON-O-PHONE RECORDS will stand the test. A trial will verify all that we say.

Universal Talking Machine Mfg. Co.

Fourth and Race Streets

Philadelphia, Pa.

Distributors of Zen-o-phone Goods:

ALABAMA

Mobile W. H. Reynolds, 167 Dauphin St.

ARKANSAS

Ft. Smith R. C. Bollinger, 704 Garrison Ave.

CALIFORNIA

San Francisco... Peter Bacigalupi & Sons, 941 Market St.

FLORIDA

Tampa Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago Benj. Allen & Co., 181-141 Wabash Ave.
Chicago B. Olshansky, 515 So. Jefferson St.

IOWA

Des Moines Harger & Blish, 707 Locust St.
Dubuque Harger & Blish, Security Bldg.

KANSAS

Topeka Emahizer-Spielman Furn. Co., 617-519 Kansas Ave.

MARYLAND

Annapolia Globe House Furn. Co.
Baltimore C. S. Smith & Co., 841 W. Baltimore St.
Baltimore Louis Mazor, 1423 E. Pratt St.

MINNESOTA

St. Paul W. J. Dyer & Bro., 31-23 W. 5th St.

MICHIGAN

Detroit J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Kansas City Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield.... Morton Lines, 325 Boonville St.
St. Louis Knight Mercantile Co., 211 N. 12th St.
St. Louis D. K. Myers, 3889 Finney Ave.

NEW JERSEY

Hoboken Eclipse Phono. Co., 208 Washington St.

NEW YORK

Brooklyn F. W. Rous Co., 435 Fifth Ave.
Brooklyn B. G. Warner, 1213 Bedford Ave.

NORTH DAKOTA

Fargo Stone Piano Co., 614 First Ave., N.

OHIO

Akron Geo. S. Dales Co., 128 S. Main St.
Cincinnati J. E. Poorman, Jr., 639 Main St.
Cleveland The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny H. A. Becker, 601 Ohio St.
Philadelphia... Harmonia Talking Machine Co., 1321 Arch St.
Philadelphia... H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

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

CANADA

Toronto Whaley, Royce & Co., Ltd., 168 Yonge St.
Vancouver, B.C. M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.
Yarmouth... Yarmouth Cycle Co.

The Talking Machine World

Vol. 6. No. 3.

New York, March 15, 1910.

Price Ten Cents

TEACH CHILDREN BY PHONOGRAPH.

No More Effective Means Conceivable for Presenting the Great Classics in English, When Prepared by Intelligent and Able Speakers, Than the Talking Machine Record—They Learn Quickly and Retain All They Hear.

"To my mind the phonograph is to be considered as something more than a source of amusement," said a well-known merchant while he showed an interested friend his new machine. "That's why I thought it worth my while to buy the best I could find without regard to cost. Of course, one of its best uses, as anyone will admit, is that it does give one access at all times to the best musical renditions, and particularly the wonderful voices of the opera stars. But my idea goes deeper than that.

"It has always been a source of regret to me that when I was a boy I didn't have somebody to show me, almost from the time I learned to read, the art of what is generally called by that threadbare term, elocution. That, however, is not quite my meaning. The point is that if you give a child from the first only the finest things the pen has produced for his reading, he soon acquires certain standards—correct and discriminating standards—that will stick to him through life. The powerful emotion of the writer communicates itself to him; and because his heart is thrilled by what he reads, the fine art by which it is expressed sinks into his soul. Such a one will some day learn to write truly with his own hand.

"Now, there is one thing that stands in the way of giving a child the best literature to read, and that is that the language and thought are too often beyond him. There is as much difference between good writing and bad as there is in music, between ragtime and classic from Beethoven, and it takes an educated ear to pick out the melody in either. But there is one way of overcoming the difficulty in the matter of the reading, and that is that the child should hear the thing read, not as you or I might read it, but as some trained specialist might read it, with such cadences and fine inflections of the voice as will convey the meaning almost independently of the words themselves, even as a song the words of which are in a foreign language will sometimes affect you.

"A literary classic presented to a child in this manner will sink into his understanding, first through his emotions and secondly through his intellect. And, of course, that is the secret of a true understanding of most anything. Such a child will love the thing forever after when he reads it, and with a liking that will not be forced, or unnatural, or half-hearted. Whenever he reads it afterward the tones he has heard will echo in his mind, and it will mean an infinity of things that would not otherwise come to him till his mind matured.

"And it is not enough that he should hear the thing once only. He must hear it many times, whenever he chooses, till it becomes a habitual thing in his life. He must hear it time and again in the quiet of the home, where it can take hold of him, not in the hurly-burly of an opera house, where a distracting crowd claims his attention, and where he understands little and forgets what little he has absorbed.

"So I got a phonograph, and whenever possible I go to competent speakers and have them give into the phonograph readings of the best poems, best prose passages, best everything in literature I can find. I am so fortunate as to have a couple of friends who are fine readers—trained readers, I mean—and they know others. On many occasions they have been able to make records for me for the purpose, merely as a favor, so that I have a unique collection.

"It is one of the delights of my children's lives to hear through that wonderful machine some

story or other first written by a master and then told by a good reader. With the retentive memory of childhood they can give you passage after passage from Shakespeare with a rendition that will make you laugh or cry, and which will make them laugh or cry themselves. Some of the famous orations, given with masterly delivery, they can produce in childish treble, and I have branched out into every literature for material.

"With all this, children in time get somewhat of the tremendous sweep of thought and the great things that are taught by the masters of the pen. They learn in a way that I truly believe should have a vast effect on them in later life.

"In my opinion the phonograph can be turned into a wonderful educational medium for the home if only people will avail themselves of the chance."

HOW "MISERERE" WAS COMPOSED.

Some Interesting Information on How Verdi Got the Inspiration for This Sublime Composition Now Immortalized by the Victor Co.

One of the most successful and most popular high-class records ever put out by the Victor Talking Machine Co. is the "Miserere," from "Il Trovatore," No. 89030, sung by Mme. Alda and Caruso with chorus of the Metropolitan Opera Company (directed by Giulio Setti) and the Victor orchestra conducted by Walter Rogers. It may be interesting to the talking machine men who handle this record to know something of the event leading up to its composition by the great Italian master. It appears that when Verdi was working on "Il Trovatore" he stopped short at the passage of the "Miserere," being at a loss to combine notes of sufficient sadness and pathos to express the grief of the prisoner, Manrico.

Sitting at his piano in the deep stillness of the winter night, his imagination wandered back to the stormy days of his youth, endeavoring to extract from the past a plaint, a groan, like those which escaped from his breast when he saw himself forsaken by the world. All in vain! One day at Milan he was unexpectedly called to the bedside of a dying friend, one of the few who had remained true to him in adversity and prosperity. Verdi, at the sight of his dying friend, felt a lump rise in his throat; he wanted to weep, but so intense was his grief that not a tear flowed to the relief of his anguish.

In an adjoining room stood a piano. Verdi, under one of those sudden impulses to which men of genius are sometimes subject, sat down at the instrument and there and then improvised the sublime "Miserere" of the "Trovatore." The musician had given utterance to his grief.

CARELESS DRESS OR STORE.

A Fair Indication of the Character of a Man
—Pays to Impress Others Favorably.

First impressions are really impressions. When a man enters your office you form a subconscious opinion of that man the instant you glance at him. Frequently, if his personality aside from his appearance is favorable, if his methods of approach or of arousing interest do not antagonize you, he may be able to overcome the acknowledged prejudice his appearance caused; but how much easier to break the ice, how much time saved, how much stronger the slight tie created, if every impression had been positive, had been favorable, instead of one neutralizing the other to ever so slight a degree.

Walk through this office, into the factory, into the stockrooms, into the plant, see the clerks with hats off, neatly and fittingly clothed, alert,

they look the part, they are a part of the scheme of the house.

Go into another factory. The foreman lounges against the wall, his street hat on his head in the middle of the afternoon, giving his orders in a do-it-or-get-out sort of a way. He may be capable, he may be a high-class man, he may be a comer, but he doesn't "look the part."

A man may have merit and still not "look the part." Why not avail yourself of both these adjuncts to success?

It simply requires the thought and care of your personal self that you owe to yourself and to those whose lot is cast with you in the business place or in the home.

Don't overdo it. In this case sins of commission are greater than sins of omission. Don't be a fop, a featherhead; walk and look like a man.

Can you afford to sacrifice anything, any detail, no matter how seemingly trivial or insignificant that has bearing on your personal success in your chosen line? asks Geo. W. Wilkie. I don't believe you can.



CANINE REPARTEE.

A talkative young doggie,
Who spied this poster gay,
Thought he'd stop and have a chat,
And so he yelped out: "Say!
How do you like your job up there?
Do you think you'll make a hit?"
Sir Victor cocked an ear and barked:
"I'm simply stuck on it."

—HOWARD TAYLOR MIDDLETON.

SINGING TEST BY WIRELESS.

Mme. Mazarin's Voice Is Fairly Audible in
Metropolitan Tower.

Another test of the wireless telephone as a means of transmitting the singing voice was tried last week with some success by Dr. De Forest. Mme. Mazarin, of the Manhattan Opera House, sang the "Habanera" from "Carmen" into a transmitter at the laboratory, at 103 Park avenue, while a group of newspaper men and others interested gathered in the Metropolitan tower to await results.

Each person present was equipped with receivers which covered both his ears, and at times the singing was fairly audible. Sometimes one could even catch the full tone of the voice. Usually, however, there was but a dull blur of sound. The experiment was interesting as an experiment, and seemed to indicate that the invention was making progress.

Your smile, your hand, your encouragement, may be all some fellow needs to land at the top. Many a man expects you to recognize his worth.

WITH THE TRADE ON THE PACIFIC COAST.

Talking Machine Business Picking Up Steadily and Dealers Well Pleased—High-Grade Goods Have the Call—Wiley B. Allen Co. Department Forging Ahead—Sherman, Clay & Co. Activities—Heine Piano Co. Want to Sell Out—Columbia Co. News.

(Special to The Talking Machine World.)

San Francisco, Cal., March 4, 1910.

Business in talking machine goods remained rather quiet all over the Coast up to the middle of last month, and has only begun to pick up noticeably during the last week or two. After the record of sales set last year, dealers feel greatly encouraged for the future of the business in this territory, and confidence is everywhere expressed that there will be a greater expansion during the next few years than ever before. The most remarkable change last year was the way in which the demand turned to high-class goods, sales of the cheaper class of goods being on the wane, while high-class articles, both machines and records, gained steadily in favor, bringing an enormous increase in the amount of money involved in the business. This feature promises to be even more marked this year, the best of the new records meeting with a large sale. The wholesale business has increased greatly, as retailers are now getting their stocks in shape for the spring business, and their orders include a larger proportion of high-priced goods than ever before.

James Black, manager of the talking machine department of the Wiley B. Allen Co., reports a marked improvement in the local business this month. This department, though it was only started a few months ago, is now becoming familiar to the company's customers, and with the exception of a dull period after Christmas has had a steady growth. A large increase has been made in the stock in preparation for the spring rush, and Mr. Black is enthusiastic over the prospects for the next few months. Mr. Black states that the talking machine departments in all the branch stores are giving an excellent account of themselves, especially those in Oakland and San Jose.

F. P. Corcoran, a well-known talking machine man of the North, who has for some time been with the D. S. Johnston Co., at Seattle, is now in the department of the Wiley B. Allen Co. His work has been mostly with the high-class trade, specializing on Victrola machines and red seal records, and his work with the Wiley B. Allen Co. is expected to show good results along these lines.

Andrew G. McCarthy, treasurer and manager of the talking machine department of Sherman, Clay & Co., has been for the past week calling on the company's Northern connections, in company with Philip T. Clay. Mr. McCarthy is making a thorough inspection of the Northern trade, and outlining plans for the conduct of the year's business in that district. He will be back in the city early this month.

Sherman, Clay & Co. recently placed their branch in Tacoma, Wash., in a new store. Special attention has been given to the talking machine department, which has quarters on the ground floor, and carries a very complete stock of Victor goods. Their store in Oakland, Cal., is enjoying its usual success in this department, the demonstration rooms being kept occupied practically all the time.

Mr. Wales, who opened the talking machine department of the Heine Piano Co. when the new store was occupied last fall, is now with the Hauschildt Music Co., under Mr. Hansen. The company have greatly increased their stock at the local store, in preparation for the spring trade, and now have one of the largest stocks of records in the city. The general offices of the company were moved from Oakland, which was formerly the main store, to San Francisco this week.

Some of the piano dealers who have been more or less in the talking machine business are coming to believe that it is rather a difficult matter to give personal attention to both lines at once, and also that it is not always easy to find a competent man to take charge of a talking machine department for a firm engaged in the piano business. The Heine Piano Co., which started a department on moving downtown, have not been entirely satisfied with the results, and Mr. Heine announces that he would like to sell this part of the business in order to give more attention to his other interests. Mr. Heine, however, is still giving some attention to the automobile business, in addition to the piano store, and is kept very busy with these two lines. He has not yet found anyone to take up the proposition, but expects to do so within a short time.

Peter Bacigalupi & Sons have added considerably to their stock of Edison goods by taking over what was left of the Kohler & Chase retail

stock, as well as that of the Falkenstein Music Co., at Fresno, Cal., which sold their piano department to Kohler & Chase. Mr. Bacigalupi reports trade rather quiet since the rush on Harry Lauder records in January, but the wholesale department now presents a fairly busy appearance, as orders from the outside trade are beginning to arrive in good shape. The local store had a fine window display in honor of Washington's Birthday this week, which attracted many visitors to the store. A visitor this month has been W. A. Voltz, representing the National Phonograph Co., of Orange, N. J.

Willis S. Storms, outside man for the Columbia Phonograph Co. in California, has been calling on the trade in the southern coast district for the last month. W. S. Gray, the Coast manager for the company, has been spending the week in Los Angeles, but is due here in a few days. Mr. Gray has found a downtown location for the wholesale department, and if present negotiations reach a satisfactory conclusion, will be located there before the end of March. While the present retail arrangements are quite satisfactory, it has been realized for the last few months that the Van Ness avenue quarters were too far from the business center for convenience, even in the wholesale line.

The Columbia business in this State is steadily expanding. Two more piano dealers in Los Angeles have taken up this line since last month, and the arrangements in northern California are extremely satisfactory. Kohler & Chase, in addition to carrying Columbia goods exclusively in the local store, have placed the line in their Sacramento branch, and will make a similar change in Oakland next month. This gives the Columbia practically a new chain of stores, and the high standing which Kohler & Chase have always enjoyed in this district will be of material assistance in handling the line.

The Bruce-Brown Co., who bought out the talking machine department of Kohler & Chase's store in that city several months ago, have sold out to the Eilers Piano Co. As the Eilers house has for some time handled the jobbing business in Columbia goods in that territory, the addition of this business, in which Edison goods formed most of the stock, will place it in a leading position in the talking machine trade.

EVIDENCE ON A PHONOGRAPH.

What Witness in Will Case Said Preserved for Use in Other Courts.

(Special to The Talking Machine World.)

Boston, Mass., March 5, 1910.

Attorneys for the Glover brothers, who are seeking to break the will of their brother, Clarence L. Glover, who was shot and killed in his laundry at Waltham several months ago, have preserved the testimony of one of the witnesses on a phonograph record for future use in case the latter dies and it becomes necessary to repeat what he said.

The witness is Thomas Coffey, a salesman in a local sporting goods store. On February 17, the day following his appearance as a witness in the will case, he went to a hospital and underwent a severe surgical operation. He is still at the institution. Should he die and it become necessary to introduce his evidence again in any court proceedings then the phonograph record will be produced and an effort made to secure its introduction.

Coffey testified that a woman answering the description of the murdered man's widow purchased the revolver with which Glover was shot. Considerable latitude was allowed by the Probate Court in the trial of the will case in the character of the evidence introduced, much of it implicating Mrs. Glover.

The person accused by the State of the murder is Hattie Leblanco, a sixteen-year-old girl employed in the Glover household as a maid. She is awaiting trial on a murder indictment. Glover made an antemortem statement accusing the child of shooting him.

What a Successful Jobber Means

Our success of 1909 has spurred us to greater activity to increase our facilities to better care for dealers' orders. Every practical device known to the Modern Talking Machine House is in use here to assist in despatching orders quickly, completely and in factory condition.

LEST YOU FORGET.—The promptness with which your jobber fills your orders and the quality of the goods sent is a great factor in deciding whether your customer will come back to you or go somewhere else for his next purchase.

We point with pleasure to our hundreds of successful dealers who buy from us year in and year out, because they can depend on our service and quality. Send us your orders and share in our success.

EASTERN TALKING MACHINE COMPANY

Victor Distributors 177 TREMONT ST., BOSTON, MASS. Edison Jobbers

Do you realize

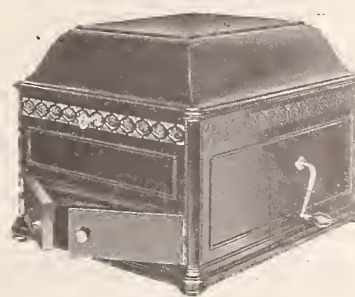
what the widespread Victrola advertising means to you?

You can make it work overtime and produce big profits if you will.

Here are some suggestions which will help you to sell the Victrola. Make a list of all the people in your town who can afford a Victrola. Arrange for a Victrola concert at their homes. Select a pleasing program from the instrumental, comic and operatic Victor Records, remembering that rich people enjoy fun as well as grand opera. Explain the various records as you play them, and tell entertainingly about the singers and musicians.

That is possible and reasonable, Mr. Dealer, *and it will bring results.* Why not get a Victrola from your distributor at once, and try this plan? You'll sell that one and probably many more.

And just think of the Victor Records these wealthy people will buy.



VICTROLA XII. Mahogany, \$125.



VICTROLA XVI.
Mahogany, \$200. Quartered Oak, \$200.
Circassian Walnut, \$250.



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.

Full information can be obtained from the following Victor dealers:

Albany, N. Y...... Finch & Hahn.
Altoona, Pa...... W. H. & L. C. Wolfe.
Atlanta, Ga...... Elyea-Austell Co.
 Phillips & Crew Co.
Austin, Tex...... The Petmecky Co.
Baltimore, Md...... Cohen & Hughes.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Wm. McCallister & Son.
Bangor, Me...... M. H. Andrews.
Birmingham, Ala...... E. E. Forbes Piano Co.
 Talking Machine Co.
Boston, Mass...... Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
Brooklyn, N. Y...... American Talking Machine Co.
Buffalo, N. Y...... W. D. Andrews.
 Neal, Clark & Neal Co.
Burlington, Vt...... American Phonograph Co.
Butte, Mont...... Orton Brothers.
Canton, O...... The Klein & Heffelman Co.
Charlotte, N. C...... Stone & Barringer Co.
Chicago, Ill...... Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
Cincinnati, O...... The Rudolph Wurlitzer Co.
Cleveland, O...... W. H. Buescher & Son.
 Collister & Sayle.
 The Eclipse Musical Co.
Columbus, O...... Perry B. Whitsit Co.
Dallas, Tex...... The Petmecky Supply Co.
Denver, Colo...... The Hext Music Co.
 The Knight-Campbell Music
 Co.
Des Moines, Iowa...... Chase & West.
 Harger & Blish, Inc.
Detroit, Mich...... Grinnell Bros.
Dubuque, Iowa...... Harger & Blish, Inc.
Duluth, Minn...... French & Bassett.

El Paso, Tex...... W. G. Walz Co.
Galveston, Tex...... Thos. Goggan & Bros.
Grand Rapids, Mich...... J. A. J. Friedrich.
Honolulu, T. H...... Bergstrom Music Co., Ltd.
Indianapolis, Ind...... Musical Echo Co.
 Wulschner-Stewart Music Co.
Jacksonville, Fla...... Carter & Logan Brothers.
Kansas City, Mo...... J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
Lincoln, Neb...... Ross P. Curtice Co.
Little Rock, Ark...... O. K. Houck Piano Co.
Los Angeles, Cal...... Sherman, Clay & Co.
Louisville, Ky...... Montenegro-Richm Music Co.
Memphis, Tenn...... E. E. Forbes Piano Co.
 O. K. Houck Piano Co.
Milwaukee, Wis...... Lawrence McGreal.
Minneapolis, Minn...... Minnesota Phonograph Co.
Mobile, Ala...... Wm. H. Reynolds.
Montreal, Canada...... Berliner Gramophone Co., Ltd.
Nashville, Tenn...... O. K. Houck Piano Co.
Newark, N. J...... Price Talking Machine Co.
Newark, O...... The Ball-Fintze Co.
New Haven, Conn...... Henry Horton.
New Orleans, La...... Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
New York, N. Y...... Blackman Talking Machine Co.
 Sol Bloom, Inc.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Jacot Music Box Co.
 Landay Brothers, Inc.
 Stanley & Pearsall.
 Benj. Switky.
 New York Talking Machine Co.

Omaha, Neb...... A. Hospe Co.
 Nebraska Cycle Co.
 Piano Player Co.
Peoria, Ill...... Chas. C. Adams & Co.
Philadelphia, Pa...... Sol Bloom, Inc.
 Louis Buehn & Brother.
 J. E. Ditson & Co.
 C. J. Hepe & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
Pittsburg, Pa...... C. C. Mellor Co., Ltd.
San Francisco, Cal...... Standard Talking Machine Co.
Portland, Me...... Cressey & Allen.
Portland, Ore...... Sherman, Clay & Co.
Richmond, Va...... The Cable Piano Co., Inc.
 W. D. Moses & Co.
Rochester, N. Y...... The Talking Machine Co.
Salt Lake City, Utah...... Carstensen & Anson Co.
 The Consolidated Music Co.
San Antonio, Tex...... Thos. Goggan & Bros.
San Francisco, Cal...... Sherman, Clay & Co.
Savannah, Ga...... Phillips & Crew Co.
Seattle, Wash...... Sherman, Clay & Co.
Sioux Falls, S. D...... Talking Machine Exchange.
Spokane, Wash...... Eilers Piano House.
 Sherman, Clay & Co.
St. Louis, Mo...... Koerber-Brenner Music Co.
 St. Louis Talking Machine Co.
St. Paul, Minn...... W. J. Dyer & Bro.
 Kochler & Hinrichs.
Syracuse, N. Y...... W. D. Andrews.
Toledo, O...... The Hayes Music Co.
 The Whitney & Currier Co.
Washington, D. C...... E. F. Droop & Sons Co.
 John F. Ellis & Co.

Speaking of the Grafonola—we have been inviting the reading public to make comparisons. They are doing it. And that settles it.



A TALK WITH EMILE RINK.

General Manager of Fonotopia Co. Speaks of Courteous Reception Here by Columbia Co. Officers—American Records Sold Too Cheaply—Better Prices Obtained Abroad—Political Situation in England Upsets Trade—No Important Litigation Now in Foreign Courts—His Future Plans.

Just before the sailing to Europe on March 2, aboard the "Mauretania," of the Cunard line, The World had a talk with Emil Rink, general manager of the Fonotopia, Ltd., London, Eng., the parent company, and director in the subsidiary concerns, Societa Italiana di Fonotopia, Milan, and the International Talking Machine Co., Berlin, Germany, where the factory is located, and his temporary home. He said:

"Though I am residing temporarily in Berlin, my permanent home for the past thirty years has been in London. I make frequent trips to Milan, where we have a small company, but our manufacturing is done in the German capital. I expected to get through here within two weeks, but the officers of the Columbia Phonograph Co. were so kind, courteous and attentive that my stay has been prolonged one more week than I calculated. It was special business that brought me over, of which you may hear later.

"In Europe the year 1909 was very satisfactory, indeed," continued Mr. Rink, "and if 1910 is as good we shall be pleased. Of course, it is a little too early to say much about how trade will develop, but the indications are it will be excellent. You know, like here, conditions have been steadily improving, and we are on the upgrade again. Confidence is practically restored and I do not look for any setback.

"If you recollect, when I was in this country before I stated that, in my judgment, the American manufacturers were selling their records at too low a price. Considering the high quality goods made by all the companies here they are certainly making a mistake in selling 10-inch records at 60 and 65 cents. In Europe we get \$1.25 and \$1.50 for our records, and have no trouble whatever. Recently we placed on the market a 75-cent record, thinking possibly there might be a demand for it. It sold so slowly that we came to the conclusion that there was no particular field for it, as the sale of our higher-priced goods was not curtailed in the slightest.

"We aim at quality, and we maintain it, and I firmly believe now as I did then, that the buying public appreciates the effort. Of course, our 75-cent record is confined to popular musical selections of the lighter kind, but we would have been just as well off if these goods had never been brought out. In other words, we consider it a mistake, and, as I said before, I have no reason to change my mind regarding the policy of the American manufacturers and cheap prices. I understand, further, that the best and largest volume of trade for the past six months in the United States is due to the offering of higher-grade and higher-priced lines. This should be conclusive proof of my contention.

"So far as copyright laws are concerned in relation to the talking machine business in Germany, a bill of this character is now being prepared by the government—the Minister of Justice being entrusted with its framing—and probably it may have been introduced in the upper house by now. At any rate, the bill will go through both branches—Bundsrath and the Reichstag—by June 1. To be sure, it will go through as a government measure, or, as it is termed in Great Britain, a private bill.

"Now, do not confuse this legislation with the case now in court to determine the status of the existing law. This is now before the courts, I believe, in the final stage or on appeal, as you might say; and is between two music publishers and a party who used the copyright work on the records.

"Owing to the present political confusion in Great Britain, the outlook for a new copyright law is not very bright. Possibly you know the Ministry are hanging on by their teeth, with the Irish members of the House of Commons dominating the situation. Until a financial bill goes through little, if anything, will be accomplished, and the copyright bill may be lost sight of. Not anything more has been done than the filing of the very elaborate report on the part of the copyright committee of the Board of Trade. As you know Great Britain is one of the signatories to the Berlin convention of 1908, in which they are pledged to carry out its recommendations in legislation by July, 1910. Perhaps this may be done, but it is doubtful, and probably under the circumstances the English Government may have their pledge fall without further comment.

"In litigation there is nothing before the European courts affecting basic or fundamental conditions in the talking machine business. Yes, the only suit in this classification is that of the conical, or tone arm, in Austria. The lower court, or the court of original jurisdiction, has sustained the validity of this patent. There is one appeal to a higher court, to have this decision reviewed, and I think that is now being looked after. You see, in Austria those courts only handle patent cases, the same as the bill introduced the other day in your Congress to create a patent court. General law cases never come before them.

"I go to London first for about a week, and from there to Berlin, and I am glad to get away, although I always enjoy my visit to America. I have been busy every minute, and I want to thank The World for the courtesy of this pleasant chat."

USING SLUG IN SLOT UNLAWFUL.

New Ordinance Passed by the Civic Authorities of Denver Protects All Kinds of Machines Operated by Nickel in the Slot.

(Special to The Talking Machine World.)

Denver, Col., March 4, 1910.

Slipping a slug, coin or button into a telephone, music, phonograph, fortune telling, punching, weighing, lifting or any other kind

of machine to beat the owner out of the service will be punishable, on conviction, with a fine of from \$5 to \$100, under an ordinance which the Board of Supervisors passed last week.

The ordinance was introduced by Supervisor Webb at the instance of those who have suffered from the practice of beating such machines since they came into vogue. Whether or not the slot game machine will come under the ordinance appears to be a question, since it might be held to be a gambling device.

VICTROLA CONCERTS FOR STUDENTS.

Dean Cowper Permits the Students at Drake University to Listen to Stars for Benefit of Drake Conservatory—Delighted with Their Experience.

The greatest assemblage of stars that ever appeared together in concert delighted a large audience of Drake University students in the Auditorium in Des Moines, Ia., recently. All the great singers of the present day who have thrilled multitudes in every corner of the globe with their phenomenal voices were gathered together under one roof. Madame Patti thrilled her audience with her beautiful rendition of "Home, Sweet Home," and a few minutes later Caruso, the world's greatest tenor, was winning storms of applause from an enraptured audience. And all for the benefit of the Drake Conservatory of Music.

Holmes Cowper, dean, has started an innovation in the way of a musical education which promises to win great favor with his students. Operatic stars are hard to get in Des Moines, in person, but modern ingenuity has made it possible to bring their beautiful voices here, and the result was a Victrola concert in the university auditorium Wednesday. Through the courtesy of Chase & West, who loaned one of the instruments for the occasion, Mr. Cowper was able to give his students a regular metropolitan concert. A very fitting and instructive program was arranged, beginning with the old Italian opera as sung by Madame Sembrich and the modern by Caruso and Farrar. The beautiful voice of Madame Schuman-Heink was heard in the old French opera and the modern was sung by Melba and Calve. Selections in German were given by Van Rooy, Gadske and George Hamlin, and the program ended with an oratorio by Louise Homer, Evan Williams and others. The students are very enthusiastic over the new idea of Dean Cowper's and are looking forward to a similar entertainment with a great deal of pleasure.

If you wish success in life make Perseverance your bosom friend, Experience your wise counselor, Caution your elder brother and Hope your guardian genius.

The best salesman is the repeater. The one-time wonder-worker may show a burst of speed and make a hit with the boss at the start, but the repeater is the one who stays longest on the payroll and draws the fattest salary.

TRADE NOTES FROM ST. LOUIS.

Trade in Excellent Shape with Increasing Demand for High Priced Machines and Records—Grand Opera Helps the Record Trade—Grafonola Regents for Chapter Houses—Auxetophone for Noted Restaurant—Ryan Buys Phipps Stock—Many Dealers Call This Month—Other News Worth Noting.

(Special to The Talking Machine World.)

St. Louis, Mo., March 7, 1910.

The talking machine business is good, and these reports are very uniform. The trade reports that the demand for high-class goods is improving right along. They all state that they had a good demand for the high-class opera records during the month, due undoubtedly to the season of grand opera we had during that period.

The St. Louis Talking Machine Co. are experiencing a remarkable run on the Victor special new "Miserere" record, sung by Caruso and Mme. Alda. They sent out a letter devoted entirely to this splendid record, and by evening of the day this record was placed on sale they were entirely sold out and were obliged to telegraph for a fresh supply. The very striking three-column ad. of the Victor Co. announcing the "Miserere" had a wonderful pulling power, and the St. Louis Talking Machine Co. ran about the same size ad. directly beneath the Victor Co.'s.

Remarkably good business in February, better than in the same month last year, is reported by Manager O. A. Gressing. The demand for records of the late titles was very heavy. A phenomenal business is reported on Victrolas, three being sold in one day, and only the fact that the factory has been behind on filling orders for this instrument has prevented this firm from making a still better showing. This company took excellent advantage of the recent engagement at the Garrick Theater of the Layolles French Grand Opera Co., of New Orleans. The ad. in the local papers, also the "Grand Opera" Victor ready-made window display, featured "Grand opera at home on the Victor."

L. A. Cummins, traveler for the St. Louis Talking Machine Co., just returned from a three weeks' trip and found conditions more active than ever before at this time of the year. The dealers throughout the territory he covered are doing a splendid business and the outlooks for continued prosperity were never better. Several excellent new accounts were opened by Mr. Cummins on this trip. S. H. Johnson, also of this firm, had a record-breaking month, and several Victrola sales were placed to his credit in addition to the smaller machines.

Visiting dealers at the St. Louis Talking Machine Co. were J. Ed. Black, Springfield, Mo.; John Winkler, Mascoutah, Ill.; F. Meyer, Carlinville, Ill.; Otto Funk, Hillsboro, Ill.; R. W. Young, manager, Parks Music House, Hannibal, Mo.; G. F. Trescott, Winfield, Mo.; Joe Hilliard, Hot Springs, Ark.; Mr. Ellison, of Ellison Bros., Hickman, Ky.; Wm. Mosby, Newport, Ark.

Marks Silverstone, of the Silverstone Talking Machine Co., reports having had a good trade all through the month of February, and that the outlook is good.

D. K. Myers, the Zonophone jobber reports that trade is fair, but that the bad weather during the month hurt it to quite an extent. He is looking for a nice spring demand.

Manager Robinson, of the talking machine department of the Thiebes Piano Co., reports a good business for February, and that the demand for high class instruments and records is particularly good.

Manager Walthall, of the Columbia Phonograph Co., reports another sale of a Grafonola Regent (Library table), to the Lewis Publishing Co. This company are buying the Columbia product exclusively. The Regent is used in all the hundreds of Chapter houses being erected over the United States, which are being erected and equipped by the Lewis Publishing Co. for the local Chapters of the American Women's League. Mr. Walthall also reports the sale of a mahogany Grafonola Regent to ex-Gov. Lon. Stephens, with a fine selection of records.

District manager W. C. Fuhri, of this company, spent some days in St. Louis on his return from a trip West extending to El Paso, Texas.

S. Jacobson, former salesman with the Columbia Phonograph Co. at Louisville, is now connected with the local store in the same capacity.

Chas. Kauffmann, traveler for the Columbia Phonograph Co., spent a day here recently, having returned from a profitable trip of four weeks through northern Missouri. He left on a two months' trip through Illinois.

F. L. Scott, manager of the Dictaphone department of the Columbia Phonograph Co., reports business as being good. He returned recently from a business trip to Paducah, Ky.

Oliver Jones, credit man for the Victor Co., between trains spent a short visit with Manager Gressing, of the St. Louis Talking Machine Co. Mr. Gressing is preparing to leave on about a week's trip through western Missouri and parts of Kansas.

Lyle P. Connor, of White Hall, Ill., is one of the most enthusiastic Victor dealers in southern Illinois. He has conducted several Victrola recitals with marked success. The recitals given were before the Woman's Club and different church societies.

G. C. Hawkins, Victor dealer at Decatur, Ill., with the assistance of Mr. Cummins, of the St. Louis Talking Machine Co., placed an Auxetophone in the Grieder Cafe, the most prominent restaurant in Decatur. A very large program was rendered and the Auxetophone has proven itself an exceptional means of attracting trade and interesting the patrons.

The Koerber-Brenner Music Co. report having had a good business during February, and state that they are having a strong demand for the high-priced machines. W. A. Brenner, secretary of this concern, left on Monday night, February 28, for a three weeks' southern trip.

The H. A. Phipps Piano Co. sold their stock of pianos and talking machines to M. I. Ryan, of this city, on Friday, February 25, for \$8,000.

Miss Sadie Rosenblatt, manager of the talking machine department of the J. H. Buettner Furniture & Carpet Co., reports trade as quite active during February, with a good demand for the best goods.

WHY NOT OPERA IN THE HOME?

Thus Criticism of Opera Methods Will Cease and Every One Can Hear Their Favorite Artists.

Season after season the admirers and supporters of opera in New York seem to like to find fault with the management of the opera houses. The complaint may be due to lack of new operas, poor stage management, change of singers—whatever it may be, "kicks" are never ending, and this is illustrated in the many letters on this topic in the local papers. Commenting upon this situation a reader of the Evening Sun has this to say on the subject:

"An Opera Lover's Complaint" forwarded you by 'A Victim' makes me laugh, not because it is not a serious matter—oh, no; but because of 'A Victim's' wail: 'What patient idiots we grand opera lovers be!'

"Now every time I open a paper I find a 'kick' coming from a 'grand opera lover.' I'm not one myself; that is, one that gets into 'the push,' so that may account for it; but if eternal kicking means patience, I have to be shown!

"My remedy is to have such grand opera as I desire served—like the milk and the groceries—at home on the talking machine.

"Why don't some of these 'knockers' try that and save wear and tear on their 'idiotic patience' and on their evening clothes?"

Men who originate are coming into their own. A good deal is said about inventors, original advertisement writers, creators of trade literature, etc., not receiving adequate reward for their work. But they are beginning to be recognized as worthy of a share of the profits.

**Learn Spanish, French, German, or Italian**

The I. C. S. System of Language Instruction by the phonograph method makes easy the mastering of a foreign language and appeals with compelling power to thousands. The dealer in phonographs that 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, German, and Italian 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; 14-inch brass horn; special hearing tube; recorder; reproducer; speaking tube; winding crank; camel's-hair brush; blank cylinders on which to make phonographic recitations; 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 languages. The new Outfit is the best and cheapest ever offered—the price being only \$35.

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

International Correspondence Schools

Box 918, Scranton, Pa.

EDDI

This big double-page magazine advertisement is just a sample of what we are doing every month in all of the principal magazines, and every week in all of the principal newspapers throughout the country, to teach the more-than-eighty-million American citizens that there is no full, life-size money's-worth in any sound reproducing instrument but the Edison Phonograph.

You've got every argument on your side; the permanent sapphire reproducing point that never needs changing, and the *double ability* to play both Edison Standard and Amberol Records, Slezak and the Amberola *and the name Edison*.

This is the biggest advertising campaign that has ever been launched in the interest of a sound reproducing instrument, and it is creating a big general national demand. It's your job to take advantage of this demand, and supply it in your territory.

*Slezak
as
Rhadames
in
Aida*



Leo Slezak

JEAN DE RESZKE says:

"I consider Slezak the greatest living tenor."

Ten years ago Jean de Reszke stood where Slezak stands today—the greatest living tenor. Today Jean de Reszke is the greatest voice teacher in the world, and his opinion is final—he knows.

Hear Slezak sing the greatest of the Tannhauser arias, "Loblied der Venus," in the Edison Phonograph. Also hear the other great Slezak Records from Otello and Aida which he sings exclusively for the Edison.

Edison Grand Opera Records, 75c and \$1.00; Edison Standard Records, 35c; Edison Amberol Records (play twice as long), 50c
National Phonograph Co., Lakeside Ave., Orange, N. J.

National Phonograph Company,

EDISON

The Edison Amberola

Plays both Edison Standard
and Edison Amberol Records

Price \$200

Other types of Edison Phonographs
\$12.50 to \$125

The Amberola is the newest and most beautiful Edison Phonograph. It offers two things that no other sound-reproducing instrument of the cabinet or any other type can offer—the wonderful voice of Slezak in the great arias from *Otello* and *Aida*, in which he proved himself the world's greatest tenor; and Amberol Records, the longest playing Records made.

Made in several finishes of mahogany or oak.

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph (particularly the Amberola) play both Edison Standard and Amberol Records. Get complete catalogs from your dealer or from us.

National Phonograph Co., Lakeside Ave., Orange, N. J.

The Edison Business Phonograph means shorter hours for the business man



This advertising will be many times as effective if your local advertising is on the job to help it out. Show your share of the eighty-million the way to your store. Don't let them just *want* an Edison Phonograph—get them to supply that want through you.

Use your local newspapers, use your printed matter—make your mailing list work. Make your windows tell the story of the complete Edison line—a Phonograph for everybody from \$12.50 to \$200.00.

Besides, Edison Standard and Amberol Records of every kind of music for every musical taste from “rag” to Grand Opera.

Be able to back up the story with the goods—keep your stock complete.

Your Edison jobber will take care of you.

What we want from you is co-operation, team work.

Concentrate on the Edison.

59 Lakeside Ave., Orange, N. J.



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NEW YORK, MARCH 15, 1910.

THE collection end of any business is most important—it is vital and it may be taken as a trade axiom that the man who is not a good collector is not good in meeting his own obligations.

Now, when talking machines are sold on the instalment basis it is necessary that a system be inaugurated whereby collections should be made with regularity and precision.

There is a vast difference in the management of collection departments.

We know of some houses that have such a perfect system inaugurated that but a small percentage of their accounts are permitted to fall in arrears.

They impress upon their customers the necessity of meeting their instalments precisely as agreed and there is no question but that the more religiously these rules are adhered to the better it is for everyone interested.

A good collection department is a business essential which should not be overlooked.

HOW many merchants who have failed during the past ten years have had good collection systems in vogue?

If you look over the list you will find but few of them and we have frequently heard criticisms expressed by those who have managed the estates of bankrupts and they have voiced great astonishment at the laxity existing in the collection departments.

We might go a step further and say that the man who is not a good collector is not good in meeting his own obligations.

It usually works out that way, for the man who is careless and indifferent in his own affairs usually manifests exactly the same feeling in his dealings with those from whom he makes purchases.

Now, talking machines or any other product of human skill and brains, are not well sold unless they are sold to people who will meet their deferred payments promptly.

There is nothing like teaching men the necessity of meeting obligations, and when once they have learned the lesson they are agreeable and nice people with whom to do business.

THERE is no question but that any industry will be bettered by rules in the collection departments whereby purchasers are compelled to live up to their obligations with exactness.

If a purchaser finds that a concern is not looking after him on the very day when he is to meet his payment he grows careless and indifferent and after a little while two or three instalments are scored up against him, and with the debts growing heavier all the time they become more and more difficult to meet.

We should say that there is nothing more valuable to a business than an up-to-date credit system which is maintained in perfect working order.

A concern which has maintained this condition is always a safe business risk and the man who is careless in his own affairs will be careless with others.

There is nothing which discredits a man more, save rank dishonesty, with the people from whom he is asking financial favors, than careless and lax methods, and the man who is careless in his dealings never knows how he stands.

A man who puts in force a collection system which compels his customers to live up to their obligations is the man whom people are anxious to sell.

That's the kind of men jobbers like to see on their books, and pray why should they not?

They represent a safe and sound business class.

TRADE reports from dealers show that business for February was considerably ahead of the same period a year ago.

The outlook is excellent for better business conditions as the season advances.

Evidences of national prosperity are the almost doubling of individual bank deposits in the last decade—the constant increase in transportation, facilities and equipment—the possessions in this country, according to Government statistics of almost half of the world's money wealth—the prosperity of farming communities and the full day and full force activity by manufacturers after a period of marking time.

Of course, men will say that the cost of high living cuts into trade.

Naturally it does, but still it does not pay to slow up in selling energy simply because we have to face unpleasant conditions.

It should rather stimulate one to harder work.

There is trade to be secured and those who are most active will be the ones who will capture the lion's share.

There is no doubt of that.

It therefore behooves the talking machine to act and to act at once.

WE hear very little about copyright nowadays.

In fact, the mention of the word is infrequent in trade circles.

Formal notices have been given that a slight increase in cost to conform with the royalty will be made on copyright records by some manufacturers while others have made no announcements.

The subject does not seem to interest the dealers, and this condition is brought about by the fact that few copyright records have been placed on the market since the new act went into effect in July, 1909.

Certainly, the copyright situation has not disturbed business conditions.

RECENTLY we were discussing trade conditions with a jobber who complained rather bitterly over the dullness of trade.

He said that business had fallen off very materially with him during the past year and he saw nothing in the future to encourage him as to the coming of better conditions.

Chatting further, we found that during the past six months he had expended but precious few dollars for advertising and had drawn in, cutting off here and there until he had actually separated himself from the live purchasing world all about him.

Now, what could be expected?

The logical result, of course—business stagnation.

It will come to anyone who pursues such a policy.

A jobber to-day cannot expect that the trade will come clamoring at his doors for stock unless he does something himself to stimulate and interest them.

IF the jobbers of this country to-day withhold from all lines of publicity and the manufacturers do the same they will find that business will be absolutely stagnant and it would take the expenditure of vast sums of money to resuscitate it.

People would cease to be interested in talking machines.

Every level-headed, progressive business man will admit the truth of this statement, and if the jobber to whom we have referred will inject a little ginger into his business acts—spend a little money for publicity and get out of his shell, maybe he can win back the trade which he has lost.

We have some energetic hustling jobbers in this country and they never miss a chance to secure trade.

They win it from the fellow who is slack in his methods and non-progressive in his views every time. Of course, they do, and if things keep on the same way the business will be in the hands of fewer men, but men more wide-awake and keenly alert.

Sound truth is it not?

You have got to spend money to make money, and if a man shows no faith in his own product by refusing to advertise it and to let his constituency know that he is in business, results for him will be barren, and they should be.

There is no use in holding back in trade policies and there is no good reason why the men should win who conduct business on indifferent and antiquated lines.

TRADE IN SOUTHERN CALIFORNIA.

February Business Rather Quiet, But Dealers Satisfied—Southern California Music Co. Add Foreign Records—Makes Goods With Mexican Records—Druggists Handle Talkers—New Fields Opened—Activities of the Dealers—Expansion the Rule—General News of Interest During the Month.

(Special to The Talking Machine World.)

Los Angeles, Cal., Feb. 28, 1910.

The close of February is quieter than that of January, although not unpleasantly so. There are many reports of favorable sales, especially in high-priced goods, such as Victrolas, Amberolas and Grafonolas. The jobbers have had an unusual demand for the new issue of records. Sherman, Clay & Co. are receiving many orders for the new Victor Red Seal records, among which the new Miserere Duet by Alda and Caruso seems to be the favorite. The Victor exchange on records has kept the local dealers somewhat busy.

The Southern California Music Co. have added a stock of foreign Edison records to their wholesale department. The new Chinese Amberol records are expected to create some new business for the Edison dealers on the Coast owing to the great number of Mongolian settlers.

The Columbia Phonograph Co. are expecting a shipment of Regent Grafonolas. They have orders to cover the entire number which is due. A new catalog of Mexican discs has been received.

Max A. Schiresohn, whose store is located at 367 North Main street, is the most popular man among the Mexican populace of the city, his place being located close to the Latin quarters. His stock consists of a complete catalog of Mexican and Portugese Edison records, to which he now expects to add the Amberol Chinese records.

The druggists of California have not been slow to realize the value of the talking machine as a side line. For several years past many of the most successful dealers in the smaller towns have been the druggists with the phonograph stock. Several new Edison agencies have been placed with druggists. At Tulare, Cal., Ryan & Dame are new dealers who are starting in to the Edison business with a splendid stock of machines and records.

Fred G. Booth, at Pasa Robles, has taken over the agency of O. C. Gray & Sons, and will give this branch of his business a separate section in his drug store.

Mr. A. B. Russell, with the Cody Pharmacy, of Merced, visited Los Angeles together with Mrs. Russell.

The oil industry of Central California has brought many new towns into prominence and afforded new fields for dealers. Hefton & May, of Coalinga, the oil center, have doubled their stock to enable them to supply their fast-growing trade. The complete Edison line from Gem to Amberola is carried by them.

The Willow Furniture Co., of Bakersfield, have moved their Edison department to the front of the store, where they have much better space for displaying the line, and have added a repair department, which is doing very nicely.

George Snyder, of East Bakersfield (formerly Kern), has one of the largest stocks in the valley, and has increased his selling staff by engaging Miss Grace Johnson, who will devote her time to the talking machine trade.

Dusy & Lawrie, Inc., Selma, Cal., have doubled the size of their talking machine department, which is given to Edison grades exclusively.

An item of interest is that E. Muschewske, of Colton, Cal., has admitted to partnership George White, who is well-known in that section and will add strength to the firm which will be known as Muschewske & White, who will handle an odd but very successful combination of harness and phonographs.

The Mexican trade of Riverside has grown to a great volume with the South California Music Co.'s branch in that city. Señor Rafael Zavala is now in charge of that trade.

Mme. Schumann-Heink, the great contralto of Victor Red Seal fame, recently purchased a large ranch in San Diego County, where she expects to spend much of her time when not on concert tours.

The Hemet school directors recently purchased a large Victor and a number of records, which they are to use for educational purposes in the schools of that section.

The new Victor record catalog is looked upon by the dealers as one of the greatest lists of records published anywhere.

GETTING AFTER PRICE CUTTERS.

National Phonograph Co. Pressing Suits Against Breakers of Agreements in All Parts of the Country—Those Concerns Who Have Been Restrained or Enjoined—Violations of Conditions of Sale Always Prosecuted.

A formidable list of cases against dealers for either price cutting of Edison goods or of other violations of the National Phonograph Co.'s conditions of sale appear below. The suits cover practically the United States, the courts again and again indorsing the selling agreement between themselves and their dealers and jobbers, and the law on the subject seems so firmly settled that opinions are seldom written, but the decrees are issued forthwith by the Federal courts. The proof of this is contained in the number of restraining orders or injunctions, or both, that have been granted against the following defendants:

Jacob Kaufman et al., Pennsylvania; William A. Pike, Massachusetts; W. Schlegel and Thomas N. McNevin, doing business as Schlegel-McNevin Piano Co., Iowa—this case was appealed, but the lower court's order was upheld; the Wittman Co., Nebraska (two cases); The Fair, Chicago; Frank H. Woodbury, Missouri; Benj. Switky, New York City; Richmond Pease, New York City; Frederick Sudbrink, trading as Winthrop Cycle Co., William Sudbrink, Marcus Seliger and Magnus L. Peiser, New York City; Philip Marcus and Frederick B. Van Vleck, individually and as trustee in bankruptcy of the estate of Philip Marcus, Brooklyn, N. Y.; Fred G. Schaefer, Philadelphia, Pa.

John F. Molloy, Connecticut; Wright-Metzler Co., Pennsylvania; Joseph G. Williams, Massachusetts; Donnelly & Fahey, Rhode Island; Gent & Eagen, Pennsylvania; Mosley Auction & Storage Co., Fred M. Lord and Robert Simmons, New Jersey; George Raymond, doing business as Ray-

mond Syndicate, Massachusetts; Henry Spahr, New Jersey; Woodard-Clarke & Co., Oregon; S. Polimer, Massachusetts; Harry C. Hopkins, doing business as H. C. Hopkins & Co., New Jersey; Paxton & Baker, Indiana; Thomas C. Hough and James A. Latta, trustee in bankruptcy of the estate of Thomas C. Hough, Minneapolis, Minn. Jacob Keen, Philadelphia, Pa.; American Motor & Cycle Co., Michigan; Lemuel L. Bair and Carolina E. Bair, Indiana; S. S. Baldwin, New York; Scott Bonham, receiver of Ilsen & Co., Cincinnati, O.; Charles F. Brooks, New York; Herbert E. Crandall and John W. Jamison, doing business as the Crandall Sales Co., Pennsylvania; William R. Gates, Michigan; Andrews Hallet, Massachusetts; W. B. Larrimer, Indiana; Amos B. Palm, Pennsylvania; Frantz Prikovitz, New York; Porch Bros., Johnstown, Pa.; C. A. Richmond and Sterro-Photo Co., New York; J. H. Webb, doing business as Webb's House Furnishing Co., Wisconsin; Helen M. Woodman, doing business as Home Entertainment Club, Massachusetts; Boston Jewish American et al., Boston, Mass.; J. J. Dixon, New York; Jacob Workman, Brooklyn, N. Y.; Morris Workman, New York; George Hausenbauer, Brooklyn, N. Y.; Edward H. Martin, Iowa; John G. Adams, doing business under the name of Philadelphia Record Exchange, Philadelphia, Pa.; Adolph Gloss and Monte Gloss, partners, doing business as A. Gloss & Son, Chicago; Homer C. Ingalls, New Hampshire.

CLUETT'S "TALKER" PARLORS ATTRACT.

(Special to The Talking Machine World.)

Albany, N. Y., March 1, 1910.

The new talking machine parlors of the Cluett & Sons handsome establishment at 49 State street, this city, are proving a popular place for musically inclined Albanians these days. The rooms are superbly furnished and decorated. Geo. M. Richter, Jr., the director of the talking machine department, is enthusiastic about the growth of business in this city, and has been conducting some excellent advertising in the local papers, in which the new talking machine parlors are featured as well as the Victrola. Visitors from neighboring cities are invited to call. The result of this campaign is that the Victor business with the Cluett house has been exceedingly satisfactory the past month.

Pessimists are always in the rear and never in the van in the march of progress. Successful men and women are never chronic grumblers.

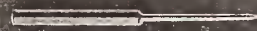
Purchase Quality Needles

BURCHARD needles naturally cost more than needles of an inferior quality, but, they have advantages which will be plain to all.

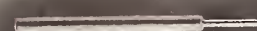


They move noiselessly over the disc and each needle can be used at least six times. You can get more out of BURCHARD needles than any other on the market. Send for a sample order of these needles and you will use no others.

MANUFACTURED IN THREE STYLES



No. 1. For Soft Playing



No. 2. For Loud Playing



No. 3. For Strong Tone Music

Write for samples. We are prepared to arrange for sole sales agency in the United States. Write

F. R. REINGRUBER, SCHWABACH, BAVARIA, GERMANY

This is March, 1910. Look back a year and consider how the Columbia has gained. Look ahead a year and ask yourself some leading questions.



TRADE NEWS FROM CINCINNATI.

Gift of Phonograph to Children's Home Causes Joy—Youngsters Interested—Sailors' Club Booms Talking Machine—Victor Goods in Strong Demand—New Store in Covington, Ky.—Columbia Co. Store Busy—Other News of Trade Interest.

(Special to The Talking Machine World.)

Cincinnati, O., March 3, 1910.

A phonograph brought much happiness in the lives of 125 boys and girls at the Children's Home one day last week. The instrument was the gift of Miss Laura McDonald Stallo, of a well-known Cincinnati family. With it was a large selection of excellent records. The machine arrived just as the youngsters returned from school. An attendant tried the machine, and when its notes floated through the institution it was just the same as an assembly call for soldiers. All gathered in the chapel and clamored to hear every piece. The machine paid for itself many times over at that concert, and some day these same youngsters will probably be buyers, if not here, then elsewhere. It is safe to say it was the first time a majority of the audience heard a phonograph.

Mr. Salm, of the Salm Talking Machine Co., 538 main street, is having a bunch of jolly present and former tars of Uncle Sam's navy to help him in selling his machines. They, however, are not on his payroll and have not any understanding whatever about compensation. It all happened this way. Just two weeks ago the sailors of the naval recruiting party formed a sailor's club and its membership is largely made up of former tars. Quarters were secured just opposite Salm's place and the first thing in operation was a talking machine, the horn of which projects from the window on balmy days. The music naturally attracts attention and persons seeing Salm's talking machine parlor readily believe he is furnishing the amusement. Mr. Salm hopes they'll keep it up. He is much pleased with his new location, claiming the sales for records have doubled since moving from Vine street. Mr. Hug, of the National Phonograph Co., and Sam Goldsmith, of the Victor Talking Machine Co., called on him during February.

A feature of the trade in Cincinnati has been the big demand for Lauder records, undoubtedly caused by Mr. Lauder's recent visit to this city. The new Victor Victrolas, No. 12, have been received, and the dealers are very well pleased with them. One of the largest selling Red Seal records ever placed on the market was the new "Il Trovatore" record, the "Miserere," of which hundreds have been sold in Cincinnati alone. There is no question but that Victor owners are beginning to appreciate the possibilities that the talking machine offers them, and while the buyers are more discriminating than they have been in the past, larger individual sales have been made lately than has been the rule in the past when there were more buyers and smaller sales.

A feature of Wurlitzer's retail business during February was the sale of a Victor Victrola to a

local business man, who stated that it was his intention to buy \$1,000 worth of records and the Victrola. An Auxetophone was also sold to the new Orpheum Theater, and this undoubtedly will be a feature of the roof garden that this theater company proposes to operate during the summer season. It is now being used in their cafe with great success.

Arthur Adams has just concluded a deal whereby he will come into one of the best located stores in Covington, Ky., just across the river from Cincinnati. This store, which will be devoted entirely to musical merchandise and talking machine goods will have on exhibition both the \$125 and \$200 style Victrolas, and the new Amberola. His opening order was secured by Mr. Laake, of the Wurlitzer Co.

Manager S. H. Nichols, of the Columbia Phonograph Co., is one of the most enthusiastic talking machine men in Cincinnati over the wholesale and retail trade of Columbia Grafonolas, graphophones and records. With an increased traveling force on the road to take care of the wholesale trade, exclusive dealers are being signed up daily and orders for Grafonolas and graphophones are coming in heavier than any other February for years, with business for March coming in with a rush. The dealers are enthusiastic over the Grafonolas and orders for them come in by telephone and telegraph.

The two-minute and four-minute Indestructible records, with the aluminum tone arm cylinder graphophones to play both of these records, appeal to every owner of cylinder graphophones and every dealer, and their increasing popularity is proven daily by large sales.

Retail business is proving to be satisfactory from many points of view with the high-class Grafonolas and grand opera records leading the sales, and the medium-priced instruments and records coming to the front stronger than any time since the panic, which says in plain words "good times." The improved aluminum tone arm disc graphophones, with the double-disc records, still continue with large and satisfactory sales, which are climbing up every month.

Manager Timmerman, of the Milner Musical Co., believes if the dealers would be constantly active and show the same amount of enthusiasm such as was displayed in February that the Edison factory's output would be a harvest reaper this year. The Milner people have carefully stocked a little heavier than usual and set a higher limit for March. Some ginger has been put into the salesmen and good results are expected all along the line.

John Arnold, 507 Elm street, reports that last month exceeded January in the sale of records. He has been featuring the Amberolas, and as a result of his publicity efforts sold several. Quite a number of Victor machines were sold during February.

J. E. Poorman, Jr., jobber of the Zonophone lines of talking machines and records, and dealer in Victor and Edison machines and records, reports trade conditions improving.

Manager Joseph Krolage, of the talking machine department of the J. C. Groene Co., is re-

covering rapidly from the result of an operation upon his appendix, and expects to be out of the hospital and on the job in a few weeks.

LEASE NEW QUARTERS.

Elyea-Anstell Co. Victor Talking Machine Distributors Open Exclusive Victor Retail Store in Atlanta, Ga.

(Special to The Talking Machine World.)

Atlanta, Ga., March 4, 1910.

The Elyea-Anstell Co. have leased the handsome store at 119 Peachtree street and announce that they will open an exclusive talking machine store.

The firm are distributors for the Victor talking machines, records and supplies, and in their new location are retailing the Victor line exclusively.

The store is under the management of A. E. Severe, who has had charge of this branch of the company's business for some time.

HAWTHORNE MFG. CO. ORGANIZED.

(Special to The Talking Machine World.)

Bridgeport, Conn., March 3, 1910.

The Hawthorne Manufacturing Co. have recently been organized, with ample capital, and are now operating a plant for manufacturing talking machine supplies. E. A. Hawthorne, formerly of the Hawthorne & Sheble Manufacturing Co., of Philadelphia, Pa., is president and general manager. The others interested are new to the trade.

PETMECKY CO. BUY OUT DALLAS T. M. CO.

The Petmecky Supply Co., Victor talking machine distributors of Austin, Tex., have bought out the Dallas, Tex., Talking Machine Co., Victor distributors and dealers, and if arrangements can be perfected will continue the Dallas store under the management of some dealer, confining themselves to the wholesale end as formerly.

WOOD PIANO CO. ADD "TALKERS."

The E. B. Wood Piano Co., Boston, Mass., are among the latest well-known piano houses to install a line of talking machines, they having signed as dealers with the Eastern Talking Machine Co., of that city, and installed a complete line of Victor and Edison machines and records in their Washington street warerooms.

Chas. W. Hill, foreman of the finishing department of the Victor Co.'s plant at Camden, N. J., who recently suffered some injuries through the sudden explosion of the gas used in a burnisher for polishing the nickel fittings, is reported to be recovering.

One of the biggest mistakes in salesmanship is that salesmen annoy their patrons with argument instead of pacifying them with persuasion.

THE EASTER HARVEST.

This Season of the Year Should Bring with it Golden Opportunities for the "Talker" Man—A Story That Emphasizes the Value to the "Talker" Man of Judicious Advertising.

Spread out on the desk before me lies a copy of The Philadelphia Sunday Press bearing date of February 13, 1910, and staring out at me from its pages as if to call my attention to its clever wording is an advertisement which cannot but appeal to all who are interested in the "talker" game. Let me read it to you:

"It isn't fashionable to attend theater or opera during Lenten season. There is no reason, however, why you should not entertain yourself and friends at home. The talking machine enables you to present the operatic or vaudeville celebrities in any musical selections desired."

There is more to this advertisement but it is not necessary to quote further because the inspiration for this article came to me from the heading, which I consider one of the most logical and effective I have seen for a long time. Its appeal to fashionable trade, Mr. Dealer, is paramount and should bring them to your store if you, like the Penn Phonograph Co., who are



ADVERTISING BRINGS THE BEST PEOPLE.

responsible for the above advertisement, have made preparations for their reception by snappy advertising.

This fashionable trade means a great deal to you and when the opportunity comes to draw it into the fold and to expose before its aristocratic eyes the dainty appointments of your establishment (I take it for granted that your appointments are dainty) and the skilful workmanship displayed in the elaborately carved cabinets and the rich elegance of the machines themselves, you should leave no stone unturned to do so, and this can best be accomplished, first by advertising carrying with it the information that there are other places in the city besides the Grand Opera House where the favorite song birds may be heard and enjoyed. They will, of course, prick up their musical ears at this, and, though not yet impressed, will show a certain curiosity to learn just where their adorable Enrico, their charming Antonio, and their gigantic Leo may be warbling now that the Lenten season, trolley strikes and other unavoidable events have kept them out of the limelight.

They are not held long in suspense, however, for reading further they are informed that all their worshipped celebrities and a hoard of lesser luminaries whom they have long yearned to hear, but never hoped for a realization of their desires, are at their service in a marvelous repertoire of arias from the leading operas sung at home and abroad. When this delightful information has been properly absorbed and appreciated to the full extent it deserves, Mrs. De Swell will rustle to the telephone, and, calling up her very dear friend, Mrs. Richley will explain to her the delightful discovery she has just made. "What do you think, dear," she calls vivaciously over the wire in her carefully modulated contralto, "we do not have to bow to convention and wait until the end of Lenten season for our beloved grand opera. I have just read that your adored Caruso, Melba, Tetrizzini, and goodness knows who else, can all be heard at

any time that best suits our convenience at Jones's talking machine emporium on Broad street." "Isn't that too perfectly lovely for anything? Have you an engagement for this afternoon? What's that? A drive in the park with Mr. Blank? Well, you will have to cut it, that's all, for you're going with me to attend that concert at Jones's. I am just dying to hear grand opera once more, and I know you are, too. I will call for you at three in the brougham. Be sure to be ready, dear. All right, good bye."

An hour later two stylishly dressed ladies alight from a carriage at the curb and sweep majestically into John Jones's store.

"We have come," explains Mrs. De Swell, "to hear grand opera as advertised by you in this morning's papers."

The salesman bows most gracefully, motioning them to easy chairs. The first record played for their entertainment is the famous sextet from Lucia. Following that comes the quartet from Rigoletto. Then the Miserere Duet from Il Trovatore. These are received with the greatest possible enthusiasm, which through the energy and good taste of the clerk, is maintained through a long and expensive program. As they are taking their departure with packages valued at approximately one hundred dollars in the custody of their footman, Mrs. Richley confides to Mr. Jones, who has just made his appearance, but her husband being a vaudeville fiend, and, in consequence, showing a preference for records of lighter vein than grand opera, has managed until now to keep her in the dark regarding such exquisite selections as they have just listened to. "However," she continues with a gleam in her eyes, "I shall see that such a state of affairs ceases to exist from this moment."

The above anecdote is vouched for by the writer, as he was by accident present at the concert, and it was a small advertisement inserted in the daily papers a few days before Easter that did the trick.

Another line of records which can be successfully exploited during the Easter season are the many beautiful selections, both vocal and instrumental, written to celebrate this sacred period.

Therefore, the moral of the article is, "Keep abreast of the times by advertising judiciously in advance of any occasion which would seem to be valuable to you from a business standpoint." HOWARD TAYLOR MIDDLETON.

THE CENTRAL TRAFFIC BUREAU

To be Organized Shortly for the Protection of Eastern Shippers in the Matter of Freight Rates, Etc.—To Embrace Trade Bodies of Larger Cities from Boston to Richmond.

Arrangements have been consummated for the formation of the Central Traffic Bureau, with headquarters in New York, and which will embrace the various leading trade organizations of New York, Boston, Philadelphia, Baltimore and Richmond, Va., and which will endeavor to secure eastern freight rates that will compare favorably with those of the West, and to counteract the present advantages enjoyed by western shippers.

The new bureau will look after the business interests of the entire East and will be composed of ten members, five representing the presidents of the leading organizations in the respective cities and five traffic managers from the same bodies. The success attained by such a bureau identified with western cities in securing from the railroads concessions that eastern shippers were denied is responsible for bringing about its establishment.

PUSHING THE ZONOPHONE LINE.

While the offices and factory of the Universal Talking Machine Mfg. Co. are now in Philadelphia, Pa., John A. Macnabb, vice-president and general manager, will make bi-weekly trips to New York—possibly Tuesday and Thursday. Louis Silverman will look after the selling end in Greater New York.



The big stumbling block

that loses customers for many dealers is DELAY. It starts with the jobber, and pulls down a dealer's business instead of building it up.

It's bad for the customer, bad for the dealer, bad for the jobber. The customer loses his patience, the dealer his customer, the jobber his order.

If your jobber isn't prompt, he is not only standing in his own light, but, worse yet, is retarding your progress. There's no reason why you should put up with this sort of thing, and the jobber has no one but himself to blame if you take your trade where more attention is given to it.

We take a load of worries from your shoulders by always shipping your orders the same day they reach us. Always—no delay, no excuses at any time. Victors, Victrolas, Victor Records, record cabinets, fibre cases, horns, needles, repair parts, and specialties of every sort are always on hand in sufficient quantities to meet all demands.

Let us send you our latest catalog, and our booklet, "The Cabinet That Matches." Then you'll be in a position to get your goods without the least delay.

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street

New York



INDIANAPOLIS GLEANINGS.

Columbia Regent Used With Orchestra at Noted Restaurant—Kipp-Link Co.'s New Quarters—Graphophone Recital in Church—Dealers Generally Are Optimistic Over March Outlook—Bishop O'Donaghue a Talking Machine Enthusiast—Other News of Interest.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 7, 1910.

The talking machine business, both jobbing and retail, has been only fair during the last month. The record business has been encouraging.

White's Restaurant, in South Meridian street, one of the fashionable eating places of Indianapolis, has installed a "Regent" of the Columbia Co., to be used in connection with the orchestra. The "Regent" does the singing, accompanying the orchestra. The restaurant room is a very large one, and the proprietor says the talking machine has wonderful carrying power and is giving great satisfaction.

At the conclusion of the services last Sunday at the First Congregational Church, Mrs. S. K. Ruick, wife of former State Representative Ruick, and organist at the church, gave a graphophone recital, accompanying a Columbia "Regent," or table machine, with the church pipe organ. Sacred numbers were used, and so successful was the concert that the guests remained for more than an hour.

"Put On Your Old Gray Bonnet" has been one of the best selling records with the Columbia Co. This probably was due partly to the fact that Percy Wenrich, the composer of the piece, was at the Grand Opera House in vaudeville for one week.

H. A. Yerkes, head of the wholesale department of the Columbia Co., spent two days in Indianapolis calling on the trade. Mr. Yerkes is popular here and met many of his friends during his short stay.

D. Sommers & Co., who have a Columbia talking machine department, are featuring talking machines in one of their display windows.

Charles B. Sommers, resident manager of the company, is a composer of plays and is attracting considerable attention just now, as he is the author of "The Winding Way," which will be presented at the Murat next week by William Faversham.

The Indiana Phonograph Co., retailers of Edison machines, have removed their phonograph department to the rear of their store in Virginia avenue, and have installed a shoe store in the front part of the building. Business has been fair with this company, and the best selling records for the last month have been "Long, Long Ago," a short record, and "Juanita," a four-minute record.

The Kipp-Link Phonograph Co., who conduct a jobbing business in Edisons, are getting ready to move their business from the present location in East Washington street to the building formerly occupied in Massachusetts avenue by Joseph Joiner, dealer in pianos. The new location is in the heart of the new business district in Massachusetts avenue, and business is going in that direction every day.

Howard Crowe, who some time ago left the employ of the Indiana Phonograph Co. to go into partnership with H. E. Hollingsworth at Evansville, is now covering the wholesale territory for the Wulschner-Stewart Music Co., Edison jobbers. Mr. Crowe has had wide experience in the talking machine business.

It is said that plans are under way for a new building where the Grand Opera House now stands. The Musical Echo Co., dealers in Victors, are located in this building, and if the building plans go through the Musical Echo Co. will have to hunt another home, at least temporarily.

Talking machine dealers generally believe that this year will be a good one for their line of business. They say that there is not such a great lack of money as is generally the impression, and in addition to this they declare that talking machines are coming into more general use among the classes of people who are able to buy. The sale of cheap machines continues, but there is a constantly increasing demand also for

the higher-priced instruments.

The Right Rev. Denis O'Donaghue, whose transfer from auxiliary bishop of Indianapolis to bishop of Louisville, Ky., was recently ratified by the Pope, is a talking machine enthusiast. Nothing delights the bishop more than to entertain his friends with high-class talking machine music.

The New Jersey Patent Co. and the National Phonograph Co., of West Orange, N. J., have filed suit in the United States District Court to enjoin Charles A. Rigdon, of Warsaw, from an alleged infringement of the patent rights by selling Edison phonograph records at prices lower than those set by the plaintiff companies.

NEW COMPANY BEING ORGANIZED.

(Special to The Talking Machine World.)

Boston, Mass., March 3, 1910.

A corporation now being organized will soon appear in the market with a new line, in which the vertical cut record will figure. The name of U. S. Senator Crane is mentioned in connection with the enterprise.

INCORPORATED.

The American Phonograph Co., New York, have incorporated with capital stock of \$50,000 for the purpose of dealing in phonographs and other musical instruments. The incorporators are: V. H. Pritchard, W. Ferguson and Julius Roeber.

I. Davega, Jr., Inc., New York, will break ground for his new building, adjoining his present premises, May 1, and expects to be ready for occupancy in September. Mr. Davega states that his brother, of the S. B. Davega Co., now in Spokane, Wash., will not return east before October, and he may become a permanent resident of that city if certain events occur.

The National Phonograph Co., Orange, N. J., have reinstated the following as Edison dealers: Hammis Shoe Co., Portsmouth, Ia., and J. J. Hoffman, Wabasso, Minn.

VICTOR

LAWRENCE MCGREAL

EDISON

MILWAUKEE, WIS.

STOCK

SERVICE

SATISFACTION

THESE ARE THE COMMODITIES IN WHICH WE DEAL

A Special Correspondence Course. Subject: Talking Machine Selling Campaign—free to new dealers.

THE

McGreal System

IS THE ONLY RIGHT WAY

LET US EXPLAIN

WISCONSIN DEALERS SAVE MONEY ON FREIGHTS AND GET BETTER SERVICE
PROMPT SERVICE A SPECIALTY

EDISON

MILWAUKEE, WIS.

VICTOR

EDISON

LAWRENCE MCGREAL

VICTOR

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Present and Future Prospects in the Trade Do Not Fully Satisfy Manufacturers—Increased Competition the Cause—Bad Selling Systems—Regarding Tariff Reform—Cygnet Horn Well Received—New Phonogram Catalog—At the Leipzig Fair—New Columbia Co. Artists for Rena Records—Bribery Punished Severely—What Is Offered in the New Record Lists—A New Portable Disc Machine—Annual Report of Carl Lindstrom, Ltd.—A Gramophone in the Desert—What Messrs. Aspir Have to Offer—A Special Accompaniment Record—Other News of the Month from London—Activities in the Provinces.

(Special to The Talking Machine World.)

London, E. C., March 5, 1910.

A somewhat peculiar condition of things seems to prevail at the present time in talking machine trade circles. It may be but one of those temporary digressions of the wheels of fortune common to most trades—especially this one—and yet a true summary of the situation forces one to the conclusion that excepting a few of the leading firms, manufacturers generally are not at heart really satisfied with the present and future prospects. Not that trade as a whole is declining to any material extent, or that it is short of the average, time considered, but simply an absence of stability combined with the increased competition which almost each month develops in one form or another, has engendered a feeling of insecurity, probably the result of that competition, the effect of which is made known by a slight but gradual falling off in orders as applied to firms individually. Dealers have to suffer under the same or similar disadvantages in that their sales are very considerably affected by the direct advertising of the large stores, along with special offers of job lots or bankrupt stocks bought at a huge discount, by which disc records are sold retail for 7d. each and cylinder records at 1½d. each. And then again, the tactics of a firm trading under the style of the English Record Co. is causing a deal of agitation and nervousness to legitimate traders. If I am correctly informed the system of trading is somewhat similar to that which obtained on the continent, a machine given free upon a guarantee to purchase a certain number of records by easy payments. There may be some phase of the situation unpalatable to the average run of dealers, but for the life of me I cannot regard it as competition in any way unfair, since it is open to any retailer of talking machines and records to conduct a similar if not better campaign in his own particular locality. The idea is old enough. There's the grocer who offers a pound of good sugar free if you buy one pound of margarine, upon which he gets a profit more than enough to counterbalance the cost of the sugar, and is then to the good. A sprat to catch a herring, as the saying goes, and applied to this industry. Well, I'll not say any more excepting this—that no dealer is worth his salt if he can't combat this way of selling the goods. So put up your wits and you'll be surprised what enterprise will do.

Just a Dip Into Politics.

And now to another subject—Tariff Reform vs. Free Trade—as discussed in my last report. The real question is, would the imposition of a 10 per cent. duty upon all talking machine goods entering this country have the effect of strengthening the hands of our home manufacturers sufficient to preserve the field against the foreign article? I want it clearly understood that personally I hold no brief for either side. Here, in these columns, it is strictly a non-party, open and friendly discussion upon a matter which has evoked many opinions, orally, from members of

this trade. Whether Free Trader or Protectionist, your views are equally welcome and will be treated quite impartially. One prominent trader, who desires to remain anonymous, has privately stated his views to me, and from which it appears that, although having the facilities to manufacture here, he strongly advocates Free Trade simply because (a) the imposition of any sort of tariff would tend to stifle healthy competition, (b) create monopolies as in America, and (c) restrict our power of buying in markets which now offer terms not to be obtained otherwise than by maintaining the open door policy. Points which certainly call for close consideration. Another aspect of the case is revealed in the following letter from H. G. Weider, manager of the Phonogram Co., whose remarks carry some weight in view of the fact that he has been engaged in commerce in all the chief continental countries, as well as America. Mr. Weider writes: "In your last issue you have opened a discussion and invited the opinion of the trade on the thorny question of Tariff Reform versus Free Trade. You have dealt with the subject in a very fair manner, and I must side with those who believe that a duty of 10 per cent. as at present proposed by the protectionists would not in the least benefit the home production. In my opinion a very heavy duty would be required to shut out cheap foreign-made unpatented machines in order to give a chance to the home producer. As regards those goods which are patented a different situation is created by the liberal Patent act, which already benefits the home trade and manufacturer, probably what protection would never do. The unpatented machines have a market of their own; they could not bear a heavy duty because the price would correspondingly increase and therefore the demand would fail. It could not pay to manufacture cheap machines here. On the other hand, this trade is a luxury, and as such the people are always prepared to purchase the best, no matter from where it comes."

The New Cygnet Horn.

The new "Cygnet" horn for Edison phonographs is now on sale here. It has met with a good reception in the trade and all agree that for beauty of form, convenience, method of diffusing sound, volume, etc., it is far and away ahead of the old-type trumpet. A real improvement, in fact, which will act as a further argument in favor of the Edison phonograph.

Fire Causes Damage.

A disastrous outbreak of fire occurred this week at the premises of E. Oppenheim, 57 Scruton street, London, the cause of which at the time of writing remains undiscovered.

The April Edison Record.

Particular interest attaches to the announcement that "The Divine Sarah" has at last consented to pass on to posterity that wonderful voice of hers, which has won the homage of kings and queens and the admiration of countless thousands in the course of her remarkable career. The great Sarah Bernhardt under exclusive contract to make Edison records! A tribute, indeed, to the Edison phonograph! The five records which comprise some of the best excerpts from her repertoire will shortly be issued to the trade, who, needless to say, have placed heavy orders. The usual monthly (April) impression reveals a very strong list as follows: Amberol Records—"Bronze Horse Overture" (Auber), National Military Band; "Staccato Polka" (Mulder), Miss Isobel Carol; "My Girl From London Town" (Williams and Godfrey), Billy Williams; "Medley of Welsh Airs" (Various), Alexander Prince; "Molly O'Morgan" (Letters and Godfrey), Miss Florrie Forde; "My Pretty Jane" (Bishop), Ernest Pike; "When the Bugle Calls," Arthur Osmond; "Vanity Fair" (Carolan), Peter Daw-

son; "Don't Be Alarmed" (Scott and Weston), George Formby; "Gems of Ireland," National Military Band; "I'm Longing for the Old Days, Marguerite" (Helf), Manuel Romain; "Old Jim's Xmas Hymn" (Gray), Anthony and Harrison; "Cavatina From La Favorita," H. Benne Henton; "Down in the Little Mossy Dell" (Cocroft), Stanley and Gillette; "The Thunderer and the Gladiator Marches" (Sousa), Sousa's Band; "Saved by Grace" (Crosby), Edison Mixed Quartette; "Lady Love" (Gumble), Billy Murray and Quartette; "Mia Cara Waltz" (Hammerstein), American Symphony Orchestra; "My Love Is Greater Than the World" (Helf), W. H. Thompson; "Ludwig's Air Castle," Miss Ada Jones and Len Spencer; "Wait for the Wagon Medley," Premier Quartette; "A day at West Point" (Bendix), New York Military Band. Amberol Grand Opera Records—"Freischutz Grand Air d'Agathe (Weber), (Sung in French), Marguerita Sylva; "Carmen-Romance de la fleur" (Bezet), (Sung in French), Florence Constantino; "Romeo et Juliette-Valse" (Gounod), (Sung in French), Blanche Arral; "Hamlet-Brindisi" (Thomas), (Sung in Italian), Ernesto Caronna; "Tannhauser-Blick ich umher" (Wagner), (Sung in German), Walter Soomer. Standard Records—"Rinking Two Step" (Hume), and "Coldstream Guards Regimental March" (Traditional), National Military Band; "Dear Old Bow Bells" (Pether), Ernest Pike; "Settle Up, Settle Down" (Scott), Billy Williams; "The Jolly Japanese" (Morse), Alexander Prince; "Tune the Old Planner" (Godfrey and D'Albert), Miss Florrie Forde; "Archibald! Certainly Not," Arthur Osmond; "It's the Alpine Dress You're Wearing" (Mellor, Lawrence and Gifford), Stanley Kirkby; "Old King Cole" (Clare and Formby), Geo. Formby; "Neighbors Below" (Wilson), J. C. Scatter; "Dixieland" (Haines), Sousa's Band; "I'd Rather Say 'Hello' Than Say 'Good-Bye'" (Helf), Manuel Romain; "To a Wild Rose," Victor Herbert's Orchestra; "Before I Go and Marry I Will Have a Word With You" (Berlin), Miss Ada Jones; "Blest Be the Tie That Binds" (Nageli), Anthony and Harrison; "Cloud Chief" (Phillie), American Symphony Orchestra; "Can't You See?" (Gumble), Byron G. Harlan; "A Coon Wedding in Southern Georgia," Peerless Quartette; and "Miss Liberty March" (Daly), New York Military Band.

Twin Co.'s Strong List.

The first list of records for the month of



The STROH VIOLIN

A new instrument possessing a VIOLIN TONE of great beauty and remarkable power.

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

Musical Instrument Dealers and others interested should write for free descriptive booklet to the Sole Mfrs.

GEO. EVANS
(Successor to CHAS. STROH)
94 Albany St., Regents Park, London, Eng.

FROM OUR LONDON HEADQUARTERS—(Continued.)

April has been issued by the Twin Co. It is a strong list, too, and some good old favorites—such as "Ever of Thee" and "When You and I Were Young, Maggie," excellently rendered by Mr. Philip Ritte—are included therein.

Phonogrand Co.'s Catalog.

A handsome catalog comes to hand from the Phonogrand Co., whose machines have caused quite a sensation in the trade. The principle of construction is entirely original, especially the method of sound distribution. In appearance the Phonogrand is more than equal to the best, and it forms a beautiful piece of furniture, as will be seen by a glance at the illustration elsewhere. Oak and mahogany are the chief woods used in its construction, which is of best English workmanship throughout. The reproducing powers of all types of the Phonogrand is full, distinctly pleasing, and is evenly distributed in all directions through skilfully secreted little wooden horns inside the cabinet, the walls of which are double sounding boards, ornamentally perforated. The prices are fixed to be within the reach of all pockets, and I may say the trade terms are certainly generous enough to warrant every support from dealers in all parts of the world. Those interested are well advised to obtain a copy of the Phonogrand catalog, which the company will send free upon request to headquarters, 64 and 66 Oxford street, London, W.

Visitors to Leipsic's Famous Messe.

A fairly representative section of English traders have announced their intention of spending a few days at the famous messe, which opens at Leipsic March 7, and continues until the 12th, inclusive, and as usual novelties will be much sought after. I shall hope to divulge some interesting particulars in my next report. Of those who will make the journey from here, I have received the following names: A. F. Vischer (Favorite Co.), Henry E. Heyder (Klingsor Works), G. Andres (Andres Bros & Co.), A. Balcome and F. Samuel (Barnett, Samuel & Sons,

Ltd.), O. Ruhl (Beka Record), Mr. Herzog (New Polyphone Supply Co.), Mr. Cullum (Lockwoods), E. C. Paskell (Colmore Depot), F. Nottingham, G. Murdoch and R. Fulton (Murdoch & Co.), E. Oppenheim and L. Arnaud (Pathe Freres).

Edison-Bell Record List.

In these times of scientific recording it would be difficult indeed for anyone to individualize any particular make of record—especially in discs—as being superior in quality to others, when, as a matter of fact, none are beyond comparison in that respect, but only in so far as concerns price, and the value of the artist from the standpoint of his or her popularity. There are one or two obscure makes of record which are characterized by most indifferent recording, it is true, but a distinctly pleasing feature of the progress made in this industry during the last year or so is undoubtedly the general high standard of recording maintained by our leading manufacturers. Evidence reaches me each month, and I would instance some of the current impressions from the list of Edison-Bell double discs, as follows: "Yip-I-Addy," and "The Girl in the Clogs and Shawl," well rendered by C. Harrington; "Settle Up, Settle Down," and "We're All Waiting for a Girl," by Fred Murray; "Put on Your Old Green Bonnet," by Fred Vernon, and "Cupid's Garden," a pleasing intermezzo, played by the Bohemian Band; "I've Been Out With Charlie Brown," by A. Elwood, and "The Old Arm Chair," by S. Barnes; "To the End of the World," by R. Carr, and the popular "Ship Ahoy," by G. Wilson, who also gives us on another record "Molly O'Morgan," and "Don't Take Me Home"; "Come Into the Garden, John," by J. Howard, and "Billy Whitlock's Aeroplane," descriptive; "I Used to Sigh for the Silvery Moon," and "Let's All Go Down the Strand," by A. Elwood; an excellent piece by the Royal Military Band is "The Ghost of the Mayor," Part I and II; "The Dashing Duke," and "The Gladiator's Farewell," by the London Regiment Band; while last but not least are the splendid

series of records by the Band of H. M. King's Colonials, "Echo Des Bastions," "The Grasshopper Dance," "Raymond Overture," Part I and II, "The Dollar Princess," waltz, and "Yip-I-Addy," waltz. Cylinders, 2½ inches, "Let's All Go Down the Strand," Arthur Elwood; "I Used to Sigh for the Silvery Moon"; "Yip-I-Addy," and "The Girl in the Clogs and Shawl," by C. Harrington; "Waiting for a Girl," "Settle Up, Settle Down," by F. Murray; "The Old Green Bonnet," by Fred Vernon; Crystal, 4 inches, descriptive, "Sailor's Life," "March of Brigade"; songs, "Lighterman Tom," "All Waiting for a Girl," and "Dear Louise." These last, by the way, are particularly good records, and dealers will hope to see further issues in the near future.

New Exclusive Artists for Rena Records.

We are informed that the Columbia Phonograph Co. have just concluded two important contracts, retaining Scott Skinner, the Strathspey King, and Tom Owen Wales' own comedian, exclusively for Rena Records.

Mr. Scott Skinner, the veteran Scotch violinist, has made Rena records of a large selection from his repertoire of over 3,000 Strathspeys, reels, etc. This is his first appearance on half-crown needle-cut records, and his first list includes a number of titles never before recorded.

Something New in Portable Type

Tom Owen makes a novel offer which Welsh dealers would do well to carefully consider. He proposes to advertise his Rena records at every performance of his touring company, and will prepare special slides announcing the names of local dealers selling the Tom Owen records. These slides will be thrown on the screen during the cinematograph show. This linking up of the artist, his records, and the dealer, is probably one of the most effective advertisements ever devised.

Latest Gramophone Records.

The issue of yet another gramophone record, "Carceleras" (Chapi), by Madame Tetrassini, and two, "Mamma Mia ehe vo Sape?" (Wutile), Nea-

ROYAL APPRECIATION

of the

GRAMOPHONE



To H. M. the KING OF ITALY



BY APPOINTMENT To H. M. the QUEEN



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

15 Rue Bleue, PARIS
36 Ritterstrasse, BERLIN
56 Balmes, BARCELONA
139 Belleaghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued).

politan song; "Pour un Baiser" (Tosti), by Signor Caruso, have fulfilled all expectations; their success being instantaneous. Some special titles, too, appear in the usual monthly supplementary list (March), and from the point of view of recording alone, they will command big sales. Among the titles, most prominent of all is the famous waltz of the season, "The Druids' Prayer," played by the band of H. M. Coldstream Guards, who are also responsible for four other fine numbers: "Musica Proibita," "Students' Says," "Mussinan March," and "Ginger Two Step." A splendid rendition of "The Sailor's Grave" (Sullivan) is given by John Harrison; "Absent" (Metcalf), sympathetically sung by Evan Williams; as, too, is "Queen of Connemara," by Herbert Brown; "The Midshipmite" (S. Adams), a popular sea song, by Thorpe Bates; "The Curfew," Robert Radford; Mr. Harry Dearth, new to the Gramophone list, introduces us to "Stone Cracker John" (Eric Coates); "Won Pia di Fiori" (Mozart), an excellent record, by Mme. Kirkby Lunn; "Time's Garden" (Goring Thomas), a song of resignation, sung by Miss Ethel Hook; we have two fine issues under humorous: "My Mother" (from 'The Arcadians'), by Harry Carlton, and "Safest 'o the Family," by an old entertainer, Harry Lauder; Quartet, Miss Perceval Allen, Miss Alice Lakin, Messrs. J. Harrison and R. Radford, "Believe Me, if All Those Endearing Young Charms;" a fine violin solo, "Air" (Bach), by Miss Kathleen Parlow, and "Seeling Study in E-flat minor;" Herr Wilhelm Backhaus, at the piano.

The Corrupt Trade Practice Act.

For offering the sum of 10s., said for the purpose of influencing an order, to a department manager of Messrs. Catesby & Sons, Tottenham Court Rd., who, by the way, handle among other things a good trade in talking machines, etc., a commercial traveler was recently mulcted in a fine of £10, and five guineas costs. Certain in-

dications that the law will put down this underhanded method of competition. A fair field and no favor is what we want!

New Portable Disc Machine Soon.

Something entirely new in the portable disc type of instrument will be announced shortly by Barnett Samuel & Sons, Ltd., and I hope to give details in our next issue. Dealers have every reason to congratulate themselves upon connections with this house, for there is always some new line, either in machines or especially good records, issued to help along sales and create trade when things might otherwise be rather quiet. Of the forthcoming Odeon and Jumbo impressions I am told a revelation of quality may be expected. The few advance samples I was privileged to hear on the occasion of a recent call were particularly choice specimens of recording, "Yip-I-Addy-I-Ay" (two-step), Odeon record, by the Grenadier Guards Band, and "Druids Prayer Waltz" on a Jumbo record by the Salon Orchestra—described as a hit of the season—being all that could be desired in that respect.

Carl Lindstrom's Splendid Report.

If any evidence is wanted to combat the pessimist or to encourage the hard-working retailer of talking machines one has only to turn to the excellent annual report of Messrs. Carl Lindstrom, Ltd., of Berlin, to find all one wants. It makes pleasant reading, indeed, these days and will go a long way to reclaim the good opinion of investors, who, truth to tell, have been in need of such stimulating influence as this balance sheet will surely effect for the general good of the industry. For the year ending 1909 Messrs. Lindstrom's total turn-over amounted to 4,035,000 marks, against 2,600,000 during 1908. Of this amount 1,099,588m. 94p. figures as gross profit, while the net profit is 365,034m., sufficient to provide a dividend of 15 per cent. and to carry over a substantial amount to the

reserve capital, which now totals 175,000m. Remarkable evidence of the firm's stability is shown by the fact that the total estimated value amounting to over 68,450m. of the tools, furniture, and fixtures, patents, material, motor lorry, accounts, etc., has been written off against depreciation. The phenomenal increase of trade during last year is not a little due to the energy and enterprise displayed by the administrators of this company, whose fine instruments have in consequence achieved popularity in all parts of the world. By the way, I notice that the Lindstrom Co. now number a staff of 520, which bids fair soon to increase. Congratulations!

New Beka Titles.

Special attention is drawn to the following titles appearing in the Beka record list for March. Harry Champion in his original songs, "Boiled Beef and Carrots" and "You Don't Want to Keep on Showing It," heads the bill this month, as well he may, for this is a record which dealers will find a veritable gold mine from a sales point of view. The breathless energy which Mr. Champion throws into the singing of these two popular song-hits is really wonderful, for, excepting an occasional few seconds' rest afforded by the orchestral interlude, he never seems to stop to take a breath. Marathon singing with a vengeance! Other good records are selection I. and II. from "The Dollar Princess," "Morris Dance" and "Shepherd Dance," played by the Beka London Orchestra under the able baton of Julian Jones; "Thy Beaming Eyes" and "In Sympathy," by G. Wigley; "Life's Lullaby" and "Sunshine and Butterflies," Eugenie Ritte; "True Till Death" and "Eileen Alannah," Harry Thornton; "The Corporal's Ditty," Robert Carr, on the reverse, "A Thousand Leagues Under the Sea," by Norman Williams; "Silver Bells" and "Radetzky March," by Fairy Bells, with orchestra.

They Never Forget Home.

Do you think they forget us? The man who

Pat. in GREAT BRITAIN
 " " GERMANY
 " " FRANCE
 " " AUSTRIA
 " " RUSSIA
 " " SPAIN, PORTUGAL, Etc.

THE PHONOGRAND
 THE TRIUMPH OF CABINET INSTRUMENTS

Pat. in U. S. A. of AMERICA
 " " CANADA
 " " BRAZIL
 " " ARGENTINE
 " " AUSTRALIA
 " " JAPAN, INDIA, Etc.

ORIGINAL MASTER PATENT FOR EQUAL
 ALL ROUND SOUND DISTRIBUTION;
 " UNRIVALLED "

The "PHONOGRAND"

has secured through its
 MERITS of

"BEAUTY OF APPEARANCE,"
 "PERFECTION OF TONE,"
 "EQUAL SOUND DISTRIBUTION."

UNIVERSAL COMMENDATION.

The prices range from the popular £4.18.6 or with Cabinet for Records to match £6.6.0 to The Phonogrand Grand Triumph Concert, £36.15.0.

☐ The Phonogrand is made in all kinds of wood and styles and contains a plurality of little wooden horns ending in beautifully carved sound-boards. Patent Phonogrand Triumph tone-arm and sound-box. Guaranteed the Best English Workmanship.

For further particulars and Catalogues
 Apply to the Manager.



PHONOGRAND GRAND TRIUMPH CONCERT.

PHONOGRAND, Ltd. 64-66 OXFORD ST., LONDON, W.

PHONE: 11138, CENTRAL

FROM OUR LONDON HEADQUARTERS—(Continued.)

believes this has never known life in our overseas dominions. Some little time ago I met in a desert in eastern Asia a party of tough pioneers—men to whom exploring, fighting and hard travel were the very breath of their nostrils. There was a little hotel where we stayed kept by a Frenchman. Frenchmen are the usual hotel-keepers east of Suez. Dinner over, one of the party raked out an old gramophone, one of the first of its kind—a creaky, metallic-scrapping horror. There were some discs with old English tunes and dances on them. The boys shouted the choruses and danced to the music. Then came "Home, Sweet Home" and a sudden silence fell on the group. The second verse drew to an end. I looked around. Every man of them had crept out of the hotel parlor. They had not forgotten home.—Says F. A. McKenzie, in the Mail.

Columbia Co.'s Fine List of Titles.

The current Columbia list teems with good titles and special numbers well calculated to advance the company's products yet another step in the estimation of dealers and users alike. Exceptional quality, too, is offered this month in the shape of artistes, as will be seen from the following, which I particularly draw attention to, because in not one instance is there a record that even the most critical could take exception to. And for that reason, quite apart from the fixed competitive selling prices, they furnish possibilities of a quick turn-over for even the least enterprising of record dealers. Here are the issues: 10-in. Columbia single—"Dream of Cleopatra, valse," by the Empire Symphony Orchestra; "Humoreske," Band of H. M. Scots' Guards; "For Months and Months and Months," Fred Vernon. 12-in. single—"Sands o' Dee," Edgar Coyle; "Prize Song," from "The Meistersinger," by Prince's Orchestra. Rena 10-in. double—"A Corsican Maid" and "Hello, You Fellows," Harry Fay; "Rolling Down to Rio" and "Youth," Edgar Coyle; "My Dream of Love"

("Dollar Princess"), Alfred Reeves, and "The Ring of Roses" ("Dollar Princess"), duet, by Ethel Williams and Alfred Reeves; "Il Bacio" and "Softly Awakes My Heart," cornet solos, by Sergt. Leggett, of the Band of H. M. Scots' Guards; "Hobomoko" and "Carrillon in E flat," Band of H. M. Scots' Guards; "A Fallen Star" and "My Old Dutch," imitation of the famous Albert Chevalier, by Arthur Leslie. Rena 12-in. double—"The Pretty Creature" and "Woo, Thou, Thy Snowflake," David Bispham; "Peer Gynt Suite," on two records—No. 1, "Morning"; No. 2, "The Death of Asa"; No. 3, "Anitra's Dance"; No. 4, "Dance of the Imps in the Hall of the Mountain Kings," played by the Band of H. M. Scots Guards. The list, broadly considered, is an excellent one.

Messrs. Aspir's Announcement.

Elsewhere in these columns Messrs. Aspir, London, make a strong appeal to open up business relations with traders located in all English dependencies and foreign countries. The goods they have to offer represent just those lines which may be described as real trade winners, having in view their general good quality and exceptionally reasonable prices. I had the pleasure of inspecting the series of different model "Epiphone" disc machines, which are put up in various woods, strong and accurately assembled motors, sapphire sound box, giving a very pleasing reproduction, while a special feature of the tone arm is the embodiment of a section made of a sort of composition which it is claimed has a mellowing effect upon sound passing therethrough. Surmounted by a nice trumpet, the whole machine presents a splendid appearance of good workmanship and finish which should commend itself to the most critical. Made in two sizes, 11-inch and 12-inch, selling at 3s. 6d. and 3s. 9d., respectively, the "Aspir" double disc sapphire-cut is gaining ground in the favor of those enthusiasts who, like myself, believe in the future of this type of record, and

dealers are not slow to recognize this fact. The company have a very strong repertory of French titles; indeed, I may say it is one of the best lists seen in the trade, and while one would like to see a stronger representation of English selections, there is nevertheless a fair sprinkling of well-known pieces suitable for sale in English-speaking countries. I am told this is having attention, and in the course of time a big list of topical English subjects will be dealt with. In the meantime there are good prospects for dealers who stock up on these very fine records, some popular titles of which are as follows: Mendelssohn's "Spring Song" and "Salut d'Amour," two magnificent violin solos by M. Schumacher, first prize, Leipzig Conservatoire; "Reverie" (Schumann) and "Gavotte" (Lulli), two equally well-recorded violin solos by M. Gras, first violin, Paris Opera; "La Voix des Cloches" (Luigini) and "Romance" (Weussen), played by Symphonique Orchestra of the Grand Concerts Rouge; "The Dollar Princess" and "The Merry Widow," by the Falk Tzigane Orchestra; while the famous band of the Garde Republicaine, Paris, renders the following in an exceptionally pleasing manner: "Waltz from Faust" and "Sourire d'Avril"; "Gamera," "Polka for Four Cornets"; and "Invitation to the Waltz" and "Song of the West," clarionet duet.

A Distinguished Visitor.

An interesting incident occurred at the Worship street offices of the Columbia Phonograph Co. a few days ago. A gentleman of striking personality, grizzled and tanned, apparently, from a life of outdoor experience, entered, attended by a striking figure of ebony hue. He brought a Columbia graphophone with him for repairs, the cabinet having been smashed. He spoke of Morocco and the people and explained that the instrument had been in use in that country. The motor was tested and found in perfect working order; only the cabinet was damaged. The visitor was referred to a dealer,

BEKA RECORD

THE BEST DISC IN THE WORLD

The Largest and Most Comprehensive Repertoire in



German	Croatian	Siamese
English	Bohemian	Abyssinian
French	Grecian	Tamil
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Polish	Chinese:	Hindustanee:
Spanish	Swatow	Urdu
Portuguese	Guakau	Marathi
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Danish	Kiangnanese	Tarsi, and 15
Jewish	Cantonese	other dialects.
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REPERTOIRE ALWAYS UP-TO-DATE

For terms, etc., apply to

Beka Record, G.m.b.H., 75-76 Heidelberger Strasse, Berlin

Sole Agents for British India, Ceylon and Burma:
THE TALKING MACHINE & INDIAN RECORD COMPANY
15 Elphinstone Circle, FORT, BOMBAY

Sole Agent for Great Britain and Ireland:
O. RÜHL, 77 City Road, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued)

and the nearest (Keys, Finsbury Pavement) indicated. It was only when the military white man and his black bodyguard had left the offices that his identity was recognized. He was no less a person than Kaid Sir Harry Maclean, K.C.M.G., resident military adviser attached to the court of the Sultan of Morocco. He had bought the machine on a visit to London some years before to replace an earlier Columbia.

Special Accompaniment Records.

On the new supplement of Rena records for the present month there is listed a record that calls for special attention. We refer to No. 1280, which offers on the one side an organ accompaniment for "Jesus, Lover of My Soul," and on the reverse a piano accompaniment for "Rock of Ages." Much has been written and printed of the possibilities of the talking machine, and there is an ever-present feeling that accompaniment records be provided, so that a vocalist might be independent of pianoforte or other instrument. There is no doubt that in many homes where either the piano or the skill to play it is absent such records would be appreciated, but the doubt always remained whether those homes were numerically strong enough to make the issue of such records worth while as a commercial proposition.

Commendable enterprise is shown in this experiment by the Columbia Co., and it is a development which deserves the close attention of every dealer who has at heart the welfare and longevity of the business as a whole. Looking forward, it is surely no very risky piece of vaticination to prophesy a time when the talking machine and an outfit of a dozen or so accompaniment records will find a place in thousands of family circles where vocal music is at present impossible or difficult for lack of accompaniment. We should like to see the trade center its energies upon creating a demand which will lead to the development of this new, and, we believe, useful sphere of influence.

Current Zonophone List.

From the current Zonophone list the following titles are to hand: 10-inch—Grand opera, "The Duel Scene" from Faust, by E. Pike, H. Thornton and J. H. Scotland; "Our Miss Gibbs," selection 1, and "In Treue Feste" march, by the Black Diamonds Band. 12-inch—"Why Do the Nation," from the "Messiah," by Harry Dearth; gems from "Bohemian Girl," on two records, by the Zonophone operatic party.

Ideal List of Gramophone Records.

A pleasing feature of this month's happenings is the very fine competition inaugurated by the Gramophone Co. and the generous amount of advertising space taken in the leading London and provincial newspapers to give public intimation thereof. The scheme is called "My Ideal List of Gramophone Records," and for the best list, in the opinion of the adjudicators, a first prize of £100 cash will be given; second best, £50; third, £25, in addition to which there are 50 other prizes, each of records to the value of £5. Dealers have been supplied with a liberal stock of publicity matter and voting forms to hand to the inquirers who will go to them in response to the company's advertisements, and by the way a handsome recognition is awaiting the dealer whose name appears on the successful list. The object of the competition is, of course, to create extra sales, and help to win over some of those good folk who hitherto have failed to fully appreciate the musical capabilities of a good instrument as a source of enjoyment and profit. And the enthusiasm displayed by the trade is more than sufficient to secure that success which such a generous expenditure deserves. Perhaps next month I shall be able to publish the result, and it will be interesting to hear for the first time in which new direction the public taste lies.

Don't be afraid to thank a customer who recommends your goods to someone else.

NEWS OF PROVINCIAL DOINGS.

Business throughout the country is not by any means brilliant, indeed, in many quarters quite a depression has set in, despite the fact that now election times are over, it was confidently expected an improvement would quickly follow the disturbance of trade in talking machines, which that emotional period produced. I would even go so far as to say that in the large towns dealers seem to be flagging in that energy which must at all times be consistently employed, and more especially against the trade-destroying influences of elections, short time in the factories, labor troubles and other local setbacks. The dealer has other sources of discouragement in the shape of skating rinks and cinematograph shows. I know, which deflect the home enjoyment of the masses. But what of it? There always have been difficulties since creation, and always will be. No matter what you have to contend with, hard work will see you through safely. Remember that. Some dealers in the provinces made the general election a means whereby to gain publicity. They announced the results in their windows and gave a talking-machine concert; and you may be sure that many of those who came simply to learn how the parties stood, went away with a more favorable opinion of talking machines than they held before, and perhaps decided on a purchase.

In the rural districts and small towns, trade is very satisfactory, all things considered, and is likely to remain so for some time.

The Johnson Talking Machine Co., of Liverpool and Birmingham, have recently introduced a novelty in the shape of their "Martinphone" needles. These are made by a new process, and are described as of silver steel, which it is claimed, ensures a fine reproduction. The fortunes of war have been in evidence somewhat of late, a noticeable instance being in the matter of Hulme & Co., of John Bright street, Birmingham.

Responsible Exporting Firms in America, Canada and Colonies are invited to apply for Sole Agencies

"ASPIR" Disc Records (sapphire cut) 11" and 12" double sided

*Finest Repertoire of Operas, Orchestras and Songs.
Unsurpassed for Tone and Quality.*

Manufactured by

ESTABLISSEMENTS PHONOGRAPHIQUES D'IVRY

5, RUE BOUDREAU—PARIS

(Branch of the C. G. E. — Paris.

Capital frs. 18,000,000)

E. P. I. Talking Machines

complete with sound-box fitted with unwearable sapphire for playing "ASPIR" discs. :: :: ::

Best and Cheapest Machine on the Market.

Manufactured by the

ESTABLISSEMENTS PHONOGRAPHIQUES D'IVRY

5, RUE BOUDREAU. (Opera) PARIS

British Branch:—

ASPIR — LONDON.

15, Victoria Street, London (England)



**The Columbia line is a complete line:
Disc and cylinder, machines and records.**



**And three different types of the
Grafonola.**

who have had to call a meeting of creditors after nearly seven years' trading. A statement of affairs shows liabilities of £1,179 odd, against estimated assets of £381 9s. 6d. A resolution was passed agreeing to accept debtors' offer of 6s. 8d. in the pound, payable in quarterly instalments. In certain provincial centers some concern is expressed regarding the increased popularity of a 1s. weekly payment system for machines and records. Well, of course, cash business is best, but you have to meet competition these days on its own ground. Sensible dealers recognize this, and wisely go ahead to supply on the instalment basis, if necessary.

In Bristol, Cardiff, Swansea and other Welsh centers, the Edison advertising month is now proceeding, much to the satisfaction of traders located there, who, by the way, are enjoying greatly increased sales of Edison phonographs and records in consequence. Apart from that, the Edison scheme is doing good work in educating the skeptics to the value of good advertising as a real profitable investment. For the matter of that, such enlightenment is forced upon them, they can't help it, they must believe the evidence of results, and their conversion is thus assured. In the matter of advertising enterprise on the part of a dealer, commend me to Thos. Edens Osborne, of Belfast. He only takes small spaces, but they are equal to half double-column ads., because the positions are located among reading matter, and, furthermore, the advertisements are effectively worded, and in many instances, illustrated. It is not surprising, therefore, to learn that his Gramophone and Edison phonograph business now comprise his chief source of profit. In Manchester trade is rather spasmodic, but for all that, it might be worse, considered in bulk. The Colmore people are doing well in Renā records, and Pathé products, and have secured some nice business from the rinks and cinematograph halls. Messrs. Robinsons, of Deansgate, have been fortunate in the export field, and report an ever increasing clientele abroad, which more than compensates for the indifferent home trade. In reckoning up the results of the recent Lancashire advertising of the Edison goods, Liverpool traders find that trade has materially increased, while its beneficial effect is still present, a state of things which the National Phonograph Co. say is very gratifying.

THE ATTACHMENT PROPOSITION

Of National Phonograph Co. Delayed by Factory Congestion—To Ship the Goods About April 1—Particulars of the Proposition Given by General Sales Manager Dolbeer—New Records to Attract Public Interest.

While the National Phonograph Co., Orange, N. J., have been laboring to shape up the Amberol attachment proposition, which they originally figured on giving the trade no later than March 1, they have been compelled to postpone the date on account of factory congestion on their regular output. The installation of additional molding apparatus in the record plant has relieved the situation and the company now announce (March 15) they will be in a position to ship these goods to jobbers on or about April 1, when they will immediately go into the hands of the dealer. The particulars of the proposition are given by F. K. Dolbeer, general sales manager, in the subjoined bulletin, No. 46, to Edison dealers:

"As briefly outlined in our letter of Dec. 6, 1909, on the subject of combination attachments, we have for some time past been considering as to how we could place these before the public in a way which would be productive of immediate results and at the same time slightly increase the dealers' profit. We have decided to inaugurate the plan as clearly set forth below, and by means of which, with your aggressive efforts, we hope to again bring into active use many Edison phonographs which may have been laid aside, due to their original equipment being for the standard (two minute) records only.

"This plan, which to the consumer means hardly more than the price of the special Amberol records furnished in connection with the attachments, should prove an incentive for every dealer to make a thorough canvass of his territory, thereby ascertaining the names of all Edison phonograph owners, and to such as may be without the attachments this matter can be convincingly brought to their attention; and as we have pointed out to you in the past, the sale of an attachment means a new and continued customer for Amberol records, the dealers' profit on which is unusually attractive.

"We will, until further advised, place in the hands of the trade a combination attachment

outfit consisting of the attachment and ten special Amberol records, in a special container, at the following list prices, less the dealers' discount: Gem, \$5; Standard, \$6; Home, Triumph, Idelia, Balmoral, Conqueror, Alva, \$8.50 each.

"These ten special Amberol records have been made for the express purpose of creating a new interest on the part of phonograph users in Amberol records, and to that end our recording department have used their best efforts, succeeding in producing a variety in both artists and material which will please the most critical. Such records are only to be sold in conjunction with an Edison combination attachment, at the stipulated prices, and the seal of the package must not be broken before delivery to the customer. No objection will be made should you desire to open a single package of these special records to be used as samples for demonstrating purposes.

"In consideration of the special price at which these records are sold no allowance will be made for breakage. These special records will not be returnable to the factory under any exchange proposition. Orders should be placed with your jobber immediately (who will be in position to make shipment early in April) and the goods to go on sale as soon as received.

"Important.—The utmost care should be used in ordering these special sets of records, so as to 'even up' with the attachments you have on hand, as these records cannot be sold in any other manner than as above outlined. Violations of any of these provisions will be summarily dealt with."

The jobbers were also given instructions pertaining to this offer at the same time.

BLOCK WITH SCHMELZER ARMS CO.

Elwood I. Block, who for the past three years has been connected with the Victor plant at Camden, N. J., will, within the near future, join the forces of the Schmelzer Arms Co., Kansas City, Mo., as expert repair man. He will spend the next ten days inspecting the Edison plant before locating permanently with this concern.

A. R. Pommer who recently purchased the capital stock of the Pacific Phonograph Co., Oakland, Cal., will continue running the business under the old name.

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O. BOUCHÉ ST. 35

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application



Our "Elite" 9 Machines One of the Best.



Our Famous "Puck Phonograph."

TELEGRAPHIC ADDRESS: "PUCKAWO"

COLUMBIA CO. ADVANCE.

Cheery Report by General Manager Lyle—Excellent February Business—Remarkable Increase in Demand for High Priced Machines and Records—Latest Achievements of the Company in Various Directions—Important Additions of Famous Artists.

Replying to inquiries from The World as to the status of affairs in the trade, Geo. W. Lyle, general manager of the Columbia Phonograph Co., general, replied:

"We have just closed a most remarkable February, exceeding by a large amount the business of January, although there were three less business days, and exceeding February of last year by over 20 per cent. One of the gratifying points in connection with the increased business is the fact that it is general, every section of the country sharing in the better showing. An interesting feature of the business is the remarkable increase in the sale of our high-priced product, all types of Grafonolas and high-grade records, and the indications are that we will be able this month to give better service than ever before, as by increased operations we are rapidly overtaking the huge and increasing demand.

The company further say: "Things have been moving in Columbia circles lately, and moving fast. It is now generally known that Celestina Boninsegna, the bright particular star of the Boston Opera Co., has signed an exclusive contract with the Columbia Co. The Columbia Co. have further effected something of a scoop in securing in advance, through the Fonotipia Co., the exclusive service of Elvira de Hidalgo, the young Spanish soprano, who has lately made such a furore in opera at Monte Carlo, and who arrived in New York the last week in February, to take leading coloratura roles in the Metropolitan Opera House during the remainder of the season. This youngest of all the great sopranos is said to have a voice of extraordinary brilliancy and power, with strongly sympathetic qualities, and a personality as engaging as her voice is attractive.

"In Boninsegna the Columbia have secured a star of the first magnitude, whose remarkable success with the Boston Opera Co., both at home and on its recent road tour, has made abundantly evident the fact that opera in America will not lack the finest possible delineation of soprano roles while such a supreme artist is available. Some of her first recordings have already been heard by the officers of the company, and it must be said that they are superlatively good. Exclusive arrangements have also been completed with Mardones, the distinguished basso of the Boston Opera Co., whose splendid work has been productive of unusual pleasure during the season now closing. He is said to have the rare combination of great dramatic ability, with a basso voice of

real expressiveness and magnificent sonority and power. His recent appearance as the star in Boito's Mefistofele is reported to have been a genuine triumph.

"In addition to all this the Columbia Co. have enlisted that famous and inimitable comedian, Raymond Hitchcock, for an exclusive series of his song-monologues, sung as only that versatile fun-maker knows how to do these things. It is claimed that recordings quite like those of Hitchcock, or as good in their particular line, have never been heard before. The first one will be issued shortly, and an enormous sale is confidently expected."

TALKING MACHINES AS BARMETER.

J. C. Roush Asserts That the Talker Is a Perfect Measure of Business Conditions.

(Special to The Talking Machine World.)
Pittsburg, Pa., March 9, 1910.

In a personal interview with The World today, J. C. Roush, manager and secretary of the Standard Talking Machine Co., said:

"I believe that there is no surer barometer of existing business conditions than talking machines. During the late 'depression' it was alleged that Pittsburg was hit pretty hard. While along with the steel and other industries, the talking machine business bore its share of the suspended trade, it still held up remarkably well with us as compared with some other localities in the country. With the resumption of business we had less distance to return to our former position. I can safely say that we are now, during this spring season, doing better than we ever did in any previous year in our history, and while some of this may be modestly accredited to our increasing business, it, in my opinion, fully justifies the statement that the coming year is to be one of the largest yet.

"When I say trade conditions are good, it not merely voices our own sentiments but reflects the attitude and condition of the smaller merchant in the towns and the villages with whom we are in direct touch. We have assurances from every section in the shape of substantial orders, which, for this time of year, are no less than remarkable."

RULING ON CINEMATOGRAPHS.

General Appraiser Hay Denies Protest That They Are "Household Effects."

(Special to The Talking Machine World.)
Washington, D. C., March 12, 1910.

A decision has been rendered regarding the admission of a moving picture machine or cinematograph by the board of general appraisers when they are attempted to be brought in as "household effects." The importer claimed on this account they should be duty free.

General Appraiser Hay said in this connection: "The protest was submitted without testimony. From an examination of the papers we find that the cinematograph in question was imported from Montreal with certain household effects which were admitted free of duty. We assume that the instrument in question is used in connection with the display or exhibition of moving pictures. Without some evidence before us to show the use to which it is put, or that it is in some way similar to the articles enumerated in paragraph 520 (household effects), we cannot hold that it is entitled to free admission."



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

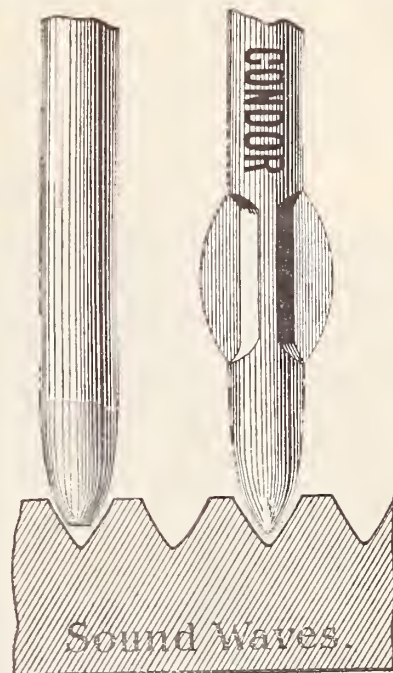
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

A "Pointed" Talk

One of the most important matters in connection with the development of the talking machine business to-day is the sale of a talking machine needle that is correctly made—made by the greatest authority in the world—a needle, the POINT of which is warranted and which insures the best reproduction for each individual quality of tone—a needle that doesn't wear out the record; that preserves its life, and always gives forth the very best quality of tone that is contained in the record. Such a needle is the

CONDOR

It has the highest and most perfect finish, the smoothest grain, and gives unexcelled satisfaction.



Why not get the customer who purchases a high-grade and a high-priced talking machine to buy needles of the highest quality, such as the Condor?

One cannot be satisfactory without the other.

We shall be pleased to give the fullest information to all interested. Address

Sole Manufacturer

Jos. Zimmermann

Needle and Pin Works

AACHEN GERMANY



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

You owe your customer and yourself a duty if you have not personally compared the

MUSIC MASTER (SOLID WOOD) HORN

with the veneered kind of wood horns now on the market.

You do not have to invest any money to test our claims of superiority.

HAVE ONE SENT ON APPROVAL

Your choice of *solid* Oak, Mahogany, or Spruce, for any make or style of cylinder or disc machines.

If your jobber cannot supply you, we would be very glad to send you a sample line of our horns on approval, and if you are not entirely satisfied with the superior merits of the MUSIC MASTER, you would be at liberty to return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

AROUND BOSTON TOWN.

A Clever Advertising Stunt—Peary Victor Records Liked—Miller Optimistic Over the Victor—Eastern Talking Machine Co. News—Other Items of Interest.

(Special to The Talking Machine World.)

Boston, March 9, 1910.

A very dainty little advertising stunt, originated by Mr. Fitzgerald at the Eastern Talking Machine Co. store recently, has set the Boston talking machine men to wandering down Tremont street quite frequently in order to look at the display window in which it is being shown. Mr. Fitzgerald has taken 1,000 of the front covers of the song "Put On Your Old Gray Bonnet," cut out the beautiful head and shoulders of the woman and arranged them upon the glass of the window in the form of the figures 366, the number of the record that bears that catchy song. The dainty lavender color scheme and the manner in which he has arranged the bonnetted heads add to the attractiveness of the display and

compel attention from the passersby. It is Mr. Fitzgerald's original idea. Now that the doors can be kept open during the day, this record is frequently played and attracts a great crowd. It makes one of the most effective advertising stunts pulled off in Boston for some time.

Another very attractive window display has been made this week by Manager Sylvester, of the talking machine department of the C. E. Osgood Co. In fact the window displays made by this department in the past six months have been exceptionally good and business has developed materially as a result.

M. A. Carpell, of the Herzog Cabinet Co., spent a few days here this week in the interests of his company. He reports business as generally excellent.

The Eastern Talking Machine Co. are taking care of the exchange proposition satisfactorily, but find themselves handicapped through the inability of the factory to supply records fast enough. It is harder to get in a supply of Amberol records than it is to get a raise of salary

from a penurious boss. The retail department has made some great strides recently under Mr. Freeman's direction and the new Victrola room is a business getter. Mr. Freeman reports that he has recently sold a number of grand opera records to grand opera singers in the Boston company, as they enable the singers to "get a line" on how their rivals sing particular songs.

Manager Boyd, of the Iver-Johnson talking machine department is especially pleased this spring with the results in the jobbing Edison department. Business here has shown a remarkable improvement. In the retail Victor line the higher priced machines have the call. This firm are making a special feature just now of the popular or topical songs and the amusing monologues as the store's customers are largely men who like just that sort of record.

The Peary records on the Victor have been responsible for a big jump in business for the Oliver Ditson Co. this month and it is interesting to note that the chief reason why people wanted the record was to hear his voice rather than the story he relates. The story is not new to them, but his voice is. All had read his story, but very few had ever seen or heard the man, and as many had previously heard the Cook record they wanted to judge the two men by means of their voice. Manager Winkelman, at the Oliver Ditson Co., is making some good advertising out of the new Victor records, such as the Miserere scene. "Il Trovatore" was sung here recently and these records were used with excellent effect in the window displays and newspaper space.

Manager Howes, of the Houghton & Dutton talking machine department, said this week that the business of his department had been far beyond his expectations since the first of the year. He is arranging for some new ideas in display, both inside the room and in the windows. He is handicapped now by lack of room in which to expand.

Even the most optimistic member of the firm of Henry F. Miller & Sons Co., when they put in the Victor talking machine department, did not anticipate that within three months after the installation it would be doing a retail business of such large proportions as to make it one of the most important and successful branches of the store's industry. But such is the case. Instead of the department being only half a success, it is a fine, ripe melon. The Victor line is exclusively handled here, and the Victrolas make a fine showing alongside the Miller pianos.

PRAISES GIPSY SMITH RECORDS.

Brooklyn Pastor Plays Them for His Congregation Each Sunday—Reproductions Very Distinct—All the Sweetness of Voice Brought Out.

This is a copy of a letter received by the Columbia Co. last week from Erwin Deunell, pastor of the Tabernacle Baptist church, Brooklyn, N. Y.:

"I am very grateful that through you I have been enabled to give Gypsy Smith's beautiful solos, which he sings as no other singers render them, to my Sunday evening congregations. For several Sunday evenings I have used them on my platform in a song service preceding my sermon. Those records of his voice are marvelous reproductions of the pathos and sweetness of his singing. Every word can be distinctly understood in every nook and corner of my church. My people were very much pleased with his singing. In no other way could we have hoped to have heard this great preacher and singer in our own church."

Callers at the offices of the New York Talking Machine Co., 83 Chambers street, New York, last week, included Herbert Royer, manager of the talking machine department of M. Steinert & Sons Co., Boston, Mass., and Daniel O'Neill, general manager of the "talker" section of C. J. Heppe & Sons, Philadelphia. It was a personally pleasant visit with G. T. Williams, who had an exchange of trade opinions at Kall's, his usual mid-day halt.

SALES METHODS THE SUBJECT

Of an Interesting Letter from a Subscriber in Halifax—Some Essentials Forcefully Set Forth—Knowledge of Records Necessary to Enable the Salesman to Win Out—Some Good Pointers Clearly Set Forth.

Halifax, N. S., March 10, 1910.
 Editor of The Talking Machine World.
 Dear Sir: I was pleased with and interested in the article appearing in the December issue of the World signed by "Phonophil." I have been waiting for some one to write an article just along these lines, for it seems to me that the suggestions contained therein are sound.
 At the same time the writer left out a good deal that might have been helpful to the salesmen who are really endeavoring to master the business not only for the benefit of their employers, but for their own enlightenment.

Now, I agree practically with all that "Phonophil" says, with the exception, perhaps of his reference to playing the records with a variety of needles and also changing the pitch. Unless a salesman is exceedingly well up in music, I think harm will come if these methods are resorted to, in practically every instance. One cannot go far wrong in playing the record as indicated by the catalog, or at all events keeping within prescribed limits as to revolutions, say, 74 to 80.

The safest course to pursue in regard to the needle is to use a medium tone, which will be neither too soft nor too loud. There are, of course, some selections which require a loud needle to bring out the true tone, but unless the salesman is absolutely sure of his knowledge, the medium tone will produce the most satisfactory results.

A volume might be written on the second of his three prime factors, namely, "Ready knowledge of records." The constant progression of science and the great number and variety of records appearing from month to month is apt to tax the memory of the most expert.

If the salesman cannot find time to make an individual study of each important record in the course of the day, he should manage to get the time some way, and for three reasons: First—It will pay the salesman a thousandfold to do so. Second—It will make one more valuable to his employer and the customer. Third—It will be the means of making the salesman well informed, not only in his duties as salesman, but also in his daily life outside of the store.

But just here I do not wish to be misunderstood. It is exceedingly helpful to know the numbers of records, by whom they are sung or played, but what is most important is to know just what number of singers or players sing or play a certain selection and which is the best record and why.

This saves time and helps the customer who may not be familiar with the records. For instance: Suppose a customer asks for the best record of the "Last Rose of Summer." You will probably play for him a record by Sembrich or other Red Seal artist, and the customer will likely purchase it. Later on perhaps he hears a record at a friend's house of the same song by Helenenoldi, a 75c. record. An unprejudiced opinion will give the palm to this latter singer, and the customer is not likely to be very pleased at paying \$3 for a record which he might have obtained for 75c. and then have a better rendering. There is a great tendency to do this, but it is not the best method of winning permanent patrons. Lastly, learn all you can by observation of customers' likes and dislikes, read all of the best books on the operas, so as to acquaint yourself thoroughly with the Red Seal records and operatic records of the various companies, and don't imagine because a customer says that he has heard all the records that such is the case. If you know your business properly, you should be able to string off at least a half dozen records of which he has never even heard.

A SALESMAN.

MOTION PICTURE LITIGATION.

Important Decision Handed Down Which Leaves the Motion Pictures Patents Co. in Supreme Control of the Situation—Contentions of the Defence.

A decision handed down March 7 by the United States Circuit Court, Southern district of New York, in an injunction suit against three makers of moving picture films, leaves the Motion Pictures Patents Co. in supreme control. The defendants in the suit were Carl Laemmle, the Independent Moving Picture Company of America and the Pantograph Co.

Their defense was that not Thomas A. Edison, but a man named Greene, was the real inventor of the apparatus in moving picture machines by which they are enabled to take a continuous photograph of actors and other subjects in action at top speed. Justice Noyes, who filed the memorandum of the decision, held that the arguments as to Greene had been exhausted in a previous suit, and that the Circuit Court of Appeals had decided that the Edison patents were valid. For that reason he said he was disposed to grant a preliminary injunction against the two defendants.

The defense, among other contentions, alleged that the eleven manufacturers who are constituent concerns of the Motion Picture Patents Co. were violating the Sherman anti-trust law. The idea that the exercise of an inventor's patent rights led to violation of the Sherman act was the only novel feature in the litigation. On this point Judge Noyes held as follows: "I am of the opinion that the charge, if established, that the complainant is itself, or is a member of, a combination in violation of the Federal

anti-trust statute is not a defence available in an action for the infringement of a patent and fails to show a defect in the complainant's title."

In conclusion he said: "An injunction against the defendant corporations may therefore issue. The proof of personal infringement by the defendant Laemmle is, however, deemed insufficient to warrant the issuance of an injunction against him and it is denied. But this action is without prejudice to the right of the complainant to renew his application in case future acts of personal infringement are disclosed."

Judge Noyes also stated that injunctions against the defendant companies would be suspended provided an appeal was brought on for a hearing at the May session of the Circuit Court of Appeals and provided that the defendants furnish an adequate bond to pay damages and account for profits during the pending of the appeal if it is unsuccessful.

NOW EQUIPPED WITH DIAMOND POINTS.

In a circular letter sent the trade on March 5 the Columbia Phonograph Co., General, say: "All two and four-minute Indestructible reproducers shipped from the factory on and after March 1 will be equipped with diamond points." The company further add: "Diamond is therefore the most desirable substance for cylinder reproducer points. The difficulty has heretofore been in the grinding, which has been a slow and expensive process. This, however, is entirely a factory problem, which has been overcome by improved machinery." As Mr. Yerkes remarked, in commenting on this new attachment, which plays both the two and four-minute cylinder record, it does not require a change of reproducer or of reproducer points.

A delightful innovation which will be appreciated by talking machine men everywhere.

The new record program sheets will at once appeal to every owner of a talking machine.

The illustration shown depicts one of the programs reduced.

The size of the program is 13x18 inches.

Handsomely lithographed and embossed—printed in half-tone on the best bristol cardboard with attachment by which it may be hung upon the wall, it can be seen that all records can be listed thereon in classified order.

It simplifies the old method of searching for the desired record.

It is a handsome wall ornament, and it shows the photos and the history of the world's most famous composers from the 16th century to the present time.

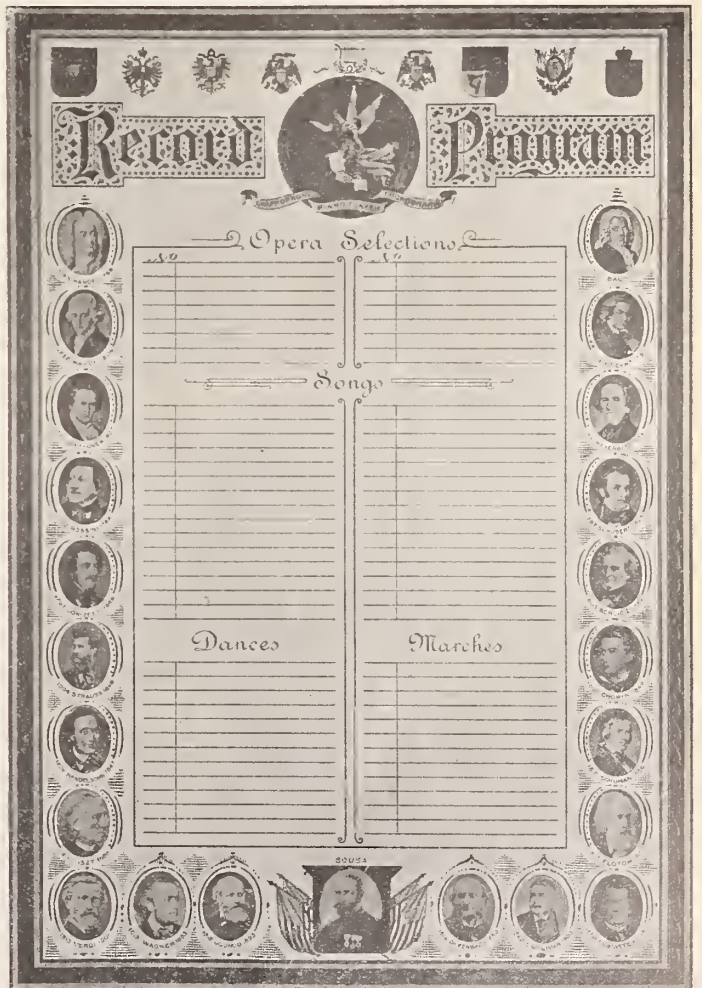
The effect is heightened with the national coat-of-arms of the principal countries.

The price for 100 sheets is \$5—1,000 sheets, \$40.

Special rates will be given on orders for more than 1,000 sheets.

Send for sample order and you will at once see the advantage of this program in your business.

Dealer's name will be printed upon the program when desired.



The International Record Program Company

102 West 29th Street

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NEW YORK

TRADE FABLE

No. 5

From the time Jim Reynolds had been big enough to toddle and to begin to learn the rudiments of the United States language, his father had impressed upon his mind verbally, and upon other places with a trunk strap, that throughout his life he was to paddle his own canoe and confide in no one. The old man's chief bit of advice was, "When a fellow wants to slip you any of the 'loving friend' stuff and wants to do you a favor just because he likes you, put your turnip in the inside pocket of your vest and keep your right hand on that while you hold your roll tight in the left. It's ten to one that he's trying to frisk you for one or the other." Of course the pessimistic attitude of Jim's male parent may have

AT LIBERTY.

Expert "master-record maker"; cylinder and disc recording, plating, etc. Address Operator, care The Talking Machine World, 1 Madison Avenue, New York City.

FOR SALE.

Well-established music business for sale. Complete stock of Edison and Victor machines and records, musical instruments, sheet music and pianos. Address "Exceptional Opportunity," care The Talking Machine World, 1 Madison Avenue, New York.

SALESMEN WANTED.

Wanted—Good Salesmen who are reaching talking machine trade, to handle new fast-selling specialty as side line. Big commissions for right men. Exclusive territory. Proposition on request. Box 100, The Talking Machine World, 1 Madison Avenue, New York City.

TRAVELER WANTED.

Traveling representative wanted for prominent Eastern Edison and Victor jobber. This is an exceptionally good opening for a "live wire." If you are willing to work, and work hard, write us, telling about your past work, your age, and what salary wanted. Address "Efficiency," care of The Talking Machine World, 1 Madison Avenue, New York City.

DO YOU WANT

A competent manager and salesman who is thoroughly posted with the Victor and Edison lines? I am now employed, but I want a position with a firm who can appreciate hard work and where brains and ambition count. Address "Ambition," care of The Talking Machine World, New York.

FOR SALE.

Edison and Victor wholesale jobbing agency in the best and largest growing State in the West; best of reasons for selling. For full information address "X," care The Talking Machine World, 1 Madison Avenue, New York.

REPAIR DEPARTMENT MAN.

I built up the best Victor repair department in New York City and I would like to take charge of another. I can, with my special tools, cut your expense in half. Address "Machinist," care The Talking Machine World, 1 Madison Avenue, New York City.

\$ RECORDS WANTED \$
Cash paid for any size lots.
Must be bargains.
MUSIC

814 Watertown St.

WEST NEWTON, MASS.

been due to the fact that he was a professional horse dealer, but nevertheless he was nix on the confiding stunt.

Following in the footsteps of the old man, Jim's school and college days were not such as gave him anything on Robinson Crusoe for companionship, and as a result he prepared to enter business with very little profitable knowledge, but with a helluva grouch.

Now, Mother Reynolds was a good old soul, who felt some sorry for the condition of the boy, and when it came time to invest the five thousand iron men that had been dealt him for the purpose of buying a hand in the game of business, she suggested the selling of talking machines, in the hope that the attendant music might have a good effect on Jim. What was more, Mrs. R. put her foot down on the matter, which, the same being backed up by the will of an army mule, settled the question for all time.

As it happened, the Reynolds talking machine store was located in a city where there were a number of similar stores and competition was stronger than in a cannibal camp during a missionary dinner, with ears on toast as the piece de resistance. Having heard of the good results obtained by dealers in other lines who organized local associations, for the general good and for the purpose of handing a few jolts to the boll weevil of business who carelessly changes its residence without thinking to pay various bills, the talking machine dealers of Blankville, or at least several of them, met together for the purpose of forming a little local association of their own. After the rough plans had been discussed at length the question rose as to who was to approach Reynolds and make him acquainted with the movement. Joe Smith was finally chosen for the mission as being the man best suited for the work. He had been with Dewey at Manila, talked back to a New York policeman, sperted one of the new plush bonnets, and performed other deeds of desperate valor that assured his reputation for bravery.

The next afternoon Smith ambled into the Reynolds store with his hat tilted carelessly over his left lamp to a point where the edge was singled by the cigar that projected upward from his mouth. He met Reynolds, who returned his bland smile and outstretched hand with a stare cold enough to make a polar bear jump for a steam radiator.

Smith wasn't scared for a cent, however, but proceeded to get down to brass tacks and explain his mission, i. e., to interest Mr. Reynolds in the new association. Co-operation and mutual helpfulness was the keynote of the talk, but Reynolds wasn't a little bit impressed with the idea and frankly stated that it sounded fishy to him, also asking casually just what the dealers interested expected to get out of the scheme in the way of graft and how the suckers were biting. Smith thereupon rose upon his hind legs and started to hand Reynolds an unabridged and eloquent account of his apparent pedigree, every sentence of which sparkled brilliantly with phrases of unique conception, that is, it sparkled as far as he went, for after about a minute of spouting he carelessly made an aerial trip as far as the car tracks with a strong foot as the motive power, and alighting with more force than dignity.

It was not long, however, before the association was an accomplished fact, with every dealer in town as a member except our independent friend, J. R. Soon the latter began to notice the number of worthless customers who were stinging him for outfits, and when one was brought to court for trying to sell a talker without finishing the payments, he got Reynolds' nanny by declaring that he and his relatives had used him for a goat because the association had them black-listed. Shock No. 1.

Then the police, wanting an excuse for keeping out of the cold, started a crusade against talkers and made Reynolds can his noise. When they proceeded against the other dealers, however, there was doin's and an injunction put a copper on the cops. Shock No. 2.

Finally a slick guy hits R.'s end of town with

a stock of machines and records that he slips to the public with a large chunk of the price chopped off. Then there was trouble, but try as he would, Reynolds could not find out where the busy little new arrival got his goods. Did that little problem feaze the association? Never! No! It hired men who found out in three hours, and a crimp was put in the foxy dealer's game in three more. Shock No. 3.

Who is this meek gent, with his hat in his hand, who knocks at the door of the association's meeting room? Why, bless its little heart, if it isn't Reynolds. Can he come in and apologize and promise to be good and love his fellow-dealer and join the fold? Why, cert, kid, cert.

Now just try to pull off something fussy in that little burg.

Moral.—It isn't always the good who are lone-some, and incidentally the Milk Trust hasn't cornered the milk of human kindness.

BE DIFFERENT.

Use Initiative and Don't Do Business on Your Neighbor's Plan.

Is your business run on exactly the same plan as your neighbor's? Are your ads. gotten up along the same stereotyped lines that have been followed for years?

If so, you are not making the effort you should; you are simply using some one else's mind, instead of your own.

Branch out for yourself and your mind will develop according as it is used, whereas, if it is allowed to lie dormant you will eventually lose even your power to grasp the bright ideas of others. The personal element in business is a great factor toward success. It's the little original touch that gives character to any work.

SPRING TRADE WILL BE LIVELY

In the Talking Machine Trade According to the Predictions of Well-Informed Jobbers and Dealers—Victrolas in Great Demand.

"It is too soon after our taking of inventory to say that business with jobbers or dealers is showing remarkable strength," was the observation of one of the best-posted men in the trade this week. "Records are selling well, but no larger quantity than usual; in orders, dealers are buying only for immediate needs. We are still behind on Victrolas, and other numbers, also, but the Victrolas go so fast that when a shipment arrives from Camden they are not even shown, but go direct from the sidewalk to the trade. It has been so since the middle of December. Too early to talk of spring business, but we have every assurance that trade will be lively, and we are accumulating all the stock the factory will ship, so as to keep up our reputation."

Trying to get something for nothing is an expensive pastime.

You Can Buy a Good Chance to Make a Living and Some More for \$5,000

Fine retail store of Edison phonographs and Victor talking machines in Baltimore, the great shipping center of the South. Out-of-town buyers, in addition to local trade, is an advantage. You step into the expenditure of five years of advertising and energy that has been spent to create the good-will of this store; that alone is worth the price asked for the whole business. It's not the same as starting afresh; you avoid the necessary expenses that are usually required to establish. This opportunity is extraordinary. You would do well to look into it. Write to

JOHN F. PICKERING

318 N. Howard Street, :: BALTIMORE, MD.

TAKE OUR WORD FOR IT.

Once a customer commences to use **Fibre Needles** he never knows when to quit **buying records**—

Not only does he become an enthusiast on the subject but a crank as well.

We can prove this in more than a thousand instances.

Just a **few records** in the home is the strongest evidence that there is but little interest taken in the talking machine.

Interest and **enthusiasm** increases only in proportion to the number of records possessed.

The mere fact that the **Fibre Needle preserves the record forever**, that it **eliminates "needle hiss"** and that the expenditure of money is a **permanent investment** is the strongest kind of inducement for a customer to gather a **large library** of selected records.

"B. & H." FIBRE MANUFACTURING CO., 33 W. Kinzie St., CHICAGO.

The new 4-minute Columbia Indestructible Records are "the only 4-minute records that are right."



PHONOGRAPH TO TEST EMPLOYES.

Proposed Scientific Tests to Determine the Moral Tendencies of Bank Clerks Proposed by the Rev. Edgar W. Treble.

The talking machine is occupying a prominent place these days in current news happenings. For instance, we understand that the bank employes in the State of Massachusetts are in fear and trembling over the proposed scientific tests to determine their moral tendency and turpitude. The Rev. Edgar W. Preble of Worcester says it is a sure shot that if bank examiners apply to bank employes the psychological tests of Prof. Hugo Munsterberg it will eliminate from a much-



plundered State all danger of bank defalcations.

These are the tests as proposed by the Rev. Mr. Preble, and which the bank examiners are being urged to adopt:

"Test for gambling propensity: Let the examiner have a ticker and a phonograph concealed in the room. During conversation set the ticker



going and have a voice from the phonograph cry out:

"'Atchisou up three points,' or 'Reading off and going down,' and carefully observe the result.

"If the examined man appears to take no notice, he may be recommended for continuance in office, but if his lips quiver nervously and he thrusts his hands in his pockets, and his eyes flit back and forth while his face flushes with anxiety, then the examiner should recommend that all the funds and securities be spiked down without delay.

"Test for the drink peril: Place before the men different colored pieces of paper, with the names of the various liquids conspicuously printed upon them—water, coffee, beer, wine, whisky, highball, etc. Ask him to glance rapidly at each in succession, and repeat often. Notice particularly on which his glance rests longest, and to which it returns oftenest.

"If his eye rests longest on water or coffee, the danger from a perverted appetite is minimized. But if his eyes are attracted by 'highballs' then put out the red signal in the report. A half second's lingering on the word 'whisky' is also a bad sign." The illustrations herewith are from the New York World.

MEMPHIS TRADE GLEANINGS.

(Special to The Talking Machine World.)

Memphis, Tenn., March 5, 1910.

February was a banner month for all the talking machine dealers in this section, and March has started off in an entirely pleasing manner. Retail business is fine, and the first Amberolas received helped the trade in the Edison line a great deal.

Victrolas were also received in large quantities by the jobbers, and on the whole all of them were in an optimistic mood when visited.

The O. K. Houck Piano Co. were especially pleased with the results of their grand opera concerts and are planning to continue them. They have just issued new "Stories of the Opera" covering "Faust" and "Carmen." This company present a different opera on Wednesday and Saturday of each week, giving two concerts on each of these days. Many expressions of gratification have been heard regarding the new Amberol grand opera records put out by the National Co., which have been used extensively at these concerts in connection with the Amberola.

Dealers of the O. K. Houck Piano Co., especially in Tennessee, Arkansas and Mississippi, all seem to be doing very satisfactory business from the size of their orders.

COLUMBIA CO. IN PORTLAND, ME.

The Columbia Phonograph Co. in Portland, Me., have taken over the talking machine business of the Maine Phonograph Co. and re-enter the field as jobbers. They will act as a distributing center in the State of Maine and upper New Hampshire. Their new quarters are located at 545 Congress street and are in charge

of John W. Dunn, formerly of the Maine Phonograph Co.

HARGER & BLSH EXPANSION.

Lease Larger Quarters in Des Moines in Order to Meet the Demands for Their Business.

(Special to The Talking Machine World.)

Des Moines, Ia., Feb. 28, 1910.

Harger & Blish, wholesale dealers in talking machines, have leased for a period of five years the Weitz building at 811 West Walnut street, and within two weeks will move their stock from its present location on the sixth floor of the Garver building on West Locust street.

George C. Silzer, manager of the company, yesterday closed negotiations for the Edison phonograph stock of Hopkins Bros. Harger & Blish came to Des Moines two years ago from Dubuque.

The Weitz building is three stories high and will be entirely occupied by the company, the first floor being devoted to sample rooms. This will give Harger & Blish one of the largest wholesale talking machine stores west of New York.

TO HAVE MINIMUM RATES.

President Taft Extends Them to British and German Colonies.

(Special to The Talking Machine World.)

Washington, March 3, 1910.

President Taft signed proclamations to-day extending the minimum tariff rates after March 31 next to the following countries: Ceylon, Isle of Man, Channel Isles, Gibraltar, Sokota, Seychelle Islands, St. Helena, Ascension Islands, Falkland Islands, British New Guinea, British North Borneo, Corea, British Honduras, Kongia, Santo Domingo, Mauritius, British East Africa, Zanzibar and Pemba, Costa Rica, Honduras, Cyprus, Tripoli, Dutch East Indies, British Somaliland, Togoland, Kameroun, Kaiser Wilhelm Land, Samoan Islands, German Southwest Africa, German East Africa and Kiau Chow.

This list represents the completion of the investigations of the tariff board into the relations between the United States and the German and British colonies which did not get the minimum rates at the same time as the home countries.

TAKE ON "SMALL GOODS" LINE.

(Special to The Talking Machine World.)

Minneapolis, Minn., March 11, 1910.

Lawrence H. Lucker, of the Minnesota Phonograph Co., jobber of Edison phonographs and Victor talking machines, has added musical merchandise to his line.

Few succeed until they try.

A nervous man worries over a lot of trouble that never happens.

Good intentions are often spoiled for want of good methods.

NEW MEMBERS OF ASSOCIATION.

Ten Jobbers Join Ranks Since Sept. 15, 1909
—All Sections of the Country Represented.

J. C. Roush, secretary of the National Association of Talking Machine Jobbers, has forwarded the following list of new members who have joined the association since the beginning of the fiscal year of that body, September 15, 1909. As will be noted, practically every section of the country is represented, including Canada. The new members are: Jas. I. Lyons, Chicago, Ill.; Elyea-Austell Co., Atlanta, Ga.; Petmecky Co., Austin, Tex.; Consolidated Music Co., Salt Lake City, Utah; Knight-Campbell Music Co., Denver, Colo.; W. A. Myers, Williamsport, Pa.; Wulschner-Stewart Music Co., Indianapolis, Ind.; A. Hospe Co., Omaha, Neb.; Chase & West, Des Moines, Ia.; His Master's Voice Gramophone Co., Toronto, Canada. Other live jobbers will be welcomed.

ROCABRUNA'S SELECTIONS

For the Violin and Made for the Mexican Catalog of the National Phonograph Co. Have Won a High Degree of Favor.

Among the records in the Mexican catalog of the National Phonograph Co. are several extremely good violin selections by Señor José Rocabruna, an eminent violinist well known in Europe and Latin America. "Romántica," an Amberol record, and "Ole!" and "Ultima Lágrima," two-minute records, are very beautiful and should prove a treat to all lovers of violin music.

Señor Rocabruna enjoys an immense popularity in all the capitals of Europe and South America, where he has toured many times with great success. He is a member of one of the leaders of the Jordá-Rocabruna Quintet, a very famous orchestra of Mexico, in which he plays the first violin parts.



SEÑOR ROCABRUNA.

Hardly less famous than its possessor is his violin, which is an Amati and valued at \$3,000. It was built by Andrea Amati in Cremona, Italy, in the Sixteenth Century, nearly four hundred years ago. It is a masterpiece of violin construction, combining beauty of design with the wonderful tone quality which made the Cremona makers so famous and of which they alone knew the secret. The above selections are played on this rare instrument, and the records reproduce the beautiful tones of the original with remarkable fidelity.

Remember that Opportunity is a constant reader of advertisements.

VICTROLA AT WANAMAKER LECTURE.

Figures Prominently in Lenten Lecture on Wagner's "Parsifal"—Voices of Famous Singers Used in Illustrating Music of Opera.

The Victor Victrola figured prominently in the Lenten musical lecture in the Egyptian Hall at Wanamaker's, New York, on March 5, when the Rev. Henry R. Rose, D. D., of Newark, N. J., lectured on Wagner's consecrational musical play, "Parsifal." The opera was illustrated with lantern slides and the voices of world famous singers reproduced through the medium of the Victrola and accompanied by the organ, piano and violin. A large and representative audience was present and became most enthusiastic over the lecture.

NATIONAL CO. FACTORY ALTERATIONS.

Plans are being considered by the National Phonograph Co. looking toward a rearrangement of the interior of their office building by which additional space may be secured at once for their sales, agreement and advertising departments, all of which have been augmented by recent additions to their respective staffs. An extension to the building itself of about 50 feet on Lakeside avenue is also under consideration, and ground for it will probably be broken in the spring.

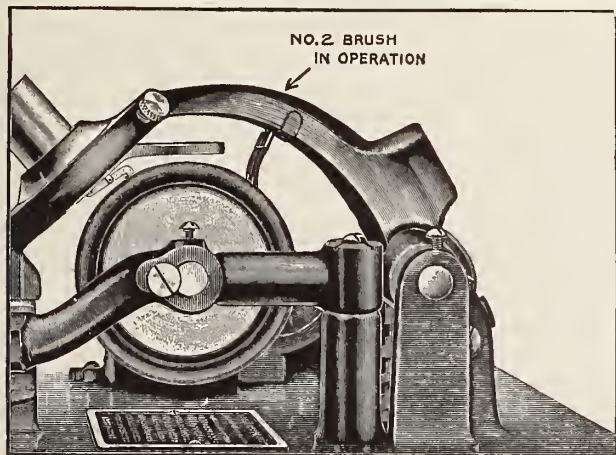
ISADOR LION'S NEW QUARTERS.

Isador Lion, dealer in Victor talking machines, records, etc., formerly at 2210 Broadway, has leased a fine new store, northeast corner of Broadway and Eighty-third street, and expects to hold a formal opening about the middle of this month. The establishment is finely equipped with new fixtures and is without doubt one of the finest stores in this thriving neighborhood.

Looking for a soft snap is digging a pit for one's self to fall into.

SAVE THE LIFE OF YOUR RECORDS
BY USING **THE PLACE AUTOMATIC RECORD BRUSH**
FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED {September 25 and October 2, 1906
{and September 10, 1907.



PRICE, 15 CENTS

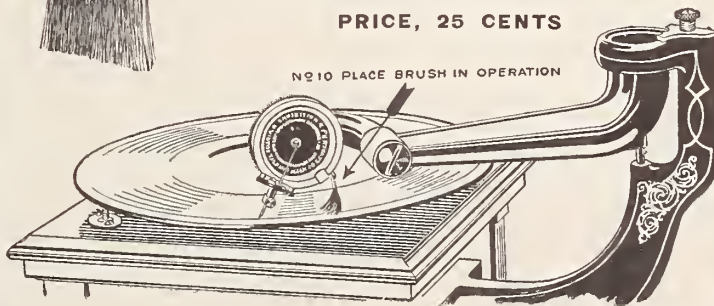
CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph No. 2 Standard and Home No. 3 Gem and Fireside



THE PLACE No. 10
DISK RECORD BRUSH
FOR
VICTOR EXHIBITION SOUND BOX
PRICE, 25 CENTS



PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

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

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

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN
President

97 CHAMBERS STREET, NEW YORK

"The White Blackman"

TIMELY TALKS ON TIMELY TOPICS

The double-disc patent case, now before the Federal Courts, was being discussed when it was recalled that the American inventor had been worsted in the courts of Germany, according to the latest reports. This occasioned one of the group to remark: "In our experience, no matter what may be the merits of the suit in the domain of the Kaiser, the German always wins if he wants to. That is to say, it always seemed to us that in writing their opinions the German judges did not regard the testimony so much as they did that of finding out whether a German citizen was directly interested and had a desire for the property in dispute. If this query was answered in the affirmative, why, then there was no longer any reason to doubt what the decision would be. This is also true of the Italian courts and of other European countries excepting Great Britain.

"Would you believe it that a man in Brazil has taken out a patent on a double-disc record, and while American patents antedate the Brazilian's application, it makes no difference, and no disc record of this description can be shipped into that country without this chap granting you the privilege. The worst of it is this nifty Brazilian does not and never did manufacture records or talking machines of any kind, but nevertheless under the laws he controls the monopoly in Brazil. He is being gunned for by an American company, however, and I believe they will spank him good and hard before they get through with him. The only way to get around this difficulty is to get some native Brazilian to take out a patent or trade-mark; but take the precaution to have him assign it to you first else he will slip up on you.

"The same holds good in Cuba. If a concern doing business in the island does not register their name with the bureau of registration in Havana the first thing you know some Cuban will step in and appropriate your firm title, and you cannot do business there unless the pirate is either bought off or you make him the exclusive agent for your goods. This has been done repeatedly and several large American companies who had invested a great deal of money exploiting their lines in Cuba were held up by just such a procedure. Of course, it is an outrage, but the laws of the land permit it, and whoever is doing an exporting business should know these tricks else they are in to lose a lot of money."

It would be a decided innovation if the "talent" were to travel around the country exploiting and demonstrating their own records and thereby working up business. This is precisely what will be done by the Uribi Brothers, whose portraits were published in last month's World. The three brothers made a set of native records in the laboratory of the Columbia Phonograph Co., to be marketed in their own country, the United States of Colombia, S. A. Owing to the mountainous and undeveloped nature of Colombia, so far as railroads and other means of conveyance and transportation are concerned, they are obliged to resort to the primitive method of mule-back riding. In this fashion the Urbis will traverse their native heath—if such an expression is permissible in connection with the topography of the land—with a stock of records along, which they will exhibit and demonstrate and proceed to take orders for in the most approved commercial traveler manner.

About the name of Leeds & Catlin hovers much of the early history of record making. In their former quaint quarters in New York was the original office and home of the North American Phonograph Co., the first organized concern to market the talking machine as a commercial product. As years went on one company after another engaged in the same line succeeded each other, and many tales are told of what occurred

on the premises from time to time. Finally they were "up against" the patent situation, and while L. & C. fought pluckily and with amazing determination, they finally had to succumb to the inevitable when pronounced by judicial decrees of prohibition. Their property, etc., was sold to satisfy judgments, the clamor of creditors and court orders, until what remained of a considerable estate was finally disposed of at public auction by the receiver in bankruptcy last month. This consisted of a factory building and machinery equipment at Middletown, Conn. Considering the litigation the defunct firm had been engaged in, a curious part of the proceedings occurred just preceding the sale, when an attorney of the Victor Talking Machine Co. stood beside the auctioneer, and with great deliberation and much emphasis read the decision rendered by the Supreme Court of the United States in the Berliner patent case, an opinion which adjudicated the validity of that famous invention for all time. This was in the nature of a warning to prospective buyers; but somehow this peculiar incident seemed in keeping with the close of the turbulent and militant career of the bankrupt manufacturers.

A private exhibition of the American cinephone, a new apparatus for combining motion pictures and talking machine records, was held a couple of weeks ago at the Cinephone Co.'s offices, New York. The novelty of the machine was the simple method of synchronizing the speed of the picture film and the disc record. By means of two slowly moving illuminated pointers, one appearing in the picture and the other attached to the side of the talking machine mechanism, the picture operator is able to control the movement of the film so that the gestures of a singer and actor appear at practically the same instant as the sound of the voice. Several reels of film with their accompanying records were shown. The exhibitor explained that the machine was designed for educational purposes as well as for ordinary exhibition uses. Something of the same kind was accomplished by the cameraphone, a combination of the moving picture and Columbia Twentieth Century talking machine, but it did not prove a commercial success.

Dealers who doubt the manufacturers can enforce their conditions of sale by order of the court would profit by glancing over the list of people who have been proceeded against by the National Phonograph Co. for this very purpose. This is the first time the company have furnished the names of concerns who have fallen under the ban of the law, either for price-cutting or other violations of their agreement after "signing up," and including also the prohibition of handling other than the Edison line of cylinder goods. Much has been heard about the "restraint of trade," especially on the last count, but this doctrine does not apply in patent laws. A patented invention confers the inalienable right on the owner to prescribe on what terms or conditions he may sell his product; he enjoys the absolute monopoly of his property in every shape and form, if he chooses to exercise the privilege conferred upon him by the Constitution of the United States as interpreted by the highest Federal tribunal in the land.

Perhaps this may not be pleasant to contemplate when one is possessed with the idea that he can help himself to another person's property just because he figures he can, whether or no. Many cases of this kind have been brought in court by not only the National Co., but by the Victor and Columbia companies also, and in every single instance they have won out. It is a broad rule of law which the Federal courts have accepted as basic, and therefore the outcome of such litigation has only one ending. It should also be remembered that the courts

take cognizance of price-selling violations of this nature, whether the person or dealer has "signed up" or not. Under these circumstances every cutter or violator engaged in such practices will be inevitably brought up with a round turn when apprehended. Much bluster has been indulged in, and the "sea-lawyers" of the trade have advanced specious reasoning to the contrary, but neither amounts to a breath in a gale of wind when the offenders are haled to court.

The distinction of being connected—even in a remote way—with the talking machine trade is not lost sight of by the inventor of the Jones process for duplicating disc records, over which the courts have wrangled for years with the American Graphophone Co., owner of the patent, finally victorious. The said Jones, who at one time was employed in the experimental laboratory, investigating and foraging in new fields of discovery, of Emil Berliner, responsible for the celebrated Berliner patent, where he stumbled on his now famous invention, which revolutionized the pressing of discs, is now turning his talents to automobile mechanics and improvements. He has perfected several articles of merit in this industry which are liberally advertised. In a recent "ad," among other honors the publicity man of his firm showers on him is this: "J. W. Jones, inventor of the disc phonograph record." Hardly all that; but ad-writers are wont to take liberties with persons and things to make a point.

A jobber of high standing in the East, in talking with the World about the so-called cheap machines, remarked he was sorry that the trade situation prohibited their sale, as he felt confident they were helpful and educational. That is to say, a purchaser of such a machine may believe at the time it was good enough, but soon he learns that his taste was being educated to appreciate the more perfect even if higher priced article, and also the high grade records. In this way it served an excellent purpose, and therefore the sale of the cheap machine should not only be allowed but encouraged. These views were formally presented to the Victor Talking Machine Co. to gain them as an ally, being owners of the controlling patent, but the proposition was promptly and emphatically "turned down." The jobber in question thought he had made a valuable discovery, and his reward was "what the little boy shot at."

A FEW NEEDLE POINTS.

"Dignity is not refrigerated manners."

Some men are so afraid of doing the wrong thing that they never do anything.

The clerk who accomplishes most is the one who makes the least fuss about it.

Some people are too independent to take a hint.

Many men are like wheelbarrows and must be pushed to make them go.

The man who writes a Spencerian hand fills in the check and the man who writes a poor hand signs it.

High finance is running into debt to buy a pocketbook.

Opportunity knocks at the door; importunity rings the bell and walks in.

Tact is making people believe you mean what you don't mean; diplomacy is convincing them that you don't mean what you say.

Boost and we'll all boost with you,
Knock and you'll knock alone.

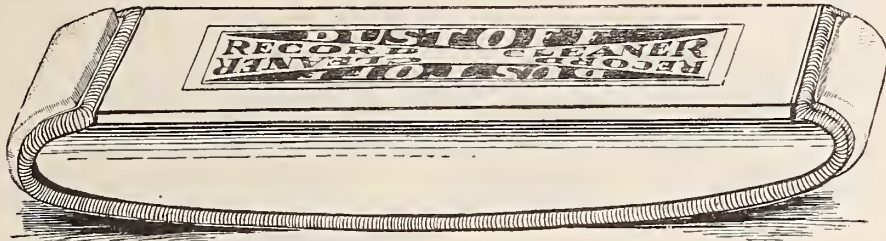
Some men make good—other men make good excuses. Be sure you're right, then go ahead—of your competitor, and go ahead with a spirit.

FREE SAMPLE

WRITE A POSTAL

If you have not yet seen the "Dustoff" Record Cleaner write for a free sample now. The "Dustoff" is the fastest selling talking machine specialty ever devised.

"Dustoff" Record Cleaners sell on sight. They are needed by every owner of records, as they keep the sound grooves free from dust and make the reproduction clear and sweet.



"DUSTOFF" RECORD CLEANER

FOR DISC RECORDS—"Dustoff" Record Cleaners are covered with selected carpeting with a soft, fine high nap that fits into and removes dust from every minute crevice and groove.

FOR CYLINDER RECORDS—"Dustoff" Record Cleaners are covered with high grade lamb's-wool—making the most practical and efficient record cleaner.

FREE CIRCULARS AND SHOW CARDS.

EVERY DEALER NEEDS THESE GOODS.

They retail at 15c. each and give you a good wide margin of profit. Send to us for FREE samples, then order through your jobber, as we do not supply the trade direct.

STONE CONTROLLER COMPANY, - PROVIDENCE, R. I.

TRADE IN THE QUAKER CITY.

Despite Labor Troubles Talking Machine Trade Is in Excellent Shape—February a Record Month—Fine Window Display at Columbia Co. Store—Columbia Specialties Selling Well—Geo. W. Lyle a Visitor—Mr. Otis Sydenham Dorian—L. Buehn & Bro.'s Good Report—Rearranging Heppes Departments.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 7, 1910.

With all the troubles Philadelphia is experiencing just now, which is handicapping trade in most lines, there is one bright spot, and that is among the talking machine people, who are less affected than any of the other lines. This may seem rather odd, but there has been a general advance in the business in all its various departments, with the possible exception of a little falling off in the number of records that are being sold. This may be accounted for in the fact that the public, owing to bad transportation facilities on account of the strike, instead of going to the theaters are remaining home and finding entertainment in their talking machines.

February in Philadelphia was the best month in the talking machine business that the Philadelphia dealers have ever had. The sales almost doubled what they were a year ago and run considerably ahead of January of this year. In the selling of machines this same percentage apparently will be maintained during March, the possible exception being the selling of not quite as many records to the individual buyer.

The wholesale business is especially good. All the firms have their men on the road, and they are sending in large orders and the business in this end of the line has never been as active. Affairs in the outlying territory covered by the Philadelphians are especially good at present, and they look up well for the future, and the talking machine people are no doubt going to have the greatest year in their history.

I wish particularly this week to commend Manager Henderson on the fine window display that he is making. The one at present is exceptionally good, but the Columbia Phonograph window, through his novel schemes of decoration, is one of the show places along Chestnut street, and there is not a time at any hour of the day that you will not find half a dozen people outside looking at it. At present his window is devoted to Peary, the explorer. Peary addressed a letter to the phonograph company as follows:

"It gives me pleasure to say that the Columbia Graphophone and the outfit of Columbia records used during the expedition of 1905-1906 were taken again with us on the last expedition, and proved a never failing source of interest, amusement and entertainment to every one on board the Roosevelt during the long winter nights. Whether it was the 'Old Folks at Home,' 'Yankee Doodle' or 'The Wearing of the Green,' the result was always a distinct and agreeable break in the atmosphere of cold and gloom which surrounded us."

A facsimile of this letter on a fine poster is in the window as well as a facsimile of the flag that Peary placed at the North Pole, and other things connected with the discovery.

Mr. Henderson reports that the business of the Columbia Phonograph Co. has been very good and that February shows a very handsome increase over the previous month. While all the March records of the company have had a good sale, there has been a tremendous demand for "Put on Your Old Gray Bonnet" and "Cubanola Glide."

George W. Lyle, general manager of the Columbia Phonograph Co., was here this week. R. B. Robinson, a salesman of the house, better known as "Robbie," has been out on a trip through the State and has met with very good success. He is doing very good work for his firm. The firm are still waiting for the new Columbia machines, on which they expect to do a big business.

O. C. Dorian, assistant manager of the Columbia Co., was presented with a very fine boy last week. They have decided to call him Otis Sydenham Dorian, believing the child is healthy enough to stand for the name. Mr. Henderson has not as yet placed him on the pay roll, but expects to do so soon. It is noted, however, that he has already made a few records for the company, which will likely be issued this Spring.

Louis Buehn & Brother, 45 North Ninth street, report that their February business was the largest in the history of the house. They have received a number of the new McCormack records and are very much pleased with them and believe that the Victor Co. have made a great business stroke in getting him to sing for them. McCormack is very popular with a large class of owners of the Victor. They have also been having very good success with the Fifth Act of "Faust" as issued by that company in their March list.

Robert Dungan is away just at present cover-

ing the anthracite coal regions for that firm and he is finding business in that section very good. They have been having an especially good business on the Victrolas and the Amberolas and are having difficulty in keeping them in stock. Edmund Buehn is at present traveling through the Maryland territory of the firm. They have been having a big sale on the Red Seal records.

Charles E. Robertson, of 3859 Lancaster avenue, has taken on a full line of the Victors. Before this they sold nothing but the Edison.

Mr. Phillips, of the National Phonograph Co., of Orange, N. J., stopped in Philadelphia on his way home from the West. He reports that he had a very good trip and that he found business, at least so far as his firm is concerned, in very good shape in all the sections he visited.

Louis Buehn was over to the Edison factory one day last week and found everything booming there.

The Penn Phonograph Co. enjoyed the biggest February they have ever had. It was a rush month from start to finish. This was not in any one line, but in all their various lines, and their sale of records was double what it was last year. They have had quite a number of out-of-town visitors. They are in very excellent shape for the spring business, and believe that it is going to be the largest in the history of the trade. They have been having a particularly heavy sale on the Victor "Miserere" record, made by Caruso and Alda, and have also had a big sale on the "Fifth Act of Faust" records. They report that the Edison Amberola is selling very well and is finding favor with the public. Their business in the coal regions has been exceptionally fine. They have opened several very satisfactory accounts in that section.

The Heppes are at work at present on the fourth floor of their 1117 Chestnut street store, which they are arranging into two rooms, one for a smoking and lounging room for purchasers of the talking machines, and another also to be used for that purpose. Smoking is not allowed in the large talking machine rooms of the firm on the first floor, and therefore, for the accommodation of male visitors who desire to hear records and enjoy a smoke at the same time, they have decided to arrange this room for their comfort and convenience.

D. D. O'Neill, the traveling manager of the Heppes talking machine department, has just come off of the road, having had a very satisfactory trip in which he opened several new accounts. He was up through northern Pennsylvania. Clarence Collins is on a trip through eastern Pennsylvania and New Jersey. The firm report that they are sold out of the Edison Amberola. Mr. Morgan is superintending the improvements in the Heppes talking machine department. They have also been having a great sale on the "Miserere" record, and one of their biggest sellers is "The Hallelujah Chorus."

As noted above, the strike has affected the talking machine business of Philadelphia very little, yet if it were not on just now there is no telling to just what extent the business would have reached this month. If it should be called off soon all the dealers believe that March would be the biggest talking machine month this section has ever enjoyed.

NEW COLUMBIA DEALERS.

Howarth & Taylor are new Columbia dealers at Perth Amboy, N. J., their initial stock being sold through R. F. Bolton's wholesale department, 89 Chambers street, New York. In reality it is a branch of Andrew Brunton's business in Jersey City.

Another new and valued addition to the Columbia list of dealers is the F. P. Nelson department store, the leading emporium of Lowell, Mass. They will handle the Columbia line exclusively. The initial stock, of good size, is placed, and the department is in running order. The credit of this sale belongs to the Columbia corps of Boston, Mass.

There are many perfections of a man which are not capable of appearing in actions.

BIGGER BUSINESS



Columbia Phonograph Company, Ge

EVERY MINUTE!

The Beautiful Columbia Grafonola
“Regent” Never Misses a Sale
That Depends on Comparisons



And people are *making* comparisons, too.

We knew before we approved the blue-prints of this instrument that it was sure to be an extraordinarily important factor in the development of the talking machine business during 1910, but even so, we certainly did under-estimate its “taking” qualities.

As this advertisement goes to press we have a letter from a dealer in Illinois who has sold “Regents” faster than he has been able to get them, although deliveries have been very satisfactory—and who states that he has four more cash sales waiting for delivery of the machines to him.

The Grafonola Regent certainly is everything that a musical instrument ought to be, and several things that no other musical instrument can claim to be.

Those Columbia dealers who have negotiated exclusive selling rights are rather well agreed that the Grafonola “Regent” *alone* turned out to be reason enough for securing the exclusive selling rights.

What are *you* doing with the Regent?

en'l, Tribune Building, New York

A CHEERY VICTOR MESSAGE TO THE TRADE

Sent Out in Letter by General Manager Geissler—An Excellent Sales Report That Means Prosperity—What Has Been Done During the Past Few Months—Dealers Must Go After Business to be Successful—Good Advice for the Man Who Sells.

Louis F. Geissler, general manager of the Victor Talking Machine Co., in discussing the business situation in a letter to the trade, issued March 4, says:

"We are so much pleased at the continuation of our excellent business that we cannot refrain from letting you know how our sales are going. We think we told you in some past communication how well our business was rehabilitated during the year 1909, our sales for that year having again reached the magnificent total reached in the year 1906, but leaving us still a contest with the record-breaking year of 1907.

"Our sales for the past three months justify the hope and belief that the year 1910 will surpass all records for prosperity with our dealers, our distributors and ourselves.

"Our sales for December were the greatest of any month, of any year, in our history.

"January, of 1910, was 40 per cent. better than January of 1909, and would have surpassed the sales of our banner January of 1907 but for our inability to ship the goods on order.

"February, just closed, will show sales and shipments of about 10 per cent. in excess of the best February in our history. The fact is our sales are limited only to our factory capacity.

"We trust that these indisputable indications of the enormous and increasing popularity of Victor machines and records will convince dealers who are not getting their proper percentage of this prosperity that they should put on more steam and go out among the public after the trade that awaits their energetic effort.

"It is wonderful what energy and enterprise will do, and as we are dependent almost directly on the efforts of our dealers, we cannot be too importunate in our requests that they 'go after the business.'

"Some men will go into a location where other dealers have practically made a failure, open up a Victor store and show them how to do busi-

ness, to the astonishment of the dealer who has sat there for a year or two believing that he was doing all that could be done in his section. One house will sell carloads of Victrolas in a month; another in the same territory will sell ten and think he is doing well.

"Each of our dealers can make comparisons of their monthly purchases from their distributors while they have held their contracts; if their business has been increasing by leaps and bounds, then they are keeping pace with us, and, consequently, with the others of our enterprising dealers; if your business with the distributor has been running down hill—then don't forget it—it is your fault.

"Victor goods are better than they ever were; more attractive than they ever were, and the people are in your territory who will buy them, and if they are not buying them, then it is the fault of your stock, your methods of display, your advertising, your sales people, your canvassers, your travelers, or the head of the house himself, on account of the lack of interest and supervision that he exercises over his Victor department.

"We are doing a good business, an excellent business, but we want more—a lot more—and are willing to build even more factories to care for it.

"The desirability of our wares justifies the opinion that we should sell ten Victors for every one that we are selling to-day, and we would do it, too, if we could rivet the attention of our thousands of dealers to the possibilities of Victor sales—the 'Wonder' of the Victor, its growth in popularity, and its never-ending novelty.

"We ask you to help us in every possible way to enlarge this business; every time we make a dollar our distributors and dealers make five, so you see our suggestions are not entirely selfish. We are delighted to look forward to such good prospects for the year for us all."

TRADE NEWS FROM CLEVELAND.

Business of Steady Volume but Quiet—Higher Priced Outfits Selling Well—Small Stores Entertain Customers—Moving Picture Machine for Orphans—What Dealers Have to Report—G. J. Probeck Co. Improving Store—Personal Items of Interest.

(Special to The Talking Machine World.)

Cleveland, O., March 8, 1910.

The talking machine business during the past month has been fairly steady, although the dealers state it has been rather quiet, more especially in the cheaper class of goods. There have been, however, sales of a large number of the higher-priced machines of the different makes, as well also of the more expensive records, and while trade in the cheaper grades is slower, it is improving. People are unquestionably more interested in the talking machine than ever heretofore—they are making inquiries, seeking demonstrations, and are self-educating themselves to the buying point, and the question of closing a sale lies with the dealer.

Some of the notion and 10-cent stores are installing phonographs, and thus entertain their customers while making purchases.

The Jewish Orphan Asylum of Cleveland has been presented with a moving picture machine by Milton Hart, of Chicago. It is used not only in showing entertaining pictures but also for instruction in connection with the different studies at the orphanage. A talking machine adds largely to the culture and entertainment of the little inmates.

Mr. Towell, of the Eclipse Musical Co., said business was moving along very satisfactorily. Dealers, he said, were ordering very liberally, evidently anticipating a good spring trade.

Conditions were reported about the same during the past month as for the month previous, by the W. J. Roberts, Jr., Co. "Trade," said Mr. Biesinger, "is good, especially in the record line. The March catalogs cover a wide range of desirable selections in both the Red Seal and Amberol lists. Victrola sales are fair, but demand for machines is not very active. We featured the beautiful "Miserere" scene of "Il Trovatore," the special record put out by the Victor Co., and sales of this record are fine. Prospects are good and I look for a fine spring trade."

"While the weather has been somewhat detrimental, we are doing a very satisfactory business," said Mr. Foote, manager of the talking machine department of the Goodman Piano Co. "There is an excellent demand for Victrolas and we are making daily sales of the various makes. Our record trade is daily increasing, particularly for the higher-class productions."

Continued activity prevails at the store of B. L. Robbins & Co. The company are doing a good business in both machines and records. Mr. Robbins said the store was rarely without from one to twenty customers, and that he and his assistants were kept busy from morning till night. It keeps them figuring to keep up their supply of records.

The G. J. Probeck Co. have made some alterations and improvements in the store, giving enlarged space for exhibition of goods and better demonstration facilities. Concerning business, A. W. Robertson said: "We are having a very excellent demand, growing daily, for the new four-minute Columbia Indestructible cylinder records, and along with it comes a demand for the four-minute attachments, as well also for cylinder machines so equipped. All this, aside from the constantly growing demand for the two-minute Indestructible records. In the field of

disc machines the Grafonola, especially the Regent library table type, is receiving most flattering attention from the public, and while many sales have already been made, many more will be if the host of inquiries mean anything. The usual large demand for double-disc records is not abating, and the prospects are good for a steady demand in the coming spring months."

Conditions in the talking machine department of the Bailey Co. are reported very satisfactory, the volume of business in February having been very much larger than that of January. "The demand for Victrolas," said Mr. Friedlander, "is decidedly good and daily increasing, as it is, also, for the combination Edison machines and Cygnet horns, of which we are making daily sales in goodly numbers. Our Edison, Victor and Zonophone record trade is splendid and constantly increasing. The Harry Lauder records are in big demand."

"Our business is very good," said Mr. Dorn, of Collister & Sayes. "There is a fair demand for machines, almost universally for the higher-grade Victrolas and Victor records."

Coblitz Bros. are doing a good business in the talking machine department of their music store. Mr. Coblitz stated there was a big demand for foreign records.

"Business is good," said H. L. Tinker, of the May Co.'s talking machine department. "We are doing double the amount of business we did a year ago. Trade has surprisingly improved in the last two weeks. We are making many sales of Victrolas of all grades, from the lowest to the highest priced instruments, and are having many inquiries for Amberolas. Owing to a growing demand we are laying in a full line of popular-priced Italian grand opera records."

Miss Elsie Wicks, in charge of the talking machine department of the store of Chas. I. Davis, said business was daily improving, with an increasing demand for both machines and records.

A. L. Parsons, recently in charge of the Talking Machine Store, 27 Taylor Arcade, has retired, and Harry Rood, formerly of the Rood Co., Warren, O., is now manager.

A very satisfactory business in the talking machine department of Brown Bros. was reported by the manager, Miss L. Byrnes. "Trade," she said, "was quite good throughout February, and March has started in most propitiously. Demand for machines is good, especially for the better grade of Graphophones, and we are having many inquiries for the Grafonola De Luxe. Our sales of double-disc records are increasing, the Fonotopia series, including Kubelik, Tonyobardi, Lehmann and Thibaud being popular."

"Business is good—booming," said Mr. Smith, of Flesheim & Smith. "The only trouble we are experiencing at present is to get a sufficient supply of machines and records."

At the West Side Columbia store of John Reiling business was reported very good. "I have considerable trouble," he said, "in getting what foreign records I need. My patronage comes largely from the foreign portion of our citizens. They are good patrons, but prefer records in their own native tongue, with fatherland music. My sales of machines are fair and I have a fine record trade."

Joe E. Bazemore, well known in business circles in Atlanta, Ga., has been appointed manager of the retail department of the Columbia Phonograph Co. at 82-84 North Broad street, that city.

The National Multinola Co., Cleveland, O., have incorporated under the laws of Delaware, with a capital stock of \$1,000,000, to manufacture, sell and lease all kinds of talking machines.

A block of securities of the defunct Leeds & Catlin Co. were disposed of at the Exchange Salesrooms, New York, March 2. The lot consisted of \$42,000 first mortgage 6 per cent. sinking fund gold bonds, due July, 1932; July, 1908, coupons on, 6 per cent., and 150 shares \$100 each, at \$10 for the lot. Probably bought as souvenirs.



Notice how much you see those Columbia notes nowadays? They stand for product that stands for profit.

REGARDING THE SALESMAN.

Some Live Points Presented in the Speech of C. St. Elmo Lewis Before the Detroit Music Trade Association That Are Well Worth Reading—The Question from the Viewpoint of a Practical Man—Something of the Victor Talking Machine Co.'s System.

(Special to The Talking Machine World.)

Detroit, Mich., March 9, 1910.

At the annual meeting and banquet of the Detroit Music Trade Association, held at the Griswold House on March 1, among the many interesting addresses delivered was one by C. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Co., in which he discussed salesmanship from practically all viewpoints. The address was an interesting one, interspersed with many little stories based upon the experience of the writer in which he told of having visited various stores and tested the qualities of the sales force and in mostly every instance found them lamentably lacking in all those essentials which tend to make a successful salesman. He said:

"There are two fundamental elements that go to make up a salesman—enthusiasm and knowledge of the goods. Enthusiasm is the steam, the force behind the knowledge; knowledge has to do in turn with two other items—knowledge of men and knowledge of the goods to be sold. Of these two things enthusiasm is the thing born in a man."

Mr. Lewis showed very clearly and forcefully the great injury which the ignorant and incompetent man inflicts on a business. Among the illustrations adduced was the following, which bears upon our own industry:

"I want to buy a Victrola—some day—not for a year possibly. I have had five demonstrations, but no salesman has sold me. They're waiting for me to come in and say, 'Please send me one.'"

"One said: 'Why not let me send one up to your house on trial?'"

"I gave him ten good reasons—he didn't have one reason why I should. He asked me for objections. He got them—then didn't know what to do with them."

"He should have read the Victor's little book. 'Probably he was a born salesman and didn't need it."

"The proprietor didn't train that young man."

"That this criticism of retail salesmanship is generally shared by the large national advertisers who are endeavoring to make a market for trademark goods, is borne out in the increasing practice of preparing sales manuals, in organizing crews of men and women who go about the country not only demonstrating to possible customers, but demonstrating to the sales people how to sell the goods."

"Such concerns as the Victor Talking Machine Co. issue sales manuals, and their manual, by the way, is one of the most effective that has come to my notice."

Mr. Lewis's idea of "Creative Salesmanship,"

which was the title of his address, is explained in his definition of the salesman as of two broods—the man who waits for you to hand him an order, and the man who takes one away from you. The one is created by a ready market—the other creates a market.

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., March 10, 1910.

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

FEBRUARY 5.

Amapala, 4 pkgs., \$138; Brussels, 42 pkgs., \$284; Buenos Ayres, 75 pkgs., \$2,770; 112 pkgs., \$975; 45 pkgs., \$1,208; 163 pkgs., \$18,845; Callao, 3 pkgs., \$230; Colon, 4 pkgs., \$134; 4 pkgs., \$119; Havre, 3 pkgs., \$278; London, 351 pkgs., \$11,081; 12 pkgs., \$1,400; Manila, 219 pkgs., \$9,519; Maracaibo, 7 pkgs., \$277; Melbourne, 97 pkgs., \$1,349; 899 pkgs., \$6,420; Montevideo, 8 pkgs., \$806; 8 pkgs., \$585; Vera Cruz, 134 pkgs., \$5,153; Yokohama, 71 pkgs., \$3,393.

FEBRUARY 12.

Amapala, 15 pkgs., \$323; Berlin, 48 pkgs., \$1,142; 10 pkgs., \$379; Bombay, 10 pkgs., \$441; Guayaquil, 2 pkgs., \$114; Havana, 24 pkgs., \$1,201; Liverpool, 1 pkg., \$100; London, 216 pkgs., \$5,226; 28 pkgs., \$2,683; Melbourne, 3 pkgs., \$202; Milan, 1 pkg., \$256; Para, 1 pkg., \$106; St. John, 2 pkgs., \$113; Turin, 33 pkgs., \$1,480; Vera Cruz, 298 pkgs., \$4,911.

FEBRUARY 19.

Algoa Bay, 503 pkgs., \$3,985; Cartagena, 10 pkgs., \$375; Havana, 17 pkgs., \$420; Havre, 103 pkgs., \$684; London, 215 pkgs., \$4,022; 20 pkgs., \$2,400; 13 pkgs., \$1,018; Manila, 51 pkgs., \$3,969; Para, 16 pkgs., \$1,026; 5 pkgs., \$340; Progreso, 126 pkgs., \$3,556; Rio de Janeiro, 55 pkgs., \$2,335.

FEBRUARY 26.

Berlin, 203 pkgs., \$2,587; Buenos Ayres, 194 pkgs., \$4,393; Callao, 9 pkgs., \$440; Havana, 6 pkgs., \$196; Hong Kong, 11 pkgs., \$272; Limon, 4 pkgs., \$176; London, 12 pkgs., \$777; 240 pkgs., \$6,297; 46 pkgs., \$4,074; Melbourne, 106 pkgs., \$3,290; Milan, 6 pkgs., \$500; Rio de Janeiro, 18 pkgs., \$1,390; Shanghai, 8 pkgs., \$237; Tampico, 26 pkgs., \$281; Valparaiso, 7 pkgs., \$320; Vera Cruz, 98 pkgs., \$1,953; Yokohama, 2 pkgs., \$126.

MARCH 2.

Berlin, 11 pkgs., \$220; Buenos Ayres, 275 pkgs., \$14,234; Corinto, 10 pkgs., \$376; Demerara, 7 pkgs., \$236; Havana, 3 pkgs., \$185; 14 pkgs., \$1,123; Manila, 11 pkgs., \$744; Montevideo, 6 pkgs., \$1,665; Para, 9 pkgs., \$587; Rio de Janeiro, 5 pkgs., \$1,679; 8 pkgs., \$698; 9 pkgs., \$1,814; Sydney, 198 pkgs., \$3,763; Vera Cruz, 93 pkgs., \$2,609.

The man who thinks of the unpleasant things is unhappy. The man who thinks of the pleasant things is happy.

COL. DEZEVALLOS A VISITOR.

The Manager of Phillips & Buttorff Co. Places Orders with Columbia Co.—Came North in Interest of Military Tournament to be Held in Nashville in June.

Last week Charles Dezevallos, manager of the Phillips & Buttorff Mfg. Co., exclusive Columbia jobbers, Nashville, Tenn., was in New York, and during his stay was the guest of the Columbia Phonograph Co. Monday he visited the factory of the company, chaperoned by B. Feinberg, the special representative of the wholesale department. Before leaving for his home Mr. Dezevallos placed a substantial order for goods.

Col. Dezevallos came North on February 13 in the interest of the grand military tournament that will be held in Nashville June 19 to 27, stopping at Washington, D. C., to extend an extra invitation to President Taft and Secretary of War Dickinson to be present as special guests of honor. The President had a pleasant chat of a quarter of an hour with Mr. Dezevallos, chairman of the committee of arrangements, and promised to attend the tournament if Congress adjourned by that time. The head of the War Department, as a native Tennessean, assured his visitor he would be on hand. Several other prominent public men gave the same assurance, so that the mission of the Columbia Co.'s representative was successful in every sense. Mr. Dezevallos is the son-in-law of Mr. Buttorff, of the company, and attends to the buying of the talking machine department.

PHONOGRAPHS IN LEPER SETTLEMENT.

In the leper settlement at Kalawao, Molokai, Hawaii, several Home phonographs and over 1,200 records, distributed throughout the entire reservation, afford unlimited entertainment to the inmates, especially to the young people, according to a letter recently received by the National Co. from the superintendent of the colony. The records of native songs and dances made in America by Toots Paka's Hawaiians are, of course, in greatest demand, but the leper boys extract no end of amusement from making records of their own voices—songs, recitations, etc. In this they are quite successful, some of the records, Superintendent Dutton says, being very good, low, and quiet but tuneful.

EDWARD D. EASTON RETURNS.

Edward D. Easton, president of the Columbia Phonograph Co., General, reached the executive offices on March 7 after a fortnight's visit to Mexico with Mrs. Easton. They had returned to their beautiful home in Agricola, N. J., the preceding Saturday, greatly pleased and benefited by the trip.

None of us does his level best, though most of us boast that we do. There is more latent than active power in the average man; the man of whom this is not true is apt to be a genius.

AN IDEAL RECORD CLEANER.

Sol Bloom Finds That Carbona Removes Dust and Foreign Substances from the Surface of Records—A Non-Explosive Preparation Which Has No Offensive Odor.

It is generally admitted that Sol Bloom, the well-known talking machine jobber of New York and Philadelphia, is not only a clever business man but original and novel in his methods.

Recently Mr. Bloom made a discovery—a discovery which will interest talking machine men everywhere.

He had been trying for some time to find a substitute for benzine in cleaning disc records.

The objection to that liquid is its inflammability, also the odor is offensive.

While investigating, Mr. Bloom tried Carbona and with excellent results.

This preparation was ideal in every respect, removing all dust and accumulation of any nature whatsoever and without any disagreeable after effects.

Mr. Bloom was somewhat enthusiastic over his discovery and while discussing the matter with *The World* in his Fifth avenue office last week requested that several of the oldest disc records in stock be submitted to him.

Two or three gentlemen were present at the time and after moistening a cloth with Carbona the surface of the records was rubbed gently and every particle of dust and accumulation was removed, leaving the record as bright and clean as when it left the factory.

After the demonstration was made, which was more than satisfactory to the gentlemen present, Mr. Bloom said:

"I believe that every talking machine man in the country will be interested in this.

"It does away with all danger from explosion in having benzine around the premises and there is no objectionable odor.

"Carbona, to my mind, has qualities which make it an ideal record cleaner and I feel that my discovery, if the world terms it such, will be hailed with delight by talking machine men everywhere when they learn of the excellent properties of this creation."

Talking machine dealers and users will at once recognize the value of a perfect odorless cleaner which is non-explosive and Carbona seems to fill all of the requirements.

It will be particularly convenient for dealers whose customers constantly ask them for a good record cleaner.

Carbona can be easily procured and it can be easily carried in stock by dealers.

It has become an article of necessity almost in the household, only people do not know of this new use to which it can be successfully put.

After records have been handled a certain time the grooves become filled with dust and when handled by sticky and perspiring fingers the floating dust finds a firm lodgment, and all this, of course, interferes with the sound, and Carbona, when placed upon a cloth and rubbed over the record, removes instantly all foreign substance of any nature whatsoever.

BUSINESS AT THE EDISON FACTORY.

Business prospects at the Edison factory are brighter at the present moment than they have been at any time in the past two years. Orders are increasing daily and many of them, in the magnitude of their proportions, recall pleasant memories of the kind that prevailed before the now historical depression. For instance, one jobber's order for Amberol records covering a period of ten days ran well into six figures—meaning, of course, number of records. There is plenty of evidence, moreover, that the present condition is stable. The orders are well balanced among the various types of machines and records, for one thing, and then the general tone of letters from the trade indicates the restoration of confidence among the selling branches.

There is an unabated demand for Amberols, which the company are extending themselves in

every way possible to meet. Judging from the enthusiasm that is manifested among the trade and the testimonials from pleased purchasers, which are sent without solicitation, the Amberola has stimulated the talking machine business to a tremendous degree. The National people expect to soon be in a position to exchange their new combination Amberola reproducer, model N, for the model L, thereby enabling their dealers to placate those owners of Amberolas who are as yet prevented from playing their Standard records on the machine.

The orders for Amberol records have been so heavy as to keep their production pushed to the limit in order to take care of the regular schedule. It was impossible, therefore, to prepare for the attachment proposition without the installation of additional machinery, which has been done, and which, they expect, will enable them to take care of the enormous volume of orders that are certain to follow its introduction.

DEATH OF S. E. PEARSALL.

After an illness of a month, Silas E. Pearsall, proprietor of the firm of Stanley & Pearsall, Victor distributors, 541 Fifth avenue, New York, died suddenly on March 6 at his home in Passaic, N. J., aged forty-three years. The funeral took place March 8, but the place of business was not closed. The business, in the heart of New York's fashionable retail district, originally established by G. A. Stanley, formerly connected with the Jacot Music Box Co., was later acquired by the deceased partner, and now reverts to the latter's father, who will continue it without change. Miss Spaulding is the capable manager in charge, assisted by a sister, and this status will be preserved. Mr. Stanley, who retired on account of delicate health, sails for Europe next week.

A FINE "TALKER" DEPARTMENT.

When the talking machine department of the Gimbel Bros. store in Milwaukee, Wis., is finally settled in the new quarters on the second floor of the building and the five handsome sound-proof rooms are completed, Manager L. C. Parker will have one of the finest talking machine stores in the city. One of the features of the new quarters is the large auditorium for the purpose of giving Victrola recitals.

The good employe never betrays the power which employs him. He is never even remiss in its service.

EXPORTS AND IMPORTS

Of Talking Machines for January—Exports Show Strong Gain as Compared with Last Year—Some Interesting Figures.

(Special to *The Talking Machine World*.)

Washington, D. C., March 9, 1910.

In the summary of exports and imports of the commerce of the United States for the month of January (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 January, 1910, amounted to \$301,865, as compared with \$238,691 for the same month of the previous year. The seven months' exportations of talking machines, records and supplies amounted to \$2,191,548, as against \$1,711,887 for the same period in 1909.

The total export figures for the seven months of the past three years are as follows: 1908, \$3,064,633; 1909, \$1,711,887; 1910, \$2,191,548.

The value in detail of exportations of talking machine records and supplies amounted to \$202,764 in January, 1910, as against \$238,691 for the same month of 1909, and for the seven months ending in January, 1910, they amounted to \$1,398,592, as against \$1,711,887 in 1909 and \$3,064,633 in 1908.

The value of all other parts relating to talking machines, phonographs, records and materials therefor sent abroad during January, 1910, amounted to \$99,101; the total exports for the seven months under this heading foot up \$792,956.

ASSETS TO BE DISTRIBUTED.

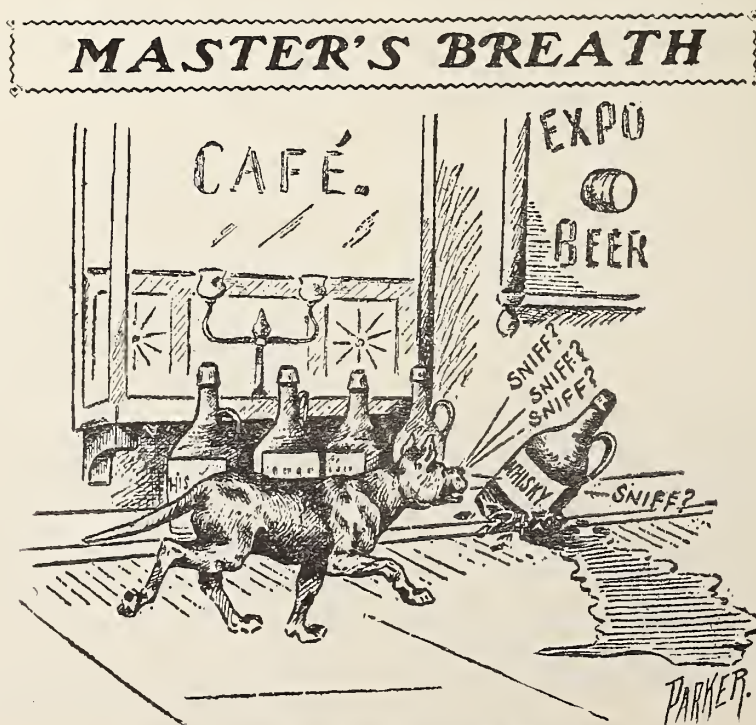
Receivership of Leeds & Catlin Co. Terminated.

(Special to *The Talking Machine World*.)

Middletown, Conn., Feb. 28, 1910.

In the Middlesex County Superior Court, Judge Case has accepted the final report of Thomas S. Brown, as receiver of the Leeds & Catlin Co., manufacturers of talking machine records, and has terminated the receivership. The property has been sold under foreclosure proceedings brought by the Hamilton Trust Co. of Brooklyn, as trustee for the bondholders, and the assets have been ordered distributed among the bondholders, most of whom live in New York. The assets yielded enough to pay only a small percentage of the face value of the bonds.

The man who keeps on knocking will sooner or later begin to hear things about himself that will be news to him.



ABSENT-MINDED PUP—AH! THIS MUST BE MASTER!

(*Evening World*.)

TALKING MACHINE DEALERS ORGANIZE

The Eastern States Talking Machine Dealers' Association Elect Officers and Adopt Constitution and By-Laws at Meeting Held in New York City on March 9—Addresses by a Number of Notable Members of the Trade—Frank C. Storck Becomes President—Will Meet in Atlantic City with the Jobbers in July—An Important Conference.

Responding to a call sent out by Frank C. Storck, of Red Bank, N. J., a goodly number of talking machine dealers of New York and neighboring States met at the New Grand Hotel, New York, on March 9, for the purpose of forming the Eastern States Talking Machine Dealers' Association. Besides the dealers there were present, by invitation, representatives of the three manufacturing companies, the National Association of Talking Machine Jobbers and The Talking Machine World.

The meeting was divided into two sessions, the morning session being given over to the discussion of the needs of an association and what could be accomplished by such an organization. Mr. Storck, as temporary chairman, opened the meeting with a few remarks regarding the object of the gathering, and then called upon Louis F. Geissler, general manager of the Victor Talking Machine Co., for suggestions.

Louis F. Geissler's Address.

Mr. Geissler in his talk dwelt strongly upon the possible effects of co-operation among the dealers in any particular town or section of territory, and pointed out that three dealers in a town working in harmony could accomplish more for the talking business than double the number working at cross purposes, and that everything done to further the cause of the talking machine meant an increased business for all those handling the line. He also proposed a division of territory among the dealers of a town, and declared that better results could be accomplished by a dealer working a certain section thoroughly than by covering a large territory in the face of strong competition. Mr. Geissler then emphasized what the factories were doing to advance the business through their advertising and sales departments, and stated that the work of the factories was largely wasted unless dealers put forth their best selling efforts. He expressed himself as being greatly in favor of house to house canvassing as the best way to uncover prospects. In closing, Mr. Geissler gave assurances of his company's interest in any movement for the benefit of the dealers and promised all the support possible.

Edward Lyman Bill Called Upon.

Edward Lyman Bill, editor and proprietor of The Talking Machine World, was next called upon to offer what advice he could regarding the proposed organization, and in the course of his remarks pointed out the benefits derived from organization and where the dealers would find an association of value to them in their business. Mr. Bill emphasized the fact that no half hearted interest could be expected to bring results in association work, and that only by pulling strongly together could the venture prove a success and accomplish its objects.

Then, too, the dealers were warned not to attempt too much in the beginning, but rather to take up each matter separately and bring it to a successful conclusion before attempting anything else.

Mr. Bill stated that he was a decided optimist regarding the talking machine business and considered that at present it was only in its infancy, with its greatest growth yet to come. In closing he promised his hearty support to the movement through the medium of The Talking Machine World.

Letters from F. K. Dolbeer.

F. K. Dolbeer, sales manager of the National Phonograph Co., who was unable to be present, sent a letter voicing the approval of that company for the movement, and promising support where possible. Mr. Dolbeer was represented at the meeting by A. C. Ireton, assistant sales manager, who made a brief address.

H. A. Yerkes' Interesting Remarks.

H. A. Yerkes, representing the Columbia Phonograph Co., was also called upon, and made an interesting address, in which he expressed the complete sympathy of his company with the movement and wished it every success. He dwelt upon the value of associated work, emphasizing the fact that if the talking machine dealers stood together with a common purpose in view that much betterment could be accomplished. His talk was received with close attention.

The chairman then said that they would be pleased to hear something from the advertising end of the talking machine business and called upon Geo. P. Metzger, advertising manager of the Columbia Phonograph Co.

Geo. P. Metzger in Optimistic Mood.

Mr. Metzger is an optimist on the talking machine situation, and in the course of his remarks it was plain that he believed the trade surface only had been scratched. He emphasized the necessity of hustling for business, and instanced the fact that where he lived, Stamford, himself, or none of his friends, save one, had been approached by local dealers to sell them a talking machine.

Mr. Metzger felt that what was true in his town was true of others, and that the field was a rich one which lay before the talking machine dealers, and it only required systematic effort on their part to produce rich harvests.

There were a number of other short talks when the chairman announced that as the hour was past twelve it was necessary to adjourn for lunch, and that the meeting would re-convene at two o'clock, at which time definite plans for the formulation of a permanent organization would be presented for the consideration of the talking machine men present.

J. N. Blackman on Association Work.

At the opening of the afternoon session J. Newcomb Blackman, vice-president of the National Association of Talking Machine Jobbers, and one of the most active members of that successful organization, spoke on the subject of association benefits and methods, from his own experience, and offered the dealers some excellent advice for their guidance in the new undertaking.

After Mr. Blackman's talk the work of organizing made rapid progress, the following officers being nominated and elected: President, Frank C. Storck, Red Bank, N. J.; vice-president, H. V. Lough, Plainfield, N. J.; secretary, John Diehm, Brooklyn, N. Y., and treasurer, A. Lasus, New Rochelle, N. Y. On the executive committee were appointed E. F. Glover, West Hampton Beach, N. Y.; Chas. A. Laureigh, Orange, N. J.; Thomas Riddell, Brooklyn, N. Y.; R. Montalvo, New Brunswick, N. J., and M. Goransky, Yonkers, N. Y.

The constitution and by-laws, drawn up by a committee appointed at a preliminary meeting early last month, were approved with slight changes.

The dealers registered at the meeting were: H. V. Lough, Plainfield, N. J.; Chas. A. Laureigh, Orange, N. J.; M. Goransky, Yonkers, N. Y.; H. Henry Springmann, Hempstead, L. I.; Irwin Moser, Hamden, N. J.; M. Buchner, Newark, N. J.; W. O. Brown, Dover, N. J.; Barnett & Buck, Newburgh, N. Y.; H. H. Lister, Plainfield, N. J.; N. Alexander, Long Branch, N. J.; International Phonograph Co., New York; Greater New York Phonograph Co., New York; Adolph Mayer, New York; Jacob Wester, Newark, N. J.; Otto Goldschmidt, New York; John Lanzaro, Brooklyn, N. Y.; Thomas Riddell, Brooklyn, N. Y.; A. Lustberg, Huntington, L. I.; E. F. Glover, West Hampton Branch, N. Y.; R. Montalvo, New Brunswick, N. J.; Seaver Bros., Brooklyn, N. Y.; John Diehm, Brooklyn, N. Y.; Frank C. Storck, Red Bank, N. J. The following dealers were registered at their written request, though not present at the meeting: Irving P. Hallock, Greenport, N. Y.; D. S. Marsh, New London, Conn.; G. Pagani & Bro., New York; F. E. Soule, New Milford, Conn.; E. A. Koonz, Wurtsboro, N. Y., and B. Howard, Tannersville, N. Y.

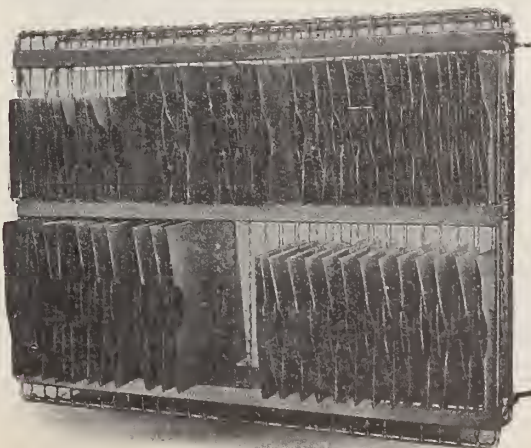
Before the adjournment resolutions were passed thanking the hotel management for their courtesy and Edward Lyman Bill for the support afforded the association through the columns of his publications.

The next meeting will be held on April 13 at the New Grand Hotel, New York, and thereafter meetings will be held every quarter on the second Wednesday of the month. It is hoped to hold the July meeting at Atlantic City at the same time as the jobbers' convention, July 5, 6 and 7.

A meeting of the executive committee has been called for March 18.

The yearly dues are \$5 for active members and \$2 for associate members, the latter not being entitled to any vote though they may attend the meetings and profit by the discussions.

SYRACUSE WIRE RECORD RACK No. 2A WITH BOARD SHELVES



This illustration shows our 2A rack with board shelving so that the envelope system for carrying the records can be used. This rack is an exact duplicate of our 2A with the addition of the wood shelving. If you have our catalog compare it with our 2A; if you have no catalog get one to-day.

Price of the Rack as Shown, \$5.25 (envelopes NOT included)

SYRACUSE WIRE WORKS, Syracuse, N. Y.

The R. S. Williams & Sons Co., Toronto and Winnipeg, Canadian Representatives



The Columbia Grafonola is "the one incomparable musical instrument."



Applications for membership should be forwarded to the secretary, John Diehm, Brooklyn, N. Y., accompanied by the annual dues.

The dealers present at the meeting were enthusiastic at the prospect of the association and the possible good that may be accomplished through the organization, and are confident that the membership will rapidly increase now that a start has been made. An active campaign will be begun at once to secure new members.

Party Visits National Co. Factory.

On Thursday morning a party of about a dozen dealers visited the factory of the National Phonograph Co., at Orange, N. J., in response to a hearty invitation extended by Mr. Ireton, and were conducted through all the departments of the plant. At noon the dealers were entertained at lunch by the company. They were much impressed with what they saw regarding the manufacture of Edison machines and records and very appreciative of the courtesy shown by the company.

A SALES PROMOTION PLAN.

Weser Bros., Piano Manufacturers, Have a Novel Plan for Sales Making Which Will be of Interest to Dealers.

Talking machine dealers are quite naturally interested in business plans whereby manufacturers co-operate with them for the extension of trade.

Some of the talking machine men who have taken on pianos have found the line to blend splendidly with talking machines, but a good many have not cared to enter into an outside line because they are not acquainted with the conditions and do not understand how to handle trade problems.

Weser Bros., the well-known piano manufacturers, 520 West 43d street, New York, have incorporated a new feature in their business which they term "The Dealer's Sales Promotion Department."

It is a co-operative advertising plan and it has worked out successfully.

Weser Bros., in a recent bulletin issued, state: "Our plan of following up your prospective piano purchasers direct from this office is a sales 'clincher.' We have prepared, after much time, study and revision, a series of letters containing sound, sensible reasons why every prospective piano purchaser should buy the Weser piano. We have learned from experience that prospective purchasers of any commodity like to receive letters direct from the manufacturer. It creates confidence in the first place—and it puts the prospect in a very receptive frame of mind. Our letters do the hard, preliminary introduction work for the dealer and make sales twice as easy for him. We want every Weser dealer to send us his list of live, prospective purchasers, and we will send them this series of letters, our latest elaborate catalog (either regular piano or player-piano), whichever they may be interested in, and write any special letter or letters you may deem

necessary to get the business—all at our own expense.

"We have in preparation, as this bulletin goes to press, an elaborate electrotype book containing a large number of original, attractive illustrative cuts for use in connection with Weser newspaper advertising. This book has been prepared to assist the dealer in his advertising campaign and to relieve him of the bother and expense of preparing newspaper announcements.

"We have also had a large number of newspaper electrotypes of our complete line of pianos made, which we will be glad to send you on request, and we will write up any of your advertisements that you desire, if you will send in the facts. You thus have an up-to-date mail order and advertising department at your disposal at all times.

"Our handsome photograph album, containing 5 x 7 actual photographs of our complete line of pianos and player-pianos, is now ready for distribution. These photographs show off our pianos to unusual advantage, and bring out all the details in the carving and the case work, and have a much better effect than could possibly be obtained by half-tone work in a catalog. This album fits conveniently in the coat pocket and has proven of great assistance to Weser dealers and their outside salesmen.

"We are always glad to send a liberal supply of catalogs and small folders illustrating our complete line of pianos and player-pianos with the dealer's name imprinted thereon. This advertises you as well as our piano.

"We will advance from time to time a number of new advertising features for the benefit of the Weser dealer, and we invite suggestions along this line at all times. We have also made a great

many improvements in our factory and sales organization, as well as in the construction of our pianos."

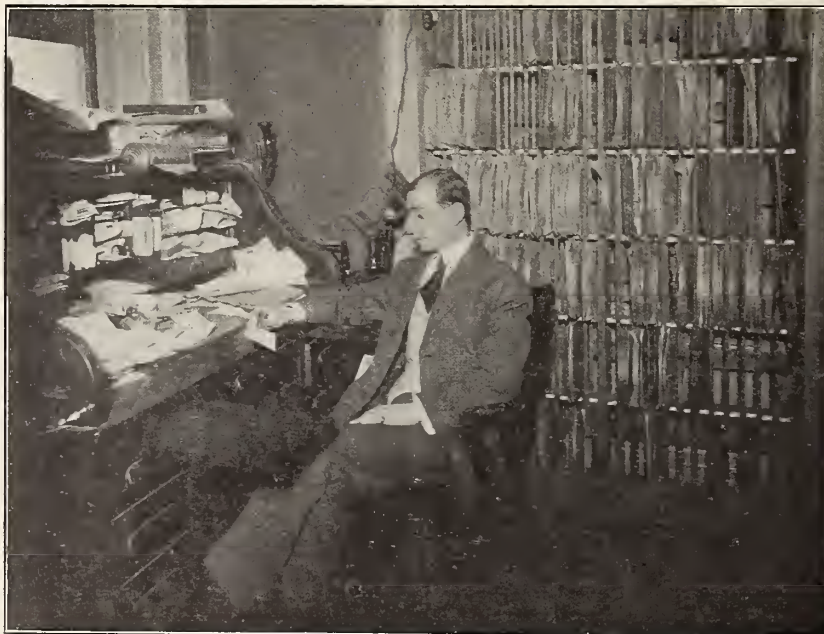
BLACKMAN CO.'S GOOD REPORT.

Good Orders from Regular Dealers and a Number of New Dealers Secured—Demand for the Blackman Specialties—The Playrite and Melotone Needles.

The Blackman Talking Machine Co., as usual, have an excellent report to make regarding the business during the past month, and state that besides adding several new dealers to their already large list, they have been in receipt of substantial orders from practically all of their regular dealers, which may be taken as an indication that the retail talking machine business in their territory is of an active nature.

Besides the various styles of machines and records, the Blackman specialties—the Blackman folding record trays, Place record brushes, and Playrite and Melotone needles—are in growing demand.

Both the needles named have proven very popular with the users of disc talking machines, owing to the fact that they produce the results as represented. The Playrite needles have been found to produce an excellent volume of tone and do not give out in the middle of the record, but keep up their good work right to the end. The Melotone needles have been found specially desirable for the home, giving a mellow but perfect reproduction. Jobbers and dealers who are not familiar with the Blackman needles should write for samples, which are free to the trade.



MAX LANDAY, PRESIDENT OF LANDAY BROS., INC., EXAMINING A PROOF RECEIVED FROM PRINTER ON A CUSTOMER'S FILING CARD, A COPY OF WHICH WILL APPEAR IN HIS FORTHCOMING BOOK, "HOW TO MAKE YOUR 'VICTOR' BUSINESS A SUCCESS."

Papers that are Read throughout the World



A traveler returning from a world-wide trip remarked while recently in the office of this trade newspaper institution: "I was very much surprised to find your papers scattered completely round the world. No matter in what country I visited, I found your trade newspapers there ahead of me."

In this connection we may state that there is hardly a country on earth which is not reached by this trade newspaper organization.

The illustration which is shown above is a photographic reproduction of foreign remittances which came in a single day's mail.

Upon examination it will be seen that remit-

tances were received from Japan, New Zealand, Mexico, Australia, Queensland, New South Wales, Canada, France, England, French Colonial possessions as well as other British colonies.

Probably few trade newspaper institutions could show such indisputable evidence of world-wide circulation. Readers seldom stop to consider what an influence is wielded by a trade paper which attracts the attention of business men of all lands.

They consult it regularly—they await its arrival with interest because it conveys to them an intelligent summary of conditions in the par-

ticular lines of trade in which they have a deep interest.

Aside from news features, well conducted trade papers contain many valuable suggestions which are of aid to the merchant and manufacturer, and while not controlling them or exerting an autocratic influence over them, it wields a tremendous force simply by reason of the manner in which it appeals to the intellectual side of business men.

This trade newspaper organization has been built simply through the delivery of values alike to subscribers and to advertisers.



NONPAREIL RECORD CASE (CLOSED).

Record and a movement will disclose the entire contents of the Album.

It Holds Thirty Records

A handsome addition to any Library shelf.

An elastic method of filing to take care of your growing collection.

We want EVERY Dealer and Distributor in the country to handle this Album.

Your regular Victor Discounts will apply.

Our initial supply is limited, so order your samples quick.

When you get them, if you are not as enthusiastic about them as we are, return them at our expense.

LIST PRICES :

12 in. Record Album (Holding 10 in. and 12 in. Records) \$3.00
 10 in. Record Album - - - - \$2.75

The Talking Machine Co.

72-74 Wabash Avenue
 Chicago, Ill.

We Have Found It!
We Are Making It!!
It Is Going to be Exclusive
and It Is Patented!!!

A combination Album and Carrying Case along the lines of the Victrola Album, but more convenient and with a greater capacity for its size than anything ever gotten out before.

A device accurately filing each



NONPAREIL RECORD CASE (OPEN).

FROM OUR CHICAGO HEADQUARTERS

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

Volume of Business During February Proves Highly Satisfactory to the Talking Machine Trade—January Record Surpassed—Higher Grade Goods Have the Call—Hard to Get Victor Goods—Popularity of the Edison Amberola—Columbia Co. Line Selling Well—E. E. Wiswell Suffers Bad Accident—Talking Machine Co. News—Personal Items of Trade Interest—Advance of the Fibre Needle—M. M. Blackman's Condition Much Improved—Other News from the Windy City

(Special to The Talking Machine World.)

Chicago, Ill., March 10, 1910.

If January was a surprise as regards volume of business February was a double surprise. Although suffering the loss of several business days, as compared with the first month of the year, it made a much better showing and all the important jobbing houses, and, in fact, the leading high grade retail stores and departments, report a big gain over February of last year. Some say it was the best February for years. It is necessary, however, to qualify these statements by saying that the gain is in dollars and cents, not in the number of machines and records sold. As repeatedly pointed out in this correspondence the tendency is overwhelmingly in favor of the medium and higher-priced machines, and the big musical thing in the record proposition. This fact is very significant. It means that the artistic idea has come to stay in the talking machine field. It means that not only the wealthy people but the musical people are buying high priced talking machines and records of the great artists. If this were not so the trade would be in a bad fix. A large proportion of the population is practically out of the running as far as talking machine and record buying is concerned. That is, they are out of the game for the present. They are disgusted with the very cheap machine and they are either not in a financial condition or are not educated up to the point of buying the better grade. That the time is coming when this condition will change is a moral certainty to anyone who tries to get "under" the situation. In the meantime there is absolutely no excuse for any dealer to rest on his oars because of existing conditions regarding low-priced machines. No matter how small the community there are a number of people in it who can be reached by a persistent, dignified sales campaign, and whose purchases will amount to a figure equal to that which would be represented by a much larger number of sales of cheap machines.

Victor Goods Hard to Get.

Reports from the East indicate that the Victor factory is a pretty busy institution. Notwithstanding this dealers say that they simply cannot get Victor machines fast enough to supply their demands. This in itself furnishes good evidence that business, at least in the good sized centers throughout the country, is O. K.

Edison Amberola Now a Permanent Feature.

The Edison Amberola has passed the sensational stage, and from the Chicago viewpoint, at least, it is a permanent winner. The demand is excellent and it is only fair to say that people who have been in the past prejudiced regarding the cylinder proposition, are coming in line as a result of the influence of this latest and very notable development by the National Co.

Record Month for Columbia Co.

February was one of the very largest months in the history of the Columbia Phonograph Co., according to headquarters correspondence. The Chicago branch came up with an increase of 58 per cent. as compared with February of last year, and the majority of branches and large dealers in the immense territory, covered by District Manager W. C. Fuhri, also made re-

markable increases. The Columbia concealed-horn machine, especially the Regent or library table type, are having a remarkable sale, and this type is also out of the sensational stage. Nearly fifty of them were shipped to one California city within two weeks. Although the "library tables that talk" are coming through the factory much more rapidly than formerly, it's all that the Chicago branch can do to get enough to supply their trade. The same conditions prevail in other cities.

Accident to L. C. Wiswell's Father.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, deserves and is receiving the sincere sympathy of the trade because of the terrible accident that befell his father, Edward E. Wiswell, recently. Mr. Wiswell, senior, is an expert structural iron work man. He superintended the erection of the great Ferris wheel, which was the crowning engineering glory of the Chicago Columbian Exposition in 1893, and has been employed in some of the biggest structural jobs in Chicago. Three weeks ago he was directing the operation of a large company of iron workers employed in the erection of a building at the Inland Steel Company's plant at Indiana Harbor. A rope, running on the drum of a hoisting engine, became fouled. Mr. Wiswell attempted to adjust it and his hand was caught between the rapidly moving rope and the drum. He called to the engineer to throw off the power, but the man became dazed and unable to move, and Mr. Wiswell's hand was literally twisted off his arm. In the attempt to save himself he stretched forth the other hand and it, too, was so badly mangled that it had to be amputated. He was taken to St. Margaret's Hospital at Hammond, Ind., and is still there. He is a man of magnificent physique, but his condition is regarded as precarious. His faithful son visits him every day.

Geissler Home and Happy.

Arthur D. Geissler, general manager of the Talking Machine Co., has returned from a trip to various Florida resorts and Havana in company with his father, L. F. Geissler, general manager of the Victor Talking Machine Co. Together they inhaled the southern balmy air, caught many voracious sea monsters and enjoyed themselves thoroughly. The Chicago Geissler returned home bereft of the last vestige of the rheumatic attack which laid him low for some weeks. Upon going over the records of the Talking Machine Co. he was delighted to find that last month was the largest February in the history of the house with the exception of that of 1907.

Various Personals.

John Otto, of the talking machine department of Lyon & Healy, is a confirmed and inveterate Victor recitalist. "Friend" Otto gave a talk on "voice engraving" before Everett Council, National Union, last month, and was ably assisted, of course by a Victor machine. By the way, while the automobile show was in progress at the Coliseum last month, Otto showed a Victrola at Lyon & Healy's and sold it.

H. L. Wilson, one time manager of the Chicago office of the Columbia Phonograph Co., and later assistant to General Manager Lyle at headquarters, was a visitor to Chicago during the month in the interests of the firm of A. J. Wilson, investments, Philadelphia, of which he is now a member.

W. C. Fuhri, district manager of the Columbia Co., has just returned from a trip which included the widely separated point of Kansas City and Detroit.

Well Known Iowa House Discontinues.

John A. Dean, of the W. A. Dean Music Co., Sioux City, Iowa, was in the city last week and announced to his friends that the W. A.

Dean Music Co. would retire from business and that the members would go to Los Angeles, Cal., to join W. A. Dean, who was compelled to go to the California city some time since on account of his health. While Mr. Dean made no positive statement to that effect, it is assumed that he and his father may become factors in the piano trade of that city. The company is one of the old and well-known music concerns, and were established in 1883. They have been exclusive distributors in their territory for the Columbia Phonograph Co., besides handling a fine line of pianos. They are now closing out their stock.

Fibre Facts.

Some decidedly convincing talk is indulged in by the B. & H. Fibre Manufacturing Co. in their page advertisement in this issue.

Over at the factory on Kinzie street there is a record of Stanley's rendition of "Rocked in the Cradle of the Deep," which is being played by the fibre needle over five thousand times but which hits the sub-basement notes, and, in fact, all the notes, with the same trueness and absence of scratchiness which characterized its premiere appearance.

More fiber needles were sold in February than in any month since their appearance.

Blackman Convalescent.

M. M. Blackman, manager of the retail record department of Lyon & Healy, is at Mobile, Ala., for a fortnight's finish on his convalescence from an illness which confined him to his home for nearly three months. Before the next issue of The World is out he will be back on the job with his melting smile and polyglotal command of Victor titles unimpaired.

AN IMPORTANT DECISION

Handed Down in Ohio Whereby Edison Dealers Are Enjoined from Selling Below the Agreement Price—Also Prohibited from Selling Cylinder Records of Any Other Make—Wm. Pelzer's Views.

(Special to The Talking Machine World.)

Springfield, Ill., Feb. 28, 1910.

A decision of importance to the entire talking machine industry is that handed down on February 11 by Judge Humphreys, Circuit Court of the United States, Eastern District of Illinois, sitting in this city. Rather no opinion was written, but a decree of great fulness was signed, in which John F. Brenner, an Edison dealer of Quincy, Ill., and a Mrs. Clara B. Oakford, were perpetually enjoined from selling the product of the National Phonograph Co., Orange, N. J., below the agreement prices. Incidentally the court ruled that both of these parties were prohibited from selling in their store cylinder records of any other manufacturer than those of the National Co., namely, Edison goods. The defendants settled out of court all claims for damages for past violations charged. The suit was brought in the name of the New Jersey Patents Co., controlling the patents under which the National Phonograph Co. is licensed, and the inventions at issue were again declared valid.

* * * *

When the foregoing matter was brought to the attention of the National Phonograph Co. by The World, William Pelzer, vice-president, said: "The case is of no special importance. Brenner refused to sign our amended agreement, relative to handling the Edison line exclusively, and, of course, he was dropped from the list. Then he obtained goods through this Mrs. Oakford, and then he commenced slashing prices. We brought an ordinary 'price-cutting' suit such as The Review is familiar with, and, as in every other case of this kind, the restraining order was made perpetual. The enjoining of the parties from handling any other than Edison cylinder records, set up as a defense, was merely inci-

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There is a Big Difference in Service

Your jobber may either be a co-worker or a detriment to your best financial interests. It all depends on the service you get. If you want the best kind of service—service that really serves—service which means that every order will be filled complete and shipped the same day order is received—service which includes the best intelligent assistance in helping you to push your goods, you can obtain it by placing your orders for Victor and Edison Talking Machines and equipment with the long established house of

LYON & HEALY

If you could step into our order filling and shipping department, you would understand how this service is possible, for every movement shows clock-like precision. There are no wasted steps, stock is never allowed to run low, every man knows just what is expected of him and does it. These and other good reasons insure every dealer of genuine satisfaction when placing his orders with us. If you are not already one of our customers, we invite your thorough investigation and we know that a fair trial will convince you of our ability to serve you as no one else can. Our terms are very attractive. Write for a full explanation of them.

Lyon & Healy

CHICAGO

dental. This is not the first case of this kind by any manner of means; there are a lot of them, that is, where dealers have been permanently enjoined from selling only Edison records when carrying the line according to our agreement. Frank L. Dyer, president of the company, is now preparing a statement covering this ground thoroughly for the information and enlightenment of the trade, and which will be ready shortly. A judge seldom writes an opinion in these cases, simply signs the decree."

The Snapville Shotgun

Vol. 1. Thunder 1.

Published at Snapville, Samuncle County,
Whenever we feel like it.
Executive Staff:

PERLEE VAN,	Editor
JIMMY OLSON,	Associate Editor
MISS M'NUTTY,	Sissueity Editor
WOYD BEAVER,	Office Cat Editor

All About the Eddies.

Eddy Plume still wears his upper lip in the altogether. Handsome Eddy.

Eddy Barnes sold three business funnygraphs to one of our large mercantile institutions last week. Great work, Eddy.

The General Leaves Town.

General Art Geissler went to Song Louis last Friday and stayed over Sunday. While there he visited Senior Gressingski.

Watch Us Grow.

Colonel Jim Bowers' brindle cow had a calf last Saturday. Hurrah for Brindle.

Answers to Correspondents.

Editor Shotgun:

Why does a steel needle scratch?

Pro Bono Publico.

Referred to Brigadier Fred D. Hall for answer.

Editor Shotgun:

Will you kindly tell me in strict confidence why Oliver Twist Spuffles lost his job.

Vox Populi.

Ans.—He swept out a talking machine store down on Main street, but asked for more salary and got fired.

Editor Shotgun:

Whom can I see to get a good electric piano with an unusually artistic case? Anxious.

Ans.—See Berg.

Lulled by the Muses.

Jimmy Olson, associate editor of the Shotgun, was confined to his palatial villa in Irving Park by la grippe for three long days and nights. He was entertained during his enforced idleness by a talking machine. Jimmy says "twas fine."

'Stonish'd 'Em.

George Nisbett, who left our burg two years ago to astonish the Mexicans, writes us that he has astonished them, but doesn't give the details. Be more explicit when you write, George.

On Goose Island.

Always Veracious Chandler says that the green baked potato plants on his Goose Island farm will soon be in bud. (Printer—Please don't spell bud—b-u-g. It might be true, but it would probably offend Always Veracious.)

NATIONAL PHONOGRAPH CO. STRICTLY ENFORCE THEIR SELLING SYSTEM.

The determination of the National Phonograph Co., Orange, N. J., to strictly enforce their selling

system and to punish all violations thereof is apparent from the number of decisions obtained by them against parties guilty of violating the conditions under which the patented Edison phonographs and records are sold. Every Edison record bears a notice printed upon the carton that such record is not licensed to be sold by the original or any subsequent purchaser for less than full list price. This provision clearly prohibits both sales by dealers of new records below list price and it also prohibits the sale of used or second-hand records by any person at less than list price, since such a sale must be made by either the original or some subsequent purchaser.

Most of the injunctions heretofore obtained have been against the sale of new records by dealers at less than list price, but in the recent case of the New Jersey Patent Co. and National Phonograph Co. against Charles Fredricks, decided Feb. 26 by Judge Chatfield, Circuit Court of the United States, eastern district of New York, the complainants have succeeded, against opposition of counsel, and upon full consideration of the authorities by the judge, in obtaining a preliminary injunction prohibiting the buying up of used Edison records at less than list price and their subsequent resale at second-hand at less than list price. As this decision will be of considerable interest to the trade, it is published below in full.

"This case coming on to be heard on motion of complainants for a preliminary injunction, and affidavits having been filed by complainants in support of said motion and by defendant in opposition thereto, and it appearing from the said affidavits that the complainant, New Jersey Patent Co., is the owner of the patent in suit, and the complainant, National Phonograph Co., is the exclusive licensee thereunder for the manufacture, use and sale of cylindrical sound records embodying the invention thereof throughout the United States and its territories, with power to fix and impose terms and conditions of sale thereof, and that the Edison records embody the invention of the patent in suit, and are manufactured and sold by the complainant, National Phonograph Co., in pursuance of said license and only to jobbers and dealers who are licensed to deal therein and subject to restrictions which are embodied in jobbers' and dealers' license agreements and in the labels affixed to the cartons in which the said Edison records are contained, and that the said restrictions provide, among other things, that the said records are not licensed to be sold to an unauthorized dealer and are not licensed to be sold by the original or any subsequent purchaser for less than 35 cents each for Edison standard records, and 50 cents each for Edison Amberol records, and it further appearing that the defendant, Charles Fredricks, is engaged in dealing in the said patented Edison records without the license of complainants, and that, having knowledge of said restrictions, he has been and is engaged in purchasing the said Edison records at prices less than those fixed by the complainant, National Phonograph Co., both direct from jobbers and dealers of the National Phonograph Co. and at second-hand from members of the public, who have purchased the said patented Edison records from licensed jobbers and dealers of the National Phonograph Co. subject to the restrictions in said carton label notices contained, and is engaged in reselling the said Edison records so obtained from these sources, both new and second-hand, at prices less than those so fixed by the complainant, National Phonograph Co.; and complainants having appeared at the hearing of the said motion by Louis Hlicks, solicitor and counsel, and Herbert H. Dyke, of counsel, and defendant having appeared by his attorneys, Hunter & Hatch, and the said motion for preliminary injunction having been submitted for decision on briefs, and briefs of authorities having been filed on behalf of both parties, and the Court being fully advised in the premises, and being of the opinion that a preliminary injunction should be granted as prayed, upon due consideration, it is

"ORDERED, That an injunction issue out of and under the seal of this Court enjoining and restraining the said defendant, Charles Fredricks, and his associates, attorneys, servants, clerks, agents and workmen, and each and every one of them, pending this cause and until the further order of the Court, from in any way interfering with the carrying out of the selling license system of the complainant, National Phonograph Co.; and from soliciting, obtaining or procuring any of the authorized jobbers and dealers of the complainant, National Phonograph Co., to sell to him any Edison standard records at less than thirty-five (35) cents each, or any Edison Amberol records at less than fifty (50) cents each, or in any way in violation of the restriction in the printed labels upon the cartons in which the said records are contained when put out by the complainant, National Phonograph Co.; and from soliciting or procuring or aiding in any way in the violation of any of the provisions of any and all license contracts between the complainant, National Phonograph Co., and its jobbers and dealers; and from soliciting, aiding, obtaining or procuring any users or members of the public who have previously purchased the said Edison records in cartons bearing printed notices of the restrictions imposed upon the use and sale thereof by the complainant, National Phonograph Co., and subject to the restrictions of the said notices to sell the said Edison records to defendant at second-hand at prices less than those named in said restriction notices, namely, thirty-five (35) cents each for Edison standard records, and fifty (50) cents each for Edison Amberol records, or to violate in any wise any of the said restrictions in said notices contained; and from selling or causing to be sold any Edison standard records at less than thirty-five (35) cents each and any Edison Amberol records at less than fifty (50) cents each, or any of said records in violation of the license contracts under which the said Edison records were originally sold by complainant, National Phonograph Co., or in violation of the conditions and restrictions contained in the notices upon the labels affixed to the cartons containing the said records; and from directly or indirectly using or causing to be used, selling or causing to be sold, any apparatus, articles or devices embodying, operating or constructed in accordance with the inventions and improvements of said letters patent,

No. 782,375, without the license and consent of complainants thereto; and from infringing upon or violating the said letters patent in any way whatsoever."

NEW VICTOR DISTRIBUTERS.

Elmira Arms Co. Secure Large Territory and Place Orders for Victor Goods to the Value of \$15,000.

(Special to The Talking Machine World.)

Elmira, N. Y., March 11, 1910.

The Elmira Arms Co., of this city, have recently completed arrangements with the Victor Talking Machine Co. whereby they become distributors of Victor goods for a large territory. It is reported that under the new arrangement the local concern has placed an order for Victor goods to the amount of \$15,000. The store of the Elmira Arms Co. has been considerably enlarged and the talking machine department has been allotted a liberal space.

BRIEFLETS.

Last week F. K. Dolbeer, sales manager of the National Phonograph Co., received a cable from Walter Stevens, manager of the export department, stating he had arrived at Buenos Ayres, Argentine, S. A., on the "Bluecher" with Mrs. Stevens, and in the best of health. At this point Mr. Stevens leaves the steamer and goes by rail over the Andes Mountains to the west coast, where he will visit Valparaiso, Santiago, Lima and other points, rejoining the ship again at Buenos Ayres on its return from the trip to Punta Arenas, in the Straits of Magellan.

H. A. Macmenimen, general sales manager of Sheip & Vandegrift, Inc., manufacturers of the Music Master wood horn, was in New York March 1, going back in the evening. He said business was good and he was booking orders for the best grades of their specialty with the leading jobbers in the country.

Among the callers at the factory of the National Phonograph Co., Orange, N. J., last week was H. Shields, buyer for the talking machine department of the Denver (Col.) Dry Goods Co., who said his concern had closed a very successful year and that his portion of the business was up to the standard. C. B. Haynes, of C. B. Haynes & Co., Richmond, Va., was another visitor.

John H. Dorian, who represents the interests of the Columbia Co. in the Orient, with headquarters at Hong Kong, has notified the home office that he has just completed recording one hundred Chinese records in Cantonese dialect. He says they are the best ever made.

Every two months the export department of the Columbia Co. will issue a new list of records for the Spanish speaking trade.

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 keep "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.

THREE NEW COLUMBIA HEADLINERS.

Records by Raymond Hitchcock, George Lashwood and Manuel Klein and his famous New York Hippodrome Orchestra Soon Ready for the Market.

The Columbia people have secured three live ones lately—Raymond Hitchcock, George Lashwood and Manuel Klein and his famous New York Hippodrome Orchestra. Records by all three will soon be on the market, and it is claimed that "they are about the best yet in their particular lines." Hitchcock has proved to be a "find" of the first water. In the first place he ranks as one of the best singing comedians now on the American comic opera stage, and secondly, he makes a record that is absolutely unique. Since his first great success in "The Yankee Tourist"



RAYMOND HITCHCOCK, AMERICA'S FOREMOST SINGING COMEDIAN.

he has had no real rivals in his own particular field. Hitchcock's recording specialty is song-monologues of a kind that certainly could not be recorded in the same manner by any other living comedian. His style is unique. Each record is a perfect reproduction of character work of the cleverest description. The perfect naturalness and total absence of affectation which have been such great helping factors in Hitchcock's success are here observed at their best. His first record to be issued in May, is a rube song that he has made particularly his own—



MANUEL KLEIN, LEADER OF THE FAMOUS HIPPODROME ORCHESTRA.



GEORGE LASHWOOD, THE NEW STAR OF VAUDEVILLE.

"Wal, I Swan" (A-5162)—a hayseed sketch that will furnish amusement the year around, as recorded by Hitchcock. It is a perfect reproduction of the easy, rambling complacency and characteristic dialect of an old down-East farmer telling the history of his past life. Other records by Hitchcock will be coming along from month to month.

George Lashwood, who has just been featured throughout the United States by William Morris in his circuit of independent vaudeville houses, has made the real vaudeville hit of the past season in America. His success is already surpassing that of Albert Chevalier and Vesta Victoria at their best. His character work is that of a great artist, and his voice is resonant, agreeable and expressive. His range of portrayal is practically unlimited, as his records all show, and he is already well started in his career as one of the most distinctive figures on the American vaudeville stage. Previous to his arrival here he was heralded as "The Vaudeville Beau Brummel" of England, with a wardrobe supplied by King Edward's own tailor. Since he reached America he has amply demonstrated that he has more than a wardrobe to command him. His first double record, comprising "Sea, Sea, Sea," and "In the Twi-Twi-Twilight" (A-5157) is being issued in the Columbia April list, and a new one "My Latch Key" and "There's Another Fellow Looks Like Me" (A-5164) will be out in May.

Of the millions that have visited New York City during the past five years from every part of North America it is certain that a very large number have carried away pleasant recollections of the superbly artistic playing of the New York Hippodrome Orchestra under the direction of Manuel Klein. Realizing this, the Columbia Phonograph Co. recently made arrangements to have records made by this celebrated organization under the personal leadership of its distinguished director to be offered to the American public. The first recording has just come through and it justifies the highest expectations. The selection chosen by Mr. Klein for this initial record is the dainty "Flower Waltz" from Tschalkowsky's "Casse-Noisette Suite" into the recording of which Mr. Klein and his men have put some of the most effective work ever heard. Dealers should feel pleased at these new Columbia arrangements.

OFFICERS ELECTED.

At a recent meeting of the directors of the Sonora Phonograph Co., 78 Reade street, New York, the following officers were elected: President, George E. Brightson; vice-president and

general manager, William H. Hoschke; secretary and treasurer, William E. Hoschke. Mr. Brightson, the new president, was for nearly twenty-five years with the H. B. Claffin Co., having charge of the music box and novelties department. In recent years he has retired from business. This company are about to market a complete line of vertical cut disc records and machines.

A POPULAR UDELL CABINET.

New Udell Style for Victrola XII. Machine in Great Demand—A Catalog That Aids Dealers—New Styles of Music Roll Cabinets.

Among the many styles of cabinets put on the market by the Udell Works, one of the most popular is the No. 442 record cabinet, designed especially to go with the Victrola XII. Though the new cabinet was only put on the market last fall the orders quickly grew to a point where it proved difficult and finally impossible for the Udell factory to keep up with them. Special efforts and rapid work, however, have relieved the situation in that particular.

The general appearance of the cabinet is most pleasing in every particular, and when the Victrola XII. is placed in position on it the whole has the appearance of one machine, the finish of both being in perfect harmony. The dealers are very enthusiastic over the salable features of the cabinet, the index compartments, index card, needle box and shelf upon which to handle the records. The cabinet is also highly finished inside, which makes an excellent talking point for particular people. As a matter of fact, there have been instances where the Victrola XII. placed on a Udell cabinet has been selected by customers who were on the fence about buying one of these styles.

In dwelling on the Udell products it is difficult to pass by the beautiful catalog issued by the Udell Works, illustrating and describing in detail the large line of cabinets for records, sheet music and music rolls made by that concern. The catalog is designed as an aid to the dealer in making sales, and has been found to fulfil that mission in an entirely satisfactory way. The manner in which the catalog is compiled and the extent of the line it represents both serve to impress the purchaser and lend force to the dealer's arguments.

The Udell Works announce that following out their policy of always keeping up to date in regard to their cabinets, they have brought out a number of new cabinets for piano-player rolls, which match the piano-players in design and finish, and which have strongly appealed to the trade.

LISTED AS EDISON JOBBERS.

On March 9 Cohen & Hughes, the well-known music house at 315 N. Howard street, Baltimore, Md., were placed on the list of Edison jobbers by the National Phonograph Co., Orange, N. J. The initial order covering the jobbers' quantity was received at the time, and Sales Manager Dolbeer advises that shipment will be made just as promptly as factory conditions will permit.

COLUMBIA CO. IN TORONTO.

The Toronto (Canada) Phonograph Co. retired from business, and the Columbia Phonograph Co., General, have taken over the premises heretofore occupied by that concern.

Judge McPherson, United States Circuit Court Judge, Philadelphia, Pa., on March 7 handed down an order fixing the time for closing defendant's proof in the case of the Victor Talking Machine Co., Camden, N. J., against the Hawthorne & Sheble Co., now out of business.

The National Phonograph Co. have commenced suit against Charles A. Rigdon, music dealer, Warsaw, Ind., to restrain him from cutting prices on Edison goods. The complaint was filed in the Circuit Court of the United States, Indianapolis, February 25. The usual orders followed.

Double disc records are a Columbia innovation.



We cheerfully took all the blame and now we are getting all the credit.

RECORD PROGRAM SHEETS.

A Novel Invention Which Will be of Interest to Talking Machine Men—Simplifies the Keeping of Records.

An interesting announcement is made by the International Record Program Co., 102 West 29th street, New York, in another portion of this paper.

This concern has put forth a record program which is unique and novel. A reduced fac-simile is shown in this paper so that a correct idea of this may be formed by a glance at the illustration.

The cards are handsomely gotten up and beautifully lithographed, with gold border, ornamented in a way which makes them most attractive and they are surrounded by photographs of the world's greatest composers.

It will be seen at a glance that this new program will simplify the old method of searching for the desired record. It enables the owner to classify his records in such a way that they will be always within easy reach and can be immediately located.

These cards are very attractive and greatly simplify the keeping of records. Dealers' names will be printed upon the program when desired.

PROFITING BY SHOW WINDOWS.

Nothing Attracts Public Attention Like a Handsome Window Display—Windows Never Get Tired of Showing Goods.

Nothing attracts the public as quickly as a well arranged show window, where the goods should always be marked in plain figures.

Many merchants contend that it makes a window look common-place to use price cards, and as Tiffany does not use price cards we won't deny the contention, but we know the cards lure customers into the store; we know people go home and tell about seeing a handsome table in Blank's window for so many dollars. Then they all talk about Blank's store.

The show window never gets tired of showing goods; it is willing to work day and night, and right here let us say that it is a mistake to draw down the curtains to the show window and turn off the lights at 6 o'clock. The show windows never look better than at night and the goods speak as eloquently as through the day and they tell their story of style and prices just as effectively as they did when the store door swings open for the exits and entrance of customers through the day.

Show windows should work continuously, just as the interest does on a mortgage; neither interest nor rent takes a holiday nor rests on Sunday, and show windows belong in the same class. We have seen humanity gather around a show window at night when it was too cold to expect anyone to be out, much less linger to look into shop windows.

We read of a business man out West who built

a theater on the block beyond his store so the populace who were drawn to the theater would have to pass his show windows. That man had a keen sense of the value of show windows, but not an exaggerated sense.

CHANGE IN BANKRUPTCY LAW.

Bill Providing for Amendments in Existing Statutes Passed by House.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 28, 1910.

After an ineffectual attempt by the Democrats, led by Representatives Clayton, of Alabama, and Brantley and Bartlett, of Georgia, to repeal all bankruptcy laws, the House this afternoon passed the Shirley bill providing certain amendments to existing bankruptcy legislation.

The more important provisions of the Shirley bill are that receivers and trustees shall be paid upon the commission basis; that corporations shall be allowed to enter voluntary bankruptcy; that all federal courts shall have ancillary jurisdiction in bankruptcy cases, and that trustees may oppose bankruptcy discharges when authorized by the creditors. The measure also remedies the loopholes in the present law making it possible for an insolvent debtor to have preferred creditors.

MOTION PICTURES FOR INSANE.

Asylum Superintendent Says They Soothe and Divert the Inmates.

The State Board of Public Lands and Buildings of Nebraska will buy a moving picture machine for the amusement of the insane patients at the Norfolk asylum. Superintendent J. P. Percival says that the pictures soothe patients and that they watch them without the exciting effects incident to other diversions.

NATIONAL COMPANY WIN SUIT.

A final decree and a perpetual injunction was recently issued against the Vallorjes Jewel Co., Lancaster, Pa., by the Circuit Court of the United States, Middle District of Pennsylvania, enjoining them from manufacturing and selling button-ball styluses or sapphire points which infringed an Edison patent. These styluses were mounted in lever arms suitable for use in Edison model C reproducers. The suit was brought by the New Jersey Patent Co. (National Phonograph Co.) upon the Edison reissue patent No. 11,357. When the court granted a restraining order the infringement was discontinued and a settlement quickly made with the complainants. This was a test case and the patent was sustained.

Philip Werlein, Ltd., 305 Canal street, New Orleans, La., have taken on the Edison line as jobbers, and will in the immediate future have a full and complete stock of the Edison laboratory products.

**PROTECTORS
for
VICTROLAS
and
AMBEROLAS**

HIGH PRICED MACHINES

are worth while taking care of

Our Protectors save them from Dust, Damp and Injury

Price for Victrola XVI. or Amberola, - \$2.00
For Victrola XII. - - - - - \$1.50

Send for samples to-day

**MAGNETIC
NEEDLES**

**EVERY NEEDLE
GUARANTEED
MADE IN THREE GRADES**

Send for free samples and prices to-day

We are the oldest established
VICTOR and EDISON
Jobbers in Greater New York

S. B. Davega Co.
126 University Pl.
NEW YORK CITY, N. Y.

A Word to the Talking Machine Men of America!

Presumably you are interested in a product which can be used to advantage by every owner of a disc talking machine record in the world.

Of course you have had customers come in and ask you for something with which to clean records.

All records get gummy. The grooves which the needle follows get filled with dirt through handling with moist or sticky fingers. Dirt settles therein and the volume of tone is much reduced.

Benzine and naphtha have been commonly used, but they are a **MENACE** in the home—they will **IGNITE** and **EXPLODE** without direct contact with fire.

CARBONA

Now, Carbona will not only clean your records better, but it has **NONE** of the objectionable features of **DANGEROUS CLEANSERS**.

It is odorless and it is **NON-EXPLOSIVE**. You can hold a lighted match to Carbona and it will not ignite.

It is the **BEST DISC RECORD CLEANER** in the world; there is nothing that approaches it.

Try it and see!

THE CARBONA CO., 3 and 5 Burnett Street, Newark, N. J.

CARBONA

The Ideal Record Cleaner

Everyone Who Owns a Talking Machine Enjoys the Advantage of Clean Records

Now, Carbona will not only clean the record but it will **LENGTHEN** its life and **PURIFY** its tone. Carbona can be kept in the home, office and factory. **TRY IT!**

Moisten a cloth with Carbona, then rub it over the gummiest record that you can find.

Note how quickly every particle of obstruction is removed, then try the record and you will be surprised at its **PURITY** of tone.

Carbona can be handled by talking machine establishments without danger because it **CANNOT BURN AND CANNOT EXPLODE.**

Carbona can be sold by talking machine men with a good profit, and the manufacturers will be pleased to provide literature in the shape of folders and leaflets with the dealer's name thereon which can be easily inserted when sending mail matter to customers.

There is no reason why your customers should go to drug stores to procure this product.

You can just as well add the Carbona profit to your income.

First try it—test it—then write to the manufacturers regarding prices and quantity discounts.

The advantage of this product should not be overlooked by any man engaged in the talking machine business.

THE CARBONA CO., 3 and 5 Burnett Street, Newark, N. J.

REVIEW OF APRIL RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

The Victor Co.'s Red Seal list for April contains six records by John McCormack, the famous Irish tenor, whose services the Victor Co. now control. These numbers reveal the beautiful voice resources of this young Irishman, who is rapidly increasing his fame in the operatic world. The three Irish songs, "The Minstrel Boy" (64117), "Killarney" (74157), and "Come Back to Erin" (74158), are beautiful examples of ballad singing. These numbers are listed at a special price at the request of Mr. McCormack. The other McCormack numbers from "Lucia" (88215), "Boheme" (88218) and "Elisir d'Amore" (88217), are sung most charmingly. Geraldine



SEEBURG ART STYLE ELECTRIC
First in the Field

We've started quite a few talking machine dealers on the trolley line to greater prosperity via the Seeburg route.

How about *you*, is it "all aboard"?

J. P. SEEBURG PIANO CO.

209 State St., CHICAGO.

Write for illustrated booklet. You'll say Solomon was wrong—it's full of NEW THINGS—NEW GOOD THINGS.



ANOTHER SEEBURG WINNER

Farrar and Marcel Journet are heard in another complete act of "Faust" (the Church Scene) with the Metropolitan opera chorus. This act is listed in two records (89035 and 89037). Caruso and Journet are also heard in the finale of the first act of "Faust" (89039). These two numbers are of exceeding merit and afford further proof that opera in the home is no longer a dream. Other Red Seal records are the duet, "Song of the Swallows" from "Mignon," by Geraldine Farrar and Marcel Journet (89038); two "Otello" numbers by Mme. Alda, the "Ave Maria" (88213) and "Salce, Salce" (88214). Handel's famous Largo, sung by Charles Glibert, of the Manhattan opera forces (74155), is a sublime and finished piece of recording. Another Journet number listed for April is Marcello's air, "Piff, Paff," from "The Huguenots" (74156), and the waltz song from "Romeo and Juliet," sung by Blanche Arral, soprano (74151). As can be seen, this list is an imposing one and affords plenty of novelties to attract the consideration of those who consider the talking machine the greatest educator of the day. A feature of the regular Victor list is the potpourri from "The Arcadians," sung by the Victor Light Opera Co. (31775); two new Lauder songs (60005-70010); the vocal waltz, "My Hero," from "The Chocolate Soldier" (60012); two new Vienna Quartet records, "Bridal Song" (31772) and Strauss' "Southern Roses" waltz (31773). Other features of this list are the duet from "Martha" (31769), sung by Werrenrath and Macdonough, and Titl's "Serenade" for 'cello and flute (5768). This forms a very varied and interesting list of really standard compositions. The double-faced record Victor list, as noted elsewhere, contains a number of popular and standard numbers which will undoubtedly find a large market.

Five grand opera Amberol records are to be found in the imposing list issued by the National Phonograph Co. for April. These are all numbers of wide reputation and standing among lovers of opera music. The grand Air d'Agathe from "Freischutz" (B183), sung in charming manner by Marguerite Sylvia with orchestra accompaniment is a wonderful aria and makes a very interesting number. Florencio Constantino is represented by the Flower Song from "Carmen" (B184), which this famous tenor sings with rare charm. The famous waltz from Gounod's "Romeo et Juliette" (B185) is sung in French by Blanche Arral with exquisite taste and style. The Brindisi from Thomas' "Hamlet" (B186) is sung with great gusto in Italian by Ernesto Caronna. Walter Soomer is heard in Wagner's "Blick Ich Umber" from "Tannhauser" (B187). This poetic number is given a noble reading. The regular list of Edison Amberol records contains, as usual, a number of compositions both vocal and instrumental, sung and played by well known artists and organizations which, as printed elsewhere in this number, will interest dealers. The same may be said of the list of Edison Standard records, which include many numbers of great merit. They are all admirably diversified, the instrumental and vocal numbers being supplemented by some talking records; one in particular, "Sheridan's Ride," by Davenport (397 Amberol), should win great favor. Recitations by leading men of famous reputations are destined to win great favor as talking machine records. There are also two interesting numbers in Hebrew from "The Jewish Soul," a successful musical play, which are sung by Sadie Rosenthal—Die Toire (21015 Standard) and Ich Benk a Heim (10002 Amberol).

The Columbia list of double discs for April contains a great number of popular hits which are destined to find a large market. For instance "By the Light of the Silvery Moon," vocal quartet and selections from "The Belle of Brittany" (2799) make a strong combination. "The Cubanola Glide," tenor solo, and "Oh, What I Know About You," soprano solo (A800), and "That Mesmerizing Mendelssohn Tune," duet, and "The Mississippi Stoker," baritone solo (A801), make two more double discs, which are

sung by such well known singers as Ada Jones, Bert Williams, Collins and Harlan and Paul Southe. In fact, as will be seen from a perusal of the list printed elsewhere, the ten-inch list for April forms a goodly array of instrumental and vocal numbers. George Lashwood, the famous English vaudevillist, contributes the first of a number of records which he is to sing for the Columbia Co.—"Sea, Sea, Sea," and "In the Twi-Twi-Twilight" (A5157). This is the headliner of four excellent records in the twelve-inch list, which includes two sacred numbers (A5158), a violin, a flute and harp trio from "Maritana" and Mascagni's Intermezzo from "Cavalleria Rusticana," by orchestra, in which the harp is a prominent feature (A5159), and two selections from operas by Bizet and Gounod (A5160) played by Prince's Band. In the twelve-inch Symphony list David Bispham is represented by Gounod's "Ring Out Wild Bells" and Faure's "Psalms" (A5161). This famous baritone is heard to great advantage in these numbers and they demonstrate the virility and beauty of his voice. In the two-minute and four-minute Indestructible cylinder list the selections listed this month are widely and wisely chosen, and all are interesting. The Columbia list for April, taken as a whole, is one of the best they have put out in some time.

The Universal Talking Machine Co.'s Zonophone list for April contains an interesting list of double discs which both instrumentally and vocally should find an excellent market. As can be seen from the printed list elsewhere, orchestral, band, solo and vocal selections and dialect stories include many of the popular and standard compositions.

VICTOR CO. LOSE APPEAL

In Suit Against Hawthorne & Sheble Mfg. Co. for Alleged Infringement of Dennison Hollow Arm Patent—Judge McPherson's Opinion.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 1, 1910.

Yesterday the Circuit Court of Appeals of the United States, Third district, sitting in this city, handed down an opinion in the case of the Victor Talking Machine Co., Camden, N. J., against the Hawthorne & Sheble Mfg. Co., formerly here, but now bankrupt, affirming the decision of Judge McPherson in the lower court. Judge Gray wrote the opinion.

The defendants were charged with infringing patent No. 832,896, known as the Dennison or hollow arm patent, to which they demurred and were sustained, and the bill dismissed for lack of invention by Judge McPherson in the Circuit Court of the United States, Eastern district of Pennsylvania, March 12, 1909. In his decision, published in The World of April, 1909, Judge McPherson said:

"It is true that the improvement covered by the patent in suit is prima facie novel; the grant of letters carries with it such a presumption, but the presumption must give way if the court is clearly convinced, from examining the improvement, that the element of invention does not appear. In my opinion, such a situation is presented, as it seems to me no invention is disclosed by the device in question. What the patentee did was simply to take the old amplifying horn of a talking machine, cut it in two for reasons of convenience, and provide well-known means for refastening the parts when the occasion to operate the machine should arise. This did not call for the exercise of the inventive faculty, but merely for such skill as a capable artisan is not likely to lack."

From this opinion an appeal was taken by the Victor Talking Machine Co., with the foregoing result, which is final.

The attorneys of the Victor Talking Machine Co., Camden, N. J., were recently in New York looking up evidence in price-cutting cases. Something may be expected to drop pretty soon.

Exclusive selling rights are an exclusive Columbia policy, and it enables a good dealer to build a business and keep it.



MILWAUKEE'S BUDGET OF NEWS.

Spirit of Optimism Pervades Talking Machine Trade—Dealers Confident of Big Year—Jobbers Getting Liberal Orders—Gimbel Bros.' Fine New Department—Interesting Personalities—March Victor Records in Demand—Hoeffler Mfg. Co. Give Concerts—Many Visiting Dealers—A Poem by P. E. Conroy—Boost Edison Business Phonographs—Other News.

(Special to The Talking Machine World.)
Milwaukee, Wis., March 10, 1910.

A spirit of genuine optimism pervades the local talking machine trade just at the present time. Business is exceptionally good for this season of the year in both the wholesale and retail lines and predictions are being made that one of the most prosperous springs in the history of the trade will be experienced. In fact, dealers are confident that 1910 will be a "big year" in every sense of the word.

Judging from the manner in which retailers about the state are restocking at this time, stocks in machines, records or supplies are far from being large. Prosperity has been decidedly in evidence with the farmers of the state during the past year and dealers outside of Milwaukee say that this is reacting with favor upon the talking machine business.

"The wholesale business is keeping up remarkably well," said Lawrence McGreal, the well known jobber. "Dealers about the state have been buying much better than we had anticipated and the indications all point to a big spring trade. The Edison Amberola is selling remarkably well and the only trouble we are experiencing is to keep enough machines on hand to satisfy the trade. The Victrola trade is daily on the increase also."

One of the finest retail talking machine establishments in this city will soon be opened when Gimbel Bros., leading department store proprietors of the city, have completed their new quarters to house the complete line of Victor machines, records and supplies now handled by the big store. The piano department has been moved to new and larger quarters on the sixth floor of the store and the former piano quarters on the second floor are now being remodeled for the talking machine department. Everything will be strictly modern and the best that money can provide. Five sound-proof parlors are being prepared, to say nothing of an elaborate Victrola auditorium, something entirely new in this city. The new department is under the supervision of E. S. Bridge, manager of the piano department, but is in direct charge of L. C. Parker, an enthusiastic talking machine man.

Miss Gertrude Gannon, sister-in-law of Lawrence McGreal and the new owner of the McGreal retail store, has just returned to Milwaukee from two weeks' recreation at West Baden. Miss Gannon reports that the retail trade is exceptionally good for this season.

E. P. Plumie, western wholesale manager of the Columbia Phonograph Co., Chicago, was the

guest of A. G. Kunde, the local Columbia dealer, recently.

There are several big features in the new Victor records for March that are proving to be good sellers with the Milwaukee trade. One of them is a record by Commander Robert E. Peary, on "The Discovery of the North Pole," in which the discoverer gives an absorbing description of his journey to the apex of the earth. The three new records by Harry Lauder are also making a decided hit.

Several successful concerts have been conducted by the Hoeffler Manufacturing Co., of this city, during the past month under the direction of Manager J. H. Becker, Jr. A concert on the auxetophone at the recent Milwaukee automobile show at the Auditorium was one of the features of the week and proved a strong counter attraction to the large array of automobiles on display. Another auxetophone concert, held at the Grand Avenue Congregational Church, one of the fashionable churches of the city, was greatly appreciated by a very responsive audience. After a fine offering of sacred and classical music, Mr. Becker let loose with a little popular music that made a great hit. These concerts have been doing much to interest a class of trade that hitherto has not been over-enthusiastic over the talking machine proposition.

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

E. H. Phillips, manager of the credit department of the National Phonograph Co., and William P. Hope were also visitors.

William A. Schmidt, traveling wholesale representative of Lawrence McGreal, is meeting with a ready business in northern Wisconsin.

A large number of out-of-town Wisconsin talking machine dealers were in Milwaukee recently purchasing their spring stocks, including: William J. Voss, Appleton; Mr. Laun, of Laun & Erbe, New Holstein; E. O. Chase, Oshkosh; H. C. Smith, Whitewater; Otto Goldner and A. J. Buroff, Watertown; C. Hecker, Cambria; Mr. Iverson, of Reton Bros., Stevens Point, and C. H. Krause, of Port Washington.

A. G. Kunde, new owner of the downtown Columbia store, is now completely settled in his new quarters at 516 Grand avenue. A good business in both machines and records is reported by Mr. Kunde.

P. E. Conroy, the well known piano dealer of St. Louis, in a recent letter of condolence to Lawrence McGreal, Milwaukee's well known talking machine jobber, enclosed the following poem touching upon Mr. McGreal's recent bereavement in the loss of his little son, Jack McGreal. Mr. Conroy is a life long friend of the Milwaukee talking machine jobber.

—P. E. Conroy.

While sitting all alone to-night,
My thoughts revert to thee;
My dear old friend in days gone by,
When we could happy be.
Life, then to us had many charms,
Youth conquered all our woes;
Real grief was then unknown to us,
Nor numbered with our foes.

Time brings to all both joy and grief,
She wounds and heals by turns;
Each one must take his place in line,
And bear her scalds and burns.

Each thinks he bears the greatest load,
Its weight appears so great;
But all alike must bear his share,
'Twas so ordained by Fate.

Life is not composed of sunshine,
To form an endless chain;
Its many links too oft consist
Of darkness and of rain.

When memory's book unfolds the past,
Each page recalls anew
The trials, which we fought through life,
Now brought again to view.

The brave, true heart will surely say,
It must be selfish love,
To want his child to bear earth's woes,
When God chose heaven above.

The sacrifice you've had to make
Will one day be repaid,
When all our earthly toils are o'er
And cares aside are laid.

God, in His justice, thou wilt say,
"Your cross you nobly bore,
Come join our heavenly kingdom
Where partings are no more."

The Edison business phonograph received a big boost in Milwaukee recently when it was installed in the offices of R. G. Dunn & Co. Several fine sales in this line are reported by J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Manufacturing Co. "The Edison business phonograph should be in every up-to-date office and the time is coming when I hope to see this brought about in Milwaukee," said Mr. Becker.

WHAT HAPPENED THE BORROWER.

Bunch of Woe That Struck a Too Economical Dealer Who Wanted a Trade Paper Free.

Once upon a time a dealer who was too economical to take a trade paper sent his little boy to borrow the copy taken by his neighbor. In his haste, the boy ran over a four-dollar stand of bees, and in ten minutes looked like a watery summer squash.

His cries reached his father, who ran to his assistance, and failing to see a barbed wire fence, ran into it, breaking it down, cutting a handful of flesh from his anatomy and ruining a five-dollar pair of trousers.

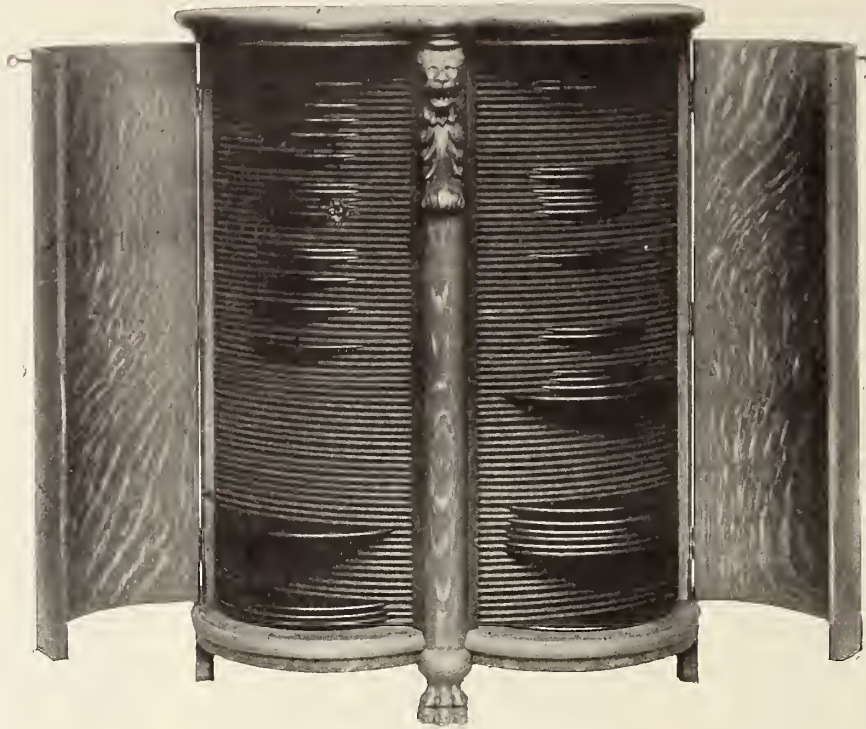
The old cow took advantage of the gap in the fence, got into the cornfield and killed herself eating green corn. Hearing the racket, his wife ran, upsetting a four-gallon churn full of rich cream into a basket of kittens, drowning the whole "flock." In her hurry she dropped a seven-dollar set of teeth. The baby, left alone, crawled through the spilled milk into the parlor and ruined a twenty-dollar carpet. During the excitement the oldest daughter ran away with the hired man, the calves got out and the dog broke up eleven sitting hens.

The L. W. Thompson Co. have opened a talking machine store on Fourth avenue, Louisville, Ky., with S. W. Blankenbaker as manager, and handle a complete line of Edison and Victor machines and records.

**Salter's
Improved
Cabinets**

Wherever you see this style of Cabinets, you may know they are

**SALTER'S
MAKE.**



No. 784. (SHOWN OPEN)

Each shelf is lined with soft green felt to prevent scratching of the records and makes an excellent appearance. Compartments are indexed to correspond with index cards furnished with the Cabinet.

**For Disc
or Cylinder
Machines**

If your Jobber does not handle our line, please give us his name and we will see that you are taken care of

Salter Mfg. Co.

337 to 343 N. Oakley Ave.
CHICAGO, ILL.

THE SAUNDERS' GHOST.

How Uncle Hiram and Aunt Ellen Were Scared Almost to Death by a Disabled Talking Machine and How the Mystery Was Explained.

Old Hiram Saunders and his wife, Ellen, were busy scurrying around getting the old farmhouse all spruced up for the rapidly approaching visit from the nephew who lived in the city, and who with a boy chum was coming to spend the holidays in the country, for the nephew had promised to surprise the old folks with some new-fangled machine which could talk and sing better than the majority of humans, and they naturally were anxiously awaiting his appearance.

Bert Richards and his chum, Harry Davis, arrived in due time and brought with them a disc talking machine and a goodly supply of records which did much to while away the evenings during their week's stay. When the visit was ended they left the outfit with the old folks and practically forgot about it, though Saunders and his wife still continued to derive much pleasure and amusement from it, albeit they regarded the machine as being almost super-human. After about a week or so, however, the starting lever of the machine got a little out of order, and Hiram, not caring to run the risk of breaking the mechanism in an effort to repair it, put the outfit in the garret, and there it remained for several months or until the time for the spring housecleaning.

One day while Mrs. Saunders was busy moving trunks and boxes around the garret she suddenly heard a mysterious voice, apparently coming from under a pile of old quilts. Her piercing scream brought Hiram on the run from the yard, only stopping long enough to grab a loaded shotgun on his way upstairs. A hurried investigation, however, failed to disclose anything but an old cabinet reposing under the quilts, and when the floor was vigorously pounded in the

heat of the search the mysterious voice ceased as suddenly as it had begun.

On several subsequent occasions, when the trunks and boxes in the garret were moved, the same wailing voice was heard, which came and went without apparent reason. It was not long before the mystery got on the nerves of both Saunders and his wife to such an extent that they were almost afraid to stay in the house alone, much less visit the garret.

Finally, the old couple could stand the presence of the supposed ghost no longer and confided their trouble to several of their friends who arranged to investigate the matter thoroughly and in a body. When the party entered the garret and proceeded to prod about vigorously the voice suddenly made its presence known to the consternation of the female members of the party who immediately fled out of the house. The more courageous of the men, however, traced the voice to the pile of quilts, and, raising them, discovered the talking machine with the disc revolving. When the machine was raised the jar caused the record to cease its motion and the mystery was practically solved.

One of the men, who knew something about "talkers," discovered that the tension of the brake had loosened and the slight jar would throw it away from the turntable or against with sufficient force to stop the revolutions. The real cause of the ghostly voice was thus explained, and the simplicity so impressed Hiram that now he wouldn't show the white feather if the ghost of Captain Kidd, armed to the teeth, should make its appearance.

S. B. DAVEGA VISITING SPOKANE.

S. B. Davega, president of the S. B. Davega Co., the oldest jobbing house in the Greater New York territory, is now in Spokane, Wash., looking after real estate matters in which he has a heavy financial interest. Mr. Davega is also owner of considerable property in this city; in

other words, he is a man of wealth, independent of his business.

FEWER FAILURES IN FEBRUARY

But Liabilities Have Been Exceeded Only Thrice in Seventeen Years.

Commercial casualties during February, according to statistics compiled by Bradstreet's, are smaller in number than in January, but considerably larger than in February of the previous year. The amounts involved also made a favorable showing by comparison with the figures for January, and show an increase over those of February, 1909.

The number of failures reported by Bradstreet's for the month just closed is 1,004, against 1,241 in January and 990 in February, 1909. These figures show a decrease of 19 per cent. from those of the previous month, but an increase of 1.3 per cent. over those of February, 1909.

The liabilities involved last month were \$16,170,103, a decrease of 6.7 per cent. from January, but an increase of 19.8 per cent. over those of February in the previous year.

For February the showing is far from favorable, the liabilities in fact having been exceeded only three times in the last seventeen years.

TO OPEN IN LOUISVILLE, KY.

The Tuell Phonograph & Novelty Co. have opened for business in Louisville, Ky., handling a very complete line of Edison and Victor talking machines and records. They have secured quarters at Baxter avenue and Christine street, with C. S. Ryan as manager.

NEW DEALER IN COLUMBUS.

W. C. Willard is a new Victor talking machine dealer in Columbus, Neb.

FRANK L. DYER'S STATEMENT

Regarding Misleading Articles in the Daily Papers Based Upon a Transaction in Which Thos. A. Edison Figured—Unfounded Conclusion Exploded.

Last month The World briefly explained the transaction whereby Thomas A. Edison acquired certain shares of stock in the Edison Phonograph Works, so the trade would not be misled by the ridiculously sensational and distorted reports that were appearing in the daily newspapers. To further clear up this misunderstanding, F. L. Dyer, president of the National Phonograph Co., has issued the following statement:

"My attention has been called to a recent article in a New York daily newspaper which has been widely copied, and wherein it stated that the future of the phonograph was not very bright. This article is entirely misleading and does not accord in any way with the views of myself or anyone connected with the Edison companies. The future of the phonograph was never so bright as at the present time; in fact, I feel that the surface has hardly been scratched. Orders are coming in so rapidly at the present time that we are not able to fill them promptly and the sales are entirely satisfactory. The fact that we are just starting in with the Amberola and a full line of grand opera records is certainly an indication that so far as we are concerned the future does not have to be questioned. If any one of us had the slightest doubt as to the future of the business, why should we be spending hundreds of thousands of dollars each year in advertising and a corresponding amount in the development of new lines and in experimental work?

"In connection with the very article under consideration it is interesting to inquire why, if Mr. Edison has any doubt as to the future of the business, he should be willing to spend \$155,000 in cash to acquire a minority stock interest? The whole transaction was simply this: that in

the early days of the phonograph business this particular minority block of stock of the Edison Phonograph Works was acquired by outside interests, and was later put up as collateral to secure the issue of bonds of another independent company (not controlled by Mr. Edison) having rights in certain foreign countries, and on which the interest payments were defaulted. These bondholders were anxious to realize something from their investment and Mr. Edison was willing to buy the stock, so that the transaction was consummated.

"The Edison Phonograph Works, as persons familiar with the business know, is a separate company located at Orange, N. J., and engaged only in the manufacture of machines, which are turned over to and are distributed by the National Phonograph Co. The National Co. manufactures all Edison records and sells directly to the trade. The National Co. in assets, property and amount of business done is immeasurably larger than Edison Phonograph Works. The purchase of this block of stock by Mr. Edison was a personal matter and has no direct bearing on the future of the phonograph business other than showing his confidence and a desire to withdraw the stock from litigation."

NEWS OF THE BALTIMORE TRADE.

February Business Very Satisfactory to Dealers—Lauder Records in Great Demand—Morris Silverstein Now Sole Proprietor—Some of the Most Popular Records—Other News of the Month Worthy of General Mention.

(Special to The Talking Machine World.)

Baltimore, Md., March 6, 1910.

February proved to be a good month in every line of the talking machine business. From the small machines and cheap records up to the Victor Victrolas and Columbia Grafonolas and Red Seal records the demand has been brisk. Each new monthly list has one or more selections that are particularly popular, while some

of those on the old lists are still in heavy demand.

Concerning the latter, the Harry Lauder records are a striking example. Manager Bowden, of the talking machine department of Sanders & Stayman, declares that the Lauder records have had an exceptional run and he has had a hard time to keep the supply equal to the requests for them. Mr. Bowden also reports good sales of the Victrolas and Grafonolas.

Morris Silverstein has made another change. He is now sole proprietor of the M. Silverstein Talking Machine Co., which was organized a little more than a month ago. Mr. Silverstein has dissolved partnership with Milton J. Kohner, who was one of the original organizers. Mr. Silverstein says that the Victrolas have been in demand both locally and outside of the city, with the result that he has consummated several good sales the past week and for February as a whole. One of the best hits of the present month, according to Mr. Silverstein, has been Gems from "The Belle of Brittany" and selections from "The Dollar Princess," on the Victor records. "Humming Birds," one of the latest out of the Columbia records, is another of the more popular renditions that has appealed to Baltimoreans.

In a general way "Miserere," from Il Trovatore, as sung by Caruso and Mme. Alda, has had by far the greatest run of the month at all the stores handling the Red Seal records. Another popular operatic record is that playing selections from "Faust."

The Edison and Victor machines and records have also had a good run at Droop & Sons Co., according to Manager Grottendick. Similar statements are made concerning the Victors and Edisons at H. R. Eisenbrandt Sons, Cohen & Hughes and Crowleys.

Cohen & Hughes have gotten back to their new store which was destroyed by fire several months ago. This location is at 315 North Howard street, and the firm extend a cordial invitation to their patrons and the public to call and inspect their reconstructed quarters.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by
Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs
or Talking Machines

High Grade English Steel,
each Needle Warranted as
to Point and Finish

NEEDLES

We are Sole Agents for
the Largest Needle
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SAPPHIRES

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ALL MAKES

FEED NUTS

For All Makes, Made of
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NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

RECORD BULLETINS FOR APRIL, 1910

NEW VICTOR RECORDS.

No.	ARTHUR PRYOR'S BAND.	Slze.
5767	Invincible Spirit March.....Brand	10
	VIENNA QUARTET.	
31772	Bridal Song (Brautlied) from Rustic Wedding Symphony.....Goldmark	12
31773	Southern Roses Waltz.....Johann Strauss	12
	CELLO AND FLUTE DUET BY HEINE AND LYONS, WITH ORCH.	
5768	Serenade.....Till	10
	VICTOR LIGHT OPERA CO., WITH ORCH.	
31775	Gems from "The Arcadian": "We Want to be Arcadians," "The Pipes of Pan," "The Girl with a Brogue," "Charming Weather," "Bring Me a Rose," "Truth Is Beautiful".....Wemperis-Monckton	12
	SOPRANO SOLO BY ELIZABETH WHEELER, ACCOMP. BY VICTOR ORCH., CELLO OBLIGATO BY HEINE.	
31774	Love Song (Chanson d'Amour).....Hollman	12
	DUET BY WERRENRATH AND MACDONOUGH, ACCOMP. BY VICTOR ORCH.	
31769	Lost, Proscribed—from "Martha".....Flotow	12
	COMIC SONGS BY HARRY LAUDER, WITH ORCH.	
60005	fley, Donal.....	10
70010	The Bounding Bounder, or "On the Bounding Sea".....	10
	THE "CHOCOLATE SOLDIER" VOCAL WALTZ, BY LUCY ISABELLE MARSH, ACCOMP. BY VICTOR ORCH.	
60012	My Hero—(From "A Chocolate Soldier").....Strauss	10

NEW RED SEAL RECORDS.

SIX RECORDS BY JOHN McCOORMACK, WITH ORCH.		
64117	The Minstrel Boy.....Moore	10
74157	Killarney.....Balfe	12
74158	Come Back to Erin.....Claribel	12
	WITH ORCH.—IN ITALIAN.	
88215	Lucia—Fra poco a me ricovero (Farewell to Earth).....Donizetti	12
88218	Bohème—Racconto di Rodolfo (Rodolph's Narrative).....Puccini	12
88217	Elisir d'amore—Una furtiva lagrima (Down Her Cheek a Furtive Tear).....Donizetti	12
	ANOTHER COMPLETE ACT OF FAUST.	
GERALDINE FARRAR, MARCEL JOURNET AND METROPOLITAN OPERA CHORUS, WITH ORCH.—IN FRENCH.		
89035	Faust—Scene de L'Eglise (I) (Church Scene, Part I).....Gounod	12
89037	Faust—Scene de L'Eglise (II) (Church Scene, Part II).....Gounod	12
	CARUSO AND JOURNET, WITH ORCH.—IN FRENCH.	
89039	Faust—Finale, Act I—"O merveille" (Heavenly Vision).....Gounod	12
	GERALDINE FARRAR AND MARCEL JOURNET, WITH ORCH.—IN FRENCH.	
89038	Mignon—Les Hirondelles (Soug of the Swallows).....Thomas	12
	FRANCES ALDA, SOPRANO, WITH ORCH.—IN ITALIAN.	
88213	Otello—Ave Maria.....Verdi	12
88214	Otello—Salce, Salce (Willow Song).....Verdi	12
	CHARLES GILBERT, BARITONE, WITH ORCH.—IN FRENCH.	
74155	Largo—from Nexas.....Haudel	12
	MARCEL JOURNET, BASS, WITH ORCH.—IN FRENCH.	
74156	Huguenots—"Piff! Paff!" (Marcello's Air, Act I).....Meyerbeer	12
	BLANCHE ARRAL, SOPRANO, WITH ORCH.—IN FRENCH.	
74151	Romeo et Juliette—Valse (Juliet's Waltz Song).....Gounod	12

DOUBLE-FACED RECORDS.

16468	(a) Autumn Voices Waltz (Lincke) (Herbststimmung).....Sousa's Band	10
	(b) Veritas March (Densmore).....Pryor's Band	10

16469	(a) The Darkies' Dream (Reeves).....Pryor's Band	10
	(b) Sorogulos Polka (Ochs) ("Free from Care").....Xylophone—Wm. H. Keltz	10
16454	(a) Old Folks at Home (Foster) (Swanee River).....Whitney Brothers' Quartet	10
	(b) Loch Lomond (Old Scotch).....Elizabeth Wheeler	10
16461	(a) If I had the World to Give You (Haydn-Clarendon).....Percy Hemus	10
	(b) Life's Lullaby (Gerald-Lanc).....Hamilton Hill	10
16462	(a) Dinah Dear (Larkins-Smith).....Collins and Harlan	10
	(b) The Girl in the Trolley.....James Devins	10
16463	(a) A Talk on Married Life.....Murray K. Hill	10
	(b) Negro Medley.....American Quartet	10
16464	(a) Menuett (Boecherini).....Victor String Quartet	10
	(b) Lilac Blossoms (Weinrich).....Pryor's Band	10
16465	(a) The Light of the World Is Jesus.....Whitney Brothers' Quartet	10
	(b) He Leadeth Me (Gilmore-Bradbury).....Mr. and Mrs. Wheeler	10
16466	(a) Roll, Jordan, Roll.....Fisk University Jubilee Quartet	10
	(h) Banjo Song (Dunbar).....J. A. Myers	10
16467	(a) The Garden of Roses (Dempssey-Schmid).....Macdonough and Haydn Quartet	10
	(b) My Garden That Blooms for You (Evans-Lusk).....John B. Wells	10
16470	(a) Sweet Memories.....Abt's Mandolin Orchestra	10
	(b) 1—The Tear (Witt).....Victor Brass Quartet	10
	2—Worship of God (Beethoven).....	10
16471	(a) A Darcy's Romance (Grimsshaw).....Vess L. Ossman	10
	(b) I Want a Girl from Yankee Doodle Town (Chattaway).....Billy Murray	10
35100	(a) Gold and Silver Waltz (Lehar).....Victor Dance Orchestra	12
	(b) Erminie Selection (Jacobowski).....Pryor's Band	12

THE MARCH SPECIAL BULLETIN.

16472	(a) That Mesmerizing Mendelssohn Tune (Berlin).....Collins and Harlan	10
	(b) Wild Cherries Rag (Snyder).....Victor Orchestra	10
16473	(a) Dollar Princess Waltz (Leo Fall).....Victor Orchestra	10
	(b) Waltzes from "A Chocolate Soldier" (Strauss) (In slow waltz time for dancing).....Pryor's Band	10
3769	The Cubanola Glide (Vou Tilzer).....Billy Murray	10

NEW EDISON AMBEROL RECORDS.

393	Morning, Noon and Night in Vienna.....National (London) Military Band
394	I'm Longing for the Old Days, Marguerite.....Manuel Romain
395	That Mesmerizing Mendelssohn Tune.....Collins and Harlan
396	Selection from Babes in Toyland.....Victor Herbert and His Orchestra
397	Sheridan's Ride.....Edgar L. Davenport
398	Old Jim's Christmas Hymn.....Anthony and Harrison
399	It's a Lie.....Edward M. Favor
400	Cavatina from "La Favorita".....H. Benne Henton
401	Rastus, Take Me Back.....Marie Dressler
402	Down in the Little Mossy Dell.....Stanley and Gillette
403	The Two Happy Darkey Boys.....Golden and Hughes

404	The Thunderer and The Gladiator Marches.....Sousa's Band
405	Betsy Ross.....Frederick H. Potter and Chorus
406	Saved by Grace.....Edison Mixed Quartette
407	Lady Love.....Billy Murray and Quartette
408	Mia Cara Waltz.....American Symphony Orchestra
409	My Love Is Greater Than the World.....W. H. Thompson
410	Ludwig's Air Castle.....Ada Jones and Len Spencer
411	Wait for the Wagon Medley.....Premier Quartette
412	A Day at West Point.....New York Military Band

EDISON AMBEROL RECORD IN HEBREW.

10002	Ich Benk A Heim (Friedsell).....Sadie Rosenthal
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NEW EDISON STANDARD RECORDS.

10335	Dixieland.....Sousa's Band
10336	I'd Rather Say "Hello" Than Say "Good Bye".....Mannel Romain
10337	Zoo Loo.....Collins and Harlan
10338	To a Wild Rose.....Victor Herbert and His Orchestra
10339	Before I Go and Marry I Will Have a Word with You.....Ada Jones
10340	Blest Be the Tie That Binds.....Anthony and Harrison
10341	Come After Breakfast.....Alexander Prince
10342	The Despatch Rider.....Alexander Prince
10343	Uncle Josh in a Chinese Laundry.....Cal Stewart
10344	The Belle of the Barber's Ball.....Ada Jones and Billy Murray
10345	How Can They Tell I'm Irish.....Edward M. Favor
10346	Cloud-Chief.....American Symphony Orchestra
10347	Can't You See?.....Byron G. Harlan
10348	A Coon Wedding in Southern Georgia.....Peerless Quartette
10349	Miss Liberty March.....New York Military Band

EDISON STANDARD RECORDS IN HEBREW.

21015	Die Toire (Friedsel).....Sadie Rosenthal
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EDISON GRAND OPERA AMBEROL RECORDS

B-183	Freischütz—Grand Air d'Agathe (Weber). Orch. Accomp. (Sung in French).....Marguerite Sylva
B-184	Carmen—Romance de la Fleur (Bizet). Orch. Accomp. (Sung in French).....Florenco Constantino
B-185	Romeo et Juliette—Valse (Gounod). Orch. Accomp. (Sung in French).....Blanche Arral
B-186	Hamlet—Brindisi (Thomas). Orch. Accomp. (Sung in Italian).....Ernesto Caronna
B-187	Tannhauser—Blick ich umher (Wagner). Orch. Accomp. (Sung in German).....Walter Soomei

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

A799	By the Light of the Silvery Moon (Gus Edwards). Vocal Quartette, Male Voices. Orch. Accomp. Columbia Quartette Belle of Brittany—Selections (Talbot and Koru). Prince's Orchestra (One side copyrighted, additional price, 2c.)
A800	Cubanola Glide (H. Vou Tilzer).—Tenor Solo, Orch. Accomp. Paul Southe Oh, What I Know About You! (McKeon, Piano and Walker).—Soprano Solo, Orch. Accomp. Ada Jones (Two sides copyrighted, additional price, 4c.)
A801	That Mesmerizing Mendelssohn Tune (Irving Berlin).—Baritone and Tenor Duet, Orch. Accomp. Collins and Harlan The Mississippi Stoker (Bert Williams).—Baritone Solo, Orch. Accomp. Bert Williams (One side copyrighted, additional price, 2c.)
A802	Belle of Brittany—Waltz (Talbot and Korn). Prince's Orchestra Belle of Brittany—Two Giddy Goats (Howard Talbot).—Baritone and Soprano Duet, Orch. Accomp. Stanley and Stevenson
A803	My Southern Rose (Earl Taylor).—Tenor Solo, Orch. Accomp. Henry Burr Two Dirty Little Hands (Cobb and Edwards).—Baritone Solo, Orch. Accomp. Carroll Clark (One side copyrighted, additional price, 2c.)
A804	Oh, How That German Could Love! (Berliu and Snyder).—Comic Song, Orch. Accomp. Irving Berlin My Little Dutch Colleen (J. B. Mullin).—Tenor Solo, Orch. Accomp. Billy Murray (One side copyrighted, additional price, 2c.)
A805	Little Black Lamb (Theo. Morse).—Baritone Solo, Orch. Accomp. Carroll Clark As the Ivy Loves the Oak (John W. Bratton).—Bass Solo, Orch. Accomp. John Dunsmore
A806	The Larks Festival (M. A. Brewer).—Piccolo Solo, Orch. Accomp. Marshall P. Lufsky The Invincible Eagle March (Sousa).—Banjo Solo, Orch. Accomp. Vess L. Ossman
A807	Farther, Farther in the World (Mase, Mase, V. Vilagh) (Danko Pista).—Instrumental Liberty Horn (Targatto), Cymbal Accomp. A. Selzer One Little Girl in the World for Me (Czok et Kiszlain o Vilago) (Kohn Laslo).—Instrumental Liberty Horn (Targatto), Cymbal Accomp. A. Selzer
A808	In the Woods—Waltz (En la Montaña). Banda de Artilleria The Winning Horseman—March (Primero de Montada). Banda de Artilleria
A809	Rock Me to Sleep, Mother (Ernest Leslie).—Contralto Solo, Orch. Accomp. Mrs. A. Stewart Holt A Winter Lullaby (R. DeKoven).—Contralto Solo, Violin, Flute and Piano Accomp. Mrs. A. Stewart Holt

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

A5157	Sea, Sea, Sea (Mills and Scott).—Baritone Solo, Orch. Accomp. George Lashwood In the Twi-Twi-Twilight (H. E. Darewski, Jr.).—Baritone Solo, Orch. Accomp. George Lashwood
A5158	When the Mists Have Rolled Away (Ira D. Sankey).—Baritone and Tenor Duet, Orch. Accomp. Harrison and Anthony Jesus Is My Light and Song (W. J. Kirkpatrick).—Baritone Solo, Piano Accomp. Gipsy Smith
A5159	Mariana—Scenes That Are Brightest (Wallace).—Violin, Flute and Harp Trlo. Schuecker, Stehl and Lufsky

Cabinet for the Victrola No. 12

Every dealer who has had them says they are great.

We are now putting a rim around the top, so that when the Victrola is set on it looks like one Cabinet.

In producing this Cabinet we have realized what a finished piece the Victrola No. 12 is.

Our Cabinet is beautifully piano polished on the outside and we have even finished it inside.

Note the needle box, indexed compartments and card, shelf to handle records on, casters if desired.

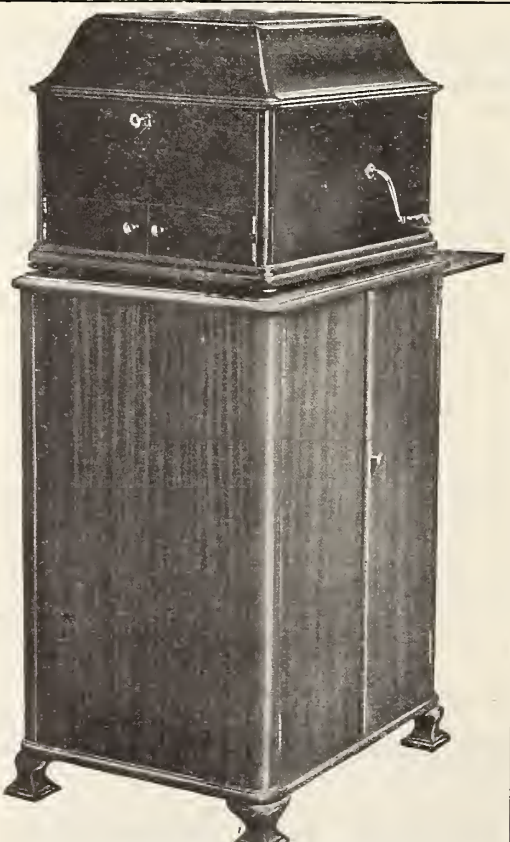
Not a talking point overlooked.

The price will enable you to add on your profit and make sales all around the \$200 outfit.

If you are a dealer we will send you our beautiful Sales Helping 32-Page Catalog illustrating 96 Snappy Cabinets for Victor Records, Edison Cylinders, Rolls for every Piano Player and Sheet Music of every size.

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INDIANAPOLIS, IND.



No. 442. CABINET FOR VICTROLA No. 12—Height 34 inches. Width 24 inches. Depth 20 inches. Mahogany only. Holds 190 12-inch Disc Records.

Cavalleria Rusticana—Intermezzo, introducing Harp (Mascagni).....Prince's Orchestra
 A5160 The Pearl Fishers—Selections (Bizet).....
Prince's Band
 Romeo and Juliet—Selections (Gounod).....
Prince's Band

**COLUMBIA 12-INCH SYMPHONY NO. 1.
 DOUBLE-DISC RECORDS.**

A5161 Ring Out, Wild Bells (Ch. Gounod).—Baritone Solo, Orch. Accomp.....David Bispham
 The Palms (Faure).—Baritone Solo, Orch. Accomp.....David Bispham

**COLUMBIA 2-MINUTE INDESTRUCTIBLE
 CYLINDER RECORDS.**

1302 Boston Commandery March (Carter).....Band
 1303 Put on Your Old Gray Bonnet (Wenrich).—
 Baritone Solo with Male Chorus.....
Byron G. Harlan and Chorus
 1304 Nazareth (Gounod).....Stanley Kirby
 1305 Cuhandola Gilde (Harry Von Tilzer).—Baritone and Tenor Duet.....Arthur Collins and Byron G. Harlan
 1306 Belle of Yokohama (Thurban).....Orchestra
 1307 Beulah Land (Sweeney).—Baritone Solo.....James F. Harrison
 1308 Infantry Calls, No. 1—Official.—Bugle Calls.....John Fletcher
 1309 Eileen Alannah (Thomas).....Thomas Jackson
 1310 Wild Cherries—Coony Spoozy Rag (Snyder).—
 Baritone Solo.....Arthur Collins
 1311 Boy Trumpeter—Intermezzo (Chueca and Valverde).....Band
 1312 Shall We Meet Beyond the River? (Rice).—
 Baritone and Tenor Duet.....Harry Anthony and James F. Harrison
 1313 Just Plain Folks (Stonehill).—Soprano Solo.....Ada Jones
 1314 Anchored (Watson).....Norman Williams
 1315 Love's Serenade (Von Blon).....Instrumental Trio
 1316 Carrie Marry Harry (Von Tilzer).—Tenor Solo.....Walter Van Brunt
 1317 Emmaline (Jerome and Schwartz).—Soprano and Tenor Duet, Ada Jones and Walter Van Brunt
 1318 My Southern Rose (Taylor).—Tenor Solo.....Walter Van Brunt
 1319 The Yeoman's Wedding (Poniatowski).....Harry Thornton
 1320 Violets (Wright).....Stanley Kirby
 1321 Liberty Bell March (Sousa).....Band

**COLUMBIA 4-MINUTE INDESTRUCTIBLE
 CYLINDER RECORDS.**

3050 (a) Semper Fidelis March (Sousa). Lacalle's Band
 (b) The Famous 22d Regiment March (Gilmore).....Lacalle's Band
 3051 When the Mists Have Rolled Away (Sankey).—
 Baritone and Tenor Duet.....Harry Anthony and James F. Harrison
 3052 Good-night, Little Girl, Good-night (Macy).—
 Tenor Solo.....Henry Burr
 3053 Sweet Longings (Menzel).—Harp, Flute and Violin.....Instrumental Trio
 3054 Hosanna (Granier).—Baritone Solo.....Jas. F. Harrison
 3055 La Sereneta—Italian Waltz. (Jaxone).....Orchestra
 3056 Peaches and Cream (Spencer).—Vaudeville.....Len Spencer and Ada Jones
 3057 (a) Would You Mind Passing the Salt (Lawrence).....Ed. M. Favor
 (b) Now We Can Both Laugh Together (St. John and Warwick).—Tenor Solo.....Ed. M. Favor
 3058 Asthore (Darling) (Trotiere).—Tenor Solo.....Harry Anthony
 3059 The Whispering of the Flowers (Von Blon).....Lacalle's Band

ZONOPHONE DOUBLE RECORD DISCS.

ZONOPHONE CONCERT BAND, 10-inch.
 5612 (a) Garde Jaeger Zu Pferde—Military Characteristics.....Lincke
 (b) The Crusader March.....Sharp
 5613 (a) Tobasco—Ragtime Waltz.....Johnson
 (b) Corn Shucks—March and Twostep.....Kuhn
 5614 (a) Paraphrase "Nearer, My God, to Thee"—
 Trombone Solo, Played and arranged by.....Gardelle Simon
 (b) Slumber Sweetly.....Beaumont
 ZONOPHONE ORCHESTRA.
 5611 (a) The Chocolate Soldier Waltzes.....Strauss
 (b) Gems of Ireland Waltzes.....Christie
 ACCORDION SOLOS.
 J. J. KIMMEL.
 5615 (a) The Indian Intermezzo.....
 (b) Scotch Pipes.....
 CORNET SOLOS WITH ORCH. ACCOM.
 BOHUMIR KRYL.
 5616 (a) Columbia—Fantasia Polka.....Rollinson
 (b) Miserere—From "Il Trovatore".....Verdi
 VOCAL SELECTIONS WITH ORCH. ACCOM.
 FRANK C. STANLEY.
 5617 (a) Brown October Ale.....De Koven
 (b) A Soldier's Song.....Mascherom
 ADA JONES AND BILLY MURRAY.
 5618 (a) I'm Awfully Glad I Met You.....Meyer
 (b) I'm Looking for a Sweetheart, and I Think You'll Do.....Klein
 ADA JONES AND LEN SPENCER.
 5619 (a) Mr. and Mrs. Malone—Irish Character Sketch.....
 (b) The Suffragettes—Descriptive.....PEERLESS MALE QUARTET.
 5620 (a) Heaven Is My Home.....Taylor
 (b) God Be with You 'Till We Meet Again.. Tomer
 YANKEE DIALECT STORIES.
 CAL STEWART.
 5621 (a) Uncle Josh on a Fifth Avenue Bus.....
 (b) Uncle Josh in Society.....
 MISCELLANEOUS VOCAL SELECTIONS.
 5622 (a) Irish Blood (Mack).....Ada Jones
 (b) Take Me Out for a Joy Ride (Mills).....Billy Murray

The blindest employer is he who treats a truly reliable man like a dub of an office boy.

MODEL MOVING PICTURES

Exhibited by the Censors Before the Board of Education.

Prominent educators of this city, including Superintendent Maxwell, Superintendent Leipziger of the Board of Education's Bureau of Public Lectures, Dr. Charles Sprague Smith of the People's Institute, and most of the Board of Education members assembled recently in the board room of the Board of Education building to witness the "Board of Censorship" model moving picture show.

The "Board of Censorship" was organized about a year ago by the People's Institute, the Women's Municipal League, the Parks and Playgrounds Association, and the Public Education Association to pass on moving picture shows.

Superintendent Maxwell then read a telegram from Thomas A. Edison, the inventor, who is now in Florida, saying that in Mr. Edison's opinion the time will soon come when the majority of our citizens will be educated, in part at least, by moving pictures.

Then the lights were turned down, and moving pictures of an educational nature were thrown on the screen. The subjects represented included "Wild Beasts in Their Haunts," "East Indian Temples," "Tobacco Culture in Java," "A Lesson in Chemistry," "The Fly as a Disease Agent," "The Life of Washington," "The American Fishing Industry," and "The Metamorphosis of the Caterpillar." Dr. Maxwell said that moving pictures would not be used in the public schools of the city in the near future. The exhibition will be repeated in other parts of this city in the next few weeks.

JACOT CO.'S NEW QUARTERS.

Handsomely Arranged and Equipped for Trade—Expect Larger Business in New Quarters.

With the removal of the Jacot Music Box Co. from 39 Union Square to 25 West 35th street, New York, not only is more room obtained for the display and storage of stock, not to mention better facilities for demonstrating purposes, but it seems certain their business will be greatly improved. They occupy the entire four-story building, which is within a short distance of Fifth avenue and in the neighborhood of all the large retail establishments in the music district of the city. The first, or street, floor is the

1866 1910

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

It Absolutely Prevents Rust.

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 NEW BEDFORD, MASS.

store or retail department, where ample room is had for a proper arrangement of the stock, storage of records, seven demonstrating booths, etc. The wholesale department and the private office of A. H. Jacot in front and the general offices in the rear are on the second floor. The third and top floors are for stock. A large swinging sign will be installed in front of the building so it can be easily seen from Fifth avenue.

In speaking of his new place and the prospects Mr. Jacot, president and general manager, said: "We have been at Union Square for upwards of thirty years and we were well known there. However, that part of the city is no longer suitable for the business; that neighborhood has been ruined for us, and we were glad to get away. We believe that here a much better business will come our way as soon as our location becomes known. Our name is familiar to the people of New York and vicinity as veterans in the line, and I imagine this will be something of a factor. Of course we shall advertise extensively. We propose pushing our wholesale trade more energetically than ever."

Hurry is the mark of a weak mind; despatch is the mark of the strong one. Even a fussy hen takes it coolly when she is laying an egg.

To Edison dealers in cities, manufacturing towns, and wherever much business correspondence is carried on

You will find the

Edison Business Phonograph

a profit builder for you, in a field that is practically without competition. Besides you will be able to use it to advantage in your own correspondence. In your regular Phonograph business it is an excellent adjunct in demonstrating how Phonograph Records are made.

It is only a matter of a very short time before all business correspondence will be carried on by letters dictated to the Edison Business Phonograph. Get in now while the field is young, while competition is small and the profits are big.

Write us for full particulars to-day.

Edison Business Phonograph Company, 207 Lakeside Avenue, Orange, N. J.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., March 7, 1910.

TALKING MACHINE. Eldridge R. Johnson, Merion, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 13,069.

This invention relates to the art of recording and reproducing sounds, and has for its object, among others, to provide improvements in apparatus for reproducing sounds from a record of the same, by means of which the quality and naturalness of the recorded sounds are reproduced with greater faithfulness, and also with a reduction of the commingled extraneous sounds, which are usually present, and which appear to be made by the operation of the reproducing apparatus, for instance, among others, the scratching usually produced by the contact of the apparatus when in operation, among which producing, and other sounds given out by parts of the apparatus when in operation, among which may be mentioned the sounds that might be made by the motor when operating.

Among the other objects of the invention is to provide apparatus for imparting resonance to the reproduced sounds; to modify such sounds after amplification; to deflect the sounds after amplification; to protect and conceal the operative parts of the apparatus, to improve the appearance of the talking machine as a whole, so as to provide an ornamental piece of furniture, and to provide, in connection with the cabinet of such a talking machine, convenient means for the storage of records, needles and other accessories.

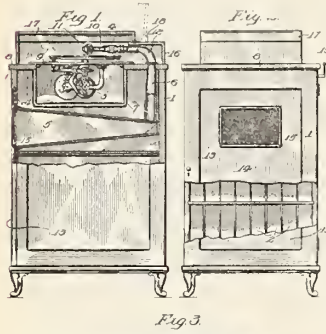
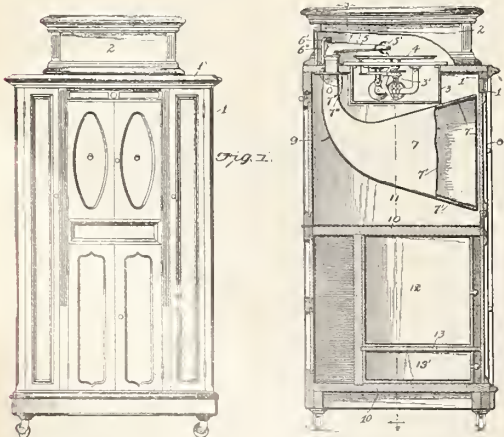


Figure 1 represents one form of the improved talking machine and cabinet therefor, shown in section at its upper portion; Fig. 2 is a front elevation thereof, showing the lower portion of the front of the casing broken away, and Fig. 3 is a detail perspective view of the sound amplifying portion of the sound-conducting tube.

TALKING MACHINE. Eldridge R. Johnson, Merion, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 946,442.

The main objects of this invention are: To provide in a talking machine means whereby the quality of the reproduction will be improved; to provide a talking machine having a sound



amplifier and improved means whereby the reproduced sounds may be modified and whereby the reproduced sounds may be controlled in direction after amplification; to provide a talking machine having an amplifier enclosed in a cabinet provided with an outlet opposite to and of substantially the same area as the delivery end of the amplifier and with a plurality of

doors for opening and closing the outlet; to provide a talking machine having an amplifier enclosed in a cabinet and having a restricted opening surrounding the mouth of the amplifier and leading through a wall of the cabinet; to provide an enclosed talking machine having an improved arrangement of compartments for holding records, needles and other talking machine accessories; to provide an improved sound amplifier.

In the accompanying drawings Figure 1 is a front elevation of a talking machine constructed in accordance with this invention; Fig. 2 a vertical section of the same on line 2—2 of Fig. 3, and Fig. 3 a vertical sectional view of the same on line 3—3 of Fig. 2.

SOUND-BOX. George L. Coleman, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 946,015.

The main objects of this invention are to simplify the construction of the sound-box, with a view to rendering the parts readily removable and replaceable; to so design and combine the parts as to form a compact, neat and durable construction; to provide and improve mounting for the diaphragm; to provide means for preventing injury to the diaphragm; to provide an improved stylus bar mounting; to provide an improved yielding mounting for the box; and to provide other improvements which will appear as the invention is further disclosed.

In the accompanying drawings, Figure 1 is a front elevation of a sound box constructed in accordance with this invention; Fig. 2 a side elevation of the same; Fig. 3 a bottom plan view of the same; Fig. 4 a longitudinal section of the same upon line 4—4 of Fig. 1 looking in the direction of the arrows; Fig. 5 a fragmentary perspective upon an enlarged scale of one side of the sound box casing; Fig. 6 a perspective in detail of the stylus bar; and Fig. 7 a perspective in detail of the plate for securing the stylus bar to the box.

SOUND REPRODUCING DEVICE. John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 947,227.

This invention relates to sound reproducing devices, and especially to those devices which are used to augment or amplify the sounds which are being reproduced from a record.

The object of the invention is to dispense with the ordinary megaphone, sound amplifying-trumpet, or horn which is usually used to amplify the sounds reproduced by talking machines, and to increase the volume of the tones by means of an amplifier having sound-boards which are caused to vibrate in sympathy with the vibration of the air conducted between the same from the sound conveying tube.

A further object of the invention is to convey the vibrations from the reproducer to the sound amplifying device without loss, and then to allow the said vibrations to emerge between the sound-boards of the amplifier.

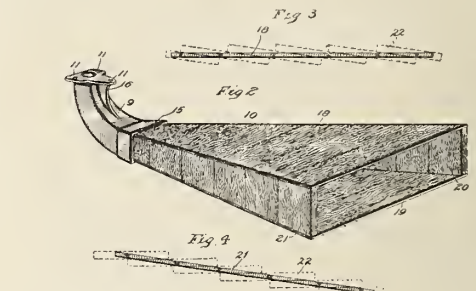
A further object of this invention is to support the amplifier at one end only so that the sound-boards may be free to respond to the vibrations imparted to them from the sound reproducer.

A further object of this invention is to make the sound-boards used in connection with the sound amplifying device resonant in order to cause the same to readily vibrate in sympathy with the air enclosed between the same.

Figure 1 illustrates a sound reproducing device provided with an improved sound amplifier, the main portions of the same being shown in cross-section; Fig. 2 is a perspective view of an improved sound augmenting device; Fig. 3 is a diagrammatic view showing the method employed

so as to make the sound boards of the sound amplifying device resonant, and Fig. 4 is a view similar to Fig. 3 showing the method of constructing the inner sides of an improved device.

Referring to the drawings, one embodiment of this invention comprises a casing or talking machine cabinet 1 upon the top of which is the



housing 2, which contains the turntable 3, the reproducer 4 and the swinging arm 5. The larger end of the tapering swinging reproducer arm 5 is pivoted as at 6 to a hollow bushing 7 which communicates with the smaller end 8 of a hollow bracket, or elbow 9, the opposite end of which is adapted to support a sound amplifying device 10.

SOUND-BOX FOR TALKING MACHINES. Louis P. Valiquet, New York, assignor by mesne assignments to the Victor Talking Machine Co., Camden, N. J. Patent No. 946,589.

The main objects of this invention are to provide an improved sound-box casing, an improved mounting for a stylus bar, an improved mounting for a diaphragm and other improvements.

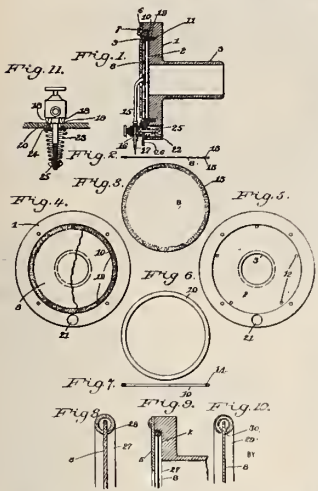
In the drawings, Figure 1 is a central vertical section of a sound-box constructed in accordance with this invention. Fig. 2, a face view of the same with the cover thereof removed, showing the annular cushion of insulating material upon which the diaphragm is seated; Fig. 3 a similar view, showing the diaphragm in position; Fig. 4, a side elevation, partly in section, of the stylus bar and its mounting, the sound-box casing being indicated in dotted lines; and Fig. 5 is an end elevation of the stylus bar.

SOUND-BOX FOR TALKING MACHINES. Louis P. Valiquet, New York, assignor by mesne assignments to the Victor Talking Machine Co., Camden, N. J. Patent No. 947,534.

The main objects of this invention are: To provide in a sound-box for talking machines an

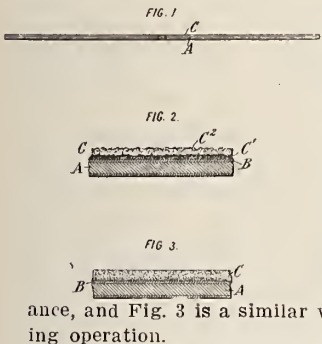
improved mounting for a stylus bar; to provide an improved mounting for a diaphragm.

In the accompanying drawings, which illustrate a preferred embodiment of the invention, Figure 1 is a central longitudinal section of a sound-box constructed in accordance with the invention. Fig. 2 is a cross-section of the diaphragm; Fig. 3 is a face view thereof; Fig. 4 is a front elevation of the sound-box with the cover and stylus-holding arm removed and with the diaphragm partially broken away; Fig. 5 is a front elevation of the sound-box with the cover stylus holding bar and diaphragm removed; Fig. 6 is a face view of a ring for supporting the diaphragm; Fig. 7 is a cross-section thereof; Fig. 8 is a cross-section of a portion of the diaphragm and a flexible ring for supporting the same; Fig. 9 is a cross-section of a portion of the sound-box with the diaphragm support shown in Fig. 8 applied thereto; Fig. 10 is a cross-section of a portion of the diaphragm and a flexible spring ring for supporting the same and showing another construction embodying this invention; and Fig. 11, is a view, partially in elevation and in section, illustrating an adjustable rocking support for the stylus-holder, being an enlarged view of certain parts shown in Fig. 1.



PROCESS OF MAKING RECORDS FOR PHONOGRAPHS. William Sanderson, New York, N. Y. Patent No. 947,777.

This invention relates to an improved process of making cylinder and disc records.

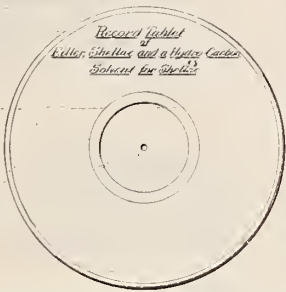


COMPOSITION FOR SOUND RECORDS AND OTHER OBJECTS. John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 943,314.

The object, therefore, of this invention is to produce such a composition or mixture for use in sound records and other objects which will not only have all the advantages of the mixtures of shellac and the different body materials which have heretofore been used, but will also have distinct advantages over the same, according to the inventor.

Gum shellac, when in its purest form and highest grade, resembles well seasoned glue in consistency and color, and it is the aim of manufacturers of records to obtain shellac as near to this standard as possible. Of course, shellac when received by the users in the regular course of trade varies considerably in the texture and quality, and it has been the aim of the inventor to provide an ingredient or substance which will not only improve the texture and quality, but will reduce the shellac to a uniform grade. It has been found that by adding certain hydrocarbons to gum shellac that this result is produced in an extremely economical and satisfactory manner. Furthermore, different earthy materials, such as fossil flour, clay, powdered silica, metallic oxides, and other cheap earthy material and pigments, require greatly varying amounts

of shellac to produce the requisite adhesive purpose and toughness to the composition. In the use of the improved composition and embodiment of these materials provides a much more uniform quantity of the binder heretofore attained by gum shellac.



forming a part of this specification is illustrated a sound record tablet of the disc type with the names of the ingredients inscribed thereon, although it is obvious that the intention is not limited to any particular shape or type of tablet.

RECORD PLATE FOR GRAPHOPHONES AND LIKE MACHINES. William C. Rhodes, Cleveland, O. Patent No. 946,563.

This invention relates to record plates for graphophones and like machines. In the accompanying drawing, Figure 1 is a plan view of the plate or disc, and Fig. 2 is a central cross-section thereof.

PHONOGRAPHIC RECORDING APPARATUS. Thomas A. Edison, Llewellyn Park, Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 950,226.

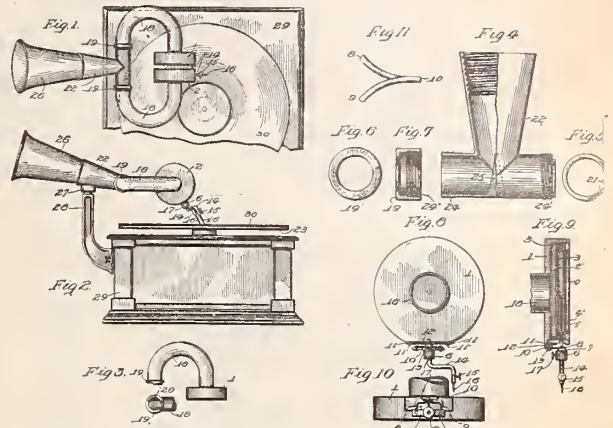
This invention relates to various improvements in phonographic recording apparatus, and the object is to provide an apparatus for the purpose, wherein superior results can be obtained. It is found that vibrations of abnormal amplitude, caused by very high, shrill tones, like those of a soprano voice, or resulting from abnormal reinforcements of certain tones by the tone due to the resonance of the air column in the funnel, result in the cutting stylus leaving the record surface, producing the disagreeable effect of blasting. This result is due to the fact that the diaphragm in vibrating toward the record surface encounters the very considerable resistance imposed upon the stylus in effecting the cutting of the material, while in vibrating in the opposite direction, the diaphragm encounters little or no resistance. Consequently, under the effect of condensations of sound waves, the movement of the diaphragm is limited, while under the effect of the refraction of sound waves the movement of the diaphragm becomes abnormal and permits the stylus to jump free of the record surface. The accompanying drawing illustrates a sectional view of a recording mechanism equipped with the improved compound spring.

TALKING MACHINE. John B. Browning, Kansas City, Mo., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 948,040.

The objects of this invention are to provide in a talking machine a plurality of sound boxes arranged to reproduce either simultaneously or separately the same tones from a single record, and to arrange the said boxes so that the operator is enabled to change the volume and quality of the sound at will, by raising one box, while the other continues playing; to provide means whereby a pair of independent sound boxes may be supported by a single sound tube; to provide an improved mounting for a diaphragm; to provide an improved mounting for a stylus bar; to provide means for the lateral adjustment of a

stylus needle with respect to its stylus bar.

Referring to the drawings: Figure 1 is a plan view of a talking machine having the improvements embodied therein. Fig. 2 is a side



elevation of the same. Fig. 3 shows an enlarged plan and end view of one of the U-shaped tubes as used in this device. Fig. 4 is a half section and half elevation of the tee connection. Fig. 5 is an end view of one portion of said tee. Figs. 6 and 7 are front and sectional views, respectively, of one of the couplings. Figs. 8, 9 and 10 are side, central sectional, and bottom views, respectively, of one of the reproducers, and Fig. 11 is a diagrammatic view of the spring used in this device.

GRAPHOPHONE. Baxter Morton, New York, assignor by Mesne assignments to Hawthorne & Sheble Manufacturing Co., Philadelphia, Pa. Patent No. 848,959.

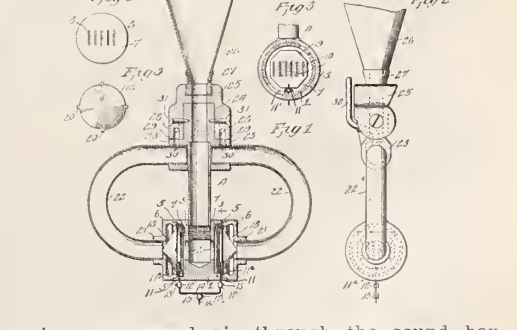
This invention has for its object the provision of a graphophone in which the reproducer is not impelled across the record by means of a mechanical feed mechanism such as a screw or rack.

In the accompanying drawings forming part of this application is illustrated the invention as embodied in a graphophone of the disc type, the stylus of the reproducer being yieldingly propelled across the record in a plane parallel to the surface of the disc with the stylus tracking in the record groove and restrained against too rapid movement thereby.

In the drawing, Figure 1 is a view in side elevation of a complete graphophone embodying the present invention. Fig. 2 is a view partly in elevation and partly in section of the reproducer, the reproducer carriage and a portion of the record tablet and support therefor.

DUPLEX REPRODUCER FOR PHONOGRAPHS. Frank P. Beck, Richmond, Va. Patent No. 950,428.

This invention relates to duplex reproducers for phonographs, and one of the principal objects of the same is to provide means for con-

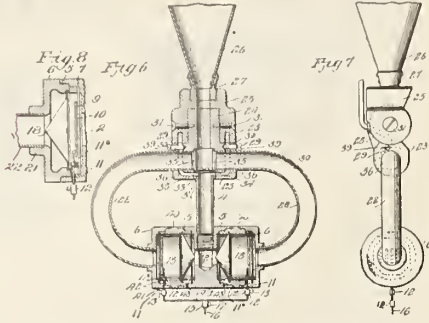


veying compressed air through the sound box and up into the outlet horn.

Another object of the invention is to provide

a plurality of sound boxes and means of conveying compressed air through the sound boxes and out through the horn, the purpose being to amplify the reproduction of sound records and to do away with the ordinary diaphragm.

Figure 1 is a central vertical section of a reproducer made in accordance with the invention. Fig. 2 is a side elevation of the same. Fig. 3 is a vertical section on the line 3-3, of Fig. 1, looking in the direction indicated by the arrow. Fig 4 is a plan view of the stationary disc or diaphragm in the sound box. Fig. 5



is a plan view of the conical air deflector. Fig. 6 is a central vertical section of a modified form of the reproducer, and Fig. 7 is a side elevation of the same. Fig. 8 is a detail sectional view illustrating the manner of mounting the wires 11 in the sound box.

PHONOGRAPH. William H. Hoschke, New York, assignor to Sonora Phonograph Co. Patent No. 948,327.

This invention relates to an improved phonograph of that type in which no separate horn is used, but in which the same is arranged in the case in which the actuating motor for the record-carrying turn-table is arranged.

The invention consists of a phonographic apparatus in which the horn is arranged in the casing of the apparatus and operated in connection with a record placed on the rotating disc or turn-table by means of a stationary tube and a slidable sound-conveying tube which telescopes with said stationary tube. The telescoping tube is provided with a tube carrying the diaphragm case, said tube being connected by a universal joint with the front end of the telescoping tube. The motor which rotates the turn-table moves simultaneously the telescoping tube, diaphragm chamber and stylus or needle so as to remove any strain on the latter.

The invention consists further of the combination of the tube carrying the diaphragm case by a flexible joint with the telescoping sound-transmitting tube, and a sound-retaining web or sleeve, so that the needle moves in the grooves of the record with great facility and reduced friction.

The invention consists further in a stopping device by which the turntable is automatically stopped when the needle arrives at the end of a record.

In the accompanying drawings, Figure 1 represents a perspective view of the improved phonograph,

Fig. 2 is a plan-view of Fig. 1, drawn on a larger scale, Figs. 3 and 3a are respectively a vertical section and a horizontal section showing the flexible connection of the tube carrying the diaphragm box with the telescoping sound-transmitting tube, drawn on a larger scale; Fig. 4 represents a front elevation of the improved phonographic apparatus; Fig. 5 is a vertical transverse section on line 5, 5, Fig. 2; Figs. 6 and 7 are respectively a vertical transverse section on line 6, 6, and a vertical longitudinal section on line 7, 7, Fig. 2, and Figs. 8 and 9 are respectively a detail side-elevation and a plan-view of the automatic stopping device for the rotary disc or turn-table.

PHONOGRAPH. Chas. M. Hughes, Newark, N. J., assignor to Willard I. Hamilton, same place. Patent No. 948,328.

The object of the invention is to increase the simplicity in construction and operation of the phonograph, by decreasing the number of parts of which the machine is composed, by lessening or avoiding the necessity for adjustment of the various parts in practice, and by increasing the convenience of manipulation of the machine.

Heretofore, it has been customary to rotate the mandrel shaft by directly connecting the same with the motor shaft by suitable pulleys, belts or gear wheels. One feature of the invention is an improvement upon this arrangement, and consists in rotating the mandrel shaft without directly connecting it to the motor shaft by means of pulleys, belts, gear wheels or the like, by causing said mandrel to rest upon and be rotated by frictional engagement with a belt which passes over a pulley on the motor shaft, and over a pair of pulleys and under an idler, which are conveniently secured in a case upon the top of the machine, and in which the mandrel shaft is supported and rotated.

In the accompanying drawings forming a part of this specification, Figure 1 is a side elevation of the improved machine partly in section. Fig. 2 is a plan view. Figs. 3 and 4 are end elevations of the same, and Fig. 5 is a vertical sectional view taken on lines x-x of Fig. 1, looking in the direction indicated by the arrow.

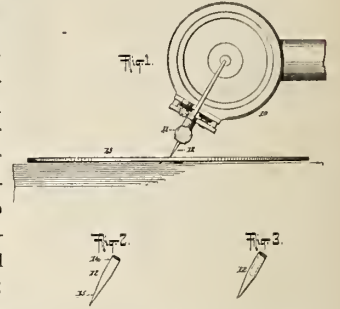
SOUND-REPRODUCING MACHINE. Chas. H. Norton, New York. Patent No. 950,024.

This invention relates to improvements in sound-reproducing machines, and it consists in the novel needle or stylus.

The object of this invention is to produce a needle or stylus for sound-reproducing machines which may be supplied at slight expense and which in use will eliminate the scratching noise

caused by metal needles, reduce to a minimum the wear on the records and materially improve the tone and distinctness of the instrument, the sounds being soft or modulated and those representing various voices or instruments being clearly differentiated one from the other. The inventor has discovered that by making the needle or stylus of hard vulcanized rubber a very great improvement is secured in the general tone of the instrument and more distinct, accurate and natural reproductions of the sounds being soft or modulated and those reping out of the records or excessive expense for needles. The needle or stylus of the invention is therefore intended for use in machines employing disc-records and is formed of hard rubber. The needle may be either solid or hollow above its point, and preferably the hollow hard rubber needle in respect of its efficiency and tone qualities.

Figure 1 is an elevation of a portion of a sound-reproducing machine equipped with a hard or vulcanized rubber needle of the invention applied to the ordinary disc-record employed in such machines; Fig. 2 is a perspective view, on an enlarged scale, of the needle, and Fig. 3 is a like view of the same needle as hollow above its pointed lower end portion.



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In the barber shop the scissors clicked merrily away, and the barber's dog lay on the floor close beside the chair, looking up intently all the time at the occupant, who was having his hair cut.

"Nice dog, that," said the customer.

"He is, sir," said the barber.

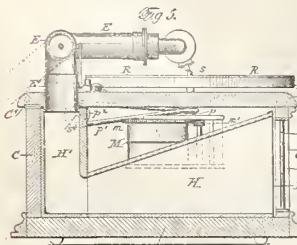
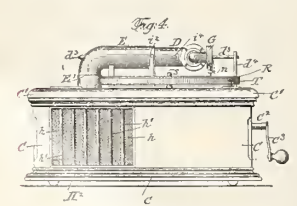
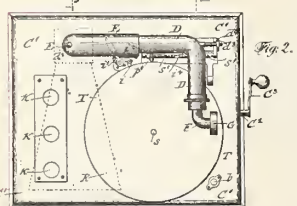
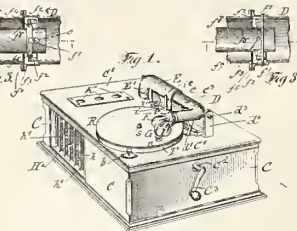
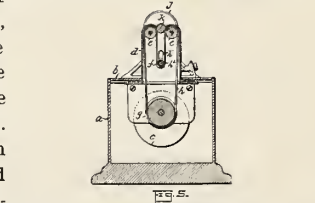
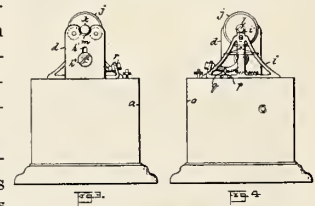
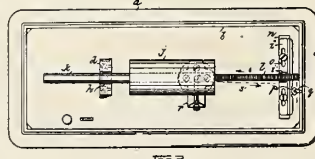
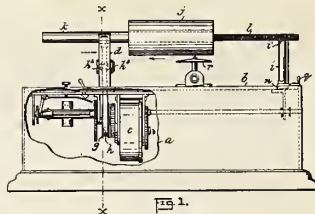
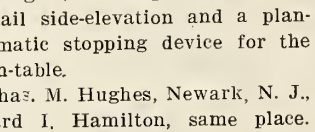
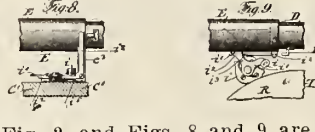
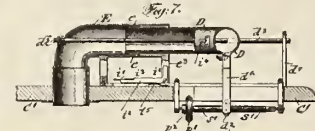
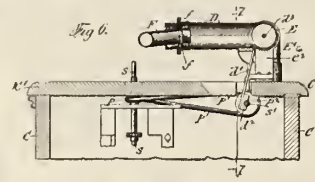
"He seems very fond of watching you cut hair."

"It ain't that, sir," exclaimed the barber, smiling. "Sometimes I make a mistake and take a little piece off a customer's ear!"

A recent visitor at Matteawan was strolling about the grounds when he encountered a stately and well-dressed gentleman, who inquired with perfect courtesy: "I beg your pardon, but have you any dry toast about you?" The caller intimated that at present he was without that particular form of light luncheon. Then in his turn, he queried: "But would you mind telling me why you desire it?" "Not at all," responded the other. "You see I'm a soft-boiled egg, and I want to sit down!"

Little Jim and Pat, the gardener, had been great pals, and when Pat went back to the "Ould Sod" to end his days, and slow-witted Dutch Jan took his place, Jim was a very unhappy kiddie. After sundry unsuccessful attempts to interest Jan in his small affairs he waxed wroth, and one morning his father heard a tempest in the garden, culminating in "Oh, Jan, you're such a fool!" Father took matters in hand at this point, and an instant apology was next in order. Jim rebelled, but finally calmed his ruffled feelings and went to the aggrieved gardener, more in sorrow than in anger, with: "Jan, I—I'm awfully sorry you're a fool."

"Well, by Jove, this is lucky!" cried a young man as he heartily slapped the back of a gentleman whom he overtook in the street. The other turned round sharply and angrily, showing the face of a complete stranger. "I thought it was my friend Jackson," said the young man, confused. "All right," said the stranger, and he doubled the young man up with a tremendous poke in the waistcoat. "What did you do that for?" "I thought that was what Jackson ought to do," remarked the stranger as he resumed his interrupted walk.



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The Standard Talking Machine Co. of Pittsburgh Are Doing Some Excellent Work in Arousing Interest in the Talking Machine Business Generally Among Dealers.

The Standard Talking Machine Co., of Pittsburgh, Pa., have been most successful in the preparation and issuance of well-written and interesting letters as means of stimulating trade. One issued some weeks ago by J. C. Roush, manager of sales, gives an idea of the kind of work this enterprising company are doing these days. It reads:

Dear Dealer—"Talking machines have gone up!

"For many months past we have anticipated this move.

"Trade conditions justified it.

"For a long time we have labored under difficulties which had finally to be met, and now every talking machine, record, accessory and all our supplies have gone up—to the eighth floor of the Irish building, 800-802 Penn avenue, corner of Eighth street. (Prices are still on the ground floor.)

"For some time we have been thinking of giving up the retail business in Pittsburgh and of enlarging our facilities to enable us to better handle our growing jobbing and wholesale trade

"Our new quarters are not only larger but are all on one floor, arranged and classified in just the way we have wanted them for a long time.

"Our show rooms and general offices are now very presentable. For the exhibition of machines we have newly constructed and improved

rooms, where our friends can see the working of the latest models and try the new records without being interrupted. Our shipping facilities have been greatly enlarged and are arranged to take care of more than double our past capacity.

"To you, who have contributed to making it necessary for us to move into larger and better quarters, we extend a most hearty invitation to make it possible some time during this coming spring to visit us. Come and see what a really up-to-date talking machine company (wholesale) looks like!

"We are able to furnish on the quickest and shortest notice any item known to the talking machine world.

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HERBERT SIMPSON IN CHARGE

Of the Advertising Department of Kohler & Campbell, the New York Manufacturers.

Herbert Simpson, for four years assistant advertising manager of the Victor Talking Machine Co., Camden, N. J., assumed the management on February 7 of the advertising department of Kohler & Campbell, the distinguished piano manufacturers of New York City. Mr. Simpson has entire charge of the publicity department of this business—one of the largest conducted by any piano concern in Greater New York. He is splendidly equipped for this position and is well acquainted with conditions in the music trade industry. Those who know him

intimately expect that he will give a splendid account of himself in his new sphere of activity.

E. E. FORBES CO. BRANCH IN MEMPHIS.

(Special to The Talking Machine World.)

Memphis, Tenn., March 1, 1910.

The E. E. Forbes Piano Co. have not discontinued, nor do they intend to discontinue, the branch of their talking machine business which they have established in this city, contrary to general reports. They recently placed a new man in charge of the business and he seems to have taken hold of it in a very satisfactory way. A representative from headquarters at Birmingham states that they are going to spend considerable money fixing up their talking machine branch in this city and intend to increase their business materially.

KEEP YOUR PROMISES.

"If you really ask me," said a retail man to whom the question was propounded, "what I consider one of the most important minor points in the conduct of a store, I would reply without hesitation, 'Keep your promises.' People like cheap prices, and they will stand for a good deal in order to obtain them, but it is my belief that the one thing they like better than saving money is to be absolutely sure of what they buy."

The Gross Talking Machine Co. have purchased the interest of W. A. Magruder in the Talking Machine Shop, Nashville, Tenn. Edison and Victor machines are handled.

The TASIDEING MACHINE SECTION



NEW YORK, MARCH 15, 1910

EDUCATING THE SALESMAN.

The Time to Train Him Is When He Is Young, But, After All, the Successful Record of Business Men Is the Result of Years of Hard Work and Study of the Goods They Are Handling—Initiative Counts Here as Everywhere.

Often in newspapers and magazines is observed methods that tell of how to become a successful salesman, how to sell goods, don'ts for salesmen, etc.; but there seldom appears an account of how to educate a man to become a salesman. Salesmen are not born with that talent, but are educated after years of hard work and study; not the study from books on salesmanship, but from the study of the goods which they are selling and from studying men's natures and hobbies.

Not many years ago this country had very few manufacturers, few large commercial houses, and the margin of profit was much larger than in modern times. Business is a battle royal to-day, and the engagements are sharp. Thousands are engaged in the struggle of strong and unyielding competition for the commercial honors of the country. Each year large business houses go into bankruptcy—business houses which the trade looked upon as without parallel in their particular line. In tracing back the cause of their failure, it is invariably proven that the selling end was insufficient.

A successful salesman is the most independent man in the commercial world, says a writer. He is not affected by changes in prices nor harassed by growing obligations. He is indispensable to the business; he knows the goods, the field and the customers, and this asset is invaluable. He can carry these qualifications into the general market and easily find someone who, in return for the use of his possessions, will very handsomely recompense him.

The making of a salesman begins with the boy entering a mercantile business. He must start at the bottom, for those who begin at the bottom and gradually work themselves up are the kind that count. A boy starting out in this life should begin at the bottom. When you first attend school you enter in the primary, and as your learning develops you are gradually advanced. If you are desirous of pursuing a professional life, you are obliged to spend years at college before you are competent. You receive no favoritism, and are graduated only when you are qualified to go out in the world to practice.

Should a boy choose the mercantile life he should begin his career, not with his relatives, where he is apt to receive individual advancement, but with strangers, where he will be paid and advanced according to his ability. A boy working for his relatives often becomes careless, knowing that there is little danger of losing his position.

Undoubtedly the start is the most important part in the business life of almost every man. A poor start will handicap one for life, as it is the foundation for the future. If the foundation of a building is well laid, the building, when completed, will stand the severest storms; the

house with the weak foundation topples over. The same principle applies to a boy starting in life. He will not always have his relatives to provide for him, and unless he has built up a foundation by diligent work—the conscientious and faithful kind—and unless he has developed a strong character, which can only be acquired by honest, laborious work, he will bow his head when the first storm overtakes him.

The young man who goes out and applies for a position and does not wait until somebody gets it for him, is the boy who starts right. Get a position where there is a chance for advancement should your efforts warrant it. Don't be ashamed to start at the bottom. If there is a chance for advancement, get busy and do your work with a will, at the same time familiarizing yourself with the nature of work that those ahead of you are doing, so when the opportunity presents itself you will be qualified to fill higher positions. Always try to learn something new each day. Be polite to your superiors and courteous to customers you may have occasion to meet.

Nowadays a man is paid for his knowledge and executive ability. When you are a young man you should consider the fact that you are learning, as well as earning, and that the learning end is the most important part. You must know your business in every detail, and the only way to know it is to learn it.

The days of the flippant, talkative salesman have passed. It is the man who knows his goods and who presents them to the trade in the true light that convinces and gets the busi-

ness. If you are selling a \$2 article, do not insist that it is as good as your competitor's \$10 one, when you know perfectly well that it is not. A man who is paid to buy goods for a concern generally knows his business, and when you talk to him in this manner you make a great mistake.

If you have started from the bottom you have educated yourself to know your goods and believe in them. You will believe in the cheap goods, as well as the expensive ones; but in selling the cheap goods sell them as such, by doing which you will make a conscientious sale. The salesman who goes around with a rake-off for the buyer is a salesman of the past. An office boy can go around disposing of goods if he pays the buyer to buy them. Even the story-teller, who used to call upon a buyer and delight in sitting at his desk for hours telling funny stories, is a back number.

Wise merchants value the good salesmen, and the good salesmen are the men who are some day taken in the firm. Get busy, young man, and hustle. Don't think that because your relatives do not own the business you are unfortunate, but thank your lucky stars that they do not. Build up yourself, by hard, honest work and honesty of purpose, a character that will carry you to the top; and always remember that it is within the reach of us all.

Too many people look for trouble and when they find it, as a general rule, they don't know what to do with it.

HAND COLORED

Local View Post Cards MADE TO ORDER



Made from any fair photo and delivered in 2 to 3 weeks.

\$7.20 for 1000

The Best Made in America

SEND FOR SAMPLES

Blue Delft (two colors) **\$5.00** for 1000

Season, Floral, Comics, Greeting Cards, etc.,

Direct from Factory

NATIONAL COLORTYPE COMPANY

Department 9

CINCINNATI, OHIO

MOVING PICTURE EVOLUTION.

Some Interesting Facts Showing the Origin and Development of the Moving Picture Machine Which Is Contributing so Much Today to Knowledge in All Walks of Life—The Views of C. Hemardinquer, of the Faculty of the Sciences of the Sorbonne.

The moving picture machine, under its various names, is still increasing in popularity and is being perfected day by day, although much still remains to be done before its results can be called quite satisfactory. It is difficult to realize that so complex a device, producing so life-like an illusion of animated motion, has been developed within a few years. In an article contributed to the Revue Scientifique of Paris, C. Hemardinquer, of the Faculty of Sciences of the Sorbonne, gives some of the steps in detail. He says in substance:

"The whole theory of the cinematograph is contained in these few words: persistence of the impression made by light on the retina. What does this mean? Take a match whose end still glows, and move it quickly about. We see a luminous line. Whence comes this impression? Simply from the fact that each luminous impression lasts a certain time, fixed by the experiments of the Belgian physicist Plateau at 0.14 second. During this time the object in motion has been displaced, so that we still see it in one place after it has moved to the next.

"This fact of luminous persistence has long been known. It was even mentioned by Lucretius in 65 B. C. In all times and in all countries scientists have noted it, tried to explain it and based toys or amusements upon it, such as the magic top, the thaumatrope, etc. By application of the same principle we show, in lectures on physics, the synthesis of colored lights to form white—the so-called Newton's disc. In this way, also, we may study vibratory movements on the principle of what are called in physics stroboscopic methods."

To return to the cinematograph, he takes as its starting point the phenakisticope of Plateau, which may be really regarded as its ancestor. He goes on to say: "Plateau's device received successive modifications of detail, among which may be cited Ross's 'wheel of life' and the zoetrope or zoetrope of Desvignes (1860), which may still be found in the toy shops. This is formed of a vertical cylinder having vertical slits through which the observer looks. In the interior is placed a band of paper bearing designs representing the successive positions or attitudes of a moving object or person. The zoetrope modified by a system of mirrors becomes the praxinoscope of Reynaud (1877). Then came the folioscope, which reappeared in 1897 with photographs instead of drawings. All these devices used drawings, reproductions more or less exact, of the different attitudes of the subjects. It is evident that the reproduction gained much from the substitution of photographs, and it is interesting that this substitution was first made with a scientific purpose.

"In 1873 Cornu presented to the Academy of Sciences four photographs, taken on the same plate, of the transit of Venus across the sun's disc. At the same time Janssen invented his photographic revolver. Marey, in his laboratory in the Parc des Princes, made on a single plate

successive images on a dark background, to study the movements of men and animals.

"In 1878, at the instigation of a rich American, a San Francisco photographer, Maybridge, constructed twenty-four similar objectives whose shutters were controlled by electromagnets with electric circuits so arranged as to be broken successively by a moving horse, giving twenty-four successive exposures. This was somewhat complicated.

"We cite merely for the sake of completeness the analogous attempts on fixed plates made by Auschütz of Lissa, by Londe, by Colonel Sebert, and others, and come at once to the chronograph of Marey, who was really the first to think of forming the image on a movable sensitive film, the object being exposed periodically. This was the actual beginning of chronophotography, which then entered upon a new phase. One of Marey's collaborators, Demeny, changed the chronograph to adapt it for projection. Marey had made the analysis of motion, and Demeny its synthesis.

"In 1889, at the World's Fair, Marey showed his apparatus to Edison, who, seeing its possibilities, devised his kinetoscope, in which the celluloid strip was used for the first time, and which was so successful that Marey's name was almost forgotten beside that of the famous American. But the kinetoscope was not yet a device for projecting moving pictures on a screen. On Feb. 10, 1893, the Messrs. Lumière, of Lyons, finally solved the problem and took out their first patent for the cinematograph. Everybody recalls the brilliant success of this invention. At once it was followed by a considerable number of devices made in all countries and christened in all sorts of ways from the Greek, Latin, and in more fanciful fashion still. Here are a few:

"Anarithmoscope, chronophotographoscope, cinographoscope, cinograph, cinoscope, hypnoscope, katoscope, ummographie, mutoscope, mouvementoscope (!), phantographe, etc. There are scores of them, or even hundreds. To review these devices would be to deliver a lecture on mechanics; but they all resemble the apparatus of Lumière, which in its modern forms has been changed only by perfecting details."

A very ingenious combination of the phonograph and the cinematograph has been made by Gaumont, who has succeeded in obtaining perfect synchronism between the two. The lecturer showed a number of his pictures with special phonograph accompaniment, the sound being amplified by compressed air in combination with the megaphone. These are said to have been very striking and will doubtless soon become familiar to the public.

SALESMANSHIP.

Every salesman must always bear in mind that increased earnings for himself can only come with increased business, and increased business can only come by increasing the number of customers for his store, and the only way ever discovered for increasing the number of customers for a store is to please every customer so well that he will come again and bring his friends. This is the sum and substance of salesmanship.

Don't neglect an opportunity to make a friend of a customer. Confidence begets patronage.

HOW RETURNS ARE HANDLED.

Commissioner Cabell Discusses Publicity Features of New Corporation Tax Law—How Returns May be Inspected by Those Interested in Their Neighbors' Affairs.

(Special to The Talking Machine World.)

Washington, D. C., March 6, 1910.

Royal E. Cabell, Commissioner of Internal Revenue, has just sent out the following communication, which will interest all concerns having to make returns under the new corporation tax law. He says:

"Many communications have been received at this office making inquiry as to how the returns of corporations, joint-stock companies, associations and insurance companies, made as required under the provisions of the corporation excise tax law (sec. 38 of the tariff act of Aug. 5, 1909), were to be handled in the office of the Commissioner of Internal Revenue, and whether or not they were to be open to general inspection.

"The law, paragraph 6, on this subject is as follows: '6. When the assessment shall be made, as provided in this section, the returns, together with any corrections thereof which may have been made by the commissioner, shall be filed in the office of the Commissioner of Internal Revenue and shall constitute public records and be open to inspection as such.'

"Congress appropriated \$100,000 to carry into effect the provisions of the law. Under general statutes no portion of this appropriation is available for use in the District of Columbia. The returns cannot be open to general inspection in the District of Columbia without the expenditure of a substantial sum of money. If, therefore, it was the intent of Congress to make these returns open to general inspection, it will be necessary for it to appropriate a sum sufficient to cover the necessary expenses. Until this is done this bureau rules that the returns made under this law are to be handled just as returns made under other internal-revenue statutes.

"Any person, therefore, other than the taxpayer making the return, or his duly appointed agent or attorney, who desires to see such return, shall make written application to the Secretary of the Treasury, who in his discretion will, upon a proper showing of cause, approve such request. A request thus approved should then be presented to the Commissioner of Internal Revenue, who will thereupon permit the return in question to be seen by the applicant upon such conditions as the Secretary of the Treasury shall have imposed."

ENTHUSIASM.

The difference between success and mediocrity in business is enthusiasm. Unless the retail merchant displays genuine enthusiasm over the goods he has to sell—has faith in the business he is engaged in, and shows it to the people with whom he wants to do business, he will not be compelled to make many additions to his building to care for his increased business. Enthusiasm—that's it—enthusiasm.

Sometimes a man knows so much that it takes all his time rearranging it in his head so he can make some use of it.

NOW IS THE TIME TO PLACE
ELECTRIC-PLAYERS

to advantage and make easy money and big profits.

They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

60 YEARS' EXPERIENCE

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To Business Men

Business men
in every line admit
the value of good
trade papers.

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

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

The *World* is a help to the talking machine
business.

It exerts an healthful optimism.

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

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

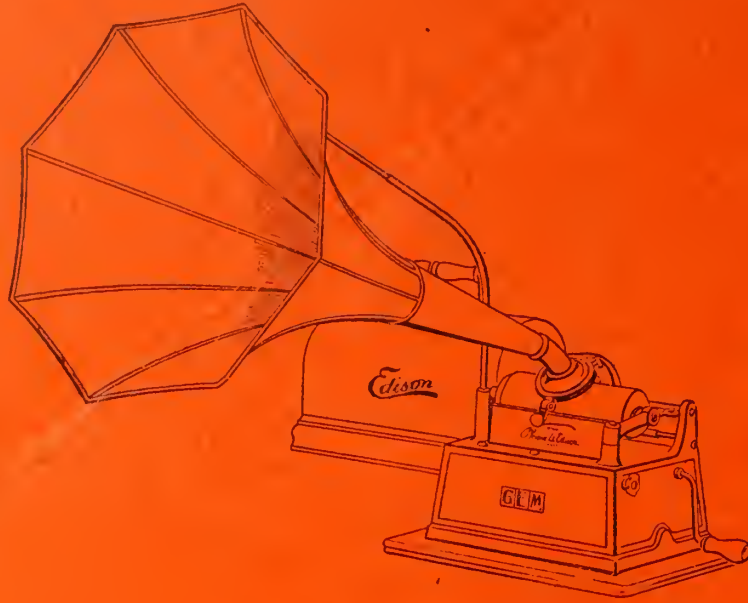
They draw from the *World* pleasure and profit.

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

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

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK



Gem
Retail price
\$12.50

The Edison line, from the Gem, retailing at \$12.50 to the Amberola at \$200.00, offers an Edison Phonograph for every purse and every person.

The efficiency of your stock depends on your having the complete Edison line—so that no sale can get by you.

And remember this: The little man who buys a Gem pays you just as big a profit on the Records that he buys as does the man who buys the Amberola.

Your stock should be complete. Write your jobber today.

National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.



Amberola
Retail price
\$200

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, April 15, 1910



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.

THE PLEASURE
DOUBLED

THE COST
REDUCED



ZON-O-PHONE

10 inch 65c. **DOUBLE RECORD DISCS** 12 inch \$1.00

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

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.

The price appeals to the masses, the quality to the classes, making them indeed a popular record at a popular price.

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded. 10 inch, 50 cents, 12 inch, 75 cents.

Resolve yourself, Mr. Dealer, into a committee of one and investigate these claims. Consider, criticize, compare. ZON-O-PHONE RECORDS will stand the test. A trial will verify all that we say.

Universal Talking Machine Mfg. Co.

Fourth and Race Streets

Philadelphia, Pa.

Distributors of Zon-o-phone Goods:

ALABAMA

Mobile W. H. Keynalds, 167 Dauphin St.

ARKANSAS

Ft. Smith R. C. Bollinger, 704 Garrison Ave.

CALIFORNIA

San Francisco... Peter Bacigalupi & Sons, 941 Market St.

FLORIDA

Tampa Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago Benj. Allen & Co., 191-141 Wahash Ave.
Chicago B. Olshansky, 516 So. Jefferson St.

IOWA

Des Moines Harger & Blish, 707 Locust St.
Bubuque Harger & Elish, Security Bldg.

KANSAS

Topeka Emahiser-Spielman Furn. Co., 517-519 Kansas Ave.

MARYLAND

Annapolis Globe House Furn. Co.
Baltimore C. S. Smith & Co., 441 W. Baltimore St.
Baltimore Louis Mazor, 1482 E. Pratt St.

MINNESOTA

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

MICHIGAN

Detroit J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Kansas City Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield Morton Lines, 325 Boonville St.
St. Louis Knight Mercantile Co., 211 N. 12th St.
St. Louis D. K. Myers, 3839 Finney Ave.

NEW JERSEY

Hoboken Eclipse Phono. Co., 203 Washington St.

NEW YORK

Brooklyn F. W. Rous Co., 435 Fifth Ave.
Brooklyn B. G. Warner, 1218 Bedford Ave.

NORTH DAKOTA

Fargo Stone Piano Co., 614 First Ave., N.

OHIO

Akron Geo. S. Dales Co., 128 S. Main St.
Cincinnati J. E. Poorman, Jr., 689 Main St.
Cleveland The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny H. A. Becker, 601 Ohio St.
Philadelphia... Harmonia Talking Machine Co., 1821 Arch St.
Philadelphia... H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

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

CANADA

Toronto Whaley, Royce & Co., Ltd., 158 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.
Yarmouth... Yarmouth Cycle Co.

The Talking Machine World

Vol. 6. No. 4.

New York, April 15, 1910.

Price Ten Cents

IT PAYS TO CARRY A FULL STOCK.

A Systematic Effort Should Be Made to Supply All Demands to Carry the Exact Goods the People Want—There Should Be a "Want" Book in Every Department so That You Can Keep a Check on Yourself as to the Needs of Your Store and Your Customers.

Does your store contain the records the people want—and do you have these called-for goods when the people want them? It's a mighty bad thing to let your stock of machines, records or supplies run out.

Sure as you're living, the very day you run out of some particular article—especially an everyday seller—someone calls at your store and asks for it. Haven't you often had it happen that way? If you haven't you're an exception to the rule. When a person makes up his mind that he's going to buy something he usually buys at that time. If he comes into your store, asks for some particular article and finds you are out of it, he goes away disgusted, visits your competitor's store around the corner, finds the desired article, makes his purchase, and you are shy what otherwise would have been a satisfied customer. It pays and pays big to keep your stock all the time and have them on time to meet early demands. People soon learn to know the store that has the goods and that store is the one they visit.

Do you have a "Want" book in each department of your store? If you don't, you will find one a mighty convenient aid to good stock keeping. Have this book hung up in a convenient place where all the salespeople can have ready access to it. Whenever the salespeople have call for any article that your stock does not contain, or when they find stock on anything running low, have it written in this book. Make it a point to inspect this book every day. Appearing on its pages will be found many articles that you do not handle, as well as those you are out of, but it will keep you well posted on the condition of your stock and the public's demand. The continued demand for some article thus recorded may be so frequent you may be induced to place it among your wares with good demand following its installation. Try this "Want" book scheme. You will find it a great aid and through its aid you will derive much real benefit. Keep in close touch with it. It insures your having the goods the people want and when they want them.

ELYEA-AUSTELL CO. ENTERPRISE.

Concerts in the Kimball House Cafe Attract Much Notice and Win High Praise.

(Special to The Talking Machine World.)
Atlanta, Ga., April 4, 1910.

The Elyea-Austell Co., the enterprising talking machine dealers of this city, have been furnishing music at the Kimball Hotel Café during the past few weeks in which the Victor-Victrola has been used. They have given selections from all the grand opera artists which will be heard in this city at the Auditorium Armory in May. A special feature of the music that attracted favorable comment was the selection of records of the voice of Richard Jose, America's great contratenor, who will be at the Lyric Theater all the coming week.

The Philadelphia Athletics baseball team is stopping at the Kimball while in Atlanta and several members of the Philadelphia club are personally acquainted with Mr. Jose, Philadelphia being his home. The records of the famous tenor's voice therefore made a decided hit with the Kimball distinguished guests.

Business with the Elyea-Austell Co. is excellent. They are building up a splendid Victor clientele among the very best people—people who hitherto did not look seriously upon the talking

machine as an artistic product. The wonderful records put out by the Victor Co. have done much to convince the skeptics that perfection has at last been reached.

EXPORTS OF TALKING MACHINES

For February—Exports Show Strong Gain as Compared with Last Year—Interesting Figures Show Steady Improvement in Trade.

(Special to The Talking Machine World.)

Washington, D. C., April 9, 1910.

In the summary of exports and imports of the commerce of the United States for the month of February (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 February, 1910, amounted to \$290,353, as compared with \$214,341 for the same month of the previous year. The eight months' exportations of talking machines, records and supplies amounted to \$2,481,906, as against \$1,926,228 for the same period in 1909.

The total export figures for the eight months of the past three years are as follows: 1908, \$3,396,579; 1909, \$1,926,228; 1910, \$2,481,906.

The value in detail of exportations of talking machine records and supplies amounted to \$177,070 in February, 1910, as against \$214,341 for the same month of 1909, and for the eight months ending in February, 1910, they amounted to \$1,575,662, as against \$1,926,228 in 1909 and \$3,396,579 in 1908.

The value of all other parts relating to talking machines, phonographs, records and materials therefor sent abroad during February, 1910, amounted to \$113,288; the total exports for the eight months under this heading foot up \$906,244.

SALESMANSHIP DEFINED.

It is the Art of Influencing the Human Mind by Means of Language to Agree to an Exchange of Values.

The day has long passed when commerce was regarded as sordid and salesmanship a disgrace. The application of intelligent and scientific methods to the organization of this branch of industry has resulted in elevating all of its standards, improving its personnel and bringing about a radical change of public opinion in regard to the solicitor and to the business of canvassing.

Adam Smith bases the wealth and prosperity of nations upon the idea of exchange. The salesman is a chief factor in modern industrial life.

Salesmanship may be defined as the art of influencing the human mind by means of language to agree to an exchange of values. As to the method, it is essentially the same as the art of oratory with its applications to law and to preaching. As to its effect upon character, it is unquestionably broadening, elevating and instructive. As to its material results, if the man who sneers at salesmanship had sufficient experience to know how large a proportion of families of wealth and refinement in every community are supported upon the commissions of salesmanship he would speedily incline to a different opinion.

"HIS MASTER'S VOICE" FEATURED

By the Sand Artists at Atlantic City During Easter Week.

Visitors to Atlantic City during Easter week were interested in the work of the familiar sand artists, who always have something attractive to win the interest of board walk promenaders.

Being horse show week the equine hero and the handsome young ladies with the Easter hats formed a subject for the artists, but one of the most attractive near the Million Dollar Pier was an excellent reproduction of the Victor Talking Machine Co.'s famous trade-mark, "His Master's Voice." It was gotten up in colors and attracted quite some attention.

LEASE HANDSOME BUILDING.

The Minneapolis Phonograph Co. Secure Three Story and Basement Building—Concentrate Victor and Edison Business at This Point—Will Handle Small Musical Instruments.

(Special to The Talking Machine World.)

Minneapolis, Minn., April 8, 1910.

The Minneapolis Phonograph Co., of which Lawrence H. Lucker is the head, have leased a large three-story and basement building at 515 First avenue, South. It is 40 feet front by 160 feet deep and it is fitted up in an attractive manner throughout for the company's business. Mr. Lucker will concentrate at this point his wholesale Edison and Victor wholesale talking machine business, which he has conducted at 511 Washington avenue, South, and his retail store now on Nicolet avenue. He is inaugurating a new departure, the addition of a wholesale small goods department. A large stock of goods has been ordered and is now on the way, including practically everything in the musical instrument line, with the exception of band instruments, which may be added later. He has a large talking machine business all through the northwestern country, with a force of good salesmen on the road, and therefore possesses distributive facilities for making the new venture a success.

The first floor of the new building will be devoted to retail and no less than fifteen Victor and Edison demonstration booths are being constructed.

BILL TO PREVENT FRAUD.

Bill Before Maryland Legislature Making It a Misdemeanor to Secrete Unpaid-for Goods Secured on the Instalment Plan.

(Special to The Talking Machine World.)

Baltimore, Md., April 9, 1910.

Talking machine dealers, as well as other merchants in this city and State doing an instalment business, are interested in a bill recently introduced in the Legislature, making it a misdemeanor to sell, pawn or secrete goods bought on the instalment plan and not fully paid for. The piano men and other merchants are hoping that the Legislature now in session will pass the bill without delay and thus afford the welcome protection.

GOT A JOB AT EDISON FACTORY.

The Daily Mail, of London, recently printed an interesting article written by H. Collins, a working joiner, which has important bearing on the tariff reform question. Aiming to show that wages are higher and the demand for skilled labor is greater in America than in Canada, England or Germany, Mr. Collins writes:

"I have worked at some of the best shops in London, but after walking the streets for eight months in a vain search for employment I went to Canada with two chums in the same trade and another who was a laborer. What happened in Canada does not matter here, but the American papers circulate freely in Canada, and we happened to get hold of a copy of a New York paper and saw more work advertised. Being struck with the high wages offered, we made tracks to Edison's phonograph factory, Orange, N. J., and all three got a job right away."

TRADE NEWS FROM THE PACIFIC NORTHWEST.

Talking Machine Business Excellent Despite Poor Freight Service—Strong Demand for High-Grade Machines—The Talker in Alaska—Some Interesting Personalities—How the Various Dealers Are Progressing—Eilers' Series of Concerts—Other News of the Month.

(Special to The Talking Machine World.)

Seattle, Wash., April 8, 1910.

Talking machine business is excellent in this section considering the poor freight service which has been maintained by the transcontinental lines this spring. Most of the jobbers have been handicapped in not receiving goods even for retail purposes. This is true especially of Sherman, Clay & Co. in Seattle and Portland; also the Columbia Phonograph Co., at Portland.

The demand for high-priced talking machines is unprecedented for this section. A canvass of the large dealers brought out the fact that they all have from 12 to 35 orders for Victrolas, Amberolas and Grafonolas (Regents), which they are waiting to deliver as soon as the freight arrives from the factories.

Eilers are doing a tremendous Edison business, especially since taking over the Bruce & Brown stock.

It is encouraging to note the great strides the talker business has taken in Alaska. Some of the biggest accounts handled by Northwestern jobbers now, can be found in Alaska. Some of the bigger towns, such as Skagway, Sitka, Ketchikan, Wrangil, Juneau, Nome and Fairbanks, all have representatives for the Victor, Edison and Columbia goods, who are as wide-awake and progressive, if not more so, than dealers in larger cities in the States.

C. E. Brown is now engaged in selling vibrators. This will no doubt interest his many friends in the trade.

Edward P. Kelly, Eilers local talking machine manager, has just returned from a trip to Portland where he went to instruct the Webforts on the fine points of the "talker" game. Kelly says that all orders for the song hit, "Has Anybody Here Seen Kelly?" will receive his personal stamp of approval.

Horace C. Borgum, for the past seven years with Sherman, Clay & Co., Seattle, has opened up for himself at 1207 Third avenue, with a full line of Victor, Edison and musical instruments. So far the business done has gone far beyond his fondest expectations.

Sherman, Clay & Co. have closed a contract calling for a three-story concrete building to be erected at Third and Pine streets, Seattle. This

is out of the retail district, and to offset this they will conduct their old store until they get a foothold in the new location.

A new Victor man has appeared on the scene in the person of Hugh W. Dobbs, of New York City. He will travel for Sherman, Clay & Co. in this section for the purpose of telling the dealers "how" and incidentally booking orders for Victor goods. Mr. Bendel, the former traveler, has been transferred to the inside at his own request on account of his plans of embarking on the stormy sea of matrimony in June.

Quite a number of Coast travelers have been in Seattle lately, including such notables as Harry Redling, Victor representative from New York; Edward Lyons, Edison representative; L. D. Heater, Columbia traveler, and Harry Norton, representing Sherman, Clay & Co., San Francisco.

Arthur Cobb has severed his connection with the "talker" business and will hereafter sell lard, beef and hams for a local packer.

John R. Ramaker, manager of Sherman Clay's Tacoma store, has fixed up one of the finest phonograph departments in the Northwest. The private demonstrating rooms are light, airy and cozy.

Eilers' Tacoma store has enlarged its "talker" department, now having a row of demonstrating rooms on the main floor. Mr. Peterson, manager of the department, has done wonders towards developing the business in Tacoma.

Edward Borgum, formerly with the Southern California Music Co., Los Angeles, has taken charge of the Edison business phonograph department for Eilers' Music House in Seattle and has already closed some nice deals. There is a great future in this section for this line.

Eilers' Music House have just inaugurated regular Saturday evening concerts in their recital hall, the Victrola and Grafonola being used exclusively. It is no uncommon thing to turn away 300 or 400 people at one of these "talker" concerts. H. Dawley, late of Bellingham, is concert director, and is ably assisted by Colonel Mitchell, who does some original entertaining stunts.

Perry C. Graves has severed his connection with Graves Music Co., Portland, and is open-

ing an elegant store on Washington street, Portland. He will handle a full line of Victor, Edison and Columbia (disc) goods.

Miss Jo Cohn, who is with Eilers', Seattle, has just returned to her duties from a sojourn in Fremont, Wash.

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., April 10, 1910.

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

MARCH 9.

Berlin, 8 pkgs., \$105; 14 pkgs., \$300; Bristol, 60 pkgs., \$760; Callao, 6 pkgs., \$155; Cape Town, 6 pkgs., \$123; Demerara, 18 pkgs., \$1,000; Havana, 12 pkgs., \$286; Havre, 3 pkgs., \$200; Kobe, 2 pkgs., \$150; London, 20 pkgs., \$1,394; 178 pkgs., \$4,986; Maracaibo, 7 pkgs., \$378; Moscow, 5 pkgs., \$700; Pernambuco, 60 pkgs., \$2,852; Shanghai, 4 pkgs., \$307; Sydney, 23 pkgs., \$425; Trinidad, 8 pkgs., \$297; Valparaiso, 2 pkgs., \$100; Vera Cruz, 71 pkgs., \$2,172; Wellington, 400 pkgs., \$2,080.

MARCH 16.

Berlin, 116 pkgs., \$830; Callao, 2 pkgs., \$283; Colon, 10 pkgs., \$109; Havana, 619 pkgs., \$6,134; Kingston, 2 pkgs., \$183; London, 223 pkgs., \$6,712; Melbourne, 175 pkgs., \$3,710; Para, 5 pkgs., \$181; Port Limon, 31 pkgs., \$385; Porto Barrios, 5 pkgs., \$449; Porto Plato, 5 pkgs., \$289; Rio de Janeiro, 21 pkgs., \$1,555; Tampico, 5 pkgs., \$447; Valparaiso, 5 pkgs., \$372.

MARCH 23.

Berlin—51 pkgs., \$1,228; Cartagena, 7 pkgs., \$180; Colon, 3 pkgs., \$109; Genoa, 3 pkgs., \$110; Havana, 15 pkgs., \$443; 65 pkgs., \$1,869; Iquique, 13 pkgs., \$583; London, 250 pkgs., \$7,720; Manila, 78 pkgs., \$4,065; Para, 26 pkgs., \$2,006; Port Natal, 10 pkgs., \$265; Valparaiso, 13 pkgs., \$309; Vera Cruz, 157 pkgs., \$4,229.

more to come

MARCH 30.

Berlin, 15 pkgs., \$809; Bombay, 3 pkgs., \$115; Buenos Ayres, 166 pkgs., \$3,264; Buenaventura, 9 pkgs., \$414; Callao, 11 pkgs., \$1,350; Cape Town, 108 pkgs., \$1,947; Cartagena, 18 pkgs., \$973; Delagoa Bay, 30 pkgs., \$897; Guayaquil, 3 pkgs., \$141; 5 pkgs., \$476; Havana, 6 pkgs., \$294; 4 pkgs., \$201; Kingston, 37 pkgs., \$617; Liverpool, 3 pkgs., \$238; London, 43 pkgs., \$3,460; 7 pkgs., \$541; Matanzas, 11 pkgs., \$301; Melbourne, 655 pkgs., \$8,636; Rio de Janeiro, 18 pkgs., \$2,600; Shanghai, 3 pkgs., \$244; Smyrna, 3 pkgs., \$260; St. Petersburg, 17 pkgs., \$271; Sydney, 5 pkgs., \$213; Tampico, 138 pkgs., \$5,137; Teneriffe, 2 pkgs., \$108; Vera Cruz, 94 pkgs., \$4,100; Valparaiso, 555 pkgs., \$4,726; Yokohama, 8 pkgs., \$407.

APRIL 6.

Barbados—2 pkgs., \$130; Berlin, 37 pkgs., \$917; Buenos Ayres, 3 pkgs., \$130; Cartagena, 6 pkgs., \$238; Ceara, 13 pkgs., \$541; Havana, 16 pkgs., \$1,891; 4 pkgs., \$536; London, 35 pkgs., \$1,945; 228 pkgs., \$5,550; 2 pkgs., \$145; Montevideo, 22 pkgs., \$2,646; Para, 6 pkgs., \$370; Piraeus, 1 pkgs., \$100; Riga, 8 pkgs., \$1,400; Sydney, 54 pkgs., \$300; Trinidad, 2 pkgs., \$109; Vera Cruz, 88 pkgs., \$2,388.

COLUMBIA CO. LEASE IN KANSAS CITY.

(Special to The Talking Machine World.)

Kansas City, Mo., April 5, 1910.

The Columbia Phonograph Co. have closed a long time lease for the new four-story building at 1112 Grand avenue, this city, formerly the site of the National Theater. The building is being rapidly pushed to completion and will be ready for occupancy at an early date.

No time to read! A merchant might as well say that he had no time to eat.

A man doesn't need to be an aerial navigator to be a high flyer.

EASTERN SERVICE IS GOOD SERVICE

It stands for prompt and careful filling of orders. Special attention to rush orders. Quick and satisfactory adjustment of claims, and the fact of our handling both

VICTOR AND EDISON

gives the additional advantage to the trade of the one source of supply, one transportation charge.

Try Our Service and No Other Will Satisfy

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.



Talk "quality" in selling the Victor

"Quality" is the argument that convinces people.

Prove to them that the Victor is best musically and mechanically. This means greater business and more profit for you.

Tell people that the voices of the greatest singers in the world are recorded exclusively for the Victor; that the foremost bands and orchestras make records for the Victor only.

Make a strong point of the clear, vibrant, true-to-life tone-quality of Victor Records; and of the perfect construction of the Victor, which assures perfect playing.

Explain to vocal students and teachers the opportunity, possible only through the Victor, to closely study the voices of the great singers.

Use all these "quality" arguments, make your salesroom attractive, and you will at once attract the better class of people—those who have the money and buy the best.

You will be abundantly repaid for your effort. Your sales, your profits, and your prestige will greatly increase.

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

Full information can be obtained from the following Victor dealers:

Albany, N. Y. Finch & Hahn.	Elmira, N. Y. Elmira Arms Co.	Omaha, Neb A. Hospe Co.
Altoona, Pa. W. H. & L. C. Wolfe.	El Paso, Tex. W. G. Walz Co.	Nebraska Cycle Co.
Atlanta, Ga. Elyea-Austell Co.	Galveston, Tex. Thos. Goggan & Bros.	Piano Player Co.
Phillips & Crew Co.	Grand Rapids, Mich. .. J. A. J. Friedrich.	Peoria, Ill. Chas. C. Adams & Co.
Austin, Tex. The Petmecky 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. Heppe & Son.
Wm. McCallister & Son.	Kansas City, Mo. J. W. Jenkins Sons Music Co.	Penn Phonograph Co., Inc.
Bangor, Me. M. H. Andrews.	Schmelzer Arms Co.	H. A. Weymann & Son, Inc.
Birmingham, Ala. ... E. E. Forhes Piano Co.	Knoxville, Tenn. Knoxville Typewriter & Phonograph Co.	Pittsburg, Pa. C. C. Mellor Co., Ltd.
Talking Machine Co.	Lincoln, Neb. Ross P. Curtice Co.	Standard Talking Machine Co.
Boston, Mass. Oliver Ditson Co.	Little Rock, Ark. O. K. Houck Piano Co.	Portland, Me. Cressey & Allen.
The Eastern Talking Machine Co.	Los Angeles, Cal. Sherman, Clay & Co.	Portland, Ore. Sherman, Clay & Co.
M. Steinert & Sons Co.	Louisville, Ky Montenegro-Riehm Music Co.	Richmond, Va. The Cahle Piano Co., Inc.
Brooklyn, N. Y. American Talking Machine Co.	Memphis, Tenn. E. E. Forhes Piano Co.	W. D. Moses & Co.
Buffalo, N. Y. W. D. Andrews.	O. K. Houck Piano Co.	Rochester, N. Y. The Talking Machine Co.
Neal, Clark & Neal Co.	Milwaukee, Wis. Lawrence McCreal.	Salt Lake City, Utah. .. Carstensen & Anson Co.
Burlington, Vt. American Phonograph Co.	Minneapolis, Minn. ... Lawrence H. Lucker.	The Consolidated Music Co.
Butte, Mont. Orton Brothers.	Mobile, Ala. Wm. H. Reynolds.	San Antonio, Tex. Thos. Goggan & Bros.
Canton, O. The Klein & Heffelman Co.	Montreal, Canada. ... Berliner Gramophone Co., Ltd.	San Francisco, Cal. ... Sherman, Clay & Co.
Charlotte, N. C. Stone & Barringer Co.	Nashville, Tenn. O. K. Houck Piano Co.	Savannah, Ga. Phillips & Crew Co.
Chicago, Ill. Lyon & Healy.	Newark, N. J. Price Talking Machine Co.	Seattle, Wash. Sherman, Clay & Co.
The Rudolph Wurlitzer Co.	New Haven, Conn. The Ball-Fintze Co.	Sioux Falls, S. D. Talking Machine Exchange.
The Talking Machine Co.	New Orleans, La. Nat'l Auto. Fire Alarm Co.	Spokane, Wash. Eilers Piano House.
Cincinnati, O. The Rudolph Wurlitzer Co.	Philip Werlein, Ltd.	Sherman, Clay & Co.
Cleveland, O. W. H. Buescher & Son.	New York, N. Y. Blackman Talking Machine Co.	St. Louis, Mo. Koerber-Brenner Music Co.
Collister & Sayle.	Sol Bloom, Inc.	St. Louis Talking Machine Co.
The Eclipse Musical Co.	C. Bruno & Son, Inc.	St. Paul, Minn. W. J. Dyer & Bro.
Columbus, O. Perry B. Whitsit Co.	I. Davega, Jr., Inc.	Kochler & Hinrichs.
Dallas, Tex. The Petmecky Supply Co.	S. B. Davega Co.	Syracuse, N. Y. W. D. Andrews.
Denver, Colo. The Hext Music Co.	Chas. H. Ditson & Co.	Toledo, O. The Hayes Music Co.
The Knight-Campbell Music Co.	Jacot Music Box Co.	The Whitney & Currier Co.
Des Moines, Iowa. ... Chase & West.	Landay Brothers, Inc.	Washington, D. C. E. F. Droop & Sons Co.
Detroit, Mich. Harger & Blish, Inc.	Stanley & Pearsall.	The R. C. Rogers Co.
Dubuque, Iowa. Harger & Blish, Inc.	Benj. Switky.	
Duluth, Minn. French & Bassett.	New York Talking Machine Co.	

**The Columbia Grafonola "Regent"
meets a distinct demand and it sells itself
every time you give it anything that
looks like a "prospect."**



STUDYING ONE'S CUSTOMERS.

A Profitable Chat During Which Our Special Correspondent Hears a Good Trade Story, and Passes It Along to World Readers.

There was a delightful quality of balmy spring in the air; even a faint earthy odor from the distant fields came with a pleasant tang to the nostrils as I wended my way down Chestnut street. Every face I met seemed overspread with a new cheerfulness due to the time of year and the beautiful morning. As I crossed the street it occurred to me that Flanigan, of the traffic squad, beamed upon me with more than his usual good humor, and remarked on the "lilgant" weather.

It was just the kind of a morning to send one news hunting, and I then and there decided to visit my friend Jones and endeavor to glean from him something of interest to The World and its readers.

I found him busily engaged in superintending the dismantling of his Easter window display. "Hello, Middleton!" he called to me from behind a papier-mache choir loft, at the same time throwing a rosy-faced altar boy of the same composition to one of his clerks and coming forward to greet me.

"Don't let me interfere with your labors," I said, moving towards the door; "I can call later."

"No, don't go," he replied. "The boys can finish this job, all right. Come in the office, will you? I have something of interest to impart. I take it for granted that is what you came for," he added, laughingly.

After we were seated and our cigars lighted, Mr. Jones launched forth as follows:

"What I have to tell you may not be very valuable from the standpoint of a trade journal reporter, but it proved to me very conclusively one thing, viz.: that it pays the 'talker' man to take stock of every customer who calls, for by so doing he can arrive at a conclusion regarding his wants in the record line, and, therefore, wait upon him intelligently. For example, the other afternoon an elderly gentleman, very erect, and with a certain easy swing to his walk which bespoke the soldier, came into the store. This opinion was strengthened by his broad-brimmed Stetson with a tasseled band and the gold-mounted cane held saberwise against his hip.

"Did you wish to hear some records, sir?" I asked. "Yes," he answered falteringly, "but I guess I shall have to leave the choice of selections to you, as I am not very well posted upon such matters." His voice was low and rich, and he spoke with the careful deliberation and precision of the perfect gentleman, and I sized him up at once as an ex-officer of the Union Army, and therefore naturally interested in records of a military character. I played "Just Before the Battle, Mother," which brought tears to his eyes. There were several other selections also to which he took a great fancy, among them "A Call to Arms" and "Marching Through Georgia," but the climax came when I placed "Sheridan's Ride"

upon the mandrel. He sat perfectly still in his chair, gripping the arms hard with his gloved hands, and when the last bars of "Columbia, the Gem of the Ocean," of which the orchestral finale consisted, died away, he was greatly moved. "A very wonderful record, sir," he exclaimed, brokenly. "I assure you it brings back the old days very keenly." After he had finished purchasing records, as he seemed in no hurry and I was not busy, we had a most delightful informal chat, and when he departed he left his card and a kind invitation for me to call and see him. I was so taken with the old chap that when, a few evenings later, I found myself in his neighborhood, I decided to look him up. A white-capped maid answered my ring and ushered me into a wide hall. From beyond the portieres as I fumbled for my card I heard the voice of my old soldier and the high-pitched laughter of children. Search as I might, I could not find a card, so explaining to the maid that I would



AN EDUCATION IN PATRIOTISM.

dispense with that formality, I relieved myself of hat and coat and prepared to make my entrance. Just then I heard a boy's voice ask pleadingly "Can't we have the 'Sheridan's Ride' record, please, grandfather? And can't I hold your sword while it is playing? I am to be a soldier, too, some day, you know, and there is nothing like beginning early." I waited for the reply. It came in the form of an enthusiastic affirmative and then before I could make my presence known the sweet strains of the introductory, "The Dawn of Day" filled the room and held me spellbound with its beauty.

I made another attempt to enter at the close of the selection, but before I could do so the confidential tone of the old man's voice stopped me.

"Jack," he said, drawing the boy close to him, "there is something in connection with that record I want you to become familiar with. I have never had the courage to tell you before, but somehow to-night I feel it would be best for you to know. I want you to hear this, too, Edith," he called to a little girl playing before the fire. She laid down her doll without a word and took up a position beside his knee.

The old man lit a cigar, puffed awhile in silence, and then began: "Do you remember, children, during our trip to your uncle's ranch in Montana last summer the flock of sheep we saw stampeded by a coyote and how after the poor things had first scented danger they crowded together with heads high, sniffing down the wind

with nervous, quivering nostrils, and then, as they saw their enemy, dashed wildly away, eager only to escape a terrible foe? Do you remember all that, kiddies?" "You bet!" cried the boy excitedly, "and then dear old Phil stopped that stampede in no time and chased the coyote a mile. Nearly got him, too," he added reminiscently. "That is just what he did, dear old Phil, the greatest sheep dog in Montana," echoed the old man proudly, then continued, "Jack, General Sheridan, in his great ride from Winchester, did for us exactly what old Phil did for those sheep. Our leader had gone to Washington to confer with the Secretary of War on business of vital importance to the whole Northern army, and we were more or less demoralized in consequence, so when the rebels, taking advantage of our weakness, stormed down upon us, we broke and ran, and just as utter defeat seemed imminent, the quick beat of hoofs came to us from afar, and then through a smoke cloud which enveloped us a horseman dashed. His general's uniform was covered with dust, his boots mud-spattered, and his steed, a noble animal, black as coal, with flaming eyes and quivering flanks, though nearly exhausted, still showed the mettle of the true thoroughbred. With sword waving high, he rode among us, stemming the tide of retreat and by his wonderful magnetism leading us back into the fray and on to victory."

The old man ceased speaking, and looked hungrily at the boy on his knee. "Tell me, Jack, were we cowards?" "Cowards, nothin'," the boy replied authoritatively. "Old Phil got there in time to save you, didn't he, just as the other old Phil saved the sheep up in Montana?"

"Yes."

"Well, that was all right then, grandfather; you weren't cowards," and then hugging the sword tightly to his breast, he cried with a great yearning in his young voice, "Gee! how I wish I had been there."

Thinking this a fitting time to make my presence known, I parted the portieres and entered the room with a cheery "Good evening, Colonel."

My host greeted me with much courtesy and we spent a very pleasant evening together.

"Now, can't you see, Middleton," remarked Jones, turning to me as he finished his story, "how interesting it will be in the future to study my customers, and, perhaps, learn to anticipate their wants as I did the Colonel's, and form other friendships, too? Who knows?"

I thoroughly agreed with him and told him so.

HOWARD TAYLOR MIDDLETON.

NEW MANAGER IN SYRACUSE.

Carroll Koon, a well-known musician and organist, has been appointed to the position of manager of the new talking machine department established by Leiter Bros., Syracuse, N. Y. The company handle Victor machines and records, and have given much attention to the equipment of their departments.

If a good idea should strike you, don't let it catch you off your guard.

WITH THE TRADE IN MILWAUKEE.

Strong Reaction in the Trade After the Lenten Quietude—Business Good Throughout the State—What the Various Houses Have to Report—Metropolitan Grand Opera Season Helps Sales of Red Seal Records—New Edison Records Selling Well—Wisconsin Dealer in New Quarters—Other News.

(Special to The Talking Machine World.)

Milwaukee, Wis., April 11, 1910.

A genuine reaction has taken place in the talking machine trade after a quiet business during the Lenten period. Retail dealers say that the spring trade has opened with a rush, and that indications are that conditions will be highly satisfactory from now on. Machines, records and supplies are selling well, a feature of the local business still being the excellent demand for high-grade machines.

Retail business in the larger cities and towns about the State is exceptionally good, but it is a little quiet in the smaller places as a result of the busy times that the farmers are experiencing. Spring put in an appearance in Wisconsin earlier this season than in many years, and while it has curtailed sales in certain districts, it has boosted business in other sections.

Wholesalers are entirely satisfied with the business that they are rounding up, although sales might be larger. Dealers about the State have been restocking since the first of the year, but wholesalers believe that they can see plenty of good times ahead.

"The wholesale business is very good," said Lawrence McGreal, the well-known talking machine jobber. "Dealers are well pleased with the proposition made by the Edison people, whereby customers get ten Amberola records with an Amberola attachment. The only trouble is that we cannot keep enough stock on hand to satisfy the demands of the trade."

Mr. McGreal has just returned from an enjoyable ten days' outing at French Lick Springs.

The appearance of the Metropolitan Grand Opera Company in Milwaukee, April 17, 18, 19 and 20, under the local management of Mrs. Edwina Kellenberger, is expected to boom the business in the Red Seal records and in the higher class of machines. Caruso himself will appear, and it is expected that the Auditorium will house audiences of 10,000 at each performance. "Parsifal," "Aida," "Lohengrin," "Hansel und Gretel," "Pagliacci" and "Tannhauser" will be presented.

The Hoeffler Mfg. Co. are making the most of their opportunities and are displaying a fine line of grand opera records in their windows, while under the direction of Manager J. H. Becker, Jr., special afternoon concerts are given, at which grand opera selections are featured. "During the next month we expect to meet with the greatest sale of Red Seal records in our history," said Mr. Becker. "The coming appearance of the Metropolitan Grand Opera Company has already stimulated an unusual interest, but we are looking for even greater things."

Roy Keith of The Talking Machine Co., Mr. Gibbs of the Rudolph Wurlitzer Co. and Mr. Pribyl of the Universal Talking Machine Co. were recent visitors at the Hoeffler Mfg. Co.

The new Edison records for April are meeting with an excellent sale in Milwaukee. Two of the most popular seem to be "The Cubanola Glide," sung by Collins and Harlan with the New York Military Band, and "By the Light of the Silvery Moon," by Ada Jones and chorus. Both selections are now at the height of their popularity.

William J. Voss, the well-known talking machine dealer of Appleton, Wis., has moved into new and larger quarters in the Lyons building, on College avenue, of which he has secured a five-years' lease. Mr. Voss announces that he will enlarge his present stock of machines and supplies. During the three years that Mr. Voss was located at his former stand on Oneida street he built up a business that of recent date had assumed such large proportions that he was forced to look around for a new location.

Alfred Hille, manager of the talking machine department of the Joseph Flanner Music House of Milwaukee, recently made a record for long distance sales by disposing of a Victrola to a resident of Texas. Mr. Hille reports that the spring business is taking on a most satisfying outlook.

"The arrangement just announced by the Edison company, that customers will get ten Amberola records with the purchase of each attachment, is one of the finest schemes that the company has ever evolved," said J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co. "People are quick to take advantage of an offer of this kind, and there are a number of our customers who are hurrying to exchange their old machines."

W. J. Augustine, the "talker" dealer of Oshkosh and Fond du Lac, Wis., and Bert Fort, of Waterford, Wis., were recent visitors at the wholesale establishment of Lawrence McGreal.

A. G. Kunde, new owner of the downtown Columbia store at 516 Grand avenue, is considering the erection of a handsome new front at his establishment, having unusual display facilities. He has just completed the work of redecorating his new quarters. "One of our biggest sellers at the present time is the 'Improved Royal' Columbia, the new BNW model," said Mr. Kunde: "General business is very good, and we are looking for a satisfactory spring."

William P. Hope, traveling representative of the National Phonograph Co., was in Milwaukee for a few days after meeting with an excellent business in his territory.

A new disc record cabinet, embodying new and striking features, has been devised and patented by William Schmidt, traveling wholesale representative of Lawrence McGreal, and will be placed on the market at once by Mr. McGreal. The new cabinet, which is provided with a changeable top to match any machine and is equipped with new sliding files, is something entirely new, and has been creating no end of interest among the dealers of the State who have

inspected it. "We have received orders from every dealer who has seen the new cabinet, and I predict that we will meet with a wonderful demand for the cabinet when it is placed before the trade," said Mr. McGreal. "We intend to interest jobbers as well as the retailers."

Miss Gertrude Gannon, present owner of the McGreal retail store, is enthusiastic over the manner in which the spring trade has opened in Milwaukee. "The remarkable demand for Amberolas and Amberola records is one of the leading features of the trade," said Miss Gannon. "I find it almost impossible to keep enough stock on hand to meet the demands of the trade in this line."

Gimbel Bros.' new talking machine headquarters have been opened to the trade. With handsome parlors, having unusually good acoustic qualities and the best of modern facilities, the new department on the second floor is among the finest in the city.

The "Lawrence McGreals," one of the leading baseball teams in the Milwaukee City League, has entered upon its present season with Arthur Dunn as manager. Last season the team secured third place; the season before it came out second in the race, and so Lawrence McGreal, president of the club, believes that the organization will be in line to capture first place this year.

SPRINGTIME FANCIES.

Summer shower come passin' by; rainbow yonder in de sky; sort o' strikes dese eyes o' mine like a slice o' melon fine! When dem drops come soft'ly down, flowers blossom all around; satisfaction seems complete. Sho! Dat melon juice am sweet!

Many ad. writers try to say too much. They should learn that "half is better than the whole"—that an ad. should express the quintessence of thought and not be given in a crude state.



Learn Spanish, French, German, or Italian

The I. C. S. System of Language Instruction by the phonograph method makes easy the mastering of a foreign language and appeals with compelling power to thousands. The dealer in phonographs that 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, German, and Italian Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. Method of teaching languages.

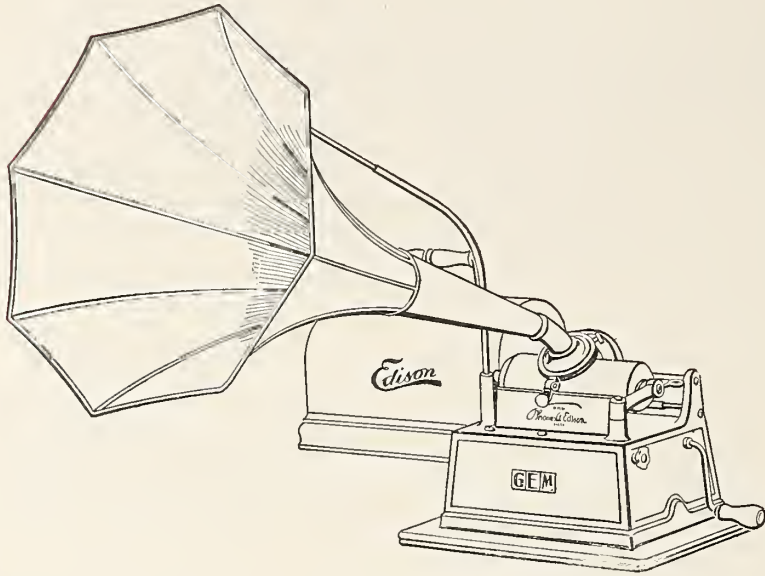
The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; 14-inch brass horn; special hearing tube; recorder; reproducer; speaking tube; winding crank; camel's-hair brush; blank cylinders on which to make phonographic recitations; and 25 Conversational Records, 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 languages. The new Outfit is the best and cheapest ever offered—the price being only \$35.

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Prefer the



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Standard Records

which render all of the shorter compositions in the purest, most lifelike tone.



35



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that is permanent, does not scratch
and never needs changing.

Take your profit

NATIONAL PHONOGRAPH COMPANY

The Majority EDISON:

for Everybody

to the AMBEROLA
at \$200.



Amberol Records

which play twice as long, giving *all* of the best of *all* kinds of music without cutting or hurrying.

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the highest salaried vaudeville artist in the world, Digby Bell, Billy Murray, Victor Herbert, Sousa.

Home Recording

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from the majority



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NEW YORK, APRIL 15, 1910.

TALKING machine dealers in eastern territory have long discussed the formation of an association for trade good and in last month's World there appeared a detailed report of the first meeting and this month we present the subsequent moves made by the new organization.

For an embryo association considerable interest has been aroused and there is every belief that this organization will increase rapidly in numbers and influence.

There is an idea prevailing in some quarters that the manufacturers are opposed to such an organization.

This belief is absurd.

At the first meeting expressions from the manufacturers clearly emphasized their attitude towards the proposed organization.

Manufacturers are interested vitally in any project which makes for trade betterment and the theory that they are opposed to an association is too ridiculous to be considered for one moment.

On the contrary, they favor it, and if the talking machine dealers of this country can work up trade organizations in various localities they will aid themselves very materially.

They will keep the trade from certain depressing influences—they will arouse interest on the part of the members and they will stimulate better work, bring about new thought and materially assist the trade in every particular.

Now, the manufacturers are just as much interested in seeing ideal conditions as the dealers themselves.

Organizations which bring the manufacturing and retailing departments of any trade into close union are beneficial and must necessarily bring about more cordial relations between the manufacturing and distributing forces.

NO organization in the talking machine trade can be autocratic and attempt to dictate what the manufacturers shall do.

That is impossible, nor would sober, sensible men for one moment recommend such action, but to work together in harmony, making suggestions here and there in order to eliminate certain defects will work out admirably for the benefit of each division of trade.

If the talking machine men will stand together they can accomplish a good deal in every way.

They can build the business on a firmer basis and they can conduct their own enterprises so that they will command greater respect and attention from the public.

They will work their territory more thoroughly and more completely, and right here brings us to an interesting subject—unworked territory.

We venture to assert that there is not a part of this great, big country that has been worked in the manner which it should have been in the talking machine business.

The surface has not been scratched and if men get together, exchange views and discuss ways and means whereby this unworked territory may be developed, each one will profit by the suggestions and experiences of the other.

Each one will draw some enthusiasm from contact with optimistic, successful business men and the result is the weak ones will become stronger.

There is rich territory closely adjacent to every talking machine man in this country—territory which is not half or quarter developed and it promises good returns if close attention be paid to it.

BUT you cannot work territory by sitting down in your wareroom and not building up systematic plans for trade capturing.

People are not going to fall over each other in their haste to reach talking machine warerooms.

They must be interested. Talking machine men must evolve new thoughts—new ways—with which to win trade.

In the piano business the system of personal calls—"door bell pulling" they call it—has been the means of vastly augmented piano sales.

All of the big houses follow up this plan systematically.

They cut territory up into blocks and they put a corps of men working over each division.

Reports are made and prospects checked up and the whole campaign framed as completely and systematically as it is possible to do in working any territory.

Now, talking machine men might take a leaf out of the piano trade history in this particular.

They are selling expensive creations.

They are selling home entertainers which are unrivaled.

They are entering a field which affords splendid sales possibilities and they have got to appreciate that fact.

They must realize that good trade requires

good work and a good business cannot be made up through carelessness or indifference.

Making mistakes in business is like falling down in a foot race.

It is a setback—a very serious one at that and the talking machine man makes a mistake who believes that trade is gotten easily and without effort on his part.

It is not so.

THE time was when the talking machine business came easier than to-day.

But the talking machine has indeed won a settled position among the products of this country and must be pushed as systematically and progressively as any other creation of human skill and genius.

To sit supinely down and say that the talking machine business is in its decadence is to invite evil and disaster.

The man who has such a conception of the future of the trade should rub elbows with some of the men who are doing the great, big talking machine business of this country to-day.

They might meet them if they joined organizations and attended meetings and got vaccinated with a little of the enthusiasm virus.

It will probably help them out and Lord knows some of them need it.

Now, if the men in any business are to advance they must do it through their own efforts, and this industry affords ample opportunity for the future of the men who are in sympathy with modern methods—who are in sympathy with the future of the up-to-date product—who realize the value of the talking machine as an entertainer and as an instructor, and who do not view it with indifference or do not appreciate its marvelous sales-getting qualities.

Now, an association can be of no particular benefit unless it is supported by men in a fair manner.

Some always have to make sacrifices, and it will be necessary to devote some time and money to a successful upbuilding of a trade organization, but it will be worth many times its cost in money and in time.

THE eccentricities of individuals are oftentimes beyond human understanding, and editors and publishers have probably to stand as much blame as any people engaged in professional work.

Some of the correspondence received at this office is interesting—some humorous.

Recently we received a communication from a subscriber, who writes: "You may cancel my subscription, because one of your advertisers cost me about ten dollars on account of not knowing how to pack a shipment of merchandise. I sent a bill of lading in time for me to get it corrected before paying freight in the deal, and I am practically out the above amount."

In other words, this subscriber blames The World for an excessive freight rate and the methods by which some manufacturers ship their merchandise.

Probably someone will blame us if the tail of Halley's comet swishes dangerously close to the earth!

We can stand for it—it doesn't matter much.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Trade Conditions Show Improvement—Coal Strike Hurts Business—The Price-Cutting Evil Rampant—A Few Conditions That Tend to Upset Trade—Now Want Talker Dealers to Handle Cycles—Improving Record Production—Booking Artists Exclusively for Columbia Co.—News from the Provinces—Sales Unsteady—First Amberolas Arrive—New Record Lists—Keeping Trade Active—Interesting Decision Anent Commissions—Vanload Thieves Rob Twin Record Co. Premises—Bureau of Commercial Information for Cape Town—Other Interesting News of the Month from Great Britain.

(Special to The Talking Machine World.)

London, Eng., April 8, 1910.

During the course of my rounds in the trade this month I have noticed that, somewhat contrary to last month, there are signs of a cheery nature which leads one to the conclusion that talking machine sales, especially in records, have much improved. And this is all the more satisfactory in view of the general uneasiness brought about by another threatened disturbance in the coal trade. Up to a day or so back the outlook was very serious and it was stated that directly and indirectly over a million hands would be thrown idle in the event of a strike, in addition to the usual disastrous effects which it would entail upon the many sources of industry whose very existence largely depends on a plentiful supply of fuel. The Board of Trade, whose intervention had been sought, is now busily engaged in trying to effect a settlement, and a report just to hand from that department promises more hopeful results.

An Era of Price Cutting.

Following upon the mention in these columns last month of the price-cutting of records by some of the large stores, further startling offers have been published this month. Upon inquiry we learn that Gamages still hold a large stock of the old "Imperial" disc records, and these they were recently advertising at 10d each, or 9s. 6d. a doz. Harrod's go one better in offering (we believe, the "Star") disc records at the ridiculous price of 7½d. each, or in parcels of twelve assorted single and double records 6s. And we believe there is another American record offered by a well-known city dealer at an even lower price than this. Naturally the public have taken full advantage of these prices, but the poor dealers all over the country are loud in their complaints of a system which permits of the dumping of foreign bankrupt stocks on this market entirely free of any duty whatever.

Result of American Patent Litigation.

This is one result of the prolonged patent litigation in the American courts, in more than one case the losers' stocks having been jobbed by the receiver at scrap prices. Thanks to our open-door policy, this country proved very obliging when these goods were to be picked up cheap, and it can therefore cause no surprise that the market is entirely upset. The lack of stability which marks the talking machine trade in this country has been brought about in the first place by new manufacturers entering the field with a cut-price article; by that I mean at a price below the standard figure then existing, and in consequence forcing other manufacturers to reduce prices to that level, which could not possibly stand the strain of competition. Result, several of our best firms were forced to go under, their stocks—usually pretty big—were auctioned off very often at more than 50 per cent. less than the cost prices, and for the past twelve months or more the small dealer has had to contend with competition in the shape of first-class cylinder

records priced as low as 3d. each and first-class discs at 7½d. each, or even slightly less. Not a very satisfactory state of things, it must be admitted.

A Ridiculous Suggestion.

Hitherto the music shop proper has not devoted itself to selling cycles, the majority were somewhat slow in taking up the sale of talking machines, and it is therefore somewhat surprising that a certain Coventry cycle firm should not have better acquainted themselves with the conditions and exclusiveness of the musical industry before issuing the following circular: "Music warehouses throughout the Kingdom should be handling cycles as a fixed and important feature of their business. The demand is so great, the net profits are so considerable, that progressive tradesmen cannot afford to be indifferent to a practice that is growing by leaps and bounds. The vital consideration is not 'Are cycles worth handling?' but 'Which are the best to handle?' i. e., Which will give the most satisfaction to buyers and the biggest profit to the seller? Our special offer to music warehouses enables you to add this lucrative adjunct to your business without extra capital, without interfering with the present routine, and practically without risk." Whatever obtains in other countries, as applied to England the statements in the above circular are quite erroneous, and I do not hesitate to say that the great majority of musical instrument traders think too much of their calling to even consider such a ridiculous suggestion.

Eliminating the Scratch in Records.

It is but three months ago since I drew attention in these columns to the objectionable surface scratch which characterizes most disc records of any make. At the time I remarked that manufacturers constantly experimented for improvements in that direction, and it is but fair to say that there is already a noticeable change for the better. Having tested a large number of the current issues of various makes, I find that greater care has been taken in obtaining that even and smooth surface without which any record, however well recorded it may have been in the first place, is something to fight shy of.

Want Queenstown as Cunard Port.

A deputation recently waited upon the Postmaster-General to ask him to use his influence to induce the Cunard Co. to make Queenstown a port of call, both on the outward and homeward passages from New York for their mail steamers. The Postmaster-General pointed out that the "Lusitania" and the "Mauretania" carried 90 per cent. mail for Great Britain and he could not advise delaying the mails nearly four hours to land the 10 per cent. of Irish mail in Queenstown. It would not be wise or businesslike.

Selling Balance of "Star" Machines.

The balance of the stock of the "Star" machines, now in the American liquidator's hands, it is reported, will be sold in this country by the Star Manufacturing Co., located at 15 City Road.

Exclusive Columbia Co. Artists.

The Columbia Phonograph Co. have been going ahead under the management of Louis Sterling, one very fine move of his being the fixing up of no less than eleven well known artistes to sing exclusively on Columbia records. Another recent departure is the issue of an all Scottish list, a special Welsh supplement and a splendid list of descriptive record by Eric Foster, in the original Tyneside dialect. There are also some special Irish selections in the same list (April).

Provincial Notes.

Reports to hand from Provincial trade centers would seem to indicate that sales have eased up somewhat, which is not a little due to the fact

that our cycle friends have, as is usual about this time, lost all interest in talking machine goods, and are devoting their energies to the sale of cycles, etc. Particularly is this the case in the great Yorkshire centers where phonograph and disc machine factors now have to stock innumerable lines to make both ends meet. As a matter of fact the wholesalers' profits of the old days have vanished, and their present position in the majority of cases is simply that of giving change for a penny, so to speak. Up Manchester, Liverpool and the great north way generally, things are little better. There is no steadiness in the labor market, thousands of mill hands are still on short time, money is tight and altogether the outlook is not of a very hopeful nature. It is noticeable that record customers are satisfied with the purchase of one or two selections where formerly in many cases the quantities sold were in half-dozen lots or more. Machine sales, while not bad, are not by any means satisfactory, and those dealers who do pay a little attention to the business during the spring and summer months have a very good selling line in the large variety of portable disc machines now on the market. Up Newcastle way traders received good fillip through the special series of Tyneside Rena records. In each case the selections were composed and spoken in the Tyneside dialect, by the inimitable Eric Foster. "By Gum, the'r Champion!" is the local opinion of these splendid records.

Teaching of Languages by Talking Machines.

The recent interesting lecture in Belfast by Professor Savory upon the uses and value of the phonograph as an aid in the teaching of foreign languages has inspired some of the students of Queen's College, Belfast, with ideas. T. Edens Osborne, the well known Belfast factor, sends us a copy of an interesting monthly entitled Q. C. B., wherein we notice certain references to the talking machine, a direct outcome of the professor's lecture. Here is a sample:

"We have classical surroundings and a scientific zone,

A philosophic temper and an ultra-English tone, While we're taught to parlezvous upon the gramophone.

Comme on marche en avant."

First Amberolas Arrive.

Notice is given by the National Phonograph Co. that they have received a first supply of Amberolas and that orders will now be filled as quickly as possible. A further series of grand opera titles have been issued on the Amberol



The STROH VIOLIN

A new instrument possessing a VIOLIN TONE of great beauty and remarkable power.

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

Musical Instrument Dealers and others interested should write for free descriptive booklet to the Sole Maker.

GEO. EVANS
(Successor to CHAS. STROH)
94 Albany St., Regents Park, London, Eng.

FROM OUR LONDON HEADQUARTERS—(Continued.)

record and these continue to receive strong support from the whole of the trade. The current issues for May are as follows: Standard Records—"Kelly Two-Step" (Murphy), and "The Cooks—Dance Grotesque" (Gabriel-Marie), by National Military Band. "The Old Grey Coat" (Hyson), Billy Williams; "The Green, Green Ribbon" (Mellor, Lawrance & Gifford), Miss Florrie Forde; "You're a Naughty Boy" (Clifford), Jack Pleasants; "Let's All Go Down the Strand" (Castling & Murphy), Stanley Kirkby; "A Chapter of Incidents" (Albert), Ben Albert; "Impudence Schottische" (Macey), Alex. Prince; "Don't Go Any Further" (Penso), Arthur Osmond; "Oh! What a Surprise" (Formby), Geo. Formby; "The Berlin Reel" (Scott Skinner), J. Scott Skinner; "Narcissus" (Nevin), Sousa's Band; "Christmas Time Seems Years and Years Away" (Snyder), Manuel Romain; "Some Day" (Gabriel), Miss Marvin and Mr. Anthony; "Come to the Land of Bohemia" (Evans), Joe Maxwell; "Just a Little Ring for You" (Morse), Miss Ada Jones and Billy Williams; "Under the Tent" (Daniels), American Standard Orchestra; "By the Light of the Silvery Moon" (Edwards), Miss Ada Jones; and "En Route to Camp March" (Sharpe), New York Military Band. Edison Amberol Records—"Belhegor March" (Brepant), National Military Band; "Abide With Me" (Liddee), Miss Violet Oppenshaw; "I Got Married To-day" (Mills and Scott), Jack Lorimer; "Just for To-night" (French), Pike & Kirkby; "Playing the Game" (Kendle & Formby), Geo. Formby; "Les Folies, Polka" (Waldtenfel), Alexander Prince; "For Months and Months and Months" (Tabrar), Arthur Osmond; "Mary (Kind, Kind and Gentle Is She)" (Richardson), Ernest Pike; "The Colliers" (Castling & Godfrey), Billy Williams; "H. M. S. Pinafore" (Sullivan), National Military Band; "The Bonnie Lass o' Bon Accord" (Skinner), J. Scott Skinner; "La Gipsy—Mazurka Ecossaise" (Ganve), Sousa's Band; "I Wish That You Was My Gal, Molly" (Snyder), M. Romain; "The Kiss

Waltz" (Arditi), H. Benne Heuton; "Beautiful Beckoning Hands" (Bryant), Edison Mixed Quartette; "By the Light of the Silvery Moon" (Edwards), Miss Ada Jones and Male Quartette; "Tho' Your Sins Be as Scarlet" (Doane), Stanley & Gillette; "I'd Like to Be the Fellow That Girl Is Waiting For" (Mills), Joe Maxwell; "To You—Waltz Serenade" (Czibulka), Vienna Instrumental Quartette; "Characteristic Negro Medley," Peerless Quartette; "The Cubanolo Glide" (Von Tiltzer), Collins & Harlan, with New York Military Band.

The Ideal List Competition.

In this month's Gramophone News, which, by the way, is now issued as a public organ at the price of a penny, particulars are given of the recent Ideal list competition inaugurated by the company—a competition which has resulted in a marked increase of sales all over the country. All who have participated, in particular gramophone traders, are unanimous in their praise of the scheme, because the interest aroused in the user and his ready co-operation lends color to the belief that for a considerable time ahead beneficial effects will be felt in consequence of the generous amount of publicity which the competition has enjoyed. The Gramophone Co., by their persistent advertising, duly manifest the necessity of keeping their goods prominently before the public, a condition of trading which spells "success"—ever the essence of progress. It remains for dealers to follow this wise example. Don't let the interest which this competition has awakened pass into oblivion; rather should you make it the basis of some strong local advertising and reap that advantage which follows a systematic and continuous investment in good newspaper space, booklets and other publicity ideas.

Mr. Thumens Leaves Symphonium Co.

We understand that Mr. Thumens, for many years managing director of the Symphonium Co., of Leipsic, has severed connection with the company.

The April Gramophone List.

Some seasonable impressions figure in the April list of Gramophone records issued in good time before Easter, an advantage which dealers obviously appreciated to the full. The following selections go to make up a list of unusual strength: "Chanson Triste; Chanson Humoresque" (Tschai-kowsky), "Lubly Lulu," Chopin's "Funeral March," and "Students' Songs," all by the band of H. M. Coldstream Guards; "The Pilgrims of Love" and "I Think," by John Harrison; "Land of the Almond Blossom," by Kennerley Rumford; "A Sergeant of the Line," Harry Dearth; "Arm, Arm, Ye Brave" (Handel), R. Radford; "Entreat Me Not to Leave Thee" (Gounod), Miss Edna Thornton; "O Memory," trio, Miss Percival Allen, Miss Alice Lakin and John Harrison; "La Czarina," concertina solo by Alex. Prince, and the following six hymns, all beautifully rendered by a mixed church choir: "Jesus Christ Is Risen To-day," "Onward, Christian Soldiers," "For Ever with the Lord," "Holy, Holy, Holy," "Days and Moments Quickly Flying," and "Now the Laborer's Task Is O'er."

An Interesting Legal Decision.

Judge Lumley Smith, K.C., recently had a very contentious case before him in that of Valentine vs. Ault, in which a traveler and commission agent sued a firm of merchants for the sum of £100, commission due after the termination of the agency. As will be seen the case is of much importance to employers and travelers. Plaintiff was engaged to obtain orders on 5 per cent. commission. He worked for defendants over two years and the agency was then terminated by notice. Plaintiff now urged that he was entitled to be paid commission for orders which came in after he left, because they were obtained by his influence. Counsel stated that that would amount to plaintiff receiving a pension for life and the claim was unreasonable. After giving a verdict in favor of defendants the judge said: "To entitle the plaintiff to commission after he had

ROYAL APPRECIATION

of the

GRAMOPHONE

To H. M. the KING
OF ITALYBY APPOINTMENT
To H. M. the QUEENTo T. M. the KING and
QUEEN OF SPAIN

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139 Belleaghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

ceased to be defendants' agent there must be a definite contract to that effect."

Some Excellent Beka Records.

Two more records, "Down Came the Blind" and "Never Let Your Braces Dangle," by Harry Champion, sung in his usual breezy style, appear in the April Beka list. Other good impressions are overture from "Mignon," parts 1 and 2, by the Beka London Orchestra; "Stone-Cracker John" and "Anchored," by Harry Thornton; "Kathleen Mavourneen" and "Killarney," by Philip Ritte; "Valse Bluette" and "Air on G String," excellent violin solos by Leon Sametini.

Punished for Receiving Stolen Goods.

On the 4th inst., before Mr. Wallace, K.C., William Heliot and J. Higgs, cycle makers, of Hackney Road, appeared to answer a charge of having feloniously received articles belonging to the Gramophone Co. J. Dennis, an employe of the firm, pleaded guilty of stealing the property and was put back for sentence. Without hearing the witnesses for the defense the jury unanimously returned a verdict acquitting Heliot and Higgs of any felonious intent. Judge Wallace said the case should never have been sent for trial.

Twin Record Co.'s Premises Robbed.

An instance of the daring impudence of members of the gang of thieves who employ themselves in the occupation of carmen, driving a van around London, with the evident intention of filling it by fair means or foul, came to light a week or so back. The center of attraction in this instance was the "Twin" Record Co.'s premises in Christopher street, to which the thieves drove up in their van and removed a case of records temporarily left in the passageway. Fortunately, owing to the presence nearby of some of the city detectives, four men were captured and duly received their deserts by imprisonment. In view of the prevalence of these cases it would be as well for merchants to keep a closer eye upon their goods when it is necessary to temporarily leave them outside. There should be a guard.

The New Zonophone List.

The Zonophone monthly lists of recent date are in matter of title, if anything, superior to those which have gone before, and this exercise of wise discrimination is all the more noticeable since W. Mausar took over the management of the Zonophone interests. A well-defined policy is at the bottom of it all, and I am not therefore surprised to learn that it has resulted in obtaining a real and ever increasing support from the trade generally. The following titles from the April list demonstrate to some extent the excellent fare now being offered: Seventeenth Grand Opera record, "La Donna e Mobile," "Rigoletto," sung by Ernest Pike, Thorpe Bates and Alvena Yarrow; Mendelssohn's "Wedding March," with church bells, by the Black Diamond Band; "Land of Hope and Glory," by Madame Edna Thornton; "Kaiser Friederich March" and "Druid's Prayer Waltz," by the Black Diamond Band; "The Fair Land of Poland," from the "Bohemian Girl," by Ernest Pike; "Rising Early in the Morning," by Harry Lauder, and "The Poets Song—La Bohème," by violin, flute and harp trio—excellent selections in every way.

Cape Town's Commercial Information Bureau.

His Majesty's Trade Commissioner in South Africa (R. Sothorn Holland) proposes to establish in connection with his office at Cape Town a bureau of commercial information in order that buyers in South Africa may readily be able to obtain the fullest possible information concerning goods manufactured in the United Kingdom. The bureau is not intended in any way to supersede existing arrangements between British firms and their South African agents or independent importers. On the contrary, persons in South Africa seeking information will be advised of the names of local firms stocking the particular goods about which inquiry is made. Communications on the subject should be addressed direct to His Majesty's Commissioner, P. O. Box 1,346, Cape Town.

AT THE LEIPZIG FAIR.

One of the Busiest on Record—Talking Machine Exhibitors Capture Good Orders—Beka Records Co. and Fritz Puppel Amalgamate—Some of the More Important Exhibits—Many Hornless Machines—A Novel Sideboard—English Orders Fall Off—Record Makers do Not Exhibit—General Review of the Fair from a Trade Standpoint.

(Special to The Talking Machine World.)

Berlin, Germany, April 2, 1910.

In contradistinction to last year, the recent Leipzig Fair held March 7-12 will rank as one of the busiest yet experienced. There were several novelties which attracted considerable curiosity, but that is about all that can be said, since for the most part they were of no practical value, simply freak ideas with which this trade in common with others is only too familiar. Everybody, however, was in an indulgent mood; in fact, a holiday spirit prevailed, owing no doubt to the magnificent weather experienced during the whole week, yet business in no wise suffered. As usual, very great interest centered in that part of the fair devoted to talking machines and the most important firms were the happy recipients of some large contracts placed by trade visitors, who attended in force from all parts of the world. Perhaps the most important event of the fair this year was the Beka Record Co.'s amalgamation with the Fritz Puppel concern, which aroused much speculative interest among the visitors. This new combination exhibited a very fine array of machines in tastefully designed cases at remarkably low prices, and they were very energetic in securing new buyers both for machines and records. A recent introduction to Continental traders, the new Beka 10-in. double record, selling under the very appropriate title of "Vene, vidi, vici" (I came, I saw and was victor), also came in for a deal of notice. A

Responsible Exporting Firms in America, Canada and Colonies are invited to apply for Sole Agencies

"ASPIR" Disc Records (sapphire cut) 11" and 12" double sided

*Finest Repertoire of Operas, Orchestras and Songs.
Unsurpassed for Tone and Quality.*

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E. P. I. Talking Machines

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British Branch:— **ASPIR — LONDON. 15, Victoria Street, London (England)**



FROM OUR LONDON HEADQUARTERS—(Continued.)

particular feature is that two selections are recorded on each side and, although this may appeal to many, I am of the opinion that the idea is not one which would justify a strong attack upon the English market, and, as a matter of fact, I understand that there is no intention of doing so at present.

Carl Lindstrom's Exhibit.

Carl Lindstrom's exhibition of goods in Peterstrasse attracted more than ordinary interest by reason of the fact that, extraordinary as it may seem, the firm's display included over 200 different designs in machines alone. Many of these are of quite recent introduction, notably the new styles in interior horn cabinet instruments and portable machines ranging in price from 15s. up to £15 odd. The former are indeed beautiful models, and needless to say they proved to be much in demand from buyers located in the chief cities of the world. The company's new motor, too, was undoubtedly the talk of the fair, and visitors were loud in their praise of its originality, strength and beauty of construction. A brief description may not be out of place. All the parts of the motor are entirely encased in metal, and as additional protection the spring is separately enclosed in a barrel of the usual pattern. This outer case is so made as to be easily detachable when necessary. Only hardened metals are used in its construction, and the scientific assembling of the parts insures that smooth and silent running upon which depends an even revolving of the turntable. I would mention that the largest motor will play ten 10-inch records with one winding. Some index of the enormous business the firm are doing is found in that so far this year their turnover is far ahead of even time last year, a matter for congratulation in these days of keen competition.

Another Interesting Display.

Another very excellent display of machines was that of the Excelsiorwerke concern. Here various new designs were noticed, and better

still, bought. Altogether the week's trade was highly satisfactory, and some nice contracts were placed by foreign buyers.

Many Hornless Machines.

It was noticed that a very large proportion of the machines exhibited this year were of the (so-called) hornless type showing improvements of a satisfactory nature. The opinion is held in some quarters that these hornless machines are making such good progress as to seriously threaten the influence exercised in trade circles of the horn variety.

The Pathe Freres Showing.

Pathé Frères, of Paris, had a very fine exhibition. They were showing an extensive array of their sapphire machines and records, which was the center of attraction for some of the largest home and foreign buyers.

There were also endless varieties of needles, and most, if not all, the leading continental makers were kept busy satisfying the inquiries of real and prospective buyers from all parts of the world.

Other Details of the Exhibition.

One would think that every conceivable shape and design in horns had been exhausted by the irrepressible continental manufacturers. But such a thought was at once dispelled by an inspection of the fine display of trumpets in Peterstrasse. There were some entirely new and well-balanced types to be seen, and the ingenuity and intelligent foresight thus expressed in these models deserves much credit. Some substantial orders were placed. There were no English displays, and we therefore cannot take any credit for the noticeable fact that our German friends did not have it entirely their own way. Some of the leading manufacturers from Switzerland were there, and their motors particularly were very much admired by all who saw them. Among those whose exhibits deserve mention were Messrs. Palliard, Mermod Freres, and Herman Thorens.

Krebs & Klenk report a most satisfactory demand for their well-known series of Klingsor machines. These appear to be capturing the popular fancy very much, and I am therefore not surprised to learn that their export business has materially increased since the Leipzig Fair. The names of English visitors who went over appeared in our last issue.

One of the most novel models shown was in the form of a sideboard for the dining room with a disc machine mounted upon it. Two of the drawers were also equipped with reproducing devices operated through wire connection with the main machine on the top, thus greatly increasing the volume of sound. While the device worked very well, it did not seem to appeal to any great extent to the buyers, as it was conceded that while the idea might prove desirable for public rooms, it did not fit into the private dining room for which the style of sideboard was best suited.

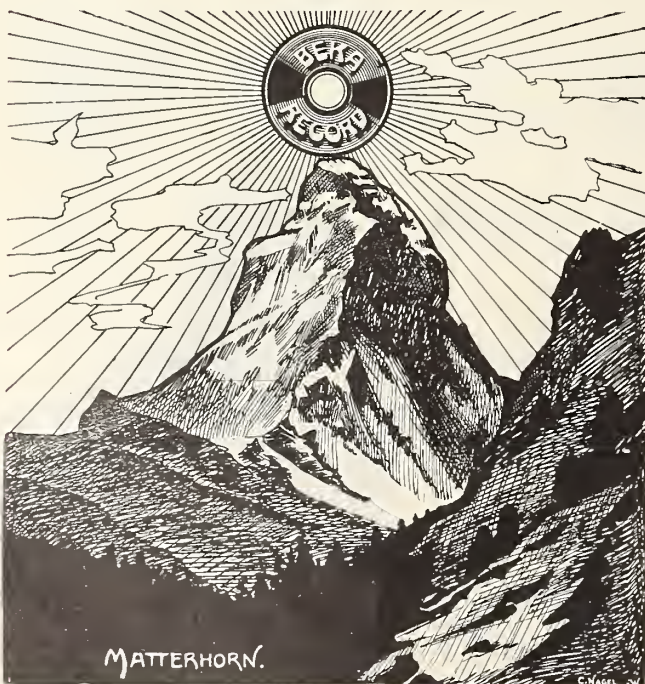
Though the various exhibitors complained loudly of the keen competition and the closeness of prices they were obliged to overcome, nevertheless, in practically every instance, they secured a much greater number of orders than was the rule last year, though it is claimed that orders from England were far behind the average.

The manufacturers of records and discs did not take part in the fair. They took the view that dealers attending the fair have not the necessary leisure to hear new discs; they are also only too willing to send any dealer a collection of sample discs, which he can try at his ease in his own place of business. Then again the manufacturers of talking machines demonstrated all the well known makes of discs in connection with their machines. The expenses connected with taking part in the Leipzig Fair are certainly considerable, but, on the other hand, it must not be forgotten what advantages are to be derived therefrom, inasmuch as a manufacturer is able to get into personal touch with his customers

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Spanish	Swatow	Urdu
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THE PHONOGRAPH AS A TEACHER.

Prof. Savory, M. A., of Queens University at Belfast, Ireland, Recently Delivered a Most Interesting Lecture in Which He Demonstrated the Important Place of the Phonograph as an Educator and in the Teaching of Modern Languages.

For some years now we on this side of the "big pond" have been familiar with the use of the phonograph as an almost invaluable aid in the teaching of languages, and through the efforts of the National Phonograph Co. and the International Correspondence Schools, as well as others, the use of the phonograph in that connection is no longer an experiment to be wondered at but an actual and accomplished fact.

It seems, however, that our British cousins have not given this use of the talking machine the attention it deserves, but the recognition of its value is slowly though surely spreading, aided largely through the efforts of a number of enthusiasts among both the talking machine dealers and the teachers of languages.

Early last month, for instance, Professor Savory, M. A., professor of French and Romance Philology at Queen's University at Belfast, Ireland, and an educator of note, delivered a most interesting lecture, under the auspices of the University Physical Society, upon "The Use of the Phonograph in the Teaching of Modern Languages." The lecture created a profound impression. He said:

Of the many tempting problems for the consideration of those who are interested in the study and teaching of modern languages I have chosen one which up to now has not yet received the attention it deserves—the use that can and should be made in the teaching of modern languages by a talking machine such as the phonograph.

The question that first confronts us is the place that should be reasonably accorded to the phonograph in modern language study and teaching. With regard to this, I wish to say most emphatically at the outset that it is my firm belief that the highest aim of modern language teaching in our secondary—as apart from technical and commercial—schools should always be the imparting of literary training and culture, that modern languages should become for this twentieth century a kind of new humanism not inferior in its refining and elevating powers to the great influence that was once exercised by the old humanities of the Renaissance.

By the side of this most important literary training, that is mainly, although not exclusively, obtained by reading, by the study of the great classical writers of past and present times, the great importance of oral training must not be overlooked.

We cannot rest satisfied with the training possessed by a man who can perhaps easily read a monologue occurring in a play of Corneille or Victor Hugo, but who pronounces the names of the poets Corneille and Voogoo, and is unable to understand (or to answer) a single sentence addressed to him by a Parisian with whom he may have correspondence for years.

The modern methods of language teaching aim at training the ear and the speech-organs no less than the eye, and there are now various devices, unknown 20 years ago, of improving the oral training of modern language scholars, students and teachers.

One of these is the way of training the ear by recitations given by particularly eloquent actors. Several competent Frenchmen and Germans are now traveling in England and are giving, in schools and at evening lectures, highly appreciated recitations of select passages in their mother-tongue.

This way of hearing foreign languages, as they are spoken by recognized masters of speech, is certainly as helpful as it is enjoyable. But these recitations will always be rare—they are expensive and not easy to procure. They can only take place at long intervals, and will consequently always be an extra—an occasional treat. They cannot form a regular part of school instruction, and it must also be borne in mind that such recitations by professional speakers cannot be heard over and over again, they cannot be repeated at the will of the student, above all they cannot be interrupted, analyzed and discussed.

All this is, however, easily done in the case of some mechanical contrivance such as should before long be the property of every good secondary school, a modern talking machine like the gramophone or the phonograph. Both instruments are very similar in their use.

After going into a description of the mechanical and scientific principles of talking machines, their construction and reproduction, Professor Savory continues:

It cannot be doubted that the frequent hearing of passages of literary excellence, as spoken by a master of speech, if well reproduced by a good phonograph, must prove a valuable stimulus to learners. By the frequent repetition in exactly the same way of exactly the same words and sentences a steady training of the ear is secured such as cannot be obtained in any other less uniform way. Like a good book, the phonograph invites us to repeated study. It is heard to the greatest advantage in a small private room, a drawing-room or a study, and also in a small class room for about 25 to 30 pupils. But the instrument is really not calculated for a large lecture room such as this. Another inevitable drawback in a public lecture is that it always must take some time for the ears of the hearers to become fully accustomed to the room and to the machine. You ought really to hear each record several times, at least twice, to do it justice. This disadvantage, which is unavoidably connected with a lecture, does not exist in the study or the classroom.

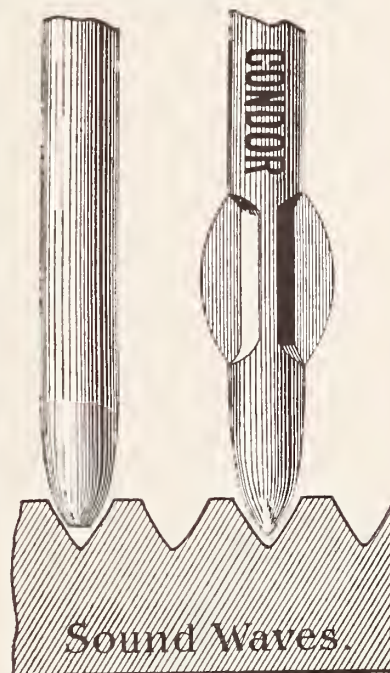
In the case of a phonograph we only hear, but we see nothing, or merely a sheet of printed paper with the recited text before us. The eloquent mouth, the expressive eye, the helping gesture of a good reciter are all absent. This is a decided loss, and gives to the phonograph a certain unpleasant coldness. Everyone knows how

About Needles

One of the most important matters in connection with the development of the talking machine business to-day is the sale of a talking machine needle that is correctly made—made by the greatest authority in the world—a needle, the POINT of which is warranted and which insures the best reproduction for each individual quality of tone—a needle that doesn't wear out the record; that preserves its life, and always gives forth the very best quality of tone that is contained in the record. Such a needle is the

CONDOR

It has the highest and most perfect finish, the smoothest grain, and gives unexcelled satisfaction.



Why not get the customer who purchases a high-grade and a high-priced talking machine to buy needles of the highest quality, such as the Condor?

One cannot be satisfactory without the other.

We shall be pleased to give the fullest information to all interested. Address .

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

We said it was going to be a Grafonola year. Proved already. All three Grafonolas going like cakes—"De Luxe," "Regent" and "Elite."



much the understanding of a passage is helped by the play of the features, hands and shoulders, how well we generally understand the dumb language of a pantomime. If we are engaged in a lively conversation with a man, we see him speak no less than we hear him. There cannot be any doubt that the living word of the living native who speaks his own language with artistic perfection is the ideal to which the phonograph can never approach. But then it must be asked: How often can the average schoolboy have such a treat? Again, a very clever and interesting man may speak very badly, too quickly, too indistinctly, without ever opening his mouth or moving his lips, or without taking the trouble to raise his voice or to articulate his words and phrases. Such cases, as we all know, are not uncommon. Even teachers, small I add, even modern language teachers, for whom there is less excuse than for anybody else, are not invariably free from these blemishes; are sometimes good scholars but poor speakers.

Here the phonograph comes in. It always speaks well and with spirit, it does not mind being interrupted or made to repeat itself over and over again. Its speaking capacity and its patience are alike inexhaustible. If we make our own records—as is perfectly easy with a phonograph—this has the advantage that by means of it, provided we have a good ear and some phonetic training, we may detect the defects of our pronunciation of our own as well as foreign languages. The instrument takes instantaneous and faithful snapshots of speech sounds and fixes them for many years. It is as honest as a mirror and as outspoken as a true friend. It has never yet stooped to flattery, it shows us as we are. It allows us to hear ourselves as others hear us, and also to hear others who are bodily far away from us, at any moment we wish, and in any place, and for any length of time. Thus you see, if a teacher can never be superseded by the instrument, he can yet be very materially helped by it. It saves his voice, his strength, and also his time, as it relieves him from the monotonous but necessary task of constantly repeating to the class the same sounds and phrases.

The various uses to which the phonograph may be put in the teaching of modern foreign languages are the following:

Above all it is helpful in teaching the proper intonation of connected speech, the right phras-

ing of groups of words, and the idiomatic play of the stresses. The faithful exhibition of the idiomatic foreign intonation is even more important than mere correctness in pronouncing individual foreign sounds. It must be admitted that—at least at present—a few sounds are not yet reproduced by the machine with absolute perfection, a difficulty which can be partly met by altering the pitch of the machine, though this may have to be done at the cost of a slight deviation from the natural pitch of the voice. No such reproach can, however, be made against the phonograph with regard to intonation, which is in all cases remarkably well reproduced.

In first-rate records, and only such should be employed, the articulation of each single word can also most profitably be studied. Lists of model words should be drawn up and spoken into a good machine—records should thus be obtained giving examples of difficult sounds, combinations of sounds or words, such as the French nasal sounds, the English impure vowels, the German modified vowels or the voiceless palatal or guttural spirants (loch, tuch, tücher, küchengerüche), or the peculiar German glottal stop, such as is heard in abändern, durchaus, allüberall, Oberammergau. Such difficult sounds must be repeated over and over again, in many lessons, slowly and distinctly. This is quite easy, as the machine can be stopped after each word and put back again for repetition.

It is also a great help to precision; for the precision of the machine impresses upon the student the importance of precision in speaking. For elocution the phonograph is evidently very helpful, as it allows students who have few or no opportunities of hearing great speakers or actors to study model records spoken by them. Certain meters, for instance the stately blank verse, the splendid roll of the hexameter, and the expressive, rugged old ballad verse, can be studied to perfection in good records. One drawback in some of them is caused by the fact that records must inevitably be rather short—hence, in the endeavor to get as many words as possible on one cylinder, the record makers sometimes curtail the natural pauses between certain words more than is desirable. Those who make records for their own use or for the use of their classes, should beware of speaking too rapidly. Most cylinders easily take what can be spoken in two and a half or three minutes, which time is

sufficient for many small poems or the important parts of dramatic monologues.

Teachers who use the phonograph in class will obtain the best results if they allow the scholars to have the text before them, in order to follow the words that are spoken by the machine on the pamphlets that should be given to each pupil. Thus the eye and the ear are trained at the same time, while until recently appeal was made almost entirely to the eye. It is also desirable that the student's ears should become accustomed to hear in a number of varied records the different voices of different speakers, and thus not be limited, often for years, to the one voice of his school teacher. The greater the variety of speakers, the more useful is the practice afforded. Dictation of pieces of foreign prose may also not unprofitably be given by means of the phonograph.

Apart from speaking the machine can also be used for records of singing. English nursery rhymes and ditties, French chansons, and German Volkslieder may with little trouble be obtained for use in the classroom, and will, if judiciously used on proper occasions, give variety to a lesson. They may even be used in teaching pupils to sing the foreign songs, and they may also be given to specially interested pupils during leisure hours. Much depends upon the skill and resourcefulness of the teacher, who can, by means of characteristic foreign songs, initiate his pupils into the understanding of some of the most characteristic manifestations of foreign life, feeling and thought.

In discussing in this lecture the use of the phonograph for the teaching of modern languages, I have mainly referred to its manifold uses for the school teaching of English, French and German.

But, apart from school teaching, there are the uses of a good talking machine for private study, on the one hand, and for university teaching and scientific research on the other.

Private students with no means of hearing foreign languages well spoken by natives can first of all learn the sounds and the intonation of the foreign idiom from a number of well-chosen records. They may afterward proceed to making their own records, and constantly compare their utterances with those of their models, noticing and accounting for any discrepancy, and cor-

(Continued on page 22.)



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The Fibre Needle is a "GOOD" needle, because it neither scratches nor cuts the record.

It is a "BETTER" needle, because it does not and cannot injure the record.

It is "THE BEST" needle, because it reproduces the natural or musical tone quality of both instrument and voice.

The Fibre Needle is in every sense of the word a "superlative" needle, because it conveys an element of elegance, refinement and daintiness hitherto unknown in phonographic reproductions.

It is a "commercial" needle, because it is the only needle that has proved a factor in the Talking Machine business, that has created sales of high priced machines and records, that has instilled interest and enthusiasm in customers.

It is a "business proposition" needle, because it will bring you more dollars directly and indirectly than thousands spent in advertising.

We know whereof we speak.

"B. & H." FIBRE MFG. CO.

33 W. Kinzie Street, Chicago, Ill.



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

have a

MUSIC MASTER WOOD HORN

sent to you on approval.

Compare the tone, workmanship and finish; look at the construction: notice the heavy tape which surrounds the body of the horn, together with the heavy hoop around the bell and the brass ferrule at the small end.

This construction makes it possible for us to give this broad guarantee:—"We will replace any horn that shows any defects of any kind at any time, without charge."

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.

If you are not entirely satisfied with the superior merits of the MUSIC MASTER, you can return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

(Continued from page 20.)

recting themselves by means of the models. Thus the phonograph may become an invaluable self-corrector for the student, who, by dint of perseverance, will, with the help of it, gradually bring his pronunciation and intonation to a high standard of excellence.

Finally, in a university city like ours it would be wrong not to point, at least with a few words, to the manifold uses that can be made of the phonograph for the purpose of higher study and scientific research. At the university we are able to proceed to the more careful analysis of the ordinary and the elevated speech of the principal European nations, and also to the study of the sounds and intonation of the various Asiatic and African peoples. With the aid of the phonograph philologists are no longer dependent on the accounts and transcripts of travelers, missionaries and other untrained observers. The phonograph also enables us to give students at the university specimens of the principal dialects of the lan-

guages the literary forms of which they study in so much detail. The phonograph allows us to produce the same English passage as pronounced by a Cockney, a man from York, from Aberdeen, from New York, or Germany as spoken by a Bavarian, Swiss, Saxon, Hanoverian or Berliner. And again, in reconstructing the pronunciation of former generations for scientific purposes, how useful would it be if we had records of a monologue from Shakespeare as he spoke it, or Molière as he spoke it. We should then not only know their peculiar accent and pronunciation, but we might occasionally even know how they themselves spoke certain contested lines of their own works, e. g., how Goethe himself recited the much-discussed line at the beginning of "Faust":

"Und sehe dasz wir nichts wissen können."

Alas, in the case of Goethe, Molière and Shakespeare, let alone Chaucer, Chrétien de Troyes and Walther v. d. Vogelweide, nothing can be done any more, but there is no reason why we should not preserve for future genera-

tions the voices, and above all, the characteristic way of speaking, of some of our prominent contemporaries.

* * * *

Prof. Savory's interesting lecture was duplicated at a later date at the Municipal Technical Institute in Belfast. Thomas Edens Osborne, the prominent talking machine jobber of that city, co-operated with the professor to some extent in order that his lecture may be made successful, so far as the reproduction of phonograph selections are concerned, by means of an Edison phonograph, to which was attached a trumpet fifty inches long with a large bell.

These lectures and demonstrations of the talking machine have aroused the enthusiasm of both teachers and students and have resulted in much permanent good. As a matter of fact, Mr. Osborne sold a number of Edison phonographs and French language records as a direct result of Prof. Savory's valuable lecture. Mr. Osborne has furnished talking machines and records to several educational institutions in the North of Ireland for the purposes of language study and reports that the innovation has proven successful in every instance. He strongly advocates the listing of more records in different languages by the various manufacturers as an aid to teachers in their work.

CONCEALED HORN MACHINE SUITS.

One Suit Just Decided and Three More Now Pending in the Courts, Between the Big Manufacturers—Some Important and Interesting Points to be Decided—Details of the Cases for Benefit of Those Interested.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 5, 1910.

Friday last a perpetual injunction was issued by Judge Lacombe, United States Circuit Court, New York City, in the case of the Victor Talking Machine Co., Camden, N. J., against Jerome Duke, "sued as 'Henry' Duke, the name Henry being fictitious," 275 West street, New York, for price cutting on Victor goods. The order was served the following day by the United States marshal.

The Victor Co. have brought suit—No. 117 on the calendar of the United States Circuit Court, southern district of New York—against the American Graphophone Co. (Columbia Phonograph Co.) for infringing reissue patent No. 13,069, issued to Elbridge R. Johnson, president of the first-named concern. The patent in question relates to the manufacture and sale of an alleged imitation of the Victrola cabinet or concealed horn machine. This invention of Mr. Johnson's was taken out January 4, 1910, and three days later the bill of complaint was filed. An answer has been made by the defense.

Another case—No. 127 on the calendar—has been instituted by the Victor Co. against the American Graphophone Co., etc., in which infringement of patent No. 946,442, also issued to Mr. Johnson, is charged. This invention, according to the specifications, relates "more particularly to improvements in that class of talking machine in which the actuating mechanism and amplifying means are enclosed within a cabinet." This patent was issued January 11, 1910, and three days subsequently the complaint was filed in the Federal Circuit Court, New York City.

It will be remembered that on February 18 the American Graphophone Co. filed a bill against the Victor Co., charging the latter with infringing their Phillips cabinet machine patent. From the foregoing citations from the court records it is certain the legal fight between these two big companies over the concealed horn cabinet proposition is now on in earnest. Preliminary injunctions are sought in each of these cases, and it is probable the taking of proof will consume considerable time before they reach court for final hearing.

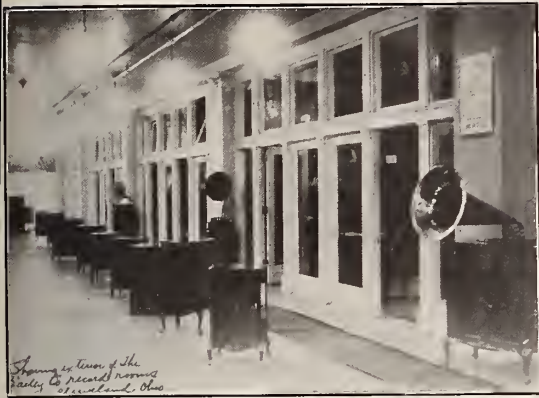
When precedent and progress clash, drop precedent.

A HANDSOME DEPARTMENT.

That of the Bailey Co. in Cleveland—Elaborate Soundproof Rooms Provided—Carry Complete Stock of Victor, Edison and Zonophone Lines.

(Special to The Talking Machine World.)
Cleveland, O., April 9, 1910.

One of the finest talking machine departments in this city is that of the Bailey Co., under the management of E. A. Friedlander. The main showroom where the machines are attractively displayed is flanked on one side by a series of handsome glass-enclosed soundproof booths for the purpose of trying out machines and records. An exterior view of the booths or record rooms



is shown herewith and gives an excellent idea of their beauty.

Manager Friedlander reports a most satisfactory business in his department, with a rapid increase in the sales of both machines and records. The demand for the Red Seal records is especially strong, and with the opera season under way in this city it is expected that the demand for that class of records will show a rapid increase. The Bailey Co.'s department handles the Victor, Edison and Zonophone lines and carries a complete stock in each.

THE "NEW IDEA" CABINET.

An Unique Style Cabinet for Disc Records Put on the Market by a Milwaukee Firm—Each Cabinet Equipped with Four Tops to Fit Different Styles of Victor Machines—Other Original Features.

(Special to The Talking Machine World.)
Milwaukee, Wis., April 9, 1910.

A decided novelty in the way of disc record cabinets has been put on the market by the New Idea Cabinet Co., of this city, it being designed to enable the dealer to carry a complete line of cabinets at a minimum outlay.

The cabinet is known as the "New Idea" cabinet and is built along very original lines, each cabinet being equipped with four different interchangeable tops designed to fit the different forms of Victor machines Nos. I, II, III, IV, or V. In other words, with one cabinet and three extra covers the dealer is in a position to supply any owner of a Victor machine with a cabinet to match his machine. The manufacturers claim that ten of the new cabinets will constitute a complete stock for the dealer and will meet the demands as well as a stock of 100 of the ordinary styles of machines.

The sliding record files, which can only be drawn out far enough to permit removal of records and which cannot possibly fall out, is another practical feature. It does away with the inconvenience of having to kneel down to find what you want or removing and placing the file on a table or chair in order to get a record. These files, which have fifteen indexed file leaves each, are faced and finished in oak or mahogany to match the finish of the cabinet. There are twelve files holding fifteen 10-in. or 12-in. records each, giving the cabinet a capacity of one hundred and eighty records.

Wm. Schmidt, who for some time was connected with the Victor Talking Machine Co. as traveling salesman through Wisconsin and

northern Michigan, devised and patented this cabinet and is now superintending the manufacture of same for the New Idea Cabinet Co.

A large sale is predicted for this "New Idea" cabinet, and it is the manufacturer's purpose to sell through the jobber only and protect the selling price by contract. It would be well for all live jobbers to get in touch with the manufacturer at once and secure further information regarding this cabinet.

In an advertisement on another page the "New Idea" cabinet is illustrated and described at length.

S. B. DAVEGA RETURNS IN JULY

From an Enjoyable Visit to Seattle, Wash.—
In Talking Machine Business to Stay.

S. B. Davega, president of the S. B. Davega Co., New York, under date of April 3, sends to The World the appended information from Seattle, Wash.:

"My attention was called to a statement appearing in your last issue (March) to the effect that I was in Spokane, Wash., and if certain deals were consummated would take up my permanent home there. In this connection I wish to state that I am not in Spokane nor have I ever visited that city, nor do I intend to remain away longer than next July.

"I am at the present time in Seattle, Wash., having first visited the West during the summer of 1909, on the occasion of the Alaska-Yukon-Pacific Exposition. There I was fortunate enough to make a real estate investment that has proved its value; in fact, the offers received during the month of February, while in New York City, induced me to revisit Seattle, and offers were renewed which I have since declined. I can assure you and the trade generally that I am in the talking machine business to stay.

"I have no fault to find and no complaints to make in any manner whatsoever, as our business for the months of January, February and March of this year has been the largest of any corresponding months of any other year since we have been in business; and, if present indications are to be relied upon, this will be our banner year.

"With best wishes to all in the trade, and hoping this will prove a prosperous year to all, and with kindest regards to you, I beg to remain,
"Respectfully yours,
S. B. DAVEGA."

DEALERS SHOULD MAKE NOTE.

The National Phonograph Co., Orange, N. J., in the Edison Phonograph Monthly for April, publish the following caution to dealers and jobbers:

"The necessity of specifying on your orders at all times, whether or not Amberol or Standard records are intended, grows more urgent with each addition to the Amberol catalogs. The numbers in both the domestic and foreign Amberol lists are duplicating those in the Standard lists, and the duplication will become more common as the Amberol supplements increase and the Standard decrease in number.

"Of course, it is expected that eventually the Amberol records will entirely supplant the Standards, but until that time it will be absolutely necessary, in order to avoid possible confusion and delay, that every order to jobbers and to the factory shall distinctly specify whether or not Amberol or Standard records are wanted. Jobbers are requested to impress this necessity upon their dealers, and the latter are urged to paste a reminder in a conspicuous place for guidance when making out orders.

Frank Dorian, formerly connected with the Columbia Phonograph Co.'s recording laboratory in New York City, is now president and general manager of the Dictaphone Co., vice J. W. Binder. This concern handle the Columbia Co.'s commercial machine exclusively.

A series of Neapolitan songs recorded in Italy have just been received by the export department of the Columbia Phonograph Co., General.



The secret of getting trade and holding it.

Keep that motto before you all the time and you're sure to come out at the right end of the horn.

Keep your stock right up to the minute. Don't be "just out" and give your customer a chance to go elsewhere if you can help it.

When a customer comes to your store at all, he should be counted as one of your regular customers. *He will be* if you take care of him properly and give him what he wants. If you happen to be out, you ought to know where to get what you want without delay.

We're ready to help you get trade and hold it. Anything you want in Victors, Victrolas, Victor Records, record cabinets, horns, needles, fibre cases or other Victor accessories you can get from us quickly.

We won't keep you waiting for the goods. We won't fill you up with promises and make it necessary to stand your customers off. We will fill your order at once—goods are always shipped the same day the order reaches us—and send it to you as fast as the railroads will carry it.

Let us send you copies of our latest catalog and our booklet, "The Cabinet That Matches," which tells about our record cabinets that match perfectly each style of Victor.

Write us to-day.

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.
83 Chambers Street New York



**The new diamond-point reproducer
for Columbia Indestructible Records
plays both the Two-Minute and the
Four-Minute Records.**



SHACKLETON'S PHONOGRAPH RECORD

The Experiences of the Famous Explorer, Who Came Near Reaching the South Pole, Recorded for National Phonograph Co.—Ready for the Trade on April 20.

The sales department of the National Phonograph Co., on April 9, 1910, mailed the following bulletin to their dealers:

"We are pleased to advise that we have made a record, with a short story, of the experience of Lieut. E. H. Shackleton and which will be ready for shipment from the factory on or about April 20. From the immense and enthusiastic audiences which have greeted Lieut. Shackleton on his various public appearances, we believe the experience he has recited for us regarding the south polar expedition (and which will not appear on any other talking machine records) will prove a great seller and which may be placed on sale as soon as received. List price, 50 cents. It will be listed as Amberol Record No. 473. This above price will be subject to a special allowance to obviate any possible demand for replacement or further allowance for breakage.

"Lieut. Ernest H. Shackleton, of England, is scarcely less famous as an Arctic explorer than our own Peary. Lieut. Shackleton did not actually get to the south pole, but the feat of his

party in reaching a point only ninety-seven miles distant from it is second only to the discovery of the north pole. The knowledge of the Antarctic regions gained by Lieut. Shackleton's expedition is of the greatest importance to science and history. On this record he gives some of the privations of his party and he tells of some of the dangers that beset them on all sides. It is a notable record made by a notable man.

"At a dinner given in New York recently ex-Ambassador Choate, in an address to Lieut. Shackleton, said: 'America has no lack of Arctic explorers of its own, real and pretended. It has a profound admiration for all the explorers of other lands, especially of the mother country. You have come to a people of 80,000,000, all eager to hear the story of your great career. It is only twenty years since you left Dulwich College and entered the merchant marine. Now you are known everywhere and honored everywhere. Not the least part of your achievement is that you have aroused no envy, no inquiry, no criticism. We ask our own explorers to submit to inquiry and investigation. We take your own word for your thrilling story.

"For 127 days you took your life in your hands. You came back starved and exhausted, but you brought every one of your men with you and you have been within 100 miles of the south pole. The Stars and Stripes float over the north pole. It is only fair that we should leave the field open for the hoisting of the Union Jack at the South."

Lieut. Shackleton was on March 23 presented with the Cullen geographical medal by the American Geographical Society.

A GO-AHEAD BANGOR DEALER.

M. H. Andrews Building Up a Big Victor Business in His Town.

(Special to The Talking Machine World.)

Bangor, Me., April 6, 1910.

M. H. Andrews, of this city, reports that they are doing a tremendously big business in their section of the country on Victor goods, and they say that their country is only beginning to realize the fine qualities of the Victor product. R. W. Simpson, manager for the M. H. Andrews house, speaks in a very optimistic view of the rapid growth of their business, and they feel that the coming season will be the greatest of their industry. They complain, however, as all other jobbers, of the difficulty experienced in getting sufficient goods from the factory. Mr. Simpson has recently put on the road J. S. Hanley to look after the interests of their wholesale business, and it is safe to say, from his energetic spirit, congenial manner and exceptional ability, that he will prove a very valuable addition to the Andrews house and to the general trade.

COLUMBIA RECORDING IN CHINA.

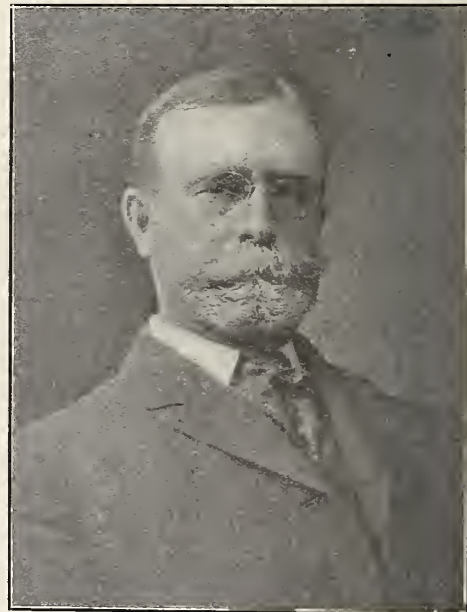
The recording laboratory of the Columbia Phonograph Co., General, at Hong Kong, China,

under the personal supervision of John H. Dorian, occupies an entire building. The native talent is obtained through compradors or commercial agents, and are lodged at the laboratory until the work is through. Tea is supplied the artists by Mr. Dorian, which is about all they need, with the exception of a little rice. Bunks line the walls of the place, and the singers are idle or record as they are required. The company recently received a lot of masters from Mr. Dorian, which Mr. Burns says are the finest ever recorded in the Orient.

BRIGHTSON AT THE HEAD

Of the Sonora Phonograph Co., Whose Products Are Now Being Introduced to the Trade—Other Well-Known Men Interested in This Enterprise.

George E. Brightson, president of the Sonora Phonograph Co., 76 and 78 Reade street, New York, for many years connected with the H. B. Claflin Co., where he built up and managed the



GEO. E. BRIGHTSON, PRESIDENT SONORA PHONOGRAPH CO.

novelty department until his retirement from business, is a typical New Yorker. A man of large affairs, he is besides broad-minded and has a pleasing personality.

The other executive officers of the Sonora Phonograph Co. are William H. Hoschke, vice-president and general manager, and William E. Hoschke, secretary and treasurer. In addition to its plant for manufacturing talking machines and its well-appointed show rooms, the company owns a fully equipped and carefully manned laboratory for the recording of master records. Their line is presented to the trade for the first time in this issue of The World in two full pages (12 and 13).

Talking Machine Dealers ATTENTION!



Here is a "hot-weather" BUSINESS STIMULATOR. BIG SALES—BIG PROFITS are within your reach if you represent us on the

ICY-HOT

bottle in your territory. Your customers are in need of the "ICY-HOT" in their homes, on their travels, when camping, automobiling, fishing and in a hundred different useful ways. A PROFITABLE SIDE LINE FOR YOU TO CARRY. The "ICY-HOT" bottle is guaranteed to keep contents either steaming hot for 24 hours or ICY cold for 72 hours. Write for our SPECIAL PROPOSITION to represent us in your city. Illustrated booklets for the asking.

THE ICY-HOT BOTTLE CO.
207 Longworth Street, CINCINNATI, OHIO

PROFIT BY GRAND OPERA TOUR.

Talking Machine Dealers in the West Exploit Records Made by Artists Appearing with Metropolitan Company—How Some Slow Dealers Let the Opportunity Pass By—Neglecting to Take Advantage of Great Advertising Campaigns—A Business with Large Profits and a Big Future.

The tour of the Metropolitan Grand Opera Co. to the West is being taken advantage of by a great many dealers to exploit the records made by the artists of this great organization. It is an excellent opportunity to win public interest in these records and in their store. Window displays have been a help in this connection as well as the concerts given during or before the various productions.

Now an important point arises in this connection and it is that while a great many dealers have availed and are availing themselves of this splendid chance to do some very impressive and effective advertising—advertising that not only accrues to the benefit of themselves, but to the goods which they handle—many other dealers seem to be indifferent to such splendid opportunities.

It matters not how small the dealer's store, or how humble the locality in which he resides, a love of music prevails everywhere, among the poor as well as the rich, and it doesn't follow that because the locality is not a fashionable one that people are not interested in grand opera, and in the records of the artists connected therewith.

Dealers should be alive to such opportunities as this at all times, and in this way feature their line of goods.

There is no other business in the world where dealers are provided with such quantities of appropriate and non-expensive advertising as in the talking machine field. Every time a great artist appears in opera or in concert, and his or her record is handled by the dealer, he must be indeed slow not to make strenuous efforts to inform his purchasing public that this great artist can be heard just as effectively in his store as in the opera house or concert hall.

The dealer who does not take advantage of such an opportunity should retire from business and give somebody else a chance.

We know of no other business in the world where the manufacturer does so much for the dealer as in the talking machine line. New ideas and "tips" of all kinds to develop business are sent out from the factories week after week, and notwithstanding all this there are to be found dealers who absolutely do nothing out of the ordinary to attract new trade.

Of course this condition of things cannot be tolerated.

The live people are doing the business, and the slow ones are gradually drying up with the result that they will make their exit off the business stage in due course.

Opportunities for the live man in the talking machine business exist on all sides.

There is a good profit and a big future in the business for those who are awake to its possibilities and cooperate with the manufacturers in developing trade.

E. N. BURNS' NEW DUTIES.

Will Spend Part of His Time Looking After the Making of Columbia Master Records in New York and Machines at Bridgeport.

Hereafter Edward N. Burns, vice-president of the American Graphophone Co. and manager of the insurance and export departments of the Columbia Phonograph Co., General, will devote half of his time to supervising the making of masters at the recording laboratory in New York and the manufacture of records and machines at the Bridgeport, Conn., factory. In other words, he will look after the general product of the company with a view of maintaining the highest possible standard of excellence in the various lines of goods bearing the Columbia brand.

Mr. Burns has always been a stickler for

quality in respect to the product handled by the export department, which has been the means of building up a large and ever expanding trade for the Columbia company in the Spanish-American countries and the Orient. The methods followed so successfully in his special field will be transferred to the widest range of articles in the company's service.

NEW CARUSO VICTOR WINDOW DISPLAY.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 8, 1910.

The Victor Talking Machine Co., Camden, N. J., in sending to the trade the special letter and illustrated circular relating to their ready-made "Window Display, No. 16," describe the "rich and artistic" Caruso window display as follows:

"A life-size figure of Caruso in the character of 'Cavaradossi,' in 'Tosca,' with palette and brush standing beside an easel on which rests a framed announcement of his twenty-five-year contract to make records only for the Victor. Note the artistic plainness of this display and how thoroughly in keeping with the quality of the Victor and the Caruso records. Remember—Caruso is one of your biggest drawing cards. His name is the biggest attraction in the whole world of music, and the Caruso records, solos, duets and concerted numbers are all so perfect that you are sure to increase your Victor sales and add to your prestige by immediately ordering

one of these window displays and inaugurating a special Caruso selling campaign." The company also give notice that these goods are shipped strictly in the order in which they are received.

BARKELEW IN CHARGE.

E. A. S. Barkelew, one of the veterans of the business, has taken the general management of Stanley & Pearsall, Victor distributors exclusively, 541 Fifth avenue, New York.

"GETTING THE STRIDE" IN BUSINESS.

When a trainer is coaching a man to make him a successful foot racer one of the first essentials he drills that man on is to get his stride, so that he can start in right and be working to the best possible advantage every minute he is in the race. In business get your stride. In social intercourse get your stride. Once it is secured you will work to the best advantage, and you will get the best results of which you are capable.

AN INTERESTING ADDRESS.

At a late meeting of the Eastern Talking Machine Co. Associates, Boston, Mass., S. J. Freeman, a salesman, delivered an address on the different types of Victor machines. It was listened to attentively and its educational worth favorably commented upon.

IMPROVE YOUR SYSTEM

AND


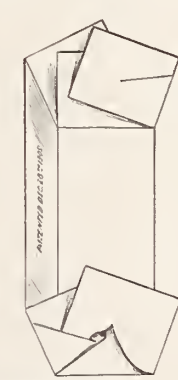
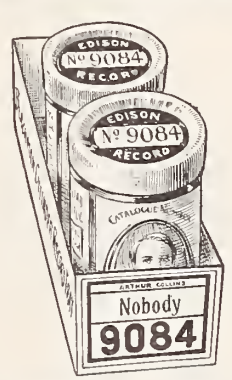
INCREASE YOUR RECORD SALES

BY USING

THE BLACKMAN CYLINDER RECORD TRAY

(Patented Dec. 28, 1909.)

A Record Tray With Record Label for Less Than One Cent

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

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

NET PRICES TRAYS ONLY			
(Subject to Change.)			
	Hold	Net per 1,000.	Weight per 1,000.
No. 2.	2 Records.	\$6.00	60 lbs.
" 3.	3 Records.	7.50	73 "
" 4.	4 Records.	9.00	87 "
" 5.	5 Records.	10.50	105 "
" 6.	6 Records.	12.00	116 "

Note.—Price less than 1,000 same rate.
In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

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

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

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

Manufactured by

BLACKMAN TALKING MACHINE CO.

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

TRADE IN THE CITY OF CULTURE.

Spring Business Opens Up Well—Extensive Advertising and Live Methods Make for Record Season—Boom in Grand Opera Records—Eastern Co.'s Quick Service—Their Telephone Coupon Books—Excellent Ditson Trade—Strong Demand for High Grade Columbia Outfits—Constantino Gives Grafonola to Hospital—Change in H. F. Miller & Sons Co. Department—Columbia Line for Nelson's Department Stores.

(Special to The Talking Machine World.)

Boston, Mass., April 12, 1910.

New sales of the higher-priced machines have had a wonderful impetus with the coming of warmer weather, and the April volume of business is of such proportion to justify the prediction that the present season will be the largest in the history of the industry. One of the biggest houses say that up to the first of April they have transacted a 40 per cent. increased business over the similar period of last year, and from the good reports heard on all sides from jobbers, retailers and salesmen, it looks as though an era of profit-making is opening for the entire talking machine trade. The vigorous and extensive advertising done by the parent concerns with literature and other successful sale-closing publicity, all built on one platform—absolutely one price—is certainly valuable co-operation. Generally speaking, in no other commercial lines are the trade conditions similar—remember the "sticker," one and only one price—and with this thought it certainly behooves the dealer and distributor of the highest grade instruments to reciprocate by giving special attention to the selling end, particularly so with the opening of the present "rush" season.

Opera records had a big sale during the last month. During one week two opera companies—Hammerstein's Grand Opera Co. and the Metropolitan Opera Co.—were performing, and any evening in the whole month one could go to the Boston Opera House, so opera records secured a large boom. Each of the recognized factors of the industry had their quota of exclusive singers' records and everyone could hear his or her favorite artist. Telegraph requisitions to the factories for the more popular opera numbers were numerous, as the urgent demand quickly depleted stocks which at any other season would be considered large.

"Quick service" with talking machine jobbers should be the most prominent virtue of the establishment. The mere term "quick service" may or may not mean something, as what one jobber might call "quick" would be slow to another. In their efforts to render "wireless" service the Eastern Talking Machine Co., Victor and Edison jobbers, have made a hit with their telephone service books comprising 24 coupons, like this:

Good for.....cents, the amount of
toll charge on telephone order from
Name

Place

Date

This coupon to be used only in case of actual orders amounting to not less than 10 dollars and from points within the New England States. Eastern Talking Machine Co.

The dealer makes his telephone call in the usual way and the telephone company bills him for the amount of the toll. At the close of the conversation the dealer fills out the coupon, sends it to the Eastern Co., and the sum involved is placed to his credit. This is surely a unique idea and solves the "quick service" problem completely, particularly so with the smaller dealers, who will be able to clinch sales readily with this "Eastern assistance." The writer doesn't know whose brain created this new plan, but it reflects great credit on the originator for the promotion of good service and the general expansion of trade.

S. J. Freeman, manager of the Victor department of the Eastern Talking Machine Co., commenting on trade conditions, said: "We find

business very satisfactory, although at this season we expect and have a slight let-up. The Victor Talking Machine Co. have fallen off about 50 per cent. in filling of record orders, due to the recent 'exchange,' but this inconvenience is gradually revolving for the better, and we hope shortly to receive prompt and complete filling of our orders. The record shortage is not the only bad phase of the situation, as the home company are equally behind on machine deliveries, principally on Victrolas of both sizes." Mr. Freeman has been quoted as "manager of the retail department" once or twice in the past, and he asks The World to announce that this is an error, as his "official title," so to speak, is "manager of the Victor department."

Henry A. Winkelman, manager of the talking machine department of the Oliver Ditson Co.'s organization, reports the existence of a very excellent trade, without regard to season or conditions. He turns from this joyful expression of business brilliancy to lamentation over the delivery of Victrolas to the Ditson display rooms, saying it is impossible for them to fill anywhere near the orders already booked. "At present the Victrola delivery outlook is discouraging, although we are living in hope of receiving liberal shipments at any time," he added. The Oliver Ditson Co. spend a large sum of money in exploiting the merits of Victor talking machines, which has made and is maintaining a talking machine volume of business that is stupendous. Considerable space in their immense building is occupied by this department, embracing a number of reception rooms, record libraries and supply counters, and in all their publicity they emphasize the fact that a talking machine is a "wonderful musical instrument." So everything working together is responsible for the Ditson Co. transacting this immense talking machine business—one that is always in excess of their allotment of machines from the home company.

"Our March business," said Arthur C. Erisman, manager of the New England branch of the Columbia Phonograph Co., "was the largest we have had for four years, and our sale of Columbia Grafonolas is responsible for this achievement in a large measure. On records I can say that the presence of the Boston Opera Co. promoted the sale of opera records. With our many exclusive artists' reproductions it was not difficult in totaling a large aggregate of business in this department."

The "Library table" Columbia Grafonolas have rapidly leaped into prominence in New England circles, and in a number of cases the sale of one instrument has actuated the purchase of one, two or three more by as many friends of the first owner. A. C. Erisman, manager of the New England headquarters, is overrunning with enthusiasm on the sales possibilities of this machine, and were it not for inability of making deliveries the Grafonola would be given the general public advertising that its merit deserves. Little effort is now required to dispose of their New England quota, and Mr. Erisman hopes the obstacle of slow and small factory deliveries will soon be removed so they may begin a prominent campaign in this "two in one" (library table and talking machine) Grafonola.

Constantino, the noted opera singer recently at the Boston Opera House, presented a Columbia Grafonola to the Massachusetts General Hospital, which is the source of a great deal of pleasure to the patients. The local offices of the Columbia Phonograph Co. received a splendid letter of recommendation from the officials of that hospital, highly praising the Grafonola and suggesting its use by other institutions of that character.

Extremes are attractions, as it's a common occurrence for a customer at the Columbia exhibition rooms to select a few of Gipsy Smith's records and also a few of Raymond Hitchcock's. Gipsy Smith is the noted singing evangelist and his records are reproductions of religious work, while Raymond Hitchcock is one of the most widely-known comedians in the world, and his records are laughter producers of the highest horsepower. "Raymond's" appearance at the Tremont Theater the past few weeks has pro-

duced a largely increased call for these records.

To-night the Eastern Talking Machine Associates put on their big minstrel show, which is comprised of "home" talent. That this troupe is going to give a rattling good show is sure. S. H. Brown, chairman of the entertainment committee, deserves praise for his "director" efforts in making a company of "professional" minstrels.

An important change will shortly occur in the Victor department of the Henry F. Miller & Sons Co. In the past and since the inauguration of this new line the Victor department has been in the basement of the Miller building. The enormous business of this branch is now too large for its quarters, and plans are being molded to use the required floor space on the first floor. So if everything materializes as at present outlined, Victor talking machines will have a home that for environment will be A1. The Henry F. Miller piano warerooms are classed to-day as the most spacious and magnificent in New England; costly paintings decorate the walls, and other handsome features of construction, electrical and furnishing, abound. It's mutual progress if the Miller Co. actually devote a generous amount of first floor to the Victor and it's sure recognition of the latter's worth as a profitable commercial proposition.

Nelson's Department Stores, embracing a chain of six large stores in Massachusetts, New Hampshire and Vermont, have added a complete stock of Columbia goods at each store. They have met with splendid success for so short a period of time and are greatly pleased with the Columbia line.

"Never before, never again, first time, last time, 75c. disc records at 19c., 6 for \$1," so advertises the Henry Siegel Co., and they had a rush of business that was tremendous. This company claim to have purchased 300,000 at one time, which is the reason for the low price. The name of the record was not advertised. C. B. Thompson, manager of the talking machine department, attests a remarkable business in Columbia products, and says they sell considerable of the massive \$200 styles.

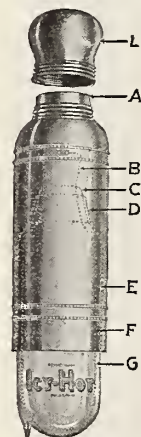
THE "ICY-HOT" BOTTLE.

A very important line that is being developed by the talking machine dealers is the vacuum bottle for keeping liquids hot or cold, according to how they are put into the bottle. The "Icy-Hot" Bottle made by the Icy-Hot Bottle Co., 207 Longworth street, Cincinnati, O., is recognized as the best heat and cold retaining bottle made. It is well made, very efficient, and is handsome in appearance. Besides, it yields a very liberal profit.

One of the features that makes the "Icy-Hot" Bottle a good seller is that the inner glass vacuum bottle can be instantly removed from its outer metal casing, making it possible for the user to repair his own bottle in case of accidental breakage. From a sanitary standpoint this is a very desirable feature, for the inner bottle can be removed for sterilizing.

The makers of the "Icy-Hot" have overcome a serious fault which is frequently found in bottles of this class. The "Icy-Hot" is so constructed that it is impossible for the contents to come in contact with the metal part when pouring out. The contents touch only glass, just as in an ordinary bottle. For the convenience of the dealer the manufacturers have made up a number of assortments suitable for any size town, so that a dealer in a small town can, in comparison, make as good a display as one in a large city. Prices, terms and other information will be cheerfully given by the makers on request.

New Victor distributors are the Elmira (N. Y.) Arms Co. and the Knoxville (Tenn.) Phonograph & Typewriter Co.



EXECUTIVE COMMITTEE TO MEET.

The National Association of Talking Machine Jobbers to Hold Executive Session in Columbus, O., Next Sunday—Visitors to Convention at Atlantic City Will Be Splendidly Entertained.

A meeting of the Executive Committee of the National Association of Talking Machine Jobbers will be held in the offices of the Perry B. Whitsit Co., Columbus, O., on next Sunday, April 17, and it is expected that all the members of the committee will make special efforts to be present. Besides the regular business of the committee at the coming meeting the final arrangements for the convention will be consummated.

In regard to the convention, to be held at the Chalfonte, Atlantic City, July 5, 6 and 7, Vice-President J. Newcomb Blackman reported that judging from the present outlook there would be a record attendance of jobbers and that much would be accomplished for the benefit of the trade at large. The factories, as usual, have evinced a decided interest in the coming convention and will have a number of representa-

FOR SALE

Entire line of Victor, Edison and Columbia Records, Machines, Cabinets, Horns, etc. Going out of the talking machine business, as we want the room to enlarge other departments. Bargain to quick buyer. Address "Quick Buyer," care The Talking Machine World.

SALESMAN WANTED

A live, energetic, ambitious Graphophone Salesman; one that can produce results in an undeveloped territory. State your past experience, who worked for and salary expected. Excellent opportunity for the right party. Address A. E. Morlan, Gulfport, Miss.

FOR SALE

Our Talking Machine Business in Stockton, Cal. This is the best opportunity in California for this business. Reason for selling, we wish to devote all our time and money to the piano business. Write for particulars. McNeil & Co., Elks' Building, Stockton, Cal.

PARTNER AND MANAGER WANTED

I contemplate taking the Columbia exclusive agency for Hattiesburg and neighboring territory and want a bright, hustling talking machine man to manage the business. One with small capital preferred. I will give him part interest in business and will invest sufficient amount to carry complete stock. Address H. S. Lilius, Hattiesburg, Miss.

SALESMAN WANTED.

Territory Now Open.

SIDE LINE OF ECHO RECORD ALBUMS to men travelling for manufacturers or jobbers. Representation pays good commissions. Dealers in disc goods are all repeating their orders after buying. Albums shipped through jobbers or direct. Sells from small sample, easily carried. Applications for territory now being booked. Address

ECHO ALBUM COMPANY,
928 Cherry Street, Philadelphia, Pa.

FOR SALE

Stock of Edison and Victor Machines and Records, including Red Seals. Bargain price to an immediate purchaser. Lovett, Titusville, Pa.

POSITION WANTED

As Salesman or Manager in Talking Machine Department, either retail or wholesale; have had 10 years' experience in Victor and Edison lines; can furnish best of references; have been connected with largest talking machine jobbers in U. S. Address "ABILITY," care Talking Machine World, 1 Madison Ave., New York.

tives on the ground to keep in touch with the situation.

J. C. Roush, as chairman of the entertainment committee, in a recent letter to the members of the association, states that a regular program of entertainment will be provided this year, such as sailing parties, a baseball game between the eastern and western jobbers, a shore dinner, followed by a dance and other features. And it will be pleasing to a large number of the members to learn that the "Old Vienna" will be official headquarters after 10.30 p. m.

The Victor Talking Machine Co. will entertain the members of the association on Friday, July 8, on the day following the close of the convention, when the Victor factory will be visited and other entertainment provided. The National Phonograph Co. have invited such of the jobbers as find it convenient to visit and inspect the Edison factories on Saturday, July 9.

J. Newcomb Blackman, vice-president of the National Association of Talking Machine Jobbers, in speaking of the advance of that organization, said: "Those not members of the association cannot realize what we have accomplished for the good of the individual member, especially at the annual conventions. Many jobbers coming to the meetings in a discouraged frame of mind and doubtful as to the future of their business have had the opportunity of mixing with those who have won success in the same field, and have obtained invaluable knowledge of the modern methods that make for good results in their business. Ofttimes they have been speedily convinced that their trouble did not lie with the business itself, but rather with themselves and their manner of conducting their affairs. One such lesson, properly learned and carried out, is worth the price of many years' dues to the association.

"Then again, the National Association of Talking Machine Jobbers is neither a radical offensive nor defensive organization, but seeks rather to bring about the betterment of the trade, where possible, through suggestion. This is a fact that both the members and the factories fully appreciate. When the association sends a committee to the factories for any reason the manufacturers know that the jobbers have given the matter careful consideration before arriving at their decision, but are nevertheless open to argument. The factories now receive such committees in a most cordial manner, listen to the suggestions, and present their own case. In every instance an agreement is speedily arrived at that is satisfactory to both sides.

"In brief, the association has accomplished an incalculable amount of good through bringing the members in closer touch with one another and bringing the jobbers as a body closer to the factories, and all without any display of selfish purpose. That the work has been appreciated is evident from the fact that the membership of the association is steadily on the increase."

HAWTHORNE & SHEBLE CO. SALE.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 11, 1910.

On Friday last the stock and other property of the Hawthorne & Sheble Mfg. Co., bankrupts, of this city, were sold at public auction at their factory, in this city, by the trustee, under order of the United States District Court. On the following day a meeting of creditors was held at the office of the referee in bankruptcy, 528 Walnut street, when the returns of the sale were made. It is expected the court will accept the results, though not reaching 75 per cent. of the appraisal, as required by the statute.

Kitty Cheatham, the famous interpreter of the songs and moods of childhood, now makes records exclusively for the Columbia Phonograph Co. Two of her records appear in the 12-inch double-disc list for June, namely, A5168, "I've Got a Pain in My Sawdust," Herman Avery Wade, soprano solo, orchestra accompaniment; (a) "Visitors," W. Cooke, and (b) "Sugar Dolly," Gaynor, also soprano solo, orchestra accompaniment.

To Enjoy Your Talking Machine

to the fullest, it is essential that your library of Records be so cared for that you can at any moment lay your hands on the particular selection you want to hear.

THE OWNER OF A VICTOR OR COLUMBIA who takes care of Records by stacking them in a "bunch" on a table, or on the window-sill, is depriving himself of one of the real joys of a Talking Machine, which is the satisfaction of hearing any one particular record just when you are in the mood for it. This is possible only when you have a place for every record and every record in its place.

"ECHO" Record Albums

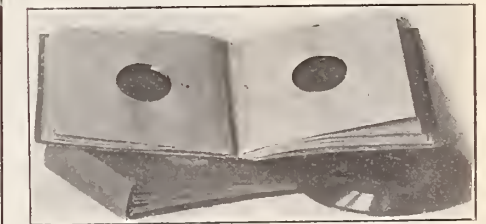
ARE THE SOLUTION!

They Fit all Disc Cabinets and Bookcases

They form a complete system for filing disc records, which can be added to, album by album, on the Library plan. Just the thing for both Single and Double Face Records, and

OPERATIC SELECTIONS

Every Record Instantly Available. Enables group classification.



Ten-Inch Disc Albums.....\$1.25
Twelve-Inch Disc Albums... 1.50
Special discounts to regular dealers.

"Echo" Record Albums preserve disc records against dust, careless handling, scratching or breakage.

Index in every album facilitates instant location of every record.

Every album is finely bound and holds one dozen records in heavy paper pockets, with cut out holes enabling titles of records to be read.

They protect valuable records from injury and breakage.

Send for Circular and Samples.

ECHO ALBUM COMPANY
926 CHERRY STREET, PHILADELPHIA, PA.

All we want is

McClure's—The Marketplace of the World

Columbia

Double-Disc Records




ANSEMI The Most Popular Tenor in Europe

Exclusive Columbia-Fonotipia
Double-Disc Records by Anselmi
\$2.50

Be sure you hear his—

No. 1 (Front) *L'Pagliacci* "Vesti la giubba."
F 2. (Back) *Mignon* "Ah! non credevi tu."

The Vanderbilt box at the Metropolitan Opera House, throughout the season, could not afford you greater musical opportunities than are suggested in the Columbia catalog of Double-Disc Records, which we will send you on request. Columbia Double-Disc Records may be played on your talking-machine—whether it is a Columbia or the other kind. Each Columbia record is double—music on both sides, a different selection on each side. You will never realize the recent wonderful development in the recording of music until you have heard a Columbia Double-Disc Record. 65 cents by mail will bring you, prepaid, one of our latest numbers with a complete catalog and the name of a nearby dealer.


 **COLUMBIA PHONOGRAPH CO., GEN'L, Dept. D, Tribune Bldg., N.Y.**
Prices in Canada plus duty. Headquarters for Canada—264 Yonge Street, Toronto, Ont.
Dealers Wanted—Exclusive selling rights given where we are not properly represented.

McClure's—T

Grac



The Columbia is the original. If experience counts for you or opportunity, the Columbia is the only one. Truest in tone, sincerest in parisons. Don't decide by time, it's your pleasure for \$100 or almost anywhere.

 **COLUMBIA PHONOGRAPH CO.**
Creators of the Talking Machine Art. Owners of the World.

MEETING OF DEALERS' ASSOCIATION.

Second Regular Session Held at New Grand Hotel on Wednesday—Some of the Matters Discussed—New Members Enrolled.

The second regular meeting of the Eastern States Talking Machine Dealers' Association was held at the New Grand Hotel on Wednesday of this week with President Storck presiding. The morning session was given over to informal discussions of matters of trade interest, one of the speakers being Victor H. Rapke, who drew on his experience of eighteen years in the business for some interesting and valuable advice. Considerable attention was directed toward the department store method of getting the jobbers' privilege and doing only a retail business, the selling of records by such stores at 19 cents when the price for the dealers is restricted to 50 cents, and the question of having the new records of the Victor and National companies put out either on the same day or with a longer interval than three days between the dates. Lower freight charges, less packing and the convenience of placing before the public, were given as reasons for considering the last question.

At the meeting thirteen new members were enrolled: G. J. Scott, Englewood, N. J.; The Bremmer-Chalmers Co., New York City; The A. B. Clinton Co., New Haven, Conn.; Theo. Jespe, Glen Cove, N. Y.; Frank A. Jenkins, Honesdale, Pa.; N. J. Roth, New York City; T. C. Eisbill, Bridgeton, N. J.; Theo. Anson, New York City; Thomas J. Blauch, Highland Falls, N. Y.; F. A. Trowbridge Co., Morristown, N. J.; Saul Birn, New York City, and Abe Mandel, New York City.

The members present at the meeting were very enthusiastic over the manner in which the association is progressing and were firm in their belief of the good it could accomplish if things were handled slowly and carefully.

Executive Committee meetings were held on March 18 and on Wednesday before the regular meeting, when various plans were discussed for advertising the association and enlarging its membership and other matters of importance to that organization taken up and discussed.

ECHO RECORD ALBUMS

Continue to Grow in Favor—Dealers Will Find Them a Profitable Line to Handle.

It is evident the "best trade now use Echo Record Albums," from the growing demand for this complete system for filing disc records, and

which can be added to, album by album, on the library plan, as applied in the Gerson record cabinet. It is just the thing for Victor Red Seal collections—every record instantly available. The Echo Record Albums preserve disc records against dust, careless handling, scratching or breakage. Any cabinet becomes a Gerson disc record cabinet when the old-style racks are removed and the space on the shelves is filled with Echo Albums. This admirable device is manufactured solely by the Echo Album Co., 926 Cherry street, Philadelphia, Pa., who will supply prices and other information on application. See their advertisement on page 27 for particulars.

COLUMBIA BRIEFLETS.

Six Hundred New Columbia Dealers in Two Months—Preparing for Piano Trade Exhibition—Those in Attendance—Boston Opera Co. Make Records.

During the last two months the Columbia Phonograph Co., General, have made 600 additions to their list of dealers.

Preparations are being made by the Columbia Co. for the Piano Trade Exhibition in Richmond, Va., next month. Instead of the three big manufacturing companies being alongside of each other, as originally intended by General Manager Green, the Columbia Co. will be on spaces 8 and 9, the Victor Talking Machine Co. on 27 and 28, and the National Phonograph Co. on 23 and 24. H. A. Yerkes, manager of the wholesale department; George P. Metzger, in charge of the advertising department; B. Feinberg and T. K. Henderson, and probably others of the selling staff, will represent the Columbia Co.

Edward N. Burns, manager of the Columbia Co.'s export department, was in Washington, D. C., this week for several days, visiting friends with Mrs. Burns.

The recording laboratory of the Columbia Phonograph Co., General, New York, has been busy night and day making masters of the principals and chorus of the Boston Opera Co. This week, commencing Monday, the voices of the leading artists, including Constantino, the tenor; Mardones, basso; Celestina Boninsegna, coloratura singer, were recorded in the leading roles of "Faust." Paul H. Cromelin, vice-president of the company, has been present in the laboratory while this important and interesting work was carried on.

Yates, Bonner & Co., music dealers, Roanoke, Ala., who also have a store at West Point, Ga., recently placed a big order for machines and

records and have been created exclusive Columbia agents for the two places.

Another fine order received by the Columbia Co. this week was from D. B. Orndorff's music house at Knoxville, Tenn.

PIRATED PLEASANTRIES

A little chap in Philadelphia, whose father is a prominent merchant, and, as such, never loses an opportunity to descant upon the virtues of advertising, one day asked his mother "May Lucy and I play at keeping store in the front room?"

"Yes," assented the mother; "but you must be very quiet."

"All right," said the youngster; "we'll pretend we don't advertise."

"You know you won't go to heaven, Tommy, if you tell lies!" "Well, I'd much rather be with you, mother. That was a corker you told Mrs. Brown yesterday about that hat coming from Paris!"

A summer visitor who was trying a horse, the property of a New Hampshire farmer, with a view to buying him, noticed that after driving a few miles the animal pulled very hard, requiring a firm hand and constant watching. "Do you think this is just the horse for a lady to drive?" he inquired, doubtfully. "Well," answered the owner, with an air of great candor, "I must say I shouldn't really want to be the husband of the woman who could drive that horse."

Dolan—"So Casey was running me down an' ye stood up for me?" Callahan—"Oi did; Oi siz to him, 'Casey,' siz Oi, 'ye're honest and truthful, and ye're no coward—and ye work hard and pay yer dibts—and ye don't get drunk and lick yer woife—but in other respects ye're no better than Dolan!"

"Wot's hydrophobia?" asked Weary Watkins, as he spelled out the article in the piece of newspaper which he had picked up. "It means hatred of water," replied his pal, "and it is a fatal disease." "Then run for a doctor," cried Weary, as he fell back with a groan. "I'm a dead man."

THE LATEST AIR.—"I'm looking for a breezy march," said a customer in visiting a local talking machine store the other day.

"How about this one dedicated to the Aero Club?" the facetious clerk asked.

"I suppose it is written for wind instruments," the bandmaster countered.

"Well, the air is easy," the clerk shot back, and the interchange stopped.

Smith—What did your wife say about your being so late in coming home the other night?

Brown—Absolutely nothing. She had the talking machine all prepared and gently tip-toeing to it, I heard the strains of "Tell Me the Old, Old Story." That was all.

An old hen was picking at some stray carpet tacks in the backyard.

"Now, what do you suppose that fool hen is eating those tacks for, Jones?"

"Perhaps," rejoined his better half, "she is going to lay a carpet."

Plans are being considered by the National Phonograph Co. looking toward a rearrangement of the interior of their office building by which additional space may be secured at once for their sales, agreement and advertising departments, all of which have been augmented by recent additions to their respective staffs. An extension to the building itself of about 50 feet on Lakeside avenue is also under consideration, and ground for it will probably be broken in the spring.

Put One on Your Show Room Floor

AND WATCH THE INTEREST DISPLAYED IN THE

Monarch Midget



Jobbers can interest their dealers, and dealers their customers.
Talk Wire Racks and show them.
You can't sell a customer a rack if you don't have any.

SEND AN ORDER TO-DAY

A NEW DISC RACK IS READY. ASK ABOUT IT.

SYRACUSE WIRE WORKS

R. S. Williams & Sons Co., TORONTO AND WINNIPEG
Canadian Representatives

SYRACUSE, N. Y.

Pick up a Columbia Double-Disc Record and read that guaranty of ours once more—printed on the envelope. Feature it. It is valuable. It is official. We mean it, we sign it, and we stand back of it.



TIMELY TALKS ON TIMELY TOPICS

In the official figures of exports issued by the United States government it will be noted how rapidly the foreign business of the talking machine trade is expanding. Every month shows a remarkable increase over its predecessor, and though the trade is comparatively young alongside the music industry, still the exports of talking machines, records, etc., exceed those of all kinds of musical instruments combined. For instance, take the latest report furnished by the government, revealing the following amazing totals: The total exports of talking machines, records and supplies for February, 1910, amounted to \$290,358, as compared with \$214,341 for the same month of the previous year. The eight months' exportations of talking machines, records and supplies amounted to \$2,481,906, as against \$1,926,228 for the same period in 1909. This is certainly a handsome showing. It should be recalled also that three-fourths at least of these goods go to the Spanish-American countries and Australia, very little going to Europe, which is covered with agencies manufacturing their own lines, even if they are of American origin.

In last month's World mention was made in a "Topic" relative to the talk about "restraint" of trade as applied to patented inventions. It was made clear that this application was erroneous, an opinion strengthened by a decision rendered by Judge Noyes a few weeks ago in the United States Circuit Court, Southern District of New York, in a moving picture case, who said: "I am of the opinion that the charge, if established, that the complainant (Moving Pictures Patent Co.) is itself, or is a member of, a combination in violation of the Federal (Sherman) anti-trust statute is *not a defense available in an action for the infringement of a patent* and fails to show a defect in the complainant's title." The attorney for the defense who set up this argument is evidently entitled to the proverbial leather medal for his legal knowledge and acumen!

To be sure, as is well known, the decisions of the courts in patent suits are not relished by the defeated. That is in the very nature of things. At the same time, it is just as well to exercise one's common sense in such matters and make the most of it. Both sides cannot be victorious, and twisting and turning statements that may present a plausible appearance will not alter the court's decision.

Not infrequently remarks are made that the judges have been "approached," been "bribed," etc., which is the rankest nonsense. It is true that the litigation over certain talking machine patents has covered years of work and been bitterly contested, and when the final deciding opinion is written the fellows who have to bear

the brunt of the adverse action of the court have boldly stated such and such a judge was paid "\$350,000," etc. These exact figures are quoted because they were the ones actually employed in speaking of one of the most distinguished of Federal jurists. Of course there was not a word of truth in this ridiculous statement, and when it was uttered by a man who did know better its absurdity is only the more glaring.

The Eastern Talking Machine Associates, composed of the employes of the Eastern Talking Machine Co., of Boston, Mass., hold monthly meetings which are very beneficial not only to the members, but the company also. At one of the recent meetings W. J. Fitzgerald, a salesman, read a paper on "The Selling Points of Edison Phonographs." The various models of the National Phonograph Co.'s product were described and commented upon in an interesting manner and were of special benefit to the younger members of the selling staff. Organizations of this character would be helpful in every establishment of any size and their formation should be encouraged by the principals.

Again the New York Phonograph Co., defunct, has been in court, but in no way to concern the trade. When the settlement was made by the National Phonograph Co. one of the lawyers failed to get a share of the proceeds. He claimed he had made arrangements with the former to be their counsel and this contention was carried into the New York Supreme Court. The judge awarded the counselor in question a lien for \$131,625, and unless this is set aside in the Court of Appeals this amount must be paid over. The particulars of this curious incident appears in the news columns of The World.

An inventor who had been rummaging among a lot of British talking machine patents declares he discovered that Thomas A. Edison invented a double-face disc record in 1878. Of course, the patent has expired; but this is a "find" that will doubtless be of interest—if true.

J. A. Macnabb, vice-president and general manager of the Universal Talking Machine Manufacturing Co., Philadelphia, Pa., writes as follows to The World: "I find it will be impossible for us to get out a list of records for May on account of taking so long to get our laboratory established. I expect, however, to get out a list of about twenty-five records and this list we will call May and June and will rush it out at the earliest possible moment. Will also state that business is very much improved. We have received several large orders from the West and have established four new jobbers inside of two weeks."

R. H. Macy & Co., the great New York department store, on March 30 made the following an-

nouncement in the New York Evening World: "We have bought two hundred and sixty-five thousand Zon-o-phone records and will sell them at nineteen cents. Until this offer was made by us Zon-o-phone records were never sold for less than the restricted price—sixty cents. When the factory owners decided to limit their production to double-faced records, they found that they had an unsold balance of 265,000 single-faced records in their stock room. Wanting to close them out quickly, they accepted our offer for the entire lot. Of course they could have realized much more money had they sold them to different retailers in small quantities. Many dealers would have paid double what we did for lots of five to ten thousand. But the makers were bent on making a clean sweep of them with a single transaction—and we got over one-quarter of a million of these splendid records so advantageously that we are enabled to sell them at nineteen cents." The sale was negotiated by Louis Silverman.

The National Phonograph Co., Orange, N. J., is the first of the great manufacturing companies to market what they term "A Combination Outfit," the particulars of which were published in last month's World. It has attracted a great deal of attention on the part of the entire trade, and, from fugitive reports since, it would not be a surprise if other like offers would make their appearance before long. The primary object of the National company is for "bringing into active use the many Edison phonographs which may have been laid aside due to their being equipped for standard (two-minute) records only," besides "creating a new interest on the part of phonograph users in Amber records."

There is no question that a great many talking machines have been laid aside, and probably forgotten nearly by their owners. There are various reasons for this seeming neglect and the energetic dealer should make it his business to "dig them up," create a new interest in their possession and again put their owners on the list of active and not passive record buyers. The suggestion—and a splendid one it is—has been made that dealers who are up to date and progressive would lose little, if anything, in the long run if they offered to overhaul these machines and if necessary add such little repairing as would be needful to put them in prime condition.

Dealers are not lacking in foresight so far as getting people to renew their interest in the talking machine is concerned. The products of the manufacturers were never finer and their list of records never so elegantly finished or diversified as to the high character of selections, whether the numbers include vocal, band, orchestral or "talking" subjects. These facts should be attractively and forcibly presented to the public. When this has been followed the results have been very satisfactory, and in some instances abundantly so—it has made friends for the dealer, ergo more trade.

VALUE OF FREE CONCERTS.

No Better Method for Attracting Public Attention to a Dealer's Business—Talker Men Agree That Concert Work Is a Profitable Investment—The Experience of a Kansas House.

No better means of concentrating the attention of the public on the talking machine—at least of those musically inclined—can be conceived than the giving of concerts by dealers. Not only are the possibilities of the talking machine brought home to hundreds of people at each concert, but the people come to your store, become acquainted with your staff of salesmen, and in this way an important and valuable connection is established.

Of course if this concert publicity is to be conducted along the right lines everything in connection therewith must be right. If the store is not large enough it would be best to hire a small hall, send out either engraved or well-printed invitations and have the programs daintily printed and well selected. Whatever expense is involved will be well repaid in a short time.

We have on file letters from talking machine men in widely separated sections of the country who have been and are giving concerts for several seasons, and in each instance they have found this concert work a profitable investment. And these people do not include the dealers in the larger cities, such as Wanamaker in New York and Philadelphia, who has been giving talking machine concerts on a palatial scale. No matter how humble the effort, it can be made a success if properly carried out. We know of no better scheme of publicity than this.

Only recently we received a letter from the Emahizer-Spielman Furniture Co., Topeka, Kan., regarding their Victrola and piano concerts, which they state were a great success, adding: "They were the means of bringing us a large number of Victrola sales. We are so pleased with this way of advertising that we feel it would be of benefit to others who would like to enlarge their Victrola sales."

We reproduce herewith for the benefit of dealers generally one of the programs of their concerts which was given in Chickering Hall in Topeka, Kan., recently. It will be found interesting:

- | | |
|---------|---|
| | PROGRAM. |
| No. 1. | Valse Lente, "Adorable, Tourneurs" Caruso. Barthelemy Enrico Caruso, (Tenor). |
| No. 2. | Faust, "Air des Bijoux" (Jewel Song) Gououd Emma Eames (Soprano). |
| No. 3. | "A Born Inventor" (Reading) Miss Ernestine Klein. |
| No. 4. | Lucia, Sextette, Act. II. Chi mi fren a (What Restrains Me) Donizetti Sembrich, Caruso, Scotti, Jaumet Severina, Daddi. |
| No. 5. | "The Breeze that Blows the Barley" Miss Grace Clark |
| No. 6. | Martha, "Last Rose of Summer" Moore Marcella Sembrich. |
| No. 7. | The Wayside Chapel Wilson Melody in F. Rubinstein Behning Player-Piano. |
| No. 8. | Les Deux Grenadiers (The Two Grenadiers) Schumann M. Pol Piancon |
| No. 9. | "Christopher Cobb" (Reading) Miss Ernestine Klein |
| No. 10. | "Carmen" Habanera (Love is Like Wood-bird Wild) Bizet Emma Calve |
| No. 11. | "If I Build a World for You" Lehmann Miss Grace Clark |
| No. 12. | Rigoletto, quartet, Act 3, "Bella figlia dell' amore" (Fairest Daughter of the Graces) Verdi Caruso, Abbott, Homer and Scotti Miss Marjorie Erwin at the piano. |

We claim to be the first to feature the combination of Victrola with the real piano accompaniment in Topeka, and will use on this occasion the largest Victrola and Red Seal records, together with a Chickering Grand Piano. We have secured the services of Miss Marjorie Erwin, late of the New England Conservatory of Music of Boston, to render the accompaniments. The accompaniments will be played with each voice the same as though the artists, Caruso, Sembrich, Piancon, Farrar, and others stood beside the piano. The effect is truly wonderful.

GOOD COLUMBIA TRADE IN DETROIT.

(Special to The Talking Machine World.)

Detroit, Mich., April 6, 1910.

"I have never seen trade in talking machines as good as it has been since last fall," says K. M. Jons, manager of the local Columbia Phonograph store. "We are doing more business every day than we have ever done, and it is almost im-

possible for us to get enough machines to fill our orders, to say nothing of getting a sufficient number to use for exhibition purposes. We are not only selling many of the cheaper talking machines, but our business in the high-grade machines has been phenomenal. Our high-grade machines are fast becoming popular and we can not get enough of them in stock to show a complete line.

TRADE FABLE

No. 6

Smith was some picker. He picked a dad that was well fixed, in the first place, then he picked a wife that certainly showed class, and then a little bungalow that was certainly the goods, that is, to speak mildly. Finally, as a business in which to carve out his future wherewithal he picked the talking machine business. Any flies on Smithy had to pay fashionable rents. But—

When Old Man Smith passed over the coin Smith fils got careless and let him slide—to an 8 x 10 hall room in a cheap prune dispensary. Then the wife was shoved past till she felt like hiring a Pinkerton to guard the lone nickel in her pocketbook. Finally the bungalow ran for Sweeney till the neighbors' chickens mistook it for a hen house and used it for a roost.

About the business, more anon, brother, more anon.

At first that talking machine store of Smith's shined out from the neighboring emporiums like the Great White Way, from Main street, Punkinville, and the sound of the demonstrations issuing therefrom had Barnum's calliope beaten by a mile, so strong was the business. And the stock—just ask for something in the machine or record line, that was all, just ask.

It was not long, however, before the welching instinct got the better of Brother Smith and he started in to economize by bouncing two of the highest-priced salesmen, men who could sell a talker to a deaf and dumb man who hated music. Bad stufh.

Then he began to get palpitation of the heart every time a jobber or his salesman hove into view, and declared solemnly and with much apparent sorrow that business was rotten, punk and even more. Those people bustling in empty handed and rushing out with bundles were simply a bunch of pikers who were taking records home to try out. Gee! if business didn't improve he'd study embalming and get busy on the dead ones of the town.

Naturally the stock began to get frazzled at the edges, then get holes in the middle, and finally reached a point where the local cut-ups could

amuse themselves by walking in and asking for any of the latest records, feeling sure that they would not be supplied.

It eventually got to a point where there was really a decided shrinkage in the Smith business because there were not enough first-class records left in stock to supply one lone family, let alone an entire town, and it looked very much as though the sheriff would pitch in and muss up things. Still, in the face of it all, Smithy stuck to his roll closer than a flea to a Newfoundland dog and refused to see where spending a little money on new stock would put him back into the game on a winning basis.

There finally came a day, however, when a live jobber hit the town and called upon Smith for the first time. It took said jobber just about two minutes to size up the proposition he was up against, and he proceeded to get into action. He first asked to be shown several of the latest disc records that had proven successful and were in demand all over the country. Nothing doing. A request for cylinder records brought the same response, while the latest attachments were an unknown quantity.

Naturally Smith began to rave about the bad business, and then the jobber sat into the game with a few trite remarks about investing money in stock being the real dope for a live business man to follow. The result was that Smith finally took the rubber bands from around the remainder of his roll and loosened up to the extent of \$100 in new goods as a means of saving the \$1,000 worth of stock lying idle upon the shelves. When the new records arrived and were properly announced business again began to wake up. The run of customers increased steadily and were held by the continual freshening up of the stock as the new record lists came out.

The lesson thus learned in the talking machine business was applied to Smith's other interests, with the result that the bungalow was saved for an amount equaling a small per cent. of its cost, and Mrs. S. began to look so good that she was a positive asset. Incidentally the treatment of the old man gained the good will of all the neighbors, and as a result everything was rosy at the store.

Moral—Success does not lie in the hand you hold but in how you play it.

C. J. SCHMELZER A VISITOR.

Charles J. Schmelzer, of the Schmelzer Arms Co., Kansas City, Mo., Edison jobbers and Victor distributors, was a visitor at the factory of the National Phonograph Co., Orange, N. J., last week.

Substantial orders for Columbia goods have recently been placed by Mathis-Youmans & Co., successors to Mathis & Coleman, music dealers, Valdosta, Ga., and D. L. Halbert, Athol, Mass.

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

QUAKER CITY HAPPENINGS.

Business Exceptionally Good—Opera Season Has Helped High Class Trade—Many Dealers Find Difficulty in Getting High Priced Machines and Records—The Reports Made by the Leading Houses Are Most Encouraging and Prove That Philadelphia Is a "Live" Talking Machine City.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 10, 1910.

The talking machine business in Philadelphia, in spite of the general conditions that may exist in other lines, has been exceptionally good all through March. The latter end of the month there was a slight falling off, but not to any great extent, and was more due to the actual conditions of the period than any other reason. It got warm suddenly, people began preparing for spring, the Easter excitement upset things slightly, and from all this there will no doubt be a speedy recovery, and already the firms have evidence that April is going to be a very satisfactory month.

The musical season in Philadelphia closed with the end of the Hammerstein opera season, and it was one of the most active in the history of music in Philadelphia. Naturally all this will tend to help the talking machine business. Each season of the opera the patrons make new favorites, and when they have passed out their friends want to retain the pleasure of their voices, and will resort to the talking machine to do this. It is for this very reason that the talking machine dealer will tell you that the operatic records are having an increased sale.

Louis Buehn & Bro. report that their business in March, particularly the first part, was exceptionally good. And even although the last two weeks were not up to the first two, the month shows a healthy increase. The firm have just gotten in a number of new Edison Amberolas, which their patrons say are the best toned and the best finished they have ever offered. They

have also been having a heavy sale on cabinets, and as to records, the demand for the disc and cylinder records have about evened up.

Among the out-of-town visitors here this week were Fred Kramer, of Allentown, and William Warner, of Easton, Pa.

Edward Buehn started on Thursday of last week on his first April trip through the southern part of the State and Maryland, and has been sending in some good orders. He reports that he has found conditions in that section most satisfactory. The two new Edison special records, "Cubanola Glide" and "By the Light of the Silvery Moon," have been selling very well with the Buehn firm.

At the end of last week there were a number of representatives of the National Phonograph in Philadelphia, William Pelzer, Frank Madison, Frank Stanton, Mr. Stewart and Mr. Pike. The object of their visit was a legal proceeding in which they were attempting to restrain Mr. Weinberg, a Kensington avenue talking machine dealer, from selling second-hand Edison records at cut prices, as it is alleged he has been doing. The hearing was in the United States Circuit Court, and a decision in the matter will no doubt be rendered very shortly. Through some source or other, it was alleged that the Kensington dealer was able to obtain some records, in many instances of the very latest, which he would offer at cut prices.

The Penn Phonograph Co. report that their March business was excellent, and that the chief difficulty they experienced is not in selling goods but the difficulty they had in securing them. They have been having very great trouble in securing sufficient stock to fill orders, and they believe they would have been able to have done even more business had they been able to get the instruments. They say that as a matter of fact they have not received one order for records which they could fill complete. They do not complain particularly over these conditions, for they say that the demand has been so great at both factories that they have been unable to get out

the instruments fast enough, even by working day and night. They find the condition of affairs to be worse than it was during the Christmas rush.

This same trouble of scarcity of goods is noted by the manager of the Heppes department. They also claim that their demand is considerably greater than their supply, and that they have been forced to lose business for this reason. D. D. O'Neill, in charge of the Heppes department, was away several days last week in the northern part of the State, where he was calling on their dealers, all of whom reported that they were looking for a very heavy business for the next few months.

In March they had the biggest month they ever had in a wholesale way. They are looking to enlarging their department considerably in the next few months. In spite of the different enlargements that have been made of their department in the past few years they are still handicapped for want of space. In their talking machine department they devote considerable space to a line of small musical instruments, such as violins, cornets, etc. They have a fairly good business on these instruments, but have never properly pushed them, and they are thinking some of abandoning that department entirely and devoting the space it now occupies to still further enlarging their talking machine space. They have not completed their talking machine salesrooms on the fourth floor and will not do so until fall. These two rooms they were going to furnish as a smoking room, mostly for male customers who might want to enjoy a smoke while they were hearing records. They do not believe they will have much use for it during the summer, and in consequence will not hurry its completion. The Heppes, as well as their customers, think very well of the new attachment gotten out by the National Co. It is an attachment to play the Amberol records. They are advocating it very strongly to their customers.

The Columbia Phonograph Co. have the same report to make as the other large firms, that

THE NEW IDEA

Combination Disc Record Cabinet



A unique and practical cabinet with changeable cover to fit and match Victor I, II, III, IV, V or VI. Dealers who handle the New Idea Cabinet need carry but one or two in stock, and with extra tops, at a very small expense, be in a position to supply customers with a cabinet for any type Victor Machine.

A Jobber with ten New Idea Cabinets and a few extra tops, will be able to fill orders more promptly than he is to-day with a stock of 100 of the present style Disc Cabinets. The New Idea Cabinet holds 180 10-in. or 12-in. Records. There are twelve sliding files with indexed interiors, each holding fifteen records. Files are wood faced and finished to match cabinet, oak or Mahogany. Sold through the Jobbing Trade only.



Write for Catalog and Prices

NEW IDEA CABINET COMPANY

441-443 National Ave., Milwaukee, Wis.

Those Columbia tandem musical notes on a record label mean just as much as the X-mark on a ten-dollar bill.



the month of March was the largest their store here has had for years, despite the strike and other unsettled conditions. It was the best month they had this year, and the best in years. They sold a very large number of Grafonola Regents and Grafonola De Luxe with Regina attachment. They have been visited by a great many out of town dealers within the past week, and have established a number of new agencies in various parts of the State. R. B. Robinson is at present on the road through the State and he finds things in a very flourishing condition. They have had a good, big run on their grand opera records, and on their new records of popular music, notably "Cubanola Glide" and "By the Light of the Silvery Moon." They are having a nice exhibit this week at the House Furnishing Show, which is being held at the Horticultural Hall. T. K. Henderson, the local manager, will go to Richmond, Va., next month as one of the representatives of the company at the exhibit they will make there during the national convention of piano dealers.

The Columbia Co. have arranged to have their Grafonola take part in a church service on Sunday evening at the services of the East Baptist Church. They will use the Gipsy Smith records and other selections. This will be somewhat of an innovation and one that ought to be appreciated and open up still another field for this wonderful instrument. They note that David Bispham's record of the "Palms" has been a wonderful seller, and believe that the talking machine could be used with very good effect in church services.

The firm of H. A. Weymann & Son note that there has been a very satisfactory revival of business following the Lenten season. Their March business was good both in wholesale and retail. In wholesale they started quite a few new dealers. They report that the Amberolas are coming along very nicely, and the sales on Victrolas still keep up. They have had as good a March as they have had in four or five years in Pennsylvania, and they look for big things there from now on.

Norbert Whiteley, representing the firm, is up through Pennsylvania at present. W. H. Doerr will go down through New Jersey this week, making a special effort among the seashore cities. The firm expect this summer again to open up a branch store on even a larger scale than last year in Ocean City. The Victor McCormack records are among their very big sellers.

NORA BAYES' IRISH SONG

"Has Anybody Here Seen Kelly?" Is Being Put Forth by the Victor Talking Machine Co., Who Have Signed an Exclusive Contract with Her.

Nora Bayes has just signed an exclusive contract with the Victor Co. and they are now presenting her big Irish song hit, "Has Anybody Here Seen Kelly?" There is no comedienne before the public to-day more popular than jolly Nora Bayes, who, as an attractive colleen with a delicious brogue, is making the biggest kind of

a hit in "The Jolly Bachelors," now playing to crowded houses in New York city at the Broadway Theater.

"Has Anybody Here Seen Kelly?" is her principal song and the hit of the show. It is proving a screaming Victor hit and dealers everywhere report it one of the season's big sellers.

MEXICO'S FAMOUS BAND

Under Direction of Captain Pacheco Make a Number of Excellent Records for the National Phonograph Co.

We show herewith a photograph of the Banda de Artilleria (Artillery Band), a very famous Mexican band, taken at St. Louis during the recent World's Fair there, where they received first prize. This band is one of three similar organizations supported by the Mexican Government, every one of which is of the very highest rank. Besides receiving highest honors at St. Louis, for a number of years they have captured the laurel in the annual band contests held under the auspices of the Spanish Covadonga Committee in Mexico City.

The National Phonograph Co. are so fortunate as to have a number of records made by this organization, eight Amberol and three Standard, and they will list other numbers by them from time to time. These selections are extremely



THE BANDA DE ARTILLERIA OF MEXICO.

beautiful and represent a wide variety of airs, many of which possess the peculiar charm of Spanish music, which appeals so strongly to Americans whenever presented to them.

Captain Ricardo Pacheco, director of this band, was delighted with the Amberol records, and expressed his appreciation of same in a letter to the Mexican National Phonograph Co. as follows: "I have heard with great pleasure the Amberol four-minute records of the selections played by the Banda de Artilleria under my direction, and I must acknowledge that, owing to the superior quality of the recording machine and the great pains taken to obtain a perfect reproduction, the result achieved is one of which I am more than satisfied."

MUSICAL LEAGUE PLAYS BALL.

Teams of San Francisco Music Houses Look Forward to Active Summer—First Game a Lively One.

(Special to The Talking Machine World.)

San Francisco, April 2, 1910.

The baseball fans in the trade will be interested in learning that the Musical League of this city opened their season last month with the prospects of a very active summer. The first game of the season was between Sherman, Clay & Co., San Francisco, and Sherman, Clay & Co., Oakland, the San Francisco boys carrying off the honors to the tune of 11 to 3. Among the features of the game was the batting of Cassassa and the pitching of Hedderman, a youngster who was given a try-out and carried off all the pitching honors. Opposed to him was that veteran, Fallon, who had such a successful year last season with the Sherman, Clay & Co. (San Francisco) team. The outlook for a very successful season is promising, as some of the boys are already playing up to midsummer form.

RALPH CABANAS EXPECTED.

Ralph Cabanas, president and general manager of the Compania Fonographica Mexicana, City of Mexico, who handle the product of the Columbia Phonograph Co., General, as distributors for the

entire republic, is expected to arrive in New York to-day (April 15). He will be on his honeymoon and is bringing his bride with him. Mr. Cabanas, who is spoken of as a particularly energetic talking machine man, will stop in Washington, D. C., en route to New York, where he will make his headquarters at the executive offices. Senor and Mme. Cabanas will remain North for several weeks. E. N. Burns, manager of the Columbia Co.'s export department, will look after the entertainment of Senor Cabanas, and he will be accorded a cordial welcome by the other officers.

Lots of dealers entirely overlook the great sales value of attractive display windows.

THE VICTROLA IN THE WHITE HOUSE.

A Favorite with the President and His Family—Used to Entertain Guests—Grand Opera Records Favored.



Photo Copyright by Waldon Fawcett, Washington, D. C.

One of the prominent objects in the music room of the White House—the famous Blue room—during the administration of President Taft is a Victor Victrola, which is supplied with a large and choice library of records. The President and his family are enthusiastic admirers of the talking machine and entertain the guests at the White House with concerts on the Victrola on frequent occasions. Both Mr. and Mrs. Taft are musical, the latter being principal patron and supporter of the Cincinnati Symphony Orchestra for many years. Then, too, when presidential responsibili-

ties weigh heavily upon Mr. Taft he often finds solace in the music of the Victrola. While grand opera records are his favorites, he is not above listening to popular selections occasionally and has a number of records of the latter nature. We take pleasure in presenting herewith a photograph of the Victrola as it appears in the White House, specially taken for The Talking Machine World. Enshrined in a bower of azaleas, it presents a most attractive picture. It is worthy of its environment in the home of the nation's chief executive.

FILE PETITION IN BANKRUPTCY.

Creditors of Maurice J. Harrison Take Action to Recover on Notes—Claim That He Made General Assignment.

(Special to The Talking Machine World.)
Boston, Mass., April 6, 1910.

An involuntary bankruptcy petition was filed in the United States District Court last week against Maurice J. Harrison, doing business as the Bowdoin Square Phonograph Co. The petition was brought by Aaron Schwartz, Louis R. Hunter and Samuel Linsky, who hold claims on notes. They allege that Harrison made a general assignment for the benefit of his creditors on March 25.

HOW MR. DIPPEL HEARS THE OPERA.

Andreas Dippel, the retiring administrative manager of the Metropolitan Opera House, has an apparatus in his office which brings the music

of the opera to him while he is sitting at his desk. In a corner of the room up near the ceiling is a horn like the transmitter of a talking machine. If Mr. Dippel wants to know how far an opera has proceeded he goes to the wall, throws on a switch as though he were lighting an electric lamp and out of the horn comes the music of the opera. At the end of an act or an aria comes the sound of the handclapping.

"I can tell how successful a new artist is," said Mr. Dippel, "from that horn. I can judge from the applause the number of curtain calls as faithfully as though I were in the body of the house."

C. ALFRED WAGNER MARRIED.

C. Alfred Wagner, manager of the talking machine department of the Henry F. Miller & Sons' Co., Boston, was recently married to Mrs. C. I. Haines. The wedding took place at Arlington, Mass., at the home of the relatives of the bride. Mr. and Mrs. Wagner left immediately upon a wedding tour occupying several weeks.

GAUMONT CO.'S STATEMENT.

Explain That the Gaumont Chronophone Co., of Cleveland, Who Are Now in Financial Difficulties Have No Relation Directly or Indirectly with the Gaumont Co. of New York.

We are in receipt of the following communication from the Gaumont Co., 124 East 25th street, New York, which speaks for itself:

"Dear Sir—Our attention is called to an article in your issue No. 2, Vol. VI., of February 15, 1910, which article, dated Cleveland, O., February 8, 1910, contains a reference to the difficulties of the Gaumont Chronophone Co. of that city.

The company to which you refer, which, by the way, has no relation direct or indirect with this company, was organized in Cleveland with a view to selling Gaumont machines manufactured in France. It has never had authority to manufacture or in any way exploit Gaumont inventions, and has forfeited its selling privilege by failure to take and pay for, during the first year of its existence, the stipulated number of machines.

"There is no outstanding subscription for stock of that company by Mr. Gaumont or any of the companies in which the latter is interested. In exchange for the selling privilege the Cleveland company did issue stock of the par value of \$100,000, the value of which disappeared with the privilege against which it was issued. Our company was organized under the laws of the State of New York and should not be mistaken for the company to which you refer.

"The above particulars are given you at the request of Leon Gaumont, who is president of this company, but the writer has personal knowledge of the facts given above.

"It is hoped that you will publish this letter with a view to preventing a confusion in the minds of people in the trade with respect to the identity of the insolvent Cleveland company and our company.

"It may be added that neither Mr. Gaumont nor any officer of the Société des Etablissements Gaumont has had any connection with the Cleveland company, which was launched and controlled by Messrs. R. E. McKisson and Max Falkenauer. Yours respectfully,

GAUMONT Co.,

"H. Blad, Secretary and Treasurer."

VICTOR CO.'S CORRECTION.

In correction of a mis-statement recently made and frankly acknowledged by the Victor Talking Machine Co., Camden, N. J., they recently sent out the following explanatory letter:

"Camden, N. J., March 16, 1910.

"To the Talking Machine Trade—The Victor Talking Machine Co. recently announced the making of an exclusive contract with Harry Lauder under which, from that date, he was to make records only for the Victor. The contract rights of the National Phonograph Co., Ltd., of London, Eng., were promptly brought to the attention of the Victor Co., and, accepting the statements of the National Phonograph Co., of Orange, N. J., that such a contract was and is in existence, we are pleased to correct our previous statement that Mr. Lauder is making records exclusively for us—the fact being that Mr. Lauder is making disc records only for us exclusively in the United States. Yours very truly,

"VICTOR TALKING MACHINE Co.,

"Louis F. Geissler, General Manager."

The J. W. Jenkins Sons Music Co., the well-known jobbers of Victor talking machines and Edison phonographs, and who have built up a large business in talking machine supplies, report that their Thorn needle, of which they have something to say in their advertisement elsewhere in this issue, is meeting with great success. Jobbers report that customers who have used the Thorn needle speak very highly of it, and the Jenkins Sons Co. are steadily enlarging the popularity sphere of this specialty.

Records of recitations and readings by well-known personalities are growing in demand.

The HALLEY COMET

VISIBLE * ONLY

* EVERY 75 YEARS *



WHILE THE VICTOR IS VISIBLE EVERY DAY

In the exclusive homes of the rich and the humble abodes of the poor.

Mr. Wide-awake Dealer, their mutual love for the best in music is your opportunity.

Would a plan which would personally solicit, in a high-class dignified manner, the ten most influential men of your community, whose names you would send us, be of interest to you?

We are prepared to do this for you at no expense or investment on your part. Our reputation as exclusive wholesalers is our only testimonial.

If you are interested we can name dozens of Dealers for whom we have made sales. Write us. Get in touch with us. Our interests are common. You must sell goods to make us successful and we want to help you do it.

The Talking Machine Company
72-74 Wabash Avenue, Chicago, Illinois.

FROM OUR CHICAGO HEADQUARTERS

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

Jobbers Well Satisfied with the Manner in Which the Spring Trade Has Opened Up—Retail Business in the West Also Shows Improvement—Grand Opera Season Helps Record Sales—The Lyon & Healy Concerts—Aeolian Co. to Handle Talking Machines—Some Opinions on Conditions—Interesting Personalities—Larger Quarters for the B. & H. Fibre Mfg. Co.—Other Activities of the Various Houses in the Windy City—Summary of the News of the Month.

(Special to The Talking Machine World.)

Chicago, Ill., April 7, 1910.

The first spring month of 1910 brought its tale of satisfaction to the Chicago talking machine jobbers. Perhaps there was not the large business predicted on the basis of the notable February transactions, but it made a big, round gain over March of last year.

Talks with local wholesalers reflect gratification with the general status of the dealers. Taken as a whole, the retail business in the West is in better hands than a couple of years ago. There certainly has been a weeding out of the weak-kneed—the little fellows without means or ambition to push the business aggressively. This has been due to two causes, the natural consequence of a period of depression and the efforts of the big companies to confine their agencies to aggressive, responsible merchants. The new dealers now signing up are of a better class and the old are rapidly learning to adapt themselves to modern conditions and go after the best class of trade, to go after it earnestly and not wait for it to drift into their doors. Of course, what has been said here refers to general tendencies—that there are many dealers who are not making the most of their opportunities is true, but the present policy of the companies is inimical to the perpetuation of the laggard.

Local retail trade made a very fair showing the first half of March, but fell off the latter part. The week before Easter was exceptionally dull. The weather was beautiful and the people seemed more wrapped up in preparing their Easter attire than in making purchases. In the foreign colonies of the city, who are big machine and record buyers, Lent is rigorously observed, and the effect was very noticeable on the trade of the small dealers catering to this clientele. Since Easter trade has been opening up although it has not reached normal proportions for the season.

Influence of Opera on Business.

The large downtown dealers are all looking forward to a mighty fine high grade record trade as soon as the grand opera season gets fully under way. The Metropolitan forces opened a four-week's season on Monday night of this week, and the daily papers are teeming with advertisements calling attention to the possibilities of enjoying grand opera in one's own home, and of securing for further study and enjoyment records of the identical numbers sung by the same artists heard at the Auditorium. This kind of exploitation has succeeded in the past in stimulating the sale of both machines and records, and with the golden-throated galaxy lingering in our midst double the time usually spent, the benefit to the "talker" trade should be correspondingly increased.

Lyon & Healy Concerts.

Lyon & Healy, at their afternoon concerts at Victor Hall, feature the selections to be sung at the opera the same evening and advertise the fact liberally in the dailies. Printed programs covering not only the Edison and Victor concerts, but the other complimentary recitals given in the other departments are now furnished visitors.

There is no doubt but that Victor Hall is re-

sponsible to no small degree for the remarkable development of interest in grand opera in Chicago the past few years. As one of the Lyon & Healy sales force remarked the other day: "Six years ago if we played a grand opera selection the majority of the people would get up and depart quietly but expeditiously. Now if we should want to empty the hall quickly all we would need to do would be to put on a couple of very popular selections in succession and the deed would be done."

Even the department stores are catering to the high grade trade this year as never before. Siegel, Cooper & Co. are running Victrola opera concerts every afternoon to fair sized audiences.

Retain Talking Machines.

When it became known that the Bissell-Cowan Piano Co. would discontinue business and the lease on their building at 202 Michigan avenue had been sold to the great Aeolian Co., of New York, for their new Chicago branch there was considerable speculation as to whether the talking machine department would be continued, as the Aeolian Co. do not handle talking machines in any of their other stores. The question was speedily answered in the affirmative, however. Arthur Bissell, who becomes associate manager of the Chicago Aeolian branch, was able to give a good report of what the department had accomplished and Manager Thomas Fletcher confessed that he had always had a sneaking desire to try his hand at the talking machine game. Consequently the Victor department, which occupies the mezzanine floor, is to remain undisturbed and the services of Manager Searles retained. It's an ideal location for Victrola and Red Seal record trade, and if the Aeolian Co. give to the department anything like the support and exploitation afforded their own lines it should develop into one of the most important retail talking machine businesses in the city.

Little Interviews.

"Nothing has demonstrated the cumulative effect of the years of study and experiment spent by talking machine experts as some of the recent records," remarked Arthur Geissler, general manager of the Talking Machine Co. "Voices and instruments which it has seemed impossible to cope with successfully during the past are now being reproduced in a most perfect manner. An instance in point is the late piano solo records of the Victor Co., and from the expressions I have heard from those most qualified to judge a quality of tone is obtained that was impossible a few years ago."

"An encouraging feature of the trade is the manner in which the progressive dealers are adapting the recital idea," said L. C. Wiswell, manager of the talking machine department of Lyon & Healy. "We have a number of dealers in towns of 10,000 and up who have, within the past year or so, inaugurated regular or occasional concerts and they all testify to the great benefits accruing to their trade."

A. V. Chandler, Illinois traveler for the National Phonograph Co., made a trip through the State just prior to the spring election. He found the excitement anent the "drys" and "wets" very high, and one would think from listening to the combatants' talk that the future of the towns depended on the outcome. As a matter of fact some of the towns that went dry a year ago are now wet, and vice versa. In looking over the State Chandler says that the best towns, from a phonographic standpoint the past year, have been about equally divided as to "wetness" and "dryness," consequently the results will have little effect on trade conditions.

Aggressive Dictaphone Campaign.

The Dictaphone department of the Columbia Phonograph Co. was removed on April 1 from the Heyworth building to 210 Wabash avenue, the general Columbia headquarters here, and W.

Parsons and E. A. Parsons, who for fifteen years were associated with the company in the development of the commercial dictation machine business in Chicago, are in charge. They are both experts, pioneers in the business and have a big following. They have already placed orders for quantities of goods which serve to tax the factory capacity. The dictaphones now being shipped are all equipped with universal motors which can be instantly adapted to either alternating or direct current and embody a number of recent improvements.

Various Personals.

E. H. Uhl, manager of the Chicago branch of the Rudolph Wurlitzer Co., is spending a fortnight's vacation at Hot Springs, Ark. He will return Monday.

Marquette Healy, treasurer of Lyon & Healy, has reached Paris in his European wanderings and expects to sail for home on the 10th.

R. Shaw, managing director of the Western Talking Machine Co., Victor distributors at Winnipeg, Manitoba, was a recent Chicago visitor.

Richard Pribyl, who has been connected with the Chicago talking machine trade for some years, and who is now traveling for the Zonophone Co., is here on his first visit to the city since making his new connection.

M. Kreuzsch, who is doing good work for the National Co. through Indiana, was a visitor this week.

John E. Moyer, a live talking machine dealer of Dixon, Ill., and an Amberola enthusiast, is calling on the local jobbers.

Columbia's Kansas City Location.

District Manager W. C. Fuhri, of the Columbia Phonograph Co., has just closed a lease for a new store for their Kansas City branch. The new location is on Grand avenue, adjoining the store of the Hoffman Music Co., and is in the very heart of the music district. The new store is 24 by 125 feet in size with a good basement. It will be handsomely fitted up with four private demonstration rooms, a large opera room in the rear, enclosed offices, etc. The new quarters will be occupied about May 10, and are far more centrally located than the present ones at 809 Walnut street. Mr. Fuhri says that while retail business was somewhat quiet the latter part of March the wholesale business of the Chicago office was the best for a long time.

B. & H. Expansion.

The B. & H. Fibre Manufacturing Co. have outgrown their present factory and have secured larger quarters at the same location, Dearborn and Kinzie streets. After May 1 they will occupy the entire third floor of the building. It is lighted on three sides and admirably adapted for their purpose. Not only will the capacity be greatly increased but commodious offices and demonstration rooms, partitioned off from the factory, will be provided. President F. D. Hall, who has confined himself very closely to the factory heretofore, now has the business so well organized that he is getting a little time to visit his customers among the jobbers in person. He recently spent a couple of days in Kansas City and is now on a trip to New York and other eastern points.

Columbia Co.'s Opera Window.

The Columbia Co. have a good opera window. Printed slips referring to the Columbia artists now appearing with the Metropolitan forces are attached to the window panes and are connected with records of these artists in the center of the window by various colored streamers.

W. A. Lawrence, representing the Standard Sheet Metal Co., manufacturers of talking machine horns, called on the local jobbers recently.

A. D. Geissler's Latest Specialty.

The Talking Machine Co. are having a big demand on their new combination record album and carrying case which they brought

The logo for Lyon & Healy, featuring the company name in a cursive script font, enclosed within a dark, horizontally-oriented oval shape.

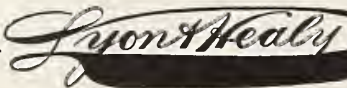
Let Us Assist You

In increasing your sales. We have always tried to do this by giving you the best distributing service in this country. We know that such service enables a dealer to make promises and to keep them, thus insuring increased patronage from his old trade.

Now we propose to help you in securing more new business from new customers and to this end we offer you the services of AN ADVERTISING DEPARTMENT WITHOUT COST TO YOU. We will gladly furnish any dealer who wishes to advertise in his home newspaper, with copies of our most successful retail advertisements *absolutely free* and when desired will send "cuts" used in them, charging only actual cost for the electros. In addition we always welcome inquiries relative to advertising methods. We want to be of genuine help.

With Lyon & Healy's complete service, a dealer handling the Victor or Edison goods, or, better still, both of these unequalled lines, is sure of increased trade.

Write to-day asking for copies of the Talking Machine advertisements. They have brought us business and will do it for you.

The logo for Lyon & Healy, featuring the company name in a cursive script font, enclosed within a dark, horizontally-oriented oval shape.

Wabash Ave. & Adams St.
CHICAGO

out last month. It has proved to be one of the most attractive specialties ever introduced by the company. General Manager A. D. Geissler says that March was not only far ahead of the corresponding month last year but was within 2 per cent. of 1907, the largest March in their history.

L. & H. "Co-operation."

Lyon & Healy offer the services of their advertising department, one of the best organized and most efficient in the country, to their dealers. Not only will they send free of cost proofs of remarkably clever and result-bringing advertisements used in their own retail business, together with the cuts used in them, if desired, at the bare cost of making the electros, but they will be glad to furnish copy for advertisements for special occasions when requested. In fact they desire to co-operate with their dealers in every way to their mutual advantage.

NEW SEEBURG ART CATALOG.

Handsome Volume Shows Various Styles of Coin-Operated Pianos and Explains the Seeburg Selling System—The Seeburg Factory Working Overtime.

(Special to The Talking Machine World.)

Chicago, Ill., April 7, 1910.

The J. P. Seeburg Piano Co., of this city, manufacturers of coin-controlled electric pianos, have just brought forth a handsome "Art" catalog showing cuts of the various styles and explaining in detail the celebrated Seeburg selling system. Inside an attractive cover of Quaker gray on a specially designed page is shown the strong points embodied in the Seeburg product—"Tone," "Art," "Unique Case Designs" and "Perfect Player Mechanism." The top of the page bears the following inscription: "It is a poor piano that knoweth not its own master. Every Seeburg piano bears the name of the maker and carries the maker's guarantee." Pertinent and instructive matter is featured in chapters on "The Seeburg Constructional System," "The Player Construction," "The Acme of Convenience," "The Case" and "The Price."

The factory, located at 1276-1282 Clybourn avenue, has been working overtime to supply the demand for the Seeburg electric coin-controlled pianos; in fact, to such an extent that the company have acquired an additional floor, thus facilitating the output to a considerable degree. However, there is seemingly no let up in the demand since the acquisition and the trade are beginning to realize that the Seeburg instruments are destined to fill a long felt want in the coin-controlled electric field.

BETRAYED BY SUSPENDERS.

H. R. Arris Writes of This Most Essential Article of Man's Dress—How a Richly Embroidered Pair Spelled the Ruin of Jones' Plans to Keep a Talking Machine Free.

In the Chicago Tribune the other day, H. R. Arris discoursed in a learned way on that most essential concomitant to man's happiness—suspenders. He said: "A man will go and buy trousers, neckties, shirts, handkerchiefs, and all his other wearing apparel in any number imaginable, but never would think of possessing more than one pair of suspenders at a time. Any more than this number would seem to be a useless luxury. When the old pair begins to wear he will make use of all kinds of makeshifts to patch them up rather than buy new ones. Wire, string and rope are used indiscriminately for repair work on the broken galuses until one scarcely can tell where the original leaves off and the patchwork starts. No matter what the financial standing of the man with the broken suspenders, no matter how careful he is of his clothing in other ways, he will neglect this article longer and more consistently than any other part of his dress.

"A pair of fancy embroidered suspenders played an important part in a small comedy of domestic life some time ago. A man who re-

joiced in the possession of such a fancy home-made article, but who rejoiced in the possession of scarcely anything else, had bought a talking machine on the instalment plan. Although at the time the purchase was made he was able and willing to pay for the machine, a run of hard luck befell him soon after and he fell behind in his payments.

"The future seemed to indicate a change in the run of hard luck so that the buyer hoped that he soon would be in a position to take up all the back-payments and go on with the future ones. But while he was thus rosily planning how he would pay up, the company was planning how they would get the money.

"Many collectors were sent around to see the purchaser who didn't wish to see them. He was afraid that his promise of future payments would not be sufficient and that they would take the talking machine away from him. Whenever, therefore, a collector hove to in the offing the buyer would fade away on the distant horizon.

"After making a number of such attempts to see the man who owned, or rather possessed, the machine, the collectors thought it was time for decisive action. One of them was therefore sent around with instructions to get the money or get the machine.

"With determination in his heart he hunted up the house of the purchaser and by the ill luck of the hunted found the man who had bought the machine. Being a new collector, he was not known to the buyer nor did he know him, so that although he managed to meet the man at the door before he had time to disappear as usual, he did not know to whom he was talking.

"The purchaser immediately saw that he was unknown and when a request was made for Mr. Jones he replied that Jones was out of town and wouldn't be back for several weeks. The collector wanted to know if any one of the family was at home, but was told that the man to whom he was talking was merely a boarder and that all of the family had gone for several weeks. Thus baffled in his search, the collector started down the steps, but turned to ask one more question. The owner was going into the house and, being in his shirt sleeves, his suspenders were exposed to the view of all who wished to enjoy their embroidered loveliness. But what caught the eye of the collector was that on the back of these works of art was plainly worked out by a loving sister the initials and name of 'J. W. Jones,' the man he was seeking, and thus the canned music was heard no more in that household.

"Incidentally it might be added that the next ragman who visited the Jones' residence carried away with him a pair of hand embroidered suspenders."

PANAMA-PACIFIC EXPOSITION

Planned for 1915, to Celebrate the Completion of the Panama Canal and the Centennial of the Discovery of the Pacific Ocean—To be Held in San Francisco.

(Special to The Talking Machine World.)

San Francisco, Cal., April 5, 1910.

Plans are already being discussed in the various cities on the Coast for the holding of a World's Fair in this city in 1915 to celebrate the opening of the Panama Canal. The title of the celebration will be the Panama-Pacific International Exposition, and it has already been advertised considerably, though no definite arrangements have been made at the present time. Efforts will be made to make the celebration one of the most elaborate ever held in this country, for besides marking the completion of the Panama Canal, the occasion will be taken advantage of to celebrate the fifth centennial of the discovery of the Pacific Ocean by Balboa in 1513 and the rebuilding of San Francisco.

The man who simply does daily duties as they arise will in time achieve the power to meet any emergency.

SUGGESTION VS. ARGUMENT.

Each Have Their Place in Salesmanship—Where Too Much Argument Lost a Big Sale.

Mr. Dealer, do you ever put yourself in the customer's place when you are trying to sell an outfit? Do you stop to realize that salesmanship consists just as much in ascertaining the wants of the customer and meeting them as in persuading him to purchase something he does not want? A certain dealer not far from New York lost a sale that amounted in all to nearly \$350 because he tried too hard to persuade the customer that a mahogany-cased machine would fit into a room of mahogany furniture though the prospect had set his mind on a Circassian walnut case. The dealer urged about the eternal fitness of things until the prospect got tired of the discussion and bought the outfit from another house. True, it was an extreme case, and the dealer was right in theory and according to decorative standards, but the situation was one where suggestion and not argument was needed. The customer is the one who is spending the money, and when he is perfectly satisfied it means an excellent advertisement for the store.

PHONOGRAPH IN PIANO.

A New Development Noted by a Writer in a Philadelphia Paper.

We occasionally find some extraordinary items in our contemporaries of the daily press. For instance, the following from a Philadelphia paper informs us that a local inventor with an eye to the economy of space and dollars "has perfected an arrangement whereby a piano and a phonograph can both be nicely housed in one case. Where space is at a premium, which is distinctly the case in flats, this invention will be found most desirable. The top of the piano is divided into three compartments. In one of the end compartments the turntable of the phonograph is located, the crank extending from the sides; in the other compartments the records are kept and they are open in front so that the discs can be easily removed or replaced. When the lid of the piano is down the caller would not suspect that any other instrument was concealed within, unless he wondered what the crank was for. When the lid is raised, however, the talking machine and its records are disclosed to view. The record is inserted, the lid closed down and the tone passes below either through a panel in front or at the side." Next!

ASKED FOR MONEY, PROBABLY.

Mrs. Hoyle—They say that the tones of the voice have color.

Mrs. Doyle—Shouldn't wonder; I know I have said things which made my husband get purple in the face.

**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 keep "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

KREILING & COMPANY

1504 North 40th Avenue

Cragin Station Chicago, Ill.

Manufactured by

COURT HOLDS WITH VICTOR CO.

That Sale of Leeds & Catlin Records by American Graphophone Co. Was an Infringement of Berliner Patent and Violated Permanent Injunction—Court Imposes \$1,000 Fine—Decision to be Appealed—Messrs. Pettit's and Cromelin's Views of the Decision.

On April 1 the case of the Victor Talking Machine Co., Camden, N. J., against the American Graphophone Co., New York, was argued in the United States Circuit Court, New York City, before Judge Lacombe. The question at issue was whether the stenciling or relabeling of a quantity of Leeds & Catlin Co.'s records by the defense was an infringement of the Berliner patent, and therefore their sale to the Simpson-Crawford Co., of that city, contempt of court.

Practically a like issue was involved in a suit between the same companies pending in the United States Circuit Court at Trenton, N. J.,

which was reached Monday and sent over until Judge Lacombe's decision was rendered. The latter's opinion was handed down on April 6, the Victor Co.'s contention being sustained, the American Graphophone Co. were found guilty of contempt in evading the perpetual injunction on the Berliner patent, and were fined \$1,000.

Regarding the decision, Horace Pettit, counsel for the Victor Talking Machine Co., said: "On March 14, 1910, we secured a rule on the defendant to show cause why attachment should not issue for contempt of court in violating the injunction of April 6, 1906, in the suit of the Victor Talking Machine Co. et al., against the American Graphophone Co., on the Berliner patent No. 534,543. While the American Graphophone Co. has a license under the Berliner patent allowing it to manufacture disc records and machines and to sell the same, that company, as we contended, in violation of the decree of court, bought a large number of disc records manufactured by the Leeds & Catlin Co., which had been held to infringe that patent in a suit of the Victor Co. against the Leeds & Catlin Co., and which had been enjoined in accordance with the decisions of the Circuit Court, Circuit Court of Appeals and the Supreme Court of the United States. The American Graphophone Co. then sold some of these Leeds & Catlin records to certain dealers, among others Simpson-Crawford Co., of New York City, with a new label thereon, styled 'Sir Henri' records.

"These contempt proceedings were fully argued before Judge Lacombe on April 1. The defendants held that they had a right, under their license, among other things, to buy and sell these Leeds & Catlin records. We contended that to buy and sell these Leeds & Catlin records, which had been enjoined as infringing records by the Circuit Court, Circuit Court of Appeals and Supreme Court of the United States, was not only a violation of the license agreement but a violation of the decree of the court in the suit against the American Graphophone Co., entered in April, 1906, and in contempt of court.

"The opinion of the court was filed Wednesday, sustaining our contention. The court said, among other things: 'It could hardly have been the intention of both parties to allow the Graphophone Co. to gather up wherever it could the infringing records of other convicted violators of complainants' rights and resell them under its own name.'

Paul H. Cromelin's Statement.

When asked for a statement regarding the matter, Paul H. Cromelin, vice-president of the Columbia Phonograph Co., said: "Some weeks ago the American Graphophone Co. began an action in the United States Circuit Court at Trenton, N. J., against the Victor Talking Machine Co. with a view to enjoining that company from unlawfully interfering with our customers in the prosecution of their business. The proceedings were begun March 3. One of the grounds of dispute arose out of the sale by us to a customer of a small lot of single-faced Leeds & Catlin records, which had been taken in under our exchange plan from customers of the Leeds & Catlin Co., after we had enjoined that concern from further manufacturing records in infringement of our Jones patent, No. 688,739.

"As is well known, we have discontinued the manufacture of single-faced records, and last fall, in the ordinary course of business, we sold this customer a quantity of these old uncatalogued records of our own manufacture with their special trade label 'Sir Henry.' Included were the lot of Leeds & Catlin records referred to, which were also relabeled 'Sir Henry.' There is no dispute as to our right to sell records of our own manufacture, and the question involved in the differences which have arisen is whether our license under the Berliner patent, which we have taken from the Victor Co. in exchange for our license to them under our Jones patent, is broad enough to warrant our reselling this lot of Leeds & Catlin records. We believe it is. The Victor Co. thinks it is not, and after we had begun suit in New Jersey, they brought proceedings against

us in New York on March 14. We have had one skirmish and the court of first instance in New York agrees with them. That's all there is to it. The decision in no way affects goods of our manufacture.

"The matter is hardly of sufficient importance to warrant a continuance of the fight, for the acts complained of were committed months ago and the records are all sold. In order, however, to try out the legal question as to the breadth and scope of the license we have granted the Victor Co. and received from them an appeal will be taken immediately. There has never been any doubt in our minds that we were in the right, but should the Circuit Court of Appeals sustain the lower court in defining the scope of the licenses, the result will have no effect whatsoever on our business and we will gracefully submit to the judgment of the honorable court."

EXPANSION WITH C. B. HAYNES & CO.

This Enterprising House of Richmond Moves Retail Department to New Quarters—Will Occupy Their Own Building for Wholesale Purposes on June 1.

(Special to The Talking Machine World.)
Richmond, Va., April 10, 1910.

C. B. Haynes & Co., the enterprising jobbers of Edison phonographs, records and supplies, have moved their retail department to 5 North Seventh street, where they have fitted up a store that ranks to-day as one of the finest talking machine establishments in the South. On June 1 they intend to move their wholesale department to their own building at 10 North Fourteenth street, where they will have splendid facilities to cater to their increasing trade. It has always been the policy of this house to keep the dealers well supplied, and to that end they will carry a stock in the new quarters that will enable them to look after the needs of their dealers in a manner that must excite the appreciation of their clientele.

VICTOR-VICTROLA FOR BAZAAR.

Presented with a Full List of Records by Enrico Caruso to the Bazaar for the Benefit of the French Hospital.

Among the many gifts presented by prominent personalities to the Bazaar which occurred last week at the Metropolitan Opera House for the benefit of the French Hospital one of the most interesting was a Victor Victrola and a full assortment of Victor records of Caruso's own voice, presented by Enrico Caruso, the famous tenor of the Metropolitan Opera House. Judging from the tickets sold for this gift more than twenty times the value of the machine and records was realized for the hospital. The gift was much appreciated by those interested in the Bazaar.

"ORECALWAS" APPEARS IN PORTLAND.

The people of Portland, Ore., have been much interested in an Eilers announcement inviting the public to hear the "Orecalwas" sing at the Eilers piano house, 353 Washington street. To people who were invited to analyze the "Orecalwas" and figure out whether it was human or operated mechanically, the latter mystery appeared as a cross between the cartoonist's picture of Roosevelt's head and the body of a sea lion.

While the secret of this mysterious object was not revealed, yet it is to be assumed that it was a talking machine enclosed in a semi-human dress which was doing all the stunts. And it may be also assumed that the "Orecalwas" meant the States in which the Eilers stores are prominent factors—Oregon, California and Washington. Meanwhile the "Orecalwas" was the talk of Portland for some time, and concentrated considerable attention on the Eilers talking machine department.

If you are interested in the goods you can interest the other fellow. Finding out the interesting points and telling them—that's salesmanship.

PROTECTORS for VICTROLAS and AMBEROLAS

HIGH PRICED MACHINES

are worth while taking care of

Our Protectors save them from Dust,
Damp and Injury

Price for Victrola XVI. or Amberola, - \$2.00
For Victrola XII. - - - - \$1.50

Send for samples to-day

MAGNETIC NEEDLES

EVERY NEEDLE GUARANTEED

MADE IN THREE GRADES

Regular Tone—Multi Tone—Mellow Tone

Send for free samples and prices to-day

We are the oldest established

VICTOR and EDISON

Jobbers in Greater New York

S. B. Davega Co.
126 University Pl.
NEW YORK CITY, N. Y.

**Exclusive selling rights to Columbia
dealers—the most significant message
the trade ever received. It's better than
a mile of argument.**



PACIFIC COAST HAPPENINGS.

Spring Season Opens Up Well—Sales Steadily Increasing—Hornless Machines Popular—Pacific Phonograph Co. in New Quarters—Bacigalupi & Sons Rearranging Store—New Downtown Location for Columbia Wholesale Store—Columbia Co. Items—Sherman, Clay & Co. Pushing the Victor Line—Kohler & Chase in Oakland—Other Items.

(Special to The Talking Machine World.)

San Francisco, Cal., April 1, 1910.

The spring season in talking machine goods is now at its height. While sales in some quarters quieted down a little just before Easter, there was a steady increase of sales up to the middle of March, and the month as a whole is far ahead of the earlier part of the year. The last week has been particularly satisfactory, with reports of heavy sales and orders for new goods coming from all parts of the State. Conditions are especially promising in the country. It is too early for the strenuous work of the fruit and grain harvests, but with rain at just the right time and all conditions favorable for heavy production, country people are loosening their hold on their money. The development of the outside trade in recent years has been wonderful, not so much in quantity as in quality of the goods purchased. Victrolas, Grafouolas and Amberolas, which were at first regarded with suspicion by the small outside dealers, are now becoming almost staples in the trade, and a heavy demand is setting in for the best records that can be had.

The Pacific Phonograph Co. have just occupied offices and storage rooms on Stevenson street, in the rear of Peter Bacigalupi & Sons, and have about completed the stock-taking and other work incident to the transfer of the Edison jobbing business. The complete stock has not yet arrived, but is expected within a week or two. The salesmen are now getting together, and within the next week will be started on the road, many of those formerly with Peter Bacigalupi & Sons having gone over to the Pacific Phonograph Co.

Peter Bacigalupi & Sons are rearranging their Market street store to adapt it to the new conditions. The jobbing business in the Zonophone line is being carried on with customary energy, and by concentrating on this line Mr. Bacigalupi expects to expand the trade materially. He is still selling off a lot of the stock taken over from Kohler & Chase last month, and while business has been somewhat upset by the changes, the local retail business is in good condition.

Aside from the changes affecting the Pacific Phonograph Co. and Peter Bacigalupi & Sons, the most interesting announcement of late is of the downtown location of the Columbia Phonograph Co.'s wholesale branch in this city. The company have taken a three-year lease on the entire top floor of the Allied Arts building, 334 Sutter street, in the musical merchandise district. Mr. Scott, the local manager, states that for the present no attempt will be made to do a local retail

business, this being left to Kohler & Chase, who are handling the trade very satisfactorily in their new building on O'Farrell street. By the time this lease expires it is hoped that suitable quarters can be secured on a ground floor, where a retail branch can be installed. Coast Manager W. S. Gray, of the Columbia Phonograph Co., is now on his regular trip through the north, and W. S. Storms, the outside man, is in the San Joaquin valley. He reports that the outlook in the country is extremely good.

Since the Dictaphone business was taken up again by the local Columbia branch, the offices have been retained in the Phelan building, under Francis W. Downe, who has had charge of this business for several years. The outlook in this line is especially good, several large orders having been sent to the factory of late, including one from the Southern Pacific for about \$10,000 worth of machines.

Kohler & Chase have just started their Columbia agency in Oakland, where they expect to build up a large business in this line. The Sacramento agency has been turned over to the Columbia Graphophone Co., which will continue to conduct their business in Kohler & Chase's store.

The San Francisco management is very enthusiastic over the Grafonoia Regent, orders for which are still coming in faster than they can be filled. The offices will be established in the downtown quarters before the middle of the month.

Andrew G. McCarthy, of Sherman, Clay & Co., returned from a strenuous northern trip about the middle of March. He states that business is flourishing all through the Northwest, with prospects for a big summer on Victor goods. He states that the business for last month set a new record for March, and that there is a healthy growth of business all over the Coast, good orders being received from all the outside men. Large shipments of Victrolas are being received all the time, but it seems impossible to accumulate any considerable stock ahead of requirements.

Sherman, Clay & Co. have had some notable talking machine displays in the last few weeks. The local window this week was decorated with Victor machines, records and violins, with the announcement of the recitals here and in Oakland of Maud Powell. The store in Portland, Ore., had a magnificent Easter display, in which the background was made in imitation of a pipe organ, with a choir boy in the foreground and an attractive arrangement of Victor machines and records suitable for the season.

CRESSEY & ALLEN PROGRESS.

(Special to The Talking Machine World.)

Portland, Me., April 7, 1910.

Cressey & Allen, jobbers of Victor goods, report that their business during the last two years has been steadily increasing, particularly so during the last year. The past six months has convinced them, without any doubt, that it is only a question of time when more room and greater facilities will be necessary to enable them to take care

of their Victor business in the manner in which they are anxious to do. They say their wholesale business is increasing daily, while their retail business is entirely satisfactory to them.

HALL OF FIBRE NEEDLE FAME

Visits New York and Other Eastern Centers—B. & H. Fibre Needles Grow in Popularity—How They Increase Record Trade—Interesting Chat with Mr. Hall.

Fred D. Hall, president of the B. & H. Fibre Mfg. Co., Chicago, was a visitor to New York last week, looking over the trade situation in this city, as well as Philadelphia, Boston and other points.

In the course of a pleasant chat in The World sanctum Mr. Hall spoke in a most optimistic way of the increasing demand for fibre needles throughout the country. He said: "Our business has been increasing month after month, and dealers and jobbers find that their customers appreciate the B. & H. fibre needles, because they result in an increased demand for records among the largest purchasers of high-priced records—people who like to get the best and most musical effects in interpretation. These purchasers find that the B. & H. fibre needle makes the playing of a record a source of extreme pleasure, and as a consequence dealers who sell fibre needle users say their record sales are simply doubled.

"We have been increasing our facilities to meet the increasing demand for our fibre needles, and have been compelled to take this course in order not to disappoint our customers.

"We have hundreds of very interesting letters from users of B. & H. fibre needles, which, if read, would open the eyes of those who are not acquainted with the special qualities of the fibre needles and their ability to preserve the life of the record for all time. The B. & H. fibre needles have led to a new interest in the talking machine. People become as enthusiastic in getting the finest results out of their various records as do the musicians who operate piano-playing mechanisms with all the latest marvelous devices for securing color effects when playing the works of the great masters. The B. & H. fibre needle makes the talking machine essentially musical, and by this means it appeals to a large constituency."

During his sojourn in the East Mr. Hall visited the Edison plant at Orange and the Victor plant at Camden, N. J. He expressed himself as delighted with the courtesies shown him all along the line, and paid some pretty compliments to New York City and its remarkable progress since his last visit to the metropolis. It is not at all improbable that Mr. Hall will make a short trip to the South previous to returning to Chicago.

And speaking of the B. & H. fibre needle—it will be worth while for the reader to look up the B. & H. fibre needle advertisement which appears elsewhere in this issue of The World and read the concise but forceful statements regarding this specialty put forth by the manufacturers.

INDIANAPOLIS GLEANINGS.

Business Not Over Active—Grafonola for Store Opening—Musical Echo Co.'s Victor Display Admired—Dealers Looking Forward to Opera Period—Pearson's Plans—Grafonola Regent a Big Seller—Other Happenings.

(Special to The Talking Machine World.)

Indianapolis, Ind., April 9, 1910.

The talking machine business in Indianapolis has been up to the average for the last month. The weather has been fairly good, although three or four excessively warm days about Easter time cut into the business to some extent. Dealers are now getting ready for the summer business which includes the sale of talking machines to be used in summer camps and at summer entertainments and concerts. This line of business is not up to the winter standard, but it is about all there is in the summer time.

S. F. Knox & Co. have opened a new five-and-ten-cent store, in East Washington street, the largest in the city. They gave a grand opening and a Grafonola and orchestra were used. Hundreds of people viewed the new store, but no goods were sold on that day. The company have on sale at ten cents each the Columbia wax records, which are now no longer made.

Warren Bird, in the State Life Building, who represents the Dictaphone Co., is doing a nice business. He has placed commercial machines in the offices of some of the best known lawyers and business men of the city. The only trouble is, he says, that he can't get enough stock to supply the demand.

The play of Charles B. Sommers, "The Winding Way," which was presented at the Murat Theater by William Faversham, was well received and favorable comment was given in the press. Mr. Sommers is manager of D. Sommers & Co., which firm among other things handles Columbia talking machines.

The Grafonola Regent is popular in Indianapolis and is one of the best sellers among the

high-priced machines. The local Columbia agency has disposed of every Grafonola that was received within a few days after it was placed in stock and many future orders have been taken.

Several nice Easter windows were shown by the talking machine dealers. One that attracted much attention was that of the Musical Echo Co., which handle Victor machines. This window was a cathedral scene showing a choir boy before an immense organ. C. V. Weaver, who has charge of the window decoration department of the Columbia agency, prepared a window, the central device of which was a revolving instrument showing a double-disc record and a Regina music plate.

Talking machine dealers are looking forward to good sales on April 27 and 28, when the Metropolitan Opera Co. will appear in Indianapolis. They expect to sell many Victor records made by the stars of this company.

The remodeling of the Pearson Piano house in North Pennsylvania street has been delayed somewhat. This company will not vacate its branch house in Massachusetts avenue until the new store is to be completed and the removal of the Kipp-Link Co., who handle Edisons, will therefore be delayed until that time.

The Wulschner-Stewart Co., who handle Edison talking machines, are pushing the business in commercial machines pretty hard. Heavy advertising is being carried on and it is said this line of the business is showing rapid progress.

The Orpheum moving picture theater in East Washington street, has installed a pipe organ at a cost of \$2,700, which is a great attraction for all of the patrons of such shows. It will be used with pictures based on Biblical, mythological and historical subjects. The mechanism of the organ is in the basement and the player sits in the orchestra pit.

The automobile show brought a good crowd to Indianapolis and the penny arcades and the moving picture shows noticed a considerable increase in business. Several big things are scheduled

for Indianapolis in the next few months, among them a grand aeroplane meet at the Speedway.

The Chance-Clough advertising agency, one of the largest in the city, has recently installed several Edison business phonographs. They are greatly pleased on account of the amount of time which is saved by using the machines. The machines were bought from the Wulschner-Stewart Co., the local agents.

A YOUNG MAN OF TALENT.

M. D. Easton, the Clever Son of Edward D. Easton, on Tour with Princeton's Famous Triangle Club, Composed of the Dramatic Talent of the University.

M. D. Easton, only son of Edward D. Easton, president of the Columbia Phonograph Co., General, now in his senior year at Princeton College, was on tour with the Triangle Club, composed of the dramatic talent of the university, returning Wednesday of last week. The visit of this famous club is a social event wherever they present their play, and in this capacity have given performances in Washington, D. C., Indianapolis, St. Louis and Chicago. In St. Louis the members were tendered a banquet by the local alumni. Mr. Easton, who is twenty-two years of age, will finish his collegiate course and graduate in June. He has developed unusual talent in the dramatic field.

SPAIN AS A "TALKER" MARKET.

Spain is proving a good market for high class talking machines and records, and it is being worked to very good purpose by the talking machine men of France. The market is especially large for popular priced machines, because the working classes are extremely musical, but, of course, limited in means.

Tact is one of the best of mental possessions, either natural or acquired.



No. 400 Closed

When closed, the complete cabinet occupies a minimum of space, being much less than a foot square. Thus it will be seen what an ideal self-selling proposition this new Collapsible Display Cabinet is. The cabinet costs you nothing, and besides, you are the gainer by over 50% in cash profit on your investment.

The C-D-C DEVICE contains 38 pieces of the very best selling

HOHNER HARMONICAS

assorted in 16 different styles, all keys, and can be retailed at the following prices:

ASSORTED HARMONICAS	YOUR INVESTMENT	YOUR GAIN
16 pieces to retail at 25c ... \$4.00	\$8.75	Per cabinet and Harmonica Assortment
12 pieces to retail at 35c ... 4.20		
10 pieces to retail at 50c.... 5.00		
Total retail value \$13.20		Over 50 per cent. Cash Profit and a superb Display Cabinet

YOUR INVESTMENT

YOUR GAIN

Our folder illustrates the Cabinet in Colors. Write for a copy now.

M. HOHNER, 475 Broadway, NEW YORK

CANADIAN OFFICE, 76 York Street, Toronto MEXICAN OFFICE, 4a Calle de Tacuba, No. 33, Mexico City

HARMONICAS

ACCORDIONS

BLOW ACCORDIONS

What is the C-D-C Device ?

Why, it is the most remarkable Harmonica selling proposition ever devised. It sells Harmonicas. The C-D-C Device consists of a three-tray cabinet of the best seasoned wood, beautifully finished in a dark mahogany piano polish, and when closed resembles an elaborate jewel case.

The enormous demands that we have so far received for the Assortment speaks for the excellence of this money maker. Owing to the novel arrangement of this cabinet and its peculiar construction it can be thrown open and closed in a moment's time. When the cabinet is open the Harmonica display is exceptionally attractive, exhibiting its entire contents of 38 Harmonicas at one time.



No. 400 Opened

REVIEW OF MAY RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

An impressive feature of the Victor Talking Machine Co.'s Red Seal list of records for May is a series of seven records from the garden scene in "Faust" which completes this greatest of operatic acts. The artists participating are: Geraldine Farrar, who sings "Le Roi de Thule" (88229); Farrar-Caruso-Journet-Mme. Gilbert in "Seigneur Dieu," quartet (95204); "Eh Quoi Tournes Sente," quartet (95205); Marcel Journet, bass, "Invocation Mephistopheles" (64119); Miss Farrar and Caruso, "Tardi si Fa," duet (89032); "Sempre Amar," duet (89031); Miss Farrar and Journet, "Elle Ouvre Sa Fenetre" (89040). Riccardo Martin, the American tenor of the Metropolitan Opera Co., is represented by two Red Seal records, Puccini's "E Luceran le Stelle," from "Tosca" (87050), and Dvorak's Love Song, "Als Die Alte Mutter" (87051). Leo Slezak, the notable tenor of the Metropolitan Opera forces, is heard in two numbers in German, a selection from Goldmark's "Queen of Sheba" (64115) and "Depart, Fair Vision," from Massenet's "Manon" (64116). Lovers of the piano will be delighted with two Chopin studies by Wilhelm Backhaus, the Etude in G sharp and the Etude in A flat (74159). This is a most important and invaluable addition to the piano records listed by the Victor Co. Backhaus seems to possess the happy knack of getting the very best tonal results on the records. The regular list of Victor records for May includes some numbers that are destined to win a wide popularity. The prelude from Wagner's "Lohengrin," played by the La Scala Orchestra of Milan (31779), is a remarkable performance of a remarkable work. Other instrumental numbers of unusual merit are the "Blue Danube Waltz," by Strauss (31777); Pierne's Serenade (5770), played with brilliancy and charm by the Vienna Quartet, and Von Suppe's Tantalusqualeen overture (31776), which is given a splendid reading by Arthur Pryor's Band. The Victor Light Opera Co. is represented by Gems from "San Toy" (31778), and Gems from "The Chocolate Soldier" (31780), which afford proof that the Victor Light Opera singers are improving all the time. M. Rocca, the accomplished young tenor of the Opera Comique, contributes a vocal number from "Lakme" (5771) which will win favor. In the popular field Nora Bayes is heard in her inimitable singing of "Has Anybody Here Seen Kelly" (60013), while Jack Norworth is represented by a medley of college songs (60014), which undoubtedly will be included in the repertoire of every college boy and college graduate the country over. The Victor double-faced record list is especially good this month, and, as can be seen elsewhere, includes some combinations of instrumental and vocal numbers that must unquestionably win the consideration of purchasers.

* * *

Some distinguished artists are to be found in the National Phonograph Co.'s list of grand opera Amberol records for May. Carmen Melis, the celebrated operatic soprano, sings "Vissi D'Arte" from "Tosca" (B188); Marguerita Sylva, soprano, is heard in Habanera from "Carumen" (B189); Blanche Arral is heard to splendid advantage in "Lecocq Bolero" (B190); Riccardo Martin, the American tenor of the Metropolitan Co., is represented by "The Drinking Song" from Mascagni's "Cavalleria Rusticana" (B191); while Gustave Huberdeau, baritone, sings the "Berceuse" from "Mignon" (B192) in a really charming and finished style. It is a splendid example of baritone or bass singing. This list, as a whole, is one of the best ever put out by the National Co. and will undoubtedly add to the growing popularity of the grand opera Amberol records. In the regular Edison Amberol list, among the instrumental numbers that will win favor are the "Entr'acte" from "The Prima Donna," played

charmingly by Victor Herbert and his orchestra (420); Strauss' "Memories Waltz," by the National (London) Military Band (428); "To You," waltz serenade by the Vienna Instrumental Quartet (429); "La Gipsy" mazourka, brilliantly played by Sousa's Band (413), and a very clever arrangement of Arditi's "Kiss Waltz," played by H. B. Henton (417) as a saxophone solo. In the vocal list, as will be noted elsewhere, many of the popular productions of the day, as well as the standard numbers, are represented. The well-known popular song, "By the Light of the Silvery Moon," is destined to score a tremendous popularity. It is sung by Ada Jones and male quartet in a really delightful manner, and is destined to win a great vogue. In the Edison Standard list, among the numbers that particularly stand out is the playing of "Narcissus" (10350) by Sousa's Band, and the "Hungarian Dance" by Victor Herbert and his orchestra (10353). In the foreign Amberol list two numbers in Italian sung by F. Daddi (7500-7501), and two Standard numbers, an Italian song by Daddi (20606) and a Hebrew song by S. Paskal (21016), are numbers of more than ordinary merit. The list, taken as a whole, is an interesting and comprehensive one, and should certainly hold the attention of Edison adherents.

* * *

There is a pleasing diversity in the records listed by the Columbia Phonograph Co. for May. There is a strong representation in the 12-inch list, a striking feature being Raymond Hitchcock, whose singing of Burt's "Wal, I Swan" is a classic of its kind. Few can equal Hitchcock in songs of this character. The record backing up this is "Visions of Salome," played by Prince's Orchestra (A5162). Another unusually strong record in this list is selections from Verdi's operas by Prince's Orchestra, and "The Miserere" from "Il Trovatore," sung by Miss Stevenson, John Young and the Columbia Quartet (A5165). This record will be a delight to the followers of Verdi, and is destined to win a remarkable popularity. George Lashwood, the celebrated English music hall baritone, is represented by two songs sung most delightfully and humorously (A5164). Another recent engagement of the Columbia Co.—Manuel Klein's New York Hippodrome Orchestra—is heard in Tchaikowsky's "Flower Song," which is backed up by a soprano-tenor duet from "The Dollar Princess" (A5163). In the 12-inch Symphony record list David Bispham, the distinguished operatic baritone, is heard in "The Boat Song" and "The Pauper's Drive," the latter a new song which has made quite a sensation in concert circles (A5166). Bispham sings these numbers in a manner to display his remarkable vocal and dramatic powers. The Columbia 10-inch list includes quite a number of the latest copyrighted song successes of the day. A glance through the list will show dealers that they have here an opportunity for building up a big trade with the songs that are being sung by all the

leading musical artists and the popular singers of the day. For instance, "Where the River Shannon Flows" and "Red Clover" (A815), and "Has Anybody Here Seen Kelly?" by Miss Ada Jones; "Whoop, La, Willie, Don't Let Me Go," by Paul Southe (A810), and "The Cubanola Glide" and "Shaky Eyes," sung by Arthur Collins (A811), are only a few among a very imposing list of the favorites of the day. It is unnecessary to enumerate the numbers listed under the captions of the Columbia two-minute and four-minute indestructible cylinder records—they can be seen in the list printed elsewhere. They include a number of standard numbers—songs that will ever be popular. In the four-minute records three numbers that stand out especially strong are the Sextette from "Lucia," played by Lacalle's Band (3060); "Come Where My Love Lies Dreaming," vocal quartet (3062); "That Mesmerizing Mendelssohn Tune," baritone and tenor duet by Collins and Harlan (3065), and the "Keler-Bela" overture played by Lacalle's Orchestra in a very spirited manner (3063). The Columbia list, taken as a whole, as before stated, is admirably diversified and covers all demands along classic and popular lines.

LOVE-MAKING BY PHONOGRAPH.

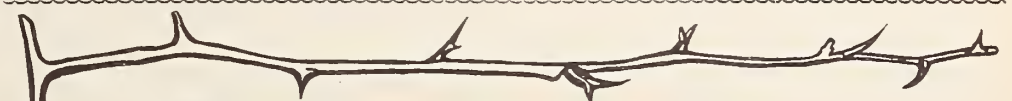
After having been courted for more than five years by a suitor upon whom she set eyes for the first time less than two months ago, Miss Katherine Bell, ingenue for Blanche Walsh, in "The Test," has finally succumbed to the entreaties of a New York law school student, and at the end of the actress' engagement in Los Angeles, she retired from the stage to marry.

The bridegroom-to-be is Hastings Speed, son of a well-known New York lawyer of that name. The young man, it is said, carried on his courtship by phonograph. Month after month he poured his entreaties into records and sent them about the country after Miss Bell. She put them on her phonograph and listened from time to time, purely out of curiosity. Finally she consented to meet her suitor. Speed made haste to Chicago and found that Miss Bell was a girl whom he had known in his childhood days at Elmira.

The odd courtship came about as the result of a visit the actress made to a phonograph store in New York. She priced machines, but left the shop without buying any. The following day a phonograph was delivered to her hotel. Thinking there was a mistake, she called the dealer on the telephone and he told her a young man unknown to him had paid for it and ordered it delivered to her address. From that time she began to receive "The Love Letters of a Record."

Both young people, after consulting with their parents, set the wedding day for March 14 in Los Angeles.

A talking machine company in Paris is publishing disc records of socialistic songs.



The THORN NEEDLE and HOLDER is Pleasing Everybody

ESPECIALLY THE DEALER WHO SELLS THEM

Put in a stock of Thorn Needles and Holders and give them a THOROUGH try-out with your trade. You will be as surprised with the results as other dealers all over the country who have taken the time to demonstrate them.



Patented

YOUR TRADE WANT THEM BECAUSE THEY ARE
Easy to Handle **Each Needle Plays Several Records**
No Scratching **No Change in Reproducer**
No Wear Upon the Record

THORN NEEDLES, Boxes of 100, RETAIL 35 CENTS
 THORN NEEDLE HOLDERS, - EACH 25 CENTS
 Liberal Discounts to the Trade

We Sell Millions of Them at Retail. So Can You. Send for a Supply To-day. Don't Put it Off. DO IT NOW.

J. W. JENKINS' SONS MUSIC CO.

VICTOR TALKING MACHINE DISTRIBUTORS

KANSAS CITY, MO.

**Comparison means Columbia—Wait
a minute! This is not a mere statement,
it's a fact. Dealer or consumer—It's the
truth.**



TRADE IN MONUMENTAL CITY.

April Business Starts Off in a Lively Manner—Dealers Satisfied with Conditions—Silverstein Giving Daily Concerts—J. A. Grotten-dick with Cohen & Hughes—Other Changes—With the Other Houses in the Trade.

(Special to The Talking Machine World.)
Baltimore Md., April 9, 1910.

Judging from the way the present month has started in business for April will not be up to the expectations desired by the dealers. The slacking up in the trade seemed to have started in toward the end of Lent and there has been no material change toward briskness since then. The month of March, as a whole, however, was quite satisfactory, while reports for the first three months of the present year show a healthy increase over the conditions that prevailed during the same months of 1909. It must be admitted though that the local dealers in almost every case are optimistic, and they feel that the slight falling off in the trade is only temporary and that before the spring ends they will be able to say that that particular season of 1910 was one of the most satisfactory that they have had for several years.

Naturally, when these slumps appear, the dealers look for the reason or reasons for these vagaries of the trade. One dealer said that he found many of his customers are investing their money in various kinds of stock, with the result that they have no ready money for talking machines or records, while another declared that automobiles have been responsible for a part, at least, of the dropping off of receipts. He says that several of his buyers have admitted giving way to the motor car craze and, consequently, they find all they can do just now to pay for machines that they have purchased. Many other reasons have also been given by former purchasers, especially those who have kept a good supply of records in their homes.

Morris Silverstein, who handles Victors and

Columbias at 116 North Howard street, has been giving daily concerts at his store. He also has a very attractive window display which attracts large crowds.

B. Feinberg, traveling representative for the Columbia Phonograph Co., has been visiting in this territory and was a caller on Manager L. Allan Laurie, of the local branch.

Joseph A. Grotten-dick, who has been manager of the local branch of the E. F. Droop Co. since its advent into Baltimore about five years ago, has resigned that position and taken a similar one with Cohen & Hughes. The latter firm has become a local jobber for the Edison machines, thus making two jobbing houses in Baltimore. The other one is the E. F. Droop Co.

W. C. Robert, who has been connected with the Droop Co. for a number of years, has been made manager of the local store. He reports business with both the Victor and Edison machines to be in excellent shape.

Sanders & Stayman report a good month with the Columbia and Victor machines, while similar reports are made by E. R. Eisenbrandt Sons regarding the Victors.

NEW YORK TALKING MACHINE CO.

Have Built Up a Strong Organization and Are Steadily Expanding Their Business—The Opening Months of This Year Show Big Improvement as Compared with Same Months Last Year.

The steady increase in the business of the New York Talking Machine Co., 83 Chambers St., New York, is a tribute to this effective and efficient organization. When reports of slow or even dull trade were uppermost topics this company never failed to render an optimistic statement, which was borne out by the facts. Carrying as full and complete a stock of Victor records, machines, etc., as any distributor in the country, if not larger, they have seldom, if ever, been unprepared to fill 100 per cent. of the dealers' orders entrusted to their care. This has been their invariable policy, and it has been maintained sometimes in the

face of great odds, when congestion has ruled at the factory and they have been so far behind on orders that daylight was not even in sight.

The energetic spirit dominating this enterprising and resourceful company prevails in every department, from Manager Williams, through the office force and traveling staff to the stock and shipping departments. Of current conditions, in so far as they pertain to the company, General Manager Williams, a man of few words but of forceful action, said:

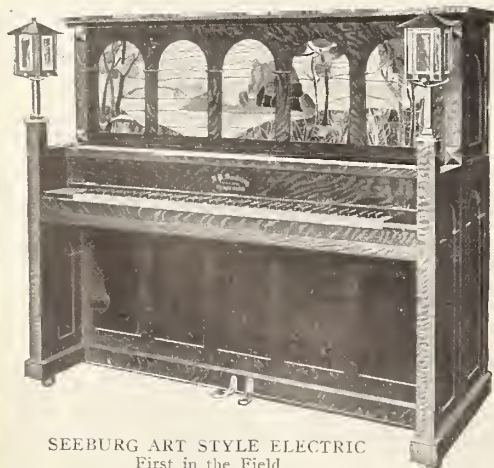
"Every month this year is not only ahead of that in 1909, but exceeds any previous month in the history of the firm. This is particularly true of March, which has been the best on record. We cannot see why 1910 should not be a prosperous one for the talking machine trade, especially for Victor dealers. The Victor goods are so firmly established as leaders in their line that argument to the contrary seems idle talk. At any rate, that is our firm belief, and the great increase in our business proves this statement to be a fact. As a matter of truth, at times we have been pushed to fill orders, not from lack of stock, as we keep this up to the top notch at all times, carrying out our 100 per cent. delivery policy to the letter, but for other reasons not worth while mentioning just now.

AN ATTRACTIVE WINDOW DISPLAY.

The Kramer Music House, Allentown, Pa., made a window display in honor of the Easter season that aroused the admiration and won the praise of all who saw it. They used the standard Victor prepared display as the basis of the treatment. The window was illuminated at night and resulted in the sale of a large number of machines and records.

None of the talking machine record makers have yet reproduced the still small voice of conscience we read about.

The rich man calls it ennui, the young man calls it spring fever, but the general public calls it laziness.



SEEBURG ART STYLE ELECTRIC
First in the Field

Are You Posted

regarding the money-making possibilities of Seeburg Electric Pianos? If not, write us and we will gladly send you our new illustrated booklet and full information regarding our high grade product and the SEEBURG SYSTEM.

J. P. Seeburg Piano Co.
209 State Street CHICAGO



ANOTHER SEEBURG WINNER

THE TRADE IN CINCINNATI.

Decided Improvement Reported in Middle West Business—New Firm of Talking Machine Dealers—Geo. P. Gross to Handle Talkers—Billboards for the Salm Co., New Lines for J. C. Groene & Co.—What the Various Dealers Have to Report Anent Conditions—Difficult to Get Enough Goods.

(Special to The Talking Machine World.)
Cincinnati, O., April 9, 1910.

There is said to have been a decided improvement in the Middle West business in the past month. Jobbers have been receiving inquiries from new sources and are busy tending to the wants of those already on their list.

A. Cipolloni & Co. is the name of a new firm which has joined the ranks of dealers selling talking machines. Cipolloni has established a store at 625 Plum street, where he is making a feature of Caruso pieces and others savoring of Sunny Italy.

George P. Gross, Main and Woodward streets, has arranged with the Milner Music Co. to take on a line of talking machines in connection with his piano wareroom. His wants in this direction were supplied last week. The Milner Music Co. are giving much of their time looking after the desires of dealers. Manager W. A. Timmerman stated a few days ago that additional help has been employed to open up new fields in the line of dealers' agencies. The former spent the early part of this week in Chicago, visiting the Windy City on a business mission.

The Salm Talking Machine Co. last week closed contracts for eighteen signs, of thirty feet each, for billboards in various parts of Cincinnati. The Victrola and the Grafonola will be featured.

The Victrola and the Amberola lines have been taken on by J. C. Groene & Co., and the firm believe both will be winners. They have already had quite a number of inquiries and have good prospects of selling those now on the floor. The company are about to make extensive changes

about the premises. The talking machine department, including the Concertophone, which has been bought outright by the Ohio Concertophone Co. from Chicago people, will be installed in the basement. The ground floor will be given over to the display of sheet music. Hereafter the Concertophone will be manufactured in Cincinnati. Joseph Krolage, who has charge of the talking machine department of the Groene Co., is again back on the job, after having been separated from his appendix. Krolage is exceedingly happy over his recovery.

John Arnold's talking machine business during March was fairly steady particularly in the popular priced lines. The special Victor record, "Has Anybody Here Seen Kelly?" sung by Miss Nora Bayes, is the big selling record on the April list.

Manager S. H. Nichols, of the Columbia Phonograph Co., advises that he has just closed a very satisfactory business for March, it ranking with the largest March business in the history of the Cincinnati store. The demand for the Grafonolas and grand opera records continues to increase almost daily, and one day's business in March included the sale of seventeen Grafonolas. Next to the Grafonolas, the medium priced instruments made the best showing, with a large sale of double face discs and Columbia indestructible records.

This branch signed up more exclusive Columbia dealers in March than any other previous month. Inquiries by mail are very large, and these inquiries invariably result in orders of satisfactory amounts.

The Rudolph Wurlitzer Co. report that the talking machine business for the month of March has been in every sense of the word a record breaker. The traveling men all report business improving and are sending in substantial orders as well as starting new dealers in all sections, in both the Victor and Edison lines. The mail orders have also been increasing, necessitating an extra night shift of men to fill same.

The local retail trade has been particularly

satisfactory. The large number of Victrolas and Amberolas sold this past month to representative musical families is particularly reassuring. The new McCormick Victor records are going like wild fire.

The question as it now presents itself is not can the goods be sold, but how to get them. The standing orders on hand for Victrolas and Amberolas are enormous. The Red Seal record trade is growing very rapidly, proving the fact that Cincinnati is a musical city. All in all the trade seems solid and durable, totally different from the spasmodic kind of some few months ago.

WILL EXHIBIT AT RICHMOND.

The Victor Co., the National Phonograph Co. and the Columbia Co. Will Be In Evidence at the Trade Exhibit to be Held in May.

The Victor Talking Machine Co., Camden, N. J., have reserved two spaces, Nos. 27 and 28, on the side, at the Richmond Piano Exhibition. The National Phonograph Co., which were placed on 23, adjoining the Columbia Phonograph Co. on 22, have likewise secured an additional space at No. 24. The exhibition runs from May 16 to 21.

Manager Green, in speaking of these additional reservations, said, "The talking machine firms are going to make an elaborate display of their goods, and in a way that will open the eyes of the piano people. They are entering into the proposition in a spirit that should be an inspiration to everybody. After the Richmond exhibition I am quite satisfied Chicago will be the successful applicant for the next show. Milwaukee—well, it is a small city, I must admit. The exhibition of 1911, if the Richmond affair is a success, and of this there is no doubt whatever, is due to go west, and Chicago is in line. These expositions, however, to do the most good, should be held in the larger cities—New York, Chicago, Boston, Philadelphia, etc."

Don't forget the Jobbers' Convention at Atlantic City.

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ALL MAKES

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For All Makes, Made of
the Best Steel

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400 FIFTH AVENUE, NEW YORK, N. Y.

RECORD BULLETINS FOR MAY, 1910

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- AS10 Has Anybody Here Seen Kelly?—Soprano Solo by Ada Jones, Orch. Accomp. C. W. Murphy and Will Letters Whoop-La-Willie, Don't Let Me Go.—Tenor Solo by Paul Southie, Orch. Accomp. Justin Ring (One side copyrighted; additional price, 2c.)
- AS11 Cubanola Glide.—Played by Prince's Orchestra Harry Von Tilzer Shaky Eyes.—Baritone Solo by Arthur Collins, Orch. Accomp. Armstrong and Clark (Two sides copyrighted; additional price, 4c.)
- AS12 My Old Kentucky Home.—Vocal Quartet, Male Voices, by the Columbia Quartet, Orch. Accomp. Foster Love's Rondo.—Played by Prince's Orchestra N. Van Westerhout
- AS13 Bunker Hill.—Tenor Solo by Byron G. Harlan, Orch. Accomp. Albert Von Tilzer The Village Blacksmith.—Bass Solo by Wm. McDonald, Orch. Accomp. Ed. Dustou
- AS14 When Mose Leads the Band.—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. Theo. Morse Moonlight in Jungle Land.—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. Dempsey and Schmad (One side copyrighted; additional price, 2c.)
- AS15 Red Clover.—Baritone and Tenor Duet by Stanley and Burr, Orch. Accomp. Theo. Morse Where the River Shannon Flows.—Tenor Solo by Henry Burr, Orch. Accomp. Jas. I. Russell (One side copyrighted; additional price, 2c.)
- AS16 Song of the Soul.—Contralto Solo by Merle Tiltotson, Orch. Accomp. Joseph Carl Brill Waiting and Watching.—Baritone and Tenor Duet by Harrison and Anthony, Orch. Accomp. P. P. Bliss
- AS17 Tell Her I Love Her So.—Tenor Solo by Harvey Hindermyer, Orch. Accomp. P. de Faye Last Night.—Contralto Solo by Merle Tiltotson, Orch. Accomp. Helfdan Kjerulf
- AS18 The Chimes of Normandy (Waltz).—Played by Prince's Concert Orchestra Planquette Choristers' Waltz.—Played by Prince's Concert Orchestra Phelps
- AS19 My Little Kangaroo.—Soprano and Baritone Duet by Elise Stevenson and Frank C. Stanley, Orch. Accomp. Kendis and Paley Keep Your Foot on the Soft Pedal.—Baritone Solo by Frank C. Stanley, Orch. Accomp. Harry Von Tilzer (Two sides copyrighted; additional price, 4c.)

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5162 Wal I Swan (Ebenezer Frye).—Baritone Solo by Raymond Hitchcock, Orch. Accomp. Benj. Hagood Burt Vision of Salome (Waltz).—Played by Prince's Orchestra Archibald Joyce
- A5163 The Dollar Princess (Ring o' Roses). Paraphrasis.—Mezzo-Soprano and Tenor Duet by M. Mayhew and Henry Burr, Orch. Accomp. Leo Fall Flower Waltz.—Played by Manuel Klein's N. Y. Hippodrome Orchestra. P. Tschaukowsky
- A5164 There's Another Fellow Looks Like Me.—Baritone Solo by George Lashwood, Orch. Accomp. Fred Leigh My Latchkey.—Baritone Solo by George Lashwood, Orch. Accomp. Ernee Woodville
- A5165 Aida.—Selections.—Played by Prince's Orchestra Verdi II Trovatore (El Miserere).—Soprano and Baritone Duet, with Quartet Chorus, by Elise Stevenson, John Young and Columbia Quartet, Orch. Accomp. Verdi

COLUMBIA 12-INCH SYMPHONY RECORDS.

- A5166 Boat Song.—Baritone Solo by David Bispham, Orch. Accomp. Ware The Pauper's Drive.—Baritone Solo by David Bispham, Orch. Accomp. Homer

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 1322 Carolue Brown (Two-Step).—Military Band. Kap
- 1323 Just a Little Ring from You.—Soprano and Tenor Duet by Ada Jones and Walter Van Brunt Morse
- 1324 It Is Well with My Soul.—Vocal Quartet, Mixed Voices. Bliss
- 1325 Business Is Business with Me.—Baritone Solo by Arthur Collins. Smltb
- 1326 Maudy, How Do You Do?—Van Brunt and Hillchraud Wenrich
- 1327 Medley of German Polkas.—Accordion Solo by John J. Kimmel. Kohl
- 1328 Somewhere.—Harry Fay Harris
- 1329 Let the Lower Lights Be Burning.—Tenor and Baritone Duet by Anthony and Harrison. Bliss
- 1330 By the Light of the Silvery Moon.—Soprano Solo by Ada Jones. Edwards
- 1331 On the Beach.—Orchestra. Silberberg
- 1332 In the Evening by the Moonlight, Dear Louise.—Baritone Solo by Stanley Kirkby. Von Tilzer
- 1333 Lyna, Oh, Oh, Miss Lyna.—Baritone and Tenor Duet by Collins and Harlan. Leonard
- 1334 The Flight of Ages.—Jessie Broughton. Bevan
- 1335 Eily Riley.—Tenor Solo by Walter Van Brunt Hubbell
- 1336 Childs Festival Gavotte (El Bateo).—Bohemian Orchestra. Chueca and Valverde
- 1337 Sollowan.—Frank Miller. Cohan
- 1338 I Really Can't Reach That Top Note.—Prank Lombard Arthurs
- 1339 Mary of Argyle.—Frederick Gunsten. Nelson
- 1340 Over the Mountain of Sorrow.—Baritone Solo by Frederick Wheeler. Tracy
- 1341 1863 Medley.—Military Band. Calviu

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 3060 Lucia (Sextette).—Lacalle's Band. Donizetti
- 3061 I Want What I Want When I Want It.—Baritone Solo by James Harrison. Herbert
- 3062 Come Where My Love Lies Dreaming.—Vocal Quartet, Mixed Voices. Foster
- 3063 Hungarian Lustspiel (Overture).—Lacalle's Orchestra Keler-Bela
- 3064 Let George Do It.—Tenor Solo by Walter Van Brunt Piantadosi
- 3065 That Mesmerizing Mendelssohn Tune.—Baritone and Tenor Duet by Collins and Harlan Berlin
- 3066 The Little Old Cabin in the Lane.—Vocal Quartet, Male Voices. Hays
- 3067 (a) March of National Airs.—Accordion Solo by J. J. Kimmel. Kimmel (b) Medley of Jigs and Reels.—Violin Solo Chas. D'Almaine. D'Almaine
- 3068 Love Divine.—Chapman and Anthony. Stainer
- 3069 The Midnight Sons (Selections).—Lacalle's Band. Arr. by Lacalle

NEW EDISON AMBEROL RECORDS.

- 413 La Gipsy.—Mazurka Ecossaise. Sousa's Band
- 414 I Wish That You Was My Gal, Molly.

- 415 Moonlight in Jungland. Manuel Romain
- 416 Has Anybody Here Seen Kelly? Collins and Harlan
- 417 The Kiss Waltz.—Saxophone Solo. H. Benne Henton
- 418 The Midshipmite. Peter Dawson
- 419 Beautiful Beckoning Hands. Edison Mixed Quartet
- 420 The Prima Donna.—Entr'Acte. Victor Herbert and His Orchestra
- 421 By the Light of the Silvery Moon. Ada Jones and Male Quartette
- 422 Down in Turkey Hollow. Golden and Hughes
- 423 Strauss Memories Waltz. National (London) Military Band
- 424 One Little Girl. Harvey Hindermyer and Chorus
- 425 Though Your Sins Be as Scarlet. Stanley and Gillette
- 426 Patrol Comique. American Standard Orchestra
- 427 I'd Like to Be the Fellow That Girl Is Waiting For. Joe Maxwell
- 428 The Suffragette. Ada Jones and Len Spencer
- 429 To You—Waltz Serenade. Vienna Instrumental Quartette
- 430 The Man Who Fanned Casey. Digby Bell
- 431 Characteristic Negro Medley. Peerless Quartette
- 432 The Cubanola Glide. Collins and Harlan with New York Military Band

EDISON GRAND OPERA AMBEROL RECORDS

- B-188 Tosca—Vissi d'arte (Puccini). Orch. Accomp. (Sung in French). Carmen Melis, Soprano
- B-189 Carmen—Habenera (Bizet). Orch. Accomp. (Sung in French). Marguerita Sylva, Soprano
- B-190 Coeur et la Main—Bolero (Lecocq). Orch. Accomp. (Sung in French). Blanche Arral, Soprano
- B-191 Cavalleria Rusticana—Brindisi (Mascagni). Orch. Accomp. (Sung in Italian). Riccardo Martin, Tenor
- B-192 Mignon—Berceuse (Thomas). Orch. Accomp. (Sung in French). Gustave Huberdeau, Baritone

NEW EDISON FOREIGN RECORDS.

- STANDARD.
- 20606 Snonne E Fantasia—Capolongo (Italian). F. Daddi
- 21016 Die mieme Glikale (Hebrew). S. Paskal
- 7500 O Silenzio a buordo—Capolongo (Italian). F. Daddi
- 7501 La Spagnola—Bolero—Chiara (Italian). F. Daddi

NEW EDISON STANDARD RECORDS.

- 10350 Narcissus Sousa's Band
- 10351 Christmas Time Seems Years and Years Away Manuel Romain
- 10352 Two Giddy Goats Miss Stevenson and Mr. Stanley
- 10353 Hungarian Dance—D. Victor Herbert and His Orchestra
- 10354 He's a College Boy Billy Murray and Chorus
- 10355 Some Day Miss Marvin and Mr. Anthony
- 10356 Return of the Arkansas Traveler. Len Spencer
- 10357 Farintosh and Jenney Dang the Weaver. William Craig
- 10358 Come to the Land of Bohemia. Joe Maxwell
- 10359 Just a Little Ring from You. Ada Jones and Billy Murray
- 10360 That Lovin' Rag. Sophie Tucker
- 10361 Under the Tent. American Standard Orchestra
- 10362 By the Light of the Silvery Moon. Ada Jones
- 10363 Stop That Rag. Collins and Harlan
- 10364 En Route to Camp March. New York Military Band

NEW VICTOR RECORDS.

- ARTHUR PRYOR'S BAND.
- No. 31776 Tantalusqualeu Overture. Von Suppe 12
- LA SCALA ORCHESTRA, MILAN, CARLO SABAINO, DIRECTOR.
- 31779 Lohengrin—Prelude Wagner 12
- STRAUSS AND PIERNE NUMBERS.
- VIENNA QUARTET.
- 31777 Blue Danube Waltz. Strauss 12
- 5770 Serenade Pierne 10
- TRINITY CHOIR, ACCOMP. BY VICTOR ORCH.
- 31781 Festival Te Deum, No. 7, in E flat (Op. 63, No. 1) Buck 12
- MEDLEYS FROM OLD AND NEW OPERAS.
- VICTOR LIGHT OPERA CO., ACCOMP. BY VICTOR ORCH.
- 31778 Gems from "San Toy": "We'll Keep the Feast in Pynka Pong," "The Mandarin," "Samee Gamee," "Pynka Pong," "Rhoda and Her Pagoda," "The Emperor's Own" Sidney Jones 12
- 31780 Gems from "The Chocolate Soldier": Opening Chorus, "That Would Be Lovely," "Letter Duet," "Thank the Lord the War is Over," Finale, "My Hero" Stange-Straus 12
- A NEW ROOSEVELT SONG.
- COMIC SONG BY BILLY MURRAY, WITH ORCH.
- 5774 Teddy da Roose! Moran-Helf 10
- M. ROCCA, TENOR, OF THE OPERA COMIQUE, PARIS, WITH ORCH.
- 5771 Lakme—Fautaisies aux divins mensonges (Idle Fancies) Delibes 10
- OCARINA SOLO BY MOSE TAPIERO, WITH ORCH.
- 5772 The Echo. Nora Bayes 10
- NORA BAYES.
- 60013 Has Anybody Here Seen Kelly? Murphy-Letters 10
- JACK NORWORTH.
- 60014 College Medley. Norworth 10

VICTOR DOUBLE-FACED RECORDS.

- 16474 (a) Amaryllis—Air Louis XIII. (Ghys) Victor Orchestra 10
- (b) Minnet (Paderevski). Victor Orchestra 10
- 16475 (a) Shine On Harvest Moon—Barn Dance (Introducing "Over on the Jersey Side") (Norworth). Pryor's Band 10
- (b) I'm On My Way to Reno. Billy Murray 10
- 16476 (a) Boccaccio March (Suppe) Pryor's Band 10
- (b) Winter Song (Bullard). Peerless Quartet 10
- 16477 (a) She Gave Them All to Me (Webb). American Quartet 10
- (b) Irish Wit Porter and Murray 10
- 16478 (a) Where the Ivy's Clinging, Dearie, 'Round an Old Oak Tree (Fred Helf) Havdn Quartet 10
- (b) When the Sheep are in the Fold, Jennie Dear (Denison-Helf). Manuel Romain 10

Cabinet for the Victrola No. 12



No. 442, Cabinet Open. Goes with Victrola No. 12 Height 34 inches, Width 24 inches, Depth 20 inches. Mahogany Will hold 190 12-inch Disc Records

Rolls for every Piano Player and Sheet Music of every size.

Every dealer who has had them says they are great. We are now putting a rim around the top, so that when the Victrola is set on it looks like one Cabinet. In producing this Cabinet we have realized what a finished piece the Victrola No. 12 is. Our Cabinet is beautifully piano polished on the outside and we have even finished it inside. Note the needle box, indexed compartments and card, shelf to handle records on, casters if desired.

Not a talking point overlooked. The price will enable you to add on your profit and make sales all around the \$200 outfit.

If you are a dealer we will send you our beautiful Sales Helping 32-Page Catalog illustrating 96 Snappy Cabinets for Victor Records, Edison Cylinders,

THE UDELL WORKS, INDIANAPOLIS, IND.

No.	Size.
16479 (a) De Guardia—Paso Doble (Two-Step) (Marquina)	10
(b) El Balle de Luis Alonzo (Dance "Luis Alonzo")	10
16480 (a) Popular Medley, No. 2: "I've Got Rings on My Fingers," "Somebody's Waiting for You," "Good Evening, Caroline," "She Sells Sea Shells" . . . Pryor's Band	10
(b) The Charmer (Boos)	10
16481 (a) Agnus Dei (Lamb of God) (Bizet) Latin M. Beyle, of the Opéra Comique, Paris	10
(b) Stabat Mater—Cujus Animam (Rossini) . . . Pryor's Band	10
16483 (a) Casey Jones (Newton)	10
(b) Moonlight in Jungle Land (Schmid) . . . Collins and Harlan	10
16484 (a) Song of the Soul (Breil) (From "The Climax") . . . Violoncello—Victor Sorlin	10
(b) Sphinx Valse (Francis Popy)	10
35101 (a) Apple Blossoms—Reverie . . . Victor Orch.	12
(b) Unrequited Love Waltz (Verschmate Liebe) (Lincke)	12
35102 (a) Good Bye (Tosti) . . . Elizabeth Wheeler	12
(b) Simple Confession (Thome) (Simple Aveu)	12

NEW RED SEAL RECORDS.

THE FAUST GARDEN SCENE.

GERALDINE FARRAR, SOPRANO, WITH ORCH.—IN FRENCH.
 88229 Faust—Le Roi de Thule (Ballad of the King of Thule) Gounod 10
 FARRAR, CARUSO, JOURNET, MME. GILBERT, WITH ORCH.—IN FRENCH.
 95204 Faust—Seigneur Dieu! (Saints Above, What Lovely Gems!) (Quartet from the Garden Scene, Part I.) Gounod 12
 95205 Faust—Eh quel toujours senté? (But Why So Lonely?) (Quartet from the Garden Scene, Part II.) Gounod 12
 MARCEL JOURNET, BASS, WITH ORCH.—IN FRENCH.
 64119 Faust—Invocation Mephistopheles (Oh, Night, Draw Thy Curtain!) Gounod 10
 GERALDINE FARRAR AND ENRICO CARUSO, WITH ORCH.—IN FRENCH.
 89032 Faust—Tard! si fa! (The Hour Is Late!) Duet from the Garden Scene, Part I.) . . . Gounod 12
 89031 Faust—Sempre amar (Forever Thine!) (Duet from the Garden Scene, Part II.) . . . Gounod 12
 GERALDINE FARRAR AND MARCEL JOURNET, WITH ORCH.—IN FRENCH.
 89040 Faust—Elle ouvre sa fenêtre (See, She Opens the Window!) (Finale to Garden Scene) . . . Gounod 12

TWO RECORDS BY RICCARDO MARTIN, THE AMERICAN TENOR OF THE METROPOLITAN OPERA, WITH ORCH.
 87050 Tosca—E lucevan le stelle (The Stars Were Shining) (In Italian) Puccini 10
 87051 Ais die alte Mutter (Songs My Mother Taught Me) (In German) Dvorák 10

TWO NEW SLEZAK RECORDS.
 LEO SLEZAK, TENOR, WITH ORCH.—IN GERMAN
 64115 Königen von Saba—Magische Töne (Queen of Sheba—Magic Tones) Goldmark 10
 64116 Manon—Fleieh' o fleieh' (Depart, Fair Vision!) Massenet 10

TWO CHOPIN STUDIES BY BACKHAUS.
 WILHELM BACKHAUS, PIANIST.
 74159 (1) Etude in G♯ min. (Op. 25, No. 6) . . . Chopin 12
 (2) Etude in Ab (Op. 25, No. 1) . . . Chopin 12

BAD FIRE IN NEW HAVEN.

Columbia Phonograph Co. Store Suffer Considerable Damage from Fire on April 3.

(Special to The Talking Machine World.)

New Haven, Conn., April 4, 1910.

Last night's fire damaged the stock and premises of the Columbia Phonograph Co., in the Theater building at 25 Church street. The cause of the fire is unknown, but it was checked after a hard fight on the part of the department. Harry Blakeborough, the manager, said he was unable to state the loss, but it would be considerable. Edward N. Burns, who looks after insurance matters for the company, may be here during the week to make the adjustment. In the meantime Manager Blakeborough will go right ahead getting his stock in shape to carry on business with slight if any interruption.

E. C. PLUME A VISITOR.

E. C. Plume, manager of the Columbia Phonograph Co.'s Western wholesale branch, with headquarters in Chicago, was a visitor to the executive offices last week. He says he finds business much better in the Middle West than on the Coast or in the East. Mr. Plume left on Saturday for home.

WALTER STEVENS HEARD FROM.

A cable was received from Walter Stevens, manager of the National Phonograph Co.'s export department, who arrived at the Port of Spain, Trinidad, W. I., last week. He and Mrs. Stevens are both enjoying excellent health. They will be in New York late this week.

INTEREST IN BUSINESS GROWS.

J. Newcomb Blackman Makes Cheery Report Regarding the Talking Machine Business for the Opening Months of the Year.

J. Newcomb Blackman, when seen by The World last week, expressed himself as being well satisfied with the manner in which the talking machine business is showing up for the opening months of the year.

"We have found our trade to be steadily on the increase," said Mr. Blackman, "and thus far there has been a substantial gain over the volume of business for the same period of 1909. As far as I can learn, this condition is common with the majority of jobbers and dealers.

"A feature of the business of the last couple of months that is especially pleasing is the number of applications from those who desire to qualify as dealers, and this marks a renewed interest in the business. While in a number of instances the applications had to be refused because the territory was sufficiently covered by established dealers, still the fact that they were made can be taken as a healthy sign.

"I am firm in the belief that the year 1910 will be a memorable one in the talking machine trade, due to a number of reasons. In the first place there is better representation. By that I mean that though the number of dealers in a given territory may have been reduced, the remaining dealers are carrying better stocks and giving closer attention to the business. The purchaser is not confronted by a half-dozen stores each with an incomplete line, but finds instead two or three stores each equipped to meet every legitimate demand.

"This preparedness cannot fail to accomplish better results, and I feel sure that the results of the year will be from 25 to 50 per cent. better than those for previous years. Barring the unexpected, the coming fall should be the most active the trade has ever seen, at least that's the way I feel about it."

VALUE OF CONTINUOUS PUBLICITY.

It has been truthfully said by many advertisers of national reputation, when asked the reason for their continued advertising when their goods were so well and favorably known: "Once you begin advertising make up your mind that you will never be able to stop, if you would continue to be successful." Some narrow-gage merchants point to this as an argument against

1866

1910

NYOIL
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.



advertising, but there are mighty few clear-headed business men of to-day who object to continue an investment which is bound to show at the end of each year an ever-increasing balance on the profit side of the account. When you have made your name a household word, don't let it be forgotten—there's everything in a name.

NEW COLUMBIA DEALERS.

Two new Columbia dealers were created recently, both of whom placed substantial initial orders for machines, records, Grafonolas, etc., for early shipment, namely J. C. Martin & Co., the music house, of Dayton, O., and D. F. Fallee, of Pomona, Cal. This is their first venture in the talking machine line. The Martin order came through the Columbia's Cincinnati jobber, and Fallee's is credited to the San Francisco office.

Joseph A. Grottendick, formerly with the E. F. Droop & Sons Co., Washington, D. C., is the manager of Cohen & Hughes' talking machine department, Baltimore, Md.

Charles A. Johnson has purchased the talking machine business of Mrs. S. C. Rowlen, Red Wing, Minn.

Edison dealers in cities, manufacturing towns and wherever extensive business correspondence is carried on, can reap big profits in a field that is practically without competition by handling the

Edison Business Phonograph

The Edison Business Phonograph is displacing stenographic dictation in businesses of every kind and every character throughout the United States to-day. Because it saves half the dictator's time, half the typewriter operator's time, and all the time in which the stenographer is ordinarily engaged in taking dictation—cutting the cost of letter writing from eight cents down to four and to even two-and-a-half cents a letter.

The use of the Edison Business Phono-

graph is becoming more general every day, and it is only a matter of a few years before all business correspondence will be carried on in this way.

It is the only dictating machine that is recognized by business men everywhere as a real time, labor and money saving business appliance. It is the only dictating machine that *stays sold*.

The field is young, there is practically no competition and the profits are generous.

Get in now.

Write us to-day for complete information.

Edison Business Phonograph Company, 207 Lakeside Avenue, Orange, N. J.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

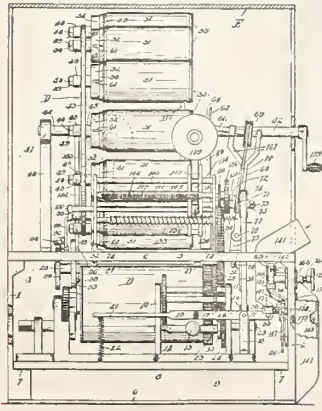
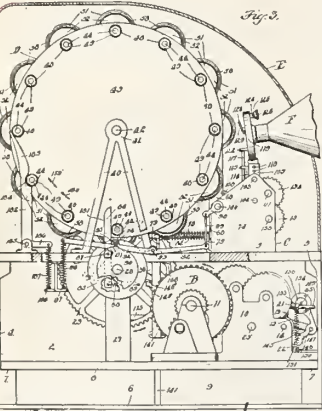
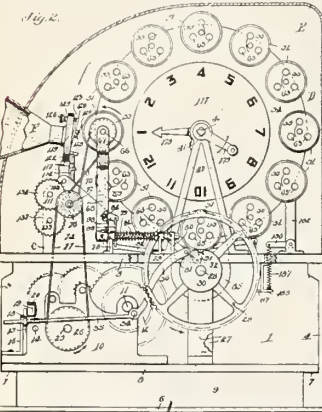
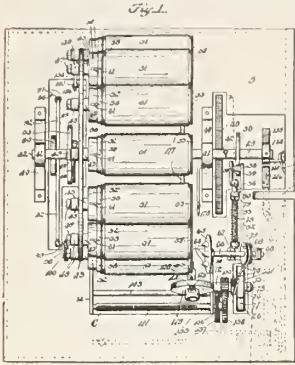
Washington, D. C., April 10, 1910.

PHONOGRAPH. Peter M. Ravenskilde, Cabery, Ill. Patent No. 948,675.

This invention relates to new and useful improvements in phonographs, and has for its object to provide a device of this character having a rotatable element adapted to carry a plurality of phonographic records to be played—to provide a coin-actuated means for starting the motor—to provide means adapted to intermittently rotate the record-

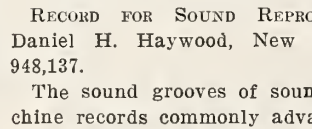
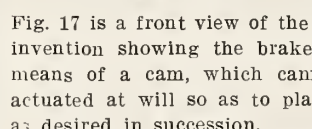
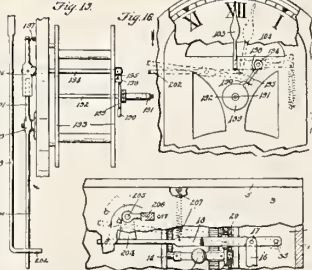
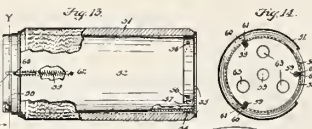
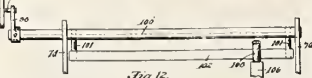
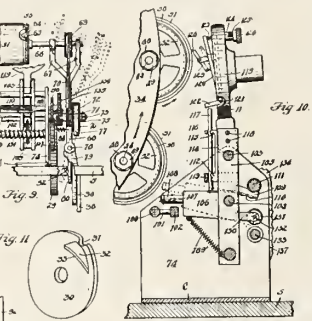
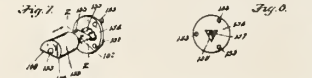
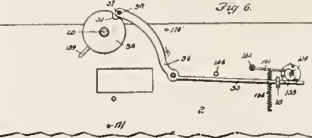
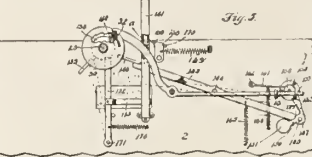
carrying element a part of a revolution—to provide a movable means adapted to intermittently engage and rotate one of the record-holders while the record carried thereby is being played—to provide means for engaging and disengaging the needle of the reproducer with and from the phonographic records—to provide means for automatically carrying the reproducer back to the starting point after having played a record—to provide a mechanism adapted to release a brake lever to allow the motor to run long enough to cause two records to be played and then actuate said brake lever for stopping the motor—to provide a clock-controlled means for starting the motor.

Referring to the drawings forming a part of this specification, wherein like characters of reference denote similar parts throughout the several views: Figure 1 is a plan view of the invention with portions of the top thereof broken away. Fig. 2 is a right-hand side elevation of the phonograph with the side of the casing attached thereto removed. Fig. 3 is a left-hand side elevation of the phonograph with the side of the casing thereof removed. Fig. 4 is a front elevation of the phonograph with the end of the casing thereof removed. Fig. 5 is a view taken on the line x-x of Fig. 1 showing the levers and cams in their proper positions when the motor



is stopped. Fig. 6 is a similar view showing the position the cam-operated lever assumes while the two records are being played. Fig. 7 is a perspective view of the cam element adapted to actuate the lever for releasing and engaging the brake lever with the governor friction wheel. Fig. 8 is a sectional view taken on the line z-z of Fig. 7. Fig. 9 is a detail showing the means for automatically engaging one of the record-holders at a time for rotating same when playing the record, and the cam for disengaging said means from the record-holder when the record carried thereby has been played. Fig. 10 is a view showing the means for carrying the reproducer, and the means for engaging the needle with and disengaging the same from a phonograph record. Fig. 11 is a perspective view of the cam which actuates the means adapted to engage the record holders for rotating the same. Fig. 12 is a plan view of the cam-actuated lever which causes the reproducer to travel back to the starting point after having played a record. Fig. 13 is a view partly in section of one of the improved record-holders. Fig. 14 is a sectional view thereof taken on the line y-y of Fig. 13. Fig. 15 is a modification of the invention showing the clock-controlled means for releasing the brake lever from the governor frictional wheel for the length of time sufficient to play one record. Fig. 16 is a front view of a portion of the clock showing the cam and lever actuated thereby. Fig. 17 is a front view of the modification of the invention showing the brake lever actuated by means of a cam, which cam is adapted to be actuated at will so as to play as many records as desired in succession.

is stopped. Fig. 6 is a similar view showing the position the cam-operated lever assumes while the two records are being played. Fig. 7 is a perspective view of the cam element adapted to actuate the lever for releasing and engaging the brake lever with the governor friction wheel. Fig. 8 is a sectional view taken on the line z-z of Fig. 7. Fig. 9 is a detail showing the means for automatically engaging one of the record-holders at a time for rotating same when playing the record, and the cam for disengaging said means from the record-holder when the record carried thereby has been played. Fig. 10 is a view showing the means for carrying the reproducer, and the means for engaging the needle with and disengaging the same from a phonograph record. Fig. 11 is a perspective view of the cam which actuates the means adapted to engage the record holders for rotating the same. Fig. 12 is a plan view of the cam-actuated lever which causes the reproducer to travel back to the starting point after having played a record. Fig. 13 is a view partly in section of one of the improved record-holders. Fig. 14 is a sectional view thereof taken on the line y-y of Fig. 13. Fig. 15 is a modification of the invention showing the clock-controlled means for releasing the brake lever from the governor frictional wheel for the length of time sufficient to play one record. Fig. 16 is a front view of a portion of the clock showing the cam and lever actuated thereby. Fig. 17 is a front view of the modification of the invention showing the brake lever actuated by means of a cam, which cam is adapted to be actuated at will so as to play as many records as desired in succession.

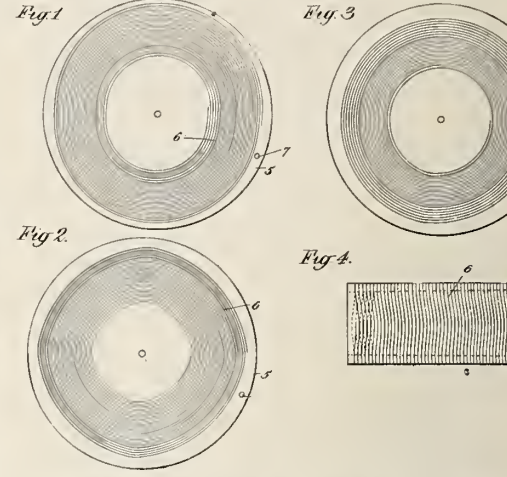


RECORD FOR SOUND REPRODUCING MACHINES. Daniel H. Haywood, New York. Patent No. 948,137.

The sound grooves of sound reproducing machine records commonly advance, independently of their sound producing undulations, in the form of a regular spiral or helix, so that the stylus employed in connection therewith has a regular and uniform transverse feeding movement as the record rotates.

The object of the present invention is to provide for an irregular transverse feeding movement of the stylus, and to this end is constructed the record with a sound groove which, independently of its sound producing undulations,

advances irregularly. The preferred form of feeding movement is desired to impart to the stylus a to and fro movement (the total movements in one direction being, of course, in excess of the tonal movements in the other, whereby the stylus is gradually, though irregularly, advanced) and to effect this is provided the record with a sound groove which advances and recedes as the record rotates. The inventor preferably provides the record with a positioning recess so that the record may be properly positioned upon its support in the machine with respect to the feeding mechanism. Included among the advantages of this form of feed are, first, that the stylus carrying arm has thereby a free swinging movement; second, the normal pressure upon the sound box diaphragm is thereby more uniformly distributed, i. e., such pressure is applied first upon one side of the diaphragm, and then upon the other; third, there is a greater tendency toward centralizing the stylus in the sound groove, and fourth, the records so constructed are adapted only for use in the specific form of



machine for which they are designed, or which is designed to receive them. This latter is a feature of great commercial importance in that it tends to largely reduce the unauthorized copying of records, and the unauthorized use of records in machines for which they were not intended.

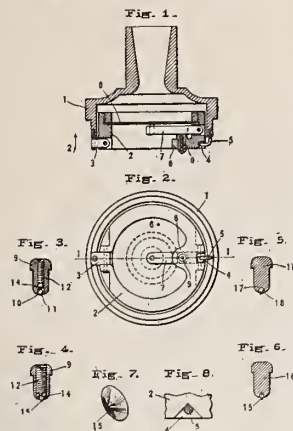
In the drawings: Fig. 1 is a face view of a record of the flat disc type, constructed according to the invention. Figs. 2 and 3 are similar views, illustrating different forms of the sound groove. Fig. 4 is a view in side elevation of a record of the cylinder type, constructed in accordance with the invention.

SOUND REPRODUCER OR RECORDER. Charles Thoma, Jr., and Walter Thoma, Carlstadt, N. J. Patent No. 949,991.

This invention relates to sound reproducers or recorders for talking machines, and has for its object to simplify structures of this kind, to increase their efficiency and to reduce the cost of manufacture.

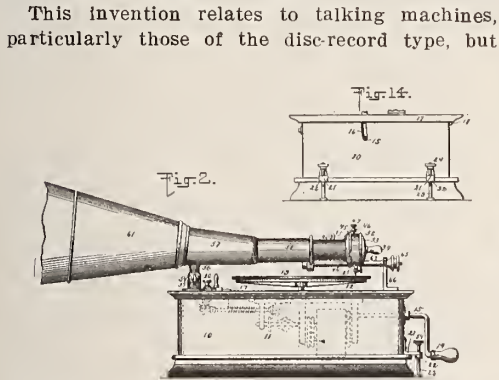
One feature of the invention resides in a stylus supporting member having a socket whose mouth is provided with a restricted portion, the stylus being seated in said socket and held in place by the restricted portion aforesaid. This restricted portion may take the form of a plurality of prongs, or it may be a continuous flange. Preferably the socket is obtained by making the supporting member in the form of a tube whose mouth is restricted and in which there is seated a follower. Between the restricted portion and the follower the stylus is interposed. The stylus is held against longitudinal axial movement in the holder, so as to vibrate in unison with such holder. So far as certain features of the invention are concerned the stylus may be of any shape found useful; but preferably it is provided with a circular contact surface concentric with the center of the stylus. Thus for cylinder machines the stylus will preferably be spherically shaped, and for disc machines the stylus will be in the form of a knife-edge disc. In the preferred embodiment of the invention the stylus will be mounted for rotation around its own axis. This may be effected by any suitable means, but preferably

by the socket construction of stylus supporting member above described. By making the stylus rotatable friction is greatly reduced and admits, if desired, of the use of a cheap material as steel in place of precious stones. Furthermore, by the employment of a rotatable stylus a less harsh and more perfect tone can be produced. A non-rotatable stylus has a scraping action as it travels over the record and reproduces not only the recorded sound waves but also minute recorded imperfections. These recorded imperfections are so minute that the stylus, if rotatably mounted, will roll over them without being sensibly affected by them. Moreover, by using a rotatable stylus, when recording, these minute imperfections will not be recorded, and hence will not be reproduced.



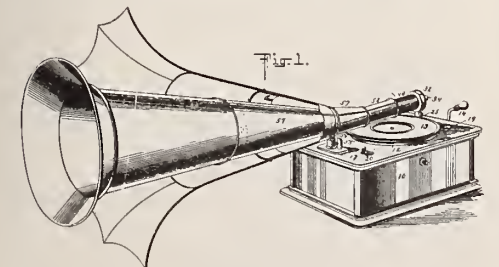
In the said drawings Figure 1 is a vertical sectional view on the line 1-1 of Fig. 2, showing a sound reproducer or recorder, embodying the invention. Fig. 2 is a plan view of Fig. 1 looking in the direction of the arrow 2 in Fig. 1. Figs. 3, 4, 5 and 6 show various forms of stylus supporting members and stylus. Fig. 7 is a perspective view of one form of stylus. Fig. 8 is a detail of the centering device.

TALKING MACHINE. James H. Mount, Jamesburg, N. J. Patent No. 949,939.
This invention relates to talking machines, particularly those of the disc-record type, but



some of the improvements are also applicable to talking machines of the cylinder-record type.

The objects of this invention are to provide for taking the machine apart and putting it together to facilitate packing and transportation—to simplify, strengthen and improve the attachment of the stylus to the diaphragm holder—to provide for conveying the vibrations through the sound box from both sides of the diaphragm so that the sound will be amplified and made more powerful and more distinct—to provide for conveying the vibrations from opposite sides of



the diaphragm through concentric tubes so that the vibrations from the front of the diaphragm will so merge with the vibrations from the back of the diaphragm as to produce a large volume of tone of great distinctness, power and melody—to provide for removing the sound box from the record to replace the needle or substituting the record—to counterbalance the sound box and accommodate its motion over the record that the grinding noise peculiar to most talking ma-

chines will be further obviated—to support the sound box on the cabinet that the whole machine can be jarred or moved without disturbing the sound or scratching the record.

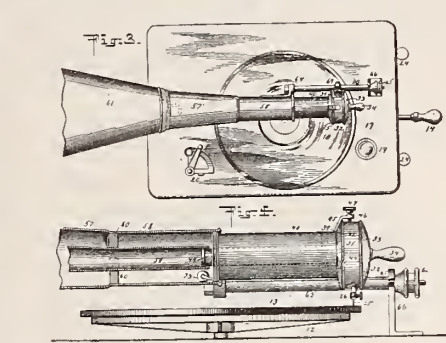
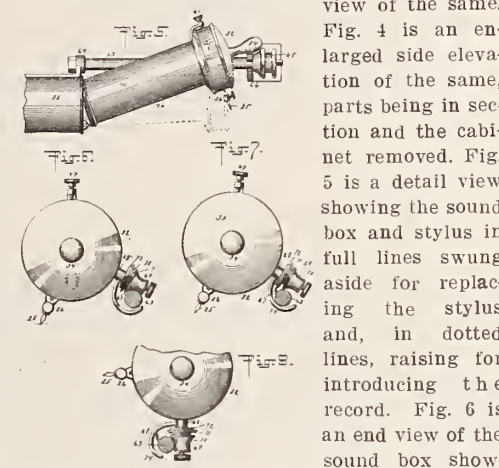
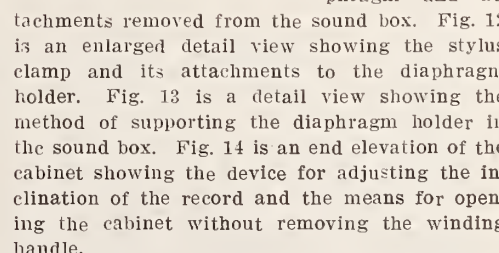


Figure 1 is a perspective view of a talking machine of the disc-record type embodying the invention, a part being in section. Fig. 2 is a side elevation of the same. Fig. 3 is a plan view of the same. Fig. 4 is an enlarged side elevation of the same, parts being in section and the cabinet removed. Fig. 5 is a detail view showing the sound box and stylus in full lines swung aside for replacing the stylus and, in dotted lines, raising for introducing the record. Fig. 6 is an end view of the sound box showing the stylus resting on the record. Fig. 7 is a similar view showing the stylus and sound box partly raised for introducing the record. Fig. 8 is a similar view showing the sound box and stylus fully raised for replacing the needle. Fig. 9 is an end view of the sound box and attachments with its cover removed so as to disclose its interior. Fig. 10 is a sectional view of the sound box and attachments. Fig. 11 is a detail view showing the diaphragm and attachments removed from the sound box. Fig. 12 is an enlarged detail view showing the stylus clamp and its attachments to the diaphragm holder. Fig. 13 is a detail view showing the method of supporting the diaphragm holder in the sound box. Fig. 14 is an end elevation of the cabinet showing the device for adjusting the inclination of the record and the means for opening the cabinet without removing the winding handle.



SOUND-BOX FOR TALKING MACHINES. Eldridge R. Johnson, Merion, Pa., assignor to Victor Talking Machine Co. Patent No. 951,127.

The main objects of this invention are: to provide a stylus bar and mounting thereof of simple construction and of few parts, and having no parts subject to wear due to the oscillation of the bar, or likely to become loose and to permit of lost motion of the bar; to provide an improved mounting for a stylus bar that will permit the bar to oscillate in a single plane about a substantially fixed axis, but which will hold the bar rigidly against any other movement with respect to its mounting; to provide an improved mounting for a stylus bar which will counteract any undesirable momentum or movement of the bar; to provide in a sound-box an improved stylus bar and mounting thereof in combination



with a diaphragm, in which the axis of oscillation of the stylus bar will be in the plane of the diaphragm, so that the movement of the end of the stylus bar connected to the diaphragm will be in a direction perpendicular to the diaphragm so as not to exert any oblique stress upon the diaphragm tending to buckle it; and to provide other improvements.

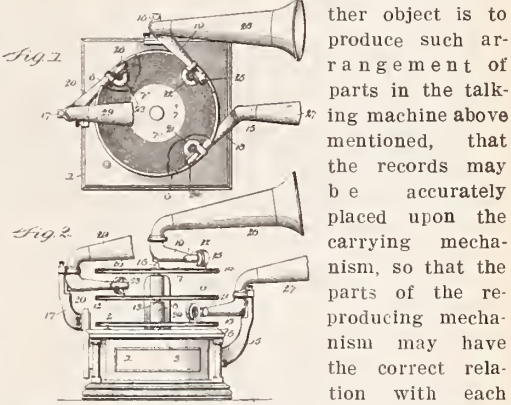
In the accompanying drawings Figure 1 is a front elevation of a sound-box constructed in accordance with this invention; Fig. 2 is a side elevation of the same; Fig. 3 is a longitudinal section on lines 3-3 of Figs. 1 and 4, and Fig. 4 a fragmentary bottom plan view of the sound-box.
TALKING MACHINE. Clarence Vogt, Berlin, Germany, assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 951,158.
One object of the invention is to provide an improved talking machine, having a plurality of record supports, each support being provided with sound-reproducing means adapted to co-operate therewith. A further object is to produce such arrangement of parts in the talking machine above mentioned, that the records may be accurately placed upon the carrying mechanism, so that the parts of the reproducing mechanism may have the correct relation with each other to cause the sounds produced from the records to harmonize, and to combine the sound waves, to produce the most musical and pleasing effects.
A further object is to so construct the parts of the talking machine that the same may be played as a talking machine having a single disc or record, and also may be played as a talking machine comprising a plurality of discs without the necessity of radical changes in the machine, or the adjustment of delicate parts.
In the accompanying drawings Figure 1 is a top plan view of a talking machine constructed in accordance with this invention, parts of the record discs and turntables being broken away to show the reproducing mechanisms more clearly; Fig. 2 is a front elevation thereof; Fig. 3 is a plan view of a record as the same appears in position upon the turntable; Fig. 4 is a sectional view taken substantially upon the line 4-4, Fig. 3, showing three superposed turntables and records, and Fig. 5 is a detailed view showing one edge of a record adjacent the starting point of the record groove.
SOUND-BOX. Eugene C. Smith, New York, assignor by Mesne assignments to the Victor Talking Machine Co., Camden, N. J. Patent No. 951,292.
The main objects of this invention are, to pro-

with a diaphragm, in which the axis of oscillation of the stylus bar will be in the plane of the diaphragm, so that the movement of the end of the stylus bar connected to the diaphragm will be in a direction perpendicular to the diaphragm so as not to exert any oblique stress upon the diaphragm tending to buckle it; and to provide other improvements.

In the accompanying drawings Figure 1 is a front elevation of a sound-box constructed in accordance with this invention; Fig. 2 is a side elevation of the same; Fig. 3 is a longitudinal section on lines 3-3 of Figs. 1 and 4, and Fig. 4 a fragmentary bottom plan view of the sound-box.

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SOUND-BOX. Eugene C. Smith, New York, assignor by Mesne assignments to the Victor Talking Machine Co., Camden, N. J. Patent No. 951,292.

The main objects of this invention are, to pro-

vide an improved sound-box for talking machines; to provide an improved casing for a sound-box; to provide an improved mounting for a stylus bar; to provide an improved mounting for a diaphragm; to provide an improved connection between a stylus bar and a diaphragm, and to provide other improvements.

In the accompanying drawings Figure 1 is a front elevation of a sound-box constructed in accordance with this invention; Fig. 2 a longitudinal axial section of the same; Fig. 3 a perspective view of a portion of the same, and Fig. 4 a fragmentary axial sectional view of a portion of the same.

SOUND CONVEYING TUBE FOR TALKING MACHINES. Robert A. Boswell, Washington, D. C. Patent No. 951,998.

The invention about to be set forth and claimed belongs to the art of acoustics, and it particularly pertains to a new and useful sound-conveying tube having a joint located at a point between the free ends thereof, and adapted for use upon talking machines and the like; and the object of the invention is to improve and simplify the structure shown, set forth and claimed in the Patent No. 859,165.

A further object of the invention is to provide an amplifying horn having a flexible ball joint breaking at a point between the free ends thereof, said ball having means to be engaged by the parts of the amplifying horn, for the purpose of retaining them in their proper relative positions, and in order to allow them to have universal movements.

A further object of the invention is to provide the ball and one of the parts of the amplifying horn with means, by which the said parts may be held in raised positions, as desired.

Referring to the drawings: Figure 1 is a side elevation of a talking machine, showing an amplifying horn having a flexible ball joint breaking at a point between the free ends thereof. Fig. 2 is a vertical sectional view through the flexible ball joint, showing parts of the amplifying horn connected to the ball. Fig. 3 is a perspective view of the upper half or part of the amplifying horn, showing the spherical flange to engage the ball of the joint. Fig. 4 is a perspective view of the lower half of the amplifying horn, or, in other words, the reproducer arm, also having a spherical flange to engage said ball.

PHONOGRAPH. Frank L. Dyer, Montclair, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 951,757.

This invention relates to phonographs, and the object thereof is, broadly speaking, the production of a compact and efficient device for the conveying and dissemination of sound in the reproduction thereof. More specifically, this device is an improvement on the invention of Peter Weber disclosed in his application for improvements in phonographs, Serial No. 509,061, filed on even date herewith. In the invention of the said Weber, a structure is provided wherein the cover for the phonograph is pivoted and when in open position may be supported in such position that a sound-conveying tube connected with the neck of the reproducer may deliver the sound waves set up by the vibration of the reproducer diaphragm into the interior of the said cover. The cover is provided in its interior with sound-deflecting

means and means for conveying the sound so deflected smoothly to the open or bottom end of the cover, this sound-conveying means within the body of the cover being of such a character as to amplify the sound. In the improvement on this structure, the sound-conveying tube consists of telescoping sections supported within the cover, whereby, when the cover is in open position, the tube may be extended into the same to deliver the sound waves from the reproducer against the deflecting means within the cover, while, when the cover is in closed position incasing the phonograph, the sound-conveying tube or horn is collapsed within the same. By this construction sound-conveying and amplifying means of sufficient amplification are provided in a compact space when the cover is open, the whole device being self-contained and compact when the cover is closed.

For a more perfect understanding of the invention, attention is hereby directed to the accompanying drawing, forming part of this specification, representing an end elevation of a phonograph equipped with this device, the sound-conveying tube and the cover being shown in section for the open position of the cover, these parts being shown in dotted lines in the position occupied thereby when the cover is closed.

PHONOGRAPH-REPRODUCER. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 951,496.

This invention relates to phonograph reproducers, and has for its object the provision of an improved stylus and mounting therefor, adapted more particularly for use with records in which the pitch of the record groove is one two-hundredth (1/200) of an inch. In order to properly track records of this character as now on the market it is necessary that the reproducer stylus be of microscopic size, since the record groove is formed by a stylus having a curved cutting edge, the diameter of which is only .008 of an inch. The reproducer stylus should have a rounded surface and should be so shaped as not to cause undue wear upon the record. It should also be supported in such a manner as to be capable of lateral movement, so that it will track the record groove properly; and it is also desirable that the stylus should be so connected to the diaphragm that the vertical movement of the stylus will be magnified, so as to produce an amplified movement of that portion of the diaphragm to which it is connected.

Figure 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with the invention; Fig. 2 is an end view, showing the stylus lever and the stylus carried thereby in operative position with respect to the record surface, and Fig. 3 is a bottom plan view of the same and of the adjacent portion of the floating weight.

PHONOGRAPH REPRODUCER. Robert Head, New York. Patent No. 951,781. This invention relates to improvements in phonograph reproducers, wherein the inventor seeks to provide an improved construction adapted for the reproduction of sounds which are free from harsh metallic tones and grating noises, the latter being serious objections to ordinary talking machines.

Another part of the invention is the provision of a sound-box, which is constructed and arranged for use in connection with a disc or a cylindrical record, such end being attained without change in the structure of the sound-box and by simply changing the position thereof.

Another part of the invention is an improved reproducer embracing a vibratory diaphragm which is mounted in a novel manner to secure greater sensitiveness and an increased amplitude of vibration, and furthermore, to so construct the diaphragm as to prevent it from splitting, and to make it work steadily under the vibration given thereto.

The invention resides, broadly, in a reproducer having a vibratory diaphragm held or confined in or on a suitable body, the edges being free or unconfined, as distinguished from an ordinary reproducer wherein the edge portion of the diaphragm is fixed or secured firmly to the body.

Fig. 1 is a side elevation, partly broken away, and showing the reproducer adapted for use in connection with a disc record. Fig. 2 is a cross section of the sound-box of Fig. 1. Fig. 3 is a sectional elevation of the sound-box adjusted for use on a cylindrical record. Figs. 4 and 5 are views in side elevation and cross section respectively of another form of sound-box. Fig. 6 is a cross section of still another form of sound-box.

PROCESS OF DUPLICATING PHONOGRAMS. Frederick W. Matthews, New York. Patent No. 951,483.

This invention relates to improvements in processes of duplicating phonograms of the so-called "indestructible" type and the objects are the simplification of the processes of manufacture, the cheapening of the cost of production, the use of very thin impressible material for the facing if desired, and the production of faced, backed and imprinted phonograms at one operation if desired.

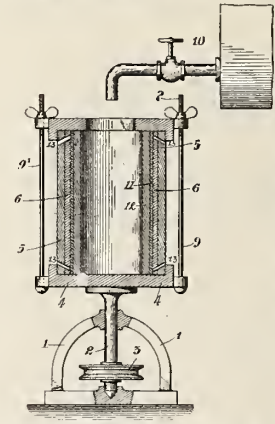
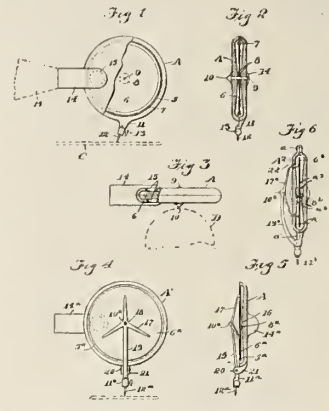
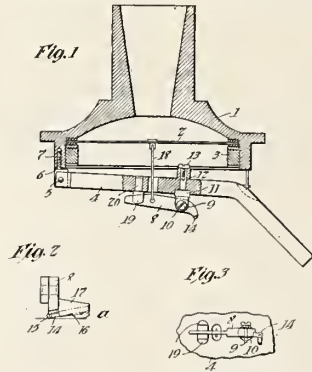
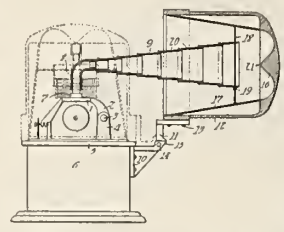
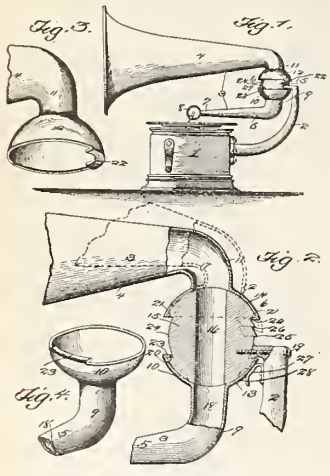
The process is a modification of the "spinning" process of duplicating phonograms and the apparatus comprises a frame 1 carrying a shaft 2 provided with a driving pulley 3. The upper end of the shaft carries a base 4 on which a shell 5 rests and within which shell may be placed any desired matrix 6 having a negative phonogram on its inner face. A cap 7 with a central aperture 8 covers the top of the shell and matrix while clamp rods 9, 9' hold all the parts to the base. A faucet 10 affords means for injecting centrifugal pressure material to the apparatus.

HOFFAY SUCCEEDS TOSI

As Columbia Representative in the Argentine Capital—Masters Recorded by Freiberg.

Ernesto Tosi, who has represented the Columbia Phonograph Co.'s export department in Buenos Ayres, Argentine, S. A., for over a year, has resigned to become the manager of the establishment of José Tagine, of that city. The latter is said to be the largest talking machine dealer in the world, doing a business of over a million dollars yearly. José Hoffay will succeed Senor Tosi as the Columbia's representative in the Argentine capital.

By the way, the Columbia Co. recently received a large batch of masters recorded at Buenos Ayres by William Freiberg. These include typical Spanish songs, band and orchestral records, for which they have large orders. Mr. Burns described the lot as the very finest and best records made in that part of the world.



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We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices and complete information upon request.

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Peter Bacigalupi & Sons, SAN FRANCISCO, CAL.
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All Kinds of Automatic Musical Instruments and Slot Machines.

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ST. LOUIS TRADE IMPROVES.

Much Better Than for Same Period of Last Year—Recent Visitors—What the Various Houses Have to Report—J. H. Buettner Co. Exhibit at Household Supply Show.

(Special to The Talking Machine World.)
St. Louis, Mo., April 8, 1910.

The talking machine trade here for the past month has been quite good, and considerably better than for the same month a year ago. The best type of machines and high class records are in demand, and dealers are well pleased with their trade.

Manager Walthall, of the Columbia Phonograph Co., reports that their trade has been very good during the month of March, both wholesale and retail. The month's business was much better than for the same period a year ago, and the buying tendency was towards higher grade of goods.

M. D. Easton, son of E. D. Easton, president of the Columbia Phonograph Co., spent March 26 in St. Louis with the Princeton Glee Club, which gave an entertainment that night at the Odeon.

E. O. Rockmond, treasurer of the Columbia Phonograph Co., spent March 19 here, returning to New York.

F. O. Seidel, Columbia dealer at Troy, Ill., was a recent visitor here.

"January, February and March business is way ahead of the same months last year, and 1910 promises to be the best year the talking machine business has known," said Manager Gressing, of the St. Louis Talking Machine Co. "Our dealers are ordering in advance to take care of the demands that will be made on them these spring months." Mr. Gressing called on the trade recently in Hannibal, Quincy, Springfield, Decatur, etc., where he found the dealers all doing a good business and reporting conditions most glowingly. He spent the Easter holidays with his sister in Milwaukee, Wis.

L. E. McGreal, the well known talking machine dealer of Milwaukee, Wis., spent several days here visiting his old friend, P. E. Conroy, president of the Conroy Piano Co. He returned home on March 28.

The Koerber-Brenner Music Co. report that their talking machine trade has been brisk for the last month.

Visiting dealers at the St. Louis Talking Machine Co. recently were: A. D. Welburn, Nashville, Tenn.; Wm. Blumhoff, Wentzville, Mo.; Mr. Ferand, of Ferand Bros., Madison, Ill.; John Winkler, Mascoutah, Ill.; W. W. Fisher, Murphysboro, Ill.; K. Cowley, Amory, Miss.

The St. Louis Talking Machine Co. have had one of the Moorish Marquetry Victrolas in their window and report having sold three of these instruments during the short time they have had the machine on hand.

The J. H. Buettner Furniture & Carpet Co. had a nice talking machine booth at the Household Supply show at the Coliseum during the second week of March. The display was in charge of L. R. Kern. A Victrola was used and the booth was continually crowded at all times and large crowds were on the outside. Miss Sadie Rosenblatt, manager of this firm's talking machine department, reports a lively trade for the past month.

The Thiebes Piano Co. report that their talking machine business for the month has been very good, with a demand almost exclusively for the higher grade machines and records.

L. A. Cummins, traveler for the St. Louis Talking Machine Co., shortly after Easter started on a trip through Arkansas and Missouri. Mr. Cummins declares that business conditions are phenomenally bright and that this year should prove a banner talking machine year.

Walter J. Staats, of the Victor Co., spent a day here recently and expressed himself most enthusiastically on the promising business outlook for 1910.

The Silverstone Talking Machine Co. report having had an active month's trade on Amberola machines. This firm will make considerable alterations in their store to make room for their increased stock. Mr. Silverstone states that the dealers are buying heavier now than for some time in the past.

D. K. Myers, the well known Zonophone dealer, reports that his trade for the past month has been fair.

HYMAN LANDS SMALL FORTUNE

In Lien Secured Against the Defunct New York Phonograph Co.—The National Phonograph Co. Not Concerned in the Matter.

Again the name of the New York Phonograph Co. appears in the public prints, but in no way to concern the trade. It will be remembered that the National Phonograph Co., Orange, N. J., made an amicable settlement with this company after years of litigation. The latter had not been an active proposition for years out of mind, and their contest with the National Co. was purely one relating to the construing of a contract. In the final wind up Samuel F. Hyman, a New York attorney, who brought suit in the State courts against the Edison jobbers and dealers of New York, was not admitted in the settlement, and his services were ignored by the New York Phonograph Co.

Thereupon Mr. Hyman lodged a suit against the latter for half of the sum received from the National Phonograph Co., reported to be \$263,250. Friday, April 1, before Judge Keogh, Mr. Hyman obtained a lien for \$131,625, one-half of the amount, as his fee. Unless this decision is reversed the fortunate counselor will collect.

When Mr. Hyman was called upon by The World he said: "This matter has nothing whatever to do with the National Phonograph Co. nor its business. My case is against the New York Phonograph Co., and while they were not in active business, so far as the manufacture of talking machines, etc., were concerned, still they are a live corporation under the laws of the State of New York. I feel very well satisfied with the judicial result, as it is a just recognition of my services."

William Pelzer, vice-president of the National Phonograph Co., said: "The suit is of no earthly interest to us. The controversy was settled for all time when the New York Phonograph Co. accepted the terms mutually agreed upon. I am inclined to think, however, that the amount named in the Hyman case is not correct; double that would be nearer the right figure."

The TALKING MACHINE SECTION



NEW YORK, APRIL 15, 1910

ADVERTISING AS A FORCE

In Building up Business—Must Be Steadily and Persistently Developed—Many Expect Results too Soon.

Did you ever watch a person feed little chicks from one's hand? How timid the little things are at first; how you have to coax and coax them along, throw a few grains of feed out onto the grass—if it be palatable chick feed they will want more. As the feed is thrown out a little nearer each time to the person feeding, the chicks become bolder and bolder until they finally eat from the hand. Fool them once, however, with something that's not to their liking, or hurt them the least bit, and it's a struggle, and a hard one, too, to get them back again. Keep on feeding them good things, pet them, and they come after a bit at the first call—and in a hurry, too.

But what, you say, has this chick talk to do with advertising? says Buck's Shot. It's got a whole lot to do with it. It teaches the observer a mighty important lesson—and one that should be well learned.

Advertising is like feeding the chicks. Your first big page announcement, filled, as you believe, with the most attractive values—hardly any direct results in goods actually sold, lots of "look around," but they are a little timid. The next announcement, however, brings more lookers and you close a few sales. Keep up this constant feeding, with the sort of food the buyers want; keep coaxing and coaxing with good, dependable offerings, follow it up with good, clean store and delivery service, and, like the chicks, the public will soon learn to trust you—through liking your advertising food, and will come instantly at your call.

It won't do to stop that coaxing; while you are stopping someone else may come along and educate the chicks his way. Keep up a constant coaxing; allow no lagging in your feeding the public, no lagging in your store or delivery service, and the public will soon learn to know that you and your store are their best friends.

Learn your lesson from the feeding of the chicks, and learn it well; it means great broods of well-developed, well-pleased, constantly-buying, satisfied customers.

WAR BY CINEMATOGRAPH.

A New Field in Which This Wonderful Invention Is Proving a Source of Interest—Real Warfare Made Possible for the Looker-On.

In a newly invented cinematograph target in England the man in front, with a real gun, sees his enemy come up the hill, dodging from tree to tree, piece in hand, ready at any moment for a shot. The opportunity comes. The moving-picture figure kneels, aims quickly, fires. There is simultaneous action by the living marksman. A rattling exchange of shots goes on with all the noise of single-handed war. It is not difficult for a man with an imagination to supply a thrill akin to that of the skirmish line. By a

contrivance in the target every actual shot is registered at its marksmanship value.

Is this new device a factor for peace or for war? Undoubtedly it affords training for a rifle-man's eye and nerve. Will it nourish a desire to try one's fresh steadiness of aim in a field where somebody is going to get hurt?

Suppose an extension of the target were such as to afford room for the deployment of a company, a battalion, a regiment. Against the pictured force should advance in modern open order a living contingent. There would be the rattle of rifles from one side and realistic rolls of photographic smoke from the other. No bloodshed, no mutilation, no deaths, no making of griefs for distant mourners. Just a fair test of speed and accuracy at the sights. The target registry would disclose after the battle the details of a dreadful might-have-been.

Tests in such cinematographic conflicts might be instituted for the picked sharpshooters of two disputing nations. There would be fuss, fury and burnt powder. Bugles might blow. Should not an exchange of records, then, with advantage to one party or the other, be acceptable in lieu of the grim old arbitrament of death-feeling?

CAMERAPHONE CO. PROPERTY SOLD

At Public Auction by Direction of Trustee—
Amount Realized Distributed Among
Creditors.

Friday week the property of the Cameraphone Co., bankrupts, was sold at public auction, under

the direction of Arnold F. Wainwright, trustee. It consisted of: cameraphones, rheostats, talking machines, reels, horns, photo mounts, Edison records, cameraphone records, drill press. Power's heads, developing drums, tanks, drying drums, motors, shaving machine, recording machine, recording shells, office furniture, engine lathes, milling machines, gear cutters, motors, etc., together with eleven cameraphone outfits now rented by the trustee, and also the following patents: United States patent No. 903,493 and Dominion of Canada patents Nos. 113,149 and 114,624. The amount realized was satisfactory. Later it was accepted by the court and ordered to be distributed to the proven claims of the creditors. This concern had invented and developed a system of synchronized motion pictures, in combination with the talking machine.

"CHEER UP!"

By Cora M. W. Greenleaf.

Away with the blues, oh ye sad and dejected,
"Cheer up" be our watchword and let us be jolly;
Braace up! for the world leaves no brave smile neglected;
So whatever you do, do not be melancholy.

Enough for each day is its burden of evil;
So if one day should ever be free from dark sorrow,
Spoil not its joy with forebodings and evil,
Foretelling the troubles to come on the morrow.

While clear and undimmed is the blue arch above us,
And the sunlight glows brightly and warm, do not say
That tempests may rage before night—if you love us—
But let us be happy, dear—happy to day.

The high grade salesman never stoops to disparage the standing of a competitor.

HAND COLORED

Local View Post Cards MADE TO ORDER



Made from any fair photo and delivered in 2 to 3 weeks. **\$7.20** for 1000

The Best Made in America

SEND FOR SAMPLES

Blue Delft (two colors) \$5.00 for 1000

Season, Floral, Comics, Greeting Cards, etc.,
Direct from Factory

NATIONAL COLORTYPE COMPANY
Department 9
CINCINNATI, OHIO

A PAYING SIDE LINE

For Talking Machine Dealers Is Hohner Harmonicas, Which Are Big Sellers.

As a profitable side line for talking machine dealers to handle, the Hohner harmonicas are in a class by themselves. In connection with these meritorious goods special attention is directed to the new C-D-C device, described and illustrated in the advertisement of M. Hohner, 475 Broadway, New York, appearing on another page. The C-D-C device consists of a three-tray cabinet, as shown in the accompanying cut, which contains thirty-eight pieces of the very best selling Hohner harmonicas, assorted in sixteen different styles and



THE C-D-C DEVICE

all keys. Owing to its novel arrangement and peculiar construction the cabinet can be thrown open and closed in a moment's time. When open the display of these unusually fine goods is exceptionally attractive, exhibiting its entire contents at one time and showing the instruments to the very best advantage. No article placed on the market in this special line has ever proven such a success. So popular is the C-D-C device that orders should be placed early so as to have them filled promptly.

INNOVATION INSTITUTED.

An innovation was instituted by the government on February 2 when, for the first time in the history of the country, Uncle Sam undertook the printing of his own postal cards. The work is being done in the government printing office. Until all of the new presses are installed the issue will be approximately 1,500,000 a day; afterward it will aggregate 3,500,000 a day. As soon as the special equipment for printing has been established, a new card, to be known as the index, or library card, will be issued. This card will be of an excellent quality of paper and of attractive design. The paper used will not be quite so heavy as that used in the present card, but it will be more flexible and will take ink much better than the old yellow one with which we are familiar.

Browne, McMillan & Co., Savannah, Ga., recently held the formal opening of their new branch store in Greensboro, N. C., and a large crowd visited the store during the course of the day.

IN THE OLD TIMES.

Told by a Knight of the Grip—Peculiar Road Experience.

I was one of a dozen or more men in the smoking car of a slow western train. It was in the cow-boy days, the cow-boy of the dime novel, which I am inclined to think did not do his reckless dare devil ways much injustice after all.

At a station where we stopped a few minutes a newcomer entered our car, a cow-boy evidently, by his costume and general appearance, and a drunken one at that. As he came in the train started and the sudden lurch of the car sent him sprawling in the aisle in a most ridiculous fashion.

I dare say we all smiled, but the man across the aisle from me did more than that—he laughed outright. The cow-boy struggled to his feet with a good deal of trouble, and with an ugly look on his face, pulled a six shooter out of his hip pocket. He was evidently fighting drunk and in a mood to do anything desperate.

"Who's the blankety blank fool that did that laffin?" he asked, glaring about at us with his red rimmed eyes. "I'll larn him to make fun of a shentilman, jest 'cause this car threw me off my balance."

He started up the aisle, hanging onto the seats to aid his lurching progress, the revolver swaying about generally in his other hand.

"I'll let the daylight into him," he went on.

I stole a glance at the man—a commercial traveler—who had laughed and saw he was as pale as I felt. In fact, we were all in an uncomfortable position, at the mercy of a reckless, drunken ruffian, liable to shoot any of us accidentally, even if he did not do so purposely. If any of us had made a move to leave the car, it would probably have made him who did so an immediate target, and not one of us had an answering weapon about us.

"Who laffed?" he blustered. As he came near me, the car gave another lurch, and he pitched down on the seat by my side.

"Do you know who laffed, young feller?" he asked. "Ye, do ye?"

What could I say? An inspiration came to me; I could say nothing. I pointed to my mouth and ears and shook my head.

"What d'ye mean?"

I took an envelope from my pocket, wrote on it, "I'm deaf and dumb," and handed it to him.

He read it with an appearance of interest. "Ye don't say so!" he burst out. "How long ye ben so?"

"Please write it," I wrote on the envelope, and handed him the pencil.

"How long yu ben so?" he wrote.

"Born so," I wrote back.

"As good lookin' as ye air!" he said, turning to look me over.

"Please write it," I wrote again.

"A shudent; no it by yer luks," he wrote. "How d'ye git yer livin'?"

"Working at anything honest I can do," I wrote back.

"Sho, now! Poor cuss! Mean shame!"

"Please write it," I again wrote.

"Buly for you, but ime — sorry for ye, whar d'ye liv when yer air to home?"

"I used to live back East," I wrote.

"You don't look jest like a Yankee. Here," he

added, taking a black bottle from his pocket, "take a nip."

I looked at it and shook my head.

"Doctor doesn't allow me to take anything," I wrote. "Bad for the ears."

"Why? What's the matter of ye?" he asked.

"Please write it," I wrote.

"What dises is ou gut?"

"Nervous and other troubles," I wrote back. "Will you please put up your gun? It makes me very nervous to have you hold it in your hand."

"Anything to 'blige sech a — nice feller as you be," he said, slipping it into his pocket again.

"Thank you," I wrote.

By this time he was getting quite interested, and we covered the backs of several envelopes with our written conversation. He would often break into speech full of oaths, but my "please write it" would keep him busy, his jaws working as he wrote, while the sweat stood out on his rough, dirty forehead. Evidently the cowboy's quirt was an easier weapon for him to handle than a lead pencil. The other passengers looked on in a silence that could be almost felt.

The engine gave a loud whistle. "Pig Creek," called the conductor, poking his head in at the door. "Here's where you want to get off, Bill," he said to my companion.

Bill arose, I helping him on to his feet. The conductor came and took his arm and helped him out, and on to the platform, where a number of men, evidently of his stamp, were slouching around.

"I say, fellers," he remarked to the crowd, as he leaned up against the wall, "I've had a — queer time. Say! there's a lot o' — fools in that 'ere smoker, and there ain't but one ggentilman among 'em, and — it! he's deaf and dumb!"—*Mattie W. Baker in the Traveling Man.*

FOR SHOW CARD WRITERS.

An expert at show-card writing advises care in the preparation of such cards. He says:

Do not use periods at the end of display lines unless after an abbreviation. They are worse than unnecessary. Lay out your card roughly but carefully with lead pencil before touching brush to it.

Do not sign the firm name on a display card for use in the window or store. Your name is over the front door. That's enough.

If price cards are used make them on cardboard of the same color and painted with the same paint used on the window card.

Last and most important, write out the matter to go on the card with great care, in such a way that it will attract and not repel custom.

A FEW RECORD SCRATCHES.

The man who writes a Spencerian hand fills in the check and the man who writes a poor hand signs it.

Hot advertising is sometimes used to attract the cold cash.

Every man who has seen the world knows that nothing is so useless as a general maxim.

NOW IS THE TIME TO PLACE
ELECTRIC-PLAYERS

to advantage and make easy money and big profits.
They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

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.

To Business Men

Business men in every line admit the value of good trade papers.

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

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

The World is a help to the talking machine business.

It exerts an healthful optimism.

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

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

They draw from the *World* pleasure and profit.

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

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

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK

Every one of your customers can now



Laugh with Lauder

who sings for

The **EDISON
PHONOGRAPH**

and for no other instrument exclusively

NATIONAL PHONOGRAPH CO., 59 LAKESIDE AVE., ORANGE, N.J.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, May 15, 1910



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.

THE PLEASURE
DOUBLED

THE COST
REDUCED



10 inch **65c.** **DOUBLE RECORD DISCS** 12 inch **\$1.00**

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

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.

The price appeals to the masses, the quality to the classes, making them indeed a popular record at a popular price.

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded. 10 inch, 50 cents, 12 inch, 75 cents.

Resolve yourself, Mr. Dealer, into a committee of one and investigate these claims. Consider, criticize, compare. ZON-O-PHONE RECORDS will stand the test. A trial will verify all that we say.

Universal Talking Machine Mfg. Co.

Fourth and Race Streets

Philadelphia, Pa.

Distributors of Zon-o-phone Goods:

ALABAMA

Mobile W. H. Reynolds, 167 Dauphin St.

ARKANSAS

Ft. Smith R. C. Bollinger, 704 Garrison Ave.

CALIFORNIA

San Francisco... Peter Bacigalupi & Sons, 941 Market St.

FLORIDA

Tampa Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago Benj. Allen & Co., 181-141 Wabash Ave.
Chicago B. Olshansky, 516 So. Jefferson St.

IOWA

Des Moines Harger & Blish, 707 Locust St.
Dubuque Harger & Blish, Security Bldg.

KANSAS

Topeka Emahizer-Spielman Furn. Co., 517-519 Kansas Ave.

MARYLAND

Annapolis Globe House Furn. Co.
Baltimore C. S. Smith & Co., 641 W. Baltimore St.
Baltimore Louis Mazor, 1432 E. Pratt St.

MINNESOTA

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

MICHIGAN

Detroit J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Kansas City... Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield... Morton Lines, 325 Boonville St.
St. Louis Knight Mercantile Co., 211 N. 12th St.
St. Louis D. K. Myers, 3339 Finney Ave.

NEW JERSEY

Hoboken Eclipse Phono. Co., 203 Washington St.

NEW YORK

Brooklyn F. W. Rous Co., 435 Fifth Ave.
Brooklyn B. G. Warner, 1213 Bedford Ave.

NORTH DAKOTA

Fargo Stone Piano Co., 614 First Ave., N.

OHIO

Akron Geo. S. Dales Co., 128 S. Main St.
Cincinnati... J. E. Poorman, Jr., 689 Main St.
Cleveland The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny... H. A. Becker, 601 Ohio St.
Philadelphia... Harmonia Talking Machine Co., 1821 Arch St.
Philadelphia... H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh... C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

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

CANADA

Toronto Whaley, Royce & Co., Ltd., 168 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.
Yarmouth... Yarmouth Cycle Co.

The Talking Machine World

Vol. 6. No. 5.

New York, May 15, 1910.

Price Ten Cents

THE TALKER IN TEACHING

Proves Especially Valuable to Vocal Instructors—How One Teacher Does It—Henry D. Tovey, of University of Arkansas, Makes Some Interesting Comments Upon That Form of Instruction—Field of the Talking Machine as an Educational Factor Continually Broadening as Value Is Appreciated.

The educational value of the talking machine from a musical viewpoint has been frequently discussed in these columns. Prominent vocal teachers, who took pains some years ago to deride and belittle the talking machine, claiming that it possessed no musical or educational value whatsoever, have since been converted into enthusiastic adherents and supporters. As a necessity and help to up-to-date music teachers and educators the talking machine is now being largely employed. It is only necessary to visit the studios of some of our leading vocal instructors to comprehend how the talking machine is being utilized as an assistant in teaching style, phrasing, expression and interpretation. This is the case not only in New York, but in all the leading cities. Henry D. Tovey, of the University of Arkansas, in a recent letter said:

"In this department we use the Victor in our work. I have given concerts every two weeks with my machine, and by the third week in May we will have studied thirty-two operas and a large number of other works, solos, oratorios, etc. With the records I show pictures of the singers, have girls read the story of the operas, and the lives of the singers. I have found the year's work with this machine most helpful. I can notice greater interest in outside musical matters. While passing through the halls I often hear pupils comparing the different voices heard. I am much pleased with this phase of the work and shall continue it next year."

The foregoing illuminating communication was recently used by the Oliver Ditson Co. as the basis of a very clever advertisement. In this connection they stated: "Mr. Tovey expresses the sentiment of many of our most advanced teachers and to those who have not become familiar with the Victor talking machine we recommend a careful analysis of its possibilities. Such an analysis can be made in our reception rooms, free of cost, and educators in the arts of singing, speaking and music may learn the value of this wonderful musical instrument as a help to their teachings. Accuracy, precision and beauty of expression, such as cannot be obtained in other ways, may be listened to with great benefit to teacher and pupil alike."

We are confident that the talking machine is going to play a still greater part in the future, not merely as an educational factor in the vocal field, but will occupy a still wider sphere in disseminating musical knowledge and musical culture throughout the nation.

SOME REASONS FOR FAILURE.

Lack of Self Reliance and Courage One of the Chief Troubles of the Unsuccessful Man.

The man who failed was not trained to grasp subjects, to generalize, to make combinations. He was not self-reliant, did not depend upon his own judgment; leaned upon others, and was always seeking other people's opinion and advice. He lacked courage, energy, boldness. He was not resourceful or inventive. He could not multiply himself in others. He did not carry the air of a conqueror. He did not radiate the power of a leader.

There was no power back of his eye to make men obey him. He could not handle men. He antagonized people. He did not believe in himself. He tried to substitute "gall" for ability. He could not project himself into his lieutenants;

he wanted to do everything himself. He could not cover up his weak points. He did not know that to reveal his own weakness was fatal to the confidence of others.

MAKING RECORDS OF STORMS.

Prof. Schultz Spent Winter on Island in Sound Preparing Them for Use at Oberammergau.

(Special to The Talking Machine World.)
South Norwalk, Conn., May 3, 1910.

All winter a mysterious man has dwelt in a shack on the uttermost point of Nauvoo Island, in Long Island Sound. Whenever a storm came up he was seen scurrying about, very busy about something. Oystermen, mariners and oldest inhabitants in general speculated about him.

Now the secret is out. The mysterious man is Prof. Herman Schultz, of Newark, and he is making phonographic records of storms and thunder for use, it is said, in the Passion Play at Oberammergau this year. Prof. Schultz is reported to have rigged up gigantic phonograph records on the island, which have been digesting elemental noise for months.

MONTELIUS HOUSE EXPANDS.

Vancouver Dealers Enlarge and Improve Talking Machine Department—To Handle Band Instruments Made by York & Sons.

(Special to The Talking Machine World.)
Vancouver, B. C., April 29, 1910.

The Montelius Piano House, of this city, who, besides pianos, handle complete lines of both Edison and Victor machines and records, have recently finished a number of alterations in their talking machine department, including the installation of two more commodious record rooms and additional facilities for the storage of stock and records. The company have also recently secured the agency for British Columbia for the J. W. York & Sons band instruments. They report an excellent volume of business at both their Vancouver and Victoria stores.

SELLING METHODS COUNT.

Present Day Conditions Necessitate Close Attention to Numerous Details Besides Quality of Goods and Size of Stock.

The time has gone by when entire dependence in the matter of making and holding trade can be placed on the selling of good goods. Almost every store of any respectability nowadays sells pretty fair goods and gives pretty fair values. It is no longer a singularity to do this; no longer a sure passport to public favor.

Of course no store can be permanently successful unless it sells good goods, but we must guard ourselves against believing that good merchandise is the only requisite, because it is not.

Attractiveness of store appearance, inside and out, has become nowadays a very, very potent trade-winning factor. Probably no one thing has so much to do with the impression a store produces on its visitors—not even attentiveness and courtesy of the sales people.

Surface indications determine the judgment of the masses of buyers. They are not, in the main, discriminating judges of the merchandise, however much they may fondly cherish the delusion that they are.

But everyone, however little fitted he or she may be to accurately analyze the general character of a store's merchandise, is certainly fully capable of judging a store's general appearance.

Quality of merchandise and prices being fairly equal, the store that is attractive in fittings and arrangements will outdraw two to one the store that is rather old-fashioned and commonplace in these respects.

The store with an old-fashioned, dingy-looking

front, with old counters and fixtures, and a jumbled up, unkempt looking stock, is laboring under a heavy handicap which it will take more than good advertising to overcome.

Good advertising will not offset the effects of bad stock keeping.

Keeping the stock in apple pie order—having everything neat and orderly and scrupulously clean—is an absolute essential to forceful advertising.

Advertising can bring people into the store, but it cannot make them buy or induce them to visit the store a second time if the first visit is unsatisfactory.

OUR EXPORT AND IMPORT TRADE

Of Talking Machines for March—Exports Show Strong Gain as Compared with Last Year—Some Interesting Figures.

(Special to The Talking Machine World.)
Washington, D. C., May 9, 1910.

In the summary of exports and imports of the commerce of the United States for the month of March (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 March, 1910, amounted to \$361,836, as compared with \$248,128 for the same month of the previous year. The nine months' exportations of talking machines, records and supplies amounted to \$2,843,742, as against \$2,174,356 for the same period in 1909.

The total export figures for the nine months of the past three years are as follows: 1908, \$3,851,521; 1909, \$2,174,356; 1910, \$2,843,742.

The value in detail of exportations of talking machine records and supplies amounted to \$221,642 in March, 1910, as against \$248,128 for the same month of 1909, and for the nine months ending in March, 1910, they amounted to \$1,797,304, as against \$2,174,356 in 1909 and \$3,851,521 in 1908.

The value of all other parts relating to talking machines, phonographs, records and materials therefor sent abroad during March, 1910, amounted to \$140,194; the total exports for the nine months under this heading foot up \$1,046,438.

R. C. ROGERS CO.'S ENTERPRISE.

Giving a Strong Representation to the Victor and Edison Lines in Washington.

(Special to The Talking Machine World.)
Washington, D. C., May 6, 1910.

The Robt. C. Rogers Co., who recently succeeded John F. Ellis & Co., as talking machine dealers at 1313 F street, are building up an excellent business. Mr. Rogers, the head of this institution, was in the employ of the Ellis house for more than twenty-five years, and for several years previous to the incorporation of the Robt. C. Rogers Co. was in charge of the talking machine department of the Ellis firm. The Victor and Edison lines are handled, and it is intended to give these the strongest kind of representation in this city. The Rogers Co. have attractive quarters and a good organization.

WOOKEY & CO.'S NEW QUARTERS.

Wookey & Co. have recently taken possession of a large double store at 320-322 South Adams street, Peoria, Ill., where they are making a very complete display of Victor talking machines and Columbia phonographs, as well as the records made by this concern. They also handle pianos and player-pianos. They occupy over 24,600 square feet of floor space, elevator service and other modern conveniences.

THE TRADE IN MILWAUKEE.

Dealers Satisfied with Present Business Though It Might be Livelier—Visit of Metropolitan Grand Opera Co. Helps the Sale of Grand Opera Records—"New Idea" Cabinets Prove Decided Success—Some Interesting Personalities—Good Supply of Amberol Records and Attachments—Wisconsin State Talking Machine Dealers' Association Inactive—Lacks Energetic Head.

(Special to The Talking Machine World.)

Milwaukee, Wis., May 8, 1910.

Milwaukee retailers seem to be entirely satisfied with present business even though it is not as brisk as it might be. Dealers say that trade is no more quiet than it usually is at this season of the year, that, in fact, it is showing a decided improvement over a year ago. As soon as the summer resort season opens a revival is expected. The one disquieting feature of the local retail situation is the fact that collections are a little slow. While money seems to be plentiful enough, people are busily engaged in investing it in various enterprises and are allowing their accounts to wait for a time.

The wholesale trade, taken as a whole, is very satisfactory. Of course, demand is quiet in some lines as a result of the rather dull trade that country dealers are meeting with at this season of the year.

The recent appearance of the Metropolitan Grand Opera Company in a three days' engagement at the Auditorium did much to increase sales in grand opera records in the different lines. Even at the present time, a lively interest is being manifested in Red Seal records and dealers say that they are selling more high priced records than they have in months. Miss Gertrude Gannon, proprietress of the McGreal retail store, was one of the heaviest advertisers of grand opera records during the time that the Metropolitan Company was in the city. Miss Gannon arranged a most interesting Caruso window that attracted wide attention. J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co., offered a big window display that brought him some fine sales of grand opera records. Mr. Becker's afternoon grand opera concerts were well patronized and were something of an innovation.

The "New Idea" disc cabinet, invented by William Schmidt, traveling salesman for Lawrence McGreal, and manufactured by the New Idea

Cabinet Co., of Milwaukee, is creating no end of interest among the retailers and wholesalers of the Middle West. It is expected that the new cabinet will be placed on the market by May 20. "The 'New Idea' cabinet seems to be creating even more interest in the trade than we had anticipated," said Lawrence McGreal, the leading factor in the organization of the New Idea Cabinet Co. "The interchangeable tops, designed to fit the different forms of the Victor machines are proving decidedly popular, while the practical feature offered in the sliding record files is meeting with favor. Orders are being received from all sections of the country."

Lawrence McGreal attended the meeting of the executive committee of the National Talking Machine Jobbers' Association held at Columbus, O., recently.

John E. Daly, well known talking machine dealer of Grand Rapids, Mich., was a recent Milwaukee visitor.

William P. Hope, Wisconsin and Upper Michigan representative of the National Phonograph Co., is expected to return to Milwaukee in a few weeks for a most successful trip to Winnipeg and other Canadian points.

Laurence Lucker, of the Minnesota Phonograph Co., of Minneapolis, stopped over in Milwaukee recently on his return from the East as the guest of Lawrence McGreal.

William Schmidt, traveling representative of Lawrence McGreal, is now covering southwestern and western Wisconsin, where he is meeting with a good wholesale business.

Shipments of Amberola records and machines are beginning to arrive at Milwaukee with more frequency, and the demands of dealers are being satisfied to a certain extent. The trade is well satisfied with the special offer made by the National Phonograph Co., giving ten Amberola records with the sale of attachments. Miss Gertrude Gannon, retailer, sent out more than 5,000 letters to the public advertising this offer and as a result she is meeting with a phenomenal business in the Amberola line.

Many dealers seem to believe that the Wisconsin State Talking Machine Dealers' Association is to be allowed to die a natural death. Since the association was organized, on September 21 of last year, when President Taft visited Milwaukee, and when dealers from all over the State flocked to the metropolis with two ends in view: one to help in the organization of the association and the other to see the new President, not a meeting has been held. The keen

interest which was displayed at that time by the many dealers seems to have died out completely. That there is ample need for such an association and that it would be decidedly useful has always been conceded, but for some reason the present association seems to be on its last legs.

The prime mover in effecting the organization among the dealers last fall was Lawrence McGreal and it was he who sent out letters to the dealers of the State explaining the value of an organization and calling the meeting for September 21. Since that time Mr. McGreal has retired from the retail field and is now devoting his entire attention to the jobbing business. It is highly probable that if some prominent dealer would take up the matter that new life might be instilled into the now inanimate association.

Immediately following his election, Emil Seidel Social Democratic Mayor of Milwaukee, has announced that the school buildings of the city may be used by the young people for dances on Saturday nights. This is his first step toward the betterment of the social conditions of the poorer classes, and later, he states, that he will arrange for talking machine concerts and moving picture shows in the schools. His other motive in this campaign is to do away with the vice breeding wine rooms and saloon dance halls, which are so numerous in all cities.

The talking machine and its educational value was the topic of an interesting address given recently before the Milwaukee Library Club by Lewis A. Valentine. Mr. Valentine treated the subject from all sides and angles, and the talking machine as a factor in education has risen a great deal in the opinion of the different members of the club.

Lawrence McGreal, the well known jobber, and Miss Gertrude Gannon, retailer, have sold a number of Victrolas in the different cafes and ice cream establishments in Milwaukee for the entertainment of the customers. Among the places where the Victrolas are in evidence are the "Sweet Shop," located on Wisconsin street, and La Mont's cafeteria on Third street. Concerts are given throughout the day and evening, and they are becoming very popular among the patrons of the different establishments.

J. W. BINDER LOCATES IN CHICAGO.

Becomes General Sales Manager of the C. E. Zimmerman Co.

J. W. Binder, formerly vice-president and general sales manager of the Dictaphone Co. of America, with offices at 290 Broadway, New York, has connected himself with the C. E. Zimmerman Co., Chicago, as general sales manager. The arrangement has just been completed.

The C. E. Zimmerman Co. is an advertising and sales promotion agency organized to furnish to merchants and bankers in small towns an advertising agency service of exactly the same standard as is given to the great national advertisers by the big agencies. The concern is backed by a group of the leading capitalists in Chicago, each of whom is a "headliner" in his particular business. Mr. Binder will at once organize a selling force of the highest grade, which will operate under his direction on the district office plan. This organization will be headed by ten of the strongest men obtainable who, as district managers, will organize and operate the several territories allotted to them.

Mr. Binder is well known throughout the specialty selling field as an authority on that subject. He has written and lectured on salesmanship quite extensively. His address on "Advertising and Selling" in Madison Square Garden, New York, during the last business show will be remembered by those who heard it, as one of the best ever made. His "Salesmanship" stories in "System" and other magazines have been read and enjoyed by thousands.

Chicago is to be congratulated on acquiring him as a resident and as a "doer," who will help in making her what she is destined to be—the leading city of the world.

EASTERN SERVICE IS GOOD SERVICE

It stands for prompt and careful filling of orders. Special attention to rush orders. Quick and satisfactory adjustment of claims, and the fact of our handling both

VICTOR AND EDISON

gives the additional advantage to the trade of the one source of supply, one transportation charge.

Try Our Service and No Other Will Satisfy

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.



Go after the Victor business in your locality

Victor goods are better now than ever before, and your sales should be larger than ever.

How much larger? That depends upon you. Our business has been increasing by leaps and bounds, and unless your business shows the same kind of a growth you are not keeping pace with us.

Every Victor dealer in this land should make the most of his opportunity. His profit is just about five times our profit—for every dollar we make, you make five dollars. So you see, it is worth your while to get your shoulder to the wheel and put forth more effort.

Advertise in your local newspapers and drive home the impression created by our regular systematic magazine, newspaper and farm paper advertising. Make your window displays as frequent and attractive as you possibly can—our ready-made window displays are a big help. Give Victor concerts and invite people to your store. Send a Victor out on trial and let it prove its value.

Make use of every opportunity to push the Victor and you are sure to get all the Victor business that you should have, and to make this year the biggest and most profitable year you ever had.

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.
 Altoona, Pa..... W. H. & L. C. Wolfe.
 Atlanta, Ga..... Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex..... The Petmecky Supply Co.
 Baltimore, Md..... Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Wm. McCallister & Son.
 Bangor, Me..... M. H. Andrews.
 Birmingham, Ala..... E. E. Forbes Piano Co.
 Talking Machine Co.
 Boston, Mass..... Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y..... American Talking Machine Co.
 Buffalo, N. Y..... W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt..... American Phonograph Co.
 Butte, Mont..... Orton Brothers.
 Canton, O..... The Klein & Heffelman Co.
 Charlotte, N. C..... Stone & Barringer Co.
 Chicago, Ill..... Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
 Cincinnati, O..... The Rudolph Wurlitzer Co.
 Cleveland, O..... W. H. Buescher & Son.
 Collister & Sayle.
 The Eclipse Musical Co.
 Columbus, O..... Perry B. Whitsett Co.
 Denver, Colo..... The Hext Music Co.
 The Knight-Campbell Music
 Co.
 Des Moines, Iowa..... Chase & West.
 Harger & Blish, Inc.
 Detroit, Mich..... Grinnell Bros.
 Dubuque, Iowa..... Harger & Blish, Inc.
 Duluth, Minn..... French & Bassett.

Elmira, N. Y..... Elmira Arms Co.
 El Paso, Tex..... W. G. Walz Co.
 Galveston, Tex..... Thos. Goggan & Bros.
 Grand Rapids, Mich..... J. A. J. Friedrich.
 Honolulu, T. H..... Bergstrom Music Co., Ltd.
 Indianapolis, Ind..... Musical Echo Co.
 Wulschner-Stewart Music Co.
 Jacksonville, Fla..... Carter & Logan Brothers.
 Kansas City, Mo..... J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Knoxville, Tenn..... Knoxville Typewriter & Phono-
 graph Co.
 Lincoln, Neb..... Ross P. Curtice Co.
 Little Rock, Ark..... O. K. Houck Piano Co.
 Los Angeles, Cal..... Sherman, Clay & Co.
 Louisville, Ky..... Montenegro-Riehm Music Co.
 Memphis, Tenn..... E. E. Forhes Piano Co.
 O. K. Houck Piano Co.
 Milwaukee, Wis..... Lawrence McGreal.
 Minneapolis, Minn..... Lawrence H. Lucker.
 Mobile, Ala..... Wm. H. Reynolds.
 Montreal, Canada..... Berliner Gramophone Co., Ltd.
 Nashville, Tenn..... O. K. Houck Piano Co.
 Newark, N. J..... Price Talking Machine Co.
 Newark, O..... The Ball-Fintze Co.
 New Haven, Conn..... Henry Horton.
 New Orleans, La..... Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
 New York, N. Y..... Blackman Talking Machine Co.
 Sol Bloom, Inc.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Jacot Music Box Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Stanley & Pearsall.
 Benj. Switky.

Omaha, Neb..... A. Hoape Co.
 Nebraska Cycle Co.
 Piano Player Co.
 Peoria, Ill..... Putnam-Page Co., Incorp.
 Philadelphia, Pa..... Sol Bloom, Inc.
 Louis Buehn & Brother.
 J. E. Ditson & Co.
 C. J. Heppe & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburg, Pa..... C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me..... Cressey & Allen.
 Portland, Ore..... Sherman, Clay & Co.
 Richmond, Va..... Cable Piano Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y..... The Talking Machine Co.
 Salt Lake City, Utah..... Carstensen & Anson Co.
 The Consolidated Music Co.
 San Antonio, Tex..... Thos. Goggan & Bros.
 San Francisco, Cal..... Sherman, Clay & Co.
 Savannah, Ga..... Phillips & Crew Co.
 Seattle, Wash..... Sherman, Clay & Co.
 Sioux Falls, S. D..... Talking Machine Exchange.
 Spokane, Wash..... Eilers Piano House.
 Sherman, Clay & Co.
 St. Louis, Mo..... Koerber-Brenner Music Co.
 St. Louis Talking Machine Co.
 St. Paul, Minn..... W. J. Dyer & Bro.
 Koehler & Hinrichs.
 Syracuse, N. Y..... W. D. Andrews.
 Toledo, O..... The Hayes Music Co.
 The Whitney & Currier Co.
 Washington, D. C..... E. F. Droop & Sons Co.
 Robert C. Rogers Co.

The completeness of the Columbia line and its rapidly growing popularity, together with the solid and fair policy of the Company behind that program, cannot safely be ignored either by you or your competitors.



Columbia Phonograph Co., Tribune Building, New York.

TRADE ON THE PACIFIC COAST.

Retail Business Rather Dull—How Some Dealers Account for the Condition—Wholesale Trade Active—Frequent Changes Agitate—What the Pacific Phonograph Co. Are Doing—New Location for Bacigalupi—Columbia Phonograph Co. in New Quarters—Activities of the Other Houses

(Special to The Talking Machine World.)

San Francisco, Cal., May 2, 1910.

While everybody started the season with high hopes, and expectations have been more than fulfilled in the Coast territory as a whole, there is no dodging the fact that the retail talking machine business in this city just now is dull. There are exceptions in the case of certain dealers who may have some advantages in situation or management, but nearly all local houses which confine themselves to the retail department find conditions unsatisfactory. One or two are inclined to think that the enthusiasm for talking machines is subsiding, but this statement is controverted by the great activity in other quarters. The prevalent view is that the local condition is only temporary, and will pass off as the season advances.

Wholesale dealers have no complaint to make of business in general, as business in the country towns has continued on fully as large a scale as last month. There will naturally be a lull during the summer months, but it has not started yet, and there can hardly be a doubt that the fall season will be one of the best ever experienced. Coast crops are all heavy, and with prospects of a high average of prices money is moving freely in the agricultural districts.

The San Francisco trade continues to be agitated by frequent changes in the wholesale talking machine trade, but it is believed that the era of change is about over, and that the different houses will soon settle down to the usual steady pull for trade. The changes now in progress are the removal of the Columbia Phonograph Co. and the Pacific Phonograph Co. into permanent quarters.

The Pacific Phonograph Co.'s stay in the quarters first secured at the rear of Peter Bacigalupi & Sons' establishment was short. They gave up their lease almost as soon as they moved in, and are now transferring their stock to the Bass-Hueter building, 816 Mission street, which they consider one of the best locations for wholesale business in the city. The offices are still in the Stevenson street location, but will be removed in a few days. The company are now putting up the shelving and arranging the stock in the new location, the work being under the immediate supervision of A. R. Pommer and Mr. Jones. The main stock has not yet been brought over from the Oakland warehouse, but will be transferred immediately after the first of the month. Mr. Pommer says that the stock of records carried will be the second largest in the United States, the intention being to have everything in the Edison catalog always on hand. A well-tested

system of stock keeping is being installed, by which automatic indicators will give notice when the number of any records reaches the minimum, and the stock will be gone over every day. The location, on an upper floor, gives ample facilities for handling this enormous stock, with freight and passenger elevators at front and rear. In addition to the record racks, running half the length of the building, a large space in the rear will be reserved for the machines and packed stock, as well as a packing department. The latter is furnished with a power saw for boxing, and a packing bench 47 feet long. A room at the side, especially well lighted, will be fitted up for repair work, and space at the front will be reserved for offices. The entire loft is unusually well lighted for a place of that character, and Mr. Pommer believes it is the best that could be found in the city. Mr. Pommer says the wholesale business has been remarkable, in view of the numerous recent changes, and is highly optimistic regarding the future of the concern. He says there has been a wonderful demand of late for Amberolas. The company has furnished stock to a lot of new talking machine departments recently, among them being those of W. F. Denby, at Esparto, Cal.; Perry & Harper, in Oakland, Cal.; F. A. Phillips, at Round Mountain, Cal.; Chas. L. Fork, at Woodleaf, Cal.; the Weill-Nickoll Co., at Rocklin, Cal.; and Hanby's Pharmacy, on Seventh street, Oakland, Cal.

Peter Bacigalupi & Sons also expect to get into a new location before long. Mr. Bacigalupi states that the lease on his present store, 557 Market street, will soon expire, and he is endeavoring to dispose of it for the short time remaining. Mr. Bacigalupi will take a trip through the East in May, and after his return will begin to look around for a new place, preferably in the musical center of the city. With the numerous lines he is now handling in addition to talking machines, and others he expects to secure, he will require a comparatively large store.

Mr. Bacigalupi will be accompanied on his Eastern trip, about May 6, by Leon F. Douglass, vice-president of the Victor Co., who makes his home in San Rafael, Cal. Mr. Douglass finds his health greatly improved, and, it is said that he finds it very difficult to tear himself away from his suburban home.

The Columbia Phonograph Co.'s San Francisco headquarters are now at 334 Sutter street, in the Allied Arts building. The Van Ness avenue place was finally abandoned April 18, just four years since the fire. The stock is not yet in order, but Mr. Scott, the local manager, is busily at work on it, and expects to complete the job in a couple of weeks. The new quarters afford plenty of space for both stock and offices, and it is believed that the location will prove advantageous in many ways, being very close to the musical center, and accordingly convenient for visiting customers. Kohler & Chase, who have the retail business for the Columbia goods in this city, are keeping up their work in this department energetically, and are making a good record even at the local store. As they now carry the Columbia line in all their

stores in California, they are getting away with a decidedly large quantity of goods. Coast Manager W. S. Gray has just returned from a visit to the North, where he secured several new accounts. He states that the Grafonola Regent has been placed in furniture stores in every important place from Los Angeles north, the dealers everywhere taking a lively interest in it and using it to great advantage for display. Mr. Gray says the local business is looking up a little now, though rather quiet early in the month. He has spent much of his time in southern California this year, and states that conditions there are very much to his liking.

Andrew G. McCarthy, of Sherman, Clay & Co., has been giving considerable attention for the last few weeks to the promotion of the Panama-Pacific Exposition for San Francisco, but the talking machine business has not been neglected, and Mr. McCarthy reports a volume of business fully up to the former record. He expects to go East in about ten days.

GOING AFTER BUSINESS.

O. K. Houck Co. Doing a Splendid Trade in the Edison Attachment Proposition—Their Plan of Developing Business Worth Emulating.

The O. K. Houck Piano Co., Memphis, Tenn., are carrying on a great campaign in connection with the Edison special combination attachment offer. They have got out some very interesting letters bearing on this subject as well as on the latest Edison Amberol records, which must undoubtedly bring them splendid results. In connection with the special offer on the Edison attachment they have sent out return postal cards, in which their representative is invited to call with the attachment at the sender's house.

This is certainly going after business in the right way. They are not waiting for the customer to come, but are going after him. This is the kind of work which brings results and piles up business. It demonstrates that there is a live man at the head of the Houck talking machine department—a man who believes in "doing" things as well as talking about them. This is a spirit worth emulating. If every dealer would get after trade in this manner there would be little talk about dull times. Trade is oftentimes dull because dealers don't enforce plans whereby they may become busy.

Probably more than half the battle in building up a retail business consists in getting people into the store. A well-managed show window attracts trade at regular prices and if given constant attention may be made exceedingly productive. Newspaper advertising is valuable, especially when given personal care by one who understands how to tell a convincing story in print. These much used methods are good, but a suggestion discussed at several conventions recently goes a little farther in carrying out the idea that a merchant must go after the business if he wants to build up his trade on a profitable basis.

A LIVE MEMBER OF THE TRADE.

Archie Matheis, Proprietor of Talking Machine Co., Minneapolis, Has Successful Career in Jobbing and Retail Fields.

(Special to The Talking Machine World.)
Minneapolis, Minn., May 5, 1910.

Archie Matheis, proprietor of the Talking Machine Co., located at 236 Nicollet avenue, this city, is one of the men who have made a special study of the talking machine business, and who as a result of the knowledge thus gained have made a success in that field.

A few years ago Mr. Matheis joined the forces of Koehler & Hindrichs, of St. Paul, as manager



ARCHIE MATHEIS.

of a couple of their departments, and learned that the firm had a jobber's contract with the Victor Talking Machine Co., but were not doing very much with it. Mr. Matheis took hold of that department, rearranged the stock and started a lively campaign among the dealers. The success of the venture necessitated larger quarters in a very few months, whereupon the Edison line was added and proved equally successful.

Mr. Matheis then entered the retail business, and following the lines that won success for him in the jobbing business, soon built up a strong trade. His work is an excellent example of what may be accomplished by a live wire in the talking machine business.

THE NEWS FROM INDIANAPOLIS.

Various Conditions Tend to Retard Trade—Kipp-Link Co. in New Quarters—Successful Woman Manager—Columbia Activity—Playing of Talking Machines Before Cheap Theaters—Other Trade News.

(Special to The Talking Machine World.)
Indianapolis, Ind., May 6, 1910.

The talking machine business in Indianapolis has not been so good for the last month. Several conditions have entered into this. Cold weather toward the close of April caused many to replenish their coal bins. The last month also was the final time for paying the first instalment on taxes. The talking machine houses feel the effect of such conditions more than stores which sell instruments of greater price.

The Kipp-Link Co., who handle Edisons, are now transacting business in their new and commodious quarters in Massachusetts avenue, near the big Marott department store. A retail department is also conducted by the Kipp-Link Co., but, as usual, most of their attention is given to the wholesale business. The new location gives every promise of being a good one.

Miss Ada Willsey, who has charge of the new store of the Musical Echo Co., in North Pennsylvania street, which handles Victors, is the only woman in Indianapolis, so far as is known, who is in charge of a talking machine store.

She has been with the company for the last five years, and likes the business. The Musical Echo store is one of the neatest in the city. Business with this house has been good for the last month, the best demand being for the Victrola.

Manager Devine of the Columbia Phonograph Co. is greatly pleased with a record by Lina Cavalieri, which is included in the list of sample records for June. He considers it one of the finest soprano records ever made, and he predicts a good sale for it.

As an evidence that the advertising campaign which the Columbia Co. have been conducting with marked vigor for several months is beginning to bear fruit, the sale of two \$225 Grafonolas in one day is cited.

There seems to be a feeling among the jobbers that dealers generally are beginning to wake up to the fact that high-priced machines can be sold in smaller cities with less trouble and to better advantage than even the less expensive machines.

H. H. Myers, traveling representative of the Columbia Co. in Chicago, was in Indianapolis one day. J. A. Herdman, traveling representative from Cincinnati, also stopped in Indianapolis on his way South.

An ordinance is now in the Council which will prevent the playing of talking machines in front of the low-priced vaudeville houses. It might be thought on first impulse that the talking machine men would oppose this move. However, the playing of talking machines in front of the picture shows has never benefited the talking machine business very much. Machines in such places are allowed to get out of order, and old records are played over and over until the passing public get tired of the sound of a talking machine. It is evident that this is not so good for the business. And, again, the picture show field in Indianapolis is about full, and there is not a chance that there will be so many more picture shows for which the talking machine men can provide machines.

The order issued by Mayor Shank which

again permits the use of talking machines and electric pianos in the amusement resorts is proving a stimulus to the talking machine business to a certain degree. The Mayor declared that talking machines and pianos were useful in keeping the inmates of such resorts off the streets, and therefore were beneficial.

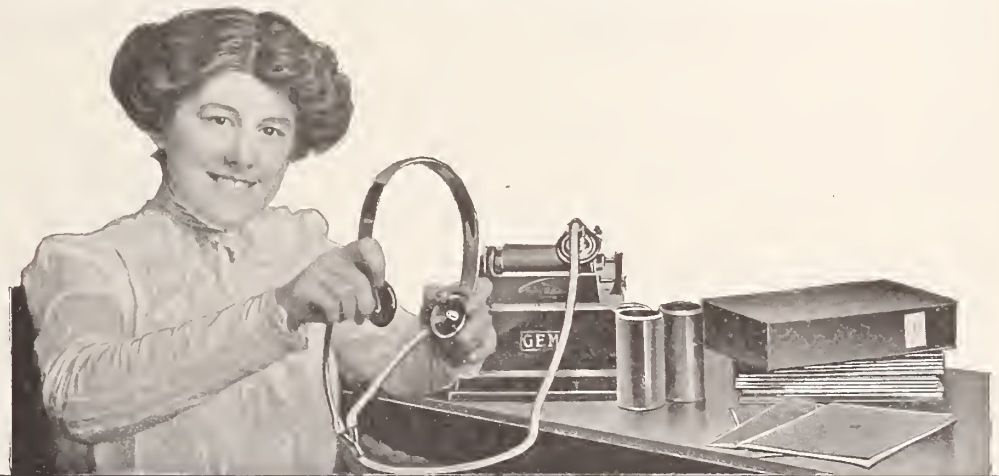
Robert Campbell, investigating officer for the Children's Aid Association, has been making an investigation of the moving picture shows in Indianapolis. He says that most of the picture shows present scenes which are instructive.

TO HANDLE "TALKERS" EXCLUSIVELY.

The W. G. Walz Co., who conduct a large establishment in El Paso, Tex., have given up their line of pianos and organs and will devote themselves exclusively in the future to developing their business in talking machines and side lines. They handle the Victor and Edison machines and records and the I. C. S. phonograph language outfits. The business is now in active charge of Harry T. and William G. Walz, Jr., W. G. Walz, the head of the business, having retired. They have a handsomely equipped store and a good organization, and are destined to make a still greater record in the talking machine line.

MME. ALDA MAKES VICTOR RECORDS.

Mme. Alda, who recently became the wife of Signor Gatti-Casazza, director of the Metropolitan Opera Co., left for Paris shortly after the close of the Chicago opera season with her husband, where she will sing with the Metropolitan Opera Co.'s forces, who will give a season of opera in the French capital. Before her departure for Europe, however, she was busily employed at the Victor laboratory making a number of records in compliance with a desire to follow the great success her "Othello" records have had. Among the most interesting records issued this season is the one by Mme. Alda and Signor Caruso.

**Learn Spanish, French, German, or Italian**

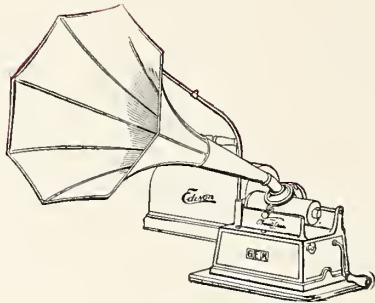
The I. C. S. System of Language Instruction by the phonograph method makes easy the mastering of a foreign language and appeals with compelling power to thousands. The dealer in phonographs that does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The 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, German, and Italian 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; 14-inch brass horn; special hearing tube; recorder; reproducer; speaking tube; winding crank; camel's-hair brush; blank cylinders on which to make phonographic recitations; 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 languages. The new Outfit is the best and cheapest ever offered—the price being only \$35.

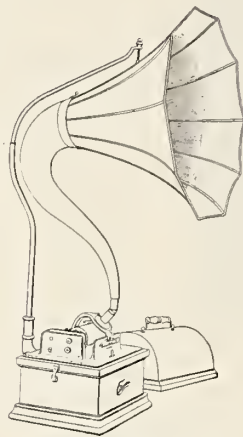
If you want to increase your business, write today for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.

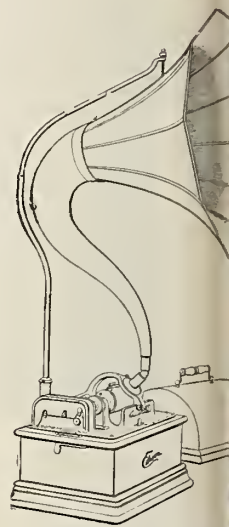
a n EDISON



GEM



FIRESIDE



STANDARD

\$12.50

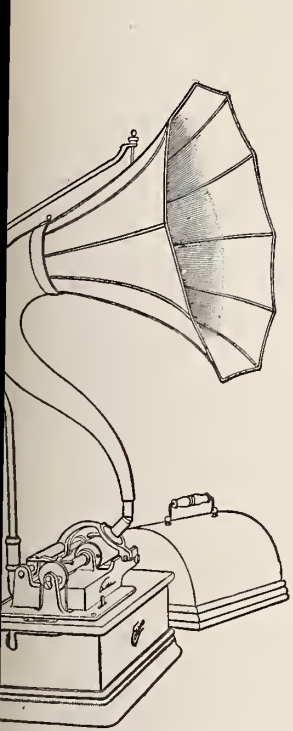
THE great range of Edison prices makes it possible for everyone to have an Edison Phonograph. But you can presume, to start with, that every customer that comes into your store is *able to purchase* an *Amberola*. Because the *Amberola* costs a good deal less than a piano, and almost everyone can and does afford a piano nowadays.

But whether it's an *Amberola*, a *Gem* or any other style of Edison that you sell, your continuous profit—*income*—is on Records. And the man who buys a *Gem* pays you just as big a profit on the Records that he buys as does the *Amberola* purchaser.

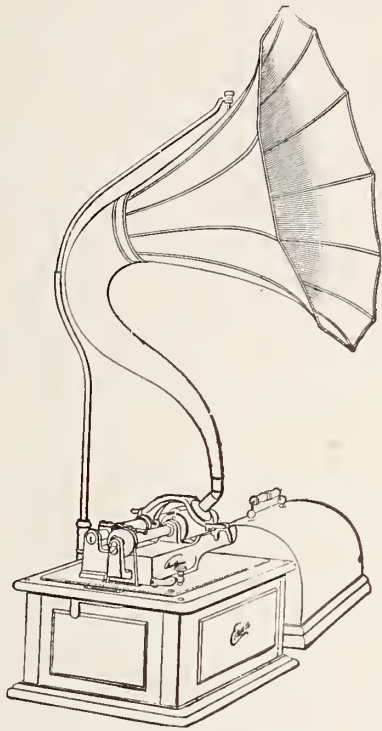
Take your profits from the

National Phonograph Company

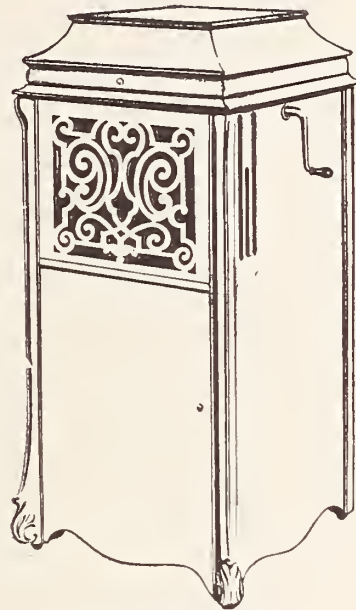
For Everyone



HOME



TRIUMPH



AMBEROLA

to \$200.00

EVERYBODY wants the Edison, because—it plays both Standard and Amberol Records, rendering the best music of every class from the Grand Opera arias of Slezak, Carmen Melis and other great Grand Opera stars, to the head-liners of Vaudeville, like Lauder and Stella Mayhew; because it has the permanent sapphire reproducing point that does not wear out the Records and does not wear *itself* out; because it is the only instrument upon which records can be made at home—and everyone knows that *that* is more than half the pleasure of having a sound reproducing instrument.

Instrument that everybody wants

9 Lakeside Ave., Orange, N. J.



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

NEW YORK, MAY 15, 1910.

EARLY in July The National Association of Talking Machine Jobbers will convene at Atlantic City.

There will be several days given over to the discussion of business topics and it is the intention of the directors to make the Convention in all respects interesting and valuable to the talking machine jobbers of this country.

This will be the fourth annual meeting of the jobbers' organization and it must be conceded that the jobbers of America have labored faithfully to perpetuate an association along lines which should be helpful to the best interests of the talking machine trade.

It is an acknowledged fact that by organization men in all lines may help themselves materially.

Organization and agreement on a code of ethics to do away with many of the wastes which come from unkind competition and objectionable practices is a good thing.

Organization which means protection to the legitimate trade is also helpful and in many ways the talking machine men of this country may advance their own interests by standing together, and they will, without question, be inclined to rake their territory thoroughly, and there is a powerful lot of wasted territory in this country, and that question of wasted territory is a peculiar one.

WHAT should a certain territory produce in the talking machine trade according to population?

That is a question which is well worthy of discussion and the more it is discussed the clearer it will become that territory is not half worked.

There are plenty of good, thriving towns and cities in this country where good talking machine trade may be secured if the jobbers and dealers only go after it right.

It is up to the jobbers to interest bright, active, wide-awake men, to enthuse them with up-to-date ideas regarding the talking machine possibilities.

There is plenty of business to be had in this country if men only go after it—business for the jobber and business for the dealer.

It cannot be obtained by sitting down and figuring that trade will come knocking at your doors clamoring for talking machines.

It is pretty safe to bet that the man who figures on these lines will be seeking favors in the way of extensions because the business will not come to him, and he will have his stock on his hands.

The only way to get business is to go after it and not in a half-hearted manner.

Go after it with a ginger spirit and red blood in your veins and presumably you will land the trade.

THERE are thousands and thousands of people in this country who have no adequate conception of the evolution of the talking machine and its present position as an entertainer and instructor.

Now, they are the people to interest and an association, whether composed of jobbers or dealers, can forward the interests of all members if it simply injects a little trade enthusiasm into the business.

The dealers of the East have recently formed an association and it seems to be in excellent working order and is taking in new members all the time.

Now, that's the kind of work which counts and organizations which bring men of a particular trade into healthy contact will be beneficial.

They will help the manufacturing department and they will help themselves.

In fact, all will be benefited by the adoption of modern, progressive and up-to-date ideas, and there is no question but that there are some men in the talking machine trade who need some of the ginger spirit.

THERE are some jobbers who are not doing their full duty to the manufacturers and to their constituency by adhering to too conservative a policy.

They are not working their territory as they should.

They are not spending the money for developing their trade.

Now, many dealers are unacquainted with the talking machine possibilities.

They entered the business with little or no knowledge of the peculiar environment of the talking machine.

They simply looked upon it as a good thing and their very ignorance of the trade situation is holding back their own development.

Now, it is the jobber's business, because the jobber stands between the dealer and the manufacturer to aid them.

It is the jobber's business to enthuse—to educate and to train his trade and he cannot do this if he hides his business light under the bushel of indifference.

He must be up and doing.

He must exploit his product and let the talking machine men in his vicinage understand that he is in business and that he knows

the talking machine trade from A to Z and that he has got special attractive features.

THERE is a good opportunity for talking machines. Excellent.

A widespread publicity in every line has created with the consumer new wants because advertising has brought about a change of conditions.

It has changed luxuries into necessities.

Not only is this true of the city dwellers, but the farming communities are demanding the best of everything.

The farmer must have his automobile, his player-piano and why not his talking machine?

To our minds, continuous advertising has brought about the actual demand for these things and it has helped to raise the standard of living.

It has impressed upon the people the necessity of having certain articles in their household which formerly they viewed as luxuries.

Why should not the talking machine men have their share of the increased demand?

Why has the great consuming public come to make these demands?

By education, and who has been a greater educator than the national advertiser?

Who has taught the world that progress is possible only by elevation to a higher standard of living?

The public is taking to itself the best of music and good pictures.

The public is reading more and better books than ever before in the world's history, and this means a greater consumption of paper, ink and other accessories.

The average man and woman are better dressed than ever before.

We ride in better carriages, in automobiles, and our railroad coaches are better appointed as regards the comfort of the traveling public.

WHAT has brought this all about?

Well, one great factor has been the steady hammering of the big advertisers.

They have actually compelled people to think that certain things were necessities.

Advertising has created the demand and in this connection it must be conceded that the talking machine manufacturers of this country have not lagged behind the procession in this particular.

They have been right in the front ranks and they have spent fortunes annually in acquainting the public with talking machine development.

But if the dealers and jobbers do not act in the same spirit and work along harmonious lines how can they expect to profit by this tremendous educational work which has been done through talking machine advertising all these years.

There is work—plenty of it—for everyone, and while trade conditions in parts of the country are not of the best, it is no time to sit down and view the outlook in an indifferent way.

On the contrary, it is time to be up and doing and thereby secure a fair slice of public patronage.

WHY DEALERS LOSE TRADE.

Many Retailers Sit Down and Wait About Trade Going to Large Houses and Department Stores Instead of Trying to Get the Business Themselves—No Secret in Having a Store That People Like to Visit—A Direct Talk Upon an Important and Interesting Subject.

It was Shakespeare who said, "Wise men ne'er sit and wait their loss, but cheerily seek how to redress their harms."

This will form the text for a heart-to-heart talk with some of those talking machine dealers located in what is termed "the poorer sections" of New York City, who are habitually complaining of dull trade, stating that the big stores are getting too large a share of what they should get.

It is our belief that a resident of an apartment on the east or west side of New York would just as soon buy records or machines from the dealer in his locality as to go downtown to a large single dealer or department store, if there wasn't some reason for his so doing.

And there is not only a reason, but reasons. As a matter of fact, but few of the smaller dealers take any pains to make their stores attractive or inviting. Moreover, their stock is inadequate and invariably dusty and poorly displayed.

Now, there is no excuse for this neglect, unless the dealer becomes a willing victim to that fatal disease, "dry rot."

In this case his business days are numbered, and there is an understandable justification for the complaint, "Somebody else gets the business."

In these days of keen competition any one who desires to succeed must be up and doing.

Among the elementary essentials is that the stock of talking machine records and supplies carried should be attractively displayed, kept immaculately clean, and the windows considered of advertising value.

And they cannot be of value if the glass is dirty and the stock dusty, and the whole place wears a dress of neglect.

During the past two weeks we have made it a point to visit a great many of these stores, and we must confess to a positive surprise at the conditions revealed. It is true these stores are controlled by small dealers. But they are small because of their failure to comprehend modern commercial or successful business requirements.

In the talking machine field to-day there is no excuse for dealers "creeping" along.

They are given every help by the manufacturers to work out original ideas and to build trade.

The man who neglects to study these pointers is cheating himself and cheating the company whose goods are handled, simply because he is not playing fair.

There is still a virgin retail field in New York City, right in the very center where these dealers are located, in which an immense trade may be developed.

It requires energy and originality to win out, of course, but the opportunity is there if the dealers awake to it.

New York, in many ways, is the best talking machine field in the world, but we are inclined to the belief that it is not properly worked, simply because a great many dealers are too content to straggle along at the tail end instead of at the head of the procession.

And what applies to New York applies to small dealers in all the large cities in the United States.

It is time to wake up!

WHERE ADVERTISING SHINES.

Advertising introduces the goods and paves the way for the salesman; insures for the traveler a respectful hearing when he arrives; brings orders when the salesman is not on the ground; increases the volume of the order which the sales-

man can secure in person; makes the merchant respect the firm and the salesman; cements the friendship between the house and the merchant; tells the merchant what the salesman forgets to mention; supports the salesman in his statements to the merchant, and brings about a better acquaintance and understanding between the merchant and the traveler.

TRADE IN SAINTLY CITY.

Active Business During April—Demand for Better Grade Goods—Some Recent Visitors—Visit of Opera Company Booms Record Sales—Interesting Personalities—Doings of the Various Houses.

(Special to The Talking Machine World.)
St. Louis, Mo., May 11, 1910.

The talking machine trade for the month of April has been quite active in all departments, with an exceptional good demand for high class instruments. The month's business showed a nice improvement over that for the same period in 1909.

Manager Walthall, of the Columbia Phonograph Co., reports a splendid business for April, the total being almost double that of April, 1909.

Col. F. B. T. Hollenberg, of the Hollenberg Talking Machine Co., Little Rock, Ark., spent some days here recently and was met by W. C. Fuhri, district manager of the Columbia Phonograph Co., who secured a very handsome wholesale order for his company from Mr. Hollenberg.

The visit of the Metropolitan Opera Company to St. Louis was a remarkable one, and Manager Gressing, of the St. Louis Talking Machine Co., took advantage of every opportunity the opera season afforded them in the way of an advertisement. The special Caruso Ready-Made Victor Window was installed in their show window, and elaborate signs and cards giving each singer's records were displayed around the store. The result was that quite a number of high-priced machines were sold, and the record trade was enormous.

The St. Louis Talking Machine Co. report that business is exceptionally good. The demand is mostly for the high-priced machines, both the Victrola styles leading. Miss Clara Goetz, who left this firm last year, is back again in her old position.

Visiting dealers at the St. Louis Talking Machine Co. were E. Marks, Edwardsville, Ill.; H. A. Tunehorst, Jerseyville, Ill.; J. A. Kieselhorst

and L. Davis, of the Kieselhorst Piano Co., Alton, Ill.; John Winkler, Mascoutah, Ill.; Mrs. Parks, Louisiana, Mo.; Mr. Wells, of Wells Mercantile Co., Bonne Terre, Mo.; Mr. and Mrs. Robertson, Mexico, Mo.; H. D. Tovey, Fayetteville, Ark.

A. Roos, chief accountant of the Columbia Phonograph Co., Chicago, spent several days here recently on business for the company.

W. M. Todd, who has been connected with the accounting department of the Columbia Phonograph Co., at Bridgeport, Conn., has accepted the position of accountant of the St. Louis branch of the company, and took charge April 4.

Charles Kauffmann, traveler for the local branch of the Columbia Phonograph Co., left on April 11 for a two months' trip through Northern Missouri.

The Silverstone Talking Machine Co. report their business for April to have been quite satisfactory and that they had an excellent trade on Amberolas.

Miss Sadie Rosenblatt, manager of the talking machine department of the J. H. Buettner Furniture and Carpet Co.; D. K. Myers, the well known Zonophone jobber, and The Koerber-Brenner Music Co. report that their trade for April was good in all departments.

The Thiebes Piano Co. report having had a good trade in their talking machine department in April, and that the demand for high priced instruments and records was excellent.

J. H. Allgaier, traveler for the National Phonograph Co., was a recent visitor here.

H. C. Rhodes, treasurer of the Rhodes-Burford Co., Paducah, Ky., a large dealer in Columbia phonographs at that place, spent two days here recently. Other visiting dealers were: G. E. Turpen, Flat Rock, Ill., and M. H. Phipps, Cowden, Ill.

REGARDING BUSINESS HABITS.

"Many men make the mistake of confining business habits to business hours. Do you know that it's a splendid privilege to be able to acquire business habits? A well-regulated store is a business college conducted on a practical basis. Its specialty is imbuing its men with 'business habits' and watching them acted out. In college we have a recitation. In the store we have the real thing. The professor corrects the one. The manager corrects the other. But the point is to carry this habit outside of the store. Let your trained business habits apply to home life, social life, church life, political life."

Purchase Quality Needles

BURCHARD needles naturally cost more than needles of an inferior quality, but, they have advantages which will be plain to all.

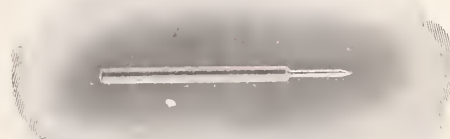


They move noiselessly over the disc and each needle can be used at least six times. You can get more out of BURCHARD needles than any other on the market. Send for a sample order of these needles and you will use no others.

MANUFACTURED IN THREE STYLES



No. 1: For Soft Playing



No. 2: For Loud Playing



No. 3: For Strong Tone Music

Write for samples. We are prepared to arrange for sole sales agency in the United States. Write

F. R. REINGRUBER, SCHWABACH, BAVARIA, GERMANY



U-S Banner Model



U-S Opera Model



U-S Phonola, Model B



U-S Phonola, Model A

Write for Prices
and Particulars

Special Announcement To the

WITHIN the next few weeks formal announcement will be made to the public, through the pages of broadly circulated magazines, of the development and perfection of what is destined to be the most widely-demanded line of graphic goods in America—the **U-S Combination Phonograph** and **U-S Everlasting**

We say "most widely-demanded" not as a high sounding advertising expression because the very essentials which guide people in the choice of an outfit are those in which the U-S line has an actual and **provable** superiority—**convenience of operation of tone-production and indestructibility of records.**

The U-S Phonograph is a **new** instrument; it is built on **new** lines; its performance is **new** to anyone accustomed to the old line phonograph. An advantage of first importance is its **Automatic-Change Reproducer Carriage**, by which with a single turn of an indicator machine is automatically and instantly adjusted to play either a two-minute or one-minute record. In other words, the troublesome process of disconnecting the mandrel gears to change the speed, the removing of one reproducer and fastening on another, are all done away with in the

U-S Combination Phonograph

and the same result accomplished, in a **fraction of a second**, by simply a touch of the thumb and forefinger. The mechanism by which this instantaneous change is accomplished is simple in construction, never-failing in its operation. No other phonograph in the world has this most desirable improvement.

The Motor of the U-S Machine is of a New Type, remarkable for its simple construction and unusual power. It is so nearly noiseless that were it not for **seeing** the revolution of the mandrel scarcely able to tell whether the motor is running or not. Its ample reserve power, under most delicate control, gives a smooth, evenly-balanced and positive revolution of the record mandrel. As an added safeguard against the tone-destroying speed variations found in a motor, the U-S is fitted with a pulley balance wheel—another exclusive feature and **positively the only means of insuring a reproduction true to pitch.**

The Diaphragm is much larger than any here before used. This extra size, together with the fact that it is made of an unusually sensitive material, gives it marked superiority over a "voicing" instrument, particularly in bringing out fine music detail, much of which is lost in the average machine. The reproducer has a sapphire point, most carefully adjusted and rounded so as to eliminate scratching and to fit perfectly, **without friction**, in the sound hole.

Every dealer, no matter what his present stock, can upon request, upon, or write a letter, and secure particulars. He only offers a phonograph line in all its complete

See our Exhibit and hear the
of Piano Dealers and Musicians

U-S Phonograph Company

Announcement Trade

As the U-S Phonograph is of a revolutionary character among phonographs, so is U-S Everlasting Record a wide and radical departure and improvement in cylindrical phonograph records.

This Record is not a Wax Record; in substance and structure it is unlike any other. It is composed of a wear-proof surface mounted upon an unbreakable cylinder base. The whole makes a record that is absolutely **Everlasting**—proof against scratching, proof against cracking by extreme heat or cold, proof against damage from careless handling or dropping; it may even be sent through the mails in its original carton, unprotected. To the dealer who suffers repeated losses through breakage, and also in view of the extra business to be received through mail delivery, this point will appeal with peculiar force.

Let us repeat: the **U-S Record absolutely will not break!** Nor can playing wear it. As a test, a record was taken from stock and played continuously for eight days (100 times), yet a microscope failed to reveal the slightest trace of wear, either upon the record or the sapphire point. It could have been played 10,000 or 100,000 times with the same result.

U-S Everlasting Records

The features we have enumerated are simply ones of **mechanical** excellence. To convey **musical** excellence of U-S Phonographs and Records nothing short of actual hearing will suffice; and not only hearing but **rigid comparison** with any other phonograph, graphophone or talking machine you ever sold or heard.

Note the purity of tone, the fullness and roundness of volume, the brilliancy with which detail is brought out. Note the **naturalness** of the voice or instrument—the sympathy and feeling that bring you into the **presence** of that voice or instrument. All the metallic, artificial character usually noticed in a mechanical reproduction is eliminated; there is no scratching or hissing; it is **genuine music**, the kind that makes an enthusiast of the most sceptical listener.

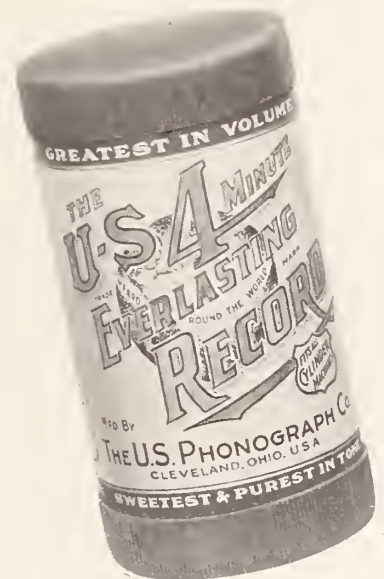
As a Business Proposition we are offering merchandise and **musical possibilities** of a quality and character never before placed at the disposal of the trade. This is not a proposition of promise or claim, but of **proof and conviction**. From the very start we will prove to the world the difference between U-S Machines and Records and other machines and records. We are not going to **tell** people they are better; through actual comparative demonstrations at our dealers we are going to **show them** they are better.

In a word this is a broad, fully-perfected business plan, built on absolute merit and with unlimited resource behind it, **big** enough for the permanent co-operation of the biggest dealer, **sure** enough to justify the confidence of the smallest.

Should fill out and mail the accompanying coupon—the wonderful U-S proposition, one that not only carries with it **increased profit**. Write to-day.

Shown at the National Convention
Richmond, May 16th to 21st

Cleveland, O., U. S. A.



Two-Minute and
Four-Minute
Records

U-S
Phonograph Co.
1013 Oregon Ave.
CLEVELAND, O.

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

Name

Address

City

State



A Columbia Grafonola sold is money made and more coming; for Grafonola buyers are the best kind of record buyers.



Columbia Phonograph Co., Tribune Building, New York.

TALKER SUCCEEDS "HURDY-GURDY."

First Machine to Succeed Hand-Organ in This Country Makes Its Appearance in Flatbush in Charge of a Son of Italy—How He Made the Innovation Pay.

Judging from present-day developments, the hand-organ man of New York and suburbs has taken a hint from his contemporary in Germany and adopted the talking machine as the successor of the time-honored "hurdy-gurdy," the talking machine having made its debut in its new field in Flatbush one day recently.

The operator would make a fine subject for an artist who wanted to picture a typical native of Sunny Italy, well along in years. With a long, drooping gray mustache he was typical of an aged Sicilian mountaineer. His clothes did not spell opulence, to be sure, but he expects that with the aid of the "talker" he will soon have enough to enable him to dress more respectably.

The talking machine was mounted on a hand-cart, such as those used by rag and waste paper gatherers. The "musician" said he got it from a man who didn't like that style of music and who abstracted the machine and a couple of dozen records from the house when his wife wasn't looking. It is a disc machine, of a well-known make, and can be heard a block away. It gives forth a really superior brand of music and nearly all of the records are operatic.

For this reason the innovation has made a hit in Flatbush, where the culture and wealth of Brooklyn is to be found in abundance.

The new style "hurdy-gurdy" attracts great attention wherever it goes and children follow it for blocks, singing and dancing. The operator has it easier than the men who grind the regular piano organs, for he does not have to keep winding it continuously. It has another advantage over the piano organ in that its repertoire is more extensive and calculated to please all tastes.

The operator explained in broken English that he used different records in different neighborhoods, having some of the popular variety to play in sections where the residents are not educated up to opera. So far, he says, he has the field to himself, but expects to encounter some opposition before long, as rival "hurdy-gurdy" men are jealous of his success with the new musical device and are anxious to follow his lead.

Most of the piano organs of the city are controlled by padrones or companies and are merely rented by the operators. It is expected that they will soon begin to put out talking machines to keep up with the march of progress. Talking machines have been in use in Europe by street musicians for some time, but the one now amusing the Flatbush section is believed to be the first one in this country.

Every extravagance, whether it be state or individual; every increase in prices, whether it be in wages, rates or commodities, comes out of the consumer. He must pay the bills.

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., May 2, 1910.

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

APRIL 13.

Adelaide, 75 pkgs., \$753; Bahia, 136 pkgs., 9,148; Berlin, 22 pkgs., \$457; Buenos Ayres, 16 pkgs., \$472; Calcutta, 4 pkgs., \$134; Cape Town, 36 pkgs., \$827; Guayaquil, 6 pkgs., \$246; Havana, 39 pkgs., \$1,833; Havre, 13 pkgs., \$290; Liverpool, 5 pkgs., \$208; Manila, 88 pkgs., \$5,186; Matanzas, 2 pkgs., \$146; Mazatlan, 8 pkgs., \$341; Port Barrios, 8 pkgs., \$207; Savanilla, 15 pkgs., \$775; Sydney, 170 pkgs., \$2,374; Tampico, 12 pkgs., \$328; Valparaiso, 2 pkgs., \$105.

APRIL 20.

Algoa Bay, 84 pkgs., \$2,479; Berlin, 34 pkgs., \$520; Brussels, 38 pkgs., \$260; Demerara, 6 pkgs., \$318; Havana, 19 pkgs., \$1,183; Iquique, 8 pkgs., \$735; Iquitos, 9 pkgs., \$616; Kingston, 14 pkgs., \$290; 3 pkgs., \$105; La Paz, 2 pkgs., \$148; Liverpool, 98 pkgs., \$2,347; London, 332 pkgs., \$7,137; 5 pkgs., \$341; Melbourne, 111 pkgs., \$2,677; Molendo, 15 pkgs., \$410; Moscow, 5 pkgs., \$200; Port Au Prince, 1 pkg., \$130; Port of Spain, 6 pkgs., \$297; Riga, 12 pkgs., \$2,100; Shanghai, 3 pkgs., \$193; Tampico, 37 pkgs., \$1,518; Vera Cruz, 68 pkgs., \$2,753.

APRIL 27.

Brussels, 3 pkgs., \$135; Buenos Ayres, 6 pkgs., \$196; Callao, 2 pkgs., \$159; Colon, 3 pkgs., \$177; Havana, 22 pkgs., \$319; Havre, 19 pkgs., \$459; London, 80 pkgs., \$2,334; 17 pkgs., \$1,853; Montevideo 22 pkgs., \$1,786; Para, 10 pkgs., \$610; St. Johns, 7 pkgs., \$120; Sydney, 437 pkgs., \$10,784; Trieste, 1 pkg., \$250; Vera Cruz, 6 pkgs., \$126.

MAY 3.

Acajutla, 4 pkgs., \$150; Berlin, 9 pkgs., \$674; Buenaventura, 2 pkgs., \$101; Buenos Ayres, 107 pkgs., \$4,955; Callao, 33 pkgs., \$610; Cienfuegos, 15 pkgs., \$235; Colon, 2 pkgs., \$170; Havana, 31 pkgs., \$2,474; London 276 pkgs., \$6,520; 9 pkgs., \$846; 23 pkgs., \$629; Manila, 13 pkgs., \$717; Moscow, 7 pkgs., \$257; Para, 3 pkgs., \$291; Puerto Plata, 6 pkgs., \$202; Rio de Janeiro, 18 pkgs., \$2,210; Santos, 10 pkgs., \$681; Savanilla, 2 pkgs., \$115; Sydney, 152 pkgs., \$5,135; Tampico, 11 pkgs., \$369; Trinidad, 16 pkgs., \$336; Valparaiso, 16 pkgs., \$348; Vera Cruz, 317 pkgs., \$6,389.

GEO. K. CHENEY TO BOSTON.

Will Assume Charge of the Laboratory of a Talking Machine Co. Recently Organized in Boston.

George K. Cheney, manager of the recording laboratory of the Sonora Phonograph Co., New York, resigned May 14, and will accept a similar

position with a new talking machine company now being organized in Boston, Mass. Mr. Cheney will be succeeded by L. Muller, formerly in charge of the Leeds & Catlin Co.'s laboratory, now wiped off the map by bankruptcy proceedings. Mr. Cheney has had great experience as a recorder and has traveled over the entire world making masters for the Universal Talking Machine Manufacturing Co., whose laboratory he had also charge of for a number of years. Mr. Cheney will enjoy a handsome salary in his new position. The World wishes him abundant success and he is deserving of it.

THE DICTOGRAPH.

A Remarkable Instrument—It Magnifies Sound Waves—Now Being Used in a Great Many Public Places in New York City.

At police headquarters and in different public offices in Manhattan there has been installed a little instrument that may play an important part in future official investigations. It is called the dictograph, and is a mechanical eavesdropper that will strike terror to the heart of the corrupt politician when he knows what it is. Politicians in search of questionable favors and wrongdoers who imagine they are pouring their confidences into the ears of a single and friendly official had better look around the official's desk before opening their hearts.

The instrument is primarily used to facilitate communication between distant rooms. It makes the faintest whisper in one room audible to a stenographer in another room. The instrument magnifies sound waves ten or twelve octaves. Borough President McAneny, who has installed the instrument in his Park Row building offices, said last week:

"Yes, it is a wonderful little thing. I touch a push button and then talk. The person in another part of the building to whom I talk hears me distinctly, though I may be five or six feet from the instrument itself. I believe any sound in my office could be heard in another room, but of course I have never used it for such a purpose and have no intention of doing so. With us it is merely a very fine line of communication, that is all."

Police Commissioner Baker has installed the instrument at headquarters, where, it was said that it is used only for conversation between officials. The dictograph has been used by Chief Wilkie in the United States Secret Service offices in Washington and many large banks have it.

NEW STORE IN MARQUETTE.

The Cable Piano Co. has shipped its entire stock of talking machines and records from its store at Marinette, Wis., to its new store at Marquette, Mich.

Joseph Thomas, a talking machine dealer and printer of Wilkesbarre, Pa., has moved to new quarters in that city.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Talking Machine Sales of Satisfactory Volume Except in Provincial Centers—Public Demanding the Better Grades of Machines and Records—Poor Goods Harm Industry—Optimistic in the Export Field—A New Home Recorder for Discs—What's in a Name?—Trade on the Continent Unsatisfactory—Phonograph for the Pope—New Artists Making Records—The Lists for the Month—Talking Machines Entertain Lepers—A New Way of Giving Away Machines—Attractive Show Windows Cause Trouble—Summary of the News from the Provinces—Happenings of the Month in London and Vicinity.

(Special to The Talking Machine World.)
London, E. C., May 10, 1910.

Apart from the depression existing in certain provincial centers, as reported elsewhere in this issue, there is no cause to complain of talking machine sales generally. True, things are quiet, but nothing out of the ordinary for this time of year. Dealers are placing fine orders for the various styles of portable disc instruments, which is sufficient index that they recognize this as a line capable of profitable handling during the outdoor season, a line, too, which may be relied upon to give extra fillip to record sales. Another point worthy of note just now in directing the dealers' policy is the steady call for "quality" goods. The cheap and unreliable stuff meets with little encouragement from a public who each month becomes more discerning, and it would certainly seem that the best course for traders to adopt is the featuring of better-class machines—instruments calculated to give such satisfaction to the buyer that he forever will remain a steady enthusiast and a regular buyer of good records. I believe that quite half of the people who give up all interest in their instruments do so because of some mechanical defect in the motor, often the outcome of bad workmanship and material, and that is why the sale of these cheap machines does an incalculable amount of harm to this industry as a whole. It is well that dealers are becoming alive to this fact, and that in pushing the best goods they are taking care of their own interests, present and future.

Export Business Improving.

In the export field business is improving very considerably, yet much of the colonial and foreign trade which should come to England goes elsewhere, partly owing to the scant amount allowed for expenditure on energetic advertising methods and the fact that our manufacturers do not trouble to ascertain the wants and market requirements of traders located overseas. Our manufacturers do not seem to realize the splendid business possibilities in Australia, New Zealand, Canada, South Africa, India and other colonies. They are not content to let the orders go to Germany or America, but they do little or nothing to obtain a share themselves. We are told that colonial merchants are only too anxious to deal with English manufacturers, if the latter will cater to their requirements more satisfactorily. Isn't this sufficient encouragement? Can manufacturers expect to sell their products, however well made, if those products do not suit the climatic conditions and colonial ideas? Of course not. Then let them offer what is wanted and advertise that offer freely.

Numerous Visitors of Note.

During the week quite a number of distinguished visitors have been to London, and among whom may be mentioned Mr. Rosenbaum (Beka Record Co., Berlin), Emil Rink (managing director of the International Talking Machine Co. and Fonotopia, Ltd.), M. Strauss (Carl Lindstrom, Ltd.), and Mr. Wyneken (director of the Favorite Record Co., Hanover).

New Home Recording Device.

Since the passing of the old Neophone Co. (the only remaining asset of which is, or was, a first-class season from London to Brighton), disc record users have been unable to enjoy the delights of home recording. J. E. Hough, Ltd., have now come to the rescue in filling the proverbial long-felt want by a timely introduction of an ingenious device for this purpose. The recorder is only adaptable to the phonograph cut, but in view of its practicability it will no doubt exercise a big influence in further popularizing this class of disc among users of the needle-cut type.

More Trouble.

A deal of comment, not to say astonishment, was caused in the trade last month by the association of the word Gramophone in Barnett Samuel & Sons, Ltd., press announcements advertising their well-known series of Dulcephone disc machines. It appears that Barnett Samuel recently registered a trade-mark containing the words "The Dreadnought Gramophone," and it is the advertising of this which has not unnaturally been taken exception to by the Gramophone Co., Ltd. I use the phrase "not unnaturally" advisedly, because whatever may be the merits of the case it cannot be denied that up to the present the Gramophone Co. have enjoyed the use of the name exclusively and have spent thousands or pounds in making that name, in a sense, very valuable from a commercial point of view. In a circular letter to the trade the Gramophone Co. advise that an action has been commenced against Barnett Samuel, and that they intend to institute proceedings against any persons infringing the company's rights. In reply to this Barnett Samuel inform traders that "if the action is proceeded with it will be defended, and we have no anxiety as to the result. We are advised that the Gramophone Co., Ltd., have never had any exclusive right to the use of the word 'Gramophone,' and that it is open to us or anyone else to use it." And there the matter rests for the present.

New Cable to Belgium.

In addition to the new London-Paris telephone cable to be laid between Dover and Cape Grisnez shortly, preparations are being made to lay yet another telephone cable across the Channel to Belgium, in order to open out the principal center of England beyond London. There are now no less than eight telephonic services to the Continent, and this facility should weigh materially in establishing quicker communication with continental machine and record makers.

Trade Conditions on the Continent.

Discussing the continental trade situation with your correspondent, M. Strauss, of the well-known Lindstrom concern, and a recent visitor to this city, said that the talking machine business in Germany, while not entirely unsatisfactory, left a good deal to be desired. There was room for improvement, especially in the matter of prices, which were so much cut up as to leave little or no profit for progressive development. Particularly was this the case in the record field, and it is somewhat astonishing to learn that a fairly good disc record is sold there for about tenpence wholesale. Such a situation demonstrates very forcibly the need for trade protection associations, the existence and value of which in America is the envy of all business men this side. Dealing with the German copyright situation, Mr. Strauss informed me that the second reading of the copyright bill may be expected to come up before the summer vacation. While the Odeon and Gramophone companies, supported by the publishers, are asking for a monopoly clause, the rest of the manufacturers, who are supported by the composers, advocate a similar system of license stamps as obtains in France. The situation is therefore somewhat complex, but in Mr.

Strauss' opinion the French method will eventually obtain and come into force only from the date of the passing of the new act. It seems to me that that healthy competition so vital to business progress can only be kept open by giving to every record manufacturer the freedom and right to adapt any musical piece or song to reproduction mechanically upon a royalty basis, quite apart from the question of local conditions. And this view is apparently most favored in trade circles both here and abroad.

Idelia Phonograph and Edison Records for Pope.

The trade will be interested to learn that the Pope has been pleased to accept an Idelia phonograph, with a selection of Edison records, presented to him by Mr. Edison through the National Phonograph Co., Ltd. The Chevalier Bocchi, managing director of Ashton & Mitchell's Royal Agency, of Old Bond street, London, made the presentation. The Pope expressed his great pleasure with the instrument and asked to have his thanks conveyed to Mr. Edison. His holiness presented Signor Bocchi with a handsome gold medal as a souvenir of the occasion.

Signor Bocchi has given to a representative of the Pall Mall Gazette the following account of the presentation: "When I was informed that the Pope would receive me in private audience, and that he would also be most pleased to accept the phonograph which Thomas Edison desired to offer, I was pleasantly surprised. I was busy preparing the machine in his studio under the impression that I was quite alone, when I was startled at hearing a voice quite close to me. I looked up to see his holiness evidently taking a great deal of interest in my doings. For the moment I felt somewhat taken back. The Holy Father, however, has such a charming and benign manner that one is instantly put at one's ease. After hearing several records, the Pope was quite charmed, and, turning to me, said: 'It is really quite marvelous; the tone is wonderful'; while after hearing a violin record by Mr. Spalding, he remarked, 'There is no doubt the violin is the finest instrument of all!' I explained that one great advantage of this machine was that his holiness could make his own records and dictate his own correspondence, to be transcribed later on. This idea pleased him immensely and he exclaimed, 'Ah! that is an excellent idea; no one would then be able to say I had said anything but what I really did say.'"

Interesting Hire-Purchasing Decision.

A case of much interest to traders who sell talking machines and records on the hire-purchase system was that in which Shenstone & Co., pianoforte manufacturers of Leyton, sued a Mr. Freeman under the Law of Distress Amendment Act, 1908. At the Lambeth County Court Judge Emden had held that the landlord of certain premises in Southwark Bridge Road was entitled in distraining for rent to take possession of a piano which had been obtained by the tenant's wife on a hire-purchase agreement. Messrs. Shenstone appealed against that decision, and the matter being regarded as a test case, the appellants were supported by the Hire Traders' Protection Association. By the Law of Distress Amendment Act, 1908, part of the Lodgers' Goods Protection Act, 1871, is repealed, and additional protection is afforded to lodgers and others whose goods happen to be on premises where the landlord distrains for rent. The act, however, provides that it should not apply to goods belonging to husband or wife of a tenant whose rent is in arrears nor to goods included in a bill of sale, hire-purchase agreement, or settlement made by such tenant, nor to goods in the possession, order or disposition of such tenant by the consent and permission of the true owner under such circumstances that such tenant is the reputed owner thereof. Justice Darling, delivering judgment,

FROM OUR LONDON HEADQUARTERS—(Continued.)

stated that it could not be said the piano was in the possession of the tenant, Mr. Wyard. Even if it were there was no evidence that it was in his possession "by the consent and permission of the true owner." Their lordships allowed the appeal with costs, and granted leave to take the case to the Court of Appeal.

Gramophone Records by Sammarco.

The Gramophone Co. draw special attention this month to a new series of records by Signor Sammarco, who, by the way, possesses one of the finest baritone voices known in operatic circles. Effective show cards are being issued in connection with this series. The usual monthly supplementary list for May contains many gems by popular artists of the day, and it is not too much to say that if anything the recording of these records are even better than the usual excellent standard maintained by the Gramophone Co. Here is the list: "Zanetta Overture," Students' Songs (No. 3), "March Russe" and "Valse Triste," all by the Band of H. M. Coldstream Guards; "Hebrides" ("Fingal's Cave") overture, by the La Scala Symphony Orchestra; "Japanese National Anthem," by the Black Diamond Band; "Onaway, Awake, Beloved!" Evan Williams; "The Sweetest Flower That Blows," John Harrison; "Long Ago in Alcalá," Thorpe Bates; "Rolling Down to Rio," Stewart Gardner; (a) "Love Is a Dream" and (b) "O That We Two," Mme. Kirkby Lunn; "Bolero-Merci dilette amiche" ("I Vespri Sicilliana"), Miss Amy Castles; "In a Child's Small Hand," Miss Edna Thornton; "I Dreamt That I Dwelt" ("Bohemian Girl"), Miss Perceval Allen; duet, "Watchman, What of the Night?" John Harrison and Robert Radford; "Slavisch Tanze, No. 8," by the Renard Instrumental Quartet, and "Adagio Cantabile," cello solo by Hugo Becker. Truly, a very fine list.

T. A. Edison Contemplates Visit?

A Daily Chronicle report speaks of Mr. Edison's intention to pay a visit to this country some time next year. We have read reports of a sim-

ilar nature many times within the last year or so, but if it should turn out to be true, what a welcome awaits him! And what a fillip, too, it would give to sales of the goods which bear his name!

Cooks Athletic Co. Fail.

Cooks Athletic Co. (1907) Ltd., of Beech street, Barbican, have called a meeting of creditors. The liquidator is G. Askew. This is the firm who first handled the old Imperial records in London, but the agency was terminated after a few months.

The "Twins" list for June contains a budget of real good titles, which will certainly be in great demand, a summer trade reviver.

Beka Records in Bengal.

Another addition to the many world agencies for the Beka Record Co.'s English discs is the appointment of Sen & Sen, of 1, Chowringhee, Calcutta, as sole agents for the Province of Bengal.

Summerfeld with Favorite Co.

Following upon A. Vischer's retirement from the Favorite Record Co., this line will in future be handled by Mr. Summerfeld, a gentleman, by the way, whose experience in the offices of O. Ruhl, Ltd., well qualifies him for the position. The Favorite record has long been popular with talking machine lovers, and it is not too much to expect that Mr. Summerfeld, with the friendly aid of Mr. Ruhl, will increase the enviable reputation of his product.

Phonographs for Leper Settlement.

In the leper settlement at Kalawao, Molokai, Hawaii, says the Edison Phonograph Monthly, several Home phonographs and over 1,200 records, distributed throughout the entire reservation, afford unlimited entertainment to the inmates, especially to the young people. The records of native songs and dancers made in America by Toots Paka's Hawaiians, are, of course, in greatest demand, but the leper boys extract no end of amusement from making records of their own voices, which, says the superintendent of the

colony, are very good—low and quiet, but tuneful.

British Zonophone Co.'s Fine List.

One of the best record lists for this month is that issued by the British Zonophone Co., who offer some real good selling titles, which their dealers will appreciate to the utmost at this time of the year. A beautiful record is that of Tosti's "Good-bye," made by an instrumental trio composed of violin, flute and harp, a combination which is very popular these days. Others are (12-inch), "O Ruddier Than the Cherry" (Handel), by Harry Dearth; (10-inch), selection, "Il Trovatore," by the Black Diamonds Band; "Monte Cristo Waltz," the Peerless Orchestra; "By the Fountain," Ernest Pike; duet, "Love and War," E. Pike and S. Kirkby, and "I've Found Kelly," Billy Williams.

A New View of Price-Cutting.

At the annual general meeting of A. W. Gamage, Ltd., Mr. Gamage had something to say upon the question of price-cutting, a policy for which his firm has obtained some notoriety. He said: "The people who took exception to the company's methods were all cutters, more or less, but they did it in different ways. The company preferred to do it in a straightforward and open manner, paying full prices for the goods they purchased. Many of those who had created such a disturbance signed agreements which they broke at the first opportunity." After giving particulars in support of these statements, Mr. Gamage continued: "That afternoon a meeting was to be held having for its object not the protection of the consumer but the formation of a new society of motor traders, the object of which would be to squeeze the bonds still tighter about retailers so that they should not cut prices. The suggestion was that if a retailer did not charge the prices established by any particular manufacturer all the manufacturers of the country would refuse to supply that retailer with goods. Similar efforts had been made before, but in vain. In his view this policy of price-maintenance was im-

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FROM OUR LONDON HEADQUARTERS—(Continued.)

moral! It had undoubtedly tended to create great business immorality. It had turned men of good principle into liars and breakers of agreements. He felt sure that the shareholders would not agree with the tactics of certain societies, because it was right that the trader, so long as he conducted his business in an honest, straightforward manner, should be left to decide for himself what profit he was content with."

This is without question a bold and specious pronouncement, but we reckon Mr. Gamage would soon change his tune if all traders took up the same attitude. Competition along these lines could only end in one way. Profits would dwindle to nothing in order that one trader might get the better of the other. Sheer philanthropy! Gamage, by the way, are still selling Imperial records at 10d. each!

Prominent Artists Make Rena Records.

It can hardly be said that the monthly supplements of Rena records suffer from a lack of variety, either in artistes or titles. This month's list of 10-inch Rena embraces three new artists, one of them Mrs. A. Stewart Holt, the lovely contralto hitherto only associated with the 12-inch records. Another is Carroll Clerk, who sings "Darling Nelly Gray" and "Daddy's Pickaninny Boy" as his introductory offerings.

Harry Ford is back again on Rena records. He sings this month two of his own unpublished songs, so that they are quite exclusive to Rena. The King of Patter Comedians, as he is billed, has made a big name for himself on Rena.

Imperial Graphophone a Success.

The Columbia Phonograph Co. announce that the Imperial graphophone in the new style is a distinct success. It may be stated that the cabinet design has been altered and now has curved sides and rounded corners. But the most striking improvement is the addition of a mahogany horn, the new Columbia Symphony horn.

Boom in Lashwood Records.

Those who participated in the boom in Lash-

wood records on the Rena list a little while back—a boom which still exists—will be interested to know that George Lashwood is touring the principal cities of the United States, taking each one by storm as he goes. He is featured as the "Vaudeville Beau Brummel" and the saner critics of the newspapers on the other side unite in declaring his receptions to surpass even Chevalier and Vesta Victoria at their best. In the States, the Columbia Co. secured him to sing for them, just as was the case over here.

The New Rena Record List.

The 12-inch Rena supplement for this month takes a somewhat novel form. It comprises four double records, and is, we are informed, somewhat in the nature of an experiment. The two band records offer "Carmen" selections in two parts, obverse and reverse of a record, and "Tannhauser" selections, also in two parts on one double record. The vocalist is Kirk Towns, the celebrated baritone of the Wiesbaden Opera, and he is represented by two records of contrasting character but of unexampled brilliance.

The Gipsy Smith Records.

Gipsy Smith, records by whom, under exclusive contract with the Columbia Phonograph Co., are just being issued in a special Rena supplement on 12-inch discs, was always a singer as well as a preacher. As far back as 1883 we find critics enlarging upon his charming vocalization. He tells how in the year in the circus of Hanley, Staffs he sang a solo. His records may without exaggeration be said to show the same felicitous treatment and depth of feeling that characterized his singing those twenty-seven years ago and that have given him so firm a grip on his crowded audiences since and now. With a full sense of the fitness of things, the Columbia Co. are issuing the series in a specially designed 12-inch album, gold-lettered and tied with ribbon.

Give Machines to Record Buyers.

In a previous issue attention was drawn to the operations of the English Record Co. in giv-

ing away a machine upon a promise to purchase fifty-two double discs at half a crown each. This is a perfectly legitimate form of competition, it must be admitted, but dealers very naturally take exception to the company's methods of trading direct by means of house to house canvassers. All would be well if only the manufacturers were to insist upon the scheme being conducted through the proper trade channels. And in this connection a somewhat similar idea inaugurated by Messrs. Lockwoods, the well-known Twin and Zonophone factors, deserves the support of traders, because it is conducted only through dealer-agents appointed by the firm in specified districts. Messrs. Lockwoods offer embodies an agreement to purchase one Twin record at 2s. 6d. regularly per week for 48 weeks, in consideration of which a model 6 Perophone disc machine, value 4 guineas, is given upon a promise to pay at the end of that period the sum of one guinea, or four weekly payments of 5s. 3d. From the description before me the machine is a thoroughly reliable one, and is quite remarkable value for the money. This is a sensible proposition which will no doubt meet with a good reception, since it furnishes dealers with a splendid opportunity of easily combatting the competition of the English Record Co., whose free machine, by the way, is very poor value for the estimated price put upon it.

To Pay Creditors Small Percentage.

It may be of interest to those of my readers who are creditors of the defunct American Talking Machine Co. to know that the stock in trade and effects have realized a sum sufficient to pay all creditors 3s. 6d. in the pound. The trustee, G. E. Corfield, of Balfour House, Finsbury Pavement, London, will, however, pay out this sum only on condition that the creditors sign the following understanding, which is self-explanatory:

"We understand from you that Mr. Cowen, Berwick-on-Tweed, claims to be a creditor on the

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FROM OUR LONDON HEADQUARTERS—(Continued.)

above estate for about £950, which claim you are resisting. We also understand that you are legally advised not to part with the funds you have in hand until the question of Mr. Cowen's debt has been settled. If, however, you will hand over to us the dividend which is coming to us, you may take this letter as our personal undertaking to refund the amount to you should Mr. Cowen issue and serve you with a writ in relation to his claim."

Novelties in Current Beka List.

There are several interesting novelties in the current monthly Beka record list which will meet a ready demand if featured prominently by those dealers who have an eye to quick business. The records of most interest, perhaps, are those by A. D. Dobrochotof, who operates a new kind of instrument called a Balalaika, which combines a banjo, mandolin and guitar in one. Then there are another two fine records by Harry Champion, "A Member of the Force," and "Robin Redbreast." Other selections worthy of note are: Parts 1 and 2 of the Raymond overture, "On Jersey Shore, March" and "Austria March," "Russian National Hymn" and "Marseillaise," and "Rule Britannia" and "God Save the King," all by the Beka London Orchestra; "Song of Titania," from "Mignon," and "Last Rose of Summer," by Mme. Isabel Carol, and "All I Said was Ha! Ha! Ha!" and "Laughing All the Day," by Billy Whitlock. A really fine list!

A Premium on Enterprise.

Some material action has at last been taken against the police interference of traders rights in the matter of shop window displays. A meeting was held at the Holborn Restaurant recently for the purpose of considering the position in regard to the law of traders whose displays caused crowds to collect, thus obstructing the traffic. The gathering was summoned at the instance of certain trade journals in consequence of recent prosecutions of shopkeepers whose win-

dows had been too attractive in this way to the public. There was a large attendance of representatives from the leading London stores. The chairman expressed the opinion that the traders had a grievance against the police regulations which put an end to enterprise and novelty. Under present conditions if a trader arranged a display which attracted a crowd to his premises he was haled before the magistrates and penalized. If all were treated alike there would be no cause for grumbling, but places of amusement and newspaper offices, which attracted crowds, appeared to be exempt from prosecution. In these cases the police actually assisted in marshaling the crowds. Mr. Conly, legal adviser to the committee, explained that there was no defense in law where a shopkeeper occasioned an obstruction by causing a crowd to assemble outside his premises. A resolution expressing dissatisfaction with the present state of the law, and that a deputation be appointed to wait upon the commissions of police, was duly moved and carried unanimously. Gamage & Co., Catesby & Sons, and Selfridge & Co., large talking machine traders, strongly supported the resolution. It is to be hoped that the effect of this meeting will result in obtaining some concrete advantage.

Provincial News.

At the time of writing trade conditions in the provinces have shown little signs of improvement since my last report, and indeed, if anything, sales are on the downward grade. It is, however, not considered entirely unsatisfactory for the time of year, and then, too, the fortunate settlement of the great strike threatened in the coal industry has caused much rejoicing in Welsh trade circles, where talking machine prospects are much brighter in consequence. Around the Midlands business is reported to be somewhat quiet in machine sales, but Twin, Zonophone and Edison records still enjoy a pretty good demand. Disc machines of the portable type are gaining in popularity as a good summer line for dealers,

and some good orders have recently been placed with the London manufacturers.

Up Manchester way things are still somewhat unsettled. For over ten months now the cotton mill operatives have been working short time, and there seems a likelihood of further trouble arising out of the masters seeking to reduce wages 5 per cent. This would mean in the aggregate a loss to the operatives of something like £10,000 a week, and a corresponding loss to talking machine dealers, since at least 5 per cent. of this amount may be reckoned as surplus spending money. Despite such conditions, however, trade might be worse, but for all that it is significant that very little advertising is being indulged in by the Manchester factors. A trade exhibition to be held in Manchester during May will be supported by several musical instrument houses, and we are glad to learn that J. E. Hough, Ltd., makers of cylinder and disc machine records, have taken a large stand in a prominent position, with the object of stimulating trade in that city and Lancashire generally. Owing to the continuance of the coal strike, which shows no signs of settlement, business in the county of Northumberland is very depressed, and traders in talking machines are complaining bitterly of the absence of sales of any material note.

Irish ditties or melodies, we are told, are as popular north of the Tweed as they are across the Channel, so that the two special Irish songs appearing in the May list of Rena records are sure of a big demand in Bonnie Scotland.

Good Selections in Edison List.

The usual batch of good selections appear in the Edison record list for June, and are as follows: Amberol records—"Bohemian Girl Overture" (Balfé), and "Trafalgar March" (Zehle), by National Military Band; "Give It to Father" (David and Lyle), Miss Vesta Tilly; "Boss of the House" (Murphy), Jack Pleasants; "The Irish Emigrant" (Baker), Stanley Kirkby; "I Put On My Coat and Went Home" (Hargreaves),

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George Formby; "O Rest in the Lord" ("Elijah") (Mendelssohn), Miss Violet Oppenshaw; "The Fireman's Troubles" (David and Mayo), Arthur Osmond; "Can't We Take It Home with Us?" (Murray, Hilbury and Godfrey), Miss Florrie Forde; "My Old Armchair" (Scott and Williams), Billy Williams; "Dem Dear Ole Days," barn dance (Tregina), United States Marine Band; "The Garden of Roses" (Schmid), Joe Maxwell and chorus; "Larboard Watch" (Williams), Stanley and Gillette; "One More Day's Work for Jesus" (Lowry), Miss Marvin and Mr. Anthony; "Foxy Kid," cornet duet (Colburn-Ecke), Edison Concert Band; "Forgotten" (Cowles), W. H. Thompson; "My Jesus, As Thou Wilt" (Von Weber), Edison Mixed Quartet; "Moraima," Spanish caprice (Epinosa), American Standard Orchestra; "Peaches and Cream," Miss Ada Jones and Len Spencer; "Motor King March" (Frantzen), New York Military Band; "Farmyard Medley," Premier Quartet, and "Morgenblätter Waltz" (Strauss), Sousa's Band. Standard records—"Lifeguards' March" (Allier), and "The Coon's Patrol" (Lotter), by National Military Band; "The Land Where the Women Wear the Trousers" (Godfrey), Billy Williams; "Love Makes the Whole Year June" (Pether), John Roberts; "Blue Bonnets, Highland Schottische" (Balfour), Alexander Prince; "If You Should See a Little Soldier" (Castling and Murphy), Miss Florrie Forde; "I Cheered as the Boat Went Out" (Lonsdale), Arthur Osmond; "Rain, Rain, Go Away" (Mellor, Lawrence and Gifford), Stanley Kirkby; "MacPherson's Lament" (Old Scotch), J. Scott Skinner; "Father Coaxed Her In" (Murphy and Lipton), George Formby; "Salute to Washington March" (Sanford), United States Marine Band; "Underneath the Monkey Moon" (Meyer), Collins and Harlan; "What's the Matter with Father" (Williams and Van Alstyne), Billy Murray; "We Shall Meet Bye-and-Bye" (Main), Stanley and Gillette; "I've Set My Heart on You" (Le Roy), Manuel Romain; "Love's Torment Waltz" (Barthelemy and Caruso), American Standard Orchestra; "The Bulldog," college song, Peerless Quartet; and "Bachelor's Button" (Powell), Sousa's Band.

Public Wireless Service.

April 23 saw the opening of Marconi's transatlantic wireless telegraph service for public use between Europe and America. The rate is 7½d. per word.

More Record Litigation.

Some litigation has arisen over the raised edge rim on Favorite records. This is alleged to be an infringement of a gramophone record, and I understand that in consequence the Gramophone Co. have taken action against the liquidators of the firm of H. Lange's Successors, Ltd.

English Record Co. to Market Favorite Records.

I hear that the English Record Co. have now



contracted arrangements with the Favorite Record Co., of Hanover, to supply the Favorite records for marketing under their hire-purchase scheme.

It Was W. Manson.

Owing to a typographical error, the name of Mr. W. Manson, in the article referring to the new Zonophone List last month was spelt incorrectly, but his friends soon had the matter right.

KLINGSOR WORKS TO MOVE.

To Occupy Much Larger Premises on Tabernacle Street—To Introduce New Record—Success of the Klingsor Products—Plans Undertaken for a Big Expansion of Business Throughout the Country.

(Special to The Talking Machine World.)
London, Eng., May 2, 1910.

A matter of more than ordinary importance this month is the information that the Klingsor works are shortly to remove from City Road to much larger premises at 22 and 24 Tabernacle street, close by, where they will continue the manufacture of the many successful Klingsor models, and, in addition, introduce a new record. In these days of strenuous competition only the best records can be expected to weather the test of time, and, recognizing this fact, the promoters of the Klingsor disc have arranged to submit to a discerning public something which, it is said, will create quite a sensation. The record is of the needle cut style, and although the price is not yet fixed, I am told that it will be such as to insure, in conjunction with quality, an immediate demand both from the traders and the talking machine public generally. Certain it is that no finer combination could be found than the Klingsor machine and Klingsor disc record, and in view of the fact that it will make its introduction under the best auspices, there seems indeed a splendid future for its commercial success. The new undertaking, too, will have the co-operation of two very powerful firms, whose names I shall be in a position to publish next month. Mr. A. Vischer, of whom there is no more popular man in the trade, is joining the organizer of this new concern, Mr. H. E. Heyder, whose conspicuous business ability and wide experience of the trade conditions in all continental countries must certainly go a long way to at once place the new Klingsor works as one of the foremost concerns in the trade. More anon.

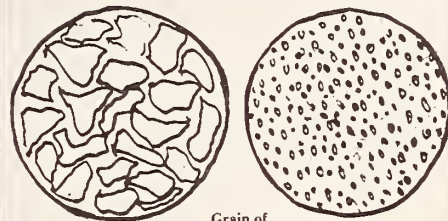
COUNTERFEITING RECORDS.

Important Opinion Against Counterfeiting Records Handed Down by the Supreme Court of Germany.

The German Gramophone Co., of Berlin, some time ago began proceedings against two firms, one in Leipzig and another in Berlin, on the charge that these firms had copied and sold records in Germany and Russia made from original records sold by the plaintiff company. A temporary injunction prohibiting the manufacture of illegal copies of gramophone records was obtained against both defendants and suits for damages were filed. When the matter was heard on appeal by the Court of Appeals the opinion of the lower courts was confirmed in both instances.

The reasons for the decision coincided very

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bei Apolda i. Th., Germany

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

We are prepared to make every sale of the Columbia Grafonola on the basis of comparison. Once a prospective customer gets as far as comparison, its all over but the name and address on the order sheet.



Columbia Phonograph Co., Tribune Building, New York.

closely in both courts and were based on paragraphs 823 and 826 of the civil law dealing with the question of unfair competition, which recited, "Whoever intentionally and in a manner opposed to proper public policy causes damage to another, shall be liable to the latter for such damage and to make suitable compensation."

The Court of Appeals at Berlin adds further expressly that in this instance particularly the copying under the circumstances was most aggravating, the question as to whether others had done the same thing and manufactured counterfeits in a similar manner before was said to be immaterial, as the practising of a mischievous habit did not render the latter permissible in the eyes of the law.

In both instances the defendants appealed again to the Supreme Court at Leipzig (Reichsgericht) and this court has handed down a decision fully concurring with the views of the lower courts.

The business of making unlawful copies of talking machine records may now be regarded as legally prohibited at last. The disc and cylinder industry has been freed from a most serious handicap and should now make use of every opportunity as soon as it learns of any further counterfeiting, to take a most energetic stand against it. It is expected that when the new copyright law goes into effect it will contain a provision which will give further protection against making unlawful copies.—Die Sprechmaschine, Berlin, April 16, 1910.

A NOTABLE COINCIDENCE

When Wizard Edison Stumbled on Wizard Morse's Diary.

In the middle '80s Thomas A. Edison took a house in Gramercy Park, where he found himself very well situated for the leisure which he always enjoys, being by nature a reposeful man and not the grinding dynamo that people so often fancy him.

Few things suit better the mood of idleness than to poke aimlessly around an old house that has its legible traces and signs of human occupancy, and thus one day Edison found himself in the garret of the house, where some old furniture had been stored.

Opening one of the drawers he saw a flat, oblong book labeled "Daily Journal." To his great

astonishment, says the Metropolitan, this proved to be nothing less than an original diary kept by Samuel F. B. Morse, inventor of the system of telegraphy which bears his name.

The entries belonged to a brief but interesting period of his life, the year 1848, supplemented by transcripts of important correspondence dated back as far as 1843, when the electro-magnetic telegraph system was being constructed between Washington and Baltimore.

Edison put the book away carefully and took it with him when he established himself at his present country home in New Jersey. He has now placed it in the hands of the American Institute of Electrical Engineers with this comment in his accompanying letter:

"As this appears to me to be a matter of great scientific and public interest, I feel that this journal should be placed where it may be accessible to others, and I therefore take much pleasure in forwarding the same herewith and in presenting it to your institute in the hope that it may be deemed worthy of receiving a place among the mementos of the telegraphic art in your library."

That Edison himself, the great-telegraph inventor of our own age, who stands next in line to Franklin and Morse as master of the electrical forces, should have chanced thus casually on such a lost relic of his predecessor is to say the least a notable coincidence.

"NEW RICHMOND IN THE FIELD."

The U. S. Phonograph Co. Makes Its Formal Debut with a Line of Machines and Records. An Important Announcement Worth Reading.

The first formal introduction of their line of machines and cylinder records is made by the U. S. Phonograph Co., Cleveland, O., on pages 12-13 of this issue of *The World*. It is a frank and candid statement regarding their product and doubtless the entire trade will read it carefully. The company term their machines the "U. S. Combination phonograph," and their records the "U. S. Everlasting records." Besides appealing to the trade the company will exploit their goods to the buying public through the medium of broadly circulated magazines, in which it is proposed to speak of what they say is "the development and perfection of what is

destined to be the most widely demanded line of phonographic goods in America." In explanation of this encomium it is further stated that the "U. S. line has an actual and provable superiority—convenience of operation, quality of tone production and indestructibility of records." The U. S. machine is a new instrument built on new lines and the record in substance and structure is unlike any other they report.

MAX LANDAY AT RICHMOND.

Max Landay, of Landay Bros., 400 Fifth avenue, New York, is attending the Piano Trade Exhibition in Richmond, Va., and will probably remain until it closes. Max is one good hustler and has a great many friends and customers among music dealers for his Talking Machine Supply Co. lines. This means he will write some good business, meet more new people and have a cheerful time besides.

JOHN C. BUTTON MARRIED.

John C. Button, assistant to H. A. Yerkes, manager of the Columbia Phonograph Co.'s wholesale department at headquarters, was married on May 4 in Washington, D. C., to Olive Lyle, daughter of Dr. and Mrs. Cornelius Lydecker Demarest, of that city. The ceremony took place in Calvary Baptist Church, and among the guests present were Edward D. Easton, president of the Columbia Co., uncle of the bride; Mrs. Easton, Miss Easton, M. D. Easton, Mr. Yerkes, Reginald Demarest, W. D. F. Baker, of the advertising department; C. N. Malliet and W. A. Kitchen, on the traveling staff of the Columbia Co.'s Chambers street store. The presents were numerous and handsome. Mrs. Button is also a cousin of George W. Lyle, general manager of the company, and sister of Reginald Demarest, Columbia manager at Hartford, Conn.

Following a reception at the home of the bride's parents, attended by a number of people prominent in the social and official life of the national capital, the happy couple started on a wedding trip to the coast, to be away a couple of weeks. They will be "at home" after June 1 at Arcola, N. J., the beautiful estate of President Easton, of whom Mr. Button was private secretary for several years.



Our "Elite" 9 Machines One of the Best.

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O. BOUCHÉ ST. 35

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

**PUPPEL MACHINES INSURE BEST RESULTS
EXPORTED TO ALL COUNTRIES OF THE WORLD**

Catalogues sent post free on application



Our Famous "Puck Phonograph."

TELEGRAPHIC ADDRESS: "PUCKAWO"

TRY IT!!

The only way to bring an indifferent customer back to the fold is to teach him how to use the Fibre Needle.

Just try it once and watch the result.

The whole combination is so radically different from what he has been accustomed to that his discarded machine immediately becomes a new fad.

“B. & H.” FIBRE MFG. CO.

35 W. Kinzie Street, Chicago, Ill.



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

In last month's issue of this publication we offered to send the

MUSIC MASTER WOOD HORN

on approval. We were greatly surprised at the number of dealers who took advantage of the offer.

If you could see the complimentary letters we receive from these dealers, you would send at once for samples of the MUSIC MASTER on approval, and investigate our proposition.

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.

If you are not entirely satisfied with the superior merits of the MUSIC MASTER, you can return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

AUSTRALIA A GOOD MARKET

For Talking Machines and Supplies, Says Chas. Wortley—A Country of Great Possibilities.

A recent arrival at the executive offices of the Columbia Phonograph Co., general, is Charles Wortley, general manager of the Columbia business in Australia, with headquarters at Sydney. He is stopping at the Herald Square Hotel, New York, and will be here some time. Speaking of trade in that distant part of the world he said:

"Australia is one of the best countries in the world for the talking machine business. Australians are extremely fond of the machine and never seem to tire of the records. I think there are greater possibilities for the trade with us than any other part of the globe. All sorts of goods are sold in Australia, chiefly English, French and German, the latter make being chiefly cheap stuff. The cylinder record has the preference over the disc in Australia, strange

as it may seem; or rather, when one considers the popularity of the disc record in Europe and the United States. Of course, our best and most appreciated line of goods—because of their superiority over the European product—come from the States. Australians are naturally partial to anything and everything American, because, I suppose, we are nearer to you than to England. Business with us was never better, and there is every indication that it will continue."

R. CABANAS OFF TO EUROPE.

R. Cabanas, president and general manager of the Compania Fonografia Mexicana, of the City of Mexico, who is here with his bride on their wedding trip, sails for Europe Wednesday next on the "Lusitania" of the Cunard Line. He has had a very enjoyable visit at the headquarters of the Columbia Phonograph Co., general, New York, the officers showing him every possible courtesy.

THE TRADE IN BALTIMORE.

April Business of Satisfactory Volume Despite Unfavorable Weather—Dealers Well Pleased with Present Conditions and the Outlook—Cohen & Hughes Manager on the Road—What the Various Large Houses Have to Report Regarding General Business.

(Special to The Talking Machine World.)

Baltimore, Md., May 9, 1910.

Despite the extremely bad weather that prevailed during the latter part of April, there was a good business done by the talking machine people in this city. Summing up the reports of all the dealers, it is fair to say that the volume of business for the month exceeded that for the same period of 1909. This has been a source of encouragement to the experts of the trade who feel that they are in for a good spring business, while they also declare that they have every reason to believe that the summer trade will be much more active than for several years past. They express this opinion in regard to both machines and records as the activity of the past month has been in both branches of the business. Unlike the promoters of other lines of business, the men engaged here in the talking machine trade are very optimistic and are always looking on the rosy side of life.

Manager Joseph Grottendick, of the talking machine department of Cohen & Hughes music store, 315 North Howard street, has been on the road for a week or more extending the business of the firm to a number of points on the Eastern Shore of Maryland and Virginia, as well as in other sections of the State. Reports at the Cohen & Hughes store are to the effect that the firm has had a good month with the Victor and Edison machines and the records of the two concerns.

E. F. Droop & Sons' Co., who also carry a large line of Edisons and Victors, according to Manager Roberts, have been in the swim all during April, while the startoff for May has been very satisfactory. Manager Roberts contemplates an early visit to a number of the firm's customers in the State, where the trade has been showing up in good style.

At William McCallister & Sons, Baltimore street near Howard, similar bright statements concerning the trade are made. The company has been particularly busy furnishing the customers with the records of the latest popular songs. There has been a heavy raid on many of these. McCallister & Co. have a line of Victor and Edison machines.

Morris Silverstein & Co., who had been running a line of Columbia and Victor machines at 216 North Howard street, have moved from that location. Mr. Silverstein is well known in the talking machine field, having been manager for the Columbia Phonograph Co. at Louisville, Ky., and Baltimore stores before entering business on his own hook.

Sanders & Stayman have also been busy with the sales of Victrolas and Grafonolas, while the demand there for operatic and other records has been brisk.

Manager Laurie, of the Columbia Phonograph Co., and the several other houses here, make reports of a similar encouraging nature.

NEW VICTOR CONTRACT.

On May 4 the Victor Talking Machine Co., Camden, N. J., forwarded to their dealers a new contract or agreement, revised to May 1, for their signatures, which are then to be returned through the distributor with whom they have accounts. In their circular letter to the trade the company say: "There are no changes in the new contract from the old, of any importance. We have simplified the same by leaving the price list out of the contract, issuing that in separate form. By this elimination, our contract will not seem to grow obsolete so early and the price list can be readily revised and issued at intervals, when necessary."

THE COMPLETE CONVENTION PROGRAMME.

Planned to Make Every Moment of the Stay at Atlantic City Full of Interest—Time Between Business Sessions to be Given Over to the Full Enjoyment of the Pleasures of That Famous Resort—Headquarters at the Chalfonte—Every Progressive Jobber Will Be There.

Headquarters will be at the Chalfonte. Special rates have been arranged which will greatly modify the usual charges. Unusual arrangements have been made with the management of the hotel to provide every accommodation for the convenience and pleasure of the Association. Rooms, single and en suite, are reserved on one floor and adjoining each other, so that the association members will be grouped together and spared the annoyance of going from floor to floor. A certain section of the dining-room will be at the individual disposal of the association. Music, special attendants, including our own corps of waiters, bell boys and other attendants, have been proffered. With a further addition of very assured courtesies, the association members are guaranteed something very unusual.

Each member will have the entire freedom of Atlantic City and can govern his movements to suit his individual taste. The main features of the entertainment are enough to occupy the entire time, but anyone wishing to deviate in any particular, by reason of friends, acquaintances or special desires on his part, can do so ad libitum.

First Day, Tuesday, July 5th.

Personally conducted tour of the boardwalk and general features of the beach, immediately after breakfast until 11 a. m.

Bathing, 11 a. m.

Luncheon.

Association meet, 2:30 to 4:30 p. m.

Dinner, 6 p. m.

Dancing, 9 to 11 p. m., on Amusement Pier.

Old Vienna, 11 p. m. to 6 a. m.

Second Day, Wednesday, July 6th.

After breakfast, sail at the Inlet.

Bathing, 11 a. m.

Luncheon.

Association meet, 2:30 to 4:30 p. m.

Dinner, 6 p. m.

Personally conducted tour of Young's Pier and inspection of the Wireless Station. Numerous side attractions have been arranged for, allowing an assortment for selection that will meet any taste.

THORN NEEDLES PROVE POPULAR.

J. W. Jenkins & Sons Music Co. Report Encouraging Demand for That Product—Burton J. Pierce on Commercial Club Tour—Conditions in West.

(Special to The Talking Machine World.)

Kansas City, Mo., May 7, 1910.

The J. W. Jenkins Sons Music Co. are experiencing a very encouraging demand on their thorn needle. They report the receipt of orders from all parts of the United States. They have also received considerable inquiry from abroad.

Burton J. Pierce, manager of the talking machine department of the company, returned early this month from a week's trip through Northern Arkansas, Oklahoma and Eastern Kansas with the Kansas City Commercial Club. The crowd traveled in a special train and made about ninety towns in the territory named. "We found business conditions very satisfactory," said Mr. Pierce, "considering the fact that the recent cold weather has partly destroyed a large portion of the fruit and garden truck, and almost all of the country has been in need of rain, although the heavy rain we have had during the last 24 hours seems to have been general, and it will improve conditions wonderfully in the country.

"Our branch store managers in Oklahoma City, Okla., and Independence, Kan., are very hopeful for a splendid year's business. In fact, Oklahoma is booming to such an extent that they are bound to have a good year in that

10 p. m., Special Seashore Dinner with elaborate musical program.

Old Vienna follows until the wee sma' hours.

Third Day, Thursday, July 7th.

9 a. m., ball game between the Eastern and Western Jobbers at the Atlantic City Ball Park.

Bathing, 11 a. m.

Luncheon, 11 a. m.

Association Open Meeting, 2:30 p. m. Reading of special papers prepared by Association members and experts from the various talking machine factories.

5 p. m., English Afternoon Tea with light luncheon.

7:30 p. m., banquet at the Shelburne "Rose Room," specially decorated for the occasion, with elaborate menu and select musical program. Guests of honor: Emil Berliner, of Montreal; Eldridge R. Johnston, president of the Victor Co.; Leon F. Douglass, vice-president and chairman of the Board of Directors of the Victor Talking Machine Co.; Frank L. Dyer, president of the National Phonograph Co., and Edward Lyman Bill, Editor of The Talking Machine World.

Fourth Day, Friday, July 8th.

The association members will board the 9:30 a. m. train, arriving in Camden about 45 minutes later. As guests of the Victor Talking Machine Co., the association will visit the factory. After visiting this plant, luncheon will be served on the roof garden of the Hotel Bellevue-Stratford, Philadelphia. An interval will elapse before dinner, which will allow members to "see" Philadelphia. After dinner members are invited to join the representatives of the Victor Talking Machine Co. in attending a theatrical entertainment, following which supper will be provided at one of the leading cafes.

Fifth Day, Saturday, July 9th.

Specially arranged meet and visit at the Edison factory, Orange, N. J., a short run from Philadelphia. The officers and members of the Edison Co. will show the association their usual handsome attention, which will include ample provision for the entertainment and pleasure of all while in Orange.

section of a prosperous and go-ahead country.

"I traveled very extensively through the western part of Oklahoma four years ago, through what was then known as the 'short grass' country, and I passed through miles and miles of country without seeing any plowed ground. This year I went over the same territory, and, as far as the eye could reach, I could see nothing but land under cultivation, and everything seemed to be surrounded by a prosperous atmosphere. In spots, where a few years ago there was only grazing ground, I found splendid little towns. The people seem to be very progressive, and everyone of these towns claims to be the future metropolis of the Southwest.

"The talking machine is keeping pace with the business growth of the Southwest, and I found the various lines represented everywhere. Many dealers are complaining of business being slack at the present time, but are not at all alarmed, and are looking forward to a great increase in business as soon as the various crops are assured."

Robert Chanler, the famous ex-sheriff of Dutchess County, N. Y., brother of former Lieutenant-Governor Chanler, the fiancee of Lena Cavallieri, the celebrated operatic singer, has a Grafonola de Luxe on which he plays only the records of her voice. Mr. Chanler is a man of means, and has provided himself with every Cavallieri record made, and during her present absence in Europe this is his mode of paying homage to his fiancee. They will be married in October, when the lady returns to this country.



Make your jobber "toe the mark"

You can't take the proper care of your customers unless your jobber does his part by you.

If he doesn't send goods to you promptly and makes you keep your customers waiting, he is working against you, and all your efforts to please your customers and build up a larger and more profitable business will count for nothing.

You want your customers to depend on you to have what they want or to get it for them quickly. And you ought to have a jobber you can depend on. If he values your trade, he will show it by taking care of it.

Nothing slow about us in filling orders. We always have a large stock of Victors, Victor Records, Victrolas, record cabinets, horns, fibre cases, needles, extra parts and accessories of every kind right on hand, and all orders are packed and shipped the same day they reach us.

We help you best by helping you to please your customers. We know that means more money and increased trade for you—and we'll get our share of the business from you.

Good idea to give us a trial order for the things you generally have the most trouble to get. That will be a pretty good test of what you can expect from us.

Write to-day for our latest catalog and our booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.
83 Chambers Street New York



The Columbia business in both machines and records is so far ahead of last year, that it takes three figures and a per cent. mark to express it.



Columbia Phonograph Co., Tribune Building, New York.

TIMELY TALKS ON TIMELY TOPICS

While it is true the marvelous growth of the talking machine industry was materially checked by the financial depression of the past years, the plants of the principal manufacturers have been steadily expanding. To be sure, much of the work along these lines was probably laid out before the monetary disturbance of 1907 had materialized. At any rate, at the present time none of the three big companies whose fame is world-wide, but is crowded for room capacity. It is true the advent of the high priced lines is responsible in great measure for the volume of business now booked or in sight.

The National Phonograph Co., Orange, N. J., have a group of buildings which are worth a long journey to see. A recent visit to the plant by The World revealed many improvements and enlargements of which the trade at large possibly are not aware. In the hands of Sales Manager Dolbeer this expansion, under way and to be undertaken in the near future, was made clear. The Edison works own a large tract of land where the plant is located, and it is gradually being covered by concrete buildings of massive and impressive appearance.

Only a couple of the old low frame buildings

survive, and these will in time be replaced by others of a more substantial structure. Several of the lofty new buildings will be extended in some instances fifty and a hundred feet, so as to provide for what the company feels assured will be many prosperous years. The introduction of the Amberola cabinet and Amberol records has opened up an entirely new field of activity, and for months the capacity of the plant to supply these goods has been employed. In the record-moulding department a new method of "spinning" has increased the production greatly, the process being simplified and the output running up to 600 completely finished records an hour.

The wonderful factory of the Victor Talking Machine Co., Camden, N. J., is going ahead with such rapid strides that those not actually in close touch with its affairs at first hand would scarcely realize. Where only a few years ago one modest building was sufficient to house the entire business, now stands a group of magnificent brick and concrete structures covering many acres of ground, running from the Delaware River front back a half dozen squares. The buildings are consecutively numbered, and when one notices 60 there is a real basis for astonishment.

A visitor will occupy nearly three hours in going over the Victor plant, on a steady go all the time, and then not get into everyone of the departments or loiter very long to witness some particularly interesting process or operation. The business or executive end of this celebrated company occupies one large building alone. The structures accommodating the various manufacturing departments, every one of which to the person not familiar with the work of making talking machines, records, etc., is a study. If it will be borne in mind that nearly everyone of the processes involved in the manufacture of talking machines—or, as the intelligent guide, with considerable pride, will doubtless inform his guest, the "Victor is a scientific apparatus for the reproduction of sound, not a talking machine"—and disc records were originated, developed and perfected for the work, he will be still more amazed. Such is the fact, however.

The trade are prone to take everything for granted, and comparatively few, indeed, have a conception what a splendid organization is represented by the personnel of the Victor Talking Machine Co., from President Johnson and General Manager Geissler down through the ranks to the humblest employe in the most unimportant department of the service. The affable general manager, whose consistent policy and indefatigable industry, aided by a capable corps of alert and resourceful assistants, has done so

much toward building up the present gigantic business of the Victor Co., speaks with pardonable pride of what has been accomplished. With a record of 97,000 unfilled orders for machines on the books, a demand for Victrolas running into such high figures that all records are broken, the company are literally swamped, so to speak, with business. So true is this that, as related more in detail by a special correspondent, the cabinet-making plant, designed on such a scale as was deemed sufficient to meet every requirement, is now so inadequate that a new building was recently decided upon and is now being hurried to completion that will double the capacity. The writer, who had the pleasure of witnessing the industrial activity embodied in the Victor plant, could keep right on describing at length that what is an every day operation, but lack of available space compels him to desist. In conclusion, it might be said, however, that if a dealer is ever in Philadelphia and fails to visit the Victor plant he will miss a sight long to be remembered.

The trip to South America recently concluded by Walter Stevens, manager of the export department of the National Phonograph Co., the narrative of which appears on another page, is worth a careful perusal by readers of The World. Aside from his graphic description of the points visited, manners of the people and intelligent summing up of the business methods—ceremonious to a degree—followed by our Latin-American neighbors, he gives point to the fact that the American flag is seldom seen on any vessels in these ports. The lack of banking facilities in the hands of Americans is also dwelt upon, though a movement is on foot to establish a financial institution in Rio de Janeiro. The lack of shipping and direct transportation connections with the United States is also spoken of as to be regretted. Mr. Stevens' candid opinion concerning the glorious opportunities for the American manufacturers of talking machines in South America is shared and endorsed by everyone whoever has traveled in that part of the world. Needless to say, the field is not neglected, but is being sedulously cultivated, and the companies now shipping their product to that vast market are not allowing any grass to grow under their feet.

Last week the export department of the Columbia Phonograph Co., general, issued a supplementary list of their August double-disc records for the Spanish-American countries. The bulletin includes twenty-two selections, in band, orchestral, instrumental and vocal music. The names of some well known native artists appear, among them admirable records, of which shipments were made at the same time.

The time for a man to retire from active business depends on conditions. Some men are young at seventy; others are old at fifty. The method of living, the occupation, habits, successes or failures all have their influences.

Talking Machine Dealers ATTENTION!



Here is a "hot-weather" BUSINESS STIMULATOR. BIG SALES—BIG PROFITS are within your reach if you represent us on the

ICY-HOT

bottle in your territory. Your customers are in need of the "ICY-HOT" in their homes, on their travels, when camping, automobiling, fishing and in a hundred different useful ways. A PROFITABLE SIDE LINE FOR YOU TO CARRY. The "ICY-HOT" bottle is guaranteed to keep contents either steaming hot for 24 hours or ICY cold for 72 hours. Write for our SPECIAL PROPOSITION to represent us in your city. Illustrated booklets for the asking.

THE ICY-HOT BOTTLE CO.
207 Longworth Street, CINCINNATI, OHIO

AROUND THE BOSTON TRADE.

Business Is Normal—Publicity Brings Results—Columbia Progress—Eastern Talking Machine Co.'s Progress—Steinert's Attractive Quarters—Business Active with Oliver Ditson Co.—Special Summer Service Inaugurated by the Boston Cycle and Sundry Co.—News of the Month.

(Special to The Talking Machine World.)

Boston, Mass., May 10, 1910.

"Normal" consistently sums up talking machine conditions in Boston. April, as a rule, is expected to bring a little lull in sales of every character, and, while this is true more or less this year, there was no decided break in volume. On the contrary—outside of a little lessening—business is in a good staple state. A feature of the month was the large increase in instalment business on the lower-priced machines, as goods of this character are always in active demand during the spring. This is natural, owing to the opening of summer cottages, camps and canoe clubs, which, of course, carries with it a contingent call for records and supplies. There was a fair gain in orders for the high-priced "talkers," as these have been firmly established in the mind of the public as the acme of talking machine construction—an instrument that is musical and ornamental to the fullest degree.

Dealers Advertise Liberally.

A vigorous campaign of newspaper advertising has been maintained during April by the retail distributors of talking machines. It was not uncommon to see several large-sized "ads" of different dealers appearing on the same day, and this is something that has not been witnessed for some time. Books and circulars galore have been mailed to the trade, customers and prospects, and this, with the general publicity of the home offices, ought surely to be of immense advantage in securing an excessive May business, bearing in mind the phrase that "Advertising of all kinds helps all kinds of advertising."

"Columbia Conciselets."

Here are some "Columbia Conciselets": The National Sportsman Co., of this city, have taken on the Columbia line exclusively, starting with a complete stock of machines and records.

F. E. Hightner, formerly with the Columbia Phonograph Co. in Toledo, is now connected with the Boston end, where his efforts are proving particularly successful.

George P. Donnelly, former assistant manager of the Columbia Co.'s Boston store, has been transferred to Portland, Me., with the lettering on his private office reading, "Manager." There is no doubt but that his ability and experience will stimulate an increased Columbia business in that territory.

The Household Furniture Co., of New Bedford, Mass., is another concern to secure the exclusive Columbia agency. A complete line of goods, including all the new-type machines and records, shows the confidence they have in the fast selling qualities of "Columbia's."

Arthur Erisman, the genial manager of the Boston store, reports a very satisfactory business for the past month. "Of course we experience no grand rush," remarked Mr. Erisman, "but the fact is that a seasonable business was transacted. It is very gratifying to note the activity in Columbia Grafonolas—the library table style—which we are producing in many kinds of woods. The mission oak style is proving very popular for hungalows, club rooms and summer homes, while the oak, mahogany and other finishes easily match the environs of the library, parlor or living room of the modern home."

Some of the boys in the Columbia warerooms are wearing a pretty watch fob, with the compliments of the home office. It is a reproduction in gold and black of the notes and bar which comprise the Columbia trade-mark.

"Window-decorator" Mason says he has something in mind for an artistic window display that will make passersby "stop short and notice" the merits of the Columbia line. His accomplishments in the past have been A-1, so he will

It will interest The World readers in Boston and New England to know that a larger service will be rendered the interests of the trade in that section of the country in the columns of this publication than heretofore.

We have opened World headquarters at 180 Tremont Street, Boston, Mass., with Glad. W. Henderson in charge.

Mr. Henderson, whose training in business and journalistic life especially fits him for the work before him, will devote his time and energy to furthering World interests in Boston and vicinity.

He is admirably qualified to strengthen The World lines and to render to the trade a specialized service which will be of obvious advantage.

He enters upon his managerial duties with the desire to give to the Boston and New England trade a service which will be beneficial in every way.

Editor The Talking Machine World

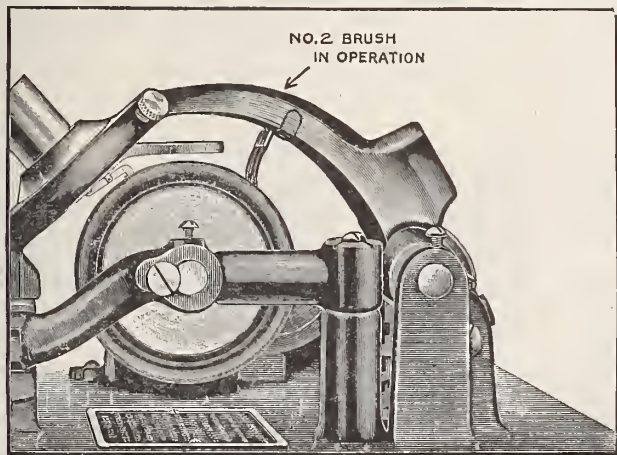
have to "go some" to exceed his foregoing efforts.

E. T. M. "Bulletin Board" Service.

As a means of acquainting the sales force of the Eastern Talking Machine Co. regarding changes in goods, new records, local advertising and other details that are constantly arising, this company has instituted a "Bulletin Board" service. Items are tacked on this board from time to time, as they occur, and as employees are expected to read the "Board" daily they are fully

SAVE THE LIFE OF YOUR RECORDS BY USING THE PLACE AUTOMATIC RECORD BRUSH FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED {September 25 and October 2, 1906 and September 10, 1907.



NO. 2 BRUSH IN OPERATION

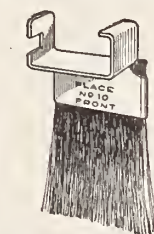


PRICE, 15 CENTS

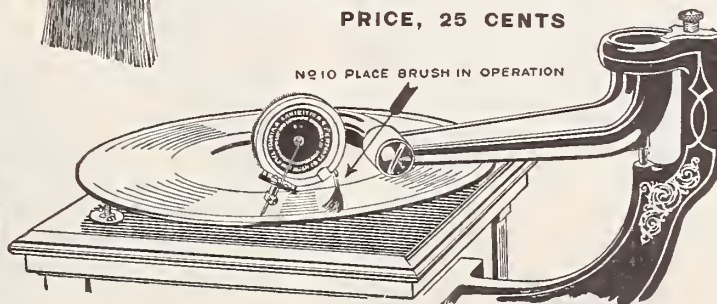
CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphires from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph No. 2 Standard and Home No. 3 Gem and Fireside



THE PLACE No. 10 DISK RECORD BRUSH FOR VICTOR EXHIBITION SOUND BOX PRICE, 25 CENTS



NO. 10 PLACE BRUSH IN OPERATION

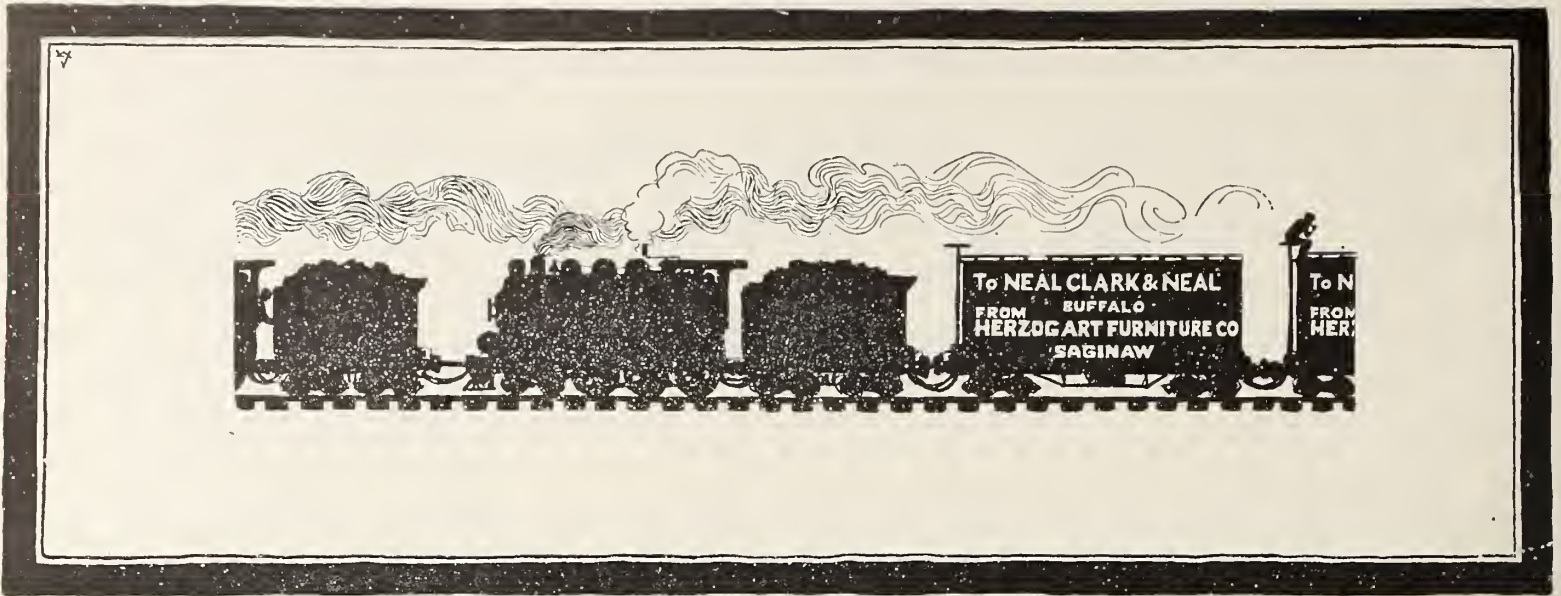
PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

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

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

MANUFACTURED BY **BLACKMAN TALKING MACHINE CO.** 97 CHAMBERS STREET, NEW YORK J. NEWCOMB BLACKMAN President "The White Blackman"



GREATEST CABINET SALE EVER KNOWN

Entire Stock of the Herzog Art Furniture Co. Closed Out to Neal, Clark & Neal Co., Buffalo.






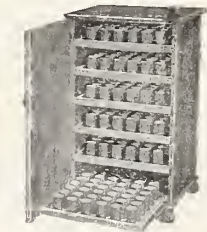




90 Per Cent. of All Phonograph Cabinets Have Been Built by this Well-known Company

33 ¹/₃ % DISCOUNT
On this Train Load of Cabinets

if you buy any ten or more cabinets in one order. 27 ¹/₂ per cent. discount if you buy five cabinets. 20 per cent. discount if you buy one or two cabinets as specified. All cabinets mahogany finish except No. 724 which is oak.

Buy now while we can fill your order completely. When one line is sold out we will substitute nearest style and price.

Cabinets hold following records: No. 700, 100; No. 701, 96; No. 704, 120; No. 714, 216; No. 718, 252; No. 724, 215; No. 703, 100; No. 702, 120; No. 706, 150; No. 715, 150; No. 719, 150; No. 712, 216; No. 713, 216; No. 717, 252; No. 720, 294; No. 722, 294; No. 708, 150; No. 707, 150.

 No. 700. Dealers, \$7.25 Per 10.. 4.83 " 5.. 5.25 " 2.. 5.80	 No. 703. Dealers, \$7.25 Per 10.. 4.83 " 5.. 5.25 " 2.. 5.80	 No. 702. Dealers, \$8.75 Per 10.. 5.83 " 5.. 6.37 " 2.. 7.00	 No. 704. Dealers, \$8.75 Per 10.. 5.83 " 5.. 6.37 " 2.. 7.00	 No. 706. Dealers, \$10.00 Per 10.. 6.67 " 5.. 7.25 " 2.. 8.00	 No. 708. Dealers, \$10.00 Per 10.. 6.67 " 5.. 7.25 " 2.. 8.00	 No. 707. Dealers, \$13.75 Per 10.. 9.17 " 5.. 9.87 " 1.. 11.00	 No. 715. Dealers, \$12.50 Per 10.. 8.33 " 5.. 9.06 " 1.. 10.00
 No. 713. Dealers, \$17.00 Per 10.. 11.33 " 5.. 12.33 " 1.. 13.60	 No. 714. Dealers, \$13.00 Per 10.. 8.67 " 5.. 9.43 " 1.. 10.40	 No. 716. Dealers, \$14.00 Per 10.. 9.33 " 5.. 10.25 " 1.. 11.20	 No. 724. Dealers, \$23.50 Per 5.. \$17.04 Per 10.. 15.67 " 1.. 18.80	 No. 717. Dealers, \$20.75 Per 10.. 13.83 " 5.. 15.04 " 1.. 16.60	 No. 718. Dealers, \$15.50 Per 10.. 10.33 " 5.. 11.24 " 1.. 12.40	 No. 701. Dealers, \$5.50 Per 10.. 3.67 " 5.. 3.98 " 2.. 4.40	
 No. 720. Dealers, \$18.00 Per 10.. 12.00 " 5.. 13.05 " 1.. 14.40	 No. 712. Dealers, \$12.25 Per 10.. 8.16 " 5.. 8.90 " 1.. 9.80	Victor and Edison Distributors 150,000 Records Always in Stock		 No. 722. Dealers, \$19.50 Per 10.. 13.00 " 5.. 14.14 " 1.. 15.60	 No. 719. Dealers, \$15.00 Per 10.. 10.00 " 5.. 10.87 " 1.. 12.00		

TRY OUR IMPROVED SERVICE
 WE CAN PLEASE YOU

NEAL, CLARK & NEAL COMPANY

643-645 Main Street

BUFFALO, N. Y.

632-634-636 Washington Street

versed in all the late news. It occupies a relative position of a newspaper's bulletin and the information thus obtained keeps the salesman fully apprised of transpiring events in the selling field.

Inaugurates "Special Summer Service."

Charles R. Cooper, manager of the talking machine department of the Boston Cycle and Sundry Co., Edison jobbers, reports an extensive trade, both wholesale and retail. Mr. Cooper has inaugurated a scheme for the benefit of their patrons during the coming months which is covered by the slogan, "Special Summer Service." Edison dealers will find this bureau to be of great assistance for rapid shipments of orders—one that will save dollars when it comes to a rush. Mr. Cooper feels confident that the dealers of the country will be pleased at the innovation, and he bases the theory that he practices on the ground that even a slight delay will jeopardize profits that rightfully belong to the dealer. And this "service" ought to secure some good new accounts.

John L. Gately, New England representative of the Victor Talking Machine Co., is making a "fine-tooth comb" trip of this territory, at present being in Maine.

C. E. Osgood Co.'s Handsome Window.

Picture in your mind a tent in the woods, pine trees, log fire, a little pond in the distance and a man sitting cross-legged smoking and listening to the strains of a Victor talking machine and you have the whole "plot and story" of the window display of the C. E. Osgood Co. Manager C. J. Sylvester, of the Osgood talking machine department, is the "instigator," and this reproduction of a camp scene is a most longing appeal to vacationists to hie away with a Victor. It is getting business, too, judging from the inquiries to look at a machine "like the one in

EXPERT

On manufacturing of records has a frictionless method of recording up and down groove for sale. L. J. Schramek, 416 E. 77th street, New York City.

WILL BUY

Wanted cheap disc or cylinder talking machines, suitable for premiums. Must be cheap in price. International Publishing Co., Box 903, Tucson, Arizona.

FOR SALE QUICK TO HIGHEST BIDDER

425 Columbia D. D. Records, 350 Columbia Indestructible Records. Reason for selling—have gone into another business. All new records. Terms, C. O. D. Address, "Bedgood," care Talking Machine World, 1 Madison avenue, New York City.

LIVE SALESMAN WANTED

Good live wire to sell dictaphones and manage department in a hustling city near New York. Fine opportunity for energetic salesman to make good. State compensation expected and references. Box 300, Talking Machine World, 1 Madison avenue, New York City.

FOR SALE

Our Talking Machine Business in Stockton, Cal. This is the best opportunity in California for this business. Reason for selling, we wish to devote all our time and money to the piano business. Write for particulars. McNeil & Co., Elks' Building, Stockton, Cal.

FOR SALE

FOR SALE, or will take partner; have two stores in city of 125,000 inhabitants; desirable location in Sunny South. Victor-Edison in one, and Columbia exclusive proposition in other. Practically no competition. Prefer to sell half-interest, but will sell all. Will make easy terms to right man. Address "PARTNER," care Talking Machine World, 1 Madison Ave., New York.

CHANCE TO BUY FOREIGN RECORDS

First-class German disc manufacturing company with large repertoire (particularly in Russian, Roumanian, Hungarian, Hebrew, Arabian, Chinese, etc.), wishes to contract for important quantities. Address offers, etc., BOX 500, care Talking Machine World, 1 Madison Avenue, New York City.

the window." Mr. Sylvester predicts a large May business.

Forty cents bought 50 high-priced records, including a case to carry them in, at the recent auction of unclaimed express packages held by a local company. History repeats itself; and by rigid economy some of the boys say they will be on hand at the next sale with the aforesaid amount, hoping for a repetition.

A. W. Chamberlain, assistant general manager of the Eastern Talking Machine Co., says from his observations that the ensuing months will show a brightening of trade that will be decidedly pleasing to the talking machine fraternity.

Commodious Quarters of M. Steinert & Sons.

One of the big sights of this city is the large talking machine emporium of the M. Steinert & Sons So. They occupy entirely one large building containing five stores, where every possible convenience and improvement is employed in the conduct of their business. On the first floor are numerous sound-proof booths for the use of customers, salesmen's desks and general sales headquarters. In one corner of the second floor is the private office of Manager Royer (one of the most popular "talking men" in the country). The auditing department is also located on "the second," with the remaining space devoted to a magnificent stock of records. The third floor finds a huge number of the many styles and types of Victor machines, with the fourth floor being occupied by the repair department. In the two extremes—the top and the basement—are to be seen the shipping ends and other various departments. It's a monument that testifies to the big volume of business that this company handles each year, including a gracious testimonial to Victor selling qualities.

Oliver Ditson Co. Active.

Meteor Needles, which are controlled exclusively by the Oliver Ditson Co., are meeting with marked success everywhere. The trade all over the country have ordered them in large lots, and the wide and continuous distribution of Meteor Needles is the best evidence that can possibly be cited. Manager Henry Winkleman, of the Ditson Victor department, still has the illness diagnosed as "Can't get Victrolas fast enough." The symptoms of this disease are a quickening of the pulse accompanied by a flushed face at the pleasure of booking Victrola orders, followed by a chill at the thought of losing those profits because of inability to secure the machines.

AEOLIAN ADDS TALKING MACHINES.

Reported That Great Company Will Establish Talking Machine Departments in Their Various Branch Stores and Become Victor Distributers at St. Louis—Arthur D. Geissler Swings Big Deal.

There has been a great deal of whispering in the Western trade the past week or so regarding the effecting of a large deal by which it is said the Aeolian Co. will enter the talking machine trade on a large scale, establishing Victor departments in their various branch stores and lending their immense prestige and bringing their vigorous advertising and exploitive policy to bear on the talking machine business in the various cities where they have their own retail branches.

It is learned that Herman B. Schaad, of the Aeolian Co., and Arthur D. Geissler, manager of the Talking Machine Co., of Chicago, have been in St. Louis, Indianapolis, Cincinnati and Dayton, making arrangements for the rearrangement of these stores for the establishment of Victor departments.

It would appear that to Mr. Geissler is due the credit of initiating and carrying the deal through, and it is reported that he has arranged for the sale to the Aeolian Co. of the stock and business of the St. Louis Talking Machine Co., Victor distributers to the Aeolian Co., who will remove the stock to their own store in that city. This will make the Aeolian Co. Victor distributers in that city and enable them to sell all

their branches in the leading cities from that point.

The conversion of the Aeolian Co. to the talking machine idea seems to have had its inception in the fact that when they recently bought the lease of the Bissell-Cowan Co. in Chicago for the establishment of their new branch in that city they found a well-established Victor department, which it was decided to continue as an experiment and which promised so well that Manager Tom Fletcher became an enthusiast and used his influence to the company to take up the matter along the lines indicated above.

The above report is confirmed by the Aeolian Co., who added that it would not be long before they would be Victor dealers.

The Talking Machine Co., of Salt Lake City, have filed articles of incorporation in Utah for the purpose of carrying on talking machine and music business, with a capital of \$25,000. N. W. Clayton is president; Ashton B. Snow, vice-president, and C. C. Clayton, secretary and treasurer.

SONORA

"The Instrument of Quality"

HIGHEST CLASS



Talking Machines and Records

To be Used With Either Needle or Sapphire.



INVISIBLE HORN

for Beauty and Comfort.

tone MODIFIER

for Variety of Tone.

AUTOMATIC STOP

for Convenience.

COVERED CASES

to Eliminate the Scratch of the Needle.

SAPPHIRE SOUNDBOXES

for Perpetual Needle.

SAPPHIRE RECORDS

for Ten-fold Wear.

Sonora Phonograph Co.
78 Reade Street, NEW YORK, N.Y.

The Columbia Grafonola means to every Columbia dealer a new class of customers and a new era of prosperity. Ask yourself if you are willing to be left out of it.



Columbia Phonograph Co., Tribune Building, New York.

JOBBER'S ASSOCIATION ACTIVE.

Work of Association Benefits Entire Trade—Preparations for Convention at Atlantic City Under Way.

In reviewing the work of the National Association of Talking Machine Jobbers, J. Newcomb Blackman, vice-president of the association and chairman of the Press Committee, said in a chat with *The World*:

"To the chairman of the Press Committee of an association is allotted the task of letting the trade know what the association is doing. This would not seem so difficult were it not for the fact that the association desires to be modest without creating the impression that nothing has been accomplished as a result of association work.

"We cannot by any means claim that every favorable change or action taken on the subject by the manufacturer, after presentation through the association, was a direct result of its work. Let us first remember that while we may present some good suggestions to the factories it remains for them to use them, and in doing so we want them to get due credit. Experience has proved that committees representing the association have often seen matters in a different light after hearing some of the problems that confront the situation from a factory standpoint.

"On the other hand, the jobbers have been able, by reasoning, to convince the factory officials on certain points from the jobbers' standpoint which, when presented by a single individual, might not have been considered seriously.

"We jobbers don't pretend to know how to run a talking machine factory, but as the Edison and Victor companies have chosen to market their goods through us as their representatives, it is natural that we should be a little closer to certain situations than the factory. Committee meetings seem to be a continuous performance in both the Victor and Edison works. There are day sessions and night sessions, and in this way the knotty problems are unraveled. It is not human nature and customary to take the path of least resistance, and in such meetings, therefore, agree with the man higher up, perhaps at the expense of what should be the real result of the conference.

"This does not exist to such an extent in our jobbers' meetings, for we are all on an equal basis. How many times have important moves been made by officials in all lines of business when a mistake, afterward discovered, was presented in ample time, but not considered because of the position held by the one with the opinion? In these progressive days can we afford to overlook a suggestion made with best intent, though it come from a man on the low rungs of the ladder? At least the suggestion is worth some consideration.

"What we want between jobbers and the factory is confidence in each other to the fullest extent. Each ready to yield and placing ourselves in the position of the other, thus treating with as little selfishness as possible everything at issue. With this spirit the factory interest will

be ours and ours will be theirs, and the result of conferences will ripen into decisions that bespeak advancement and prosperity.

"The above is not to be construed as an evidence of lack of harmony, but for the benefit of any jobbers who doubt the importance of the Jobbers' Association and for those in the factories who might prefer fewer suggestions from the jobbers as an association. Every member of the association has been advised direct from time to time as to what the association was doing, as trade papers are not the best medium in which to give the details of association work. Rest assured, therefore, Mr. Manufacturer, that we propose to hold confidential and personal, to the parties interested, the details of our association work.

"We do desire to go on record for publication as approving the friendly receptions our committees are receiving at the hands of the factories, for it makes us think you have confidence in us and it will encourage extra effort on the part of the members of the association to have you increase it, if possible.

"The Jobbers' Association has been successful from the start and all in the trade have benefited in the results. Is there a jobber who can honestly say otherwise and should not feel obligated to support the association by his membership and the payment of dues, even though he should do nothing else. Every name on the roll of members gives strength and importance to the organization.

"The last two conventions at Atlantic City were pronounced a success, and it remains with the jobbers and manufacturers to make the coming one at the Hotel Chalfonte, July 5, 6 and 7, bigger and better than ever. J. C. Roush, of the Standard Talking Machine Co., of Pittsburg, secretary of the association, is also chairman of the Committee of Arrangements for the coming convention. Give him all the help you can to get everybody in your territory to attend the convention. Last year they talked hard times or most anything for an excuse not to come.

"This year business has certainly been better and it should take very little coaxing to be convinced that your attendance at this year's convention will be a good investment. Use Sunday, the 3d, and Monday, the 4th, to travel, if necessary, but be on hand on the 5th. The hotel rates, etc., are a duplicate of last year, and details of same can be obtained from Mr. Roush.

"In addition to the natural attractions of Atlantic City there will be an arranged program of entertainment, with ample time so that the business meetings will not interfere with the pleasure program."

Reformers will swarm at the Richmond conventions. But those who mistake the excitement and agitation of reform for the source of danger, must have overlooked all history.

Unfailing politeness will do your store more good than daily bargain sales.

If you are a dealer in the city or a life-size town where much business correspondence is carried on, we want you to investigate

The Edison Business Phonograph

the greatest business appliance of the age.

Business men everywhere now dictate their letters to the Edison Business Phonograph, because it saves at least half their time.

It also saves half the actual writing time of the typewriter operators who transcribe from the Edison Business Phonograph.

It also saves *all* of the time in which the stenographer is ordinarily engaged in taking shorthand notes.

It cuts the cost of letter-writing in two—and every business man will listen to that argument, if you can prove it. And you *can* prove it with the Edison Business Phonograph.

The whole business world is your field, the game is young and the profits are generous.

Write us for full particulars to-day.

Edison Business Phonograph Company, 207 Lakeside Avenue, Orange, N. J.

THE RICHMOND EXHIBITION.

The Talking Machine Companies Will Be Well in Evidence at the Great Exhibition Which Opens at Richmond, Va., Next Monday in Connection with the Convention of the Piano Manufacturers and Dealers to be Held in That City—Those Who Will Attend.

At the Piano Trade Exhibition, which opens at Richmond, Va., this week, remaining open from May 16 to 21, four talking machine manufacturers are making an elaborate display of their products. As stated elsewhere this marks a new era in the history of the music trade, dignified always, and generally opposed to innovations of a radical nature. At least this is the first time that the talking machine is officially recognized as a musical instrument, the entertaining qualities of which embody the most splendid and artistic of vocal and instrumental triumphs in the realms of music.

The companies who are exhibiting the latest and most perfect products of their great factories include the Columbia Phonograph Co., general, New York; National Phonograph Co., Orange, N. J.; United States Phonograph Co., Cleveland, O., and the Victor Talking Machine Co., Camden, N. J.

Booths 8 and 9 will be occupied by the Columbia Phonograph Co., in which a complete line of Grafonolas—De Luxe, Regent, Elite and Mignon—will be displayed. The Grafonola Mignon is



H. A. YERKES, COLUMBIA CO.

shown for the first time. Besides every type of machine—disc and cylinder—will be exhibited. There will be also a selection of double disc and indestructible cylinder records. The representatives of this company present will include H. A. Yerkes, manager of the wholesale department; George P. Metzger, manager of the advertising and publicity department; T. K. Henderson, manager of the company's distributing branch in Philadelphia, Pa.; Ben Feinberg, special traveling envoy.

The National Phonograph Co. will occupy booths 23 and 24, displaying likewise a complete line of their beautiful Amberola concealed horn cabinet machines, together with a line of their regular machines, namely, the Gem, Home, Fireside, Triumph, Ideal, etc. Besides a fine lot of Amberola and Standard records will be on hand for demonstrating purposes. The gentlemen who will be present to meet the trade are F. K. Dolbeer, sales manager; "Colonel" J. W. Scott, chief of the traveling staff at large, and C. E. Goodwin, manager of salesmen.

In close proximity to the other companies in this line the United States Phonograph Co. will be found, and their goods of the cylinder type



LOUIS F. GEISSLER, VICTOR CO.

exclusively will have their initial introduction as a trade product. Four models of machines will be exhibited in connection with their new Everlasting record, of which great things have been reported in point of fine finish and clear reproduction. T. H. Towell, general manager of this company, will be in charge.

The Victor Talking Machine Co. are on spaces 27 and 28, where an elegant exhibit of this great



F. K. DOLBEER, NATIONAL PHONOGRAPH CO.

company's line will be placed. These include the wonderfully successful Victrola—all the various types and finishes, running as high as \$500 for the Vernis Martin cabinets. A complete line of their standard machines from Victor O to VI, will also be displayed, with the various horns known to the trade. In records, the famous Victrola and Red Seal and regular single and double-disc goods will be in full supply. Louis F. Geissler, general manager of the company, assisted by a competent corps of assistants from the traveling staff, will be in attendance.

E. T. M. CO. ASSOCIATES GIVE SHOW.

Provide Evening's Entertainment in the Role of Minstrel Men—An Excellent Performance—S. R. O. Sign Required Early.

(Special to The Talking Machine World.)

Boston, Mass., May 11, 1910.

The Eastern Talking Machine Company Associates gave a most enjoyable evening's entertainment in the form of a minstrel show on April 12 at the Store Reception Hall. Mr. S. H. Brown, chairman of the entertainment committee, was most ably assisted by M. L. Read, Edward Welch and W. J. Fitzgerald, and all are to be highly congratulated upon their wonderful achievements as "high-class entertainers."

From the opening to closing choruses every detail was most punctually and accurately given with a zest and zeal known only to professionals. Mr. Fitzgerald and Mr. Brown as end men proved themselves heroes of the hour, their wit and art being manifested by every word of song and speech. Fortunately for the company, no hustling theatrical manager was on hand to sign up these two artists and star them as comedians.

There was not a dull moment during the entire evening. Among those deserving special mention for their splendid performance are W. R. Anderton, a brother of the famous Walter Anderton, favorably known to both theatrical and record-buying public. Mr. Louden rendered several beautiful seaside songs and captivated several of the ladies in the audience. His imitations of "Seaside Life" were the best ever. Mr. Fitzgerald and Mark L. Read presented a coon sketch in the olio, entitled "The Two Loony Coons," the most side-splitting 15-minute entertainment. Mr. McCourt, with three others, gave a splendid account of themselves in the darky sketch entitled "The Hen Roost Inspector Man." The quartet chords had it all over the barber shop aggregation. Others who helped to make this entertainment one of the season's hits in the talking machine business were Fred Finn, who sang "Cubanola Glide"; J. J. Spillane, who sang "I Wish I Was in Heaven Sitting Down," and B. T. Reardon, who rendered "By the Light of the Silvery Moon."

Even the "No Standing Room" sign had to be "turned to the wall," as the seating capacity, accommodating about 250, was taken up very early in the evening.

Nothing like this has ever been done before by any one talking machine house with such splendid results. Best wishes are due for their continued success.

Among those present in the audience were Mr. and Mrs. E. F. Taft, Mr. and Mrs. John L. Gately, Mrs. S. H. Brown, wife of the chairman of the committee, and a party of friends, Mr. and Mrs. S. J. Freeman, Mr. and Mrs. A. W. Chamberlain, representatives from other jobbing houses, and others.

Those who participated in the minstrel show were: G. T. Waldron, R. Levett, W. J. Fitzgerald, J. J. Spillane, M. L. Read, E. A. Welch, S. H. Brown, R. Durkee, P. H. Cohen, G. W. Reese, D. Moore, R. M. McCourt, H. P. Cadegan, A. J. Collins, A. L. Osgood, M. P. Rice, C. J. Auerback, B. F. Reardon, and F. Finn. In the center of the circle was the Victor mascot, "His Master's Voice."

J. N. BLACKMAN TO GO TO RICHMOND.

J. Newcomb Blackman, of the Backman Talking Machine Co., has planned to attend the convention of the piano dealers at Richmond, Va., this week. He will be accompanied by Mrs. Blackman and will stop off at Old Point Comfort for a short time en route.

Sol Bloom, who has one of the handsomest establishments in the country at 366 Fifth avenue, handling the Victor line exclusively, has given up the store at 40 West Thirty-fourth street, New York, consolidating the two. Mr. Bloom is said to pay \$25,000 a year rental for his Fifth avenue place.

CAVALIER



CAVALIER'S fame is known to the American public, with a worth. In these first Cavalier records it is at its best. Every note is clear and every inflection as when rendered by a human voice.

No Columbia dealer ought to be without it.

Reach the people who have never had a chance to own a talking machine of any make—and who have never even had a chance to hear every good-sized town in the United States. People who have never even had a demonstration of a concealed-horn machine.

There is one point of triumph for the Grafonola that you may have overlooked. No musical instrument will fail to give you satisfaction. He won't let that \$200 instrument

There are Grafonola prospects in your neighborhood every day of scores of purchasers—more than you can get at your dealer's door apparently with their minds a mile away. One mail, just the other day, contained several orders.

"One man came in this morning and he said 'Send it up.' Here is the order."

"A man I had never seen before."

"Either the advertising or the Grafonola 'Regent' in its regular mail."

You have the one biggest and best feature of the Grafonola—its means confined to the large dealers in the

COLUMBIA PHONOGRAPHS

GRAFONOLA

I - C O L U M B I A

de; she is probably the best-known dramatic soprano at present before the
stic reputation justly earned by vocal and histrionic talents of extraordinary
rds, offered in the June list, the art of recording the soprano voice is shown
e and musical, and as reproduced, has exactly the same tonal and dramatic
ly by the singer in our laboratory.

consider his display complete without a Grafonola.

dice prevents their owning a horn
e plenty of those people whom you
k to. In almost every section of
States, there are a large number of
proached by *anybody* in the demon-
e of *any* make.

us importance in the sale of a Grafo-
No man who puts \$200 into a
in with a good lot of records—and
stand idle, either.



a *your* street, in *your* neighborhood. We are hear-
ly of the Grafonola Regent—who step inside of the
and ready to give delivery instructions. One morning's
notes from enthusiastic Columbia dealers like these:

asked if that Grafonola in the window was the 'Regent' he had seen advertised. We told him it was, and

at the store this week and ordered a Grafonola 'Regent' without even taking the time to hear it played."

de demand is making sales of the Grafonola 'Regent' easy. We just had a customer who saw the Grafo-
ment and ordered one in mission oak with only a description to go by."

in your town that the business has ever afforded. Columbia dealers everywhere are proving it—and it isn't by any
either. *Exclusive* Columbia dealers, especially. Ask about that. Write to the

NOGRAPH CO., Gen'l

BUILDING, NEW YORK

A - C O L U M B I A



WILL REPRESENT THE COLUMBIA COMPANY AT THE EXPOSITION AT RICHMOND.



B. FEINBERG.



THOS. K. HENDERSON.



GEO. P. METZGER.

TRADE GOOD IN PHILADELPHIA.

Marked Increase Over Last Year—National Co.'s Proposition Helps—Weymann in Ocean City—Heppe's Report—Other Items.

(Special to The Talking Machine World.)
Philadelphia, Pa., May 7, 1910.

Business in Philadelphia during the first four months of the year has been most satisfactory. Each month has shown an advance over the previous month, and a large increase over the corresponding months of 1909. There have been various elements entering into the business that have helped the dealers to create trade. Not the least interesting or productive of results have been the proposition made by the National Co. on their four-minute attachment. All firms who handle the Edison report that they have had a tremendous business on this proposition.

The Penn Phonograph Co. report that their business in April was almost double that of a year ago. Ralph Clark and Edward Smullen are both on the road for the firm at present, and T. W. Barnhill has just returned from a trip up the State, where he reports having found conditions very healthy.

H. A. Weymann & Sons are very well pleased with the outlook for May business in talking machines. They have rented the same store on the boardwalk at Ocean City they conducted last summer, and will feature this year talking machines along with their sheet music. Norbet Whitley, their road man, is up the State at present and is sending in some very nice orders for Amberolas and Victrolas, while William Doerr is looking after the New Jersey and seashore trade. Mr. Weymann says that the new Edison proposition has stimulated trade among all the dealers.

When I asked F. J. Heppe what he had to report regarding his talking machine business he said, "You may say that our retail business in April increased one hundred per cent. over the corresponding month of last year, and fully seventy-five per cent. in the wholesale department." The Heppes have opened a very fine talking machine branch at Lancaster, Pa., in the Y. M. C. A. building in that city and they have been doing very well with it.

The Columbia Phonograph Co. report an excellent business. They have been giving quite a few church concerts in various parts of the

city recently with the Gipsy Smith and other records of a similar character, which have been very popular and through which they got some very good returns. They have also been giving exhibitions of other characters, last week playing a long list of numbers of Irish composers and singers for the Knights of Columbus at their club house. At this concert they played the full list of McCormack records. Among the visitors to the Columbia were E. D. Easton, president of the company, and Mr. Dorian. The Columbia Co. have been having quite a trade among the hotel and cafe people through the State on their new disc machines.

Louis Buehn & Bro. are about to open a new place at 1115 Walnut street, devoted to Business phonographs. Fred Smith, who has had considerable experience in this part of the work, will be in charge. Edward Buehn is traveling through the Cumberland Valley at present, and is finding the business very much improved in that section.

SONORA PHONOGRAPH CO.'S CATALOG.

Their first complete catalog has been issued by the Sonora Phonograph Co., 76 Reade street, New York, in which their full line of machines and records is illustrated and described, and it will certainly interest jobbers and dealers. The Sonora, termed "the instrument of quality," is thus explained in this handy booklet:

"The Sonora phonographs with invisible horn free from metallic effects represent purest quality of tone, perfect construction, beauty and durability. All cases are covered so that the mechanism is concealed from view, and the scratch of the needle is almost imperceptible. Our motors and sound boxes are made in Switzerland, at a factory with vast facilities, backed by the experience of a century in building motors for fine mechanisms. Their construction is scientifically perfect and simple, solid and durable. In Europe, the sapphire, in connection with disc records, is superseding the needle more and more, because the same sapphire may be used indefinitely, and because sapphire records are not destroyed in playing. As the sapphire requires records with up-and-down grooves, while the needle plays those with lateral grooves, it is convenient to have a sound box which can be used with both, so that either style of record may be played. Our duplex sound box, of wonderful tone quality, provides for this."

J. C. Rousch, secretary of the National Association of Talking Machine Jobbers, is sending out some interesting literature as well as illustrated postal cards urging on jobbers the necessity of being represented at the convention to take place at Atlantic City early in July. There is no excuse for jobbers this time.

THE SENECA

☐ Here's the new disc rack equipped with board shelving.

☐ Openings are 3 inches wide, over double the width of our other disc racks.

☐ It is 46 inches wide and 51 inches high. Four shelves for 10 inch discs. One for 12 inch.

☐ Finish in bright or dull copper.

☐ Price is \$14.00, envelopes not included.

☐ "The Heise System" of wire racks is the "last word" in stock carrying systems.

ORDER NOW

SYRACUSE WIRE WORKS

R. S. Williams & Sons Co., TORONTO AND WINNIPEG
Canadian Representatives

SYRACUSE, N. Y.



THE SOUTH AMERICA OF TO-DAY.

Observations of Walter Stevens, Who Recently Visited a Number of South American Ports on the Trip of the Bluecher—The Country from a Business Man's Viewpoint—Visited Many Talking Machine Houses—A Rich Field Sadly Neglected by Business Men of the United States—Cities Full of Cultured People and Decidedly European in Sentiment—An Interesting Review of a Memorable Trip Which Makes Instructive Reading.

Primarily, Walter Stevens, manager of the export department of the National Phonograph Co., Orange, N. J., went on the cruise of the Hamburg-American liner "Bluecher" to South American ports for pleasure and recreation. That was the intention of the company when he and Mrs. Stevens were given bon voyage at the dock in Hoboken and the steamer backed out into the Hudson River on January 22 and bade farewell to American waters until she poked her nose through the Narrows again April 13. While Mr. Stevens enjoyed the voyage greatly, he could not, however, wholly set business aside, and as he is a close observer and is possessed of that valuable asset, trained judgment, what he saw, heard and thoughtfully considered cannot help but be interesting to readers of the World everywhere. When asked for a "few remarks" appertaining to his journey, he replied as follows:

"As you know, I have been into Mexico several times, but had never made the South American trip. It was an experience I shall never forget, as every moment was enjoyable and each incident worth remembering. Of course, I was supposed to be going for pleasure, but at the same time being a business man, and one especially interested in the affairs of the National Phonograph Co., particularly the development of their foreign trade in the countries visited, naturally no opportunity was lost to study conditions and visit the trade. As a matter of fact, wherever the steamer made a port of call every house handling talking machines was called

sult is the goods are made up in Germany in exact imitation of the original American article, shipped and offered in competition at so low a price that the market is lost or so demoralized a foothold is difficult to regain.

"We have ignored and neglected one of the richest chances for gaining a great and splendid trade in South America. Possibly our own domestic business has been so large that it is more indifference than absolute neglect, but an American who is really alive to the vast importance of cultivating closer trade relations with the South Americans, not only for commercial but political reasons as well, cannot but regret the poor showing we make as compared to the standing of European nations. Having made no special effort to gain the regard and confidence of the South Americans in business matters, we have only ourselves to blame, if in turn, they do not hold us in the highest esteem. It is a common saying there that an Englishman's word is his bond, but who will believe a Yankee?

others, are overwhelmingly European in sentiment, taste and inclination. The foreign population is largely German, English, Italian, with a considerable mingling of Scotch and few Americans.

"With this mixture you may imagine what chance the Americans stand unless more aggressive and persistent efforts are made along lines that harmonize with existing conditions. This is strikingly true so far as it affects the



VIEW OF RIO DE JANEIRO, BRAZIL.

products of the American talking machine manufacturers. There are at present tons of cheap German, French and English types of talking machines and worse records. The American manufacturers, however, are making rapid headway with their superior goods, even if they do command a higher price. In other words, there is a great and splendid future for the American-made talking machine in South America, if properly handled. I made a number of valuable connections, which I feel assured will develop into a very satisfactory volume of business for the National Phonograph Co.



BANQUET BY AMERICAN COLONY, SAO PAULO, BRAZIL.

"Undoubtedly, we will get the trade in South America, for events in recent years point that way. It will, however, take time. Inexperienced salesmen from the United States, with little, if any, knowledge of the language, and with a patronizing air, are obnoxious in every sense of the word. There are a great many bright people in these countries, people who have traveled, are experienced in business affairs, and highly cultured besides. The cities, especially Rio, Montevideo, Buenos Ayres, Valparaiso, and



VIEW OF ST. THOMAS, D. W. I.

upon. To be sure, this was incidental, but it was the means of putting me in close touch with the situation, and it was, besides, time well and profitably spent in a strictly business sense.

"South America has been not only sadly, but shamefully, neglected by the business men of the United States. It is the most wonderful market in the world, and instead of these great and magnificent countries having an influential representation of American merchants and mercantile and manufacturing interests, there are comparatively only a handful of our people in evidence. After leaving the harbor of New York I never saw an American flag in any of the South American ports, though each was crowded with shipping, until I returned, excepting the one on the tug that brought the United States Minister to Brazil out to a banquet aboard the 'Bluecher' in the harbor of Rio de Janeiro.

"There is not an American bank in any South American country. The banking business is in the hands of the Germans and English, with the Germans predominating everywhere. For example, if an invoice of goods is shipped from the United States, and a draft is drawn against documents, as is usual, it is presented to the German bank designated, and every item is not only closely scrutinized before payment, but a copy is made of the bill, in which cost prices, etc., are given in detail, and sent to Germany. The home bank passes the duplicate invoice on to some manufacturer, who is told to get busy. The re-



TOURISTS CROSSING THE ANDES.

"The party aboard the 'Bluecher' were shown every courtesy at whatever port we called. Among the passengers were men prominent in banking, manufacturing and professional circles, with a large number of seasoned globe trotters, including some who came from Europe especially to take the trip. At the same time, while probably not one of the passengers had any idea of making the trip one of business, yet many of them hoped to gain a thorough knowledge of the countries to be visited and learn what the possibilities were for doing business in the countries of South America.

"After touching at Trinidad, the first stop of importance was Para, Brazil, a city of 130,000 inhabitants, where 65 per cent. of the world's supply of crude rubber is shipped from. Tons upon tons of rubber here awaiting shipment. At Bahia the view of the harbor from the city, with a population of 265,000, is inspiring. It is built on a high bluff rising abruptly from the sea. A carnival was in progress while we were



PLAZA HOTEL, BUENOS AYRES.

Do you realize fully the difference between "exclusive selling rights" as granted by the Columbia Phonograph Company and the restrictive and arbitrary competitive plan of selling "One line of goods exclusively"?



Columbia Phonograph Co., Tribune Building, New York.

there, and the costumes, lighting effects, floats and orderly behavior of the crowds occasioned favorable comment. Bahia is a famous diamond market. Santos, our next port of call, is not particularly attractive. From there we took a trip to Sao Paulo, the second largest city in Brazil, with 280,000 people. Half of the population are Italians, the remainder being German and Portuguese, with only eight or ten American families. The latter are a small but important factor and exert considerable influence.

"Our experience with exchanging American money for 'coin of the realm'—in each country



MASKED BALL ABOARD SHIP.

we entered, of course—was rather amusing, to say the least. The 'Bluecher's' voyagers had been described as 'arch' millionaires, and what we received in Brazilian money exchange certainly made us feel that way. As an instance, for \$32 of American gold 100,000 reis were received, but as we were obliged to pay 10,000 reis for carriages and the same for luncheon, the alleged wealth rapidly decreased. The exchange figured: In Brazil, 3,200 reis for \$1 American money; Chile, \$5 for \$1; Argentine, \$2.35 for \$1, while in Uruguay we had to pay \$1.03 of our coin for \$1 of theirs. Living expenses throughout South America are extremely high, especially so in Rio and in Buenos Ayres. When foreigners protest the reply is, with a shrug, everything is high in America. They do not hesitate a moment to palm off articles as being of American (United States) manufacture when they really were made in Europe, in order to command an increased price.

"On arriving in Sao Paulo the ladies of the American colony tendered us a reception, followed by a banquet in the open air, under an arbor of trailing vines, decorated with flowers and American flags. There was no concealing the delight of these thirteen ladies in meeting some of their own people under such pleasing circumstances. February 15 we reached Montevideo, capital of Uruguay, with a population of 350,000, where we were most cordially received by the president of the republic. Uruguay claims to have the most beautiful women in the world, and no one who is fortunate enough to see them will dispute the claim, as they are handsome physically and are charming from every

point of view. At Pocitos, a fashionable beach resort of the capital, the hotel compares favorably with the best places of the kind in this country.

"Buenos Ayres, the capital of the Argentine Republic, is directly opposite Montevideo, across the La Plata river, which is only 120 miles wide at this point. It took us twelve hours to steam across. At Montevideo some of the passengers decided to leave the ship, so they would have more time in seeing Buenos Ayres, and to take the trip across the Andes to Valparaiso and Santiago, Chili. Buenos Ayres, with its population of a million and a quarter, is the Paris of South America, and its general appearance is not unlike the important cities in the United States, though the atmosphere of the place is typically European.

"The journey across the Andes, partly by rail and carriage, was an experience novel, exhilarating and decidedly enjoyable. The tunnel through the mountains was opened April 1, but too late for our trip. We climbed the mountains 10,000 feet on a cog road, and then up to the summit 3,000 feet by carriage, and it was made on a run. At the top, on the boundary line between Chili and Argentine, we passed the heroic statue of 'Christ of the Andes,' erected to commemorate the settlement of the dispute between the two countries. Cannon were melted to furnish material for this remarkable monument, and the inscription reads: 'These mountains shall crumble to dust ere Argentines and Chileans break the peace which, at the feet of Christ, the Redeemer, they have sworn to maintain.'



WOMAN CAR CONDUCTOR IN CHILI.

"We visited Santiago, the capital, a beautiful city of 400,000, with straight, wide streets and many fine buildings and beautiful parks. Valparaiso, the seaport of Chili, is the largest city on the west coast, with 150,000 population. In Chili the conductors on the trolley cars are women and the 'chambermaids' at the hotels are men. We rejoined the 'Bluecher' at Buenos Ayres, and then started for the North, stopping again at Montevideo, and then at Rio de Janeiro. Rio is a modern city in every way, with a population of 800,000, and, as you possibly know, is situated on the most beautiful and largest landlocked bay in the world.

"In Rio the entire party aboard were received by the Brazilian Minister of Foreign Affairs, Baron de Rio Branco, one of the great statesmen of South America. Then followed Pernambuco, Trinidad, Kingston and New York, where once again we had the pleasure of seeing the Stars and Stripes. I would not have missed the trip for a great deal, now that I know its value and can appreciate its true worth socially and commercially. The South Americans are truly a wonderful people, and it is a pity we do not know more of them."

Mr. Stevens has a large collection of photographs of the different places visited, almost all of which were taken by himself. It was really a difficult task to select the few in connection with this account of his travels from his very interesting collection.

SOME BIG LEAGUE STUFF

To Be Pulled Off During the Scheduled Baseball Game Between the Eastern and Western Jobbers at Atlantic City in July.

The lively members of the National Talking Machine Jobbers' Association are evincing much interest in the proposed game of baseball between the Eastern and Western jobbers, and a number of them have gone into active training with a view of securing places on the teams representing their respective localities. One of the rules laid down is that while every member of the association may compete for positions on the teams, only one representative of any one concern may play in the game.

J. Newcomb Blackman has been appointed captain of the Eastern team and announces that he is open for applications from good players, the only qualifications necessary being that they must be able to pitch like Mathewson, bat like Hans Wagner and look upon Bugs Raymond as a horrible example.

It is rumored that both Louis Buehn and E. H. Taft, who have been suggested as possible members of the Eastern team, are training hard to qualify. Mr. Buehn may be seen any sunny afternoon racing around the green spots in Spring Garden street, while they say that Mr. Taft, who is a candidate for shortstop, has pulled off twenty pounds by sprinting around the Common and the Public Gardens. The Western fellows will certainly have to play ball.

NEW VICTOR JOBBERS IN PEORIA.

The Putnam-Page Co., Inc., Take Over the Talking Machine Department of the C. Adams Co. Who Are Now Devoting All Their Attention to Pianos—Will Move to New and Attractive Quarters in That City in June—Both Gentlemen Recently Visited New York.

Fred H. Putnam and Roy Page, of the Putnam-Page Co., Inc., Peoria, Ill., were recent visitors to New York. These gentlemen have recently purchased the talking machine department of the C. Adams Co., piano dealers, and will move to new and larger quarters at 324 South Adams street on June 1, where they intend to have a splendid emporium for the jobbing of Victor talking machines, Edison phonographs and records.

During their stay in the city they visited all the leading talking machine stores for the purpose of getting pointers on the equipment of their own establishment, as well as the factories of the Victor Talking Machine Co. at Camden, N. J., and the National Phonograph Co. at Orange, N. J.

In a chat with Mr. Page in *The World* sanctum he expressed himself most optimistically regarding trade in his territory for the lines which his firm are representing. "We intend to get after trade and develop it," he said, "and are fully confident that there is a tremendous future not merely for the talking machine but for the business phonograph in our section of the country." Both Messrs. Putnam and Page left for home on Saturday last.

A BLACKMAN ANNOUNCEMENT.

New Style Place Record Brush for Use with the Exhibition Sound Box, Now Ready.

The Blackman Talking Machine Co. announce that the new style 10 Place record brush, for use with the exhibition sound-box, is now ready for the market, and orders for any quantity will be

filled promptly. The new brush differs from the previous styles in that it is equipped with a spring clamp which snaps over the edge of the sound-box and allows for the accurate adjustment of the brush, so that it will bear on the record surface with the proper pressure.

Owing to the changes being made in the brush, the Blackman Co., for a short time, got behind in deliveries, but all standing orders have now been filled and there will be no delay in the future in the shipment of any style of brush. Some live new advertising matter is now in preparation regarding the new style 10 brush, which will be ready for distribution at an early date.

Dealers who have received samples of the latest addition to the line of Place record brushes are enthusiastic over the manner in which it fills a long-felt want, and its success seems assured.

SOME DISTINGUISHED VISITORS.

President Williams, of the Gramophone Co. and Messrs. Clark and De La Rue Visiting Victor Co.'s Plant.

Friday of last week the Hon. H. Trevor Williams, president of the Gramophone Co., London, England, who assisted in framing the new copyright bill, which Parliament may pass before adjourning; Alfred Clark, managing director, and Ernest de La Rue, a director of the same company, arrived in New York on the "Mauretania" of the Cunard Line. They were met at the pier by Louis F. Geissler, general manager; Charles K. Haddon, vice-president and treasurer, and C. G. Child, manager of the recording laboratory of the Victor Talking Machine Co., Camden, N. J. These gentlemen are now in Philadelphia, staying at the Bellevue-Stratford Hotel, and are at the Victor Co.'s plant daily for the purpose of securing a larger percentage of the Victor outfit for the European trade.

JOHN A. B. CROMELIN A VISITOR.

John A. B. Cromelin, of London, England, European representative of the Columbia Phono-

graph Co.'s interests, and a nephew of Paul H. Cromelin, vice-president of the company, arrived in New York last Friday on the "Mauretania." He leaves for Liverpool again next Wednesday on the "Lusitania" of the Cunard Line. In chatting with *The World* this week, he said business in Europe was looking up and that by the fall he anticipated a splendid trade. Mr. Cromelin has not been over here for several years.

C. H. WILSON'S BUSINESS CHAT.

Business Active at National Co.'s Headquarters—National Political Conditions Interfere with the Restoration of Complete Confidence.

C. H. Wilson, general manager of the National Phonograph Co., Orange, N. J., at the factory the other day, in chatting about business, said: "We are very busy, but are not so crowded as in rush times; at the same time we are turning out a lot of goods, and have difficulty keeping up with orders. I do not believe confidence in business affairs has been entirely restored, and it will not be until the national political situation is settled. Financial men cannot sell bonds and other securities, and if they are slow in selling why there is no money to keep the wheels going around. That is about the way we size up current conditions."

WITH U. S. PHONOGRAPH CO.

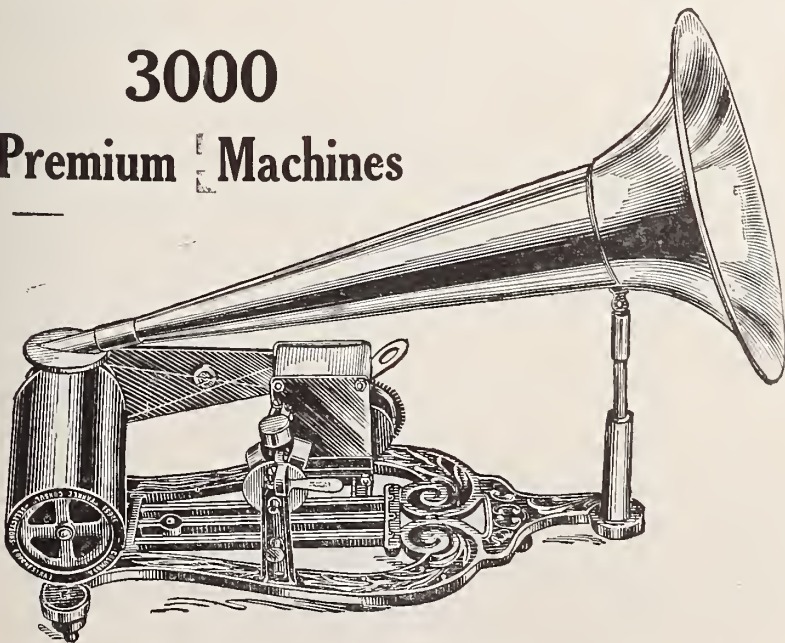
John Kaiser, one of the best known men in the talking machine trade East, who was a prominent figure in its early history and development, is manager of the recording laboratory of the United States Phonograph Co., at 662 Sixth avenue, New York. C. L. Hibbard, formerly in charge, is now at the company's headquarters in Cleveland, O.

Look for the results of your advertising, not in the direct and traceable results of any special offer, but in the steady growth of the business month after month.

YOUR OWN PRICE!!

3000

Premium Machines



In order to make room for our rapidly growing business we will close out our entire stock of about 3000

Premium Talking Machines

AT A RIDICULOUSLY LOW PRICE

NO REASONABLE OFFER REFUSED!

They are perfect, good and high class in every respect. While made in Germany they must not be confounded with the ordinary cheap German importation.

Their Handling in No Way Interferes with any Existing Patents

Manufacturers Outlet Company, 89 Chambers Street, New York

Ralph Waldo Emerson

says:

"If a man can write a better book, preach a better sermon or make a better mouse trap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door."

Ft. Bragg Music House

says:

Well, you can read for yourself the following fac-simile letter of March 28th, 1910, and accompanying order for 706 Records.

Fort Bragg Music House
Pianos
Everything Known In Music
Fort Bragg, Cal.

Single Records

12 Inch Double Records

10 Inch Double Records

One each of several

Alfred Haddock
Little Bragg
Fort Bragg

Fort Bragg Music House
Pianos
Everything Known In Music
Fort Bragg, Cal.

Mar 28 1910

The Talking Machine Co
Chicago Ill

Dear Sirs -

APR 4 1910

The records came along all right Mar. 24th and to say that I am pleased with the way you filled it is putting it mild. There are only two numbers short out of a total order of seven hundred and six records

Very truly yours
Alfred Haddock

Loads of Other Dealers Say:

"We'd rather pay the extra freight and order from you because we know we are sure to **get the goods.**" "As you are **exclusive wholesalers** we know you are not trying to sell the same retail prospects that we are, therefore prefer to give you our **entire** Victor business."

"We appreciate the efficient work of your Sales Department in following up the retail prospects we sent you. Your personal letters have closed many retail sales for us."

We Say:

If The Talking Machine Company can fill orders complete, save you that profit you would lose by not having the goods, assist you in closing retail sales, though we are not

your nearest Distributor, you also ought to tread the "beaten path to our door" that other Victor Dealers have made in order to "**get the goods.**"

The Talking Machine Company
72-74 Wabash Avenue :: :: Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS

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

The Trade Situation Reviewed—Fundamental Conditions Excellent—Growth of Musical Knowledge Helps Talking Machine Sales—Fibre Needles Increase in Favor—April Shows 25 Per Cent. Increase with Talking Machine Co.—Some Distinguished Visitors—Interesting Columbia Figures Regarding Business Growth at Important Points—Wiswell Wants Jobbers to Join Forces at Chicago for Convention at Atlantic City—Summary of the News of the Month.

(Special to The Talking Machine World.)

Chicago, Ill., May 7, 1910.

Take it all in all the Chicago jobbers have every reason to be satisfied with the volume of business coming forward. While April did not show quite the amount of business credited to March this is only a condition naturally to be expected and the decrease was exceptionally small. The month, on the other hand, showed a gain as compared with last year fully equal to that shown by previous months and can be placed at approximately twenty-five per cent. Fundamental conditions in the West are considered excellent. As reports come in from salesmen in the various sections the reports of damage by the recent cold weather to fruit and other crops, are found to be grossly exaggerated and the general attitude is one of decided optimism and belief in a good round, normal year's business. Judging from reports received here the talking machine factories are very busy and are having difficulty in supplying the demands for goods. Victrolas are hard to get as ever and there seems to be considerable shortage on other types of Victor machines. Jobbers report that the Edison proposition by which customers get ten special Amberol records with an Amberola attachment promises to prove one of the most profitable trade deals in years and that the demand is discounting all their expectations. Local retail business in April was peculiar. It was exceedingly quiet the first half of the month, but the latter part was exceptionally good, the last ten days making a finish that was something phenomenal considering the previous quietness and this was in spite of the decidedly unfavorable weather. So far this month business has been of very fair proportions and shows the usual emphasis on higher grade goods.

Grand Opera Season Helps Record Sales.

The grand opera at the Auditorium for a solid four weeks was taken full advantage of by all the large retail establishments in the way of exploitation by special advertising, newspapers and programs, window displays and other methods. The stimulating effect on opera record sales was not felt materially until the latter part of the month, but since the engagement closed is increasingly in evidence. The prospects for English opera at McVicker's for a large part of the summer with a single opera featured for an entire week will undoubtedly have much to do in cinching the good exploitive work already accomplished, and our permanent opera next fall, with the assurance of a list of stars, which we did not dream of at first, means the maintenance of the interest in opera at a white heat.

On Roosevelt's Trail.

C. A. Hughes, a former newspaper man of Chicago, who accompanied the W. D. Boyce expedition to Africa last year, has returned to the Windy City and relates that none of his jungle experiences were of more interest than the Victor concerts around the campfire every night. "We had two fine Victor machines with us," said Mr. Hughes, "and, thanks to A. D. Geissler, of the Talking Machine Co., a stack of the best records for keeping a camp gay and not a few to remind us of home. We would have considered missing our dinner as soon as passing up the big show around the blazing fire at night. The natives would crowd around to listen

to the 'little man' in the talking machine. For that is how those untutored minds account for the sound that comes out. They are quite certain that a human being is inside the box. They were greatly confused one night when we played that song about 'The Preacher and the Bear.' They heard the bear growl and the man shriek when the bear hugged him. Of course, that was too much for them. They had a lot of sympathy for the man struggling in there with the bear. Whenever a particularly laughable piece was played the natives would howl with mirth until they had to sneak away from the scene, for they appear ashamed when white men catch them laughing. British East Africa probably has more talking machines than any other country in the world in proportion to the number of white inhabitants. New records are received from England every three weeks and the agent of the Gramophone (the name under which the Victor is sold in England and her colonies) is nearly mobbed by anxious buyers whenever a new consignment arrives."

Good Publicity.

George and Cecil Davidson, proprietors of the Talking Machine Shop, 169 Michigan Boulevard, took advantage of the Grand Opera season to do some very classy Victor exploitation all along the line, but none more effective perhaps than a facsimile reproduction of a letter which George Davidson received from Riccardo Martin, the famous tenor who was heard here in a number of the operas. He called at the shop, listened to his records, went back to his hotel and on the Congress stationery wrote the following autograph letter which was reproduced in facsimile and enclosed in the regular monthly communication to the patrons of the store:

"My Dear Mr. Davidson:—The Victor records of my voice which you have been so kind to play for me, have pleased me exceedingly. What a truly wonderful invention! The mirror of the voice, I call it. With cordial greetings. Faithfully yours, Riccardo Martin."

Fred. D. Hall's Eastern Trip.

Fred. D. Hall, president of the B. & H. Fibre Co., returned on the 18th of last month from a two weeks' Eastern trip, during which he called on the jobbers in New York, Boston, Philadelphia, Baltimore, Pittsburg, Buffalo and other cities. He was more than gratified with the cordial reception accorded him and the many courtesies extended him. He found the East thoroughly interested in the Fibre needle and the jobbers glad to meet in person its inventor and manufacturer. While the trip was undertaken more as a means of getting acquainted than anything else, Mr. Hall was favored with some very substantial orders for his product, and is assured that the fibre needle, which is already widely recognized in the East, will be strongly featured and pushed by some of the strongest Eastern distributors.

Mr. Hall's visit to the large talking machine factories was fraught with particular interest to him. Since his return he has been telling everyone how thoroughly impressed he was with the fact that whatever is turned out by the factories is the very best that can possibly be produced under the existing conditions and that no pains or expense is spared to make every record that goes forth just as perfect as it possibly can be. He wishes that the general public knew how thorough the work of the factories in this regard is, and how absolute the attention to every detail in order to give every purchaser of a record the most perfect possible rendition of the voice of the artist.

B. & H. Fibre Needle Factory Moved.

The B. & H. factory moved the first of the month to the larger quarters in the present building at Dearborn and Kinzie streets, where they not only have the increased productive ca-

capacity that the growth of the business demands, but handsome offices and demonstration rooms shut off from the noise of the factory. Mr. Hall expects to leave in a week or so for a visit to the jobbers in Detroit, Cleveland, Columbus and Toledo and will shortly make journeys from time to time gradually covering the principal jobbing centers.

Edward A. Geissler a Visitor.

Edward A. Geissler, of the George J. Birkel Co., the large piano and talking machine dealers, Los Angeles, Cal., accompanied by his wife and son, has been in the city the past ten days, the guest of Arthur Geissler, general manager of the Talking Machine Co. Ted. Geissler, the son, although but 19 years of age, tips the scale at 185, is an all round athlete, is ranked as one of the best football players on the Coast and holds the broad jump and 100-yard dash records in high school circles in Los Angeles. Next week the party will continue their journeyings eastward.

Gus Eilers Visits Chicago.

Gus Eilers, who has general charge of the talking machine and small goods interests of the various Eiler's stores on the Coast, and who makes his headquarters at Portland, Ore., spent several days in Chicago on his way East, where he will visit the talking machine factories and spend several weeks combining business and pleasure.

Marquette Healy Home Again.

Marquette Healy, vice-president of Lyon & Healy, arrived in New York on April 19 after an enjoyable trip abroad, and was met by Vice-President Paul J. Healy, who ran up from Atlantic City for the purpose, and by L. C. Wiswell, manager of the company's talking machine department. The former remained in the East, but Marquette Healy and Mr. Wiswell on their return visited both the Victor and Edison factories. They found everyone decidedly optimistic regarding business, the plants crowded with orders and even working overtime in some departments.

George Davidson, of the Talking Machine Shop, accompanied by his wife, is spending a week's vacation with his parents at Decatur, Ill.

Evan Williams in Town.

Evan Williams, of the Victor Red Seal galaxy, who sang at Orchestra Hall in April, called at Lyon & Healy's, heard some of his records and chatted interestingly regarding his experiences at the Victor laboratories.

Remarkable Order Filling.

Arthur D. Geissler, general manager of the Talking Machine Co., states that April showed an increase of 25 per cent. as compared with the corresponding month of last year, which was a really excellent month for them, and came within 5 per cent. of the same month of 1907. An instance of remarkable order filling is found in the fact that they were recently able to fill an order for 706 records complete, with the exception of only two outs.

Samuel Goldschmidt, district manager of salesmen for the Victor Co., was a Chicago visitor the latter part of last month.

A. V. Chandler, Illinois representative for the National Phonograph Co., is on a visit to the factory at Orange.

Notes of the Dealers.

Con Hogan, the famous blind talking machine dealer of Ashland, Wis., paid one of his occasional visits to Chicago in April. He came alone as usual, but engaged a messenger boy to pilot him around the city. He is a perfect mine of optimism, is always ready with a good story or pungent witticism and is a far more inspiring visitor than many in full possession of their faculties.

W. A. Payton, of Baraboo, Wis., was a trade visitor recently. Mr. Payton is one of the large

Another



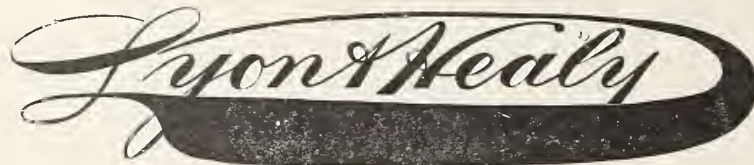
Innovation

THE DEALER who fails to have the new records on his shelves promptly on opening day is not catering to this feature of his business and will surely lose a big record trade which otherwise would be his. Quite often the failure to have the new records is apparently unavoidable.

With the new plan which we have just perfected such a misfortune as being without the new records is impossible. We do all the heavy work. All the dealer does is to sell the records and pocket the profits.

You will want to take advantage of this plan. And it is only one of many which Lyon & Healy are constantly carrying through for the benefit of dealers who buy their supplies of them.

Allow us to explain our new record delivery plan, together with the many superior features which have made our house America's foremost distributors of Victor Talking Machines and Edison Phonographs. Use the coupon for convenience sake.



CHICAGO

Fill in, cut out, and mail this coupon to-day

MESSRS. LYON & HEALY,
Chicago.

Gentlemen:

I am interested in your Record Delivery plan and would like to know more about it.

Name

City

State

T M W

dealers of the Badger State, and not only sells talking machines at his main store at Baraboo, but also at prosperous branches at Lodi, Marshfield and Leedsburg.

L. D. Guest, of the Guest Piano Co., Burlington, Ia., was in the city a couple of weeks ago and brought reports of a prosperous talking machine business.

The Quincy Phonograph Co., of Quincy, Ill., have recently enlarged their retail department and have added several handsome demonstrating booths. Manager L. E. Caldwell is a hustler of first degree and reports an excellent wholesale business on Edison goods, for which they are the distributors.

To Atlantic City.

An effort is being made to get all the Western jobbers, who will attend the conventions of the National Talking Machine Jobbers' Association at Atlantic City July 5, 6 and 7, to come to Chicago and go in a special car with the local contingent. All those who favor the plan are invited to correspond with L. C. Wiswell, of Lyon & Healy, who has been asked by Secretary Roush to line up the Westerners. Mr. Wiswell is also on the lookout for good baseball talent among the Western jobbers. It is the intention to have a ball game between the Western and Eastern forces at Atlantic City and volunteers are in demand.

Good Columbia Business.

District Manager W. C. Fuhri, of the Columbia Phonograph Co., reports some remarkable increases in business for April in the various branch houses under his jurisdiction as compared with April of last year. The figures, which cover, of course, both wholesale and retail, run as follows: Chicago, 50 per cent.; Dallas, 90 per cent.; Des Moines, 20 per cent.; Denver, 60 per cent.; Kansas City, 50 per cent.; New Orleans, 25 per cent.; Omaha, 33 1-3 per cent.; St. Louis, 98 per cent. He attributed the remarkable showing to generally improved business conditions, improved product, popularity of the double disc record and the excellent graphophone business. As compared with March, April made about an even break.

C. F. Baer, manager of the Chicago office of the Columbia Co., recently went to Galesburg, Ill., and made arrangements with the Galesburg Piano Co. for the extensive handling of their line. The company is just fitting up a fine, large three-story building for their business, and the graphophone department will occupy large space with handsome demonstrating booths. H. H. Myers, Indiana traveler for the Columbia Chicago branch, has recently had eight counties added to his territory and has already established several new Columbia dealers and is getting increased business from those already established.

Among the recent visitors to the Columbia Chicago office were J. McCourt, Ludington, Mich.; A. D. Chattell, Beloit, Wis.; Myra T. Crane, Necedah, Wis.

Hobnobbed with the Artists.

L. Kean Comeron, manager of the retail talking machine department of the Rudolph Wurlitzer Co., as usual, spent a great deal of time behind the scenes during the engagement of the Metropolitan Opera forces. He renewed his acquaintances with many of the artists and incidentally increased his remarkable collection of autographs. Quite a few of the grand opera singers were visitors at the Wurlitzer warehouses.

New Salter Cabinet.

The Salter Mfg. Co., of this city, have just brought out a new low-priced cylinder cabinet embodying their idea of holding the records in the cartons which are placed between the pegs. The record is thus protected from breakage and dust and is easily found by the box label. There are six sliding shelves, each accommodating twenty-five records, thus giving the cabinet a capacity of one hundred and fifty. It is furnished either in oak, mission or mahogany finish. The company's new Victrola XII cabinet, with the Salter horizontal felt-lined shelf ar-

angement, is experiencing an excellent demand.

E. C. Plume Returns from New York.

E. C. Plume, western wholesale manager of the Columbia Phonograph Co., returned from a trip to New York last week. He is enthusiastic about some magnificent new operatic records which will soon be added to the Columbia list.

Victor Lecture-Recital.

John Otto, of the retail machine sales department of Lyon & Healy, gave a two hours' Victor lecture-recital before the Men's Club of Irving Park last month. He told about the manufacture

A GREAT ESTABLISHMENT.

The Lyon & Healy Department Considered a Model in Organization and Equipment—How the Department Is Arranged—System the Watchword—Something of the Manager.

(Special to The Talking Machine World.)

Chicago, Ill., May 7, 1910.

The talking machine department of the great house of Lyon & Healy is such a constant subject of comment in the trade and is so frequently referred to from Coast to Coast as a model in point of organization and equipment that the new photographs here reproduced will be found of great interest to those who have visited it and those who still have that delightful experience in prospect.

L. C. Wiswell, the manager of the talking machine department, is, by the way, always at the service of those who desire to study the most advanced methods of conducting a great "talker" business at first hand and to pilot the visitor in person through the department.

In the language of the store the talking machine department is known as "H." How much "H" means to Lyon & Healy is appreciated when it is known that the department is recognized throughout the establishment as one of the most important factors in the affairs of the business. Occupying the entire fifth floor in the immense building and annex at Wabash avenue and Adams street, as well as practically all of the Adams street side of the main floor, the Lyon & Healy talking machine department is one of the busiest places in downtown Chicago.

Facing on Wabash avenue are the spacious and luxurious record trial rooms of the retail division and which were described and illustrated in The World at the time of their construction. There are twelve large individual rooms, finished in mahogany and enclosed in plate glass, making them absolutely sound proof, enabling record purchasers to hear under the most favorable circumstances any record desired. M. N. Blackman, in charge of the retail record division, is known as one of the most proficient men in this branch of the business. A well trained and polite corps of assistants make record buying a real pleasure. Joseph Vesey, in charge of retail machine sales down on the main floor, is also to be reckoned with as a business producer worth while.

However, it is in the wholesale division where the clockwork system is seen working to best advantage. The wholesale occupies the greater part of the immense fifth floor, and in point of

of records, and chatted interestingly concerning the artists and their selections. Mr. Otto now has charge of the I. C. S. language course department at L. & H.'s, in addition to his other duties.

J. P. Seeburg Co. Remove.

The J. P. Seeburg Piano Co., manufacturers of electric pianos, have moved their general offices from the Republic building to suite 718-723 Steger building, corner Wabash avenue and Jackson boulevard. The new quarters give them ample space for displaying their complete line, and besides Mr. Seeburg enjoys the luxury of a commodious private office.

space occupied, arrangement and stock carried is one of the most notable of the country. Nothing has been left undone to facilitate the filling of dealers orders properly and promptly. It is a pleasure to watch the men who make this department a regular hive of industry. Every man has his work and does it. Some are to be seen collecting from the long rows of properly labeled and numbered bins, the records which are necessary to fill the multitudinous orders received in the latest mails. The Victor records are under the supervision of a man who knows the Victor catalog from A to Z. The Edison records are



MANAGER L. C. WISWELL AT HIS DESK.

under another man who is just as well acquainted with the Edison output.

Each order as it is received is stamped with time and date and sent immediately to the assembling rooms. It is attached to the assembling truck and no matter how varied are the items everyone is filled and checked with mathematical precision. It is almost accounted a criminal act to hold an order unfilled over a working day.

Most of the photographs here shown present views very familiar to visitors at the wholesale department and full of human interest. One of the most impressive is a view of the Victor record bins showing the record assembly clerks at work filling orders. Owing to the compact arrangement of the Edison record department it was difficult to get an adequate photograph of it. Another view shows the wholesale machine sales rooms, under the superintendence of Harry Hopkins and which the out-of-town or city dealer finds a very pleasant place to spend



A GROUP OF DEPARTMENT "HUSTLERS."



VIEW OF WHOLESALE MACHINE ROOMS WITH MR. HOPKINS AT HIS DESK.

a half hour and incidentally leave his orders for "talkers."

One glance at the portrait group tells plainly why one may expect good service from the Lyon & Healy talking machine department. Mr. Wiswell is surrounded by as efficient a corps of helpers as can be found. From the traveling salesman down to Max, the general utility man, every individual is thoroughly trained in his

house for twelve years and his promotion from assistant manager to manager was a logical one and richly deserved because of his conscientious and enthusiastic labors in the interest of the business. He has a personality that instantly attracts and is a man who not only elicits the loyalty of every employe of his department, but makes him exceedingly popular with the patrons of the house. Above all he is a systematic



PART OF LYON & HEALY RECORD STOCK ROOMS.

particular duties and has a deep interest in the successful working of the department.

Mr. Wiswell is a young man who has emphatically made good in the very responsible position he occupies. He has been a prominent factor in the talking machine department of the

hustler, a man bound to make his way in any department of life.

In conclusion, it is not amiss to say that the publicity put out by Lyon & Healy in the interest of the talking machine business has been of vital importance to the general trade. Daily concerts are given in the concert room on the first floor. Here all the latest records are played and the auditors are supplied with elaborate programs such as are only provided at the highest class entertainments. Hundreds of people visit these concerts daily. Every retail dealer who buys through Lyon & Healy is kept posted to the minute on matters which will enable him to give his customers the very best service. Only a slight idea can be given here of the facilities possessed by Lyon & Healy by reason of their organization and equipment and long experience for giving their immense number of wholesale customers a service both of goods and ideas calculated to help them to the utmost in the business game. A visit to the department and a careful investigation of their methods is bound to prove forcefully convincing.

GET PRIZE FOR WINDOW DISPLAY.

M. W. Waitt Co. Get Award in Class "D" During Horse Show—How the Display Was Arranged.

(Special to The Talking Machine World.)

Vancouver, B. C., May 5, 1910.

M. W. Waitt Co., the prominent music house of this city, are being congratulated on their window display during the Horse Show, which was arranged by Manager Bowes, and for which they

received the prize for windows in class D, open to all.

The display, with the colors of the Horse Show as a background, represented a little girl driving at the show. The body of the horse was made of a gramophone machine case and its legs were of record boxes. A large record box made the body of the rig, while gramophone horns composed the wheels, and music rolls the shafts. A life-sized doll occupied the seat. A "magic mirror" was placed at one side of the window, into which a doll and toy donkey were looking, while passing people could also have a good view of themselves. Close by the mirror were these lines:

We donkeys cannot sing or play,
But watch our smoke when'er we bray.
We're not quite in the horse show class;
We're just a simple, common ass.

ROYALTIES FOR ARTISTS.

Some Big Sums Received by Leading Opera Artists Who Sing for the Victor Talking Machine Co.—Figures That Stagger.

When the "Kaiser Wilhelm II." sailed from New York, May 10, and a number of operatic singers were aboard, it was a reminder that in addition to their salaries in opera they had enjoyed almost unbelievable incomes from making records. Of course, Caruso, in this respect stands at the head of the list as being the highest paid artist by the Victor Talking Machine Co., Camden, N. J., General Manager Geissler stating that during the past year his royalties amounted to \$68,000 on ten songs.

Mme. Eames has made enough out of the records to support her in luxury without touching her income from any other sources. Geraldine Farrar's account footed up \$17,000; Mme. Gadski, about \$10,000; Mme. Homer, \$20,000; Scotti, \$20,000; Mme. Tetrazzini, \$30,000.

POPE PIUS HEARS SPALDING RECORD.

His Holiness Pius X, as is well known, is particularly fond of music and his chapel master, Abbe Perosi, is one of the most distinguished composers and conductors in Europe. Thus surrounded by competent musical authorities the venerable pontiff keeps closely in touch with the higher class in the musical world and, learning the immense success this year in Europe of Albert Spalding, the celebrated violin virtuoso, he expressed the desire to hear him. As Mr. Spalding could not, on account of his engagements, go to Rome, an enterprising phonograph company offered to replace him with one of their instruments. After hearing the phonograph repeat Mr. Spalding's famous piece de resistance, the Sarasate Gipsy Airs, His Holiness, says the Pall Mall Gazette, said, "There is no doubt the violin is the finest instrument of all."

Complimentary Concerts.

LYON & HEALY

LYON & HEALY CONCERT PUBLICITY.

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 keep "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

KREILING & COMPANY

1504 North 40th Avenue

Cragin Station

Chicago, Ill.

Every owner of a piano is a "prospect" for a Columbia Grafonola. Especially is every owner of a piano-player a "prospect". There are hundreds of live "prospects" in your territory. Sew 'em up!



Columbia Phonograph Co., Tribune Building, New York.

SOUTHERN CALIFORNIA NEWS.

Fine Weather Helps to Enliven Trade—Columbia Co. Take Over Fitzgerald Department—Holmes Music Co. in Handsome New Store—Demand for Red Seal Records—Southern California Music Co. Pushing the Amberola—Among the Visiting Dealers—Number of New Firms Handling Talkers—The News of the Month in Brief.

(Special to The Talking Machine World.)
Los Angeles, Cal., April 28, 1910.

Splendid weather, as usual, has prevailed throughout Southern California during the past three months, and with the exception of three days, during which there were light showers, every day has been a summer day.

Several important changes have taken place of late. The most important is possibly the Columbia-Fitzgerald affair, whereby the latter gives over his talking machine department to the Columbia Co., who will henceforth conduct it as their retail store, having closed their old store on Broadway, between Fifth and Sixth streets, and establishing an exclusive wholesale warehouse at 429 South Broadway on the fifth floor. The new wholesale department is exceptionally well appointed for handling the business, being large and systematically arranged. A large shipment of Grafonola Regents has been received and are rapidly being shipped to the trade.

Another item of marked interest is the removal of the Holmes Music Co. from their old location, No. 113 South Spring street, to a handsome new storeroom on South Broadway, No. 422. Their talking machine department is to be a main feature, and elaborate plans have been made for the fixtures and fittings. This move of the Holmes Co. makes them neighbors of the Wiley B. Allen Co., who are located on the same side of Broadway, a few doors north. This same block has gained the name of "Talking Machine Row," for beside the Holmes and Allen companies is also the home of the Victor distributors, Sherman, Clay & Co. and the Columbia Co., while a little later the Geo. J. Birkel Co. will occupy their new home in the same block. Broadway now has seven of the city's largest dealers and jobbers in a stretch of four blocks.

Sherman, Clay & Co. are having unusual success with the newly issued Red Seal records. The records of Maud Powell had a heavy run during her recitals in this section. The improved Victrolas have arrived and are being shipped and delivered to the many waiting dealers.

The Southern California Music Co. are receiving a shipment of the new Amberola, which have met with undaunted success, the demand being far greater in Southern California than can be supplied for sometime to come. Those dealers who have been fortunate in receiving the Amberola have placed further orders, till now there seems to be no end to the demand. The new combination attachments have met with much success, having been lately sent to the trade. W. L. Reynard, of the same company's traveling force, has succeeded in establishing

several new Edison dealers during a recent trip.

The J. B. Brown Music Co. have displayed the Regent Grafonola in an artistic manner, having transformed one of their show windows into a drawing room, wherein wax figures are poised as though listening to the instrument.

Contracts for the erection of the Geo. J. Birkel Music Co.'s building have been given, and preparations for occupancy of the new home are in mind.

Several out of town dealers have been visitors lately, among whom are: N. L. A. Cody, of Merced, where he says trade is growing better all the while. O. A. Brehler, of Sanger, made a short stay, meanwhile investigating new stock and fixtures. Arthur Burson, the brake-man of Santa Barbara, called with his latest model of the Burson brake. Chas. MacGregor, of MacGregor Bros., Ventura, called on the jobbers last week.

San Diego, one of the fastest growing cities in this southern section, is thereby attracting much attention.

A number of new firms have recently taken to the talking machine business, two of whom are Burbeck & Frank, at corner of Fourth and C streets, and The Bowers Music Co., at No. 1154 Fifth street. Both have met with much success and are enthusiasts in the Victor line.

The Wiley B. Allen Co. have had great success in their new location and have a splendidly equipped department.

Therle's music store have placed a nice order for Victor goods, and will extend their department considerably. Their store is one of the most handsome in the Southwest.

Loring & Co. have added a new section to their Edison department and will be better able to supply their trade.

The South California Music Co. have received one of the Regent grafonolas, which is the first to arrive in San Diego. A. J. Moore, manager, contemplates a heavy demand for these instruments.

O. P. Brady, of Redondo, has taken over the business of Helen Huston at Redondo Beach, Cal., where she has conducted an Edison store for several years.

W. S. Dousett is a new dealer at Sierra Madre. E. A. Helyer, the Business phonograph man of the Southern California Music Co., is now using an automobile in his business rounds.

F. K. Babson, of Babson Bros., Chicago, passed through Los Angeles on a pleasure trip in company with Mrs. Babson.

W. L. Aylsworth, chief chemist of the experimental department of the Edison works at Orange, N. J., visited his brothers at Long Beach and incidentally dropped in to see the Los Angeles jobbers.

W. A. Voltz, Edison representative on the Coast, has had splendid success with the line, especially the Amberola.

The parents of Nora Bayes, famous for her purple label Victoria record, "Has Anybody Here Seen Kelly," are old residents of Los Angeles and are justly proud of her success.

A CLEAN UP OF PRICE CUTTERS.

The National Phonograph Co. Secures Injunctions Against Violators in the Greater New York Territory.

The National Phonograph Co. have just completed what has amounted to almost a crusade in New York and Brooklyn against price cutters, both dealers in their new goods and also those who have dealt in second-hand goods. The atmosphere throughout Greater New York has been thoroughly cleared up by injunctions which have recently been obtained against the following: In New York city—Frantz Prikovitz, Morris Workman and John Morchenross. In Brooklyn—J. J. Dixon, Jacob Workman, George Hausenbauer and Charles Fredericks.

Of the above, Prikovitz and Fredericks were second-hand dealers, and Morris Workman, of Vesey street, New York, was a regularly licensed dealer of the National Phonograph Co., who made use of his brother, Jacob Workman, in Brooklyn, for the disposition of the Edison goods at less than list prices. The investigation of the agents of the National Phonograph Co. in the case of the Workman Bros. resulted in the discovery of a previously unknown underground passage from Manhattan to Brooklyn, through which the Edison goods sold to the regularly licensed dealers of the National Phonograph Co. on the Manhattan side were passed to become part of a price cutter's stock in Brooklyn.

Since these injunctions have been obtained there has been practically no price cutting in Greater New York. The jobbers and dealers throughout the greater city have found that practical—not merely theoretical—protection is afforded them by this policy of the National Phonograph Co.

THE PEERLESS SUCTION CLEANER CO.

The charter for the Peerless Suction Cleaner Co., successors to the Manufacturers' Outlet Co., 89 Chambers street, New York, has been issued, and the new concern is officered as follows: Walter L. Eckhardt, president and general manager; Willard I. Hamilton, vice-president; J. H. Huntington, Jr., treasurer; James F. Meng, secretary; Albert P. Massey, director and general counsel. Henry E. Marschalk is assistant general manager, who will have charge of the office details. The company have factories in New York city, Newark, N. J., and in Connecticut. The capital of the company is \$400,000—\$150,000 preferred and \$250,000 common, and none for sale.

Mr. Eckhardt, for many years connected with the talking machine trade, East and West, occupying many positions of trust and responsibility, has removed his residence from Flatbush (Brooklyn) to Whitestone, up on the north shore of Long Island Sound. He has recently purchased a new seven-seat automobile, and takes pleasure in having his friends join him on extended trips on the superb roads of the island, visiting its many picturesque spots.

CINCINNATI'S BUDGET OF NEWS.

April Business Shows Drop—Rudolph Wurlitzer Co. Well Pleased with Conditions—May Musical Festival Helps Trade—Featuring the Fibre Needles—Edison Circular Stimulates Dealers—Columbia Co. Business Good—Milner Musical Co. Establishing New Agencies—Ohio Concertophone Co. Succeeds the National Concertophone—Other Interesting News Worthy of Record.

(Special to The Talking Machine World.)

Cincinnati, O., May 6, 1910.

April was not quite up to the standard of the first three months of this year, but compared with the corresponding period in 1909 the trade are well pleased with the month that was recently torn from the calendar. The outlook for business is satisfactory, the jobbers announcing plans for getting into closer touch with dealers. In

PROTECTORS for VICTROLAS and AMBEROLAS

HIGH PRICED MACHINES

are worth while taking care of

Our Protectors save them from Dust,
Damp and Injury

MADE IN TWO GRADES

Fleece-Lined Rubber—Fleece-Lined Mackintosh

Send for samples of material and prices

MAGNETIC NEEDLES

EVERY NEEDLE GUARANTEED

MADE IN THREE GRADES

Regular Tone—Multi Tone—Mellow Tone

Send for free samples and prices

We are the oldest established

VICTOR and EDISON

Jobbers in Greater New York

S. B. Davega Co.
126 University Pl.
NEW YORK CITY, N. Y.

some instances additional men have been employed for this particular purpose.

The management of the Rudolph Wurlitzer Co. is well pleased with the results so far obtained in their talking machine department during the year 1910. The retail business, thanks to the musical activity in Cincinnati, has been very brisk. The volume of Victrola and Red Seal business is always proportionate to the number of musical affairs given, and the year 1910 has been particularly favorable in this regard. The Cincinnati May Festival, which is a feature of musical life in Cincinnati, brought home practically to every Cincinnati the work of the great masters and the art of such singers as Schumann-Heink, Evan Williams, Herbert Witherspoon, Louise Homer and Emmy Destinn, who were heard during the festival. Needless to say the records of these singers were in great demand during and after the festival.

Local dealers look forward to the month of May to be a record breaker in the talking machine business.

The Wurlitzer Co. are featuring the fibre needle on the main floor of their establishment. The Victrola is placed just within the front of the store, and the sweet music given by this instrument, upon which the fibre needle is used, fills the entire store without interfering in the least with the transaction of other business at the musical merchandise counter or office. This feature alone has sold many Victrolas, and the Wurlitzer Co. will hereafter give it a permanent place. The entire musical store was redecorated and a magnificent electrical display illuminated the front of the building during the festival season.

Schumann-Heink and Evan Williams were among the most popular of the artists who came to Cincinnati for the fall festival. In this connection it is quite a tribute to the Victor to state that the engagement of Evan Williams was secured through an enthusiastic purchaser of a Victrola, who appreciated Evan Williams' records, and recommended his selection as a May Festival soloist. The Wurlitzer Co. did some extensive advertising during the May Festival season, in which visitors were invited to call and hear the voices of the May Festival stars through the Victrola, with a view of being able to secure many prospects for dealers who are located in this city and Ohio, Indiana, Kentucky and other neighboring States. The artists who took part in the festival were invited to call at the Wurlitzer store to hear their records on the Victor Victrola.

The circular just issued to Edison dealers, calling attention to the immense number of small Edison machines which are scattered through the country, and suggesting that they take in trade these instruments on an Amberola, has been most stimulating to Edison trade in this city and locality. Every dealer should carry an Amberola and the jobbers stand ready to make this possible regardless of his capital, as long as he proves himself to be progressive and upright.

Manager S. H. Nichols, of the Columbia Phonograph Co., reports business for the month of April even better than he anticipated, and his anticipations were very high. He said: "The demand for the Grafonolas, especially the Regent, continues beyond the supply. At this time we are holding orders for Regents, awaiting shipment, although deliveries from the factory have been very satisfactory, but the sales have gone away beyond what we really planned for. We have been using a wide campaign of advertising, including the newspapers, billboards and street cars, and the effects of this publicity are being felt strongly in our retail department, where the sales have been satisfactory from every point of view. The demand for the Grafonolas is greater than before, and the Grafonolas carry with them a large demand for our Fonotopia double-disc records. With the opening of spring our dealers are being furnished with plenty of posters and advertising for outdoor work, and the signing up of exclusive Columbia dealers continues almost daily. The simplicity of our four-minute aluminum tone arm cylinder graphophones and the perfection of the four-

minute Indestructible records has been recognized and appreciated fully by our dealers, who are enthusiastic over them and who are doing a larger cylinder business with them than ever before. Conditions are good and business is good, and we are enjoying our full share of this prosperity, together with our hundreds of Columbia dealers. Our dealers are doing a splendid business with the Grafonolas, and are delighted with the wide working field these high-class instruments have opened for them."

The Milner Musical Co. intend to devote the most of their energies this month toward establishing new agencies. A new man has been taken on in order to enable Manager W. A. Timmerman to put one of his live wires out in the field. George Gross, who took on a line of Edison goods last month from the Milner house, has proven a winner at his new location, Woodward and Main streets. He has come back with new orders and promises to be one of the best agency buyers on the list of the company.

Manager Timmerman this morning stated that the Edison line of records for May is the best yet produced and predicts a record breaking business for the next thirty days. He said the house is ahead of last April's record. Several Amberolas were sold last week and he has plenty of good prospects in tow. Wm. J. Kenney, one of the hustlers of the Milner Co., carried off the honors during April for the largest aggregate sales of machines and supplies.

The Ohio Concertophone Co. have been succeeded by the National Concertophone Co., the two being the successors of the Victor Novelty Works, of Chicago, which was bought out recently by John C. Groene and others of this city. Arrangements were made last week for the establishment of a factory at Rising Sun, Ind., which will be in charge of Thomas Skelly, the inventor. The officers of the new concern are: President, J. W. Whitlock; vice-president, Charles Luhn; treasurer, Jno. C. Groene, and secretary, Frank K. Bowman.

John Arnold, 507 Elm street, believes the best thing that has happened to the trade in months is the offer of the National Phonograph Co. to place their new attachments on old machines for four-minute records. "People," he said, "tired of hearing the short selections, have come forth and are having a new attachment placed upon their machines. This has brought us a large volume of business."

The Salm Talking Machine Co. are disappointed at the lack of results in their publicity campaign, in which billboards were extensively used. This many claim is a roundabout way of reaching purchasers.

COLUMBIA GLEANINGS.

Feinberg's Southern Trip—Something New Coming.

B. Feinberg, who has been touring the South for the wholesale department of the Columbia Phonograph Co., general, for six weeks past, returned to New York Monday. He reports writing a lot of good business. Thursday last he went to Richmond, Va., via the water route and remain until the close of the Piano Trade Exhibition.

The Columbia Co. will shortly announce something that will be welcomed by their dealers and jobbers. It in no way interferes with their present strong line, but is an addition. The catalog or booklet is under way, and possibly the goods will be shown for the first time in their space at the Piano Trade Exhibition in Richmond, Va., May 16 to 21.

On May 2 Don Emilio Murillo, a distinguished composer of Bogota, Republic of Columbia, S. A., arrived in this country to supervise the recording of some of his best known works for sale in his native country. Not a few of Senor Murillo's compositions have been produced with eclat in Paris, France. He will remain here for three months, and devote his exclusive services to the Columbia Phonograph Co., General.

REVIEW OF JUNE RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

In the National Phonograph Co.'s Grand Opera Amberol list for June there are many excellent numbers which will increase the army of Edison admirers. Marguerita Sylva, soprano, is represented by an excellent number in the "Ballatello" from "Pagliacci" (B194), which is sung with ease and effective style. Mme. Carmen Melis, soprano, give a most dramatic reading to the "Mamma" song from "Zaza" (B193). Another impressive number is "Eri tu" from "Ballo in Maschera," sung delightfully by Ernesto Caronna. The selection from Massenet's "Werther," sung by Luigi Cilla, tenor, is a splendid example of the lyric art most effectively recorded. Luigi Lucenti, basso, has made a fine record of an aria from Verdi's little known opera "Simon Boccanegra" (B197), which demonstrates the versatility of the great Italian master and the beauty of Signor Lucenti's voice. In the Edison Amberol list Victor Herbert and his orchestra are represented by selections from "The Tattooed Man" (440), which, as might be expected, are recorded in the most finished style. Another striking orchestral number is "Moraima, Spanish Caprice" (446), played by the American Standard Orchestra. This is a characteristic Spanish number, full of lights and shades, and most fascinating. Sousa's Band is represented by Strauss' "Morgenblätter" Waltzes (452), which are played with verve, charm and finish. Another excellent instrumental number in the lighter vein is the barn dance, "Dem Dear Old Days" (433), played by the United States Marine Band. Among the most striking numbers in the vocal list is a sacred selection, "My Jesus As Thou Wilt" (445), sung with fervor and charm by singers of recognized ability, composing the Edison Mixed Quartet. There are quite a number of the popular songs of the day listed, all of which are greatly in demand, and which, as usual, are well recorded. Among the striking numbers in the Edison Standard list is the harp solo, "Annie Laurie" (10368), by R. P. LaRocca. This charming old melody is given a new setting, beautifully embellished and artistically rendered. Other instrumental numbers are: "The Salute to Washington March" (10365), which is played in brilliant fashion by the United States Marine Band; Chaminate's "The Flatterer" (10372) is given a very attractive orchestral reading by Victor Herbert. The recording of this little gem of the well-known French composer is a delight. The Gipsy waltz, "Love's Torment" (10376), so popular in London, is well rendered by the American Standard Orchestra. Under this heading, as in the Amberol list, there is to be found a goodly showing of all the standard songs of the day, sung by well-known composers, which will be found listed in the regular department of The World.

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The Columbia Phonograph Co., in their list for June, introduce the famous Italian operatic soprano, Lina Cavalieri, whom they have signed exclusively. Her selections are from "La Boheme" and "Mefistofele" (A5172), in the 12-inch Symphony list. This famous artist is heard to great advantage. Every note is clear and true and musical, and marks the first of a series of double discs by Cavalieri to be issued by the Columbia Co. Kitty Cheatham, the great interpreter of songs of the South and childhood, is represented by the first of a number of records which she intends making for the Columbia Co. Her initial effort in the 12-inch list is "The Plaint of the Little Bisque Doll," "Visitors" and "The Sugar Dolly" (A5163). These songs and sketches are sung in that inimitable manner for which Miss Cheatham is famous. They are unique and therefore must win a big following. Raymond Hitchcock and George Lashwood, baritones, have two excellent numbers (A5167) this month. They are both character sketches, and anyone who has heard the well-known American and the popular Englishman will feel that he is again in their

presence when this record is heard. Manuel Klein's New York Hippodrome Orchestra is represented this month by "The Nut Cracker Suite," by Tschaiakowsky, and "Meet Me Where the Lanterns Glow," sung by Miss Tillotson, contralto, and Harry Burr, tenor with the orchestra (A5169). In the 10-inch list there are some numbers of more than ordinary merit, notably the double record comprising "The Friar of Orders Gray" and "Rolling Down to Rio," sung by George Clarence Jell, baritone (A828). The former is an old-time favorite, while the latter is an English song which has created quite a sensation in the old country. Two operatic selections played by Prince's Orchestra—"Bright Eyes" and "The Arcadians" (A823)—are full of graceful, catchy melodies which are very popular. Space will not permit a detailed analysis of the other numbers, which, however, are worthy of careful consideration by dealers. The two-minute and four-minute Indestructible cylinder list for June contains thirty numbers instead of twenty, as heretofore. In the four-minute list appears the first five of a series of fifteen records of dance music played in strict dance time and issued in response to many demands. The general list, as will be noticed elsewhere, contains many numbers, both popular and standard, of real merit. It is well diversified and well selected.

* * * *

The Victor Talking Machine Co. have turned out an excellent list of records for June sufficiently catholic to please all fancies. The Red Seal list is notable for three new Caruso records, two "Germania" airs by Franchetti (87053-87054) and the famous duet trio from "Faust" (95206), which Caruso sings with Scotti and Journet. John McCormack, the popular young Irish tenor, is represented by an English ballad by Harford-Marshall (64120) and selections from "Carmen" and "Faust" (88216-88230). Mme. Gadski, the great Wagnerian soprano, is heard to great advantage in a selection from "Götterdämmerung" (87052). The admirers of "Mme. Butterfly" will be delighted with the two selections, one a solo by Geraldine Farrar (87055) and the other the trio from Act II, admirably sung by Fornia, Martin and Scotti (87053). Mme. Sembrich, the incomparable soprano, and Sammarco, the baritone, are represented by a duet from "Rigoletto" (89042), a beautiful record. Another duet that will interest is that sung by Mes. Gadski and Homer from "Orfeo ed Euridice" (89041). Mischa Elman, the clever violinist, who has just finished a tour of this country, has made new records of seven of his selections already listed, and played several new numbers, two of which are herewith presented, namely, Beethoven Minuet in G (64121) and Dvorak's Humoresque (74163). These, as well as the entire list, are splendidly played by this violin wizard. In the Purple Record Label list there is an interesting talk by Shackleton, the great English explorer (70014); two new Bayes-Norworth records, "Young Amer-

ica" (70015), "Come Along, My Mandy" (70016), and two new Lauder songs, "Killiecrankie" (60018), and "We Parted at the Shore" (70013). These are sung in Lauder's inimitable style with plenty of rolling "r's". Other records of merit listed include a selection from Massenet's "Hérodiade" (31786), played with brilliancy by Arthur Pryor's Band. Another interesting record is Wagner's "Lohengrin Fantasie" (31785), played by Victor Sorlin, 'cello, and C. H. H. Booth, pianist. In this record there is an admirable balance of tone and the ensemble effect is most pleasing. The Victor Light Opera Co. is represented this month by gems from "Pinafore" (31782), one of Gilbert and Sullivan's most successful operas. The old favorites from this opera are admirably sung and undoubtedly will appeal to hundreds of thousands of admirers. A new piano record, and a mighty good one at that, is the Strauss "Voice of Spring Waltz" (31784), played with some amazing variations by Alfred Grünfeld. M. Rocca, of the Opera Comique, Paris, is the singer of an aria from Massenet's "Manon" (5775). This record will give a great deal of satisfaction to opera lovers. Lucy Marsh and Harry Macdonough have two charming duets from current opera successes in "The Stepping Stones," from "The Belle of Brittany" (5776), and "Ring O'Roses" from "The Dollar Princess" (31783). Twelve double-faced records are listed for June, and as will be seen from the list elsewhere, they include a number of popular, classic and religious selections that are well worthy the consideration of dealers.

THE COLUMBIA WHOLESALE STAFF.

R. F. Bolton, manager of the Columbia Phonograph Co.'s wholesale branch, 89 Chambers street, New York, in speaking of business said: "The last week has shown a marked improvement over the preceding weeks. The demand for high-priced goods continues and the factory is behind on deliveries. As a whole the Columbia trade is getting steadily better. Last week we sold a nice bill of goods to Frank Storck, Red Bank, N. J., amounting to \$2,000.

"Our traveling staff consists of O. P. Graffan, who travels through New York State; C. M. Mallette, who looks after the trade in New Jersey and Connecticut; L. C. Ziegler, who sees the dealers in Greater New York, and C. M. Dolly, Jr., a special representative in the same territory. They are all live wires."

We are in receipt of a handsome photograph showing the interior of the talking machine display rooms of the Abelowitz Phonograph Co., Inc., at 510 East 138th street, New York. The instruments which they handle are most attractively displayed, the Victor being prominently featured with the famous trade-mark occupying the place of honor. The store is attractively arranged and bears all the evidences of careful and progressive management.



The THORN NEEDLE and HOLDER is Pleasing Everybody

ESPECIALLY THE DEALER WHO SELLS THEM

Put in a stock of Thorn Needles and Holders and give them a THOROUGH try-out with your trade. You will be as surprised with the results as other dealers all over the country who have taken the time to demonstrate them.

YOUR TRADE WANT THEM BECAUSE THEY ARE

Easy to Handle **Each Needle Plays Several Records**
No Scratching **No Change in Reproducer**
No Wear Upon the Record

THORN NEEDLES, Boxes of 100, RETAIL 35 CENTS
 THORN NEEDLE HOLDERS, - EACH 25 CENTS
 Liberal Discounts to the Trade

Patented

We Sell Millions of Them at Retail. So Can You. Send for a Supply To-day. Don't Put It Off. DO IT NOW.

J. W. JENKINS' SONS MUSIC CO.
 VICTOR TALKING MACHINE DISTRIBUTORS KANSAS CITY, MO.



**Every point of advantage that can be
claimed for any hornless machine, can
be proved in the Columbia Grafonola.**



Columbia Phonograph Co., Tribune Building, New York.

WITH THE TRADE IN CLEVELAND.

Business in the Talking Machine Field of Satisfactory Volume—Grand Opera Records Selling Well—Moving Pictures to Help Deaf and Dumb—A Talking Machine Enthusiast—W. J. Roberts, Jr., and W. H. Buescher & Sons Consolidate—Good Columbia Co. Business—How the Various Houses are Handling the Trade—General Increase in Business Reported—Expansion With May Co.

(Special to The Talking Machine World.)

Cleveland, O., May 10, 1910.

Business in the talking machine trade is of moderate volume as usual at this season of the year, and if anything has been accentuated by the changeable, disagreeable, unseasonable weather. But from the fact that general business is good, the outlook is regarded as encouraging. However, opinions are somewhat mixed regarding conditions, and there are some who believe a quiet trade is the best situation can boast of. Complaint is made that there are too many engaged in the talking machine business, engendering unnatural competition, and hints are dropped of underhanded price cutting and explanations of how it is done. But, as a general proposition, it is doubtful if much, or any, price cutting is resorted to in making sales.

These lovers of music who did not, and those who did, hear the famous singers at the recent brief grand opera season in this city are now, thanks to the May lists of records, hearing them sung at their homes, and as often as they like, as well as many other world-famed songsters in the popular field.

With the passing of the winter season, regardless of the weather, patrons of opera, concert, lecture and stage find fewer opportunities for indulging their tastes. In a lesser measure it is true even of the lovers of vaudeville. These patrons have learned that it is no longer necessary to store up their temperamental tastes, not to be brought out again until fall arrives. Throughout the summer they can, and do, depend on the never failing, always enjoyable music records, and find their wants satisfied.

In collaboration with the phonograph the deaf and dumb of Cleveland have determined to use the moving picture machine to preserve the work of their famous lectures. In a lecture by Robert McGregor, a celebrated deaf and dumb reader on "The Helmet of Navarre," moving pictures were taken of his graphic sign language, which will be preserved for future generations of the deaf and dumb. Heretofore there has been no record of the sign language. Slang expressions have crept in, and through the instrumentality of educated lecturers the deaf and dumb hope to preserve purity of diction of the silent language.

E. F. Stafford, a prominent business man of this city, who resides in the suburban town of Lakewood, is an enthusiastic admirer of the talking machine. He has installed in his cozy home

a golden oak Victrola, and is the possessor of over one thousand records, including nearly every red seal record in the Victor catalog. Mr. Stafford, a musician of considerable local note, is baritone soloist at Emmanuel Episcopal Church and has participated in a number of operatic functions in recent years. Notwithstanding his large number of records they have been made with care, and constitute a repertoire of selections which would be difficult to duplicate, including the seven of the garden scene from Faust, by Caruso, Farrar, Gilbert and Journot.

W. J. Roberts, Jr., has merged his business with W. H. Buescher & Sons, and is now in charge of the Victrola sales department. This merging of the two businesses, while greatly decreasing the expenses of operation, will strengthen the forces, centering the trade in one of the finest equipped Victor stores in the country. W. H. Buescher stated business was giving daily evidence of improvement, many sales of Victrolas were made during the month.

Phil Doran, manager of the talking machine department of Collister & Sayle, said sales of machines were slow, but record trade, especially in red seals, was very good.

At the Columbia graphophone store of the G. J. Probeck Co. this month's business is reported excellent, and the trade holding up remarkably well. A. W. Robertson, of the company, said: "We are experiencing a growing demand for Columbia grand opera and other special records, made by exceptionally good talent, and the interest in Grafonolas is not abating, one prospective customer even proposing to so plan the arrangement of the library and living room portion of his new home, now under construction, as to most suitably accommodate the new library table Grafonola. The new 4-minute Columbia indestructible cylinder records are making friends every day, and, as Mr. Post would say, 'There's a reason.'"

Great activity is evident in all departments at E. McMillin's music store, especially in the talking machine department. Mr. O. E. Kellogg, the new manager, has perfected extensive improvements for the benefit of customers by greatly expanding the list of records carried, which now includes a large number of the foreign selections. Through Mr. Kellogg's up-to-date methods every record is always in stock. "Our sales of Red Seal records," he said, "has shown a steady increase and the demand now exceeds our most sanguine expectations. We also feature the entire Edison line, the same as the Victor, and are now the only Edison dealers in the Cleveland New Center."

Next to attractive demonstration rooms and an appropriate display of talking machines and cabinets, E. A. Friedlander, manager of the talking machine department of the Bailey Co., believes in as wide publicity as possible, and is alert in taking advantage of the liberal advertising by the different manufacturers in following up the various announcements in the daily papers with matters of local import. With the

extensive and varied stock of Victrolas, Phonographs, Zonophones and complete lists of the records, Mr. Friedlander is enabled to meet customers with propositions that meet their pocketbook. He states that business is very good and improving, the demand for the more expensive machines and records, especially, constantly increasing, and that he had more orders than he could fill for the special Amberola attachment offer. He stated the Zonophone foreign records were very popular and selling well.

The talking machine trade is very good at the store of B. L. Robbins & Co. "The special Amberola proposition is proving very popular, and is being taken advantage of by many of our customers," said Mr. Robbins.

The May Co. are building an addition to their already large store, and when completed will undoubtedly house the piano and talking machine departments in more accessible quarters than the present. The company are doing a fairly good business, and report a number of sales of Victrolas. The manager stated that, judging from inquiries, there would be a good continuous demand for the new Victor May Red Seal records, especially of the garden scene from Faust, as sales of the entire set of seven are being daily made.

Brown Bros., who handle the Columbia exclusively, report a very satisfactory trade during the past month. Miss L. Byrnes, in charge of this department, stated that while there had been a little slacking up, they had been making good sales right along, and that business was now steadily improving again.

H. E. Jones, formerly with the Columbia Co., is now engaged with the C. E. Zimmerman Co., publicity and sales promoters of Chicago. He is in charge of the State of Ohio territory, with headquarters in Cleveland.

The Goodman Piano Co. have increased their capital stock from \$25,000 to \$100,000. Mr. Goodman said business in both the talking machine and piano line was constantly improving.

A run around the trade generally reveals conditions as uneven with a tendency to betterment. The Flesheim-Smith Co. report increasing sales in Victrolas and Victor records; the Aldrich-Howey Co. make a similar report regarding Columbia graphophones and double disc records; Chas. I. Davis, of the Music and Novelty Shop, reports many sales of Victrolas and increasing record trade; Mr. Towle, of the Eclipse Musical Co., says machine sales are slow, but record trade is good; the Lewis-Welsh Piano Co., 5907 Euclid avenue, are giving talking machines quite a prominence as a side line; Mr. Rood, of the Talking Machine Store, reports business as seasonably good; Cobletz Bros., whose trade is largely in records of foreign languages, complains that business is very poor. So there you are.

The Columbia list of the foreign series of disc and cylinder records is proving a successful aid to dealers in securing patronage from that large class of our fellow-citizens who appreciate records in their own tongue.

TRADE IN THE PACIFIC NORTHWEST.

April a Record Month in Both Wholesale and Retail Lines—Looking for Good Summer Business—A Canadian Visitor—Conditions in Oregon—What the Various Dealers Are Doing—Jobbers Very Active—Talking Machine News of the Month in Brief.

(Special to The Talking Machine World.)

Seattle, Wash., May 1, 1910.

The month of April has been the biggest month so far this year in both wholesale and retail business. Probably the great activity shown by the country dealers is due to the special attachment proposition made by the Edison people. This offer has served to wake up quite a number of the "dead ones" and has spurred the "live ones" to greater effort than ever before. The Victor business, of course, is holding up in good shape, especially the Victrola and Red Seal records. The Columbia Regent Grafonola is also coming in for its share of attention by the trade.

From now on the dealers are looking for continued prosperity, as the summer homes and house-boats are rapidly being occupied and the talking machine will be more popular than ever with this class of people. Quite a number of sales have already been made by dealers to occupants of these summer homes.

Seattle enjoyed a visit by a distinguished talking machine man lately in the person of James P. Bradt, Canadian manager for the Columbia Phonograph Co. Mr. Bradt states that business is excellent across the line and that the Columbia product is "the one best bet" with the dealers. While in Seattle Mr. Bradt was entertained by Edw. P. Kelly, also by C. H. Hopper, who is one of the directors of the Eilers Music House.

Ed. Lyons, Northwestern representative for the National Phonograph Co., made a brief visit to Seattle a few days ago. He reports that the dealers in Oregon are at last beginning to show signs of life. It is the opinion of all travelers who have made this State that the possibilities

of the talking machine from a commercial standpoint are greater than any Coast territory. This will be apparent when it is considered that Oregon is just entering into a great era of railroad building which will naturally be followed by new towns and general prosperity when its millions of acres of the richest land in the world will be placed in direct outlet with Portland and San Francisco.

E. B. Hyatt, of the Portland Phonograph Agency, claims the record of the Coast for Amberola sales. He has purchased 24 and sold 19 since January 1. Mr. Hyatt handles Edison products exclusively.

Mr. Glenn, manager of the Columbia Phonograph Co., Portland, reports that the business of his branch is unprecedented. He is booking orders by the carload for immediate delivery.

The Edison business phonograph is gaining prestige every day in Seattle. A demonstration of its advantages was given by Eilers Music House to a gathering of 200 good-looking stenographers recently. They are establishing a training department where stenographers may receive free instruction in the operation of this device.

Manager Rice, of Kohler & Chase's talking machine department, states that their business for April exceeded that of any other month so far, with the exception of December, 1909.

Hugh Barrett Dobbs, late of New York city, who is traveling for Sherman, Clay & Co., is making quite a record for himself in establishing Victor dealers. Only "live wires" are wanted by Mr. Dobbs, and a few of his latest acquisitions into the Victor fold are such firms as A. L. Hotchkiss Co., Seabeck; E. C. MacReavy, Union City; Webster, Eckhardt, Sims Co., Enemclaw, and the Carbon Hill Coal Co., Carbonado, all in Washington.

J. H. Ferguson, traveler for Eilers Music House, Seattle, has just returned from the southern part of the State and Grays Harbor points, with his usual package of orders.

Ward & Co., the hustling dealers of Bremerton, Wash., have just sold seven Victors and

five Edisons to the battleships at the Navy Yard.

A. T. Raebeck, Olympia, Wash., has just completed the task of remodeling his warerooms to make room for his growing talking machine business.

White & Gabel, the dealers at Chehalis, Wash., have recently opened up a swell store in Centralia, Wash., with a full line of Edison machines and records. This firm have certainly done wonders toward developing the "talker" business in their territory.

Business in Alaska continues to go by leaps and bounds. The Seattle jobbers having received heavy orders from the leading dealers, among whom are the Ryus Drug Co., Ketchikan; J. Huebner, Douglas; Seward Drug Co., Seward; Owl Drug Co., Valdez, and W. W. Powell, Fairbanks.

Mr. Wilson, of White & Co., Cordova, Alaska, spent a few days in Seattle recently on his way to mining property in Oregon.

J. T. Spickett, a dealer of Juneau, Alaska, stopped off to call on Seattle jobbers on his way to Texas, where he is going on a short business and pleasure trip.

J. Woodburn, of Tideman & Woodburn, Everett, Wash., was a recent visitor at Eilers Music House, placing an order for three Amberolas.

HONESTY IN ADVERTISING.

Be absolutely honest in advertising. Be straightforward and honest. It may be true that misrepresentations will sell goods. Lying salesmen can sell shoddy stuff. These are men who have become rich by cheating. Dishonesty in the store or in advertising is not a sign of cleverness, but rather of business weakness. Transient trade will follow the alluring dishonest advertisement, but no permanently successful business has ever been built without honesty and integrity as foundation stones. P. T. Barnum's remark might have been true regarding a circus, but it can't be applied to merchandising.

THE NEW IDEA**Combination Disc Record Cabinet**

A unique and practical cabinet with changeable cover to fit and match Victor I, II, III, IV, V or VI. Dealers who handle the New Idea Cabinet need carry but one or two in stock, and with extra tops, at a very small expense, be in a position to supply customers with a cabinet for any type Victor Machine.

A Jobber with ten New Idea Cabinets and a few extra tops, will be able to fill orders more promptly than he is to-day with a stock of 100 of the present style Disc Cabinets. The New Idea Cabinet holds 180 10-in. or 12-in. Records. There are twelve sliding files with indexed interiors, each holding fifteen records. Files are wood faced and finished to match cabinet, oak or Mahogany. Sold through the Jobbing Trade only.



Write for Catalog and Prices

NEW IDEA CABINET COMPANY

441-443 National Ave., Milwaukee, Wis.

RECORD BULLETINS FOR JUNE, 1910

NEW VICTOR RECORDS.

No.	ARTHUR PRYOR'S BAND.	Size.
31786	Hérodiade—Grand Selection. Massenet	12
	BLACK DIAMONDS BAND OF LONDON.	
5777	Apache Dance (Danse des Apaches)	10
	VICTOR SORLIN, 'CELLO; C. H. H. BOOTH, PIANIST.	
31785	Lehngelin Fantasie. Wagner	12
	ALFRED GRUNFELD, PIANIST.	
31784	Voice of Spring Waltz (Frühlingstimmen) Strauss	12
	LUCY MARSH and HARRY MACDONOUGH.	
5776	The Stepping Stones (From "The Belle of Brittany") Greenbank-Horne	10
31783	Ring of Roses (From "The Dollar Princess") Fall	12
	THE FIRST GILBERT AND SULLIVAN MEDLEY.	
	VICTOR LIGHT OPERA CO.	
31782	Gems from "H. M. S. Pinafore": Opening Chorus, "We Sail the Ocean Blue"; Air, Ralph and Chorus, "A Maiden Fair to See"; Song, Captain, "I Am the Monarch of the Sea"; "I'm Called Little Buttercup." "Captain of the Pinafore." Finale. First Act, "His Foot Should Stamp" Gilbert-Sullivan	12
	M. ROCCA, OF THE OPERA COMIQUE, PARIS.	
5775	Manon—Ah, fuyez douce image (Depart, Fair Vision) Massenet	10

PURPLE LABEL RECORDS

No.	A RECORD BY SHACKLETON—THE ENGLISH EXPLORER TALKS OF HIS REMARKABLE FEAT.	Size.
70014	A Dash for the South Pole.	12
	NORA BAYES, WITH ORCH.	
70015	Young America Bayes-Norworth	12
	NORA BAYES and JACK NORWORTH, WITH ORCH.	
70016	Come Along, My Mandy. Bayes-Norworth	12
	SCOTCH SONGS BY HARRY LAUDER.	
60018	Killiecrankie	10
70013	We Parted on the Shore.	12

VICTOR DOUBLE-FACED RECORDS.

No.		Size.
16482	Spring Flowers Waltz—Concertina. P. Frosini	10
	Dill Pickles Rag (Johnson) Pryor's Band	10
16485	Popular Medley, No. 3: "Lonesome," "La la la Two-Step," "If I Had a Thousand Lives to Live" and "Lily of the Prairie" Pryor's Band	10
	Love's Caprice (Venuto)—Xylophone. William H. Reitz	10
16486	Nora Malone (A. Von Tilzer). Jones and Quartet	10
	Beerland (Murphy) Josie Sadler	10
16487	There is a Balm of Gilead. Cisk Jubilee Quartet	10
	The Great Campmeeting. Cisk Jubilee Quartet	10
16488	First Kiss Waltz (Sartori)—Ocarina. Mose Tapiero	10
	Four Little Blackberries—Banjo. Vess L. Ossman	10
16489	Some Day, Melinda. Collins and Harlan	10
	The Farmer and the Hogs. Edwin Whitney	10
16490	I Heard the Voice of Jesus Say (Bonardykes) Mr. and Mrs. Wheeler	10
	Ave Maria (Bach-Gounod) Elizabeth Wheeler	10
16491	Sleep, Little Baby of Mine. Walter Anderton	10
	I Want Someone to Play With. Byron G. Harlan	10

16492	He's a College Boy. Murray and American Quartet	10
	The Coleville Coon Cadets. Arthur Collins	10
35104	Cavalleria Rusticana—Prelude (Mascagni) La Scala Orch.	12
	Cavalleria Rusticana Selection: Opening of Act—"Alfio's Song," "Easter Chorus," "Intermezzo" (Mascagni) Pryor's Band	12
35105	Dragon Fly Mazurka (Strauss) Vienna Quartet	12
	Follies of Love Waltz (Folie d'amour) Victor Orch.	12
35106	Military Overture—Finale (Mendelssohn) Arthur Pryor's Band	12
	Funeral March of a Marionette (Gounod) Vienna Quartet	12

NEW RED SEAL RECORDS.

NEW CARUSO RECORDS.		
WITH ORCH.—IN ITALIAN.		
87053	Germania—Studenti, udite! (Students, Hear Me!) Puccini	10
87054	Germania—Non chieder gli occhi vaghi (Close Not Those Dreamy Eyes) Puccini	10
	CARUSO, SCOTTI, JOURNET, WITH ORCH.—IN FRENCH.	
95206	Faust—Trio du Duel, "Que Voulez-vous, messieurs?" (What Is Your Will with Me?) (Trio, Act. III.—Duel Scene) Gounod	12
	THE FAVORITE, "FORGOTTEN."	
	BY WILLIAMS, WITH ORCH.	
74160	Forgotten Cowles	12
	THREE NEW McCORMACK RECORDS.	
	WITH ORCH.—IN ENGLISH.	
64120	I Hear You Calling Me. Harford-Marshall	10
	WITH ORCH.—IN ITALIAN.	
88216	Carmen—Il fior che avevi a me (Flower Song) Bizet	12
88230	Faust—Salve, dimora (All Hail, Thou Dwelling Lowly) Gounod	12
	A SCHUBERT SONG BY HOMER.	
	WITH ORCH.—IN GERMAN.	
88231	Die Allmacht (The Almighty) Schubert	12
	JOHANNA GADSKI, SOPRANO, WITH ORCH.—IN GERMAN.	
87052	Götterdämmerung—Helle Wehr! Heilige Wafer! (Haft of War! Hallowed Weapon!—from "The Dusk of the Gods") Wagner	10
	GERALDINE FARRAR, SOPRANO, WITH ORCH.—IN ITALIAN.	
87055	Madama Butterfly—Sal cos' ebbe cuore (Do You Know, My Sweet One?) Puccini	10
	FORNIA, MARTIN, SCOTTI, WITH ORCH.—IN ITALIAN.	
87503	Madama Butterfly—Lo so che alle sue pene (Naught Can Console Her) (Trio from Act II.) Puccini	10
	JOHANNA GADSKI and LOUISE HOMER, WITH ORCH.—IN ITALIAN.	
89041	Orfeo ed Euridice—Su e con me vieni cara (On My Faith Relying) Gluck	12
	MARCELLA SEMBRICH and G. MARIO SAMMARCO, WITH ORCH.—IN ITALIAN.	
89042	Rigoletto—Tutte le feste (On Every Festal Morning) Verdi	12
	NEW RECORDS BY ELMAN.	
64121	Minuet in G, No. 2 Beethoven	10
74163	Humoresque Dvorak	12
	ELMAN RECORDS REMADE WITH NEW SERIAL NUMBERS.	
64122	(Old No. 61182) Faust—Fantasia from Garden Scene Gounod	10
64123	(Old No. 61185) Serenade Prigo	10
74164	(Old No. 71039) (1) German Dance—Deutscher Tanz (Gosses). (2) Gavotte (Gosses) Dittersdorf	12
74165	(Old No. 71038) Introduction and Rondo Capriccioso Saint-Saëns	12
	ELMAN RECORDS REMADE WITH SAME SERIAL NUMBERS.	
74053	Melodie Tschalkowsky	10
74052	Nocturne in E flat Chopin	10
74051	Souvenir de Moscow Wieniawski	10

NEW EDISON AMBEROL RECORDS.

433	Dem Dear Ole Days—Barn Dance. United States Marine Band
434	The Garden of Roses. Joe Maxwell and Chorus
435	Larboard Watch. Stanley and Gillette
436	When He Sings the Songs My Mother Sang to Me. Ada Jones and Cborus
437	My Hero. Marie Florence
438	The German 5th. Josie Sadler
439	One More Day's Work for Jesus. Miss Marvin and Mr. Anthony
440	Selection from "The Tattooed Man" Victor Herbert and His Orch.
441	Molly Lee Mannel Romain and C. orus
442	Two Gentlemen from Ireland. Len Spencer and Billy Murray
443	Foxy Kid—Cornet Duet. Edison Concert Band
444	Forgotten. W. H. Thompson
445	My Jesus, As Thou Wilt. Edison Mixed Quartet
446	Moraima—Spanish Caprice. American Standard Orch.
447	Red Clover. Frederic H. Potter and Chorus
448	Peaches and Cream. Ada Jones and Len Spencer
449	Motor King March. New York Military Band
450	Casey Jones. Billy Murray and Chorus
451	Farmyard Medley. Premier Quartet
452	Morgenblätter Waltz. Sousa's Band

EDISON GRAND OPERA AMBEROL RECORDS

B-193	Zaza—Mamma! non l'ho avata mal (Leoncavallo)—Orch. Accomp. (Sung in Italian) Carmen Melis, Soprano
B-194	Pagliacci—Ballatella (Leoncavallo)—Orch. Accomp. (Sung in Italian) Marguerita Sylva, Soprano
B-195	Werther—Ah! non mi riedstar (Massenet)—Orch. Accomp. (Sung in Italian) Luigi Cilla, Tenor
B-196	Ballo in Maschera—Eri tu (Verdi)—Orch. Accomp. (Sung in Italian) Ernesto Caronna, Baritone
B-197	Simon Boccanegra—Pregliera di Fiesco (Verdi)—Orch. Accomp. (Sung in Italian) Luigi Lucenti, Bass

NEW EDISON STANDARD RECORDS.

10365	Salute to Washington March. United States Marine Band
10366	My Husband's in the City. Sophie Tucker
10367	Underneath the Monkey Moon. Collins and Harlan
10368	Annie Laurie. Roxy P. LaRocca
10369	What's the Matter with Father. Billy Murray
10370	We Shall Meet Bye and Bye. Stanley and Gillette
10371	I've Set My Heart on You. Manuel Romain
10372	The Flatterer. Victor Herbert and His Orch.
10373	Dreamy Town. Joe Maxwell
10374	Cupid's I. O. U. Ada Jones and Billy Murray
10375	Don't Go Up in That Big Balloon. Mury K. Hill
10376	Love's Torment Waltz. American Standard Orch.
10377	I'm Looking for an Angel. Marie Dressler
10378	The Bulldog—College Song. Peerless Quartet
10379	Bachelor's Button. Sousa's Band

COLUMBIA 10-INCH DOUBLE-DISC RECORDS.

A820	The Village Blacksmith.—Bass Solo by William McDonald, Orch. Accomp. Ed. Duston
	Old Dog Tray.—Baritone Solo by Carroll Clark, Banjo Accomp. Foster
A821	Colt's Armory March.—By Prince's Band. C. W. Smith
	"Old Number One" March (Respectfully dedicated to New York Lodge, B. P. O. Elks).—By Prince's Band. C. A. Prince
A822	Underneath the Monkey Moon.—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. G. W. Meyer
	The Bull Dog (Old College Song)—Vocal Quartet, Male Voices, by Columbia Quartet, Unaccomp.
	(One side copyrighted; additional price, 2c.)
A823	Bright Eyes (Selections).—By Prince's Orch. Karl Hoschna
	The Arcadians (Selections).—By Prince's Orch. Lionel Monckton and Howard Talbot
	(Two sides copyrighted; additional price, 4c.)
A824	I'm on My Way to Reno.—Baritone Solo by Fred Duprez, Orch. Accomp. Jerome and Schwarz
	Oh, You Blondy.—Soprano Solo by Ada Jones, Orch. Accomp. Ed. Edwards
	(Two sides copyrighted; additional price, 4c.)
A825	Whip and Spur Galop.—Banjo Solo by Vess L. Ossman, Orch. Accomp. Theo. S. Allen
	Little Sweetheart (Polka Caprice)—Piccolo Solo by Marshall P. Lutsky, Orch. Accomp. J. O. Prokeshire
A826	You'll Come Back.—Contralto Solo by Miss Elida Morris, Orch. Accomp. George Meyer
	Temptation Rag.—Baritone Solo by Arthur Collins, Orch. Accomp. Henry Lodge
	(Two sides copyrighted; additional price, 4c.)
A827	The Old Time Religion.—Vocal Quartet, Male Voices, by the Columbia Quartet, Unaccomp.
	I Want to See the Old Home.—Baritone Solo by Carroll Clark, Banjo Accomp. Stewart
A828	The Friar of Orders Gray.—Baritone Solo by George Clarence Jell, Orch. Accomp. William Shield
	Rolling down to Rio.—Baritone Solo by George Clarence Jell, Orch. Accomp. Kipling and German

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

A5167	So What's the Use.—Baritone Solo by Raymond Hitchcock, Orch. Accomp. Ed. Montague
	Send for a Policeman.—Baritone Solo by George Lashwood, Orch. Accomp. Fred Leigh
A5168	I've Got a Pain in My Sawdust (The Plaint of the Little Bisque Doll).—Soprano Solo by Kitty Cheatham, Orch. Accomp. Herman Avery Wade
	(a) Visitors.—Soprano Solo by Kitty Cheatham, Orch. Accomp. W. Cooke
	(b) The Sugar Dolly.—Soprano Solo by Kitty Cheatham, Orch. Accomp. Gaynor
A5169	A Trip to Japan (at the New York Hippodrome)—Meet Me Where the Lanterns Glow.—Contralto and Tenor Duet by Miss



No. 435, Disc Record Cabinet
Made in Golden Oak and Mahogany
Holds 170 12-inch Disc Records

UDELL CABINETS

for DISC RECORDS and CYLINDER RECORDS

310 Udell Disc Record Cabinets
to one dealer in 1909
150 Udell Disc Record Cabinets
to this same dealer so far this year

Almost 500 Cabinets to this one dealer. It means something and we are glad to tell you what. He has found that to get Cabinets properly machined, well finished, and promptly shipped that he cannot buy any cheaper or as cheap than of the Udell Works. All things being equal means much to you when buying Cabinets. Our contention that point for point we have them all bested is illustrated by this dealer whose order for 25 Cabinets a month is practically as certain as that when you read this you will write for our beautiful sale-helping Catalog. It is so attractively gotten up that the arguments that you need to make in Catalog Sales are reduced to the minimum.

Right now is the time to write

THE UDELL WORKS
INDIANAPOLIS, INDIANA

Merle Tillotson and Henry Burr, Orch. Accomp. Manuel Klein
Suite of Casse-Noise (Nut Cracker Suite)
—Danse Chinoise and Danse des Mirlitons
(Chinese Dance and Flute Dance).—By
Manuel Klein's N. Y. Hippodrome Orch. . . .
P. Tschalkowsky
(One side copyrighted; additional price, 2c.)
A5170 Some Day.—Baritone and Tenor Duet by
Harrison and Anthony, Orch. Accomp. . . .
Chas. H. Gabriel
Go to Sleep.—Contralto Solo by Mrs. A.
Stewart Holt, Orch. Accomp. . . Wm. Arms Fisher

**COLUMBIA 12-INCH SYMPHONY, No. 2,
DOUBLE-DISC RECORDS.**

A5172 La Boheme—Mi chiamano Mimi (Mimi They
Call Me).—Soprano Solo, in Italian, by
Lina Cavalieri, Orch. Accomp. Puccini
Meistofele—L'altra notte in fondo al Mare
(The Other Night Into the Deep Sea).—
Soprano Solo, in Italian, by Lina Cavalieri,
Orch. Accomp. Boito

**COLUMBIA 2-MINUTE INDESTRUCTIBLE
CYLINDER RECORDS.**

1342 Kaiser Friedrich (March).—By Band. . . Friedmann
1343 Cupid's I. O. U.—Soprano and Tenor Duet by
Ada Jones and Walter Van Brunt. . . . Meyer
1344 The Bandolero.—Baritone Solo by Stanley
Kirby Stuart
1345 Come After Breakfast.—Baritone Solo by Ar-
thur Collins. Smith and Burris
1346 Traumerel.—By String Quartet. Schumann
1347 It's Moonlight All the Time on Broadway.
Tenor Solo by Walter Van Brunt. Wenrich
1348 Two Little Brown Eyes.—Tenor Solo by
Harry Anthony Kelth
1349 Simple Confession (Simple Aven).—By Orch.
Thome
1350 Red Clover.—By Potter and Chorus. Morse
1351 Tell Mother I'll Be There.—Vocal Quartet,
Mixed Voices, by Mixed Quartet). Fillmore
1352 Tell Me, Mary, How to Woo Thee.—Tenor
Solo by Thomas Jackson. Hodson
1353 Moszkowski Serenade.—Violin Solo by Charles
D'Almaine Moszkowski
1354 A Jovial Monk Am I.—Baritone Solo by Nor-
man Williams. Audran
1355 Nora Malone.—By E. J. Brown. A. Von Tilzer
1356 The Jolly Coppersmith (March).—By Band. . Peter

**COLUMBIA 4-MINUTE INDESTRUCTIBLE
CYLINDER RECORDS.**

3070 My Old Kentucky Home (Fantasia).—By La-
calle's Band. Laugry
3071 Moonlight in Jungletland.—Baritone and Tenor
Duet by Arthur Collins and Byron G.
Harlan Dempsey and Schmid
3072 Thora.—Baritone Solo by Frederick Wheeler.
Adams
3073 Kimmel Medley.—Accordion Solo by John
Kimmel Kimmel
3074 Skylark! Skylark!—Soprano and Tenor Duet
by Edith Chapman and Harry Anthony. . . .
Rogers
3075 Carolina Minstrels No. 2.—By Minstrels. . . .
3076 A Vision of Salome (Fantasia).—By Lacalle's
Orch. Lampe
3077 A Race for a Wife.—Vaudeville by Ada Jones
and Len Spencer. Mrs. Boone
3078 The Coleville Coon Cadets.—Baritone Solo by
Arthur Collins. Freeman
3079 By the Suwanee River.—Baritone Solo by Ar-
thur Collins and Accomp. by Lacalle's
Band Middleton
3080 A Signal from Mars (Two-Step).—Dance Mu-
sic by Lacalle's Band. Paull
3081 Morning, Cy! (Barn Dance).—Dance Music
by Lacalle's Band. Kelly
3082 La Gltana (Waltz).—Dance Music by La-
calle's Band Bucalossi
3083 Southern Smiles (Two-Step).—Dance Music
by Lacalle's Band. Kelly
3084 Blue Danube (Waltz).—Dance Music by La-
calle's Band. Strauss

BOGART CONCERTS TRADE BUILDERS.

Wallace F. Bogart, dealer in talking machines, pianos, etc., at 1263 Ogden avenue, is numbered among those who believe in holding concerts with a view of bringing his customers in closer touch with his store and incidentally exploit his

line of goods. Over 200 people accepted his invitation to the concert and later complimented him on the strength of his program. The Bogart player-piano was used during the evening and proved an attraction. Mr. Bogart was so well pleased with the results that he intends to hold another at an early date.

VICTOR CO.'S GREAT BUSINESS.

Unprecedented Activity in Every Department at Camden—Best Proof That There Are No Dull Times with Progressive Talking Machine Dealers—Big Call for Victrolas.

(Special to The Talking Machine World.)

Philadelphia, Pa., May 2, 1910.

Never in its history has the Victor Talking Machine Co., Camden, N. J., been so busy in every one of its departments. Shipments are very much in arrears, and the congestion is likely to continue for months to come. For years the company have not been in a position to ship 100 per cent. of the orders received. General Manager Geissler recently made the statement to a prominent distributor of this city that at present they were 97,000 machines behind on orders.

It is also reported that the company said that while it was gratifying to know they were doing such a tremendous business, the future promising a still further increase, at the same time it was embarrassing—an "embarrassment of riches," as it were. Explanations to distributors not acquainted with the situation at the factory were daily occurrences, and this is not an altogether pleasant feature. As it stands, not a few departments are working overtime, and to compensate for this extra pressure on their employees a voluntary increase of wages had been made by the company.

The demand for Victrolas is not only extraordinary, but is greater now than during the holiday period. Regular shipments on the allotment plan are made daily, but the supply is and has been so inadequate that drastic action to remedy the deficiency was rendered necessary. This step was taken recently relative to the cabinet making plant, the board of directors, after careful consideration of the matter, instructing the building committee of the company to not only run up the present structure (now six stories and a hundred feet or more square) to its original intended height, but to also put up an additional building adjoining. This will double the capacity of the cabinet making factory. Excavating has been under way for a week or more, and work on the foundations will follow immediately with the building rushed to completion as rapidly as substantial construction, in keeping with the numerous other buildings of the marvelous Victor plant, will permit.

H. C. Brown, manager of the advertising department of the Victor Co., has been detained at his home for a couple of weeks by illness. He is expected to report for duty in a few days.

"There are many ways to do a thing wrong, but only one way to do it right."

1866 1910

NYOIL
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.



Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

SWITKY'S NEW QUARTERS.

The Victor, Edison and Zonophone Dealer Will Occupy New Quarters in the Fifth Avenue Building, New York, on May 15.

Benj. Switky, handling the Edison, Victor and Zonophone lines, at 27 E. 14th street, New York, for many years, on May 15 will remove to the new Fifth Avenue building, at the junction of Broadway, Fifth avenue and Twenty-third street, one of the most prominent locations in the city. His store, on which he has taken a long lease, will be on the Twenty-third street side, adjoining the Garfield National Bank's quarters. As Mr. Switky remarked: "Business has been good with me, and I have made money, else I could not be in a position to move into such a swell place. I'll make good, of course, and I will have a dandy store."

COLUMBIA LITHOGRAPH HANGERS.

The first of a series of elaborate colored lithographed hangers—the finest and most artistic ever sent the trade—was mailed Columbia dealers this week. They are an ornament to any store and really deserve framing. The initial of this splendid stroke of enterprise on the part of the Columbia Phonograph Co., General, is that of Constantino, the famous Spanish tenor, in costume of the character he has adorned in "La Gioconda." The others to follow are Campanari, David Bispham and Lina Cavalieri. The pose of the latter prima donna is one that is well worth preservation for its artistic value. In fact, this is true of the entire series, the portraits being excellent and the coloring faithful and delicate. The posters are lithographed on splendid heavy colored stock, and in size are about 20 x 30 inches.

SEEBURG ELECTRIC PIANOS

- A revelation in coin-controlled instruments.
- A perfect player mechanism in a high class sweet-toned piano.
- No obstructive boxes front or back.
- Unique speed regulation and expression devices.
- The piano is constructed throughout to withstand the heavy requirements placed upon it.
- Made in three attractive styles.

Write for catalog giving full descriptions and illustrations, and let us tell you how to increase your business by handling the right electric piano in the right way.

J. P. SEEBURG PIANO CO.

718-23 STEGER BUILDING

Wabash Ave. and Jackson Blvd.

CHICAGO



SEEBURG ART STYLE ELECTRIC
First in the Field

A WIDE-AWAKE CANADIAN.

Robert Shaw Managing Director of Western Talking Machine Co., Winnipeg, Believes in Up-to-Date Methods—What He Says in the "Western Talking Machine News."

(Special to The Talking Machine World.)

Winnipeg, Man., April 30, 1910.

While the talking machine jobbers of the States are acknowledged to be a live and progressive lot of men as a body, it may be interesting for the readers of The World to learn that there are a number of distributors on the other side of the border who conduct their business in a decidedly up-to-date manner and might in some instances give pointers to their brethren in the States. One such house in this city is the Western Talking Machine Co., western wholesale Victor-Berliner distributors, who, under the management of Robert Shaw, have steadily forged to the front in the Canadian trade.

The excellent publicity campaign carried on by the company has in a large measure contributed to their success, one of the features being a monthly magazine entitled "The Western Talking Machine News," which is full of valuable information and "ginger talks" for the dealer and is distributed free of charge. The material printed in the booklet is excellent, and the following is an extract from a talk on "the good old times" which appeared in a recent number:

"Some people like to talk about them, but you never heard me do it. I was in the talking machine business in—the good old times—that's why!

"I tell you, there's no time like 'the present time,' when the whole musical world is waiting breathlessly to see what the Victor is going to give them next.

"And what has March brought forth? Read my selling letter—and tell me (you old timers in the business) do you want to come back with me and do 'His Master's Voice' (as we used to say) in front of a 'talker' asking, 'What do you think of Hoolahan, Hoolahan, Hoolahan.'



ROBERT SHAW.

"You can have your 'old times,' when it broke a man's heart to put \$15 into a gramophone. I live in 'the present' when an agent in a town of 800 population in Manitoba can sell \$1,000 in 10 days. That thing was done last week! Do you believe it? Ask Parker of Manitou.

"It may not interest you, but listen! I am only two and a half years up here and I have sold more Victor-Berliner goods in the month of February than I expected to do during my first twelve months in the country. More in one month than I hoped to in a year.

"I thank you all, from the bottom of my heart, for this. But I deserve some thanks, too—don't I?—for waking you all up to the possibilities of replacing the sales of player-pianos with Victrolas and Victor records. But I must not forget that this is a general letter and I'm going to ask

a personal question. Have you sold a Victrola? Will you let me help you try?

"I'm putting the sample copy of the 'Selling Letter' this month on my letterhead paper to show how much nicer it looks that way. Why not have it on your letterhead paper? It costs you nothing. I'll hold it in type for a week from the day you read this in case you want it. Free, mind you, 'Scot free.'"

NEW WORD NECESSARY

To Describe the Merits of the New Victor Records Say the Victor Co.

The Victor Talking Machine Co. have been carrying some very cleverly written advertisements in the daily papers. Under the caption of the famous trade-mark, "His Master's Voice," and above their name the following text recently attracted our notice. The matter was very strikingly displayed and must have caught the attention of hundreds of thousands of people who were no doubt impelled to consider the talking machine question with beneficial results to the dealer. The text ran as follows:

"PERFECT-EST.

"A new word! But a new word is needed to describe the height of perfection reached in the new Victor records.

"So great is the improvement that we made over, at a cost of a half-million dollars, practically our entire list of Victor records—records universally acknowledged to be perfect.

"And the result is a record that plays clearer and sweeter and better than ever before.

"Take one of your old Victor records to any dealer's and hear it in comparison with a new Victor record of the same selection.

"The Victor record catalog lists more than 3,000 selections—both single and double-faced records. Same quality—only difference is in price. Buy double-faced if the combination suits you. And be sure to hear the Victrola."

Idleness is the sepulcher of the living man.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs or Talking Machines

High Grade English Steel, each Needle Warranted as to Point and Finish

NEEDLES

put up in Lithographed Envelopes and Tin Boxes in Cartons

We are Sole Agents for the Largest Needle Factory in EUROPE

SPECIALTIES

SPECIALTIES

BELTS

For Commercial Phonographs. STITCHED.

SAPPHIRES

FOR DICTATING MACHINES ALL MAKES

FEED NUTS

For All Makes, Made of the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.) Washington, D. C., May 10, 1910.

APPARATUS FOR COATING SOUND RECORDS WITH ELECTRO-CONDUCTIVE MATERIAL. Isaac W. Norcross, New York. Patent No. 952,753.

This invention relates to the art of making sound-records and to the production of numerous duplicates from an original or master record.

The invention is directed to that portion of the operation of making duplicate sound-records from an original, which consists in preparing the surface of the original record by coating it with an electro-conductive substance so that a matrix may be made thereon by electro-plating. Original sound-records are commonly formed of a waxy substance and in order to form a matrix on this original it is common to provide a coating of graphite upon the surface of the original record to make its surface conductive prior to putting the record in the electro-plating bath.

Heretofore it has been the practice to apply graphite to the surface of a sound-record manually with a camel's-hair brush by wiping the brush against the record at one point and then another repeatedly to coat the record with the graphite and rub the latter into the grooves of the record as thoroughly as possible. The application of the graphite to the surface of the original record in this way has not been satisfactory, both because of the character of the results obtained and because of the amount of time required, and it is the object of the present invention to provide an improved process and apparatus whereby this step in the manufacture of sound-records may be performed in a much superior manner and in much less time than is required under the method heretofore employed.

This invention consists in loading the surface of an original sound-record with the electro-conductive material and then, in an operation distinct from the loading operation, burnishing the surface of the record.

In this way a very much superior coating of the material is obtained, this coating having a bright, burnished surface similar to an enamel. Furthermore, the particles of the graphite are so closely laid upon the surface of the record that the coating is impervious to moisture; this is an advantage of considerable importance, for the record, after being coated, must be placed in the electro-plating bath, and if the water of the bath finds

its way through the graphite coating the record is quite apt to be spoiled by the water coming in contact with alkali in the sound-record and forming what is known as a "soft spot." Furthermore, the coating of graphite obtained in accordance with this invention is such that the coated record may be handled with little danger of affecting the coating thereon, whereas with records coated under the process heretofore commonly employed, great care had to be exercised to keep from touching the surface of the coated record.

In these drawings, Figure 1 is a perspective view of the apparatus; Fig. 2 is an elevation of the same, with one member in vertical section; Fig. 3 is a sectional view of the mandrel, and

Fig. 4 is a plan view of the machine with one of the parts shown in horizontal section.

ATTACHMENT FOR TALKING MACHINES. William S. McNamara, San Francisco, Cal. Patent No. 954,455.

This invention relates to sound reproducing in machines of the disc type and has special reference to a mechanism adapted to be applied to such machines for the purpose of stopping the machine after the reproducing needle has covered a definite part of the record.

In the accompanying drawings, like characters of reference indicate like parts in the several views, and Figure 1 is a top plan view of a portion of a disc sound reproducing machine equipped with the invention. Fig. 2 is a partial side elevation of such a machine.

Fig. 3 shows the collar or clip adapted for application to the sound-box of a talking machine. Fig. 4 shows a view of a modified form of brake end. Fig. 5 is a second modification of the brake end such as is used for machines employing discs or records larger than the revolving plate. Fig. 6

is a modified form of the brake arm or standard. Fig. 7 is another modification thereof. Fig. 8 is a modification showing a lug cast on the sound-box of a talking machine for the attachment of the stop.

SOUND-BOX FOR TALKING MACHINES. Robert L. Gibson, Philadelphia, Pa. Patent No. 954,953.

The object of this invention is to provide a construction of sound-box for talking machines which shall have great sensitiveness, whereby the volume of sound may be increased without loss of timbre or accuracy of articulation.

This invention consists in supporting the stylus bar on a pivotal connection formed by a spring whose length is in a plane at right angles to the plane of the diaphragm. In providing the sound-box with a stylus bar secured to or in contact with the diaphragm and suspended from the frame of the sound-box by a wire structure under tension. In providing an expansible frame to which the wire structure is secured, combined with adjusting devices for the expansible frame whereby the wire structure may have its tension adjusted.

Figure 1 is an elevation of a talking machine embodying the invention; Fig. 2 is a front elevation of the sound-box; Fig. 3 is a bottom view of the sound-box; Fig. 4 is an enlarged sectional view on line 4-4 of Fig. 2, showing the improved

manner of suspending the stylus bar; Fig. 5 is a bottom view of a sound-box showing a modification of the invention, and Fig. 6 is a sectional elevation of the same.

SOUND-MODIFIER FOR TALKING MACHINES. Edward P. Shepard, San Diego, Cal. Patent No. 953, 557.

This invention relates to an improvement in sound-modifiers for talking machines, and its object is to provide means whereby the sound can be modified or reduced without in anywise producing a detrimental muffling effect.

In the accompanying drawings, Figure 1 is a fragmentary view of the goose-neck of a talking machine, showing the invention applied; Fig. 2 is a plan view of the modifier, and Fig. 3 is a sectional view of the same.

DUPLICATE SOUND-RECORD. Jones W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 953,454.

The purpose of the present application is to describe and claim an improved sound-record as a new article of manufacture. As such, the invention may be defined as a duplicate sound-record formed of celluloid (in which term is included all so-called indestructible materials for the

purpose, such as collodion, pyroxylin and cellulose acetate, and having homogeneous or non-laminated walls and with a cast permanent record surface, as distinguished from one in which the material is merely distorted or displaced.

Figure 1 is a longitudinal sectional view of the improved record, Fig. 2, a diagrammatic view of a suitable apparatus for producing the same, and Fig. 3, a cross-sectional view through the matrix showing one way of removing the finished records therefrom.

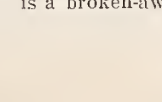
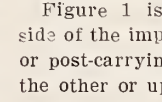
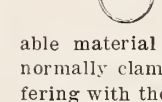
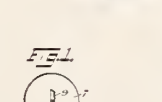
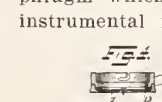
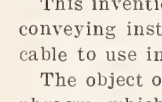
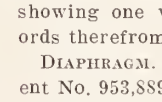
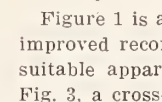
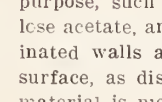
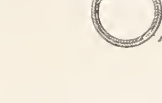
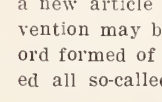
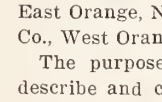
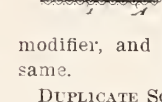
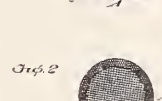
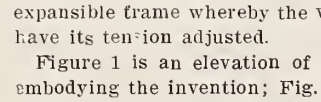
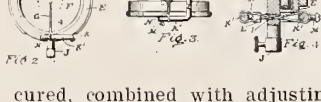
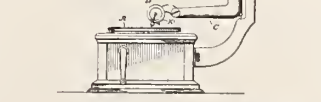
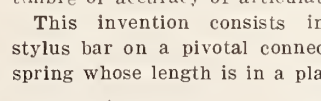
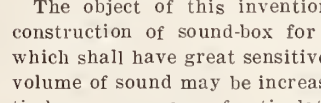
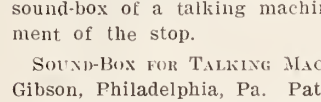
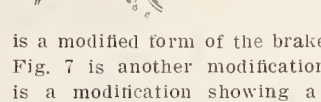
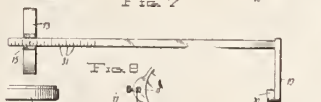
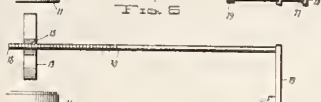
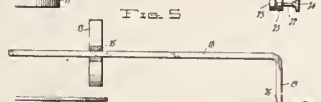
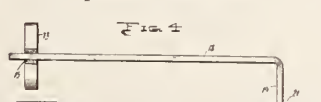
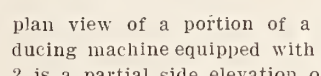
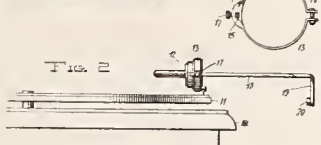
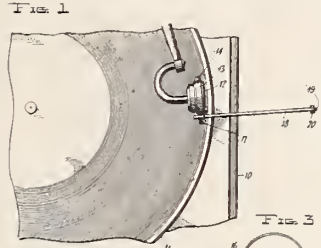
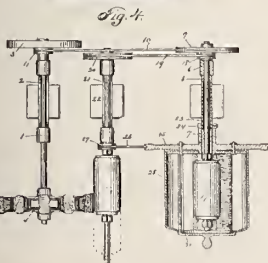
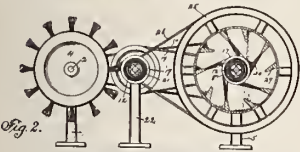
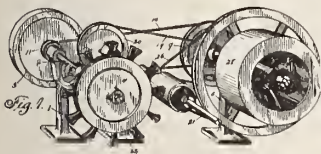
DIAPHRAGM. Clark Zarr, Newberry, Pa. Patent No. 953,889.

This invention relates to diaphragms for sound-conveying instruments, and is particularly applicable to use in talking machines.

The object of the invention is to provide a diaphragm which will transmit the human voice, instrumental music and other sounds without detracting from the tonal qualities or adding any unpleasant sounds. The diaphragm will be made of suitably prepared and treated fiber sheet material. If a center post is employed this may be made of similar material. The fibrous sheet material diaphragms and post may be assembled and fastened together by a coating of some resilient waterproof material. In practice the diaphragm may have applied to it a gasket of yield-

able material to prevent the parts which will normally clamp the diaphragm in position interfering with the proper working of the diaphragm.

Figure 1 is a perspective view showing one side of the improved diaphragm, namely the lower or post-carrying side. Fig. 2 is a similar view of the other or upper side of the diaphragm. Fig. 3 is a broken-away, enlarged central cross-sectional

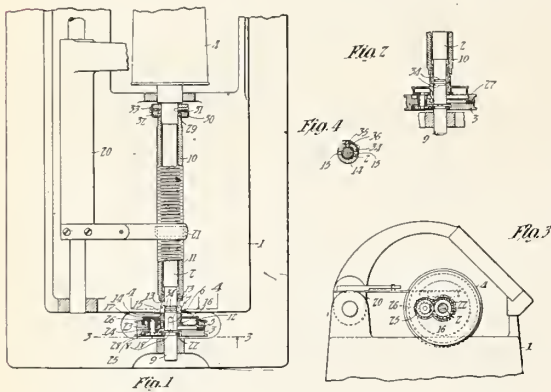


view of the diaphragm and center post. Fig. 4 is a central sectional view of a sound-box illustrating the diaphragm and gasket in position, and Fig. 5 is a perspective view of a form of gasket which may be employed with the diaphragm.

PHONOGRAPH. Henry T. Oliver, Newark, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 955,424.

This invention relates to phonographs and has for its object the provision of interchangeable means for feeding the traveling carriage upon which the sound-box is mounted at either of two rates of speed; one of which may be suitable for operating upon a record having one hundred threads per inch. The particular means employed in a general way embodies the invention disclosed in the application of Peter Weber, Serial No. 425,844, filed April 8, 1908, in that there is a hollow rotary feed screw mounted concentrically with respect to an inner shaft and capable of being locked to said shaft so as to rotate therewith, or of being unlocked therefrom and driven thereby through interposed gearing so as to rotate at a different rate of speed.

This invention relates more particularly to improvements in the mounting of the hollow shaft, the means for locking the same to the inner shaft and for gearing the two shafts together, with a view to obtaining a structure in which the movable parts are protected to a great extent, are few in number, and capable of operating at the desired high rate of speed without undue wear or noise, such as would be objectionable in a phonograph, and in which the arrangement of the parts is compact and capable of being applied



to phonographs of ordinary construction without any changes in the frame or stationary parts of such machines, and without the provision of any supplementary or auxiliary frame for attachment to the phonograph body.

Figure 1 is a plan view, partly in section, of a phonograph constructed in accordance with the invention, the parts being arranged for feeding the sound-box carriage at a suitable speed for operating upon records having one hundred threads per inch; Fig. 2 is a view of a portion of Fig. 1, except that the parts occupy the positions which are assumed when the carriage is to be fed at a speed suitable for operating upon records having two hundred threads per inch; Fig. 3 is a section on line 3-3 of Fig. 1, and Fig. 4 is a section on line 4-4 of Fig. 1.

SOUND-RECORDING AND REPRODUCING MACHINE. Charlie E. West, Hopkinsville, Ky. Patent No. 956,460.

This invention has reference to improvements in sound-recording and reproducing machines of the type where the recorder or reproducer is constrained to move in a right line across the record tablet.

The object of the present invention is to adapt to such a machine the type of sound-amplifier wherein either the amplifier as a whole is movable in one plane only about a vertical axis, or one member only is movable to any point of the horizon and the other member is moved by the sound-box as it travels across the record tablet, and both members coact to constitute a single continuously-expanding sound-horn or amplifier.

The invention consists in providing a sound-reproducing or recording machine of the type wherein the sound-box is positively propelled across the record in a straight line with a taper horn movable in one plane only or with a swing-

ing taper arm connection forming a part of a sound-amplifier, the other part of which connects at its smaller end with the large end of the taper arm and is expanded into an open mouth or bell of usual type.

The invention comprises a connection between the sound-box and the taper arm, whereby the latter is permitted to move about a vertical axis so that its smaller end, adjacent to the sound-box,

describes an arc and, therefore, changes its relation with the sound-box. This connection is so related to the taper arm that it will move relatively into and out of the same to permit the arm to travel through a curved path, and it will also have a relative movement to the sound-box itself, so as to have a relative movement to the sound-box about an axis perpendicular to the axis of the sound-box.

Figure 1 is a side elevation, partially in section, of a sound-reproducing machine with the invention applied thereto, unessential parts being omitted; Fig. 2 is a plan view of the same; Fig. 3 is a longitudinal section, partly in elevation, of a modified form of the invention, and Fig. 4 is a cross section of the structure shown in Fig. 3.

SOUND-BOX FOR TALKING MACHINES. Edwin H. Mobley, Hillside, Pa. Patent No. 955,894.

This invention relates to sound-boxes for use in connection with records having grooves of the "hill-and-valley" type, the objects of the invention being to provide for the secure connection of the stylus lever to the diaphragm, and for the proper contact of the stylus with the undulating bottom of the groove without impairing the desired freedom of movement of said stylus and without affecting the purity of the reproduction. Reference is made to the accompanying drawing, in which—

Figure 1 is a view partly in side elevation and partly in vertical longitudinal section of a sound-box constructed in accordance with the invention; Fig. 2 is a perspective view showing certain elements of said sound-box detached therefrom; Fig. 3 is an enlarged perspective view of the blank from which the diaphragm connection is made; Fig. 4 is a perspective view of the same after it has been bent for application to the diaphragm and connecting ring, and Fig. 5 is a sectional view illustrating a modification of one of the features of the invention.

SOUND-AMPLIFIER FOR PHONOGRAPHS. Vito Ettore D'Urso, New York. Patent No. 956,235.

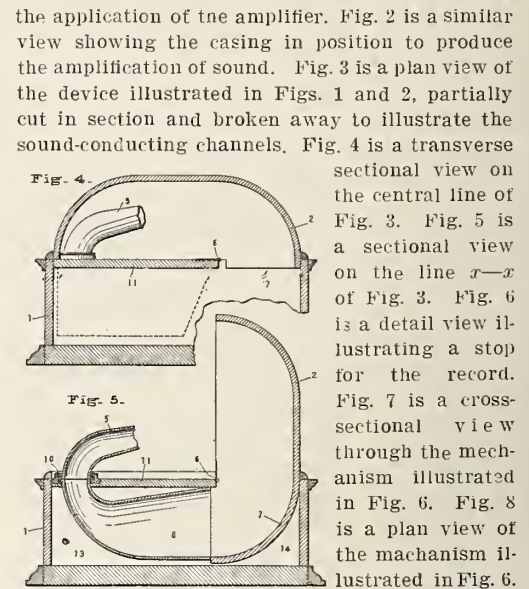
The objects of the invention are to provide a simple and compact device in which the inclosing casing may be utilized as a sound-amplifier.

A further object is to provide a device which will dispense with the ordinary horn type of amplifier and secure the necessary amplification of sound by utilizing a direct channel for the transmission of

sound from the disc or record through the inclosing casing of the device.

A still further object is to provide a casing in the form of a sound-amplifier, which, in normal position, will inclose the parts of the mechanism, and when opened for use will provide an amplifying or sound-board effect, which will give clear unobstructed tones.

Referring to the drawings: Figure 1 is a perspective view of the device illustrating the application of the amplifier. Fig. 2 is a similar view showing the casing in position to produce the amplification of sound. Fig. 3 is a plan view of the device illustrated in Figs. 1 and 2, partially cut in section and broken away to illustrate the sound-conducting channels. Fig. 4 is a transverse sectional view on the central line of Fig. 3. Fig. 5 is a sectional view on the line x-x of Fig. 3. Fig. 6 is a detail view illustrating a stop for the record. Fig. 7 is a cross-sectional view through the mechanism illustrated in Fig. 6. Fig. 8 is a plan view of the mechanism illustrated in Fig. 6.



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TALKING MACHINE JOBBERS MEET.

Executive Committee Hold Meeting in Columbus, O., on April 17 with a Full Attendance—Convention Outlook Most Satisfactory—Look for a Tremendous Fall Trade—Ask Factories to Prepare—Visitors Entertained by Mr. Whitsit.

A meeting of the executive committee of the National Association of Talking Machine Jobbers was held in the offices of the Perry B. Whitsit Co., Columbus, Ohio, on April 17, when a number of matters of importance to the association were discussed at length, and suitable action taken where possible. Every officer and member of the executive committee was present at the meeting, namely: President Perry B. Whitsit, Vice-President J. Newcomb Blackman; Secretary J. C. Roush, Treasurer Louis Buehn, E. F. Taft, J. F. Bowers, Lawrence McGreal and Rudolph Wurlitzer and H. H. Blish. Others present at the meeting were: W. F. Davison, vice-president of the Perry B. Whitsit Co.; P. J. Towle and T. Towle, of the Eclipse Musical Co., Cleveland, O.; Laurence H. Lucker, Minneapolis Phonograph Co., Minneapolis, Minn.; E. J. Heffelman and P. Shrake, Klein & Heffelman Co., Canton O.

One of the more important works taken up by the committee was the completing of the final arrangements for the convention at Atlantic City. Those present at the meeting were very enthusiastic over the outlook for a large attendance, especially from the West, where the jobbers have had a good business and feel inclined to bear the expenses of the trip.

It was the unanimous opinion of the jobbers attending the jobbers' meeting, that while the business for the holidays and thus far this year had been very satisfactory, the trade in the fall would open in a way that would surprise even the most optimistic and it was urged that the factories take advantage of any dull time during the summer to make up as large a reserve stock of machines for the fall trade as pos-

sible. On their part the jobbers are asked to aid the factories in providing for the coming demand by placing orders as far ahead as possible and carrying a maximum amount of stock in their stores.

The meeting was divided into morning and afternoon sessions, those present being entertained at lunch at the Ohio Club by Mr. Whitsit. In the evening those of the committee and visitors who stayed over for the night, had dinner at the Southern Hotel, after which they were invited to witness the press review of the moving pictures taken during the Roosevelt hunt in the African jungles, and other films of timely interest that were to be released the following morning.

Louis Buehn and J. N. Blackman left Columbus on Monday, April 18, dropping off at Cincinnati, where they visited the Wurlitzer Co.'s establishment. They arrived in Philadelphia next day for the purpose of serving on the committee appointed to confer with the Victor Co. on several matters of interest. The committee was subsequently received by Louis F. Geissler, general manager of the company, and a satisfactory understanding arrived at.

REHEARING IN STENCILING CASE.

Motion Granted for Rehearing of Case of Victor Talking Machine Co. vs. American Graphophone Co. for Infringement of Berliner Patent.

April 22 a motion for a rehearing in the so-called record stenciling case of the Victor Talking Machine Co. against the American Graphophone Co. was argued and granted by Judge Lacombe, United States Circuit Court, southern district of New York. The decision of Judge Lacombe was published in The World of April 15, in which the Federal court said that in relabeling a quantity of Leeds & Catlin Co.'s records as "Sir Henry" and selling them under this title

to the Simpson-Crawford Co., a New York department store, the defendants had infringed the Berliner patent.

C. A. L. Massie, of the American Graphophone Co.'s legal staff, has associated with him in this proceeding Richard N. Dyer, elder brother of Frank L. Dyer, president of the National Phonograph Co., Orange, N. J. Horace Pettit appeared for the Victor Co. When the case is made up the hearing will be held before Judge Lacombe in chambers. In the event of the judge not reversing himself, which is rare, the case will be immediately taken to the Circuit Court of Appeals for review and final adjudication.

"THE PHONOGRAPHIC CLOCK."

Swiss Device Announces the Hour to Any Room When Desired—Phonographs in German Reichstag.

A German trade journal says, under the headline "The Phonograph Clock," that Switzerland has gained a point over America in the clock industry by placing on the market a timepiece which bears that name. It is valuable as a novelty and "a source of comfort to the blind and the lazy." The clock may be placed in any room in connection with a phonograph and a person in an adjoining room, having no clock and where connection has been made with the timepiece by electric wires, needs merely to press a button to hear the time called aloud by the instrument. The same principle has been employed in the German Reichstag, where by touching a button the members in distant parts of the building are told by phonograph the name of the next speaker.

J. W. Moody, brother of V. W. Moody, sales manager of the New York Talking Machine Co., has gone to Birmingham, Ala., to take charge of the talking machine department of the E. E. Forbes Co. in that city. Mr. Moody formerly traveled for the Victor Talking Machine Co.

The TASIDEING MACHINE SECTION

AND
NOVELTY
NEWS

NEW YORK, MAY 15, 1910

TRAINING SUCCESSFUL MEN.

What Part the Employe Can Play in Helping a Man Succeed and How He Profits by His Work.

Out of a certain 1,000 business men who have made a success in life, that is, have done something besides make money that is worth taking notice of, only 50 had wealthy parents to give them a start. That means that only 5 per cent. of these men who have amounted to something of real usefulness to the world have come from homes where wealth was able to purchase anything wanted and where financial prospects were good enough to give the boy a start. The other 95 per cent. have to hustle for themselves and dig out of the whirl and twist of the doings of life the thing which has made them prominent in one way or another. They demonstrated the stuff they were made of and proved that the only way a man can reasonably expect to rise above the ordinary level is to push himself along without specific aid. What has that got to do with retailing? Just this—there are thousands of young men who are clerks in stores who have in them the making of just successful business men as these one thousand mentioned, but they don't know it themselves, and there is prospect that a good deal of good material will be allowed to go to waste for that very reason. These young people need not so much the pushing and assistance of their employers as they need to come to a realizing sense of what there is in themselves for the building of a useful and profitable future. It is very true that the best material will show itself in time and that those who have the ability and the natural gift of business will eventually pull through as remarkable business men, but it is also true that they might reach that goal much sooner and much better equipped if the men who employ them at present would take enough interest in the upbuilding of not only the future of these young people but also their own present business to discover what sort of natural material there is working behind their counters and what can be made out of it. Why is it that great retail houses in a score of big cities maintain schools for their younger employes, lecture courses for the older employes and have frequent conferences with their heads of departments on stated and special subjects? Is it all philanthropy and personal interest? Not much. If we give that point of view all that is due it—and there is a great deal due it—we must consider that it is all primarily a matter of good business, of most excellent business, says the Sporting Goods Dealer. Out of it all, these big stores will develop more business men in five years than could "just grow" in 20 years. If they don't retain them for their own stores, they know the general good of the business world is enhanced through it all. This is what dealers should consider above all things.

HOW TO POLISH BRASS STORE FIXTURES.

Brass store fixtures, through handling or unnecessary cleaning, frequently become tarnished as the lacquer wears off, and attempts to brighten

up the dull spots or places by polishing make conditions worse because of the remaining lacquer, which must be entirely removed in order to give a uniform polish. If entirely removed or on a certain part, this must be kept polished frequently, which means more unnecessary work.

The dealer usually sends the tarnished part back to the makers, but this is unnecessary. The dealer can do the work himself if ordinary care is used in using the following solution: Gum shellac, dissolved in alcohol makes a thin varnish which is applied with a small brush; 10 cents' worth of shellac is enough to cover many fixtures and the work can be done in less than an hour.

THE VOGUE OF MOVING PICTURES.

A Revolution in Popular Amusement—Legitimate Productions Undermined—Moving Pictures Amuse the Crowds in Smallest Towns as Well as Largest Cities.

The Moving Picture Revolution is the apt title of a very interesting article which appears in the current issue of "Success," telling how the man at the crank has brought about a crisis in the theatrical business of America. It is a remarkable story in a way, for but few know how the legitimate theatrical business has been undermined, not merely in the larger cities, but in the leading towns throughout the country by the moving picture show which brings drama and amusement to the public at from ten cents to a quarter a seat.

Not since Gilbert and Sullivan brought into vogue the popular comic opera and thus revolutionized the drama has such a sudden and extraordinary change in the stage amusements of this country and of Europe taken place as is culminating this year, says this writer. The switch from the rigid drama of our granddads to the lighter, gayer, more fantastical musical representations of the present time was gradual and explainable. The hothouse development of the motion-picture industry was so inexplicable to the powers that be in the dramatic and musical comedy world, and was so nearly instantaneous, that not one of these mighty men had the acumen or the alacrity to climb aboard the band-wagon when it started. As most of them are business men rather than experts in the histrionic arts, and as everyone of them has had a dent made in his bank account by the motion-picture industry, they all regret sincerely that a lot of real estate men, grocers, delicatessen venders, ticket takers and stage hands rather than they, the lawful owners of the amusement field, recognized the value of a simple invention and the drawing powers of a sign reading "Admission ten cents: Orchestra seats a quarter of a dollar."

A Bad Season for the Theaters.

Has anyone told you or have you discovered for yourself that this is the worst season the stage has known in years? Were you aware of the fact that one of the most picturesque forms of theatrical entertainment we ever have had—the blood-curdling, hands-up-or-I'll-shoot melo-

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SEND FOR SAMPLES

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NATIONAL COLORTYPE COMPANY

Department 9

CINCINNATI, OHIO

drama—has all but disappeared from our midst? Do you know that during the six weeks prior to last Christmas more American theatrical companies disbanded for lack of business than disbanded during any mid-season twelve weeks in the previous history of our stage?

It's a horrible thing to say and it's a hard thing to understand, but it's a fact: a spool of photographic film projected on a white canvas from a humming picture machine has wrought more havoc to the arts of Sarah Siddons, David Belasco and Theodore Kremer than did Oliver Cromwell, the Iroquois Theater fire and the late financial panic combined.

This effect has been felt in several ways, and although you may take little or no interest in acrobatic snap-shots and may not be an habitual theatergoer, you cannot help being amazed at the decisive manner in which a clump of inventors and some sagacious business men, unused to the underground methods of theatricals, have put what is vulgarly known as a "crimp" into what Broadwayites term the show business and all its ramifications.

Extent of the Moving-Picture Industry.

To appreciate what has happened, is happening, and is likely to happen, you must understand something of the picture industry itself. There are at present between 11,000 and 12,000 motion-picture houses in the United States—auditoriums, big and little, where moving film photographs thrown on a screen are the main or only source of amusement. In New York alone there are approximately seven hundred. Chicago, Philadelphia and Boston each possesses upward of five hundred. In every little and big city, in every country, in every State in the Union, the picture machine has settled and is literally coining money. The beauty of the business is its simplicity. An empty store, some chairs, a white curtain, a machine, half a dozen films and a ticket taker are all that the impresario really needs. As his bank-roll and his ambition increase, he may find other means of spending money on his property, but even then he is limited. If he has anything like a good location and is not an idiot, he is bound to make more than he spends. To begin with, it is not necessary for him to buy anything save his machine, and he may rent even that.

The writer, in enumerating the theaters that have given up the legitimate drama and taken on moving pictures in the last two years, add that the motion-picture people are after the Academy of Music, and that for months a standing offer of \$90,000 rental has been held over the heads of the lessees, and the other day the temptation was raised to \$100,000—the biggest price ever offered for a legitimate theater in the United States.

How can they afford to pay such colossal sums? The answer is easy. Where it costs \$2,500 a week to operate the average first-class theater while a dramatic or musical piece is the attraction, the same house can be run nicely for \$500 with pictures as the offering. Excepting at holiday seasons, eight performances weekly is the limit in a theater where entertainments other than vaudeville prevail. In any motion-picture house twenty-eight "shows"—four a day—can be given. In many of them hourly exhibitions from eleven in the morning until eleven at night are the rule. Suppose the manager does throw in a few variety "turns" as extra attractions. If he has a good location and

an adequate knowledge of the tastes of his public, he cannot lose. That is why the owners of the Harlem Opera House, the best of all the New York playhouses north of the New Theater, were able to lease their property for five years at an annual rental of \$50,000. It is why the proprietors of five other "legitimate" houses—Circle, Majestic, Lincoln Square, Yorkville and Metropolis—none of which have been successful ventures in the past, have found an easy road to monthly dividends by turning over their handsome auditoriums to the men with the spinning reels of film. It is the reason why hundreds of the theaters throughout the country—whole circuits of them—have ceased to be homes of music and drama. It is why every business man is rapidly becoming an amusement magnate, and it is why hundreds of theatrical companies disbanded before the last season was half over, and left thousands of experienced actors and actresses out of work, with hardly a chance of obtaining histrionic employment for another year.

A DEALER'S VIEW OF SALESMANSHIP.

A Sporting Goods Man Offers Some Candid Opinions on How to Sell Goods.

I have seen a so-called salesman shake his head to a customer, saying, "We are all out," just because he didn't know his stock or his business. He was probably happy in the thought that he had gotten rid of one trouble, never thinking of the reflection on the house or the disgust of the customer. Learn to say "I have it," or "I will get it for you." On the other hand, I have seen clerks, by introducing goods other than those asked for, accomplish most satisfactory results. Make up your mind to be a salesman—not an order-taker.

This will illustrate what I mean.

You are standing in the front of the store, by the sweater counter. A customer asks, "Have you a 'Jimerack' air rifle?" You say, "No," and out he goes. Result—loss of sale and dissatisfied customer.

Just suppose you had answered, "I will show you our air rifles," and escorted the customer back to the counter where air rifles are sold. Result—you would probably have sold him a "Daisy" and made a satisfied customer. Impress this everlastingly on your mind, "Show the goods."

I have noticed some men meet customers with a "No" expression on their countenances before they know what is wanted. Others have a "Yes" look about them which attracts. The "No" man drives trade away; the other is a business-builder.

Salesmanship is a science and you can't master it unless you think and study and work.

Some talk a customer into buying and then talk him out. Others don't talk enough. There is no rule to follow.

Every buyer likes the close attention of a salesman and no two people can be handled exactly alike.

LOCAL VIEW CARDS IN DEMAND.

The local view card is the card that never goes out of style. Other cards have their day and are forgotten, but the local view is the backbone of the business, the cause of the business, in fact.

The National Colortype Co., of Cincinnati, O., are turning out better cards every year and increasing their output as fast as they can install suitable machinery. They can now deliver their high grade hand-colored card in two to three weeks. Ask them for samples and they will gladly send them, if you mention The Talking Machine World.

IMPORTANCE OF SELF-CONTROL.

When Manager Gets Excited He Loses Control of Employees—How One Irascible Character Got in Bad with a Customer.

The man who gets excited in the management of his business not only is liable to lose control of himself but he also burns up uselessly an amount of nervous energy that ought to be used to better purpose and advantage in the conduct of the business. Not only may he lose control of himself but he almost invariably loses control of his employes in such a way that they are careless of immediate consequences. During the rush of trade at a certain season a retailer acquaintance got excited over the incoming of so many people at once and endeavored to do managing to the extent of directing each clerk where to wait upon customers and when. One clerk took a particular customer to another counter than where he had been expected to serve the trade, because that customer was worth pleasing at just that moment. The retailer came along and found the clerk out of regular place and immediately began an excited mass of orders to the effect that he should leave his counter under no sort of inducement and customers must be waited upon by clerks at the respective counters where the goods were for sale. In a sense he was right, but he did not have reason enough at the time to tumble to the fact that he was making an ass of himself not only before that one customer but before all others who were within hearing. The one customer left the store in high dudgeon and the clerk went back to his counter with the feeling that he didn't care about results for the rest of that day at least. This retailer did the same thing on another occasion and allowed his voice to raise so high in making his directions and giving all his orders that it sounded somewhat like a megaphone on a baseball ground, says a writer in the Sporting Goods Dealer. All of which not only showed a disregard of gentlemanly behavior but had a grating effect upon the minds of the people who had witnessed and heard. Clerks were distracted and annoyed and assumed the attitude of "don't care," with the result that the retailer lost far more business than could have been gained by his hornet-like activity. Anything important enough to get excited over is important enough to handle calmly and with considerable judgment. What's the use of boiling over, anyway?

A man who has a natural personality that is attractive is to be envied. Just as the man who hasn't is to be pitied. But it is an ill wind that blows no one good.

Taking everything into consideration, I am of the belief that more men have been successful because of the work they did than because of the talents they inherited.

NOW IS THE TIME TO PLACE ELECTRIC-PLAYERS

to advantage and make easy money and big profits.
They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK



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

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To Business Men

Business men
in every line admit
the value of good
trade papers.

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

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

The World is a help to the talking machine
business.

It exerts an healthful optimism.

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

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

They draw from the *World* pleasure and profit.

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

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

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK

The Edison Phonograph

It matters not whether your customers prefer Carmen Melis, grand opera prima donna; Harry Lauder, vaudeville top liner or Stella Mayhew, musical comedy "scream"—the instrument is the thing. And the instrument that is best able to bring the work of these great artists into the homes of your townspeople is the **Edison Phonograph**.

HARRY
LAUDER



STELLA MAYHEW



CARMEN
MELIS



PHOTO BY
BETTINI, ROME

Put your efforts behind the Edison. It is the line of least resistance; the instrument that attracts the finest talent and the one that wins the choice on a hearing.

There is an Edison Jobber near you if your stock of Phonographs or Records is low.

National Phonograph Company
59 Lakeside Ave., Orange, New Jersey

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, June 15, 1910



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.

THE PLEASURE
DOUBLED

THE COST
REDUCED



10 inch 65c. **DOUBLE RECORD DISCS** 12 inch \$1.00

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

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.

The price appeals to the masses, the quality to the classes, making them indeed a popular record at a popular price.

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded. 10 inch, 50 cents, 12 inch, 75 cents.

Resolve yourself, Mr. Dealer, into a committee of one and investigate these claims. Consider, criticize, compare. ZON-O-PHONE RECORDS will stand the test. A trial will verify all that we say.

Universal Talking Machine Mfg. Co.

Fourth and Race Streets

Philadelphia, Pa.

Distributors of Zon-o-phone Goods:

ARKANSAS

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

CALIFORNIA

San Francisco...Peter Baegalupi & Sons, 941 Market St.

CONNECTICUT

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

FLORIDA

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

ILLINOIS

Chicago.....Benj. Allen & Co., 181-141 Wabash Ave.
Chicago.....B. Olshansky, 515 So. Jefferson St.
Chicago.....W. H. Sajewski, 1911 Milwaukee Ave.
Chicago.....Tresch, Fearn & Co., 73 Fifth Ave.

IOWA

Des Moines.....Harger & Blish, 707 Locust St.
Dubuque.....Harger & Blish, Security Bldg.

KANSAS

Topeka.....Emahizer-Spielman Furn. Co., 517-519 Kansas Ave.

MARYLAND

Annapolis.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., 641 W. Baltimore St.
Baltimore.....Louis Mazor, 1428 E. Pratt St.

MINNESOTA

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

MICHIGAN

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

MISSOURI

Kansas City....Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield....Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 3839 Finney Ave.

NEBRASKA

Omaha.....Piano Player Company, 16th and Douglas Sts.

NEW JERSEY

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

NEW YORK

Brooklyn.....F. W. Rous Co., 435 Fifth Ave.
Brooklyn.....B. G. Warner, 1218 Bedford Ave.
New York.....I. Davega, Jr., Inc., 125 West 125th St.

NORTH DAKOTA

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

OHIO

Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati....J. E. Poorman, Jr., 689 Main St.
Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.
Harrisburg....J. H. Troup Music House, 15 So. Market Sq.
Philadelphia...Harmonia Talking Machine Co., 1821 Arch St.
Philadelphia...H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh.....C. C. Mellor Co., Ltd., 819 Fifth Ave.

TEXAS

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

WISCONSIN

Milwaukee.....G. H. Eichholz, 1340 Fond du Lac Ave.
Milwaukee.....Hoeffler Mfg. Co., 306 W. Water St.
Superior.....Russell Bros.

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 158 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.
Yarmouth....Yarmouth Cycle Co.

The Talking Machine World

Vol. 6. No. 6.

New York, June 15, 1910.

Price Ten Cents

VALUE OF WELL LIGHTED STORE.

The Talking Machine Dealer Who Substitutes Light and Cleanliness for Gloom and Dust Is Bound to Win Out—Good Cure for the Blues—Trade Is Attracted.

The truth never grows old, and hence too much emphasis cannot be placed on the value of the well-lighted talking machine window or store. Travel in what city you will, you naturally gravitate to the clean, attractively arranged, well-lighted store. It is the magnet which holds the attention of the passer-by, and it is a splendid advertisement.

It is a subject which dealers should not overlook, and it is a subject which The Talking Machine World has dilated on time and time again. But it is worth emphasis—worth pounding away—because every subscriber converted to the value of a well-arranged store and a well-lighted window is a man who is destined to win greater influence in the business world.

The wise man never overlooks a good idea, and he looks to his trade paper for such assistance. The well-lighted talking machine store or show window never fails to burn into the memory of passers-by the things displayed and the location of the premises. It is the most effective means of attracting direct and individual attention. The public is served by very brilliant show windows. A purchaser finds no enjoyment in gloomy surroundings.

Light induces cheerfulness and cheerfulness means trade. If well served the purchaser returns—brings friends—sends others—becomes a living advertisement. With good illumination deception is impossible. Generous illumination carries with it the unconscious but positive conviction of fair dealing, honesty of purpose and a superior quality of merchandise.

MUSIC BY TELEPHONE.

Experiment Has Proved Successful in Wilmington—May be Tried Here.

"Hello, Central, give me the Sextet from Lucia." This request and similar ones may become common in New York and other cities if the experiment which has been found to be so successful in Wilmington, Del., is taken up. And if it is city folk may sit down to dinner made pleasant by the music of the world's masters.

The experiment is the coupling of the telephone and talking machine. From a central station at the telephone company's building the music is transmitted over the regular telephone wires and "voiced" at the subscriber's end through the customary horn.

The try-out in Wilmington has shown that there is an ever-growing demand for music among telephone subscribers. The music room at the exchange is a large chamber, around the sides of which is a switchboard. The room is equipped with a great number of talking machines and all of the latest records are on file.

When a subscriber wants music he calls the exchange and asks for this room. He tells the girl in charge what selection he wishes to hear, making his choice from a catalog which is supplied by the company. Then the subscriber affixes the horn to the telephone receiver, the music operator puts the desired record on a talking machine which is plugged into the subscriber's line, and starts the machine. At the conclusion of the music the connection is automatically cut off.

Arrangements may be made for an evening's entertainment this way, the program being made up in advance and submitted to the company by telephone, with orders to begin at a given time. Should two or more subscribers simultaneously want the same piece this can be done simply by connecting both lines to the same machine.

In Wilmington the company asks music subscribers to guarantee \$18 a year, the charge for records being from 3 cents for the regular records to 7 for those by the great operatic stars.

TALKING MACHINES IN SCHOOLS.

Big Field for the Dealer to Develop Prospects—How the Work May be Carried On—Petmecky Co. Place Victrolas in the Public Schools of Austin.

For years The World has been impressing upon dealers the wisdom of suggesting the use of talking machines in schools and other public institutions in their respective cities, towns and districts.

As an educator the talking machine has come in for a wide acknowledgment apart from its ability to interest and amuse. There is no reason in the world why talking machine dealers should not be able to influence their local aldermen, or other public boards to the end of having talking machines supplied to their high schools—in fact, to every public school in their district.

We are pleased to note that the Petmecky Co., of Austin, Tex., have recently succeeded in placing Victor Victrolas in the public schools of that city with a splendid assortment of grand opera records rendered by the famous artists of the day. Thus the very best of music will be featured with these schools, and thus a greater love for music generated.

Now this move of the Petmecky Co. is along the lines which we have long advocated, and we sincerely trust that dealers will get busy right away and include in their "prospect list" not only schools but public institutions of all kinds.

AN EMBRYO EDISON DEALER.

The subject of this sketch is Master John Durkin, of 2220 E. 82d street, Cleveland, O. There is nothing remarkable about the photograph, but the boy, who is eight years of age, has been an Edison admirer from infancy. When he was a puling baby in the cradle he used to cry—as most babies do—and nothing would pacify and comfort him but the phonograph. Every night he was ushered to dreamland by the strains of music emanating from the Edison. As he grew older, and ever since, he has been able to walk, he has operated the machine, disdaining assist-



MASTER JOHN DURKIN AND HIS EDISON.

ance, and during all that time has broken but five records. His one greatest amusement now is the phonograph. His parents have confided the entire care of the instrument, and selection of records, to his masterful judgment, depending on him to entertain their friends. As he grows older Master John will unquestionably become more enthusiastic, and the reader is likely to hear of him as the manager of some talking machine emporium, made popular by his ardent love of the business.

THE "TALKER" AS VOCAL TEACHER.

In Testing Voices of Candidates for Municipal Opera Company Several Aspirants Confessed to Having Secured Their Knowledge of Grand Opera from Talking Machine Records—This Points a Moral.

What is called a Municipal Opera Company is being organized in this city. Its organizers hope to make it resemble the municipal opera companies of Paris, Berlin and other European cities.

The solo singers are to be fifty young men and women who are employed in the city's department stores. The chorus will consist of 100 other young department store employes, who earn from \$6 to \$15 a week and who consequently can't pay music teachers to train their voices. The organizer of the company is Albert Mildenberg, a music teacher, with a studio on the thirteenth floor of Carnegie Hall. He is musical director of the Miss Ely's School.

The company will offer "La Boheme," "Pagliacci" and "Michael Angelo" in the first two weeks of next January, according to present plans. It will then go "on the road" for several weeks. It will return to this city and sing for two weeks more next April. Signor Bonci, the Metropolitan Opera House tenor, who is one of the movement's backers, has promised to sing at one performance.

Nearly one hundred candidates had their voices tested during the first couple of days of the trials, and in a number of instances the judges discovered voices of rare promise. Among the candidates was a poorly dressed girl who said she was going to sing an aria from "Trovatore." Something in her enunciation of the Italian words arrested Mr. Mildenberg's attention.

"Where did you learn to sing Italian music? Have you ever taken lessons from a teacher?" Mr. Mildenberg asked.

"I couldn't afford a teacher. I learned from a talking machine we have at home," the girl said.

Another voice, similarly trained, belonged to a young man who had what Mr. Mildenberg called a "great, big, ripping baritone." So anxious was this boy to study music that he hired a machine out of his earnings. He does not know the meaning of one of the Italian words he sings, but pronounces them correctly from catching them accurately as they come from the machine.

Thus we have another proof of the value of the talking machine as an educator.

ZACKEY TALKING MACHINE CO.

The Zackey Talking Machine Co., of Philadelphia, Pa., was incorporated last week with a capital stock of \$10,000. Those interested are H. W. Leslie, C. P. Yasker, of Philadelphia, and F. R. McCarthy, Claymont, Del.

WILL BE GLAD TO RECEIVE SAMPLES.

Frank Holden, who handles gramophones and other talking machine specialties at 100 Drake street, Rockdale, Eng., will be glad to receive samples, price lists, literature, etc., from American manufacturers, or jobbers in relation to any salable article in connection with that line.

CONTRIBUTES \$5,000 FOR HOSPITAL.

Among the largest subscribers to a fund for a new building for the West Jersey Homeopathic Hospital were the Victor Talking Machine Co., of Camden, N. J., who contributed \$5,000. The Victor Co. have always been noted for their liberality in matters of this kind, and the hospital authorities have expressed their appreciation of this handsome donation.

TRADE ON THE PACIFIC COAST.

Talking Machine Business Makes Excellent Spring Record, Especially in Wholesale End—Country Business Strong—Expect Lively Summer—Clark Wise & Co. Adopt Club Plan of Selling Machines—Pacific Phonograph Co. Progress—Holmes Music Co.'s New Store—Department in Eilers New Spokane Store—Bacigalupi in the East—Personal Items of Interest—General Summary of the Month's News.

(Special to The Talking Machine World.)

San Francisco, Cal., June 6, 1910.

The talking machine business for the spring seems to have run considerably ahead of other lines of the music trade. City retail business has been rather quiet with most of the houses, but even here the total for the spring months runs ahead of the total for the same months of last year. It is, however, in the wholesale end of the trade that the best showing is made. One leading wholesale house claims to have out-distanced all previous seasons in the number and value of talking machines and records sold during the last three months. This showing is due chiefly to the wholesale sales, and to the country wholesale business in particular, as the city sales, while better than last year, have not been heavy.

During the summer months a similar state of affairs is expected. The vacation season is only a short distance off and this will naturally cause a drop in city trade, while stimulating the demand at the summer resorts and at a considerable number of interior points. Some of the city retailers are, however, working up quite a little business just now and are confident of a good run for a few weeks, at least.

Clark Wise & Co., of this city, began this week with the advertising of a club plan of selling talking machines somewhat along the line of a recent piano sale held by them. The incorporation of the business with a capital stock of \$250,000 has just been accomplished, the official completion being effected by the filing of papers this week. Besides Clark Wise and R. A. Wise, the incorporators are Clarence Jellison, J. F. Thompson and L. F. Beedy.

The furnishing of the new wholesale depot of the Pacific Phonograph Co. in the Bass-Hueter building on Mission street, in this city, is proving to be a large job. A good portion of the company's stock is in and several miles of shelving is completed, but the big loft is still far from furnished as it is to be. The company, who are to

job the Edison goods, still have 50,000 Edison records in their Oakland establishment, and still have their office in the Bacigalupi building. Manager A. R. Pommer, of the company, is hoping to open the new month with the removal practically completed, though with a lot of work still to be done. A few days ago a large shipment of Amberolas and other Edison goods arrived at this city via the Tehuantepec half-water route. The fact that this shipment came in in less than a month, or practically on railroad time, may lead to a lot of shipping being done in that way. Mr. Pommer is still determined to make his stock of machines and records the largest on the Coast and it may now be found necessary to take even additional space, in spite of the large loft already occupied.

The Tacoma store of the Eilers Music House has been making a drive on talking machines during the last few days. This house plays no favorites and is offering Victor, Columbia and Edison goods, complete stocks of machines and records of all three lines being carried. Their half-page advertisements this week have been headed: "Grafonola, Amberola, Victrola."

The Holmes Music Co., of 422 South Broadway, Los Angeles, Cal., have opened their new store to the public and are now reporting a lot of business. This house was formerly at 113 South Spring street.

It develops that the talking machine department of the Spokane (Wash.) branch of the Eilers Music House will be well cared for in the new six-story building for the company, which was started early this month. The main talking machine business will be done on the first floor of the building, and ample show space and window space will be provided. The wholesale department will be on the third floor. The new building will be 75x33 feet. The tearing down of the old building will be started in a few days. During the tearing down of the old and the construction of the new building, the company will be temporarily located on Sprague avenue near Stevens street. Here the talking machine departments will be rather crowded, but will be able to turn out a lot of business.

Peter Bacigalupi, the San Francisco dealer, and Leon Douglass, vice-president of the Victor Talking Machine Co., have left for the East on a more or less extended trip. Mr. Bacigalupi is going on a business trip and will look after the talking machine, as well as the other departments of his business. The recent selling out of his wholesale business in Edison goods has left him quite free in the talking machine field. Mr.

Douglass, whose home is in San Rafael, in this State, is going East, more on a visit than on business.

The boys of the Victor department of Sherman, Clay & Co. are trying to make a record during the absence of A. G. McCarthy, as a sort of a wedding present for him on his return. Mr. McCarthy was married a few days ago and is now in the East on a wedding trip. He is expected to be absent for several months, and as he, aside from his duties as a director of the company, takes an especial interest in the talking machine department, the force is anxious to make a good showing.

W. S. Gray, of the Columbia Phonograph Co., has returned from a short visit to the company's Los Angeles house. He found the Los Angeles branch doing a splendid business, both wholesale and retail, and is convinced that the present season in the southern part of the State will show a new high level in the sale of Columbia machines and records. Mr. Gray is beginning to think about vacations, and will start for the mountains for an outing before very long. The new store at 334 Sutter street is now running smoothly, and is proving quite generally satisfactory.

Mr. Scott, assistant manager for the San Francisco house of the Columbia Co., will leave for Sacramento and the central part of the State this week for a stay of a couple of weeks. At Sacramento the wholesale Columbia business is handled by Kirk, Geary & Co., prominent wholesale druggists.

Kohler & Chase have given additional space on the ground floor of the big O'Farrell street building to their Columbia department and have had the satisfaction of increasing their sales very materially in consequence. So far, this season, the business in this department has just about doubled month for month, as compared with the business of last year. A fine exhibit during the present week has attracted a lot of attention.

The Simon Piano Co., of Spokane, Wash., have begun work on the new music store in that city. The new store will provide amply for the talking machine department, and when it is occupied the company will be in better shape than ever to care for the talking machine and small goods business.

A MULTIPLEX PHONOGRAPH

Invented and Manufactured by Geo. Gomber—Operator Has Choice of Dozen Records—Some of the Features.

About three years ago George Gomber invented a new form of multiplex phonograph, which he has since manufactured, in a small way, for the trade of this country, having disposed of the patent rights in Canada and Germany some time ago.

The machine is especially designed for use in arcades, cafes, etc., and is coin-operated, the power being gained from a spring motor wound up with a crank. A dial is provided bearing the names of twelve selections, and after the coin is placed in the machine, a pointer may be moved to the selection desired, a push on the handle starting the mechanism.

Numerous advantages are claimed for the machine. In the first place, instead of having only one selection, the customer has his choice of twelve selections. The ordinary phonograph records can be placed in and taken out at will. There are also two sets of ear tubes, and a person dropping a cent can not only use one set of tubes, but on the opposite side is the other set, which can be placed in the ears of anyone desired. On the top of the machine is also the ordinary horn. In case the person dropping a penny prefers to play the music or song so that all in the room can hear it, it can readily be arranged by just changing the sound from the tube to the horn.

For you to be cheerful may not take the grouch out of every customer that comes in, but it may take an extra dollar out of his pocketbook.

EASTERN CO. SERVICE

IS THE KIND THAT GETS THE GOODS INTO YOUR HANDS WHEN YOU WANT THEM

Popular Records in the height of their demand, not after your competitor has supplied the demand. Try Eastern Service. Once Tried, Always Used.

Write us for samples, descriptive circular and prices of

Grand Opera Needles

The best needle on the market. Packed in patent boxes, with two compartments in lots of 300, 500 and 1,000, and in boxes of 100. Prices Right, Quality the Best.

YOU SHOULD HAVE "DUST-OFF"

For Edison Records

RECORD CLEANERS

For Victor Records

The largest selling accessory ever put out. Write for circular and price list.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



A "tip" for you on summer business

Get all the good you can out of your summer business. Tell the people in your neighborhood how the Victor can be used during the summer months.

Impress on them that the Victor is the best entertainer for summer homes; that the Victor is just the thing for club houses; and don't forget to drive home the fact that the Victor takes the place of an orchestra for dancing.

Throw out the suggestion to campers and yachtsmen that they should have a Victor on their outings, and see if they don't take to your hint.

Keep right at it, and you'll do a hustling business throughout the entire summer—and have a bigger bank account at the end of the season.

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.
 Altoona, Pa..... W. H. & L. C. Wolfe.
 Atlanta, Ga..... Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex..... The Petmecky Supply Co.
 Baltimore, Md..... Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Wm. McCallister & Son.
 Bangor, Me..... M. H. Andrews.
 Birmingham, Ala..... E. E. Forbes Piano Co.
 Talking Machine Co.
 Boston, Mass..... Oliver Ditson Co.
 The Eastern Talking Machine Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y..... American Talking Machine Co.
 Buffalo, N. Y..... W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt..... American Phonograph Co.
 Butte, Mont..... Orton Brothers.
 Canton, O..... The Klein & Heffelman Co.
 Charlotte, N. C..... Stone & Barringer Co.
 Chicago, Ill..... Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cincinnati, O..... The Hext Music Co.
 Cleveland, O..... W. H. Buescher & Son.
 Collister & Sayle.
 The Eclipse Musical Co.
 Columbus, O..... Perry B. Whitsit Co.
 Denver, Colo..... The Hext Music Co.
 The Knight-Campbell Music Co.
 Des Moines, Iowa..... Chase & West.
 Harger & Blish, Inc.
 Detroit, Mich..... Grinnell Bros.
 Dubuque, Iowa..... Harger & Blish, Inc.
 Duluth, Minn..... French & Bassett.

Elmira, N. Y..... Elmira Arms Co.
 El Paso, Tex..... W. G. Walz Co.
 Galveston, Tex..... Thos. Goggan & Bros.
 Grand Rapids, Mich..... J. A. J. Friedrich.
 Honolulu, T. H..... Bergstrom Music Co., Ltd.
 Indianapolis, Ind..... Musical Echo Co.
 Wulschner-Stewart Music Co.
 Jacksonville, Fla..... Carter & Logan Brothers.
 Kansas City, Mo..... J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Knoxville, Tenn..... Knoxville Typewriter & Phonograph Co.
 Lincoln, Neb..... Ross P. Curtice Co.
 Little Rock, Ark..... O. K. Houck Piano Co.
 Los Angeles, Cal..... Sherman, Clay & Co.
 Louisville, Ky..... Montenegro-Riehm Music Co.
 Memphis, Tenn..... E. E. Forbes Piano Co.
 O. K. Houck Piano Co.
 Milwaukee, Wis..... Lawrence McGreal.
 Minneapolis, Minn..... Lawrence H. Lucker.
 Mobile, Ala..... Wm. H. Reynolds.
 Montreal, Canada..... Berliner Gramophone Co., Ltd.
 Nashville, Tenn..... O. K. Houck Piano Co.
 Newark, N. J..... Price Talking Machine Co.
 Newark, O..... The Ball-Fintze Co.
 New Haven, Conn..... Henry Horton.
 New Orleans, La..... Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
 New York, N. Y..... Blackman Talking Machine Co.
 Sol Bloom, Inc.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Jacot Music Box Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Omaha, Neb..... A. Hospe Co.
 Nebraska Cycle Co.
 Piano Player Co.
 Peoria, Ill..... Putnam-Page Co., Incorp.
 Philadelphia, Pa..... Sol Bloom, Inc.
 Louis Buchn & Brothér.
 J. E. Ditson & Co.
 C. J. Heppe & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburg, Pa..... C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me..... Cressey & Allen.
 Portland, Ore..... Sherman, Clay & Co.
 Richmond, Va..... Cable Piano Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y..... The Talking Machine Co.
 Salt Lake City, Utah..... Carstensen & Anson Co.
 The Consolidated Music Co.
 San Antonio, Tex..... Thos. Goggan & Bros.
 San Francisco, Cal..... Sherman, Clay & Co.
 Savannah, Ga..... Phillips & Crew Co.
 Seattle, Wash..... Sherman, Clay & Co.
 Sioux Falls, S. D..... Talking Machine Exchange.
 Spokane, Wash..... Eilers Piano House.
 Sherman, Clay & Co.
 St. Louis, Mo..... Koerber-Brenner Music Co.
 St. Louis Talking Machine Co.
 St. Paul, Minn..... W. J. Dyer & Bro.
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 Syracuse, N. Y..... W. D. Andrews.
 Toledo, O..... The Hayes Music Co.
 The Whitney & Currier Co.
 Washington, D. C..... E. F. Droop & Sons Co.
 Robert C. Rogers Co.

**The Columbia Grafonola "Regent"
at \$200 is the surest prestige-and-profit
feature ever displayed in a talking-
machine window: a library table and a
concealed-horn talking machine—com-
bined value \$250 of any man's money.**



Columbia Phonograph Co., Tribune Building, New York.

PHONOGRAPH INFLUENCED JURY.

**It Is Claimed by Lawyer Who Asks Pardon for
Convicted Man Because They Heard "Lasca"
Before Bringing in Verdict.**

(Special to The Talking Machine World.)

Sedan, Kan., June 1, 1910.

Did the plaintive tones of "Lasca," a dramatic recital, reproduced on a phonograph, influence a jury of twelve "good men and true" to bring in a verdict of guilty against Robert Moore and send him to the penitentiary for killing his neighbor, Frank Berree?

Judge Aikman, of the District Court, held that the phonograph had nothing to do with the verdict, and when the case went to the Supreme Court that tribunal said the same thing and sustained the lower court's refusal to grant a new trial.

The friends of Moore, however, refuse to be satisfied and are now circulating a petition for his pardon from the penitentiary at Lansing, where he went one year ago to begin a ten year sentence. These friends assert that if the jury-men had not heard the phonograph they would never have convicted Moore.

Moore and Berree lived on adjoining farms in the north part of this county. Their children quarreled at school and the parents took up the battles of their children. One word brought on another one morning in May, 1908, when Moore met Berree in the public road. Then another farmer drove up with a load of corn and, seeing two neighbors quarreling, persuaded both to move on. It looked as if there would be no more trouble, when Berree suddenly turned his horse and rode back toward Moore. Moore believed Berree was going to shoot him, he says, and shot first. Berree fell dead in the road.

The case was hard fought. Half a dozen lawyers were hired by each side. Several of the lawyers had spoken when the court adjourned. After the jury had supper they started down the street and passed a jewelry store from which the sounding horn of a phonograph protruded through the window.

One jurymen proposed that all stop and have some music. They did so, and the first and only selection played was "Lasca." This is a pathetic recital with musical accompaniment. It tells of the death of a beautiful Mexican girl in a cattle stampede. It is a selection calculated to bring tears and heart throbs. The jury listened to it and then returned to the courtroom, where the final plea for the State was made. The lawyer was at his best and he followed the strains of pathos that "Lasca" had already started. The jury retired and brought in a verdict of guilty in the second degree.

When the motion for a new trial was being argued the attorneys for Moore had the phonograph brought to the courtroom and the selection played for the court. The motion for a new trial was denied. The case was carried to the Supreme Court. The phonograph "record" was filed with the papers in the case and the attorneys offered

to have it played in the Supreme Court room, but the judges were willing to take the word of the lawyers for it, so it was not used. The lower court was sustained.

When Moore heard of this he came to Sedan and offered to go to Lansing alone to begin his time. His friends are working hard now to get him pardoned.

TRADE IN THE SAINTLY CITY.

**Business in Excellent Condition—Aeolian Co.'s
Handsome Victor Department—Entire
Sales Force of St. Louis T. M. Co. Retained
—Big Columbia Co. Increase—News of the
Travelers—Trade News of the Month—In-
teresting Personalities.**

(Special to The Talking Machine World.)

St. Louis, Mo., June 6, 1910.

The talking machine business for the month of May has been quite active, and the general trade reports show that the conditions are good.

As it had been announced some time before, on May 31 the Aeolian Co. branch of this city took over the St. Louis Talking Machine Co.'s interests here. Your correspondent has just inspected the handsome new Victor talking machine department established by the Aeolian Co., and it is certainly most attractively arranged. A large Colonial stairway goes from the first floor direct into the department, the decorations of which are most tastily carried out in white and gold. There are five soundproof booths with record cases running the entire length of the rear, being accessible from each room. The booths are painted on eggshell white and the walls are decorated with a gold-tinted burlap. This department makes a very elaborate addition to Aeolian Hall, the furnishings of which are carried out in Mission.

The entire sales and office forces of the St. Louis Talking Machine Co. have been retained by the Aeolian Co., and the same efficient service will be given their patrons. O. A. Gressing, late manager of the St. Louis Talking Machine Co., will remain with the Aeolian Co. until about August 1, thoroughly posting J. A. Honea, manager of the Aeolian Co., regarding the details of the department, when he will leave to accept an important position at the Victor factory.

E. B. Walthall, manager of the Columbia Phonograph Co., reports an increase of nearly 100 per cent. in the total business of this branch in April as compared with April of 1909, and that the May trade will show as great an increase. Mr. Byars, sales manager of this concern, sold to Mrs. P. S. Marquis, 5427 Waterman avenue, this city, one of their superb fumed oak Regent grafonolas, which was shipped to Philadelphia as a bridal present to her son, P. S. Marquis, Jr., who will be married to a young lady resident of that city on June 10.

Chas. Kauffman, traveling salesman for the Columbia Phonograph Co., spent May 13 and 14 here, leaving on the 15th for a trip through Central and South Missouri.

W. C. Fuhrl, western district manager of the Columbia Phonograph Co., and C. W. Smith, manager of the Kansas City store of the company, spent May 11 here. W. E. Heath, assistant manager of the company at Kansas City, and his wife, spent Decoration Day here. Mrs. Elmer C. Murtry, wife of the manager of the Pittsburg, Pa., store of the company, spent the month of May visiting her mother in St. Louis.

Marks Silverstone, of the Silverstone Talking Machine Co., reports an excellent business for the month of May, both wholesale and retail. He reports an extra good demand for Amberola machines. Mr. Silverstone will attend the National Talking Machine Jobbers' convention at Atlantic City, N. J., in July. Miss Blanche Silverstone, sister of Marks Silverstone, and an attache of the office force of the company, was married to Chas. Aronberg, a prosperous young jeweler of this city, on May 26.

The Thiebes Piano Co. report their talking machine business for the month of May as being fair, with the best demand for high-class machines. They sold a Victor Auxetophone to the Budweiser Rathskeller, one of our prominent cafes.

F. Denizet, a Columbia dealer of Perryville, Mo., spent two days here recently.

D. K. Myers, the well-known Zonophone jobber, reports having had a fair trade during May and looks for an improvement in June.

The Koerber-Brenner Music Co. report having had a good trade during May. W. A. Brenner, secretary of this concern, returned recently from a two weeks' western trip.

Miss Sadie Rosenblatt, manager of the talking machine department of the J. H. Buettner Furniture & Carpet Co., reports a fair degree of activity for the month of May.

WINS GERMAN RECOGNITION.

**Columbia Co.'s European Headquarters Receive
Big Order for Dictaphones and Cylinders
from the German Post Office Department—
Used Also by the English Government Of-
ficials.**

The Columbia Phonograph Co., General, has just received news from the European headquarters that the German Post Office Department has placed an order for a large supply of Dictaphones and several thousand cylinders, to be used in the Post Office Savings Bank Department. The British Post Office, as well as a number of other Government Departments, has been using Dictaphones for several years. So have a number of British Cabinet Ministers and ex-Ministers. Prominent among these are the Rt. Hon. Winston Churchill and the Rt. Hon. A. J. Balfour. Dictaphones have been used extensively in the American Government service for many years past.

When you put in a display window, let the display be complete so far as one line is concerned, but do not attempt to show a variety of stock representing all the departments of the business.

WITH THE TRADE IN SAINTLY CITY.

Taking on of Victor Line by Aeolian Co. Arouses Interest—Voluntary Dissolution of Salm Talking Machine Co.—Groene to Feature Edison and Victor Lines—Cabinet Machines in Demand—Milner Musical Co.'s Active Business—Summary of the Trade News of the Month Worthy of Record.

(Special to The Talking Machine World.)

Cincinnati, O., June 8, 1910.

One of the principal developments during the past month in the local talking machine world was the announcement that the Aeolian Co.'s local branch was to handle the full line of Victor goods. Another feature, if such it can be called, was the voluntary dissolution of the Salm Talking Machine Co., 538 Main street.

On or before July 1, 1910, the Aeolian Co.'s new department will be in full swing, according to Manager W. O. Black, who has engaged Louis Ahaus, for seven years identified with the Wurlitzer Co.'s talking machine force, to take charge under the former's direction. Mr. Ahaus is fully conversant with the business, and the Aeolian people believe he will make good. The latter house has plans for fixtures which will be quite a departure in the talking machine business. The framework will be white-enameled, with mahogany doors. There will be three booths in a space 24 feet square and in the rear or to the north will be the file cases where the full Victor line of records will be installed immediately. The talking machine department will take off a slice of the manager's office and the rest of the space in the rear of same.

The Salm Talking Machine Co. ceased business without an obligation, it is said. All the new goods were returned to the factories and the smaller dealers bought that which was left. J. Salm, the proprietor, who was in the talking machine field for seven years, has no definite plans for the future. It is possible that he may go into the automatic machine field in the fall. Salm was located on upper Vine street until January 1, on which date he moved to 538 Main street. For a time he appeared to be doing good business, but early in May the entire neighborhood suffered from lack of patronage, several miscellaneous dealers telling Salm they could make more money by keeping their doors closed.

J. C. Groene, the Race street dealer, is going to make a specialty of the Victor and Edison lines. He cleaned up his shelves of all other stock on June 1 and intends to give this department more systematic attention. Business there during May was not very good.

The suit of the Rudolph Wurlitzer Co. against J. E. Poorman, respecting a question of discount, which was filed last year, was set for hearing last week, when the case reached the top of the calendar. It, however, was not tried, having been postponed until October.

Manager S. H. Nichols, of the Columbia Phonograph Co., in a chat with The World representative, said: "Business continues good in both retail and wholesale departments, showing a very substantial increase over the business of this time last year. The Grafonolas of all types are in great demand, and it is simply impossible to receive sufficient Grafonolas to fill our orders.

"Marion Dorian, our auditor, of New York City, spent several days with us the last week of May, and seemed to be well pleased with business and general conditions.

"The number of exclusive Columbia dealers being signed up is very gratifying, and our territory is being rapidly covered by exclusive contracts."

Four Victrola sales in a single day was the record mark in May for the Milner Musical Co., honors for three of the deals being carried off by Lloyd Kieffer, formerly of Charleston, W. Va. "This is quite a spurt for Victrolas," remarked Manager W. W. Timmerman, "considering the anticipated approach of the off season, but shows that with the proper 'hustle while you wait' idea before you, each month shows an increase which we always look forward to.

"We recently sold," he continued, "an Amber-

ola in Pineville, Ky., which adds another sale to our long list of Amberola customers. We find the grand opera list becoming more and more in demand, and attribute the purchases of the Amberolas principally to the increased sale of the higher-class records. One helps the other, and we are 'pushing the one that helps.' Trade in general is satisfactory, and I believe June should be equally as good as May."

The Rudolph Wurlitzer Co. report that the talking machine business during the month of May was satisfactory, but nothing extraordinary. The wholesale demand for Victor Victrolas was above the average established during the months of March and April, but the record business was light in comparison with the large number of machines sold.

A steady demand for Amberolas has been experienced during the entire month, showing that the Edison dealer is fully alive to the possibilities offered in this machine, and the demand has ready been felt for a machine used in summer homes and in camps, and a number of outfits have been delivered at distant points.

The Victor Victrola No. 16, although a very bulky article, seems to be selected as the proper machine for fashionable resorts, and the sale ranges from the highest grade Victor to the cheaper styles, which find their way into the more humble country homes, and river camps.

There is every probability of an active summer campaign in this territory. A healthy sign is the fact that dealers are reordering Amberolas and Victrolas in spite of the lateness of the season, and it stands to reason that with the smaller dealer enthusiastic, the large dealer will have necessity in giving the business his usual energetic support.

MARCONI'S LATEST.

Marconi will shortly begin a series of tests in throwing electric waves charged with messages over the Rocky Mountains to the Pacific coast. If perfected, it is believed it will save great prop-

erty losses to telegraph poles and wires along the railways in the West. It is also declared practicable to communicate with moving trains by wireless.

VICTOR FOR NEVADA HOSPITAL.

The State Hospital for Mental Diseases Buy Machine from the Emporium of Music at Reno—Why Arthur Holgate Is Pleased.

(Special to The Talking Machine World.)

Reno, Nev., June 1, 1910.

Arthur L. Holgate, manager of the Emporium of Music, handling Victor and Edison machines and Victor, Zonophone and Columbia disc records, as well as musical merchandise and sheet music in this city, is enthusiastic over the talking machine business in this section. His house has just supplied the Nevada State Hospital for Mental Diseases, otherwise known as the Insane Asylum, with a large Victor V machine with oak horn and a quantity of records. The officials of this State hospital claim that music has proven to be beneficial other than simply as an entertainer. During the serious stages of the inmates, when their minds are overworked by thoughts upon one particular theme, if the proper music is played for them, it has a soothing effect and will oftentimes subdue a patient when everything else fails. For the pleasure end of it the asylum has a fine auditorium, where every Saturday night visitors are allowed to witness the patients dancing, and after they are through then the visitors are allowed to take the floor. Although some of the inmates are musically inclined, there being several fine violinists and pianists among the inmates, who oftentimes furnish music for dancing, the playing of the Victor is looked forward to by all.

The Emporium of Music feels quite proud in making this sale for the simple reason that the Nevada State Hospital has done them the honor of providing this Victor machine, instead of sending to the East or to the Coast.



Learn Spanish, French, German, or Italian

The I. C. S. System of Language Instruction by the phonograph method makes easy the mastering of a foreign language and appeals with compelling power to thousands. The dealer in phonographs that 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, German, and Italian 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; 14-inch brass horn; special hearing tube; recorder; reproducer; speaking tube; winding crank; camel's-hair brush; blank cylinders on which to make phonographic recitations; 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 languages. The new Outfit is the best and cheapest ever offered—the price being only \$35.

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

International Correspondence Schools

Box 918, Scranton, Pa.

HOME RECORDING on the EDISON

The Edison Phonograph is the only sound-reproducing instrument on which home recording can be done. Score *one*.

Amberol Records

The long playing Records on which the Edison Phonograph renders the best of all kinds of music, without omission or hurrying. Score *two*.



The way of least resistance lies in handling the Edison line—al

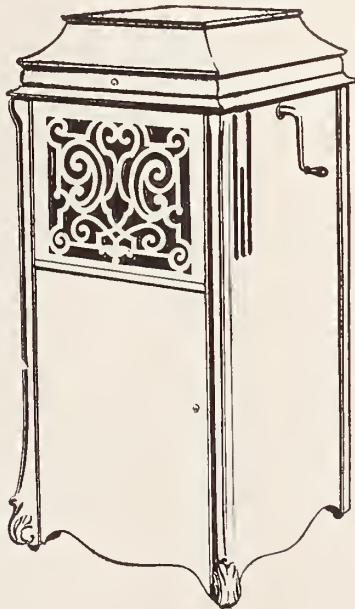
National Phonograph Company

THE SAPPHIRE Reproducing Point

The permanent Sapphire Reproducing Point or Button does not scratch, does not wear out the Records and never needs changing. Score *three*.

\$12.50 to \$200.00

This range of prices makes a possible Edison customer of everyone in your territory who does not already own an Edison. Score *four*.



uments on your side, none to buck against. Write your jobber to-day.

Lakeside Ave., Orange, N. J.



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

NEW YORK, JUNE 15, 1910.

TRADE conditions improved somewhat during the month of May and our reports indicate that in many sections of the country the trade record is ahead of that of the corresponding months last year.

The talking machine trade is certainly undergoing changes. That is apparent to anyone who gives the industry close study.

The number of men engaged in selling talking machines is lessening rather than broadening.

A number have not succeeded in making a success out of the business.

Their failure has been due largely to their own inability and indifference and, of course, accentuated by reason of the poor business conditions for the past two years.

We are, however, retaining in the trade a better class of business men, for by a steady process of elimination the better ones are bound to remain in the game, and the smaller non-progressive ones will be eventually weeded out.

It is a case of the survival of the fittest, and the fittest in this instance will be the men who have faith in the future of the business and who are willing to back their faith with good hard work and money investments.

The man who has nothing at stake in any business can be pretty safely counted upon as a failure unless he be a rare type.

The talking machine is steadily coming into its own and is now being sold as a staple rather than as a novelty.

In other words, it has marvelous powers, arousing admiration just the same as in days ago, but it does not create the wide-spread surprise which was manifest everywhere a few years ago. It is becoming a steady selling commodity and so it will remain.

The business will fluctuate according to the emphasis placed upon it.

Changes will be made, for this trade as well

as all others must conform to the resistless laws of change.

The talking machine men must make their establishments interesting, as anything that attracts the public to the store helps to get the people to trade there.

That is advertising and the most valuable kind of advertising a man can have.

Talking machine men must figure to interest the public.

The more interest that can be aroused and sustained the better it will be for everyone.

JUDGING from the program which the talking machine jobbers have outlined for the meet next month at Atlantic City, an interesting time is in store for members who will journey to that fascinating spot for Convention purposes.

Secretary Roush and his confrères have been hard at work for the past few weeks getting things in shape and from special information which is imparted to The World we feel confident in predicting an interesting Convention.

A number of important business matters which have a direct bearing upon the trade are scheduled for discussion, and then there is the social side which makes a very pleasing diversion, and, so far as athletic amusements go, there is a baseball game planned between the Eastern and Western jobbing contingents.

That struggle for athletic supremacy alone will be worth going a long ways to witness.

The secretary, while discussing the plans recently with The World, stated that from data which he had received he predicted a larger gathering in point of attendance than last year, which, by the way, reached the high water mark so far as Conventions go in the talking machine industry.

It is certain that the jobbers manifest a deep interest in their organization, which now seems to have become a permanent factor in the industry.

IN every trade there will always be a few who remain aloof from participating in association work, but, as long as any organization works along lines which tend to trade uplift it should be warmly supported.

The jobbers are working with the manufacturers to promote trade welfare and certain recommendations which they have made have been pleasantly received by the latter.

When business men get together and discuss trade conditions in a serious and sensible vein, cutting out abuse and threats, it may be presumed that good will come from such considerations.

At least that has been the history of trade associations in all lines.

Piano dealers, many of whom handle talking machines, held a Convention in Richmond, Va., last month.

In many respects it was the most interesting convention gathering which had taken place for years in the music trade.

In fact, the piano manufacturers and piano salesmen held their Conventions in the same city and at the same time so that there should be no break between sessions.

For months The Music Trade Review has urged the piano dealers to take some definite action regarding the plan of selling

pianos by guessing contests, issuing coupons, certificates, etc.

The development of schemes, whereby the public have been offered beautifully embossed certificates for the solution of some alleged puzzle which a child of six years could decipher in a minute and a half, has grown to such an extent that it has threatened to destroy the confidence of the public in piano values.

In this connection we may state that many of the concerns which have issued these certificates would not give the price of a postage stamp for them when presented at their stores, and yet they have been used simply for the purpose of fooling the public.

In many instances the prices on pianos have been marked up so that when the certificates were applied upon piano sales there would be actually no saving in cost to the purchaser.

These plans have been worked in nearly every city in the United States.

The Music Trade Review was the only paper in the piano industry which took a positive stand against these methods of selling pianos.

Interest was stimulated in all sections of the country and the piano dealers passed resolutions requesting its members to aid in the crusade against the use of such certificates in piano selling.

The result of this action on the part of the Association will have a wide-spread influence in checking the coupon certificate method of piano selling.

ON account of price contracts in the talking machine trade the conditions are such that it is not probable that similar methods could be employed for the sale of machines, yet, we can see possibilities whereby this certificate plan might be used, and, if this evil should rear its head in the talking machine trade the Association would stand ready to deal it a crushing blow at the start, as one can never tell just what conditions may arise whereby the aid of a powerful organization is needed for trade protection.

An organization cannot be immediately called into active being, therefore, if the jobbers live in a state of preparedness, and are always keenly alert to meet contingencies which may arise from time to time, they occupy the same position as a police force.

They become at once a menace to the evildoer and whenever trouble arises at any point they are in a position to exert a strong influence to right the wrong.

It is difficult sometimes to trace just what should be credited to the combined work of all, but it is certain that if we study conditions in all trades we will find that great good must be credited to associated effort.

The cleaner lines upon which business may be conducted works to the advantage of every man in the business and the reforms in the credit system operate to the advantage of all.

There are many things which should be seriously considered by those who have interests at stake, and we know that the jobbers at Atlantic City have planned to consider a number of matters which have a direct bearing upon the talking machine affairs.

THERE has been some discussion in trade circles as to who will be elected the next president of the association. The Eastern men say that the honors should come into Eastern territory this time, as since the association was formed at Buffalo the chief executive position has been held by Western jobbers.

There is no sectional feeling shown in the matter, but the Eastern jobbers feel that the different sections of the country should be represented and that the honors should go round.

Splendid work has been done for the organization by men in the East, and there is good presidential timber in this locality.

A LIVE TALKING MACHINE MAN.

O. A. Gressing, Long in Charge of St. Louis Talking Machine Co. and Now With Aeolian Co., Has Made Enviably Record as Manager—To Remain with Victor Co. Forces.

(Special to The Talking Machine World.)
St. Louis, Mo., June 10, 1910.

We present herewith a very good likeness of O. A. Gressing seated at his desk, and who, up to the first of June, had charge of the St. Louis



O. A. GRESSING, SNAPPED SITTING AT HIS DESK.

Talking Machine Co., which was purchased by the Aeolian Co. Mr. Gressing has made a most enviable record while manager of this company, and the Victor dealers in his territory are expressing their keen regrets at his leaving. Mr. Gressing has established a reputation as one of the "live wires" of the talking machine trade, and with his very able advice and counsel has helped many a dealer over the rough places. His enthusiasm and zeal for the Victor was contagious and instilled in the dealers an ambition and aim that they found easy of attainment by following him.

At the request of General Manager Geissler, of the Victor Co., Mr. Gressing will remain with the Aeolian Co. until Mr. Honea, the new manager, feels that he has the reins of the new department firmly in hand. This is a splendid arrangement, as the retail and wholesale experience of Mr. Gressing has been of such wide scope that his admirable assistance and coaching to Mr. Honea will prove inestimable.

The many friends of Mr. Gressing will be pleased to know that he will remain with the Victor Co. Preparations are on foot among the dealers of the Southwest to tender a banquet to Mr. Gressing when the time comes for him to leave the St. Louis field.

TRADE ACTIVE IN NORTHWEST.

In Better Condition Than Ever Before—Dealers Make Excellent Reports—Minnesota Phonograph Co. in New Quarters—W. J. Dyer & Bro. Concerts Popular—Other News.

(Special to The Talking Machine World.)
Minneapolis and St. Paul, June 5, 1910.

Trade in talking machines is flourishing in St. Paul and the entire Northwest as it never has since the days when the Edison phonograph was first exhibited in these parts as a wonderful curi-

osity. All dealers report a substantial increase in sales, in the retail way and a most satisfactory growth in the jobbing trade.

The Minnesota Phonograph Co., Lawrence H. Lucker, president, recently took possession of a three-story building at 519 First avenue South, Minneapolis. It is about 160 feet long, the first floor being used for retail business, the second and third for wholesale, and the basement and two-story warehouse in the rear for storage and workshop. Twelve sound-tight demonstrating rooms, tastefully furnished, give fine opportunity for purchasers to hear talking machines to advantage. Mr. Lucker reports trade exceedingly good. Victrolas for the summer homes at Lake Minnetonka and other lake resorts are increasing in popularity.

The Victrola and Amberola concerts begun by W. J. Dyer & Bro. before the grand opera season proved so popular that they have become a regular event. The concerts are held semi-monthly and are doing good work in educating the public to the real merits of the once despised machines.

The Columbia Phonograph Co.'s Northwestern branch has had an excellent spring trade. Jay H. Wheeler is more than gratified over the substantial enlargement of the retail sales in Minneapolis and St. Paul, as well as the business that is obtained from the rural sections. The Dictaphone is winning its way in the larger law offices and mercantile offices, where it is regarded as a necessity, rather than as a convenience.

COLUMBIA WITH GALESBURG CO.

The Piano House of Galesburg, Ill., Will Conduct an Exclusive Department Devoted to Columbia Machines and Records—Scheuber Drug Co. Become Columbia Jobbers.

(Special to The Talking Machine World.)
Chicago, June 3, 1910.

The Columbia Phonograph Co. have consummated arrangements with the Galesburg Piano Co., of Galesburg, Ill., whereby the latter will conduct an exclusively Columbia talking machine department. This is the result of the activity of the Chicago organization of the Columbia Co. and the general campaign being carried on in the interest of the piano trade. The order received included machines of all types of Graphophones as well as Grafonolas and a large assortment of records. The Columbia line is rapidly being identified with the piano trade, many progressive piano concerns realizing the advantages of being connected with the talking machine business.

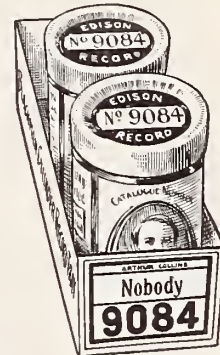
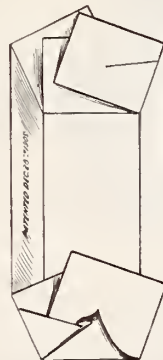
E. C. Plume, western wholesale department manager of the Columbia Phonograph Co., with headquarters in this city, has left his office for several days and gone on a trip which will include Minneapolis, St. Paul, and Livingston, Mont. While at the latter point he will call on F. A. Scheuber, president of the Scheuber Drug Co., exclusive Columbia jobbers for the State of Montana.

IMPROVE YOUR SYSTEM
AND
INCREASE YOUR RECORD SALES

BY USING
THE BLACKMAN CYLINDER RECORD TRAY

(Patented Dec. 28, 1909.)

A Record Tray With Record Label for Less Than One Cent



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

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

NET PRICES TRAYS ONLY
(Subject to Change.)

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

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

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

NET PRICES RAPKE LABELS

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

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

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

Manufactured by
BLACKMAN TALKING MACHINE CO.

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

The New Phonograph Instant Response



U-S Phonola, Model A



U-S Opera Model



U-S Phonola, Model B

SELDOME, if ever, in the history of the music trade has an event aroused such universal interest as the introduction of the U-S Combination Phonograph and U-S Everlasting Record.

This interest, unmistakably manifested at our recent demonstration at Richmond and expressed again in hundreds of letters from every section of the country, is the direct result of one big fact—that U-S Phonographs and Records have an actual superiority over any other machine or record the trade or the public has ever seen or heard.

This is a broad statement, but we can *prove* it. We can prove that the U-S line stands unapproached in *convenience of operation, quality of tone production and indestructibility of records*. In this machine and record all the mistakes of the old-line machines and records have been corrected, and in correcting them we have produced a **NEW** instrument, built on **NEW** lines, **NEW** in its mechanical simplicity and artistic musical performance.

The first of the many advantages that are sweeping the

U-S Combination Phonograph

into instant popularity is the **AUTOMATIC-CHANGE REPRODUCER CHANGE**, by which, with a simple twist of a shift key, it is automatically and instantly adjusted to play either a two-minute or a four-minute record. The convenience of this device can be appreciated only by one who is acquainted with the old style and troublesome method of disconnecting the horn, removing one reproducer and fastening on another, then the inconvenience of shifting mandrel gears to change the speed.

In the U-S all this is accomplished in a fraction of a second by a touch of the thumb and forefinger. Nothing could be simpler or more convenient, yet no other phonograph on the market has this remarkable improvement.

IN THE MOTOR OF THE U-S MACHINE, we are offering a device absolutely unique in its simplicity, long-running quality and unusual power. It embodies the nearest approach to positive noiselessness yet reached in phonograph construction. Its ample power insures a smooth, evenly-balanced action, and in addition the U-S is fitted with a pulley balance wheel, another exclusive feature, and *absolutely the only means of insuring a reproduction true to pitch*.

THE DIAGRAM OF THE U-S is much larger than any heretofore used and being made of an extraordinarily sensitive material it has marked superiority as a "voicing" instrument, particularly in bringing out delicate musical detail.

The point is of selected sapphire, and is ground to a shape different from, and unquestionably superior to, any other reproducer point on the market. It is scientifically accurate, and fits so perfectly into the sound groove that all scratching and harshness is eliminated.

U-S MEANS BUSINESS. And our terms are such that you can buy on credit. Fill out and mail at once.

U-S PHONOGRAPH CO.

Write for Prices
and Particulars

and Record Receive from the Trade

Even after you thoroughly appreciate the many revolutionary features of the U-S Phonograph, there is another and equally startling chapter to the U-S story—the perfection of the U-S Everlasting Record, beyond all question the most radical departure and improvement ever introduced in cylinder records.

This Record is not a Wax Record. Both in material and method of making, it is the result of research and experiment in entirely new fields. It is composed of a wear-proof surface mounted upon an unbreakable cylinder base, and is *everlasting* in the fullest meaning of the word—proof against scratching, proof against cracking by extreme heat or cold, proof against damage from careless handling or dropping. It may even be sent through the mails in its original carton, with no other protection whatsoever.

It does away with the heavy loss dealers formerly were obliged to stand through record breakage, and, moreover, it opens up big possibilities of new business through mail delivery.

No amount of playing can wear out

U-S Everlasting Records

One was played continuously for eight days (1,000 times) yet a microscope failed to reveal the slightest trace of wear, either upon the record or upon the sapphire point. Even 10,000 times more would not have interfered with its faultless reproduction.

Great as these points of mechanical excellence are, they are for the moment forgotten when you hear the rich, round tone, the resonance and mellowness that pour forth when the U-S Phonograph and Record are played.

Being accustomed to the unnatural tone of other machines, you are surprised at the purity of tone, the fullness and volume of the U-S. It is so natural in character, so full of sympathy and feeling, that it virtually brings you into the very presence of the original voice or instrument. All the "tinny," artificial character is eliminated. This is the music that has at last placed the phonograph among *recognized* musical instruments; it is the kind that SELLS phonographs.

Bear in mind that ours is A FULLY MATURED BUSINESS PROPOSITION, based upon absolute merit and having unlimited resource behind it. It is broad enough in its scope and possibilities to merit the confidence and co-operation of any dealer.

The wonderful U-S story will soon be sent broadcast to the public—not a proposition of promise merely, but of *positive proof*. By actual comparative demonstrations at dealers we are going to show to the world the difference between U-S machines and records and other machines and records, and it is a difference that will arouse the enthusiasm of your customers.

means **BIGGER PROFITS** than offered by any other
accompanying coupon, and receive full particulars.

Cleveland, O., U. S. A.



U-S Banner Model



Two-Minute and
Four-Minute
Records

U S

Phonograph Co.
1013 Oregon Ave.
CLEVELAND, O.

Gentlemen:

Please send full particulars concerning the 'U-S Line' of Phonographs and Records.

Name

Address

City

State

**We are announcing this week a new
Columbia Graphophone—type "BNWM,"
with a splendid mahogany cabinet and
Symphony Mahogany Horn, at \$50.**



Columbia Phonograph Co., Tribune Building, New York.

THE EXHIBITION AT RICHMOND.

The Leading Talking Machine Companies Well Pleased with Result of Display at the National Piano Exhibition in Richmond—Much Interest Manifested by Dealers and the General Public in the Exhibits—Those in Attendance Pleased with General Results.

Perhaps the most ambitious displays made at the National Piano Exhibition, held in Richmond, Va., during the period of the convention of the National Piano Dealers' Association of America, from May 16 to 21, were those of the Columbia Phonograph Co., the National Phonograph Co., the Victor Talking Machine Co. and the U. S. Phonograph Co. These concerns occupied well-located booths, handsomely decorated, sound proof and with plate glass fronts. Considerable business was done by the "talking men" during the afternoons, when the exhibition was open for dealers only, while in the evenings, when the public attended, the talking machine booths were always crowded, the voices of the great artists appealing to visitors even more strongly than the music of the United States Marine Band and the Bostonia Ladies' Orchestra, which were in attendance.

The people of Richmond and vicinity displayed much interest in the exhibition and on society night, May 17, over 5,000 people crowded into the building at one time, causing such a jam that the fire chief took charge and closed the doors temporarily. The exploitation of the latest conceptions in machines and records before such crowds could not but result in much good for the cause in general.

Keeping to the right with the crowd the first talking machine exhibit seen was that of the Victor Talking Machine Co., who had a full line of Victor machines displayed, including five models of Victrolas. The voices of the famous artists reproduced through the medium of the Red Seal records served to attract crowds of people to the booth, where they were greeted with knightly grace by Oliver Jones, ably seconded by Ernest Johns. Max Landay, of Landay Bros., New York, was much in evidence around the Victor exhibit. Ellis Hansen, the window display expert of the Victor Co., had arranged a most attractive special display for setting off the booth, the chief features of which were Red Seal records, and the bright colors of the frames in which they were set when lighted up by concealed electric bulbs was very enchanting. George D. Ornstein, sales manager, and J. M. Gately were also in attendance at the Victor booth.

Next in line was the double booth of the National Phonograph Co., wherein were shown a full line of Edison machines, including the Gem, Standard, Home, Triumph, Idealia and the Amberola, several styles of which were shown with a variety of attractive finishes. At the exhibition they took occasion to exhibit for the first time their new reproducer, which gets a beautiful volume of sound out of the records, and surpasses any previous form of reproducer used by the

National Co. A large assortment of records were on hand for the entertainment and edification of visitors. F. K. Dolbeer, sales manager of the company, was in charge of the exhibit, assisted by J. W. Scott and M. B. Romaine.

The United States Phonograph Co. had a well-located booth, where they showed a number of different styles of their combination phonograph, playing with two and four-minute records as desired, and including Banner and Opera models with horns and models A and B Phonolas, or hornless machines, and their Everlasting record, which in resisting all efforts to break them, live right up to their name, besides giving forth an excellent volume and quality of tone. Perhaps the most interesting portion of this company's exhibit was their combination reproducer, which, by turning a thumbscrew, could be shifted to play either two or four-minute records. The shifting of the soundbox also made the necessary changes in the carriages, automatically and instantly. Those in charge of this booth were T. H. Towell, A. W. Cole, F. L. Fritchey.

Following the circuit of the booths one came to the double display space of the Columbia Phonograph Co., where the full line of graphophones and grafonolas were arranged most attractively. The feature of this exhibit was the new Mignon Grafonola, a cabinet machine full of Columbia quality and retailing at \$150, only \$50 more than the small Elite model grafonola. Other styles of grafonolas were shown, including the Regent style in various finishes. The booth was handsomely decorated with framed pictures of prominent Columbia artists. Geo. P. Metzger, the advertising manager, had some convincing matter on hand for the benefit of visiting dealers, including motto cards bearing the trite paragraphs that have appeared in the recent advertisements in The Talking Machine World. Gold pins bearing the Columbia trade-mark—the two notes—were much in evidence. Besides Mr. Metzger, B. Feinberg, H. A. Yerkes, T. Allen Laurie and C. B. Woodhead were in evidence in the interests of the Columbia line.

H. N. McMenimen, general manager, Sheip & Vandergrift, Inc., manufacturers of the Music Master wood horns, attended the convention for the purpose of getting in touch with the dealers. Several styles of Music Master horns were shown on machines in both the Columbia and Edison exhibits. One of the horns was handsomely inlaid with pearl, while the others were finished in mahogany and oak. On the whole the Music Master horns were much in evidence and were greatly admired for their attractiveness and acoustical value as tone augmentors.

TALKER FOILS BURGLARS.

Proves Such Attraction to Busy Cracksmen That They Play It While Working and Arouse Suspicions of Neighbors—Police Get Musical Crooks.

In the future it will be the wise burglar who keeps away from the house which shelters a talk-

ing machine, or at least controls his desire to listen to the latest music until he has collected the swag and has made his getaway. So it would seem from the experiences of a trio of cracksmen who were caught with the goods in Harlem.

The burglars had made their entrance into a residence that had been closed for the summer and had a really good time collecting bundles of valuables, prying open bureau drawers, smashing furniture just for the fun of it, and listening to tunes on a phonograph. William H. Haigh, owner of the house, thinks the burglars must have enjoyed the music, as many cigarette butts were found lying near the phonograph.

The burglars blame their troubles on the phonograph, for a little girl's bedroom in the house at 414 West 147th street, adjoining on the west, was so near that she heard the music and ran and told her papa, William Baxter. Baxter dressed hurriedly and made his way down 147th street to Amsterdam avenue, where he met Policeman Rice on post.

The burglars, when surprised by the police, started to beat a hasty retreat without waiting to say a formal good-bye, but the whistling of revolver shots around their heads so appealed to their musical natures that they were impelled to stop and listen, at the same time carefully raising their hands around their heads so as not to interfere with the sound waves. The burglars were held in \$2,000 bail each and all the loot was recovered by the police.

COLUMBIA LINE IN STATHAM

Has Been Placed with Sikes, Lanier & Fite Who Will Also Handle It in Athens.

(Special to The Talking Machine World.)

Atlanta, Ga., June 2, 1910.

The Columbia line has been placed with Sikes, Lanier & Fite, successors to W. M. Fite & Co. at Statham, Ga., with a branch in Athens. The negotiations were carried on and closed by the Columbia wholesale branch in Atlanta through W. A. Barfield, its special representative. Westervelt Terhune, manager in Atlanta, in writing H. A. Yerkes, in charge of the wholesale department at the executive offices, stated that Sikes, Lanier & Fite carried the best stock of Columbia goods, for a town of its size, of any place on his territory. The firm in question certainly carry a diversified stock, for, in addition to talking machines, they also handle pianos, organs, small goods, buggies, wagons, harness, automobile supplies, oils, do general repairing, besides writing fire insurance. W. S. Lanier will be the partner in active charge.

The Columbia Phonograph Co., General, have again notified the trade that they intend to protect dealers in Columbia goods by prosecuting every case of price-cutting which may be brought to their attention.

To advertise right, you've got to believe in advertising and want to advertise.

THE TRADE IN CLEVELAND.

Talking Machine Dealers Well Satisfied with Present Conditions—Opening of Summer Resorts Helps Sales of Low-Priced Outfits—New Screen Makes It Possible to Show Moving Pictures in Full Daylight—Talker Music Spurs Hens to Greater Efforts—U. S. Phonographs Well Received—Double Reproducer Carriage Arouses Interest—What the Various Dealers Have to Report.

(Special to the Talking Machine World.)

Cleveland, O., June 9, 1910.

The gratifying volume of trade during May and which has continued without abatement since the first of June, is pleasing to the dealers, who have reason to be satisfied with the business now in evidence. There was a very satisfactory percentage of gain compared with the same period last year and prospects are flattering. Complaint is made by dealers of inability to procure goods with reasonable promptness, especially Victrolas, and there seems to be a shortage also in other types of Victor machines. The Amberola Edison phonograph attachment proposition is attracting customers and proving a profitable as well as popular deal.

The Columbia dealers have adorned the walls of their stores with a set of elegant colored lithographs, life-like presentations of prominent authors in the Columbia lists of records.

The opening of summer camps, cottages, parks and clubs has improved the trade in lower-priced machines to be taken to the various resorts. But the bulk of trade is in the higher grade machines and records, a large proportion of which is for the Grafonola Regent, Victrola XVI. and the Edison Amberola, with selections of records suited to the various tastes.

The general agent of the Humane Society, which has lately been giving considerable attention to the subject, accompanied by representatives of the Lake Shore Film Co. and a number of moving picture theater owners, visited the Columbia Theater and witnessed the demonstration of a new picture screen which makes it possible to see the films clearly in a room made as light as day. The Humane agent approved the invention as conducive to good morals. "This is certainly a long-looked-for and much-needed improvement," he said, as he watched the progress of the test. "I believe it is the solution of the moving picture show problem along the lines of health and morality."

A Buckeye woman noticing a newspaper paragraph to the effect that music would encourage hens to lay and, having tried many other devices, resolved to try its effect on her idle flock. Opening the kitchen door and placing her phonograph nearby she played a melange of the popular songs of the day. The hens soon gathered nearby, showing their interest in the entrancing strains by turning their heads to one side and intently listening. The next day the woman found she was six eggs ahead of the usual supply and, elated at the result, showed her faith in the new incentive by placing the phonograph out on the porch as close to the hennery as possible and furnishing them continuous entertainment. It is reported that the hens paid handsomely for the attention, accepting the recorded notes at their face value, freely offering as collateral the choicest of fresh eggs. It is not improbable that this woman's experiment may lead to the installation of phonographs in thousands of henneries throughout the country, and thus put a quietus on the cold storage egg trust. Let us hope so.

A moving picture, conjointly with a talking machine, to be used in connection with classroom work, is the desire of Technical School students of the city, who are now arranging for their purchase. The idea of buying the machines originated with the principal and he has interested all the pupils. The Cleveland Builders' Exchange sent a moving picture to the school one day and one firm portrayed a scene from Tennyson's "Idylls of the King." "Just the thing—with the aid of a phonograph," thought the principal, "to use in the English classrooms. If

Tennyson's poems can be illustrated they can be made to speak, so can Shakespeare's, so, indeed, can many others. Demonstrations will interest the students and will give them a better, more thorough understanding of the work." The teachers in the different departments of the school are co-operating with the students in raising funds to make the purchase. A year ago the school purchased a piano-player, the only one at present owned by a Cleveland school. "We do things out here," said one of the students. "Tech. wants to be original."

Marion Dorian, traveling auditor for the Columbia Phonograph Co., was a visitor here May 27 on his way to Cincinnati. He stated the business of the company was constantly increasing to enormous proportions, emphasizing the popularity of Columbia goods.

For a long time a number of gentlemen prominent in Cleveland financial circles have been quietly but industriously working on what they term a new everlasting record and combination phonograph. Quite recently announcements have gone out to the trade regarding the new product and the company, which styles itself the "U. S. Phonograph Co.," is receiving a splendid response from all over the country where The Talking Machine World finds readers. It is characteristic of the U. S. product that it was not put upon the market until fully complete and in every respect perfected, and the company is not running any risks of having defective machines leave their plant.

At the Richmond National Conventions the company's product attracted a great deal of attention and the response therefrom and through the special announcement in The World from phonograph dealers since has been such as to give every promise of success.

The special features of the machine are a double reproducer carriage, which contains both two and four-minute reproducers. A turn of a shift key, which takes but a second, changes the reproducing sapphire and automatically shifts the feed mechanism. Both results are accomplished simultaneously and there is not the slightest opportunity for a mistake when changing from a two to a four-minute record. In addition to the reproducer carriage, a new feature is the mandrel pulley balance, which positively controls the speed of the mandrel and corrects any variation in the speed of the motor.

A new venture for Charles I. Davis, who conducts fifteen stores, located in various cities, was the talking machine business. Just seven months ago he installed the Victor and Edison line of goods in his up-to-date music emporium, considered one of the finest equipped in the country. "The showing," he says, "that the department has made is remarkable, not alone in the large record business that has been worked up, but in the large number of machines that have been sold and those, too, of the higher grade." The department is arranged in the most artistic manner and the business pushed very aggressively.

While "everything musical" may be obtained at the emporium of H. E. McMillin, department E, the talking machine quarters, under the management of O. E. Kellogg, is forging to the front in popularity. He reports the record trade for the past month to have been very good and that machine sales were fair. He stated the Edison machines and records seemed to be more in demand. "Among the machines sold by us during the past month," said Mr. Kellogg, "was a complete Victor outfit to the Euclid Avenue Congregational Church. They presented it to A. F. Hansey, Bolonge, F. C. M. S., Matadi, Congo. It is to be used in helping to civilize the Africans in the Wandy district."

Regardless of the season's execrable weather, Mr. Robertson, of G. J. Probeck Co., reports a very excellent trade. "Business," he said, "has been very fair during the past month. The demand for the new high class double-disc Columbia records has been a marked feature of this month's trade. Many inquiries are coming to us concerning the Columbia Grafonola, as well as for the more popular priced machines. The



Stop handing out excuses to customers

When customers come to your store for anything, you ought to have it on hand or be able to get it quickly and tell them just when you will have it.

Maybe you can't do that with your regular jobber, but if you give us your order you can easily figure almost down to the very day when you will get your goods.

We keep our supply of Victors, Victrolas, Victor Records, record cabinets, fibre cases, horns, needles, repair parts, and specialties of every sort right up to the minute and send you the goods without delay. All orders are shipped the same day they are received.

We don't keep you waiting and you don't need to keep your customers waiting. You won't need to put them off from day to day with the excuse that you expect the goods almost any hour. Customers won't stand that sort of thing very long—they want what they order and they ought to get it quickly.

It's our part of the job to see that you get your goods quickly, and if you send us your next rush order you'll find out that we know our business.

Just because there is nothing you want at the present time, don't put off sending for our latest catalogue. Write for a copy to-day so you'll have it when you need it, and we'll also send you our booklet, "The Cabinet that Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.
83 Chambers Street New York





SOLID WOOD (NOT VENEERED)

Mr. Dealer!

One of the largest Talking Machine Dealers in the United States, writes us unsolicited:

"I am pleased to say that the MUSIC MASTER is the best horn that is on the market.

I have a lot in general use, and customers like them very much. It sells machines and helps sell records.

Often customers say we have the best Talking Machines they ever heard."

Yours very truly,
(Name on request.)

Why not investigate the MUSIC MASTER product?

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

If you are not entirely satisfied with the superior merits of the MUSIC MASTER, you can return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

demand is still steady for Columbia indestructible cylinder records of both the two and four-minute variety. The indestructible feature seems to appeal very strongly to users of the four-minute records."

Good sales of Victrolas are reported by W. H. Buescher & Sons, with an excellent demand for records. "Business was very satisfactory during May," said Mr. Buescher, "and June trade is proving quite as good. I visited the factory recently and secured the promise of weekly shipments of Victrolas, but which will fall short of supplying the demand. The variety and excellence of the June list of Victor records is attracting scores of customers."

"The volume of business in May was an improvement over April," said the manager of the talking machine department of the Goodman Piano Co. "We are making daily sales of Victrolas and just sold one to a citizen of San Francisco, who was visiting in the city. There is also a very good demand for Reginas. There are nothing more than fair average sales of records."

A very good jobbing trade in the Victrola line is reported by Collister & Sayle, who are making an attractive display of Victrolas.

Mr. Friedlander reports business quite satisfactory at the Bailey store. "The sales of Edison Combination, Home Cygnet and Victor III," he said, "are exceptionally good and there is a good demand for cabinets. Our record trade is fine and we are interesting a large number of foreigners by furnishing them records in their mother tongue."

G. J. Probeck, local manager of the Dictaphone Co., closed a number of good sized deals in Dictaphones during the past week.

Mr. Goldsmith, representative of the Victor Talking Machine Co., was in the city last week and stated that in all the towns he visited he found business good and conditions in the talking machine trade prosperous.

H. F. Tinker, in charge of the talking machine department of the May Co., is quite optimistic about business and reports a big demand for Victrolas of all styles and prices.

Mr. Robbins, of D. L. Robbins & Co., makes a similar report with the addition that he is doing a big business in Edison phonographs, covering the entire line.

Mr. Towell, of the Eclipse Musical Co., and Mr. Rood, of the talking machine store, claim that the weather has had a deterrent effect on trade for the past couple of years, particularly in the country districts.

John Reiling, who handles the Columbia Co.'s goods exclusively, is building up a big following in German records as well as others of the foreign series.

S. B. DAVEGA RETURNS

From His Visit to the Pacific Coast and Chats of Conditions as He Found Them in That Section.

S. B. Davega, president of the S. B. Davega Co., New York, who has been on the Pacific Coast looking after important property interests in Spokane, Wash., for over six months, returned East recently. Of his visit, Mr. Davega said: "I came back a little sooner than I expected on account of the illness of Mrs. Davega. I was in Spokane only while away, and though my personal affairs engaged the greater part of my time, still I did not overlook talking machine affairs altogether. The business was in excellent condition. As you probably know, Sherman, Clay & Co., of San Francisco, are the sole Victor distributors for the Coast, and it is a great proposition. The furniture houses handle talking machines to a much greater extent than in the East and they sell quantities of goods. Our own business is as good as can be expected for this time of year, and we are ahead of last year's record of sales. We anticipate a fine trade in the fall."

FIRST BLACKMAN CO. OUTING.

Company Entertain Entire Staff of Employees During Afternoon and Evening at Coney Island—Generosity Appreciated.

The Blackman Talking Machine Co. held their first annual outing on Saturday last at Coney Island, the entire party being the guests of the company on this occasion. The employees, with their wives, sweethearts, etc., left New York on the 2 o'clock boat and immediately on landing at the Island proceeded to plunge into the joys of Dreamland and Steeplechase. When hunger, stimulated by the ocean breezes, asserted itself the party repaired to Feltman's where a bounteous shore dinner was enjoyed, followed by a tour through Luna Park. It was a tired crowd that sailed back to Manhattan on one of the last boats, but everyone voted the first Blackman Co. outing a grand success and were loud in their praise of the company's generous treatment. J. Newcomb Blackman and R. G. Caldwell accompanied the party to do the honors. The former made an interesting address, to which Mr. Caldwell responded on behalf of the sales force.

LATEST LIST OF ZONOPHONE RECORDS.

As previously announced, the Universal Talking Machine Mfg. Co., in removing their plant from Newark, N. J., to Philadelphia, Pa., suspended their May list of Zonophone double-disc records. May and June are therefore combined, and the bulletin has now been sent the trade. About twenty double record discs—or forty selections—are listed and the range of music covers a wide field of the latest hits, as well as a number of standard favorites. The company's factory is now running smoothly and orders are being filled as rapidly as possible. General Manager MacNabb gets into New York about once a week.

No small thing in a shop or store is too small to overlook. But no small thing should ever be magnified into a mountain.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Talking Machine Industry Advancing Slowly but Surely, Is Consensus of Opinion—Acute Competition in Disc Record Field—Machine Sales Drop Off—Edison Record by the Late King—A New Disc Record—Business Flourishing in Australia—An Original Form of Motor—To Play 'Phono Cut Discs on Columbia Machines—Some New Companies—The New Record Lists Offer Much of Interest—Advance in Color Cinematography—Barnett, Samuel & Sons' Interesting Trade Literature—Surprise Occasioned by Edison's Remarks—Exhibits at Japan-British Exhibition—First Large Dividend—News of the Provinces.

(Special to The Talking Machine World.)
London, E. C., June 3, 1910.

At times one is inclined to view things from a pessimistic standpoint, at others times just the reverse. The reason is usually a personal one. It is amply demonstrated in the talking machine business when fluctuation of sales causes many to take up somewhat inconsistent attitudes in relation to the future of our industry. A round of visits among traders on any one day would reveal opinions which are intensely interesting, if only because of their contrast. One enthusiastic manufacturer believes the business to be only in its infancy, and would stake his life upon the prospects of the future. He is doing a fine trade. Another will dwell enviously upon the boom times of the past, talk despondently of the future, give it as his opinion that the public is getting indifferent, and stops advertising; needless to say he is going badly. Pass to the factors and dealers, and we hear the same diversity of individual opinion. What is the explanation? Is the talking machine trade losing ground or making headway? Taken as a whole, I am inclined to believe, after careful thought, that this industry has not reached that stage which might be called stagnation. It is not marking time, but its progress is slow, for all that, especially if considered from the point of view of profits. Here in England competition in the disc field is becoming more acute each season, with this result, that while trade in bulk is larger, it is not sufficiently so to keep up profits, because expenses are proportionately more, and I venture to say that there is not one firm who could truthfully say they are doing better for their shareholders to-day than in the past. That is not evidence of progress. Apart from competition, there is another aspect which bears pertinently upon the situation, and it is this: People do get indifferent to their machines, which fall into disuse and are eventually sold. That means a loss of new business to the machine manufacturers and a loss to the record maker.

Purchasers of new machines do not far outnumber those who dispose of their instruments second hand, and as time goes on this private trading will be felt more keenly by the manufacturers. Again, the trade is to-day in the hands of a larger number of distributors, whose individual sales are proportionately less on that account, because the demand falls much below supply. To sum up, it is evident that talking machine conditions on this side are in a very unsettled state, and are likely to remain so under the present order of things.

Record Made by King Edward.

Since my last report we have had to mourn the death of one who held a more sympathetic place in our hearts than we realized while he was living. Our King—Edward the Peacemaker—as he was best known, always took a lively interest in any new invention, and the story of his first introduction to the Edison phonograph, how amazed and delighted he was with every record, is well known. Mr. Edison, we believe is the fortunate possessor of a record made by his late Majesty when Prince of Wales, and if it is now in good enough condition to allow of reissue, that record, to say the least, is worth its weight in gold.

A New Disc Record Ready Soon.

Yet another disc record will shortly make its appearance on this market under the auspices of the Dacapo Record Co., who will be located somewhere in the City Road district. The Dacapo record is of needle-cut type, double-sided, and will be sold at the competitive price of 2s. 6d. A fine English repertoire, comprising over 300 titles, will figure in the first list, to be ready about the end of June. It is intended to market the record through factors only. W. J. Wisener, a gentleman of some experience in the talking machine trade, will handle the agency for this country, as well as the colonies.

A Visitor from Australia.

I had the pleasure of meeting W. W. Stodart the other day, who hails from far-off Australia. In the course of a short conversation, Mr. Stodart said that general business conditions were never more flourishing out there than at the present time, and there was ample scope for the building up of a fine trade in all classes of machines and records, especially the disc, which was gaining in popularity more and more every day. Their chief industries—gold mining and wool exporting—are most satisfactory, while in other directions prospects were exceedingly bright, a condition of things which had exercised a very beneficial effect on talking machine sales. Mr. Stodart is connected with the well-established house of Nicholson's, Perth, Western Australia, who handle all kinds of musical instruments, and it was interesting to learn that they were one of the first to introduce gramophones in their district. Start-

ing many years ago with the sale of the old hand-wheel type—the earliest model—their talking machine department to-day takes second place only to the pianoforte section, and is increasing satisfactorily all the time.

One Man's Idea of a Musician.

His Father's Plea.—Perhaps the poorest opinion of music as a vocation is attributed to a certain excellent master-builder, who had sent his son to college, where the young man excelled in musical accomplishments. In course of time he announced to his father his intention to become a musician. The father objected vehemently. The son begged, and at last was affected to tears, declaring that he should never be happy in any other calling. This melted the father's heart, and he exclaimed: "All right, do as you like—but don't you ever come round grinding your organ in front of my house."

New Tresor Motor Is Original.

It is not often that one meets with originality in motors, they are all so much alike in form of construction, that anything different to the stereotyped patterns will at once command attention. And in this connection the new "Tresor" motor, as illustrated elsewhere in these columns, is the very embodiment of originality. A glance at its design will convey more than any words of mine can do, and its unique advantages will be at once apparent. All the parts are encased in metal, thus preserving the delicate gearing from dust and at the same time ensuring easy and silent running. The spring is afforded additional protection by being separately enclosed in a barrel of the usual type. It is evident that its constituent parts are made only of hard wearing metals, while the scientific assembling and general construction at once marks the "Tresor" motor as the essence of perfection. Its future prospects are indeed excellent, judging by the amount of orders already placed by traders both here and on the continent.

New Attachment for Columbia Machines.

Musogram, Ltd., have just introduced a new device enabling phono cut discs to be played on Columbia machines, while they also have in hand an ingenious adaptor for the same purpose applied to Gramophone instruments. Mr. Packman, the manager, always has something new to offer, and is just now working upon a very fine thread needle cut disc. His long process phono cut are really wonderful for purity of tone and volume, and indeed some recent issues I had the pleasure of hearing, impressed me with the conviction of their superiority.

A Peculiar Legal Case.

An application was made by the Gramophone Co. to strike out the statement of claim in an action brought against them by Lionel Monckton to restrain them from reproducing

DULCEPHONE

British Manufacture Throughout
Finest Tempered Sheffield Steel
The Finest Needles on the Market
Elegantly Packed

(Blue, Orange and Gold Metal Boxes
for each 200)

Write for lowest inducive quotations, stating quantities required

Barnett, Samuel & Sons, Ltd.



NEEDLES

World-Wide Reputation

Sold in Every Quarter of the Globe

Dealers and Jobbers Purchasing Quantities can have their Names Printed on the Metal Boxes

British Needles are the Best, but be sure they are British

32-6 Worship St., London, Eng.

FROM OUR LONDON HEADQUARTERS—(Continued.)

on gramophone records his song "Moonstruck," sung by Miss Gertie Millar in "Our Miss Gibbs" at the Gaiety Theater. Mr. Macgillivray, for the company, stated that Mr. Monckton's statement of claim disclosed no reasonable cause of action and it was embarrassing. It had been decided that the making of a printed roll for a pianola was not an infringement of the author's copyright, and under the pleadings it was impossible to understand what position Mr. Monckton took up.

Ogden Lawrence, K. C., said that Mr. Monckton relied upon the common law right of a man to live on the fruit of his labor. This was a most serious question for authors, as gramophones had become practically perfect and were now used by really musical people. When people could get a song on a record it was found that the sale of the music was practically nil, and the important point was how far the author had a proprietary right in works which he put before the world—for people to play certainly, but not for reproduction in such a way as to destroy the value of the author's work. Mr. Justice Eve refused the application.

The Gramophone Trade-Mark Action.

The important Gramophone trade mark action will probably have been heard in the courts by the time these lines appear.

New Companies.

Irolite Manufacturing Co., Ltd. Talking Machine Manufacturers, etc. Capital, £2,000 in £10 shares. Registered office, 9 Hart street, Bloomsbury W. C.

Express Cable Inventions, Ltd. Photographs by Telegraphy. Capital, £50,000. 29a Charing Cross Road, London W. C.

A prospectus has been issued by the "Harper" Electric Piano (1910) Co., Ltd. Capital, £30,000. Apart from developments in other directions, the new company will continue the sale of pianos, organs, gramophones and all other kinds of

musical instruments in which a profitable business has been carried on by the vendor company at Holloway Road, London.

Gramophone Co. Shares Advance.

The Gramophone Co.'s shares have been very considerably on the upward grade of late, the last quotation at the time of writing being 39s. 4½d. With a steady market, as at present, prospects would seem to be very satisfactory in view of the fact that machine and record sales are well above the average for the time of year.

New Color Cinematography.

The latest invention in color cinematography is being shown at the Palace Theater, London. The pictures, taken by the Urban-Smith process known as Kinemacolor, form a complete pictorial account in color of the funeral procession of King Edward and the bringing of the body to Westminster Hall from Buckingham Palace. Nothing is omitted. The early morning crowds in the streets, the arrival of the soldiers to keep the route, the coming of the empty gun-carriage, the arrival of those taking part in the procession, are all shown. The marching soldiers and the brilliant uniforms of the sovereigns and officers upon the background of the trees in the park give some wonderful contrasts.

Choice List of Gramophone Records.

A choice batch of records is to hand from the Gramophone Co. They are of a quality which will appeal to all music lovers and dealers are well advised to keep a good stock in hand. The following titles are contained in the list for June:

"Egmont Overture" (Beethoven), "Grand Duchess of Gerolstein" (Offenbach) selections I. and II., by the Band of H. M. Coldstream Guards; "Dollar Princess," two step, by the Black Diamonds band; "Star of the Desert" (Bonheur), by John Harrison; "O Paradise" ("L'Africaine") (Meyerbeer), sung by Evan Williams; "The Low-backed Car" (Samuel Lover), by Thorpe Bates; "Ben the Bo'sun" (Ad-

ams), Harry Dearth; "Invocazione" ("Ballo in Maschera"—Verdi), sung by Miss Edna Thornton; Gems from "The Dollar Princess" (Rossini), by The Light Opera Company; "Quando Corpus" ("Stabat Mater"), Rossini, quartet, by Miss Perceval Allen, Miss Edna Thornton, Messrs. John Harrison and Robert Radford; "My Wife's Gone to the Country," humorous song, by Harry Carlton; "Josephus Orange Blossom," by the Minster Singers; Causerie—"The Prairie Flower," violin solo by Francis Macmillan, and two fine pianoforte pieces on one record entitled "Pastoral" and "Capriccio" (Scalati) by Mark Hambourg. The famous Irish tenor, John McCormack, now singing at Covent Garden Opera, has been exclusively retained for Gramophone records, and here are some of the titles already issued: Fra Poco a me ricovero, "Lucia di Lammermoor"; Racconto di Rurolfo, "La Bohème"; Una Furtiva, "L'Elisir di Amore"; "When Shadows Gather," "The Minstrel Boy," "Annie Laurie," "Come Back to Erin," "Killarney" and "The Snowy Breasted Pearl."

A new series of Gramophone records by Nicola Zerola and Riccardo Martin has just been issued.

Complete List of Edison Bell Discs.

J. E. Hough, Ltd., have recently issued a complete list of their Edison Bell disc records. It is conveniently arranged, and Colonial traders will find it very useful for reference.

H. Cullum Expected Home.

H. J. Cullum, of the factoring firm of Lockwood's, 43 City Road, has been visiting the West Indies. He will be in New York when this reaches you, and he is expected home within ten days.

New Japanese Customs Tariff Law.

For the information of the commercial community the Board of Trade have issued, as a blue-book, a translation of the proposed new customs tariff law for Japan.

New Klingsor Disc Arouses Interest.

The exclusive report in the last issue of The

ROYAL APPRECIATION

of the

GRAMOPHONE



To H. M. the KING
OF ITALY



BY APPOINTMENT
To H. M. the QUEEN



To T. M. the KING and
QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEMIVÉ
OF EGYPT



To H. M. the SHAH
OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON

15 Rue Bleue, PARIS
36 Ritterstrasse, BERLIN
56 Balmes, BARCELONA
139 Belleghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

Talking Machine World regarding the introduction of a new disc record by the Klingsor Works aroused much speculative interest in the trade as to who were the promoters back of the new product. It was known that Heyder & Vischer are the sole agents here, and I am now in a position to say that three well-known leading continental firms are concerned. They are: Polyphon Musikwerke, A. G., of Wahren, Leipzig; Excelsiorwerke, Cologne, and the Klingsor Werke. A powerful combination, indeed! Information is not yet available as to the price of the new record, but I understand it will soon be settled. Recording is now in full swing and the first list will be ready shortly.

Interesting Trade Literature.

A batch of interesting publicity literature is to hand from Barnett Samuel & Sons, Ltd., Worship street, London, comprising catalogs and the latest record lists. Dealers will find the 1910 catalog of Odeon and Fonotopia celebrity records particularly handy for quick reference, on account of its unique arrangement. Similarly, the Jumbo record list calls for mention. The alphabetical index renders it indispensable to dealers who have constantly to pick upon a title at a moment's notice. The company, by the way, have just issued a special 5-inch double-sided Jumbo record containing Queen Alexandra's touching message to the nation on one side, and "God Save the King," by a military band, on the reverse. One other item worthy of special mention is the introduction of a magnificent series of Odeon double records by those delightful entertainers, "The Follies." The set complete, comprising six records, is put up in art portfolios for 24s., but any number may be obtained separately. I shall hope to make further reference to the company's products in my next report. Meanwhile dealers interested in having only the best English steel needles should send a card to Barnett Samuels for particulars of their new Dulcephone needles, which I have found to give splendid results.

Anent Edison's Remarks.

In view of the successful introduction here of the all-color cinematograph machine, and the perfect synchronization of the disc machine with the moving picture, Mr. Edison's remarks as reported in the Daily Telegraph from their New York correspondent are somewhat surprising. The report is as follows: "It is announced that T. A. Edison, the wizard of electricity, has succeeded in making a machine to photograph and reproduce moving pictures in their natural colors; but the great inventor, while admitting that he is experimenting in that line, and is hopeful of success, says that he is still battling with great difficulties, more especially the seeming impossibility of reproducing reds. With other colors he is tolerably successful. Mr. Edison spoke with much enthusiasm of the talking and moving picture machine he has just completed. 'You know,' he said 'they've claimed to have a talking machine for some time to go with moving pictures, but it was a false claim—the talking was done by a man at the back of the curtain. But we've got a machine now that produces a perfect illusion. A whole drama can be reproduced by it vocally. The voices are so perfect that they seem like ordinary stage voices. A band can also be reproduced. The music has no phonograph sound; it is the real thing. When we can produce colors perfectly, then you'll have a whole drama by machinery—speech, gesture, life and color. There is no jar or flutter in these talking and moving pictures. There was none in my first moving picture machine, but commercialism produced flickering pictures; why?' and his eyes twinkled merrily. 'Well, because men run machines twice as slowly as I intended. They produce quantity at the cost of quality. If they ran twice as fast there would be the perfect picture.' In conclusion, Mr. Edison said that he had seen the proposal to establish an aeroplane line between New York and the distant suburbs, and he agreed with Hudson Maxim, the president of the Aeronautical Society of America, that all things

were becoming possible, and that the day might be near when aeroplanes would be at least as safe as motor cars."

At the Japan-British Exhibition.

One of the most interesting features of the Japan-British Exhibition at Shepherds Bush is the Palace of Music, wherein may be found effectively arranged stands displaying the products of various musical instrument firms. Phonogrand, Ltd., have a particularly striking exhibit in the best position. Here may be found displayed in imposing order an extensive series of their popular models of the interior horn pattern. These have been fully described in a previous issue. On inquiry at the company's offices in Oxford street I learn that some very nice orders have been booked, and in view of the thousands of persons who daily visit the exhibition, Phonogrand will receive that publicity usually so fruitful of good results.

Another prominent exhibit is that of the Pallas Mfg. Co., who are showing their popular Radiaphone soundbox, in addition to a new machine constructed upon somewhat novel principles. This I hope to review in a later issue. These are the only two firms representing the talking machine industry at the exhibition.

Four-Minute Indestructible Records Coming.

Next season we are promised the issue of 200 thread Columbia Indestructible records!

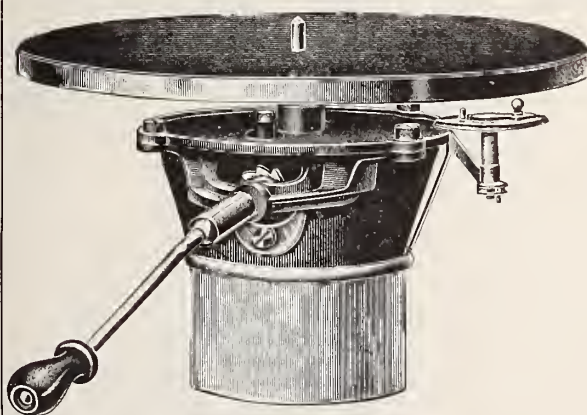
New Company Organized.

Charles Foulds (Ltd.), musical instruments manufacturers, May 27; £12,000, in £1 shares (6,000 preferred); 19 Chapel Bar, Nottingham.

He Was a "Music Smith."

Counsel at the Shoreditch county court recently asked a witness what he was. Witness: A music smith. Counsel: A musical smith? There are hundreds of Smiths in the directory, I know, but I have not heard of the musical Smith. Witness: "A music smith," I said. Counsel: I have heard of the village blacksmith, but what is

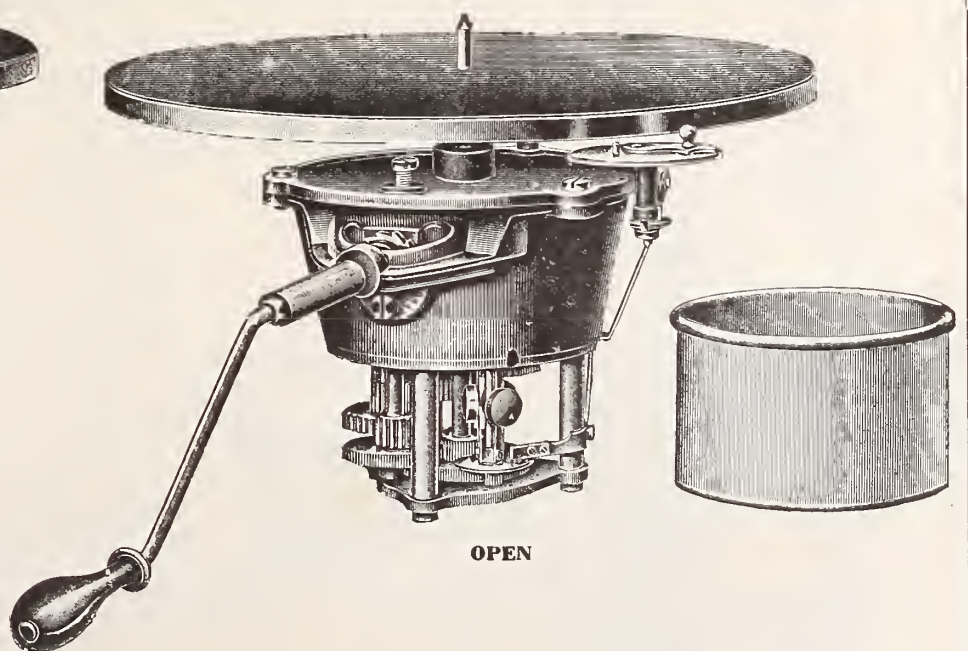
Sensation of the Season The "TRESOR" MOTOR



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Size No. 1, Runs 6 Minutes

- " " 2, " 8 "
- " " 3, " 12 "
- " " 4, " 22 "
- " " 5, " 30 "



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THE ONLY PERFECT MOTOR

Obtainable Through all Leading Factors Throughout the World

Insist Upon Having Machines Fitted Only With This Motor

FROM OUR LONDON HEADQUARTERS—(Continued.)

a music smith? Witness: I make the iron frames for pianos.

Policy Pleases Dealers.

Discussing conditions with your correspondent, Mr. Manson, manager of the Twin and Zonophone companies, said that despite the seeming quietness in other directions, it was pleasing to find dealers were everywhere expressing their appreciation of his companies' policy in giving always only the best marketable titles, by leading artists, in conjunction with good recording. And, indeed, this appreciation took a very substantial form in the shape of increased orders, so much so that sales this year were much ahead of even time last year. Not due to spasmodic rushes, but a steady, well-balanced demand from all over the country. Zonophone machine sales, too, were forging ahead, the demand being continuous and satisfactory. Congratulations!

The Edison List for July.

The Edison list for July contains many selections of more than passing interest, and it is doubtful if any of the records will be more appreciated by the older school of music lovers than the favorite selections from the "Mikado," that dainty Sullivan comic opera. This is the first record of the kind ever put out by the National Phonograph Co. The Amberol list includes: Baby's Opera (arr. by G. W. Byng), National Military Band; The Last Rose of Summer (Moore), Amy Evans; The Pilgrims (Formby), George Formby; The Broken Melody (Van Biene), Jean Schwiller; The Arrow and the Song (Balfe), Peter Dawson; In Your Old Tam o'Shanter (Murphy), Florrie Forde; La Czarine, Mazurka (Ganne), Alexander Prince; The Promise of Life (Cowen), Violet Oppenshaw; Have a Banana (Mayne), Arthur Osmond; With Sword and Lance, march (Starke), National Military Band; When You and I Were Young, Maggie (J. A. Butterfield), Will Oakland and chorus; There's No Girl Like Your Old Girl (Dempsey and Smith),

Manuel Romain and chorus; When They Gather the Sheaves, Mary Dear (J. Fred Helf), W. H. Thompson; Beyond the Smiling and the Weeping (Geo. C. Stebbins), Peerless Quartet; Slavonic Rhapsody (C. Friedemann), Sousa's Band; Favorites from the "Mikado" (Sullivan), Edison Comic Opera Co.; Dream Pictures (H. C. Lumbye), American Standard Orchestra; Come Along My Mandy (Mellor, Lawrence and Clifford), Ada Jones and Billy Murray; Columbus March (Bolognese), New York Military Band; True to the Flag, march (F. von Blon), United States Marine Band. In the grand opera selections are *Barbiere di Siviglia*—Ecco didente in cielo (Rossini), sung in Italian by Florencio Constantino, tenor; *Huguenots*—Piff Paff (Meyerbeer), sung in Italian by Luigi Lucenti; *Samson et Delilla*—Mon coeur s'ouvre (C. Saint-Saens), sung in French by Marie Delna; *Zaza*—Dir che ci sono al mondo (Leoncavallo), sung in Italian by Carmen Melis, soprano; *Carmen*—Seguediglia (Bizet), sung in French by Marguerita Sylva. There is also a series of a dozen Amberols in Welsh that should prove very successful sellers.

The Edison standard list for July includes: The Druid's Prayer, waltz (Dawson), National Military Band; Within a Mile of Edinboro' Town (Hook), Amy Evans; Send for John Wille (Formby), George Formby; Stirling Castle (Traditional), Peter Wyper; I'll Take You Home Again, Kathleen (Westendorf), Ernest Pike and Stanley Kirkby; Rip Van Winkle (Darewski), Florrie Forde; Mister Blackman (Pryor), Alexander Prince; Betsy (Darewski), Stanley Kirkby; I'm One of the Old Brigade, Arthur Osmond; The Rifle Quickstep (Geo. W. Byng), National Military Band; The Moose March (P. Hans Flath), Vess L. Ossman; Holy Ghost, with Light Divine (L. M. Gottschalk), Edison Mixed Quartet; Think of the Girl Down Home (Phil Staats), Manuel Romain; Mondaine—Valse Berceuse (Auguste Bosc), Sousa's Band; Chiffonette—Entr'Acte (Frank P. Atherton), American Standard Orchestra; The

Star Spangled Banner, United States Marine Band.

Beka Record Titles.

Some specially attractive titles appear in the Beka record list for June, those first to come in order being four laughing songs by Billy Whitlock entitled "Billy Whitlock's Aeroplane," "Billy Whitlock's Wedding," "The Laughing Friar," and "Come Under My New Gamp." Other good records are "Overture from Zampa," Parts 1 and 2; "The Phantom Brigade" and "The Turkish Patrol," by the Beka London Orchestra; "When Shadows Gather" and "My Queen," by Philip Ritte; "Health, Wealth and the Girl You Love," "Come Over to Hanover" and "I'll Let the World Go By," by James Hudson; while Bert Alvey gives us three of the old popular comic songs, "Ship Ahoy," "For Months and Months and Months," and "Come Up in My Balloon" (Wilkie Bard). These records should enjoy a good demand from the public, since, apart from the excellence of the selections, there is a noticeable absence of surface scratch, which as a matter of fact has long been a characteristic with the Beka issues.

First Lange Dividend.

In the matter of H. Lange's Successors, Ltd. (in liquidation), a first dividend of one shilling was declared by the joint liquidators, May 25 last. I am able to state on the best authority that a further dividend of one shilling, possibly a little more, may be expected, but as some of the company's assets consist of book debts not yet collected in, it is anticipated that a few months will elapse before the second dividend can be paid.

Cecilia Loftus and the Graphophone.

With the welcome return of Miss Cecilia Loftus to the London Coliseum, a novelty in entertainments is introduced. As all the world knows, the beautiful Cecilia is now famous for her imitations of celebrated vocalists, these ranging from well-known comedians to great operatic

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tenors. It is in connection with the latter that Miss Loftus strikes a new note. A handsome graphophone is wheeled forward, a record adjusted, and as the tenor voice breaks forth the artiste herself joins in, and thus sings a duet with the machine. This is probably the most heartily applauded item in a splendid turn. The Coliseum program bears this acknowledgment: "The graphophone used by Miss Cecilia Loftus is furnished by the Columbia Phonograph Co. of London." We are informed that the graphophone is the thirteen-guinea wood horn "Imperial."

Peary's Christmas Celebration.

Of considerable historic interest is the fact that in Commander Peary's Christmas celebrations at the North Pole—the first Christmas spent in the ninetieth parallel—the talking machine literally played an important part. Peary's own published narrative tells of it in the following words: "After dinner came the dice-throwing contests and the wrestling and pulling contests in the fore-castle. The celebration ended with a graphophone concert given by Peary." This quotation is from the serial narrative published in Hampton's Magazine for May.

Gramophone Co. Secure Injunction.

The effect of the Gramophone Co.'s action against the liquidators of H. Lange's Successors, Ltd., in respect to the raised rim around the edge of the Favorite records, has resulted in the Gramophone Co. securing an injunction and £180 damages, for which amount they will figure as

creditors and obtain whatever dividend may be declared from time to time in the usual way.

Negotiating with American Concerns.

John White, better known to record lovers as Sandy Macgregor, is desirous of opening up negotiations with American record manufacturers. Sandy has a good reputation here, having made records for several of the leading companies. He will sing you Scotch comics, and in particular all Harry Lauder's songs, of whom he is a faithful imitator. Any American record maker who has a proposition to make can get into touch with Mr. White at 12 Stockwell Park Road, London, S. W.

Six Zonophone Titles.

From the current Zonophone list the following six best titles are to hand: 10-inch—"Sweet and Low" (Zonophone Glee Party); "Le Diademi Overture" (Black Diamonds Band); "The Admiral's Broom" (C. Beverly Curtis); "Matrimonial Chimes" (Billy Williams); "Nelly Dean" (H. Payne); and 12-inch, "O Divine Redeemer" (Miss A. Yarrow).

The Twin List for July.

All musical tastes are catered for in the "Twins" list for July, in which, too, I notice some popular titles that may be relied upon as sure sellers in all localities.

Rena 12-Inch Records in Favor.

The success of the 12-inch Rena records of "Carmen" and "Tannhauser" selections (each opera being represented by a double record) has been so phenomenal that the makers have in prospect the issue of further operas in similar form. The Court Symphony Orchestra's triumph in the "Blue Bird" dance suite comprising two 10-inch Rena double records naturally calls attention to the same orchestra's work on the 12-inch "de luxe." Three titles were specially chosen for the debut of the Court Symphony Orchestra and they range from Gungl's "Amoretentanz" to the "Druid's Prayer Waltz," and an even more popular and tuneful dance, "Valse Septembre." Other good records in the current list are as follows: 12-inch—"The Lost Chord" (Sullivan), Mrs. A. Stewart Holt; and "Oh, Promise Me" (De Koven), Mrs. A. Stewart Holt; 10-inch, "Old King Cole" (George Formby), and "Oh, My! What a Surprise" (George Formby), Arthur Peel; "Glorious Devon," and "The Yeomen of England" (Edward German), Robert Howe; "At the Football Match Last Saturday" and "The Jossier Cricketer" (Mark Sheridan), by Terry Dean, and "The Rosary" (Ethelbert Nevin) and "The Lost Chord" (Sullivan), cornet solos, Sergeant Leggett.

Charged With Stealing Machines.

Charged with stealing a gramophone, value 50 shillings, from the "Yorkshire Gray" Borough Market, John Carpenter, of Peckham, was discharged, the magistrate remarking that it was a stupid freak. The foregoing is the pith of a newspaper report. All disc machines are not necessarily gramophones, as we in the trade know them but they usually are to newspapers. Presumably one effect of the Gramophone Co.'s extensive advertising.

Rena Special Records.

The Rena records of the "Dead March in Saul" and Chopin's "Funeral March" are selling freely at this time of national sorrow.

Gramophone Co. Contribute £25.

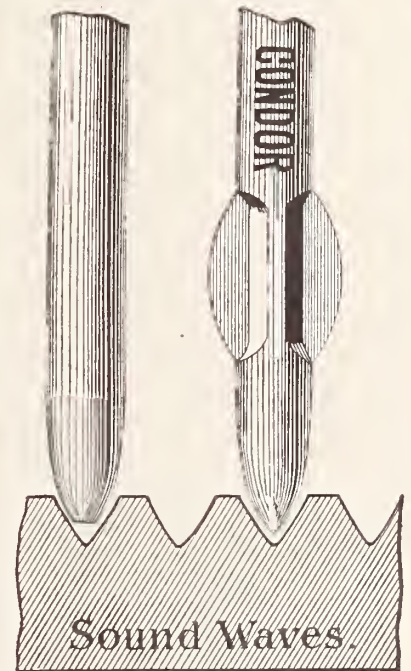
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About Needles

One of the most important matters in connection with the development of the talking machine business to-day is the sale of a talking machine needle that is correctly made—made by the greatest authority in the world—a needle, the POINT of which is warranted and which insures the best reproduction for each individual quality of tone—a needle that doesn't wear out the record; that preserves its life, and always gives forth the very best quality of tone that is contained in the record. Such a needle is the

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Columbia Phonograph Co., Tribune Building, New York.

uted the sum of £25 to the Boy Scouts fund inaugurated by the Daily Telegraph.

Wireless Chronology.

A report to hand states that the French government is experimenting with a scheme for supplying all chronometers at sea with the time thrice daily by means of wireless messages from the Eiffel Tower!

NEWS FROM THE PROVINCES.

Recent reports indicate an improvement of general trade conditions throughout the country, which, it is expected, will shortly spread to the advantage of talking machine traders, who, it must be admitted, have not enjoyed a very satisfactory trade the last month or so. Increased competition, price-cutting, labor, industrial and other disturbances have left their mark, and a return to better times is in consequence a matter for congratulation. With more settled conditions dealers are encouraged to develop along more active lines, give thought to summer business and arrange sales schemes according to their locality. Many are taking advantage of the ideal weather to bring home to prospective buyers the delight and enjoyment of outdoor entertainment through the instrumentality of a good machine and selection of records. Others, in addition to this form of publicity, will give concerts and thus enthrall their local residents with a desire to purchase the king of entertainers for home and garden use. Diverse are the ways and means of stimulating sales, of which evidence is forthcoming from all quarters. One dealer up North instead of inviting his customers to the shop, fell into the habit of personally calling upon them occasionally each month with all the new records to hand, booked his orders on the spot, and altogether found the idea sufficiently profitable to justify its continuance.

My reports from the Midlands indicate a satisfactory improvement of talking machine sales, as a direct consequence of the decline of unemployment, the returns for which are fortunately somewhat below the average. General trade is much steadier, and prospects in this district are much brighter. The good will of the old-established musical instrument house of W. S. Riley & Son, Ltd., has been sold to Henry Riley, of Constitution Hill, and the whole of the stock of musical instruments was sold by auction, May 31.

The Colmore Depot are experiencing a good demand for Twin and Zonophone records, and the

latest Zonophone machines are much in favor with Midland traders.

Short Time in Lancashire Factories.

In the Bradford and Leeds district prospects are particularly good. Throughout Yorkshire the staple industry—cloth and woolen goods—is in a most flourishing condition, and all the mills are working at high pressure to keep ahead of demand. Talking machine dealers are now feeling the effects of this improvement, and while there is no great rush to be expected during the summer, everything augurs well for next season's trade.

Up Newcastle way the miners have settled their differences, and there is little now to disturb the business horizon. The effects of the recent strikes, however, may be felt for some time yet, especially so in the case of machine and record sales. Shipping is fairly good, and it may be said that once over the summer, traders should experience a much better time to make good.

In Lancashire short time is still prevalent in the cotton factories, much to everybody's disgust. It is impossible to calculate the loss talking machine traders have, in consequence, sustained, but while not a few are despondent, it is hoped that during the three months' respite arranged between the masters and men on the wage reduction question, some satisfactory solution may be found to avoid the threatened industrial struggle. Trade in Manchester and Liverpool is below the normal, although Twins and Zonophones are selling well, while Edison, Bell and Rena are also in fair demand. At the Manchester exhibition, by the way, Messrs. J. E. Hough, Ltd., have a wide range of goods on show, including records, various Discophone models, and their new home recording apparatus, which has met with a well-merited reception from trade and public alike.

North of the Border.

North of the Border there is room for improvement, but traders take an optimistic view of the situation, now that general trade is in a more prosperous state. Especially is this so in the Clyde district, and Glasgow shipyards in particular, are getting busier and busier each week. Wages and employment are good in the centers of industry, but while future prospects are not altogether unsatisfactory, summer business is not regarded with enthusiasm.

In Wales.

In Wales everything points to a rosy outlook for next season. The many industrial troubles more particularly associated with the miners are, except for comparatively unimportant differences, quite settled. Tillery for Titles is keeping traders fairly busy in and around Cardiff, and Sanseaway Edison business is for the time of year considered satisfactory.

The new Edison Amberola instruments have received their due from the better-class traders throughout provincial centers, and their introduction at the present time will certainly lay the foundation of a good demand during next season.

New Channel Telephone.

The laying of the new channel telephone cable between Dover and the Continent is now proceeding apace. It is the invention and patent of Messrs. Siemens, and the claim that it will strengthen speech and transmit much faster over long distances will meet with practical appreciation by business houses on both sides of the channel.

TALKING MACHINES IN SPAIN.

Consul E. J. Norton Reports Trade in Those Instruments in Vicinity of Malaga Slowly on the Increase.

(Special to The Talking Machine World.)

Washington, D. C., June 6, 1910.

Consul Edward J. Norton, of Malaga, writes that the trade in talking machines in that district, comprising the provinces of Malaga, Grenada and Almeria, is increasing slowly but steadily. The instruments are very popular, and a number of American machines are now being carried about the city and played in front of cafes, taking the place of the old-time street piano. The favorite instrument of this class is a widely advertised American machine distributed through a selling agency in Barcelona. During the past three years 165 talking machines were imported into Malaga, according to the custom house returns. The total number of machines sold here, however, was much greater than the customs statement, as the bulk of the trade is in the hands of direct importers in Barcelona who ship to their agents in the territory around Malaga.



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This is no idle statement—it is a fact and YOU KNOW IT—furthermore your customers know it—and this is the reason why you are not selling as many high priced records as you should, and this is also the reason why a great many of your customers have lost interest in their machines and discarded them entirely.

The first original outlay for a machine and records is one thing—the continued, everlasting drain on the purse strings for replacing worn-out records is quite another thing.

Your customers won't stand for it—CAN YOU BLAME THEM?

Show them "just once" how their records may be preserved forever and you will find that new interest will immediately prevail and their libraries of music will gradually contain all the musical gems and treasures of the world.

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COLUMBIA PHONOGRAPH CO.'S OPERATIC LIST.

An Imposing Array of Operatic Selections Made by Artists Conspicuously Successful During the Recent Season of Opera Given at the Boston Opera House—The Chorus of That Organization Also Assists in Some of the Larger Numbers—Will Be Ready for the Trade Early Next Month—The List Below Will Be Found Most Interesting.

After months of careful laboratory work and special pains taken in recording, the Columbia Phonograph Co., General, of New York, are about ready to place on the market a series of operatic records by distinguished operatic artists which are destined to win a high place in the favor of the cognoscenti as well as the ordinary music lover. The new process of recording, the improved material as well as the extraordinary care taken in the laboratory, have made the results eminently successful. The orchestral effects and accompaniments are especially fine, and it is the opinion of those competent to judge that many of them have never been equaled in the art of recording.

The list of selections recorded is most comprehensive, practically every school and period of Italian opera having been covered. The records in question will be ready for Columbia dealers next month.

The artists whose services are enlisted, with the exception of Lina Cavalieri, are those who have been most conspicuously successful during the recent season of opera in the Boston Opera House, which has been one of the most brilliant and notable in the history of grand opera in America. The names of the new singers are: Celestina Boninsegna, soprano; Eugenie Bronskaja, soprano; Bettina Freeman, mezzo-soprano; Ramon Blanchart, baritone; Jose Mardones, bass. Constantino returned to make a number of new solo records, and also took part in some concerted numbers. The chorus of the Boston Opera House sing the Soldiers' Chorus from "Faust" and assist in one of the solo records by Blanchart.

The list of selections includes solos, duets and trios, in addition to which they have secured recordings of that most celebrated number, the sextet from "Lucia" selection (30443), sung by Constantino, Bronskaja, Freeman, Blanchart, Mardones and Cilla; and of the almost equally celebrated quartet from "Rigoletto" (selection 30422), sung by Constantino, Bronskaja, Freeman and Blanchart. In this connection the company state "the sextet and quartet are to be coupled together (A5177), forming one of the highest-priced records in the world, it being their intention to sell this double disc at \$7.50. Not only will this be the highest-priced record in the world—it will also be the greatest value ever given in a musical record, both sides being remarkable in perfection of results." For those who desire the selections separately they will be also listed as single-face discs.

The sextet from "Lucia di Lammermoor" is the most famous of all the larger concerted operatic numbers—an inspired and magnificent composition, in which melodic expression unconstrained is found at its zenith. Occurring toward the close of the second act, it forms the climax and most dramatic situation of the opera, in which all six of the principal characters of the opera are engaged. The "Rigoletto" quartet is considered by many to be the greatest musical number that Verdi ever gave to the world.

Almost all the principal singers mentioned above are now exclusive Columbia artists. The acquisition of Lina Cavalieri was announced some time ago. In Boninsegna they have secured a soprano star of the first magnitude, whose remarkable success with the Boston Opera Co. both at home and on its recent road tour, has given striking evidence of this fact. She came to America last year fresh from successes of the first order in La Scala Theater, Milan, Italy, and in Buenos Ayres and in other great opera houses in South America, before the most critical audiences. Boninsegna's repertoire comprises a vast number of opera selections from almost all of which are expected to be offered on Columbia double-disc grand opera records. The quality of

Boninsegna's voice lends itself admirably to recording, and the result is most satisfactory.

While brief reference is before made to Cavalieri in the summary of the list of Columbia artists, it may be added that her fame is worldwide. She is one of the best-known dramatic sopranos at present before the American public, with an artistic reputation justly earned by vocal and histrionic talents of extraordinary worth. But, interesting as are her career and her personality, we understand that the records Cavalieri has sung for the Columbia are still more so. Speaking of them, a member of the Columbia laboratory said: "In these the art of recording the soprano voice is shown at its best. Every note is clear, true and musical, and, as reproduced, has exactly the same tonal and dramatic inflection as when rendered originally by the singer in our laboratory." The first two of a series of selections by Cavalieri, comprising both double and single-face disc records, were issued in the Columbia list for June.

Constantino needs no introduction. With each succeeding season his fame and artistic stature assume greater prominence in the minds of all discriminating admirers of vocal and operatic art. The exquisite quality of his voice has given unmixed delight to thousands. His last season as leading tenor of the Boston Opera Co. was one of the most triumphant in his career. The Constantino records on the Columbia list are very popular.

Bronskaja is a Russian coloratura artist whose phenomenal rise in the operatic world in the short period of five years has been a matter of wide comment. She is already recognized as one of the leading coloratura singers, having sung in almost all of the principal opera houses of Europe and gave up an engagement in La Scala, Milan, in order to appear in Boston last season. Her voice is phenomenally high in range and is limpid, clear and crystalline throughout its entire compass. There is brilliance in the staccato work of the coloratura register united with rare qualities of warmth and color. In such solos as those in "La Traviata," "Rigoletto," "Barber of Seville," "Lucia," "Dinorah," "Faust," "Lakme" and "La Boheme" Bronskaja is at her best. Her rendering of the famous "Caro Nome" from "Rigoletto," which she has recorded for the Columbia, coupled with Gounod's beautiful "Ave Maria" is most artistic.

Bettina Freeman, mezzo-soprano, in both voice and personality is one of the most popular of the younger singers now in opera. Her voice is one of remarkable range, power and beauty of tone, added to which are rare natural endowments of personality, dramatic intelligence and artistic sincerity in such degree as to render her work irresistibly pleasing to all real appreciators of the best in vocal art. Every detail of her vocal portrayals is marked by the skill of a matured and finished artist, notwithstanding the fact that she is one of the youngest of the notable singers in opera at the present time. Not alone in Boston, her native city, but equally in all the cities visited by the Boston Opera Co. in the course of its Western tours, was Miss Freeman accorded the warmest welcome and unqualified praise for her work in such roles as "Siebel" in "Faust," "Malika" in "Lakme," and "Lola" in "Cavalleria Rusticana."

Jose Mardones, leading basso of the Boston Opera and one of the world's greatest artists, has a voice that in evenness and clarity of vocalism and general artistic effect makes his work uniformly of the highest order. Mardones' greatest interpretation is the title role of Boito's "Mefistofele." The beautiful music of this part gives him unusual scope for most striking vocal and dramatic effects. The greatest of

Mardones' other roles are in "La Boheme," "The Huguenots," "Aida" and "Rigoletto." His taste in opera is impartial in its character, and he is equally at home in Italian, French and Spanish music, besides having also sung with success in "Lohengrin." Mardones' first appearance in this country followed successful seasons in the principal opera houses in Spain, Germany, France, Portugal and South America. His season with the Boston Opera Co. was a triumph in every way, and his re-engagement for next season, recently announced, was inevitable.

Blanchart, first baritone of the Boston Opera Co., like his distinguished associates, Constantino and Mardones, is a native of Spain. His first appearance in opera was in Barcelona at the age of sixteen. He was quickly engaged for the Royal Opera in Madrid, and has since taken leading parts in the Imperial Opera in St. Petersburg and in Paris, London, Milan, Lisbon, Berlin, Warsaw and Buenos Ayres. Previous to his appearance with the Boston Opera Co. he had toured this country with Sembrich. His splendid baritone voice is of wonderful natural power, compass and richness. His best roles are found in "Rigoletto," "Don Giovanni," "Otello," "I Pagliacci," "The Masked Ball" and "La Gioconda," all of which are represented in his selections recorded for the Columbia Co.

The Columbia Co. have placed a scale of prices on these records, which, considering the quality of the records and the standing of the artists, is eminently attractive, as follows: 12-inch solos—double, \$3; single, \$2. 10-inch solos—double only, \$2. 12-inch duets—double, \$4; single, \$2.50. 12-inch trios—double, \$5; single, \$3. 12-inch quartet and sextet, \$7.50; quartet, single, \$4; sextet, single, \$5. 12-inch chorus—double, \$3.50; single, \$2.50.

The full list of the records made by these famous operatic artists is as follows:

Double-disc No.		Single-disc No.
BONINSEGNA—12-inch.		
A5194	D'amor sull'ali rosere, from "Il Trovatore".....	30351
	Tacea La Notte Placida, from "Il Trovatore".....	30354
A5195	Mi chiamano Mimì, from "La Boheme".....	30353
	Precorona, from "Tosca".....	30355
A5196	Ritorna Vincitor, from "Aida".....	30381
	Oh patria mia, from "Aida".....	30382
A5197	Casta diva, from "Norma".....	30356
	Ab! Bello a me ritora, from "Norma".....	30357
A5198	Voi lo sapete o Mamma, from "Cavalleria Rusticana".....	30352
	Ana Suicidato, from "La Gioconda".....	30358
A5199	Ernani Involami, from "Ernani".....	30380
	Pace, pace dio mio, from "La Forza del Destino".....	30383
MARDONES—12-inch.		
A5192	"Ave, Signor," from "Mefistofele".....	30414
	Piff puff, from "Les Huguenots".....	30425
A5200	La Calumnia, from "Il Barbiere di Siviglia".....	30423
	Serenata, from "Faust".....	30458
A5201	Il lacerato spirito, from "Simon Boccanegra".....	30432
	Pro Peccatis, from "Stabat Mater".....	30459
A5216	Ballata del fischio, from "Mefistofele".....	30415
	Ballata del mundo, from "Mefistofele".....	30417
A5202	El Guitarico, from "Mefistofele".....	30449
	Cavatina—Se oppressi ognor, from "L'Elbrea".....	30469
10-inch.		
A846	Vecchia Zimarra (Coat Song), from "La Boheme".....	
	Infelice (Unhappy One), from "Ernani".....	
A847	Rammenta i lieti di, from "Faust".....	
	Dio dell'or, from "Faust".....	
CONSTANTINO—12-inch.		
A5203	Giunto sul passo estremo (Nearing the End), from "Mefistofele".....	30421
	Dai Campi, Dai Prati, from "Mefistofele".....	30430
A5204	Bianca al par, from "Les Huguenots".....	30438
	Salve dimora, from "Faust".....	30464
A5205	Addio alla Mamma, from "Cavalleria Rusticana".....	30437
	Ab! non credevi tu, from "Mignon".....	30465
A5217	Fra poco a me ricovero, from "Lucia di Lammermoor".....	30462
	Parmi veder le lacrime, from "Rigoletto".....	30463
10-inch.		
A848	Inno trionfale, from "Il Profeta".....	
	Deh non mi ridestar, from "Werther".....	
BLANCHART—12-inch.		
A5206	Prologue, from "I Pagliacci".....	30424
	Parti siamo, from "Rigoletto".....	30450
A5207	Erri tu, from "Un Ballo in Maschera".....	30431
	(It is Thou).....	
	Di Provenza il mar il suol, from "La Traviata" (In Fair Provence).....	30441
A5208	Credo, from "Otello" (Cruel is he the God).....	30433
	Il Balen, from "Il Trovatore".....	30457
A5176	Soldiers' Chorus, from "Faust"—Boston Opera Chorus.....	30412
	Ah pescator affonda, from "La Gioconda"—Blanchart and Chorus.....	30413
10-inch.		
A837	Alla vita, from "Ballo in Maschera"—Blanchart.....	4437
	Si Vendetta, from "Rigoletto"—Bronskaja and Blanchart.....	4436
BRONSKAJA—12-inch.		
A5209	Io sono docile, from "Il Barbiere di Siviglia"—Part 2.....	30426
	Una voce poco fa, from "Il Barbiere di Siviglia"—Part 1 (A Little Voice I Hear).....	30427

Every dealer who has built up a high-class trade needs the Columbia Grafonola in his business. So does every dealer who hasn't—only more so.



Columbia Phonograph Co., Tribune Building, New York.

Double-disc		Single-disc
A5210	To son Titania, from "Mignon".....	30434
	Ombra Leggera, from "Dinorah".....	30446
A5193	Caro Nome, from "Rigoletto".....	30454
	Ave Maria (Gounod).....	30472
A5211	Waltz from "Romeo et Juliette".....	30428
	Regnava nel silenzio, from "Lucia".....	30447
A5212	Ah Fors' e Lui, from "La Traviata".....	30448
	Sempre Libera, from "La Traviata".....	30455
	FREEMAN—12-inch.	
A5213	L'Ardita—Waltz.....	30394
	Carmena—Waltz.....	30395
A5214	Le parlate d'amor, from "Faust".....	30398
	Voi che sapete, from "Nozze di Figaro".....	30388
A5215	Song of the Page, from "Les Huguenots".....	30393
	Stride la Vampa, from "Il Trovatore".....	30399
	CAVALIERI—12-inch.	
A5172	Mi chiamana Mimì, from "La Bohème".....	30347
	L'altra notte in fondo al mare, from "Mefistofele".....	30396
A5178	Pregghiera, from "Tosca".....	30376
	In quelle trine morbide, from "Manon Lescaut".....	30378
A5179	Habanera from Carmen (In French).....	30372
	Maria! Maria! (Neapolitan).....	30400
	CONCERTED NUMBERS.	
A5180	Figlia! Mio Padre! from "Rigoletto"—Bronskaja and Blanchart.....	30442
	Veglia o donna, from "Rigoletto"—Bronskaja and Blanchart.....	30453
A5181	Parigi o cara, from "La Traviata" (Par from Gay Paris) Constantino and Bronskaja.....	30429
	Un di felice, from "La Traviata"—Constantino and Bronskaja.....	30460
A5182	Verrano a te sull'aure, from "Lucia di Lammermoor"—Constantino and Bronskaja.....	30439
	Dammì ancor, from "Faust"—Constantino and Bronskaja.....	30445
A5183	El sol dell' anima, from "Rigoletto" (Love Is the Sun)—Constantino and Bronskaja.....	30435
	Tutte le feste al tempio, from "Rigoletto" (On Every Festival Morning)—Bronskaja and Blanchart.....	30436
A5184	Suoni la tromba, from "I Puritani"—Blanchart and Mardones.....	30409
	Solenne in quest' ora, from "Forza del Destino" (Swear in This Horn)—Constantino and Blanchart.....	30419
A5186	Dite alla giovine, from "La Traviata"—Bronskaja and Blanchart.....	30452
	Sous le dome épais, from "Lakme"—Bronskaja and Freeman.....	30471
A5176	Soldiers' Chorus, from "Faust"—Chorus Boston Opera House.....	30412
	Ah pesator affonda, from "Gioconda"—Blanchart and Chorus.....	30413
A5185	Ah Mimì, tu più, from "La Bohème"—Constantino and Blanchart.....	30420
	O soave fanciulla, from "La Bohème"—Constantino and Bronskaja.....	30444
A5187	Il duello, from "Faust"—Constantino, Blanchart, Mardones.....	30411
	All erta, all erta (Prison Scene), from "Faust"—Constantino, Bronskaja, Mardones.....	30440
A5177	Bella figlia dell'amore, from "Rigoletto"—Constantino, Freeman, Bronskaja, Blanchart.....	30422
	Sextette, from "Lucia" Act 2—Constantino, Freeman, Bronskaja, Blanchart, Mardones, Cilla.....	30443
	10-inch.	
A837	Si Vendetta, from "Rigoletto"—Bronskaja and Blanchart.....	
	Alla vita, from "Ballo in Maschera"—Blanchart.....	

VALIQUET'S LATEST INVENTION.

A Sounding Board Device Which Does Away with the Horn and Improves the Quality of Tone—Is to be Displayed at the Hotel Chalfonte During the Convention—Company Being Organized, with Robt. C. Hotson at Its Head, to Manufacture This Device.

Perfected samples of a sounding board device for talking machines will be exhibited at the convention of the National Association of Talking Machine Jobbers at Atlantic City, N. J., next month, by L. P. Valiquet, the well-known inventor, who will make his headquarters at the Chalfonte. It will be remembered that earlier forms

of this improvement were shown at the convention last year.

The device operates on the same principle as the sounding board of a piano, or body of a violin, in the proper modification and distribution of sound waves.

It is claimed for the attachment that "it reaches perfection as a sound reproducer," for with hardly a perceptible reduction in tone volume the quality is much improved and softened. The enunciation of the singers is perfected, giving the effect of the higher-priced cabinet machine. The attachment, which does away with the horn and prevents interference when placing the records in place, measures only 8 by 10 inches without special ornamentation, and fits any machine. Models are now being exhibited in various stores in New York.

We understand that a company is now being formed with ample financial backing to market the device, and which will be controlled by Robt. C. Hotson. Mr. Valiquet is now in the West negotiating for the manufacture of a stock of these devices and they expect to be able to supply the trade in large quantities by September 1.

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., June 10, 1910.

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

MAY 10.

Buenos Ayres, 72 pkgs., \$4,789; Hamburg, 19 pkgs., \$422; Havana, 13 pkgs., \$1,279; London, 3 pkgs., \$203; 383 pkgs., \$8,315; 3 pkgs., \$149; Melbourne, 64 pkgs., \$800; Santo Domingo, 9 pkgs., \$215; Savanilla, 65 pkgs., \$2,950; Vera Cruz, 140 pkgs., \$4,358; Yokohama, 63 pkgs., \$2,109.

MAY 17.

Acajutla, 1 pkg., \$159; Algoa Bay, 152 pkgs., \$2,055; Berlin, 6 pkgs., \$150; Buenaventura, 3 pkgs., \$314; Callao, 30 pkgs., \$267; Colon, 34 pkgs., \$572; Demerara, 6 pkgs., \$156; Dublin, 5 pkgs., \$250; Guayaquil, 4 pkgs., \$150; 4 pkgs., \$173; Hamilton, 6 pkgs., \$220; Havana, 8 pkgs., \$147; 6 pkgs., \$149; 6 pkgs., \$454; Havre, 9 pkgs., \$294; Iquique, 11 pkgs., \$416; Kingston, 2 pkgs., \$164; 14 pkgs., \$985; La Guayra, 7 pkgs., \$130; Limon, 17 pkgs., \$747; London, 8 pkgs., \$1,594; Manaos, 35 pkgs., \$2,912; Santos, 10 pkgs., \$675; 17 pkgs., \$1,176; Savanilla, 9 pkgs., \$696; Tampico, 26 pkgs., \$805; Valparaiso, 6 pkgs., \$421; Vera Cruz, 72 pkgs., \$1,933.

MAY 24.

Berlin, 4 pkgs., \$464; Buenos Ayres, 67 pkgs., \$4,626; Cartagena, 15 pkgs., \$1,997; Colombo, 3 pkgs., \$105; Guayaquil, 15 pkgs., \$206; Havana, 23 pkgs., \$458; Havre, 5 pkgs., \$412; London, 233 pkgs., \$5,097; Manilla, 83 pkgs., \$3,721; Melbourne, 54 pkgs., \$3,671; Montevideo, 12 pkgs.,

\$145; Para, 28 pkgs., \$1,781; Rio de Janeiro, 32 pkgs., \$2,209; Savanilla, 2 pkgs., \$465; Tampico, 16 pkgs., \$354; Trinidad, 2 pkgs., \$207; Vera Cruz, 255 pkgs., \$5,566; Yokohama, 22 pkgs., \$1,244.

MAY 31.

Berlin, 22 pkgs., \$460; Brazil, 59 pkgs., \$5,050; Buenos Ayres, 181 pkgs., \$11,224; Dresden, 2 pkgs., \$100; Havana, 1 pkg., \$173; Karachi, 3 pkgs., \$150; London, 19 pkgs., \$1,332; 235 pkgs., \$5,505; 5 pkgs., \$437; Santo Domingo, 4 pkgs., \$792; Shanghai, 20 pkgs., \$598; Valparaiso, 2 pkgs., \$341; Vera Cruz, 30 pkgs., \$1,047; Vienna, 33 pkgs., \$1,142; Yokohama, 19 pkgs., \$583; 6 pkgs., \$135.

JUNE 7.

Ceara, 10 pkgs., \$246; Colon, 5 pkgs., \$168; 9 pkgs., \$279; 12 pkgs., \$930; Havana, 15 pkgs., \$457; 12 pkgs., \$576; Johannesburg, 27 pkgs., \$733; La Paz, 10 pkgs., \$261; Liverpool, 2 pkgs., \$135; Mazatlan, 14 pkgs., \$457; Milan, 9 pkgs., \$342; Moscow, 15 pkgs., \$1,013; Rio de Janeiro, 5 pkgs., \$181; Santos, 4 pkgs., \$236; Vera Cruz, 224 pkgs., \$4,964.

LEAVES ON TRIP TO CUBA.

Saturday last Edward N. Burns, manager of the export department of the Columbia Phonograph Co., general, sailed for Cuba, where he will remain for several weeks looking after some special recording. As Mr. Burns is also chairman of the laboratory product committee, he is anxious to return as soon as possible. Other members of the committee are M. E. Lyle, assistant to the general manager; H. A. Yerkes, manager of the wholesale department; George P. Metzger, in charge of the advertising business, and G. C. Jell, one of the Columbia artists, who also acts as secretary.

FOR SALE

Our talking machine business in Washington, Pa. This is the best opportunity in Washington for this business; reason for selling, we wish to devote all our time and money to the piano business. Write for particulars, Beu Reynolds & Co., 116-118 N. Main St., Washington, Wash. Co., Pa.

SALESMAN WANTED

Wanted, an experienced talking machine traveling salesman, to represent Columbia Graphophones and records in the Middle West. Apply by letter, Box 600, care Talking Machine World, 1 Madison avenue, New York.

SALESMAN WANTED

Large Western jobber desires services of an up-to-date salesman, for the road; are jobbers for Victor and Edison. Address A. C., care Talking Machine World, 156 Wabash avenue, Chicago.

POSITION AS MANAGER

or Head Salesman wanted with a good live house handling Talking Machines. Have had experience with Victor and Edison Lines. At present employed, but desire change; can show results; large city preferred. Address "K. O. P." care Talking Machine World.

Come Into The Landay Circle!

BROS. INC.

To "Victor" Dealers Who are Keen for Greater Results and Greater Satisfaction

COME into the "Landay Circle"! We *specialize* "Victor" and *only* "Victor" Machines at every *price* and "Victor" and *only* "Victor" Records and Supplies of every *kind*. Our stocks are always *complete*—to-day, to-morrow, every day. We are *never* "out" of what you want. You'll get the *goods*, not honeyed excuses or sugar-coated apologies.

Because of our *tremendous* wholesale stocks, we ship the *same day your order comes in*. Every order is a "*rush order*" with us. There is no "hold on!" or "wait a while" about it. *Quick service*—sure *satisfaction*.

On account of our own *two retail stores* in the heart of New York, we know *by daily experience* the problems and perplexities of the dealer—can view things through *his eyes*—can serve him with *extra care*, understanding and insight into his needs—can offer advice that will *get the business*.

"Come into the Landay Circle!" Give us at least a *part* of your business, until we have proved our fitness to handle it *all*.

Landay
BROS. INC.

400 Fifth Ave. and 27 West 34th Street
NEW YORK



TALKING MACHINE OWNERS FORM

An Association in the Southwest for the Purpose of Increasing Interest in the Talking Machine—Robt. N. Watkin Is President.

One of the best plans yet devised of developing and concentrating the interest of the buying public on the talking machine is the formation of a talking machine association composed of owners of machines throughout the Southwest. A meeting for this purpose was held at Dallas, Tex., recently, with the result that an organization was founded with Robt. N. Watkin, Dallas, Tex., president; Mrs. Clyde Grazier, Temple, Tex., first vice-president; L. A. Stuart, Hope, Ark., second vice-president; Jas. S. Camp, Sentinel, Okla., secretary; A. A. Carr, Ivan, La., treasurer.

The purpose of the association is to keep talking machine owners interested in the machines and through cooperation to get the greatest enjoyment out of the records, which are at the

SONORA

"The Instrument of Quality"

HIGHEST CLASS



Talking Machines
and Records

To be Used With Either Needle or Sapphire.



This cut represents our Style O machine.

At \$25.00 List

the largest value in phonographs of any kind—anywhere. It is the first one in a row leading to \$200.00 list—and every one in the row a Gem. We solicit the Trade's applications for price lists and discounts.

Sonora Phonograph Co.
78 Reade Street, New York, N. Y.

disposal of anyone owning a talking machine. Committees will be appointed to arrange lists of most popular records for talking machines, and special programs will be arranged suitable for an evening's enjoyment. All owners of talking machines are eligible for membership, and in order to assist in the work are requested to write Robt. N. Watkin, at Dallas.

This association is something that can be safely simulated by talking machine dealers in all parts of the country. It will be productive not merely of satisfactory results in an ordinary way, but it will do much to stimulate business and augment interest in the talking machine and the new records which are appearing monthly. The more intelligent the interest manifested in the talking machine the greater will be the demand for expensive records and records of all kinds. Mr. Watkin's idea is certainly an excellent one and worthy of consideration.

AEOLIAN CO.'S VICTOR PLANS.

H. B. Schaad Who Just Returned from the West Discusses Developments.

H. B. Schaad, with the Aeolian Co., New York, on returning May 9 from the Middle West, where he had been looking after the installation of the Victor talking machine departments in their several branch houses, said to The World:

"In Aeolian Hall, Indianapolis, Ind., the department will be on the top floor, and it will be one of the handsomest displays of Victor goods anywhere in the country. The latest facilities for adequately demonstrating the line will be provided. We have recently placed the agency for the Aeolian instruments with Fox Bros., Fort Wayne, Ind., and a Victor department has also been added. It will be under the management of W. P. Krisler, from the Indianapolis branch, and both lines will be under the latter's general supervision.

"A change of management was made in Dayton, O., J. F. Chapman resigning, to go into another business, with C. B. Chamberlain, from the Cincinnati house succeeding him. The Cincinnati agency will also exercise supervision of the Dayton business. The Victor departments in the respective branches are now being fitted up as rapidly as possible, and all of them will be ready by July 1. Arthur Geissler, of the Talking Machine Co., Chicago, was with me in Cincinnati. He is certainly a fine fellow, and understands the talking machine business thoroughly.

"It will probably be September 1 before we will be ready in New York," said Mr. Schaad, in conclusion. "We want everything of the very best and the arrangements for exhibiting and selling the Victor goods as near perfect as possible. We believe our regular lines and that of the Victor Co. go together. As yet no manager has been selected for this New York department"

WINS FIRST PRIZE.

Edison Window Display at Vancouver Horse Show.

M. W. Waitt & Co., Ltd., Edison jobbers at Vancouver, British Columbia, took first prize in class D in window exhibits during the horse show held in that city in April. Their window was an Edison window, the credit for the novelty of which belongs to Mr. Bowes, the manager of the company. With a background of horse show colors the main object in the window shone to excellent advantage. It represented a little girl driving at the show. Pretty nearly everything used in its construction was an Edison product. The body of the horse was made of a phonograph cabinet, and its legs were constructed of Amberol record cartons. A large record box was used for the body of the rig, while phonograph horns composed the wheels and music rolls the shafts. A life-sized doll occupied the seat. Window cards, deftly scattered about the window, proclaimed that Edison goods are always in the lead. It proved to be one of the most attractive displays ever seen in Vancouver, and was viewed by

throngings of people. The Waitt Co. reaped considerable business from it, besides winning the first prize of \$20.

A NEW GRAPHOPHONE STYLE.

The Columbia Phonograph Co. have just put out a new graphophone of which an illustration appears herewith. A powerful double-spring motor, noiseless in operation and playing three records at one winding, provides for the running mechanism. The motor equipment is enclosed in a rich true-mahogany cabinet of most attractive design, highly polished. The horn is the regular



NEW STYLE COLUMBIA BNWM.

Columbia "Symphony" wood horn built up of steam-shaped staves of solid mahogany in two layers and sold separately for the equipment of other machines at \$15. The entire fixed arm and elbow are nicked and highly burnished. The start-and-stop lever and speed regulator are conveniently placed and the machine may be wound while running. The 10-inch turn-table is covered with green felt and protected by a brightly-nicked rim. The needle-clamp is designed for either steel or fiber needles.

BLACKMAN FORCE SHARE IN PROFITS.

At the outing of the forces of the Blackman Talking Machine Co. at Coney Island on Saturday last, J. Newcomb Blackman inaugurated a plan of distributing a certain sum in cash to each member of his force who has been in his employ over a year—in other words a system of profit-sharing annually. The announcement made by Mr. Blackman was received with enthusiasm, and added much to the pleasure of the day.

VICTOR CO.'S FOREIGN RECORD LIST.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 6, 1910.

The Victor Co., Camden, N. J., issued a circular to their trade on recent date regarding their foreign records, in part as follows:

"There is hardly a Victor dealer who does not have a foreign population practically right at his own door. These special lists enable you to make a direct appeal right to the German with the German records, to the Frenchman with the French records, etc. Your real great big Victor opportunity, however, is in the list of Italian records. The love of opera is spreading like wild-fire all over the United States, and in this Italian list are many of the most beautiful arias of grand opera sung by artists of the Scala and other Italian opera companies. The special foreign lists follow: Italian, Swedish, Danish, Finnish, Norwegian, Bohemian, Hungarian, Russian, Polish, Hebrew, Spanish, German, Portuguese, French, French-Canadian, Hawaiian, Gregorian and Sistine Choir.

James Fletcher, of Fletcher Bros., music dealers at Victoria, B. C., have also opened a new store in Vancouver and have added the Columbia line as jobbers and dealers. They placed a strong initial order.



Wax Records are as out of date as wax candles. Columbia Indestructible Cylinder Records did it.



Columbia Phonograph Co., Tribune Building, New York.

REVIEW OF JULY RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

The National Phonograph Co.'s list for July is an unusually good one. In the Edison grand opera Amberol roster Florencio Constantino, the famous operatic tenor, is represented by the ever popular serenade from "The Barber of Seville" (3027); Luigi Lucenti, basso, is heard in the Piff-Paff song from "The Huguenots" (3028); Marie Delna, the celebrated contralto, has a charming number in The Mon cœur s'ouvre from Saint Saens' "Samson et Delila" (4015), which is undoubtedly one of her best efforts. Carmen Melis, the soprano, who was heard at the Manhattan, and who last week achieved such a big success in Paris, is heard in an aria from "Zaza" (4016), which is full of dramatic fire and musical merit. Marguerita Sylva, soprano, has a charming record in the Squediglia number from "Carmen" (4017), which is full of temperament and the abandon of the Spanish gypsy. The other numbers of interest are the quartet from "Rigoletto," sung by Colombati, mezzo-soprano; Martinez, soprano; Addo, tenor, and Avedana, baritone (7502), and an Edison Standard record in Swedish, Klara Stjarna (20549). In the regular Amberol list there are several numbers that are bound to win special favor, notably Schubert's "Romance" and Lucantoni's "Tarantella" (460), two numbers played with great charm by Jose Rocabrana, the celebrated Mexican violinist. The Slavonic Rhapsody, played by Sousa's Band (463), is a number of unusual merit, full of those contrasts which distinguish the Slavonic school. The United States Marine Band are heard in a stirring march, "True to the Flag" (472), written by Franz Von Blon, the German composer. A record that will be greatly in favor are favorite airs from "Mikado," sung by the Edison Comic Opera Co. The solos are in good hands, and the chorus is most effective. Of special interest for July Fourth is the record, "Patriotic Songs of America" (457), played by the New York Military Band, with vocal numbers by the Premier Quartet. These national airs stir the blood and will ever be popular. There are a dozen other numbers in the Amberol list covering popular and standard songs and instrumentals which will win a tremendous vogue with lovers of the lighter forms of music. In the list of Standard records, Victor Herbert and his orchestra are heard in a very delightful rendering of "Fleur-ette" (10380), one of Herbert's characteristic numbers, which is full of grace and charm. Another pleasing number is the "Chiffonette Entr' Acte" (10391), played by the American Standard Orchestra. It is excellently played and recorded. Sousa's Band is heard in an infectious concert waltz entitled "Mondaine" (10387), which is certain to win many admirers. Vess Ossman, the

famous banjo king, has made a spirited and finished record in "The Moose March" (10383), which will be received with delight by many admirers. The Edison Mixed Quartet has an unusually fine sacred record in "Holy Ghost with Light Divine" (10385). It is unaccompanied and the harmony is most perfect. Another record most suitable for Independence Day is our national anthem, "The Star Spangled Banner" (10394), played by the United States Marine Band. The arrangement is highly embellished and is said to be the official one as played by the President's Own Band on state occasions. As will be noted in the list elsewhere there are a number of other popular songs and instrumentals to be found under the Standard heading, all of which will be received with pleasure by dealers and the general public.

The Columbia Phonograph Co., in their July list of twelve-inch Symphony double-disc records, introduce Ramon Blanchart, the celebrated Spanish baritone of the Boston Opera Co., who is to make records exclusively for this company. His first number is an aria from "La Gioconda," by Ponchielli, and the "Soldier's Chorus" from "Faust" (A5176), sung by Ramon Blanchart and the chorus of the Boston Opera Co. These two numbers are great favorites with the buying public and should win a large measure of favor. In the regular list of twelve-inch double-disc records an excellent instrumental number (A5174) is Tchaikovsky's Overture "1812" and Meyerbeer's Pacheltzanz, which is a worthy complement to the "1812" Overture. Both numbers are given a splendid reading by Prince's Military Band. A noted addition to the dance music list is Waldteufel's "Dreams of Childhood Waltzes" and "The Little Pierrots March," by Bosc (A5171), both of which are excellent numbers and admirably played by Prince's Orchestra. Two old favorites, "My Old Kentucky Home" and "Old Black Joe," by Foster (A5175), are sung with sympathy and tonal beauty by Mrs. A. Stewart Holt. Two lighter numbers are "My Uncle's Farm," sung by Golden and Hughes, and a minstrel record containing songs sung by well-known favorites (A5173), which will find many admirers. Some eight double-disc numbers are to be found in the ten-inch list sung by such well-known specialists as Miss Ada Jones, Collins and Harlin, Thomas Mills, Frank Coombs, and Stanley and Burr. As may be seen in the regular list, published elsewhere, the songs and instrumentals listed contain many of the latest favorites of the day, and are so varied as to make the entire offering one of especial attractiveness to the dealer and to his customers. An instrumental number of special excellence is (A832) "Gung'l's Tanze Waltz," played by Prince's Orchestra, and Jorda's "Margarita" two-step, played by the Jorda-Rocabrana Quintet of Music. It is full of Spanish color and is an excellent partner to Gung'l's brilliant and always delightful waltz.

The Victor Talking Machine Co. have a strong roster of Red Seal records in their July list, all

of which are an artistic treat. Caruso and Scotti are represented by a duet from Act 1 of "Mme. Butterfly" (89,043); Geraldine Farrar has two old favorites (in English), "Ye Banks and Braes o' Bonnie Doon" (87,062), and "My Old Kentucky Home" (88,238); Mme. Gerville Reache, contralto, makes a splendid record of Delilah's "Song of Spring" from "Samson and Delilah" (88,244); John McCormack, the Irish tenor, who is steadily increasing his admirers, is represented by two new songs, "When Shadows Gather" (64,127), and "Through Forest Depths" from "Lakme" (87,063). A record of unusual merit is the Death Scene from "Carmen," sung by Leo Slezak and Hermine Kittel in German (74,168). Mischa Elman, whose records are always a keen delight, adds further to his popularity by his recording of "Les Farfadets," by Pente (64,128), and Schubert's Serenade (74,167). The dramatic prologue from Boito's "Mefistofele" is given an authoritative and finished reading by Marcel Journet, the distinguished basso (64,126). An aria from "Andrea Chenier" (88,243) is sung with splendid effect by Nicola Zerola. Sammarco, the baritone, and McCormack, the tenor, are heard in the duet, "Ab, Mimi, False One" from "La Boheme" (89,044). These two voices blend most admirably and the record is a real gem. The celebrated Carmen quintet from Act 2 is heard through the medium of Meses. Lejeune, Duchene, Dumesnil and Messrs. Gilibert and Leroux (88,237). This list of Red Seal records, taken as a whole, is one of the best put out by this company. The records are absolutely perfect and the quality of tone produced is absolutely lifelike. Apart from the artistic the mechanical side of the work—that is, the actual production of the records—shows the utmost care. They are free from criticism of any kind. In the regular purple label records Lucy Isabelle March, soprano, who has won quite a following for her brilliant vocal work, is heard again to advantage in the Sunlight Waltz by Harriet Ware (70,017). There are also two new numbers by Nora Bayes and Jack Norworth, the former singing "Daffydills" (60,019), and the latter "Back to My Old Home Town" (60,020). In the regular Victor list Arthur Pryor's Band is heard in a new march, "The Arcade Girl" (5,778), and the overture from Wagner's "Flying Dutchman" (31,787). Both these numbers are superbly played by Mr. Pryor's fine organization. Alfred Grünfeld, the pianist, is in evidence this month with Etude de la Tarantella for the piano (5,779). The work of this famous Berlin pianist is familiar to us and each record which he produces emphasizes the wonderful advance made in the recording of piano selections. Grünfeld's work in this record is really remarkable. There is a delicacy, finish and surety in his work that delights. Another favorite is represented this month in Victor Sorlin, cellist, who plays Hauser's Cradle Song (5,773) with a great quantity and charm of tone. The Victor Light Opera Co. are represented this month in gems from "The Chimes of Normandy" (31,788). It is a delight to hear the selections from this

ever-popular opera and both soloist and chorus work is excellent. Harry Anthony and James F. Harrison, who have recently been engaged by the Victor Co., are represented by the first of a series of duets, Campana's "See the Pale Moon" (5,780). Their work as represented in this record is excellent. Twelve numbers are listed under the double-face record list this month, and the list is certainly a good one. There is a wide selection of both popular and classical music covering instrumental and vocal fields. The list in full, which appears in another part of The Review, is well worth studying.

The Universal Talking Machine Mfg. Co.'s list of Zonophone double disc records for May and June contains some excellent numbers by Thomas Chalmers, Byron G. Harlan, Wm. Wheeler, Frank Howard, duets by Mr. and Mrs. Wheeler, and a number of miscellaneous selections excellently recorded by artists well and favorably known and with a big following in the talking machine trade. There are four instrumental numbers by the Zonophone Concert Band, "The Spirit of Peace March" and "Valse Militaire" (5623) and "Scottish Idyl" and the introduction to the third act of "Lohengrin" (5624), which are given a very excellent reading. These Zonophone numbers, as may be seen from the list published in the regular department elsewhere, cover a wide field—popular, religious, standard songs, as well as vocal quartets and instrumental numbers being represented.

TO MAKE PIANO RECORDS.

Señor Emilio Murillo, the Famous Mexican Pianist, is Under Contract with the Columbia Phonograph Co.

Señor Emilio Murillo, the renowned composer and pianist of Bogota, Republic of Colombia, S. A., has an exclusive contract with the Columbia Phonograph Co., general, for a series of twenty piano records. It is concededly difficult to make a piano record, as it requires a sympathy with the purpose and a keenly artistic comprehension to achieve success. In the case of Señor Murillo his playing is so powerfully brilliant and clear-cut that there are no faulty overtones or blurring, hence the arrangement with the Columbia Co. Last week ten of what are considered to be notable examples of recorded piano music were made by Murillo, who plays his own compositions only. As soon as these records are finished and ready for listing they will go in the foreign catalog and be exploited especially in Colombia by the export department of the Columbia Co.

On July 9th Señor Murillo, by special invitation, rendered selections from his best known works before an audience of the diplomatic corps stationed in Washington, D. C., in compliment to his own countrymen. The function was attended by President Taft, members of his cabinet, Senators, Representatives, foreign Ambassadors and Ministers and other people prominent in the service and public life of the national capital.

TWO MORE NATIONAL RECORD "HITS."

"Put On Your Slippers, You're In for the Night," Louise Dresser's big "hit" in the successful musical comedy, "A Matinee Idol," running at the Lyric, New York City, and "I'm the Man They're Looking For," a comic sequel to "Has Anybody Here Seen Kelly?" which it bids fair to rival in popularity, are being shipped out this month as "specials" by the National Phonograph Co., to go on sale as soon as received. The first is sung by Ada Jones, in her usual unapproachable style, and Edward M. Favor, assisted by a very capable chorus, concludes the history of the much-sought-for "Kelly from the Emerald Isle." The usual order of shipments in the case of these "specials" will be reversed, the Eastern jobbers being served first and then, in the order of distance, the Central, Southern and Western jobbers. The advance orders for these records are very heavy.

THE TRADE IN INDIANAPOLIS.

Strong Demand for High Class Outfits—Campers Buying Machines and Records—Musical Echo Co. to Move—Aeolian Co. Store Takes on Victors—Grafonolas Selling Well.

(Special to The Talking Machine World.)

Indianapolis, Ind., June 8, 1910.

The talking machine business has shown some ginger during the last month. The greatest demand with all stores has been for the higher-priced instruments. This applies to the wholesale as well as the retail business. The Edison Amberolas, the Victrolas and the Grafonolas of the Columbia Co. have all met with a nice demand. The camping season will soon be on, and already the campers are getting ready for it. Indianapolis is a great city for summer camps, and usually a summer camp is not regarded as being complete unless it has a talking machine. Last summer White River above Broad Ripple was lined with summer camps, and in the evening about twilight, any number of talking machines might be heard up and down the river. This camping place, together with others, stimulates the sale of machines and records materially, although, of course, it does not bring the business up to the winter standard.

The Musical Echo Co., handling the Victor machines exclusively, are arranging to remove to the Indiana Pythian building. This removal is made because the Grand Opera House block, in which the store is now located, is to be remodeled extensively. After the removal of the Musical Echo Co., this company, the Wulschner-Stewart Music Co., and the Aeolian Co., all of which will handle Victor machines, will be in the same block.

The Aeolian store here is to take on the Victor line in compliance with the change by which this line of talking machines will be put in by all of the Aeolian agencies. The entire third floor of the New Aeolian Hall will be remodeled and devoted to the Victor line. The Aeolian Co. have also opened a branch store at Fort Wayne, which will be in charge of W. P. Chrisler, formerly of New York, and the Victor line will be handled at this store.

The Musical Echo Co. reports a good business in the better class of instruments.

Marion Dorian, auditor for the Columbia Phonograph Co., was a recent caller on business at the local store of the Columbia Co.

The Columbia Co. have had a good business during the month with a nice demand for Grafonolas. One of the purchasers of a Grafonola was C. L. Cummins, a well-known newspaper writer and manufacturer, of Indianapolis. It was a DeLuxe Style B, and sold for \$225. Mr. Devine, of the Columbia Co., says that the retail trade, in the higher-priced instruments in particular, has been good. The Cavalieri records have proved to be the best sellers with the Columbia Co. during the last month.

E. G. Hereth, the manager of the Indianapolis piano house of the Baldwin Co., was another purchaser of a Grafonola Regent, at the Columbia store.

The Musical Echo Co. recently showed an attractive window, consisting of an arch built of records and surrounding a Victor machine.

The Kipp-Link Co., who handle Edisons, report a good business in Amberolas, both at wholesale and retail. A number of dealers recently have ordered as many as five or six Amberolas each.

STRIKING MAGAZINE ADVERTISING.

The magazine advertising of the Victor Talking Machine Co., Camden, N. J., is of so striking a nature as to call for a special word of praise. Not having the space to go into details in this issue of The World, later this interesting topic will be referred to again in more detail.

The Columbia Phonograph Co., General, have sent their dealers a new enlarged catalog of complete newspaper advertisements, for their study and selection.

EDUCATIONAL POSSIBILITIES

Of the Victor Talking Machine Discussed by the Editor of the Voice of the Victor in Interesting Fashion.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 10, 1910.

In the last issue of The Voice of the Victor, so ably conducted by H. C. Brown, manager of the advertising department of the Victor Talking Machine Co., Camden, N. J., occur the following sage remarks:

"The boards of education, superintendents of public schools, universities and colleges are recognizing in the Victor the only practical method of conveying to scholars and students a true understanding and appreciation of music. We knew this would come, and while we have long realized the immensity of its possibilities, we have never been able to devote the time and proper attention to its development. Even now it is forcing itself upon us and we are as rapidly as possible perfecting arrangements to properly care for this demand for Victor goods. While we are making every preparation as speedily as possible, every dealer in the land can be of great help to us and land many sales by promoting the idea in his home town.

"As a well-known music critic recently remarked apropos of this subject: 'The question has been asked, "What is the value of the Victor in the schoolroom?" Until one understands the work in school music of to-day the value of the Victor cannot be fully appreciated. (1) Good records give the children something worth while to think about, feel and live with. (2) It acquaints them with the world's greatest artists, the great composers and their compositions. (3) It trains the ear, makes good listeners, and therefore disciplines both mind and body. (4) It saves time. (5) It lifts children to a sound moral and mental atmosphere.' In the city of Milwaukee seven schools earned Victors by this simple method: they each arranged for a Victor delivered to them on time payments, and gave concerts, charging a small admission of ten or twenty-five cents, and took in enough to pay for machines and a fair assortment of records in quick time.

"In conclusion, this suggestively brisk remark is made to the dealer: Promote the idea of a Victor in your city, through the educational institutions of whatever classification, private, public or religious."

DISC AND MUSIC SYNCHRONY.

Valuable patents have just been granted to Walter M. Davis, retail manager of Hardman, Peck & Co., New York City, covering his invention for playing, together, any talking machine and any player-piano. (See page 48.)

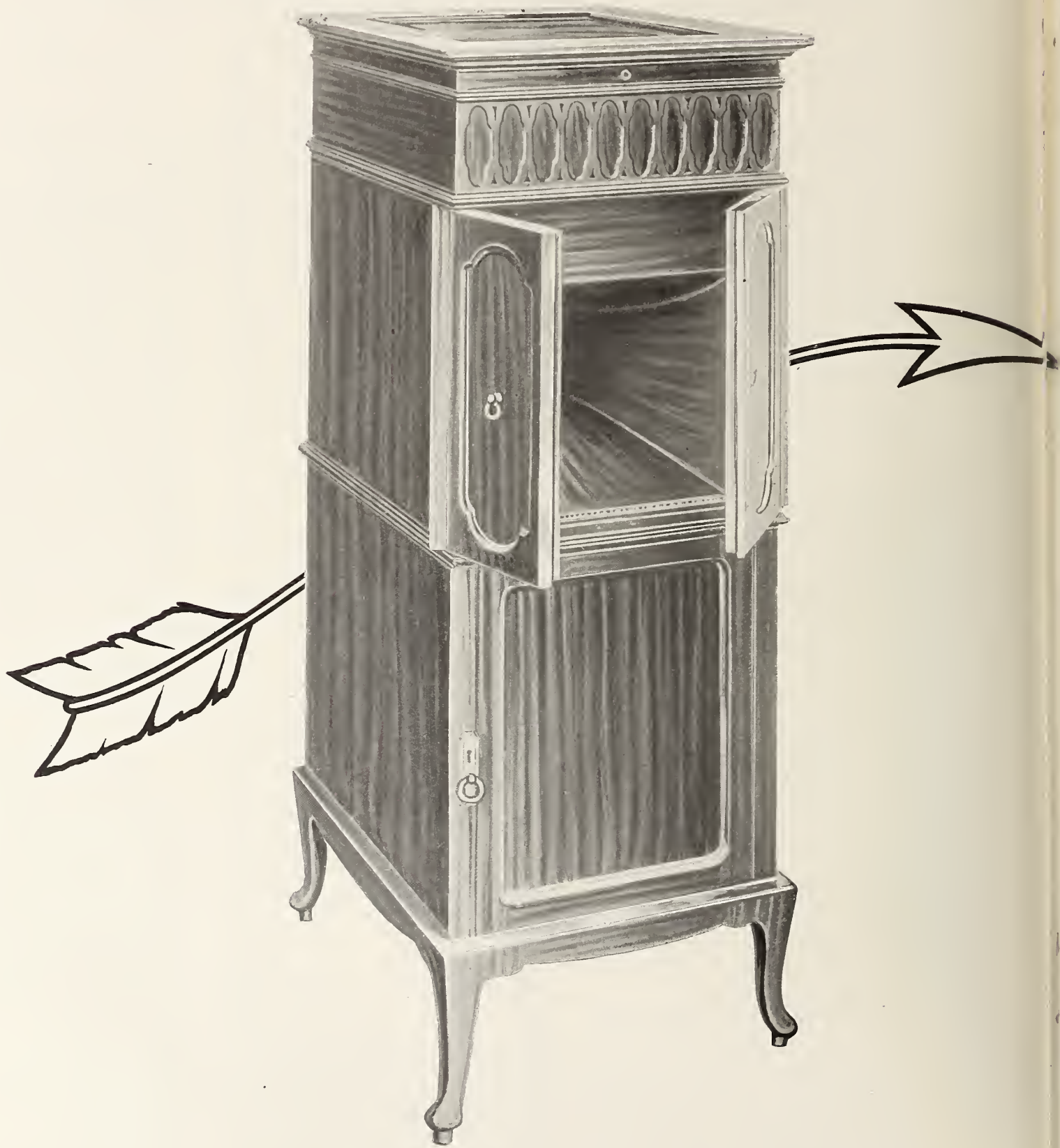
Owners of these popular instruments have for years realized the great advantage to be obtained by such a combination and many minds have been concentrated on the problem. The difficulty has been to synchronize the music roll and the disc so that the player-piano might play artistically the accompaniment to the solo on the talking machine.

This has now been accomplished by Mr. Davis and it will not be necessary for the owner of both of these separate instruments to exchange them, as they can be played together by merely buying additional music rolls and discs that are made for this purpose.

The only connection will be a small wire to automatically start the player-piano at precisely the desired moment. In playing an accompaniment there is a prelude of several bars before the solo begins, and as these machine discs contain only the solo parts it would be impossible to determine the exact place to begin the player-piano without this automatic starting device.

It will at once be recognized that this invention will broaden the trade for both player-pianos and talking machines by adding to the pleasure and interest of the buyer—in fact, it is only logical that these two instruments should be used together.

A NEW COLUMBIA GRA



COLUMBIA PHONOGRAPH CO.,

GRAFONOLA AT \$150.00

The "Mignon"



THE Columbia Grafonola "MIGNON" is the first instrument of its class ever offered under two hundred dollars. It is the latest evolution of "the one incomparable musical instrument"—and it *is* a musical instrument, unmistakably and at the first glance. Its every line, simple, dignified and classic, suggests *music*; and every note it sings or plays is a corroboration of its first impression.

Wholly unmechanical in appearance, yet faultless in its mechanism, designed by a musical-instrument artist, and built by artists in wood-work—it is everything that a musical instrument ought to be and *incomparable* in its own class.

The Grafonola "Mignon" is built on straight, severe and classic lines, with just sufficient ornamentation to bring into proper relief its engaging symmetry and the fitness that characterizes its general design. The compactness of the instrument and the economy of space effected by it are of the highest importance in judging its merits, great as its musical qualities are, and regardless of the substantial economy to be found in its price.

Beneath the tone-chamber and occupying the lower half of the instrument is the compartment enclosing the record albums, of which there are four, holding in all 60 Double-Disc records of any size (120 selections). Space for two other albums is provided in the back of the cabinet.

The cabinet stands upon a slightly extended base, fitted with four shaped legs thoroughly in keeping with the rest of the equipment and adding the finishing touches of beauty to it.

The Columbia Grafonola "Mignon" is a little over 44 inches in height, 17½ inches wide and 22½ inches deep. As will readily be seen, this exceptional depth makes it possible to have such dimensions of the tone-chamber as will insure the highest possible amplification of the sound before it emanates from the instrument.

The "Mignon" is bound to be a sensational money-maker.

If we don't hear from you about the Grafonola at a hundred-and-a-half, we shall be disappointed, and so will you.

Gen'l, Tribune Building, New York

TIMELY TALKS ON TIMELY TOPICS

Possibly there is nothing especially new to report when the Federal courts issue an order restraining a dealer from violating the license agreement granted by anyone of the manufacturing companies. Another case of this kind occurred on May 31, when an Edison dealer of Newark, N. J., was decided "out of order" by the court, the particulars of which appear elsewhere. This incident is mentioned here in order to call attention to an article which recently appeared in Printers' Ink, "Current Progress in the Cause of Price Protection," wherein the experience of the National Phonograph Co. is quoted as an illustration, as follows: "The Edison Phonograph Co., like all makers of patented articles, enjoys a particularly secure position in price maintenance, for it has a perfect legal monopoly. Its agreement system is very strong, and has been backed up by the courts in fifty-two separate cases.

"These cases are listed permanently in the Edison Phonograph Monthly. The list is printed to serve as a warning to dealers and to show how futile is any dealer's effort to cut price. As one of the company's officers said:

"The company is thoroughly committed to the maintenance of its selling system, which has not only been endorsed by the courts, but which long experience has demonstrated works out to the best interests of all concerned—public, dealer, jobber and manufacturer."

Distributors of a progressive turn of mind and wide awake to every opportunity for exploiting

goods, appreciate and praise the effort of every dealer who gets out of the rut and does something a "little different" to increase sales. On another page is printed the picture of a church auditorium with the Victor Victrola as the center of attraction. A concert was given therein by a local dealer in connection with some church work, an inviting program of high class music was offered, the audience was delighted and sales of Victrolas followed as a matter of course. Store recitals are excellent, but an entertainment like the above is much better from every point of view.

One of the most encouraging reports regarding trade conditions is that of the Columbia Phonograph Co., general, in which George W. Lyle, general manager, says the business of the company for May, 1910, exceeds that of the same month in 1909 by over 40 per cent. It is true sales have been gradually increasing, but the aggressive policy of the Columbia Co., combined with a product which is approved by their jobbers and dealers contributes in large measure to this very satisfactory report.

A World subscriber in India in a letter just to hand states that there are great opportunities for the sales of talking machines in that country. While records in the native language would have a tremendous sale among a population of 283,000,000, yet records in the English language find a big market. The grand opera and high class records are universally popular, because

they are sung in the universal language, namely, that of music. At the present time the German manufacturers are steadily gaining ground, and undermining the trade of the English people. This is due to the fact that the English manufacturers are neglecting the market to some extent. They are sending records months behind the time they are due, and the dealers in the larger cities find the Germans more prompt. In view of the Yankee reputation for swiftness it would seem as if there was a good opportunity in India, not merely in records, but in machines and all kinds of supplies. These views are respectfully submitted for the benefit of our friends in the United States.

No record of King Edward's voice is among the many gramophone records of the voices of famous men preserved at the British Museum. The omission is singular, and the regret is made all the keener by the knowledge that less than a couple of years ago arrangements for taking a record were all but completed.

After some hesitation the King had at last been induced to consent to speak for posterity, the choice of a date was all that was left to be settled; and then a pressure of State business intervened, and the fixing of an appointment was postponed. It was never granted.

The Queen Mother's voice, too, is not yet preserved, nor indeed is that of any member of the royal family.

Robt. L. Loud, of Buffalo, N. Y., has attracted fashionable audiences recently with Victrola concerts, the program of which was made up from selections from "Faust."

33 1/3 %

DISCOUNT

ON CABINETS IF YOU BUY NOW

We Bought the Entire Stock of The Herzog Art Furniture Co.

33 1/3% discount if you buy any ten or more cabinets in one order. 27 1/2 per cent. discount if you buy five cabinets. 20 per cent. discount if you buy one or two cabinets as specified. Still better prices in lots of 25, 50 or 100. All cabinets mahogany finish except No. 724 which is oak.

Buy now while we can fill your order completely. When one line is sold out we will substitute nearest style and price.

Cabinets hold following records: No. 700, 100; No. 701, 96; No. 704, 120; No. 714, 216; No. 718, 252; No. 724, 215; No. 703, 100; No. 702, 120; No. 706, 150; No. 715, 150; No. 719, 150; No. 712, 216; No. 713, 216; No. 717, 252; No. 720, 294; No. 722, 294; No. 708, 150; No. 707, 150.



No. 700.
Dealers, \$7.25
Per 10.. 4.83
" 5.. 5.25
" 2.. 5.80



No. 703.
Dealers, \$7.25
Per 10.. 4.83
" 5.. 5.25
" 2.. 5.80



No. 702.
Dealers, \$8.75
Per 10.. 5.83
" 5.. 6.37
" 2.. 7.00



No. 704.
Dealers, \$8.75
Per 10.. 5.83
" 5.. 6.37
" 2.. 7.00



No. 706.
Dealers, \$10.00
Per 10.. 6.67
" 5.. 7.25
" 2.. 8.00



No. 708.
Dealers, \$10.00
Per 10.. 6.67
" 5.. 7.25
" 2.. 8.00



No. 707.
Dealers, \$13.75
Per 10.. 9.17
" 5.. 9.97
" 1.. 11.00



No. 715.
Dealers, \$12.50
Per 10.. 8.33
" 5.. 9.06
" 1.. 10.00



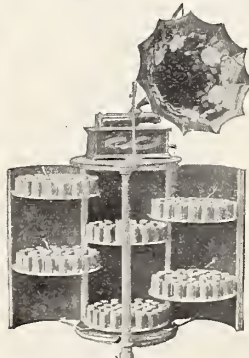
No. 715.
Dealers, \$17.00
Per 10.. 11.33
" 5.. 12.33
" 1.. 13.60



No. 714.
Dealers, \$13.00
Per 10.. 8.67
" 5.. 9.43
" 1.. 10.40



No. 716.
Dealers, \$14.00
Per 10.. 9.33
" 5.. 10.23
" 1.. 11.20



No. 724.
Dealers, \$23.50 Per 5.. \$17.04
Per 10.. 15.87 " 1.. 18.80



No. 717.
Dealers, \$20.75
Per 10.. 13.83
" 5.. 15.04
" 1.. 16.60



No. 718.
Dealers, \$15.50
Per 10.. 10.33
" 5.. 11.24
" 1.. 12.40



No. 701.
Dealers, \$5.50
Per 10.. 3.67
" 5.. 3.98
" 2.. 4.40



No. 720.
Dealers, \$18.00
Per 10.. 12.00
" 5.. 13.05
" 1.. 14.40



No. 712.
Dealers, \$12.25
Per 10.. 8.16
" 5.. 8.90
" 1.. 9.80



No. 722.
Dealers, \$19.50
Per 10.. 13.00
" 5.. 14.14
" 1.. 15.60



No. 719.
Dealers, \$15.00
Per 10.. 10.00
" 5.. 10.87
" 1.. 12.00

Neal, Clark & Neal Company

643-645 Main St., BUFFALO, N. Y., 632-634-636 Washington St.

SPECTACULAR EDISON ADVERTISING.

Great Electric Sign Will Attract Broadway after June 15—Roman Chariot Race Capped by "Leaders of the World"—Details of This Remarkable Advertising Scheme.

At 8.15 o'clock on Wednesday evening, June 15, unless the plans announced last week by the promoters of the project are changed, the pleasure-seekers who throng Broadway, New York, in the very heart of her commercial and amusement world will be startled by the most marvelous spectacular electrical display ever conceived or planned. Under the dark canopy of

to New York, and 2,750 electric switches are used to operate it. The title of the display—"Leaders of the World"—is seventy feet long. The main chariot, driver and steeds, are 40 feet long and stand 20 feet high.

There is no actual movement of objects in this wonderfully realistic race, but the illusion of realistic action is produced by the flashing of

display to the exclusion of their competitors. A combined capital of more than \$1,000,000,000 has coincided in the promotion of this unprecedented scheme of advertising, which will excite the wonderment of every resident and everyone of the 300,000 non-residents who daily pass through New York City. About thirty of the largest and most representative concerns in the world, impressed by the magnitude and efficacy of the project, have entered the affiliation, and it will doubtless become an object of admiration and keenest interest to the entire business world.

The concerns that are represented are of an exclusive type, and the affiliation is of an unusually high standard. It is the first time in the history of the world that these various captains of industry have combined in one enterprise to herald to the world tangible evidence of the great growth of commercial development and the advancement of the spirit of eternal progress that has taken hold of the business community of America. The announcement of the display and its affiliation has been attracting wide-spread attention, the metropolitan press, not only of America, but also of England and France, has been devoting much valuable space to a promulgation of the principles embodied in the undertaking and to the enterprising proclivities shown by the leaders in American commercial circles.

It is safe to say the enterprise of the National Phonograph Co. in accepting the invitation of the promoters of the scheme to join the affiliation as one of the "Leaders of the World" will be appreciated by their jobbers and dealers, and can not fail to infuse enthusiasm into everyone connected with the sale of Edison products. The officials of the company will be present at the opening display to witness it from a vantage ground as the guests of Mr. Rice. The roof of the Marlborough Hotel at 36th street and Broadway, two blocks distant, has been engaged for that purpose. An orchestra will render a musical program and a buffet lunch will be served. Admission to the roof will be by card.

REFEREE AWARDS \$81,250

In Suit of American Graphophone Co. Against Leeds & Catlin Co.—Amount Represents Profits of Latter Concern—Court Approves.

In the accounting made by John A. Shields, special master, appointed by the United States Circuit Court, New York, resulting from the suit of the American Graphophone Co. against the Leeds & Catlin Co., bankrupts, for infringing the Jones' patented process for the reduplication of disc talking machine records, an award of \$81,250.85 was made. The court approved the findings of the referee last week. This sum represents the profits realized by the Leeds & Catlin Co., and as they were under bond pending the decision of the court, the amount was collected thereon.

JOIN THE EDISON FORCE.

Two new singers will be noticed in the September list of Edison domestic records, Marie Narel'e and Maude Raymond. The former can scarcely be termed a new singer, for she has already contributed a dozen or more records to the standard lists of the catalog. That was several years ago, however, since which time she has been touring Europe and Australia, her native land, and has consequently passed out of the limelight in this country for a time. Her first Amberol record will probably be "Killarney," a favorite number of her large repertoire.

Maude Raymond, well known the country over in vaudeville and musical comedy, as an artist of uncommon personality, has also been contracted with for a number of songs, the first of which will appear in the September list. The September list will be notable in respect to the number of "star" comediennes represented, two of the best and most popular in the country—Marie Dressler and Sophie Tucker—both exclusive Edison artists, controlling their latest and best.



GREAT EDISON ELECTRIC SIGN AT BROADWAY AND 38TH STREET.


night, high up in the heavens, they will behold a Roman chariot race of more gorgeous beauty than even mighty Rome herself beheld when the Caesars ruled and she was mistress of the world. While the multitude is gazing in astonishment at this spectacle, above the display and on a mammoth steel curtain, 90 feet long by 20 feet high, will appear in letters of fire, four feet high, the announcement that Edison phonographs and records are the "Leaders of the World" in the sound-reproduction line. This ad will be flashed long enough to be read and absorbed every eight or nine minutes, or approximately thirty-five times every night.

It is the most stupendous advertising scheme ever dreamt of, this electrical display, and it is difficult to form an adequate conception of its immensity from the most comprehensive description. It occupies the roof of the Hotel Normandie at Broadway and 38th street, facing Herald Square, where it will be the center of attraction to the many thousands of New Yorkers and visitors from dusk until midnight every night the whole year round for the next two years.

Some facts in connection with the display will prove interesting and will aid in a conception of its magnitude. It is lighted up by 20,000 electric bulbs, ten times as many as the largest electric sign now burning on Broadway. It requires 600 horse power to operate it. It is one-third of a New York City block wide, rises seventy-two feet in the air and is seven stories of an ordinary building high. Five hundred thousand feet of wire were used and 70,000 electrical connections were made to complete it. It required eight railroad cars to transport it

thousands of lights operating with lightning-like rapidity. By means of ingenious devices current is transmitted through some parts of the display at the rate of 2,500 flashes per minute, many times faster than the eye can follow, thereby producing great realistic life action. With one device the position of the horses' limbs will be changed, throwing them backward and forward smoothly and with such speed and grace in electricity as to cause the horses of fire to appear to be running at terrific speed. Another device causes the wheels of the main chariot to appear to revolve so swiftly that the spokes can not be seen. Every little detail is perfect, even to the illusion of dust rolling up behind the wheels. Still another device causes the crimson robe of the leading charioteer, as well as his Roman skirt, to flutter in the wind, making the race most realistic. The manes and tails of the horses also appear to be blowing fiercely in the wind. By other devices the roadbed is made to apparently recede from under the flying hoofs of the horses, and the lights which decorate the central arena walls appear to move in an opposite direction to the teams, completing illusion as though the great race were actually passing around the amphitheater. Every nine to ten minutes the entire program of advertisements of the "Leaders of the World" is repeated and the reading of the advertisements is changed every thirty days.

This remarkable enterprise was promoted by Elwood E. Rice, of Dayton, O., president of the Rice Electric Display Co., who conceived and put into execution the idea of uniting or affiliating a representative number of the leaders in their respective lines in one vast advertising



"OUR" TWO GREATEST VICTORS

SOME people argue that sentiment has no place in advertising columns. We differ with them. Those same people will never let sentiment creep into their business.

Wrong, Absolutely Wrong

Next month we celebrate the Independence of our Country and we are going to do it more than ever in a sane, glorious fashion.

This year The Talking Maching Company celebrates the fifth anniversary of its Independence from the old time-worn jobbing methods.

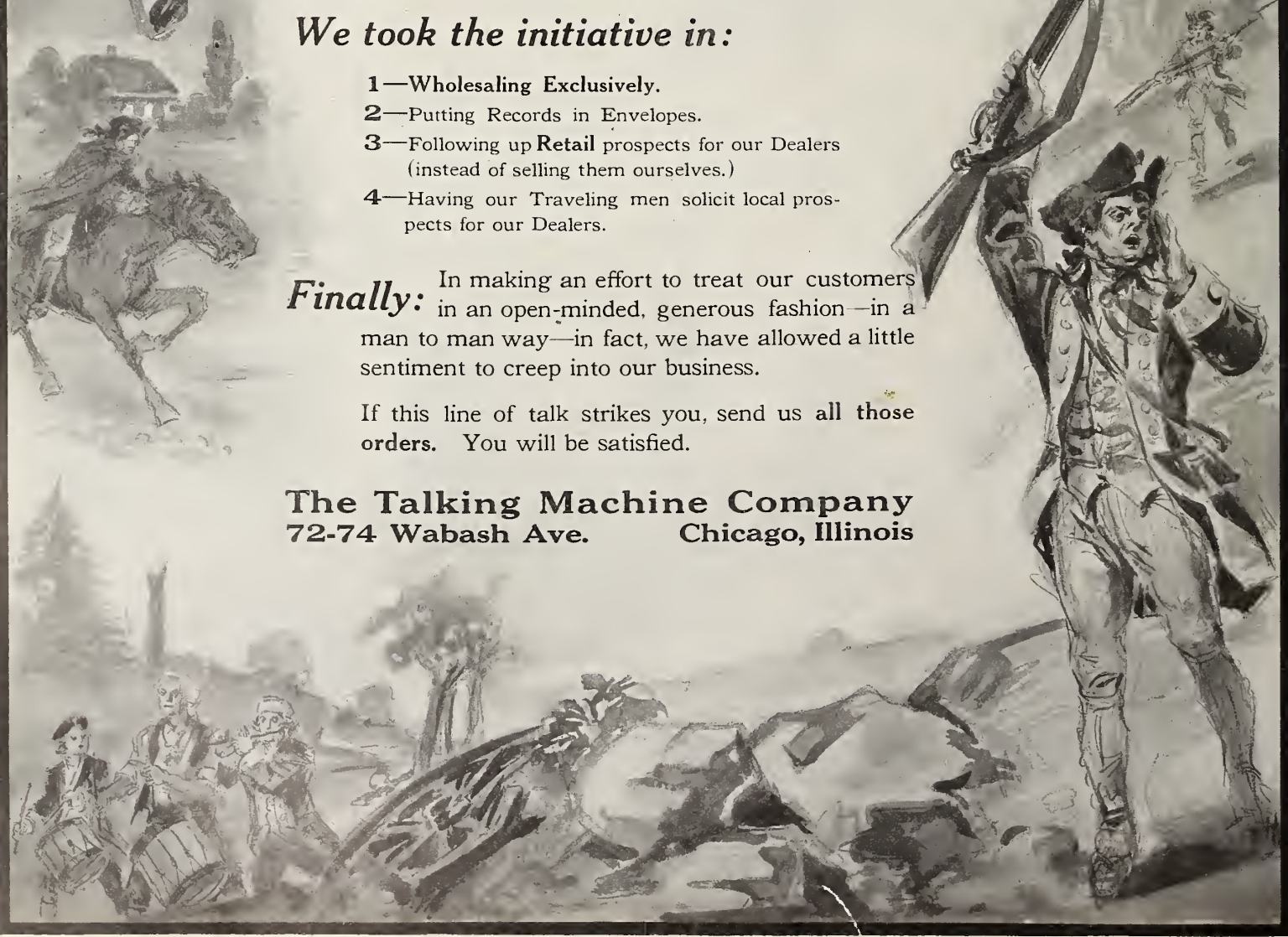
We took the initiative in:

- 1—Wholesaling Exclusively.
- 2—Putting Records in Envelopes.
- 3—Following up Retail prospects for our Dealers (instead of selling them ourselves.)
- 4—Having our Traveling men solicit local prospects for our Dealers.

Finally: In making an effort to treat our customers in an open-minded, generous fashion—in a man to man way—in fact, we have allowed a little sentiment to creep into our business.

If this line of talk strikes you, send us all those orders. You will be satisfied.

The Talking Machine Company
72-74 Wabash Ave. Chicago, Illinois



FROM OUR CHICAGO HEADQUARTERS

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

All Conditions Considered Talking Machine Dealers Are Well Satisfied with Present Volume of Business—High Grade Outfits Have the Call—Western Jobbers Completing Plans for Attending Convention at Atlantic City—Wiswell Issues Circular—E. C. Plume's Successful Trip for Columbia Line—Increase Columbia Wholesale Facilities—A. D. Geissler Discusses Importance of Aeolian Co.-Victor Arrangements—New Exclusive Victor Store—Fibre Needles Gain in Popularity—Some Recent Visitors—New Store in Milwaukee—German Co. Handle Victors.

(Special to The Talking Machine World.)

Chicago, Ill., June 10, 1910.

Chicago jobbers generally report May business as having been something of a surprise in that it kept close up to the April record, and in one or two instances actually made an increase.

Like every month this year the gain as compared with the corresponding month of last year was important. It would be useless to claim that the volume of business is altogether satisfactory, but in view of the generally unseasonable weather during April and May trade has been better than could logically be expected. June so far has brought generally brighter and more favorable weather, although still unduly cool, and retail business at least locally has shown considerable improvement. The large downtown stores report a really excellent high grade trade. The sale of six Victrolas by one retail department on one day last week was certainly abnormal for this season of the year, to say the least, and can hardly be taken as representative of present business but it may indicate that the high grade trade is, in a measure, independent of season or general conditions when properly fostered and energetically advertised and pushed.

All Aboard for Atlantic City.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, who as mentioned in last Month's World is intrusted with the rounding up of the western jobbers for the convention at Atlantic City next month, with a view to having a special car of Westerners if possible from Chicago is just sending out the following letter, which explains itself:

"Arrangements are being made with the Pennsylvania lines for special sleeping cars to our next annual National Association of Talking Machine Jobbers' convention to be held at Atlantic City July 5, 6 and 7.

"The various officers and committees in charge of the arrangements are extremely desirous of making this convention a memorable one, and have arranged a set program which will keep you busy from the time you arrive until you leave.

"It has been suggested that as many of the jobbers west of Chicago as possible meet in Chicago and proceed from there in a body to the convention. Therefore, if you anticipate attending the convention, and would like to meet in Chicago, may I suggest to you to kindly write to C. L. Kimball, A. G. P. A., Pennsylvania Lines, No. 2 Sherman street, Chicago, Ill., by return mail, or as early as possible, advising him just what car space you desire and he will be glad to book you for it.

"The special summer rates via the Pennsylvania from Chicago to Atlantic City, including usual stop-overs at the large cities along the route, is only \$26 round trip.

"Those who wish to make a trip to New York on their return can do so by depositing the ticket with the ticket agent at the Broad Street Station at Philadelphia, and there purchase a round-trip ticket to New York for the sum of \$4. This will give you an opportunity of visiting Coney Island and the amusement places in and around New York.

"It has been thought best by many to leave

Chicago on the 5.30 p. m. train Saturday, July 2, arriving at Atlantic City at 5.35 p. m. the following day, in time to spend the 4th in Atlantic City, where a good time is always to be had. An extra fare of \$4 is exacted on this train from Chicago to Philadelphia. This gives all those who have never been over the Pennsylvania Lines a daylight ride from Pittsburgh through to Atlantic City, passing Horseshoe Bend, etc.

"Make it possible to attend this convention. It is to your interest to do so. You will find the time spent profitable in a business way, and you also will have a grand outing."

The Ball Game.

Mr. Wiswell has completed the line up of the team of the Western jobbers who are to meet a select team of the Easterners on the diamond at Atlantic City on Thursday morning, July 7. They are all valiant athletes and are busily engaged in their spare hours in practising up with the aid of their sons or friends' sons. Here they are: H. H. Blish, Des Moines, Ia., left field; Max Strassberg, Detroit, center field; A. D. Geissler, Chicago, right field; C. Cummings, St. Louis, short stop; J. C. Roush, Pittsburg, first base; Lawrence McGreal, Milwaukee, second base; Lawrence Luckner, Minneapolis, third base; Burton J. Pierce, Kansas City, catcher; L. C. Wiswell, Chicago, pitcher; J. Fisher, Pittsburg, and W. Davidson, Columbus, substitutes.

Plume's Western Trip.

E. C. Plume, western wholesale manager of the Columbia Phonograph Co., went to Livingston, Mont., last month on a short visit to F. A. Scheuber, president of the Scheuber Drug Co., who are exclusive Columbia jobbers for Montana, Wyoming and the western portions of the two Dakotas. On the way he made brief stops at Milwaukee and Minneapolis. Mr. Plume is enthusiastic regarding the excellent success Mr. Scheuber has had in building up a large business on Columbia goods in a territory much of which would not be considered especially promising as a talking machine field. Besides creating a number of good dealers, he is doing an excellent retail business at Livingston and also in four other Montana towns in which he has retail branches. He does a good business on Grafanolas, and placed a substantial order for the new Mignons from photographs. Mr. Plume and Mr. Scheuber spent Sunday at Yellowstone Park. General conditions through Montana and Wyoming, Mr. Plume says, are good, the price of land is steadily going up and business is flourishing.

Columbia Increase Wholesale Facilities.

The wholesale business of the Chicago branch of the Columbia Phonograph Co. has increased at such a rapid rate that Manager C. F. Baer has been compelled to secure additional storage facilities. Half of the sixth floor of 304 Wabash avenue has been leased and will be utilized for machine and supply stock.

District Manager W. C. Fuhri received very encouraging reports from the Columbia branches through the West and South for May, which made a very large gain above last year. Samples have been received at the Chicago office of a number of the new Symphony records made for the Columbia Co. by members of the Boston Opera Co., and which include many remarkable solos and excellent Rigoletto Quartette and Lucia sextette numbers. They are bound to create something of a sensation when they are placed on sale.

The Aeolian-Victor Deal.

Arthur D. Geissler, general manager of the Talking Machine Co., of this city, returned this week from St. Louis, where he spent some days with Herman B. Schaad, of the Aeolian Co., checking up the inventory and closing up the final details by which the stock, fixtures and business of the St. Louis Talking Machine Co.

were sold to the Aeolian Co., who become Victor distributors in St. Louis and who will establish Victor departments in all their retail stores, as briefly told in last month's World.

This department, on the part of the Aeolian Co., has been one of the principal topics in trade circles the past month, not simply because of the volume of business on Victor goods involved, but because of its broader significance and its influence on the music trade in general. It is hardly necessary to state that Mr. Geissler has been heartily congratulated on all sides for his excellent work in bringing about a deal of such magnitude.

When asked regarding some of the particulars of the deal and its inner meaning and effect on the trade, Mr. Geissler, in substance, said: "Here is one of the biggest concerns in the music trade industry in the world, and one which has heretofore fought clear of anything in the nature of a side line, recognizing and stamping with its endorsement Victor goods to the extent of going into the business as distributors and retailers in an extensive manner.

"The Aeolian Co. have always been recognized as exponents of the very highest ideals in the player and piano field and their recognition of the Victor as a musical instrument of the most artistic type and one finding its natural channel of distribution through stores of the character of those conducted by the Aeolian Co. is certainly important.

"From the purely commercial side, the deal is equally notable. The proportionate reduction of overhead expenses secured by installing Victor departments, the additional advantage of a side line entailing a quicker turnover than that possible in the regular line, and the large number of people attracted to the store who are prospective piano or player-piano buyers make it a peculiarly advantageous line for music dealers. This, of course, has been amply demonstrated in the past, but the entrance into the field of a concern so great and yet so conservative as the Aeolian Co. must have a strong influence into converting music houses who have been holding back; those who, if they have handled talking machines have not given them the attention or the position in their establishment that they deserved, and those, and they are not a few, who handled them in the early days of the industry, dropped them, and have allowed their prejudices to blind them to the remarkable development along artistic lines of the past decade.

"The stock of the St. Louis Talking Machine Co. was removed a week ago to the St. Louis branch of the Aeolian Co. and while I was there Mr. Schaad, Mr. Honea, the new manager, and myself were all very much impressed with the number of people who came into the store to buy records or look at machines, and the fact that a very large proportion of them are of the class who buy the highest priced product of the Aeolian Co. They all have to pass through the piano warerooms to reach the Victor department and the Aeolian sales force are all impressed with the benefit bound to result.

"The stock and fixtures of the St. Louis Talking Machine Co., taken over by the Aeolian Co., aggregates in value \$75,000, stock to the amount of \$10,000 has been shipped to the Cincinnati store, an equal quantity to the Indianapolis store, about \$5,000 to the Dayton, O., store and about \$2,000 to the Fort Wayne store. This simply gives some idea of the manner in which the Aeolian Co. are going after the business, and beautiful departments are being fitted up in all the stores.

"Best of all is the announcement that the entire eighth floor of Aeolian Hall in New York City is to be fitted up as a Victor department, which will be one of the largest and most complete in the country."

The Victor department at the Chicago Aeolian

Victor
Talking Machines

Lyon & Healy

Edison
Phonographs



IT is only logical that the World's Largest Music House should be America's foremost distributor of the World's Greatest Musical Instruments, the

VICTOR TALKING MACHINE AND THE EDISON PHONOGRAPH

The same progressive and honest business methods have been followed in perfecting the distribution of Talking Machines and equipments that have characterized this internationally famous house in other lines of their endeavor.

Every order, no matter how small or how large, has painstaking attention. Where mistakes occur, as they sometimes will, Lyon & Healy are prompt and eager to make correction. The stock is under the supervision of experts, who anticipate the needs of the dealer, and orders are always filled complete on day of receipt, except where delay is unavoidable.

Lyon & Healy's liberal terms are the talk of the trade, and if you are not taking advantage of them and profiting thereby, you should do so at once. Hundreds of dealers, all over the country, will testify to the benefit they are receiving through the superior Lyon & Healy Service.

The
World's
Largest
Music
House

Lyon & Healy

WABASH AVENUE AND ADAMS STREET

CHICAGO

America's
Foremost
Distributors of
Victor Talking
Machines and
Edison
Phonographs

Hall has proven a success from the start. Manager T. H. Fletcher says that although in the company's initial advertising campaign in the Chicago papers all of the space, with the exception of a few lines in a single announcement has been devoted to the Aeolian product, the department has done well and has shown a nice profit, and that it is to be energetically pushed and advertised in the future. The Victor department here is in charge of O. C. Searles, a young Victor enthusiast, who promises to make good along large lines in his present position.

New "Talking Machine Shop."

The exclusive Victor store, "The Talking Machine Shop," at 169 Michigan avenue, has evidently proved a success under the present proprietors, George and Cecil Davidson, although it was long looked at in the light of an experiment by the trade.

At any rate, another store, under the same name, is to be established by the Davidsons at 43 Jackson boulevard, in the magnificent new Steger building, and the second store west of the entrance to the building. The Steger building is on the corner of Jackson boulevard and Wabash avenue, and a good deal of trade which surges along the avenue should be attracted, while morning and evening the crowds of Southern suburbanites who use the boulevard on their way to and from the Illinois Central depot should furnish a fine quota of high class trade.

Like the parent store on Michigan avenue, the new "shop" will be fitted up in an extremely artistic manner. There will be two large booths on the main floor, while in the basement, reached by a staircase in the center of the room, will be three more booths and the record stock. The booths and the woodwork, with the exception of the doors, which will be of mahogany, will be in white enamel trimmed in mahogany. The furniture will all be in antique mahogany. The floors will be handsomely rugged and everything throughout will be artistic and harmonious. The store has practically a crystal front and gives excellent opportunity for display. George Davidson, assisted by W. E. Clark, will take charge of the new store, while C. L. Davidson will remain at the Michigan boulevard store. The new store will open about July 1.

Good Edison Results.

The morning Edison concerts at Lyon & Healy's are said to be having an excellent effect on the retail Edison business of the big house.

A. V. Chandler, Illinois representative of the National Co., has been spending several weeks in Chicago. He says that the Amberola business is increasing at a remarkable rate.

R. J. Keith Visits Alma Mater.

Roy J. Keith, sales manager for The Talking Machine Co., Chicago, went to Urbana, Ill., the home of the State University, last Saturday to yell for the team from his Alma Mater, Leland Stanford University, at the conference track meet. He happened to meet a friend whom he had not met for years, but who resides in Urbana, and before the day was over he had steered him into the store of his dealer in Urbana, G. W. Lawrence, sold him a Victrola, loaded it on an express wagon and delivered it personally.

H. S. Conover Married.

H. S. Conover, Michigan traveler for The Talking Machine Co., Chicago, was married on May 24 to Miss Claire Byrnes, a charming young Chicago woman. Their wedding trip included St. Louis, Atlanta and other Southern points.

Good Summer Window

A. D. Herriman, retail manager at the Columbia's Chicago branch, has an exceedingly effective summer window display. It represents a camping scene and is exceedingly realistic. In front of a tent, which is equipped with every convenience, is seated a man, or rather a wax figure, who is listening raptly to a graphophone. A campfire in the back ground is cleverly produced by means of strips of bark, streamers of red cloth kept in motion by an electric fan, and illuminated by concealed incandescent bulbs. Herriman says that the window has sold graphophones, and it has also elicited many inquiries as to the prices of tents and sporting goods.

Fibre Needle Progress.

The B. & H. Fibre Mfg. Co. will shortly receive a shipment of what is undoubtedly the finest bamboo ever brought into the United States. It consists of over 10,000 poles eight feet in length and from 3½ inches and up in diameter, and of the type known as Ivory White. The bamboo comes from a section of Japau, known for the peculiarly high grade quality of its product, and which, by long experimentation with bamboo from various parts of China, Japan and India, has been found to be the best for B. & H. fibre needles. The principal features which make this particular growth of bamboo especially adaptable for the purpose are the thickness of the silicious outside shell, the closeness of the grain and its extreme hardness. The company are now getting nicely settled in their new and larger factory, and in a very short time will gain the full benefit of the much needed increased capacity.

Enlarges Graphophone Department.

Peter M. Streit, a Columbia dealer at Lincoln and Belmont avenues, Chicago, has recently leased the adjoining store which will be devoted entirely to his graphophone business.

F. A. Cass, manager of the credit department of the Chicago Columbia branch, leaves next week for his monthly muskalonge hunt in the wilds of Northern Wisconsin.

L. & H. Picnic.

The first outing of the season of the employes of Lyon & Healy was held last Saturday afternoon at Dellwood Park, near Joliet. There were numerous more or less athletic "events," mostly for the ladies, and department H was represented among the victors by Miss Rapps, who won the egg race, and Miss Woods, who captured the first prize in the peanut rolling contest.

Visitors.

Andrew McCarthy, of Sherman, Clay & Co., San Francisco, was in Chicago recently on his way East.

E. A. McMurtry, manager of the Pittsburg store of the Columbia Phonograph Co., accompanied by his wife, are in the city, the guests of W. C. Fuhri. Mr. McMurtry is one of the oldest men in point of service in the Columbia service and was at one time associated with Mr. Fuhri at the St. Louis store.

Edward Geissler Homeward Bound.

Edward Geissler, of the George J. Birkel Co., Los Angeles, accompanied by his wife and athletic son, "Ted," are again in the city, the guests of A. D. Geissler, on their return from the East.

Bacigalupi Bound East.

Peter Bacigalupi, the large talking machine dealer of San Francisco, and Leon F. Douglass, vice-president of the Victor Talking Machine Co., passed through Chicago on Decoration Day on their way East. Mr. Bacigalupi had intended making the trip earlier but postponed it in order to have the company of Mr. Douglass.

George Eicholz to Have New Store.

George Eicholz, a prosperous young talking machine dealer of Milwaukee, was in the city this week visiting the various stores and getting ideas for the equipment of a new store at 552-554 Twelfth street, Milwaukee, to which he is to move from his present location on Fond du Lac avenue. The new store is 40 x 50 feet in size, will have four booths and a concert room, and will be admirably equipped in every particular. Mr. Eicholz handles Victor and Edison goods and was recently made a Zonophone jobber.

Mayer an Edison Enthusiast.

John E. Mayer, of Dixon, Ill., was a Chicago visitor this week. He is an Edison enthusiast and has recently strengthened himself by purchasing the Edison stock of J. J. Miller, the veteran music dealer of Dixon. This makes Mr. Mayer the exclusive Edison dealer in the thriving Illinois city. Just before he left town he sold an Amberola to a leading citizen of Dixon.

Germain Adds Talking Machine.

The Germain Piano Co., manufacturers, of Saginaw, Mich. will install Victor talking machine departments at once in their retail stores at Saginaw, Bay City and Jackson, Mich., and later on at their Detroit store. Lyon & Healy secured the business which was eagerly contested

for by several jobbing houses and L. C. Wiswell went to the Michigan city in person to close the deal. R. R. Gorham, who has been the L. & H. talking machine traveler in Michigan, will have charge of the talking machine business of the Germain Co., with headquarters at the Saginaw store. He will be succeeded on the road by P. Van de Roovaart, who has been a valued employe of department H for some time.

Death of Sam Goldschmidt's Father.

Sam Goldschmidt, district manager of salesmen for the Victor Co., came to Chicago on a sad mission a fortnight ago, bringing with him all that was mortal of his father, who died at the family home at Marquette, Mich. The burial was at Waldheim cemetery, this city. Mr. Goldschmidt has the sympathy of the trade.

PROGRESS IN COLUMBIA SALES.

The Columbia Phonograph Co.'s General Business Rapidly Doubling Up on Last Year's.

In an interview with George W. Lyle, general manager of the Columbia Phonograph Co., just before going to press, our representative was favored with the statement that the general and progressive increase in the Columbia sales so far in 1910 had been much larger than could have been by any possibility hoped for.

Last year May was a good month, and May, 1910, showed a record +0 per cent. ahead of last year May.

June, not by any means usually an extraordinarily lively month, is not only 60 per cent. ahead of last June, but leading May, 1910, by a very broad margin.

The interesting and significant feature in all this increase, according to Mr. Lyle, is the fact that the increase is general, geographically and in product. The increase is practically uniform through every branch of the Columbia service and in every section of the country, and in every line of goods manufactured, both low-priced and high-priced.

A DISC RACK THAT WILL SELL.

The new disc rack recently put on the market by the Syracuse Wire Works, Syracuse, N. Y., entitled The Seneca, and advertised elsewhere, is well worthy the consideration of dealers. Its merits are obvious, and it can be sold at an amazingly low price. It should prove a trade stimulator for all who handle it.

Among the visitors to The World sanctum last week was H. J. Cullum, of Lockwood's, the prominent factors of London, Eng., who, accompanied by his wife, has been on a visit to the West Indies. Mr. Cullum has been greatly benefited by his outing and returns to London splendidly equipped to further develop the business which he controls with such distinction.

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 keep "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.

One beauty of taking your customer's \$200 for a Columbia Grafonola "Regent" is that he immediately starts in "rooting" for you. He gets his money's worth with interest and dividends.



Columbia Phonograph Co., Tribune Building, New York.

VICTOR FACTORY EXPANSION.

Six-Story Building Ready for Occupancy and Erection to Cabinet Factory Progressing Rapidly—Demand Keeps Pace with Increased Facilities—Other News of Interest from Camden.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 9, 1910.

The big six-story machine factory of the Victor Talking Machine Co., Camden, N. J., is practically ready for occupancy, and an excellent view appears in the accompanying cut, showing the extension to their recently completed cabinet



EXTENSION TO NEW VICTOR CABINET FACTORY.

factory. This extension will add 65 feet to the depth of this building, and as soon as this extension is run up to the height of four stories two more stories will be added to the whole, making this immense cabinet factory six stories high, and practically doubling their but recently tripled capacity.

On January 1 when the company saw the completion of their new cabinet factory they thought that at last they had capacity equal to any demand; but the idea didn't last long—this immense up-to-date cabinet factory is too small—so they are adding 65 feet and running it right back to and against the dry kilns. If that isn't capacity enough they will build more cabinet factories. The company are also putting three more stories on top of the executive and laboratory building, which will give three whole floors to the recording laboratory and provides two more floors to house various executive departments.

Orders continue greatly in excess of the company's capacity, and they frankly say: "We cannot at this time see how it is going to be possible for us to fill more than a percentage of our orders before the holidays. Of course, we have looked for a lull in orders during the summer

months, but up to the present time there seems to be no indication of any let-up; in fact, we

Clarke, while here, expressed his wonder at the Victor Co.'s immense growth and completed arrangements for an increased supply of machines for the European market.

Leon F. Douglass, chairman of the board of directors of the Victor Co., is on a visit to the Victor factory, having arrived June 1. It is needless to say that he was royally welcomed and has been busily occupied in consultation with various committees, giving his views and observations as noted from a distance. Mr. Douglass will remain about two weeks.

A. G. McCarthy, treasurer of Sherman, Clay & Co., San Francisco, who is in the East on his wedding tour, is taking in a little busi-

ONE OF THE SIX FLOORS IN THE VICTOR MACHINE FACTORY.

ness on the side and is at present a visitor to the Victor factory. He is more than elated with their splendid Victor business and has placed with the company enormous orders. Here is a little memoranda that Mr. McCarthy received:

"Jack Johnson, the prizefighter, is now in the London, Eng., with store buying records, and more than 400 people are now in front of Sherman, Clay & Co.'s, waiting for him to come down to his auto. He is as proud as a peacock over the Victor, and says it is the biggest pleasure they have at their training camp."

are booking orders today that remind us very much of the holidays." Alfred Clarke, managing director of the Gramophone Co., of London, Eng., with Mrs. Clarke, after a month's visit to the Victor factory, sailed on the "Kaiser Wilhelm II." on June 7. Mr.

THORN NEEDLES and HOLDERS Give Satisfaction

THE DEALER WHO SELLS THEM CAN TELL YOU

Put in a stock of Thorn Needles and Holders and give them a THOROUGH try-out with your trade. You will be as surprised with the results as other dealers all over the country who have taken the time to demonstrate them.

YOUR TRADE WANT THEM BECAUSE THEY ARE
Easy to Handle **Each Needle Plays Several Records**
No Scratching **No Change in Reproducer**
No Wear Upon the Record

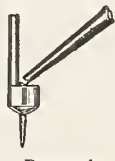
THORN NEEDLES, Boxes of 100, RETAIL 35 CENTS
 THORN NEEDLE HOLDERS, - EACH 25 CENTS
 Liberal Discounts to the Trade

Send 35c. in stamps for sample box of 100 Thorn Needles and Thorn Needle Holder.
 We Sell Millions of Them at Retail. So Can You. Send for a Supply To-day. Don't Put It Off.
 DO IT NOW.

J. W. JENKINS' SONS MUSIC CO.

VICTOR TALKING MACHINE DISTRIBUTORS

KANSAS CITY, MO.



Patented

DEALERS' ASSOCIATION MEETS.

Regular Session Held June 8—Membership Growing—Talks on Trade Methods—Resolution Passed Asking for Larger Price on Outfits Sold on Instalments with Discount for Cash Buyers—Dealers to Confer with Jobbers at Atlantic City.

The Eastern States Talking Machine Dealers' Association held their regular quarterly meeting at the New Grand Hotel, New York, on Wednesday, June 8, with about two dozen dealers in attendance, several new members being added to the rolls. Much was accomplished at the meeting that should prove to the benefit of the trade at an early date.

In response to the invitation of President Storek, M. A. Carpell made an interesting address wherein he pointed the advantages derived by the talking machine dealer from the selling of cabinets and how their sale materially increased the record business of the dealer and their possession kept alive the interest of the owner in the machine.

Chas. A. Laureigh, of Orange, N. J., a member of the association, gave an interesting talk on business methods and had some excellent advice to offer the dealers as a result of his own experiences in the business. He laid particular stress upon the importance of a complete and well kept stock and the necessity of the dealer keeping wide awake.

R. Montalvo, a young and very successful dealer of New Brunswick, N. J., next told the secret of his success, which was persistent and forceful publicity, with a generous use of newspaper space.

A resolution was here introduced and passed, asking the manufacturers to devise some means for increasing the price of outfits sold on the instalment plan, over the set cash price and thereby offering an inducement to cash buyers. While no plan was definitely decided upon it was suggested that a straight advance on list prices to cover instalment sales with a prescribed discount for cash was the best solution of the problem. In the arguments bitter attacks were made by the dealers upon the department store methods of handling instalment sales, with from ten to twenty months to pay for the outfit at the list prices.

President Storek suggested that the factories be requested to have men thoroughly familiar with the line and with the latest selling methods visit the dealers and look into their business and methods and make suggestions tending toward increasing their sales. It was pointed out that the improvement in the dealers' business would result in an increased volume of orders for the jobber and the manufacturer of sufficient amount to well repay the latter for the sending out of the representative.

A letter was received from the secretary of the National Association of Talking Machine Jobbers inviting a committee from the dealers' association to visit Atlantic City during the convention next month and confer with the jobbers regarding matters of mutual interest. As several members of the latter association had planned to visit Atlantic City at that time of their own volition they were appointed on the committee and will serve the association without expense to that body. One of the subjects to be introduced at the conference by the dealers will be the advisability of having a better adjustment of the opening dates for Edison and Victor records, either to have them come together or further apart than at present. Reduced freight bills and greater conveniences in handling are given as the reasons for desiring the change.

All the business of the meeting was confined to one session thereby saving much time for those in attendance.

Saul Birns, who also has a store at 77 Second avenue, on June 1 opened another place at 27 East Fourteenth street, New York. His new establishment is elegantly fitted up, and his Victor sign outside is of striking design.

TRADE IN THE MONUMENTAL CITY.

Sales During May of Excellent Volume—Summer Dulness Not in Sight—McAllister's Victor Trade—Eisenbrandt Sons to Move—Sanders & Stayman Enlarge Talking Department—Other News of Interest.

(Special to the Talking Machine World.)

Baltimore, Md., June 6, 1910.

Statements by the various dealers covering the month of May would indicate that conditions have been very favorable for the trade. Contrary to expectations, the summer dulness has not yet struck the dealers, that is, the majority of them. This is probably due to the fact that the weather conditions have been unusual, in that cool weather has prevailed right along and has tempted the shoppers to be out in force just the same as during the busy times of the winter months.

William McCallister & Sons, Baltimore street, near Howard, are having fine results with the various styles of Victors. Their success, in fact, has been such that they have established several new agencies in east and southeast Baltimore. The demands in those sections for these popular instruments have come in so strong recently that the firm found it necessary to put on these new agencies in order to properly handle the increasing demands on the trade.

H. R. Eisenbrandt Sons, Charles and Lexington streets, who run a big line of Victors, have big signs in front of their business establishment announcing that they will move to their new and more spacious quarters on North Howard street, near Saratoga street, just as soon as the new building is completed. Work on the new establishment is progressing rapidly.

Ademor N. Petit, 318 North Howard street, who has conducted the talking machine business for a number of years in this city, is busy with the retiring sale which has been in progress for the past several weeks.

Sanders & Stayman have had such success with their vast lines of Columbias and Victors that they have found it necessary to extend their talking machine department on the fifth floor of their store at the southeast corner of Charles and Fayette streets. While the business was formerly confined to one room, where the records were stored and the sales transacted, the latest move of the firm changes all of this. Manager Albert Bowden has the records and machines in one huge storeroom, while the addition consists of a spacious sales department and music

room. Business for the month, according to Mr. Bowden, has been excellent.

Morris Silverstein is now connected with the talking machine department of Cohen & Hughes, who handle the Victor and Edison lines. Mr. Silverstein first came here from Louisville, where he was manager for the Columbia Phonograph Co., to take charge of the company's local store. He later changed and went into business on his own account with a line of Victors and Columbias on Howard street, near Lexington. He relinquished this to accept his present position with Cohen & Hughes.

Manager T. Allan Laurie, of the local store of the Columbia Phonograph Co., states that as a result of the splendid display made by the Columbia Co. at Richmond many of the piano dealers have been convinced that there is a larger field for talking machines and he believes that the result will be the establishment of many more Columbia agencies in the Southern States, controlled by the Baltimore office.

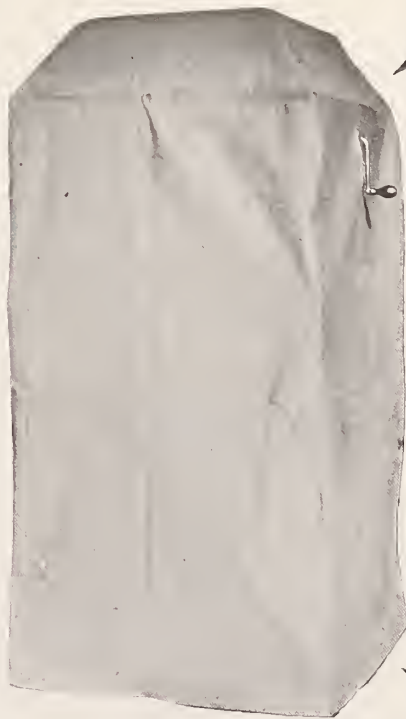
William Reiser, formerly of A. N. Petit Co., who are about to retire from the local field, has been placed in charge of the retail department of E. F. Droop & Sons Co. by Manager Roberts. Droops handle the Victor and Edison and report that the month has started in with good indications for a nice summer business.

Cohen & Hughes have rearranged the front part of the first floor of their store for the sales department for talking machines. This works to better advantage than the former arrangement of having this department on the second floor. The storeroom will remain on the second floor. Manager Grottendick reports that the month has shown up well.

LIPMAN KAISER'S VACATION.

Lipman Kaiser, director of the talking machine department of the S. B. Davega Co., New York, starts on a month's vacation to Belgrade, Me., on June 30. A cottage has been rented, and he will be accompanied by Mrs. Kaiser. As Belgrade is in the lake region of Maine, Mr. Kaiser will do a lot of fishing and boating, and on his return it will be strange if not a few fish stories will be in order. The business of the S. B. Davega Co. is running 25 per cent. better than last year.

The Columbia Phonograph Co. are already receiving orders for the Grafonola Mignon from dealers who saw it at Richmond, Va. A description of the machine was mailed to all Columbia dealers.



This is Our
Victrola Protector

For Victrola XII and Amberolas also

☐ Every high-class machine on your floor should have a protector. It insures them from injury, dust and dampness.

☐ Most of your customers use their machines on their verandas, yachts, etc., during the summer; where they are exposed to the weather. You can make good profits and pleased customers by selling them protectors.

☐ Write us NOW for samples of materials, prices, etc.

S. B. DAVEGA CO.
126 University Place
New York City

ENJOINS ANOTHER PRICE CUTTER.

The National Phonograph Co. Secure an Order Enjoining David Reinhorn from Selling Edison Phonographs and Records Below Price—Extracts from the Judge's Order.

Below appears in part an order recently issued in the United States Circuit Court for the District of New Jersey, providing for the issuance of an injunction enjoining and restraining David Reinhorn, of 91 Springfield avenue, Newark, N. J., from disposing of Edison phonographs, reproducers and records, covered by the three patents in suit, at prices less than those prescribed by the National Phonograph Co. The preliminary injunction, filed May 31, dwells particularly on the sale of second-hand goods that may have been acquired from private owners of phonographs. The substantial portion of Judge Rellstab's order follows:

ORDERED, ADJUDGED and DECREED, that a preliminary injunction issue enjoining and restraining the said defendant, David Reinhorn and his associates, agents and employees and all persons acting under his control or in privity with him, pending the cause and until the further order of the Court, from in any way interfering with the carrying out of the selling license system of the complainant, National Phonograph Co., and from soliciting or procuring or aiding in any way in the violation of any of the provisions of any and all license agreements between the complainant and its jobbers and dealers; and from soliciting, obtaining and procuring any of the authorized jobbers and dealers of the complainant, to sell to him any Edison phonographs or any Edison reproducers at less than the list prices prescribed by the complainant, and any Edison Standard Records at less than 35 cents each, or any Edison Amberol records at less than 50 cents each.

Also from soliciting, aiding, obtaining, or procuring any users or members of the public who have previously purchased the said Edison records in cartons bearing the printed notices of restrictions imposed on the use and sale thereof by the complainant, and subject to the restrictions of the said notices to sell the said Edison records to defendant at second-hand at prices less than those named in said restriction notices, namely, 35 cents each for Edison Standard records, and 50 cents each for Edison Amberol records, or to violate in any wise any of the said restrictions in said notices contained; and from selling or causing to be sold any Edison phonographs or Edison reproducers at less than the list prices prescribed by complainant. . . . in violation of the provisions of the jobbers and dealers' license agreements, which are in evidence, and from directly or indirectly using or causing to be used, selling or causing to be sold, any apparatus, articles or devices embodying, operating or constructed in accordance with the inventions and improvements in said Letters Patent Nos. 744,266, 782,375 and 798,478, without the license and consent of complainants thereto.

Many an employe nurses his job so faithfully that he finally puts it to sleep.

A JULY 4TH WINDOW DISPLAY.

Victor Talking Machine Co. Take Advantage of Crusade for Safe and Sane Celebration to Prepare Handsome and Timely Window Display for Dealers.

Taking advantage of the present crusade all over the country for a safe and sane Fourth of July celebration, the Victor Talking Machine Co.

of the accompanying interesting illustration.

On the large shield hung in the center between the two American flags appears the following:

"On the Glorious old Fourth bombard your friends and neighbors with patriotic music from the cannon horn of your Victor. They'll enjoy it immensely—and so will you. We'll be glad to furnish the ammunition by supplying all Victor records you may wish. Come in and let us fire off a few records for you now."



THE VICTOR JULY 4TH WINDOW.

have had prepared for the use of their dealers an elaborate window display of a nature to attract the attention of everyone who passes a window in which it is shown, and an excellent idea of the arrangement may be obtained from a perusal

The little girl has a canteen hung from her shoulder bearing the words: "I bought Victor records instead of fireworks." The knapsack bears the "ammunition" in the form of a selected list of patriotic records suitable for the occasion, while the six records piled up cannon fashion also represent patriotic airs.

The drum resting beneath the knapsack bears strong copy on its head showing that "You can face the music on the Victor in perfect safety and still celebrate the Fourth in the most inspiring and patriotic way." The display is brilliantly colored and should prove a business boomer for those dealers who use it in its entirety or in part. It is one of the most effective window displays prepared by Ellis Hansen and should be used by every "live" dealer.

THE BURCHARD NEEDLES.

The Quality Features of the Needles Made by F. R. Reingruber of Schwabach, Bavaria, Brought to Attention.

The needle question is always an interesting one to dealers and some very pertinent remarks on this subject are contained in the volume devoted to the Burchard needles issued by F. R. Reingruber, Schwabach, Bavaria, Germany, whose advertisement appears elsewhere. In this booklet he emphasizes the quality value of the Burchard needles, and the fact that a varied series are turned out to suit all styles of playing, moreover, that they move noiselessly over the disc, and can be used several times. The process of manufacture is explained and illustrated in detail, and information of value is conveyed which should interest dealers and the trade generally. Emphasis is placed upon the quality of material used in these needles.

Here is the Opportunity of a Lifetime

For every Edison dealer in a city or town of any size where considerable business correspondence is carried on—in handling

The Edison Business Phonograph

While the business man enjoys the Phonograph in his home he needs the Business Phonograph in his business—because it cuts the cost of letter writing in two, enables him to turn out twice as much work as formerly and yet double the amount of efficiency out of every employe on his correspondence staff.

The whole business field is your territory, the opportunity is limitless, the profits are generous and there is not enough competition to shake a stick at. The surface has not even been scratched. Get in while the game is young. Write us for full particulars to-day.

The Edison Business Phonograph Company, 207 Lakeside Ave., Orange, N. J.

No man is going to let a \$200 musical instrument stand idle. He is a record buyer from the first and continually. Every Columbia Grafonola you sell is Money in the Bank.



Columbia Phonograph Co., Tribune Building, New York.

BOSTON'S BUDGET OF NEWS.

June's Favorable Outlook—Eastern Co.'s Good Report—Constantino's Gift of Graphophone—E. T. M. Co.'s Field Day—Summer Closing Plans—Anent the Conclave Co.—Atkinson Installs Talker Department—Many New Dealers Recorded—Healthy Conditions Prevail.

(Special to The Talking Machine World.)

Boston, Mass., June 8, 1910.

June opened magnificently from a talking machine standpoint. While there was not much life to the May volume, still it was of sufficient importance to show that business was simply "quiet" and not due to any particular disturbing elements. That is a condition that is expected every year at that time. The first week in June consisted of only five days, but the total business, both wholesale and retail, was very large. A rush of summer business—machines and records for summer cottages, camps, hotels and clubs—was the real cause of the activity, and if the demand continues at the same pace, it will create a record month for June.

E. F. Taft, secretary and general manager of the Eastern Talking Machine Co., Victor and Edison jobbers, reports the closing of a very successful five months' business to June 1—a trade that is way ahead of last year's similar period. This total is made up of the higher priced machines and records, which conclusively proves that the public, as the final distributing element, is recognizing the advantage of purchasing talking machines of the highest quality. Anent collections, Mr. Taft said they were good as a whole, taking in wholesale and retail ends, but as customary with every business, there are always some who need more of the "Please remit" than others. Mr. Taft is planning to attend the national convention, where he is always a popular figure.

Arthur Erisman, Boston manager of the Columbia Phonograph Co., recently received the following letter from William O. Mann, superintendent of the Massachusetts Homeopathic Hospital: "I am pleased to inform you that the graphophone which was presented to this hospital some time ago by Mr. Constantino, has been a source of great pleasure to the patients. It has been the means of their passing many pleasant hours which otherwise would have been dull and tiresome." The presentation of the Columbia Grafonola by Constantino has already appeared in these columns, so it is interesting to note the joys that have been reaped by its presence. Mr. Erisman will spend a few days at Atlantic City, following the convention proceedings.

The usual air of activity was witnessed on The World correspondent's usual trip to the huge Victor emporium of M. Steinert & Sons Co. Nearly all the sound-proof booths were filled with prospective retail customers listening to the strains of the Victor, while the activity in the wholesale line was attested to by the bustle in the shipping rooms and the energetic work of the clerical force. Herbert L. Royer, manager, classifies trade as "excellent," indirect-

ly bearing out what could be seen at a glance. The following brief dialogue is expected to occur on the first day of the convention: Question: "Mr. Royer?" Answer: "Present!"

The E. T. M. Co. Associated held their final meeting for the fiscal year the last of May. Secretary S. J. Freeman said the association had accomplished a great deal which could not be secured individually. The summary of the work was read, and it brought forth many interesting figures. The next meeting will occur in September.

It was voted at the last meeting to hold an "E. T. M." Field Day, probably at Providence, R. I., on June 17. A. W. Chamberlain has the entertainment problem under consideration, and there will be lots of it—entertainment. "The main attraction" will be a ball game between the "Victors" and the "Edisons," composed of the following teams: Victors, S. H. Brown, captain; M. L. Read, Joseph Price, Robert McCourt, John McLaughlin, Harry Caddigan, Joseph Greene, Stephen Lamont, Edw. Wilkinson; Edisons, A. W. Chamberlain, captain, W. J. Fitzgerald, Edw. Welch, Fred Finn, B. F. Reardon, J. Spillane, C. J. Aurbach, Thomas Murphy, George Reece. General Manager E. F. Taft refuses to serve as umpire because of the excessive risk of personal violence, so here's a chance for someone like Eva Tanguay (who doesn't care.) The writer has received a "straight tip" to place his change on the Edisons.

J. V. Gately, of Maynard, Mass., recently added the Columbia line of machines, securing the exclusive representation at that point.

The Atkinson Furniture Co., Tremont and Eliot streets, Boston, have installed a talking machine department, managed by L. F. Lambert, assisted by F. A. Lambert. They handle Edison and Victor instruments. L. F. Lambert says a vigorous advertising campaign will be planned to capture the fall trade.

One of the big talking machine concerns on the north side of the city is the Tosi Music Co., who sell the three big lines, Columbia, Edison and Victor. They sell a great many of the high price operatic records in Italian.

Perhaps the youngest dealer in the city is Harry Rosen, of School street. Mr. Rosen has been in business for a number of years, has a good following of the best trade, compact, sound-proof display rooms adjoining his main warehouse, and taking it all and all, transacts a fine talking machine business.

"Chargogagoggmancauggagoggchaubungaungamaugg" is not the name of a new machine, needle or record. It's simply the short name of the lake, on the shores of which Henry L. Winkleman, manager of the Victor talking machine department of the Oliver Ditson Co., plans

to spend his vacation. This wonderful lake is in Webster, Mass. Mr. Winkleman reports a continuance of the gratifying Victor business which the Ditson Co. execute from month to month.

One of the Massachusetts dealers who has secured the Columbia agency is D. J. Barnicle, of South Framingham, taking it as an exclusive proposition.

In the accompanying illustration is seen what can be accomplished by inventive genius. The "genius" is W. J. Fitzgerald, and that he



EASTERN TALKING MACHINE CO.'S SPECIAL WINDOW. showed admirable judgment in the decorative scheme is best vouchsafed by the throngs of people who admired the display daily. The lady wears an operatic gown, and the scene shows her playing a Victrola after she has attended the opera. She also has that Victor-smile that always appears soon after the first few notes of music are heard, meaning "it's just like the opera." Good work, Fitz, keep it up!

C. B. Thompson has resigned his position of manager of the talking machine department of the Henry Siegel Co. He is at present considering several propositions.

In Foxboro, Mass., J. William Gove has undertaken the promotion of the Columbia goods exclusively. A good-sized initial order signalizes the movement.

The Edison "Special Summer Service" of the Boston Cycle & Sundry Co. is going along extensively with this company, according to Charles R. Cooper, general manager. He also paid the advertising merits of The World a flattering testimonial, saying he had a number of inquiries from his small advertisement in the last issue. "One of the features of last month's trade," Mr. Cooper added, "was the exceptional demand for Edison Amberol attachments, which stimulated business considerably."

F. S. Boyd, manager of the Iver-Johnson Co.'s

talking machine department, is another member of the trade to attest the rush in the Amberol attachments for Edison machines, as well as general retail business. Mr. Boyd expects to spend his vacation in Maine.

The big jobbing houses of the Eastern Talking Machine Co. (Victor and Edison machines) have agreed to close Saturday afternoons at 1 o'clock during July and August, so the boys will get an opportunity to commune with nature quite a lot this summer. The Oliver Ditson Co. will, as in years past, be closed during that period, and this policy will undoubtedly be followed by the other jobbing houses in the city.

Manager Childs of the recording department of the Victor Talking Machine Co. was in Boston recently for the purpose of arranging with several artists for the recording of a number of Neapolitan songs in Italian, the larger number of which will be double-faced.

Edison Triumph Machine No. 55324, which was secured from the ruins of the Chelsea fire several years ago, is still occupying a niche of fame at the talking machine department of the Houghton & Dutton Co. The only missing parts are the brass gears and the reproducer, which speaks decidedly well for the sound construction of Edison machines. Other instruments in this conflagration, including pianos, were totally destroyed. Wm. F. Howes, manager of this department, speaks encouragingly of business conditions with the three lines which they handle: Columbia, Edison and Victor.

R. J. Costa & Bro., Fall River, Mass., are now full-fledged Columbia representatives, having booked that agency recently under the "exclusive" stipulation.

Here's a sales stimulator of the first water that is being promoted by the C. E. Osgood Co., under the able direction of Manager Sylvester. It's a "Record Club" with an initiation fee of 65 cents to pay for a double-face Columbia record, and if you keep up the dues of buying a similar priced record each week for 12 weeks, you are presented with a golden oak cabinet of a late design with a capacity of 75 records. If you miss a week, you miss the cabinet, as you must buy each week for 12 weeks. 'Tis quite a novel scheme to "keep 'em coming," and there's no telling what additional sales can be made by seeing a customer 12 weeks in succession.

Racicot Bros., the big furniture installment house of Webster, Mass., celebrated the securing of the Columbia repertoire of machine by an

initial order embracing the complete line of goods.

Harry L. Tilton, president of the National Sportsman, Inc., 75 Federal street, this city, says they are planning to devote considerable energy toward furthering talking machine sales in the near future. This concern are exclusive Columbia dealers.

Victor manager S. J. Freeman and Edison "Overseer" A. W. Chamberlain of the Eastern Talking Machine Co., are about even in their claims for a good staple May-June volume of business. Both these gentlemen are adepts in their station, and there is considerable good-natured "rivalry" as to the "bigness" of sales.

The Conclave Phonograph Co., operated by Samuel Katz, recently opened talking machine warerooms at 199 Tremont street, this city, handling the Victor, Edison and Columbia products. This house also controls stores on Portland Street and Staniford street. It is learned to-day that the National Phonograph Co. have requested the foregoing concern to withdraw Edison machines from exhibition and sale. The Victor Talking Machine Co. have also done likewise, and what will be done if these requests are not complied with is a matter of conjecture. The home companies claim that the present area is now well represented, as they even turned down the proposition of a well-known jobber recently, who wished to invade the same spot.

JUST A "TIP" FROM LONDON.

Seventeen Public Parks to be Supplied with Talking Machine Concerts—What Are Our Dealers Doing Along These Lines—Isn't It Time to "Wake Up" and Get to Work.

The London City Council have made arrangements to give talking machine concerts in seventeen parks in London during the summer months. The season opened late in May and will close late in August.

Isn't this a tip for talking machine jobbers and dealers in this country to wake up? How much more effective a first class talking machine with a repertoire of first class records would be in supplying music for the parks than a poor band. There is no reason why every town and village should not have popular talking machine concerts during the summer if the dealer only becomes alive to his opportunities and goes after the town officials. If the talking machine is good enough for the parks in the capital of Eng-

land it should be good enough for the parks in this country.

CONDITIONS IN GERMANY.

Keen Competition and Low Prices Helped to Keep the Talking Machine Business in Bad Shape Last Year—Larger Concerns Benefitted—Export Trade Better Than Domestic—Decided Improvement in Business Reported This Year.

(Special to The Talking Machine World.)

Berlin, Germany, June 2, 1910.

While conditions in the talking machine trade in this country show a decided improvement as compared with last year, yet the market, viewed as a whole for the past year, was anything but satisfactory. Keen competition among a number of large firms forced the prices down considerably. The low prices which prevailed, in spite of extended credit allowed for larger orders, made it extremely difficult for the medium-sized and smaller firms to compete with any chance of success. Consequently the business done was confined to a few large firms, and considerable increases in their turn-overs are to be reported. The remaining factories, on the other hand, either made no progress or even, fell below their standard of the previous year.

Conditions in the export trade were somewhat better. Taken altogether there was a noticeable increase in exports. Russia and Austria were the principal buyers. The exports to France and Switzerland show a great falling off, but Central and South America, India and the Dutch East Indies show a gratifying increase in their imports of German talking machines. Export prices have also ruled much lower, in spite of the demand for better quality. The German manufacturers have endeavored to keep pace with the requirements in this latter respect. The machines have been greatly improved, as compared with those of earlier date, and there are everywhere signs of unflagging efforts to perfect them. Manufacturers endeavor to cover the extra expense incurred in this way by improved and cheapened means of production.

Conditions were favorable to the manufacture of discs and records. Shellac, the most important raw material used in the manufacture of discs, was obtainable at fair prices, in contradistinction to former years, when the trade had to reckon with very high prices for this commodity—often more than double the present figure. As regards other raw materials, there was a sufficient supply and prices were normal.

In Germany for the greater part of the year the demand for discs and records was slack. The export trade also shows a falling off. In spite of this a number of the larger manufacturers show an increase in business, whereas other firms, successful in the past, were forced to witness a large decrease in their turn-over. This state of affairs is partly attributed to Austrian competition. Numerous German firms, which were formerly exporters to Austria, have established themselves in that country and manufacture there, because the Austrian duty on these articles precludes the possibility of exporting German discs and records to the market.

BLANCHE RING SIGNS CONTRACT.

Blanche Ring, the great favorite in light opera and comedy fields, has signed a three years' contract to make talking machine records for the Victor Talking Machine Co.

CAVALIERI POSTERS ADMIRER.

The colored posters of Lena Cavalieri, sent the trade by the Columbia Phonograph Co., general, are spoken of in the most enthusiastic way for their beauty of coloring and artistic design.

You won't sell any goods to the people who don't come into the store. Study constantly how to get more people into the store and sales will surely come later.

THE SENECA

Here's the new disc rack equipped with board shelving.

Openings are 3 inches wide, over double the width of our other disc racks.

It is 46 inches wide and 51 inches high. Four shelves for 10-inch discs. One for 12-inch.

Finish in bright or dull copper.

Price is \$14.00, envelopes not included.

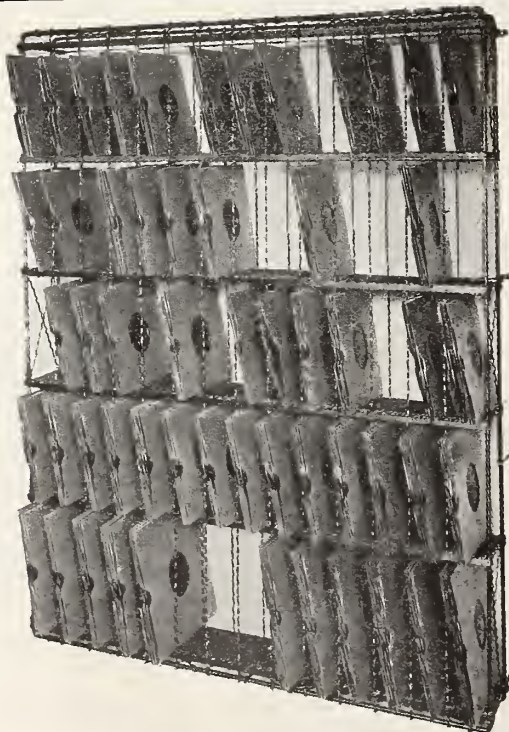
"The Heise System" of wire racks is the "last word" in stock carrying systems.

ORDER NOW

SYRACUSE WIRE WORKS

R. S. Williams & Sons Co., TORONTO AND WINNIPEG
Canadian Representatives

SYRACUSE, N. Y.



Ho for the Jobbers Convention!

The National Association of Talking Machine Jobbers Will Convene at Atlantic City July 5th to 9th—The Gathering Promises to be the Most Notable One in Talking Machine History as Indications Now Point to a Larger Attendance Than Any Previous Year—Secretary J. C. Roush is Doing Great Work to Stimulate Interest in the Organization—Every Jobber Should be Present Either in Person or Through Representatives—Prominent Members of the Industry Will Attend and the Success of the Meet is Assured.

Talking machine jobbers are now preparing for the big convention at Atlantic City next month. It will commence on July 5 and members who desire to spend a few days at the sea shore will probably take this occasion to pass the national holiday at the famous resort where they will be swept by ocean breezes.

period of the association's existence that it is now one of the great factors of the talking machine world.

"A membership is doubly important because the policy of the association does not, in any sense of the word, savor in the least of a 'club,' a weapon against others. It has, maintains and

caters to the good will of all talking machine merchants and talking machine companies alike. Its purpose is to secure business relations and procedures directly to the better interests of the jobber; settle all trade differences, eliminate lost motion and facilitate transactions by the friendly exchange of ideas and courteous arbitration.

"The greatest benefit derived from a membership in this association is from the particular feature of "delinquent reports." This, in itself, is worth more in dollars and cents than the annual dues amount to, which are only \$15. This report is compiled monthly from the individual reports which every jobber sends in. Semi-annually a complete report is issued in booklet form showing the exact condition of all questionable accounts as reported by all of the jobbers in the country. This information is far better than any credit agency, for it is right up to the minute and gives specific and detailed information of all irregularities; shows when an account first becomes 'slow,' when it is beginning to 'go wrong.' Furthermore, with the utmost fairness, it reinstates immediately the merchant who has previously been listed as irregular or worse and places him again in favor.

"Among other things the association has brought about the abolishment of express shipments on new monthly records.



JOBBERS PHOTOGRAPHED IN FRONT OF THE CHALFONTE, JULY, 1909.

During a chat with J. C. Roush, secretary of the National Talking Machine Jobbers' Association, he stated that the attendance promises to be unusually large. A great many jobbers East and West have signified their intention to be present and participate in convention work.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, has secured special railroad rates. The cost from Chicago to Atlantic City and return will be but \$26.

Aside from the business session, which will be of unusual interest, there will be fun as well, for a baseball game is planned between the eastern and western jobbers. There will be lots of fun as well as serious business talk.

The organization is in splendid working order and in a recent communication, in which he sets forth some advantages of the association, Secretary Roush says:

"The purpose of the organization is for direct and mutual benefit of the talking machine jobber. So much has been accomplished within the short



BANQUET OF THE JOBBERS' ASSOCIATION AT THE SHELBOURNE, JULY, 1909.



JOBBERS AS GUESTS OF THE NATIONAL CO. AT THE ESSEX COUNTY CLUB, JULY, 1909.

"Has done away with indiscriminate price cutting on various items.

"Has succeeded in adjusting irregularities in shipments from the different factories, saving time, money, delays and unnecessary correspondence.

"Has protected the jobbing trade against retail buyers qualifying as dealers to obtain machines at wholesale prices.

"Engaged the attention and co-operation of the factories in many different trade matters, direct and indirect, prominent among which is a co-operation with insurance companies, facilitating an equitable adjustment of partial losses by fires and water and replacement of stocks.

"The association has done and is doing a lot of things.

"Belonging to the association is just like paying out a dollar to get ten. And that sounds pretty good to a talking machine jobber."

The jobbers' association is now well established

and has on its membership roll leading jobbers East and West.

The association has labored to bring about certain trade reforms which benefit dealers as well as jobbers.

It must be conceded by those who are familiar with the association work that it has accomplished a good deal for the betterment of the industry.

Special reports of State commissioners will be made regarding the association.

A complete list of the State commissioners comprises the following names:

State Commissioners, National Association.

- Maine—W. H. Ross & Son, Portland, Me.
 Vermont, New Hampshire, Massachusetts—E. F. Taft, Eastern Talking Machine, Boston, Mass.
 New York—Max Landay, Landay Bros., New York City.
 Connecticut—Mr. Silverman, Pardee-Ellenberger Co., New Haven, Conn.
 New Jersey—Edisonia Co., Newark, N. J.
 Pennsylvania—Dan O'Neil, C. J. Heppe Co., Philadelphia, Pa.; J. Fisher, C. C. Mellor Co., Pittsburg, Pa.
 Maryland, Virginia—Carl Droop, E. F. Droop & Sons, Washington, D. C.
 Ohio—Thos. Towell, Eclipse Musical Co., Cleveland, O.
 North Carolina, Kentucky—Montenegro-Reihm Co., Louisville, Ky.
 Georgia, Florida—Ben Lee Crew, Phillips & Crew, Atlanta, Ga.
 Alabama, Tennessee—W. H. Reynolds, Mobile, Ala.
 Indiana—C. C. Koehring Bros., Indianapolis, Ind.
 Illinois—L. C. Wiswell, Lyon & Healy, Chicago.
 Michigan—Max Shaffenberg, Grinnell Bros., Detroit, Mich.
 Wisconsin—Lawrence McGreal, Milwaukee, Wis.
 Minnesota—Lawrence Lucker, Minneapolis, Minn.
 Iowa—H. H. Blish, Harger & Blish, Des Moines, Ia.
 Missouri, Arkansas—Burton Pierce, Jenkins Sons Music Co., Kansas City, Mo.
 Louisiana—National Automatic Fire Alarm Co., New Orleans.
 Texas, Oklahoma—Houston Phonograph Co., Houston, Tex.
 Nebraska, South Dakota—Ross P. Curtice Co., Lincoln, Neb.
 Montana—Montana Phonograph Co., Helena, Mont.

Colorado—Knight-Campbell Co., Denver, Colo.
 Utah—Consolidated Music Co., Salt Lake City, Utah.

California—Southern California Music Co., Los Angeles, Cal.

Oregon, Idaho—Mr. Graves, Graves Music Co., Portland, Ore.

Washington—Eiler Piano House, Spokane, Wash.

Committees on Convention.

Arrangement and reception committee—Lawrence Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; Frank Davison, Perry B. Whitsit Co., Columbus, O.; L. C. Wiswell, Lyon & Healy, Chicago, Ill.; Thos. Towell, Eclipse Musical Co., Cleveland, O.; Dan. O'Neil, C. J. Heppe & Son, Philadelphia, Pa.; Mr. Silverman, Pardee-Ellenberger, New Haven, Conn.; J. Fisher, C. C. Mellor Co., Pittsburg, Pa.; Geo. E. Mickels, Nebraska Cycle Co., Lincoln, Neb.; W. H. Reynolds, Mobile, Ala.; Ben Lee Crew, Phillips & Crew Co., Atlanta, Ga.

Arrangement committee—Lawrence Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; L. C. Wiswell, Lyon & Healy, Chicago, Ill.; Frank Davison, Perry B. Whitsit Co., Columbus, O.; Thos. Towell, Eclipse Musical Co., Cleveland, O.; Dan O'Neil, C. J. Heppe Co., Philadelphia, Pa.

Hotel Rates for the Convention.

One person in single room without private bath, \$3.50 and \$4 per day.

Two persons in double room, two single beds, without private bath, \$6, \$7 and \$8 per day.

One person in double room with private bath, \$6 per day.

Two persons in double room with private bath, \$10 per day.

Two persons in extra large front corner room, with private bath, \$12 per day.

ALL ABOARD FOR ATLANTIC CITY.

Every Detail Arranged for Jobbers Attending—Are You Ready?

As this is the last issue of The World before the coming jobbers' convention at Atlantic City, July 5, 6 and 7, J. Newcomb Blackman, chairman of the press committee, calls attention to the importance of attendance as follows:

To Fellow Jobbers—Mr. Roush, chairman of the committee of arrangements, has prepared a program which should certainly insure attendance from Portland, Me., to Oregon. Nobody can consistently excuse non-attendance through the lack of information. There is a business side

to the convention, which, aside from the enjoyable time, is worthy of your decision to come.

These yearly conventions are being hailed by both the factory representatives and the jobbers as the one best opportunity to get better acquainted and have a better understanding.

If you have some "good ideas" which you think will benefit the trade as a whole, by all means come and let them be known. On the other hand, if you have some "bad ideas" and do not recognize them as such, the Atlantic City convention is a good place to have the mind "broadened" and optimism "cultivated."

When you go home you may be so greatly enlightened as to the possibilities of the business that your enlightenment will produce for you prosperity directly traceable to what you have seen and heard by friendly contact with others who have chosen the talking machine business as their vocation.

Your fall campaign can best be arranged after you have visited, in July, the Victor and Edison factories and by observation and careful application to the situation as presented determine what seems to be the apparent situation this fall.

As to the pleasure of attendance, simply refer to the program as published by Chairman Roush of the arrangement committee.

Let's all go, and if you and your competitor have a "grouch" make this your opportunity to bury the hatchet, for friendly competition is the ideal kind and produces the best results. If you have decided to come won't you do your best to influence others?

Yours for the biggest convention yet,
 J. NEWCOMB BLACKMAN.

THE CONVENTION BASEBALL GAME.

Messrs. Dolbeer and Geissler Study the Rules—Both Nines in Training—What J. Newcomb Blackman, Chairman Press Committee and Captain Eastern Nine, Reports.

Captains Wiswell and Blackman, of the Western and Eastern nines, respectively, are in training and urging that the habits of their fellow team mates be limited to that entirely consistent with the proper physical condition befitting the important position of a member on either nine.

The recording laboratory representatives will preserve for future reference the decisions of the umpires, although there will be no appeals allowed and the moving picture department of the Edison Co. will reproduce true to life the energy of a talking machine jobber as introduced in a baseball game.

The members of the opposing nines will therefore arrange their movements to make as pleasing a production of the moving pictures as will uphold the dignity of such an important occasion.

In case some of the members do not "move fast" they will be "cut out," even though an "exchange" may result and a "scrap" follow.

The players will be required to bring their own gloves sufficiently padded to properly resist anything that may come their way and leave their hands clean.

Now play ball.

RECENTLY INCORPORATED.

The Medicophone Post-Graduate Co., New York, have incorporated with capital stock of \$200,000 to deal in and lease phonographs, moving picture machines, stereoscopes, etc.; lectures. Incorporators: J. C. Cameron, J. MacDonald and W. M. Brickner.

The Victor Film Service Co., Buffalo, N. Y., have incorporated with capital stock of \$25,000 for the purpose of manufacturing, publishing, importing and dealing in films, machines, mechanical musical instruments, etc. Incorporators—S. M. Klee, A. A. Schmidt and J. Ryan.

The Silas E. Pearsall Co., Newark, N. J., have incorporated with capital stock of \$30,000 for the purpose of manufacturing phonographs, talking machines, records, etc. Incorporators: Geo. L. Stillwell, Wm. H. Clemens and Chas. L. Levsen.

Purchase Quality Needles

BURCHARD needles naturally cost more than needles of an inferior quality, but they have advantages which will be plain to all.



They move noiselessly over the disc and each needle can be used at least six times. You can get more out of BURCHARD needles than any other on the market. Send for a sample order of these needles and you will use no others.

MANUFACTURED IN THREE STYLES



No. 1. For Soft Playing



No. 2. For Loud Playing



No. 3. For Strong Tone Music

Write for samples. We are prepared to arrange for sole sales agency in the United States. Write

F. R. REINGRUBER, SCHWABACH, BAVARIA, GERMANY

WOOKEY & CO. OPENING.

Well-Known Music House of Peoria, Ill., Hold Three-Day Reception—Draw Large Crowds—Handle Columbia and Victor Lines.

(Special to The Talking Machine World.)
Peoria, Ill., June 4, 1910.

Wookey & Co., the prominent piano and talking machine dealers of this city, held the formal opening of their new quarters at 320 to 322 South Adams street, on Thursday, Friday and Saturday of last week, and as the event was well advertised a large crowd was in attendance each day. The talking machine department of the store known as the "Bungalow" is said by many traveling men to be one of the most complete in the west and has a number of separate parlors fitted up in elegant style.

Wookey & Co. handle the complete Victor and Columbia lines of machines and records, and Roy J. Keith, a representative of the former company, was in attendance in order to demonstrate the musical qualities of the latest styles of Victrolas and the Auxetophone. On the whole Wookey & Co. may well feel proud of the success of their opening.

TALKER CHARMS LIZARDS.

Reptiles Lie for Hours Under Influence of Music from Machine at Picnic in California.

(Special to The Talking Machine World.)
St. Bernardino, Cal., June 2, 1910.

Charmed by the music from the talking machine of a picnic party, scores of lizards formed

VICTROLA RECITAL IN PATERSON.

Cleverly Arranged Program Given by Henry F. Hummer for the Woman's Society for Church Work of the Second Presbyterian Church.

Henry F. Hummer, Paterson, N. J., a Victor dealer on the staff of the New York Talking Machine Co., New York, is considered a man of versatility, resourcefulness and energy. In addition to doing a fine Victor business in his thriving city, and being a valued dealer of the

a circle about the instrument and for hours lay in silence as they listened to the notes of the "orchestra." The gathering of the reptiles for the concert took place in Cable canyon, where the children of the Devore school were picnicking with their parents and teacher, Miss Louise Oliver.

The strange actions of the lizards as they heard the music were watched with interest by the members of the party, which also included G. B. Oliver and Miss Ellen Oliver, of San Bernardino, who vouch for the story.

GRAPHOPHONE MUSIC OVER 'PHONE.

Novel Stunt Inaugurated in Connection with the Dinner of the Dallas Advertising League.

(Special to The Talking Machine World.)
Dallas, Tex., June 5, 1910.

At the dinner given by the Dallas Advertising League at the Oriental Hotel in this city on May 31, a novel feature of the gathering was the ingenious way music was supplied through the courtesy of Director Knight, of the Telephone Co., and Robt. R. Souders, local manager of the Columbia Phonograph Co. The graphophone was played in the showrooms at 315 Main street, and the music transmitted over the 'phone to the dining room, where it burst forth from the various horns distributed throughout the room. It was a very novel and clever stunt, and everyone voted it a great success. It was certainly the best kind of advertising for the Columbia manager and for the Telephone Co.

this line was in connection with the Woman's Society for Church Work of the Second Presbyterian Church, Paterson, shown in the accompanying photograph. The event occurred May 16, and it was voted that the friends of the society were given a rare treat in the program arranged by Mr. Hummer, which included Victrola records of Farrar, Caruso, Schumann-Heink, Homer, Melba, Mme. Gilibert, Journet, Farrar, Scotti, Paslo and Passari—the famous "Rigoletto" quartet and the "Lucia" sextette. Mr. Hummer furnished daintily printed copies of the program to the select audience, and the result



VICTROLA RECITAL IN SECOND PRESBYTERIAN CHURCH, PATERSON, N. J.

N. Y. T. M. Co., Mr. Hummer is fully alive to the talking machine situation, and is always ready to furnish a Victrola entertainment to lodges, churches or any similar gathering when the beautiful effects of the Victrola may be demonstrated and a few prospects gained.

One of Mr. Hummer's latest achievements in

has been the sale of several Victrolas since. The local papers gave Mr. Hummer full credit for his enterprise, and that leads to further business. Other Victor dealers could adopt this idea to advantage.

Jobbers will soon be "trekking" for Atlantic City.

Look for It

At the Chalfonte

During Period of
Jobbers' Convention

July 5th to 8th, 1910

Valiquet's new and perfected attachment for Talking Machines, is built with a sound-board in accordance with recognized principles. It replaces the horn, fits any machine and produces an improved and wonderful quality of tone. It adds 100 per cent. to value of vocal records. Equals tone quality of \$200 cabinet machines at fraction of cost.

A real improvement, original and successful, only 8x10 inches in size. In a variety of handsome designs. It is to the Jobber's and Dealer's own interest to inspect this new departure in tonal apparatus.

Exhibit to be in charge of L. P. Valiquet, Inventor and Patentee.

Orders taken for early delivery.

L. P. Valiquet
NEWARK, N. J.

The fact that Columbia Double-Disc Records unfailingly outwear any others is a thing your customers can't see or hear or feel when they buy—but it is a fact, and they are finding it out.



Columbia Phonograph Co., Tribune Building, New York.

WITH THE TRADE IN MILWAUKEE.

Retail Trade Satisfactory but Wholesale Might be Better—New Idea Cabinet Co. Incorporated with Capital Stock of \$25,000 to Manufacture New Idea Cabinet—New Department for Boston Store—Talking Machines for Schools—Edison Line with Ewen—National Co.'s Attachment Plan Pleases—McGreal on Business Tour—Kunde Concentrates Business—Other Items of Interest.

(Special to the Talking Machine World.)

Milwaukee, Wis., June 9, 1910.

After ruling rather quiet during the month of May the retail talking machine trade is beginning to show signs of genuine improvement, and it is expected that the total June business will be entirely satisfactory. One of the brightest features of the situation is the fact that collections are a little stronger than they have been of late. It has been a peculiar fact that while business in most lines in Milwaukee has been very good in the past few months, collections have been rather "tight."

Just as soon as weather conditions improve so that the summer resort season can make its appearance, another spurt in retail trade is expected. The present weather, which necessitates overcoats and coal fires, is far from being conducive to summer cottages and lake outings, and people are not quite ready to place orders for machines and records to be taken to their summer homes. Wisconsin is filled with summer resorts, and this phase of the business is all-important with the talking machine dealers of the State.

The wholesale business is not as satisfactory as it might be, although jobbers say that it is as good as it usually is at this season of the year, when country dealers are meeting with a slow business. Just as soon as the retail trade in the smaller towns about the State begins to show signs of improvement it is expected that the wholesale trade will return to the normal.

The New Idea Cabinet Co. will be incorporated at once in Milwaukee for the purpose of manufacturing the "New Idea" disc cabinet, invented by William Schmidt, traveling salesman for Lawrence McGreal. The capital stock of the company will be placed at \$25,000 and the incorporators are Lawrence McGreal, William Schmidt and A. H. Ellis, the latter a member of the Homecraft Furniture Co. The New Idea Cabinet Co. will open a new factory at Wauwatosa, a suburb of Milwaukee, and will install a complete new equipment of machinery. Work on the plant will begin at once, and it is expected that it will be ready for operation by July 1.

The "New Idea" cabinet will be featured by the company, although Homecraft, or "knock-down" furniture, will also be manufactured. "The 'New Idea' cabinet is proving to be decidedly popular with both the retail and wholesale trade," said Lawrence McGreal. "At the present time we have orders on hand for more than 200 cabinets. We expect to so equip our

new factory that we shall be able to turn out at least 200 cabinets each month."

Lawrence McGreal, Mrs. McGreal and Miss Gertrude Gannon, present owner of the McGreal retail store, will be in attendance at the coming convention of the National Talking Machine Jobbers' Association to be held at Atlantic City early in July.

The Boston Store, of Milwaukee, has moved the talking machine department into new, larger and more attractive quarters in conjunction with the piano department on the third floor. Within the past year the store has remodeled its piano department extensively, until now it ranks among the best in the city, so the talking machine department will be placed in good surroundings. Although in the past the talking machine department has been under the supervision of Manager Johnson, of the toy department, it is expected that it will now be largely under the direction of Manager Hessin, of the piano department.

Wisconsin has one enterprising public school superintendent who believes that the talking machine is the best medium for teaching his pupils good music. Superintendent H. C. Buell, of the Janesville schools, one of the best known educators in the State, and a former president of the Wisconsin State Teachers' Association, is giving a series of grand opera phonographic concerts in both high schools and ward schools of his city. These concerts take the place of the regular morning exercises, for a time at least, and are greatly enjoyed by the young people. The best grand opera records on the market have been collected by Superintendent Buell, and he is giving his pupils the opportunity of listening to the very best artists, supplemented by explanatory talks by the teachers in music.

George Ewen has secured the Edison agency at Rice Lake, Wis., and is now offering a full line of machines and records to his trade.

The new plan of the National Phonograph Co., which enables the purchaser of Amberola attachments to secure ten Amberola records, has been meeting with much favor all over the State, and many reports concerning the success of the plan have been arriving from various cities. The Zabrosky music store at De Pere seems to be experiencing an especially fine business in the Amberola line.

George Eicholz, Milwaukee north side dealer, will move his talking machine business to new, larger and more central quarters at the corner of Twelfth and Walnut streets.

Lawrence McGreal, Milwaukee talking machine jobber, is absent from Milwaukee on the annual trip of the Merchants and Manufacturers' Association. About fifty merchants are on this year's junket, traveling through South Dakota and northwestern Iowa, advertising Milwaukee and extending the city's trade. Mr. McGreal took a Victrola and an Amberola with him and is busily engaged in entertaining the party en route. Records will be made of the voices of the different members of the party, and upon the return the records will be presented to the Merchants and

Manufacturers' Association. Mr. McGreal has accompanied these annual trips of the association for several years and attributes the sale of many machines as a direct result.

Announcement has been made of the approaching marriage of William P. Hope, the popular Wisconsin and upper Michigan representative of the National Phonograph Co., to Miss Nellie Scott, of Marinette, Wis. The ceremony will take place at Marinette some time during June.

William A. Schmidt, traveling representative of the Lawrence McGreal Co., is on a successful business trip in southwestern and central Wisconsin.

F. B. Schneider, talking machine dealer of Watertown, Wis., was a recent Milwaukee visitor.

The Lawrence McGreals, the enterprising baseball team of which Lawrence McGreal is president, is still holding first place in the Milwaukee city league, and unless something unforeseen happens the team is expected to carry away the banner at the close of the season. Last year the team scored second place and the season before it landed third position, so Mr. McGreal feels confident that his team is due for first place this year.

A. G. Kunde, proprietor of the downtown Columbia store at 516 Grand avenue, has discontinued his branch store at 316 Fond du Lac avenue in order to devote all his energies to his main store. Mrs. Kunde, who was in charge of the Fond du Lac avenue establishment, will now aid her husband in the downtown store. "We are having a good run of business in all general lines," said A. G. Kunde. "The Columbia 'B11' style is selling especially well. We are beginning to experience quite a demand from the summer resort trade, despite the fact that it is a little early in the season."

J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co., reports some good sales of the Edison business phonograph.

CREATED NEW UNIVERSAL JOBBERS.

(Special to The Talking Machine World.)

Philadelphia, Pa., May 31, 1910.

J. A. Collins, who has been traveling the middle west for the Universal Talking Machine Manufacturing Co., manufacturers of the Zonophone line, of this city, recently returned to headquarters. He has been writing an excellent business and created a number of new jobbers and dealers. Mr. Collins was in New York, where he lives when off the road, last week. The company are busy in every department and, judging from the way orders are coming in, this will be their condition for some time to come.

SAMMARCO WITH VICTOR CO.

G. Mario Sammarco, the distinguished baritone of the Manhattan Opera House in New York, and Covent Garden, London, has been added to the list of artists exclusively controlled by the Victor Co.

QUAKER CITY GLEANINGS.

Cheery Reports from All Sections Regarding Business—Stock Being Ordered Early This Year to Provide for Fall Activity—Henderson Chats of Exhibition Results—Buehn & Bro. Represented in Tradesmen's Excursion—Philadelphia Trade at Jobbers' Convention—Penn Co.'s Good Report—Weymann & Son Double Business of Last Year—Victor Expansion—Other Items.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 6, 1910.

The general expression of opinion is that the May trade in talking machines was most satisfactory. All of the dealers report it to have been the best month of the year, and that it showed a gradual working upward from the very start, and the trade has entered June, the last month of the first half of the year, with only the most sanguine feeling as to the result of the year, that it will be the biggest in the history of the talking machine business in this city.

I have found no complaints whatever from any source. At the end of April there was some little complaint as to slowness of getting goods from the factories, but even this seems to have regulated itself, and shipments are coming through as fast as needed.

The Philadelphia dealers have not been buying stock very heavily, however, as they are anxious during the next three months to clean out as much as possible. They are going to be a little more wise this year than last, and they will place their orders sufficiently early so that they will not be handicapped, like last year, in getting goods when the busy fall and holiday season arrives. It would be well if the manufacturers would show a little more inclination to help the dealers out in this particular, for it comes pretty hard on them to place large orders and have to meet big bills before the money begins coming in at such a rate that they are able to meet their office and ware room expenses, as well as large factory bills.

There have been no new competitors to enter the Philadelphia field during May, but most of the Philadelphia houses have branched out considerably throughout the adjoining territory, and have established representatives in a number of the cities and larger towns. All the salesmen report that business is most encouraging throughout Pennsylvania, and this in a great measure has added to the enthusiasm shown in the Philadelphia trade.

T. K. Henderson, manager of the Columbia Phonograph Co., reports that his firm is very well satisfied with the results of their exhibition at Richmond and that they have already had some very good returns. "A great many of the dealers have made calls here," he says, "who stopped over in Philadelphia on their way home, including a number of the piano traveling fraternity." The business of the Columbia Co. in May was very good. Benjamin Feinberg, the traveling representative of the wholesale department, was in Philadelphia at the end of last week on his way South. They expect a big trade in the way of a Mignon Grafonola which will retail for \$150, and on which they are expecting splendid results.

The Philadelphia house has a fine window display this week, with a life-sized portrait of Lina Cavalieri as a feature. Mlle. Cavalieri sings exclusively for the Columbia, and they have made fine records made by that artist, which are popular sellers. The records by the artists and chorus of the Boston Opera Company are all good sellers.

The local Columbia people are baseball enthusiasts and have a team of their own. They played a game on decoration Day with a West Philadelphia team and defeated them, the score standing 17 to 13. The Columbia battery was Messrs. Dorian and Woodhead, and Mr. Murphy played a brilliant game at shortstop. Dorian made the remarkable record of striking out eight men. Manager Henderson was umpire, and is accused of having called men out whenever he felt a little indisposed.

L. Buehn & Bro. will be again represented when the Tradesmen's excursion leaves this city for a trip of a week in the Cumberland Valley on Monday next. The trip will start from Mechanicsburg, and exhibitions will be given in various cities as far south as Charlestown, West Virginia. These excursions are run periodically into various sections outside of Philadelphia, and all lines of trade are represented, the Buehn firm being the only one representing the talking machine interests. Edmund Buehn will represent the firm on this trip. They were very well satisfied with the results they secured during the last trip, and expect to do even better this time. About seventy-five different firms will be represented this time.

The Philadelphia trade are very much interested in the talking machine convention to be held in Atlantic City on July 6, 7 and 8. The Philadelphia jobbers are now limbering up to play a game of baseball between the East and West. Two players from each of the cities will be selected. J. Newcomb Blackman, of New York, is captain of the eastern team and Mr. Wiswell of the western team. F. K. Dolbeer and L. J. Geissler are the umpires.

The Victor Co. are making extensive improvements in their Camden factory in the way of enlargements. They are at present adding to their cabinet factory and their machine shop. Only recently they finished their cabinet factory, but they have found it still too small, and are putting quite an extensive addition to it.

The firm of Comer & Schnell have bought out the Edison stock of Fox, and from this on they will handle the Edison goods as well as the Victor.

The Penn Phonograph Co. report that their May business was very good, both wholesale and retail. E. J. H. Smullen is representing the firm through the State at present, and Ralph Clarke will leave this week to cover his territory in the southern part of the State and Delaware. Among the visitors to the Penn warerooms this week were Harry Michlosky, buyer for Samuel Landon of Wilkes-Barre; William R. Mansfield, of Lebanon, Pa.; Charles Swartz, of York, Pa., as well as others. All these out-of-town dealers bring to the Penn Co. the assurance that business has never been as good in their section as at present, nor ever presented a better outlook.

H. W. Weymann & Son report that their business in talking machines is most encouraging. May has been considerably better than any of the other months of the year, and shows an increase of almost double that of last year. They are showing at present the new Amberola with the Model M combination reproducer, which is a new feature this month, and which has been very well received. It surpasses, in their opinion, any other reproducer they have yet had on

1866

1910

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the Amberola. Norbet Whiteley is at present covering the State for the Weymann firm, and is doing very good business. Frank Madison, of the National Co., was a visitor at their warerooms this week. They have been having very good success with a display case of their own invention.

ACQUIRE EDISON LINE.

The American Talking Machine Co. Owing to Purchase of the Warner Business Will Handle the Edison Line—Heretofore Exclusive Victor Distributers.

The American Talking Machine Co., heretofore exclusive Victor distributors and dealers at 586 Fulton street, have recently acquired the business of Lester M. Warner, 368 Livingston street, Brooklyn, N. Y., which will be operated as a branch. By this change the American Co. will also handle the Edison line, obtained through the purchase of Mr. Warner's stock.

MORE ROOM FOR VICTOR CO.

To Add Three Additional Stories to Office and Laboratory Building.

The Victor Talking Machine Co. have just closed a contract with the J. S. Rogers Co., of Moorestown, N. J., for three additional stories to the office and laboratory building of the Victor Talking Machine Co., at Camden, N. J. The present building is four stories in height.

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"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.

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"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

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., June 10, 1910.

MUSICAL INSTRUMENT. Wm. H. Dessureau, Hazelhurst, Wis. Patent No. 959,318.

The invention relates to gramophones and its object is to provide an improved means for connecting the stylus with the bridge of a violin, and for supporting a violin on the casing of the gramophone. For the purpose mentioned a stylus or needle is attached to a violin or a like instrument, and the latter is held suspended, with the stylus or needle in contact with a revolving record, so that the violin forms the sound reproducer and amplifier.

Figure 1 is a perspective view of the improved musical instrument; Fig. 2 is a side elevation of the same; Fig. 3 is an enlarged face view of the bridge of the violin and the stylus or pin in position thereon; and Fig. 4 is an edge view of the same.

TALKING MACHINE AND PIANO RECORDING DEVICE. Walter M. Davis, New York. Patent No. 958,730.

This invention relates to a new and improved recording device for talking machines and pianos.

The object of the invention is to produce two records at the same time, one of the sounds produced by the singer or solo instrument and one for the sounds produced by the accompanying piano, the record of the voice or solo instrument being produced in the well known manner on a disk or cylinder of a talking machine or phonograph, the record of the piano tones being produced on a paper strip directly or indirectly by slots or perforations, so that this piano record can be placed into a piano-playing device, such as for example the well known "Pianola." The disk or phonograph then reproduces the vocal or instrumental solo correctly as originally produced and the piano-

playing mechanism reproduces the piano accompaniment with the same force and effect as originally produced on the accompanying piano, so that the combined result in every respect is a correct copy of the original production.

For this purpose it is necessary, when these two records are made that the speeds of both coincide, and when one blank is moved faster the other must be moved correspondingly, and when one is moved slower the other must be moved correspondingly, so that, when by means of the piano-playing record and the talking-machine record the original production is reproduced, the notes of the accompaniment will accord with the corresponding notes of the solo and will not be sounded too late or too soon.

In the accompanying drawings in which like letters of reference indicate like parts in all the figures: Figure 1 illustrates diagrammatically in elevation one embodiment of my improved talking machine and piano record-

ing device. Fig. 2 is a plan view of the same. Fig. 3 is a view of part of the piano record.

COMBINED PIANO-PLAYER AND TALKING MACHINE. Walter M. Davis, New York. Patent No. 958,731.

This invention relates to improvements in combined piano players and talking machines and the object of the invention is to combine the playing device and the talking machine in such a manner that the note sheet sheet moving mechanism of the piano playing device is automatically started from the talking machine correctly and precisely at the proper time.

In the accompanying drawings in which like numerals of reference indicate like parts in all the figures, Figure 1 is an elevation of parts of the piano-playing device and the talking machine, parts being shown in section, parts in diagram and others broken away. Fig. 2 is an enlarged detail view of the starting mechanism in the piano-playing device. Fig. 3 is a plan view of the talking machine disc. Fig. 4 is a vertical sectional view through the same and its support.

PROCESS OF MAKING SOUND RECORD TABLETS. Joseph Sanders, Washington, D. C. Patents No. 956,904 and 956,905.

This invention relates to sound record tablets, such as are employed in the commercial gramophone, and the object is to produce a record tablet that contains only a minimum of resinous or similar record material, but which nevertheless yields under the pressure of the matrix to a considerable depth, and which is also very much stronger than the record tablets made altogether of the resinous compounds usually employed.

SOUND RECORD MOLD. Edward L. Aiken, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 956,922.

This invention relates to the molding of phonograph records and more particularly to a molding process wherein a tubular mold is caused to descend into a bath of molten material which fills the mold, a coating of which congeals on the interior surface thereof and adheres to the same when the mold is removed from the bath, after which the bore of the congealed material is reamed out before it hardens.

PHONOGRAPH. Reinhold Berndt, Berlin, Germany. Patent No. 956,671.

This invention relates to phonographs with a device for strengthening the sound by means of a friction disc continuously driven from the motor and arranged between the needle and the membrane, all the parts concerned in the strengthening of the sound (the needle, the friction disc, the brake band and the membrane) being mounted in a common frame.

The purpose of the invention is to render the movements of the needle due to unevenness in the phonogram surface (e. g. an Edison cylinder) harmless, which movements when a frame is used which cannot follow them must cause alterations in the magnitude of the fric-

tion and therefore of the sound strengthening. The most obvious solution of this problem would be to make the whole frame oscillatory, as is usual with ordinary sound boxes, balancing the frame by means of a counter weight. If this is done, however, particularly if the trumpet is mounted upon the frame a very large mass is required to be moved. According to the invention therefore, only the friction disc and the membrane are arranged in this way, being pivoted for this purpose upon an oscillating part of the frame together with a counterweight, while the axis of the needle is left as before in an immovable part of the frame.

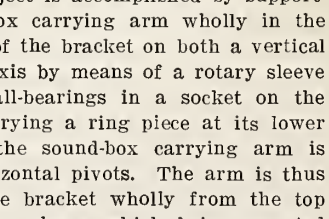
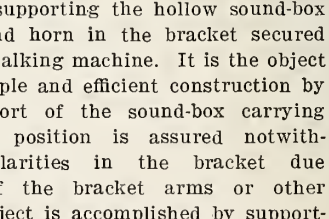
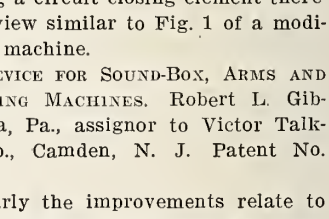
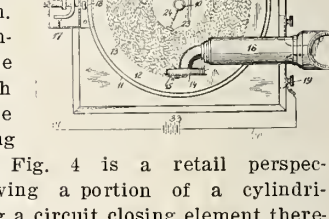
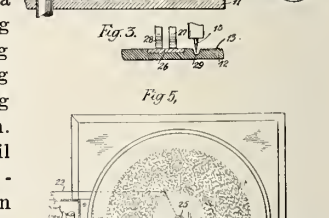
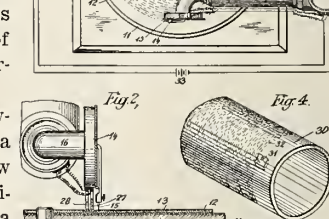
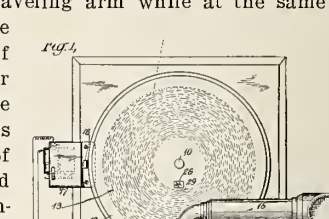
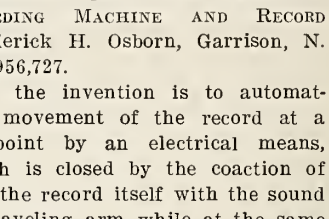
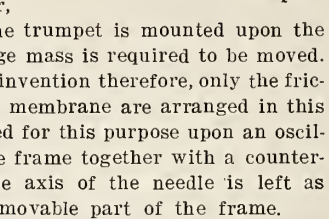
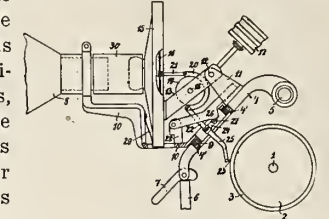
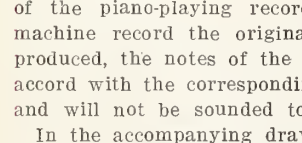
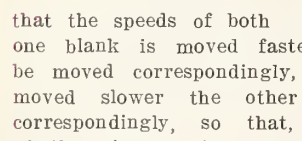
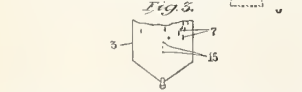
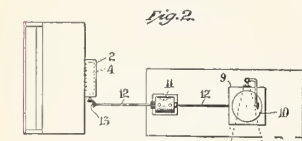
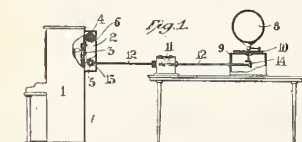
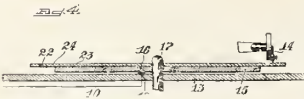
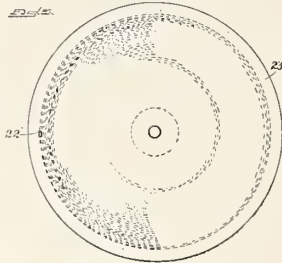
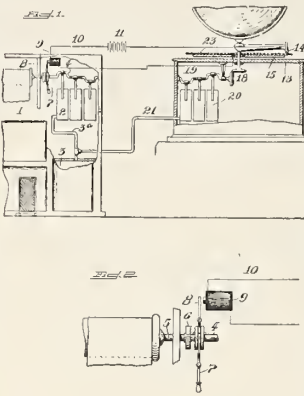
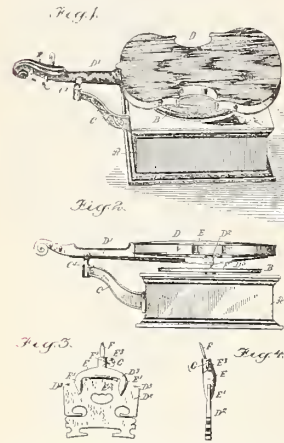
SOUND RECORDING MACHINE AND RECORD THEREFOR. Frederick H. Osborn, Garrison, N. Y. Patent No. 956,727.

The object of the invention is to automatically stop the movement of the record at a predetermined point by an electrical means, circuit for which is closed by the coaction of some portion of the record itself with the sound reproducer or traveling arm while at the same time avoiding the employment of any portion for this purpose which projects above the face of the record, and also without embodying the stylus itself as a part of the electrical circuit.

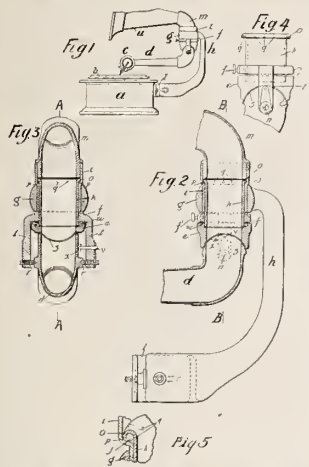
In the drawings, Figure 1 is a partial top view and partial horizontal section of a sound-producing machine having electrical stopping means embodying the invention. Fig. 2 is a detail vertical transverse section therethrough. Fig. 3 is an enlarged transverse section through the record at the circuit closing point therein. Fig. 4 is a retail perspective view, showing a portion of a cylindrical record having a circuit closing element therein. Fig. 5 is a view similar to Fig. 1 of a modified form of the machine.

SUPPORTING DEVICE FOR SOUND-BOX, ARMS AND HORNS OF TALKING MACHINES. Robert L. Gibson, Philadelphia, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 958,109.

More particularly the improvements relate to the devices for supporting the hollow sound-box carrying arm and horn in the bracket secured to the case of a talking machine. It is the object to provide a simple and efficient construction by which the support of the sound-box carrying arm in proper position is assured notwithstanding irregularities in the bracket due to springing of the bracket arms or other causes. This object is accomplished by supporting the sound-box carrying arm wholly in the upper free end of the bracket on both a vertical and horizontal axis by means of a rotary sleeve supported on ball-bearings in a socket on the bracket, and carrying a ring piece at its lower end, in which the sound-box carrying arm is mounted on horizontal pivots. The arm is thus supported by the bracket wholly from the top through the rotary sleeve, which, being mounted on ball-bearings, may turn with very little fric-



tion. The ball-bearings are formed by a series of balls supported on an annular shoulder in a sleeve carried by the socket piece of the bracket, and engaged by a flange on the upper end of the rotary sleeve. The upper end of the sleeve carried by the bracket socket forms a socket-piece for the horn.



In the accompanying drawings, Figure 1 is a side elevation of a talking machine constructed in accordance with this invention; Fig. 2 is an enlarged side elevation, partly in vertical section on line A-A of Fig. 3, of a portion of the same; Fig. 3 is a transverse vertical section on line B-B of Fig. 2; Fig. 4, an enlarged fragmentary side elevation of a portion of the same, and Fig. 5, an enlarged fragmentary sectional perspective of a portion of the same.

TALKING MACHINE. Robt. L. Gibson, Philadelphia, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 957,206.

The object of the invention is to provide a construction of universal arm for the sound-box, which shall embody simplicity and capacity for movement with the least possible resistance.

In carrying out the invention, the inventor has provided a bracket having a tubular neck adapted to support the horn, and combined therewith a tubular arm carrying the sound-box at its free end and having the other end journaled in the neck of the bracket through the medium of anti-friction balls, said balls fitting into a groove semi-circular in cross section formed in the neck of the bracket and supporting a flange secured to the pivoted end of the tubular arm whereby the arm is centralized and supported by the balls.

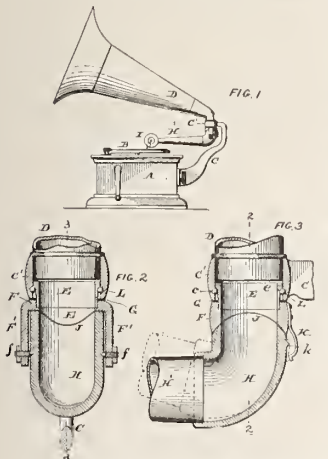


Figure 1 is a side elevation of a talking machine embodying the invention; Fig. 2 is a sectional elevation on line 2-2 of Fig. 3, showing the manner of supporting the tubular arm which carries the sound-box, and Fig. 3 is a similar view on line 3-3 of Fig. 2.

DUPLICATE SOUND RECORD. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 958,210.

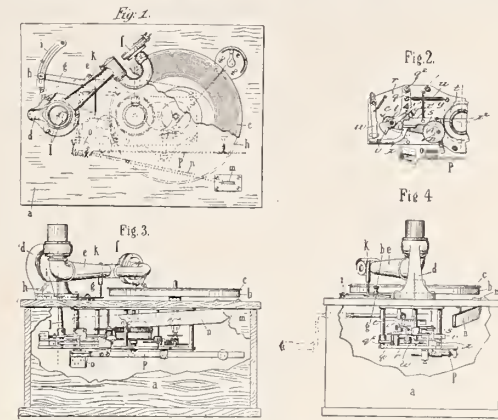
This invention relates to an improved duplicate sound record, preferably cylindrical in form, and the object is to provide a record, whose major portion shall be composed of a hard composition incapable of being accurately reamed, such as a composition employing asphalt, but which shall have a perfectly true bore for its reception on the mandrel of a talking machine.

TALKING MACHINE MECHANISM. Carl Lindstrom, Berlin, Germany. Patent No. 959,238.

This present invention relates to mechanisms for talking machines and a primary object is to provide an improved device for starting and stopping the sound-box containing the diaphragm. The arrangement of the driving mechanism and the means for starting of the record-plate do not form part of the subject matter of the invention.

Figure 1 is a top plan view of the mechanism and talking machine, part of the record being shown broken away and the mechanism in the

box being shown in dotted lines, whereas Fig. 2 is like view in full lines of the releasing mechanism, and Fig. 3 is a side elevation of



the machine, part of the side of the case being broken away, and Fig. 4 is a rear-end elevation, part of the case being shown broken away.

STYLUS FOR SOUND-REPRODUCING MACHINES. Samuel Levin, Highland Park, Ill. Patent No. 958,412.

This invention has reference to improvements in styli for sound-reproducing machines and is designed more especially for use in connection with the disc type of sound-reproducing machine.

By the present invention the styli are made with jewels for the active end and these jewels are so constructed as to no longer be fragile while practical tests have shown that the life of these styli is almost unlimited.

Figure 1 is an elevation of a stylus constructed in accordance with the present invention. Fig. 2 is a longitudinal section thereof. Fig. 3 is a bottom plan view of a somewhat modified form.

TALKING MACHINE. Horace Sheble and Thomas Kraemer, Philadelphia, Pa., assignors to Hawthorne & Sheble Mfg. Co., same place. Patent No. 957,004.

This invention relates to talking machines, and its object is to provide a machine of an improved form, the improvements being directed particularly to the construction of the reproducing apparatus.

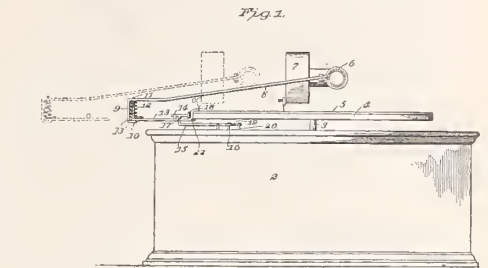
In accordance with the invention, the diaphragm of the reproducing apparatus, while being vibrated by the stylus, is located at a distance from the stylus, a rocking-bar being provided, to one end of which the stylus is connected and which adjacent to its other end is provided with an arm co-acting with the diaphragm of the sound-box so as to vibrate the latter.

Figure 1 is an elevation of a portion of a talking machine; Fig. 2 is a top view of the reproducing mechanism, and Fig. 3 is an end view of the same.

AUTOMATIC BRAKE FOR PHONOGRAPHS. Wilber C. Mills, Denver, Colo. Patent No. 957,570.

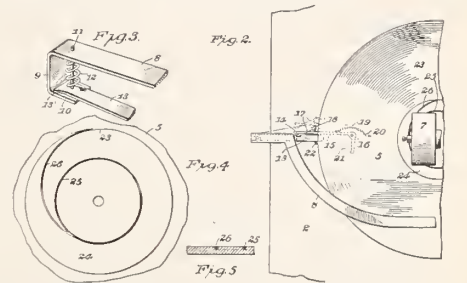
The object of this invention is to provide a brake mechanism which will be actuated when the record has been entirely played through and which will be automatically actuated no matter whether the record be long or short, and the invention includes in its general features, a brake mechanism attached to the sound-box carrying

arm and adapted as the arm moves inward to come nearer and nearer to the revolving periphery of the record-supporting table and a disc record having thereon a tangential groove located interiorly of the record grooves, which, when the record has been entirely played, will guide the



stylus inward toward the center of the record disc and will thereby carry in the same direction the sound-box arm and the brake mechanism, so as to bring it in contact with the periphery of the revolving table and there check the speed.

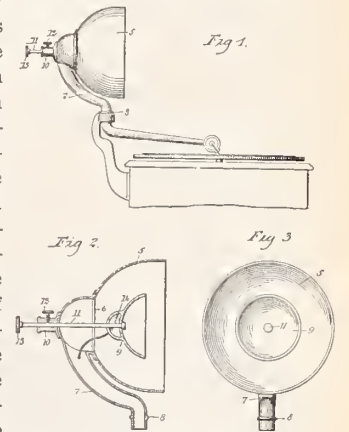
Figure 1 is a side elevation of a sound-repro-



ducing machine with the brake mechanism thereon; Fig. 2 is a fragmental plan view of the same; Fig. 3 is a fragmental perspective view of the outer end of arm 8 and the lever 13; Fig. 4 is an enlarged fragmental plan view of the record disc made in accordance with the invention; Fig. 5 is a fragmental section of the record disc.

REVERBERATORY SOUND-HORN. William A. Chapman, Smithville, Ark. Patent No. 957,654.

The invention enables the manufacture of sound-amplifiers as used in connection with talking machines, to be effected at a reduced cost; provides a new and novel means of increasing the artistic attraction of the room through the action of light, a reduction in the size of the horn heretofore required for the attainment of the given volume of sound, the control of the volume and tone of the sound commensurate with the size of the room in which it is placed, the elimination of all harsh and discordant notes, which are rendered true, full, resonant and in a natural manner; prevent the mingling of reproduced sounds with those the source of which is external, and affords a self-contained and perfectly balanced amplifying horn for sound-reproducing machines.



TO ENLARGE VICTOR CATALOG.

The new and enlarged Victor record catalog has been so potent a factor in the increased sale of Victor records, that beginning with July, the Victor Talking Machine Co., Camden, N. J., will make the pages of their monthly supplement of new records the same size as their present record catalog. With that issue they abandon the supplement folder and the entire edition will be in booklet form.

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RECORD BULLETINS FOR JULY, 1910

COLUMBIA 12-INCH SYMPHONY RECORDS.

- A5176 La Gioconda—Pescator affonda l'esca (Fisherman, Thy Bait Now Lower).—Baritone Solo and Chorus by Ramon Blanchart and Chorus Boston Opera Co. Ponchleill
- Faust—Soldiers' Chorus—"Desponiam il brando" (Lay Your Arms Aside)—Sung in Italian.—By Male Chorus, Boston Opera Co. Gounod

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5171 Dreams of Childhood.—By Prince's Orch. ... Waldteufel
- The Little Pierrots—March (Dance Music).—By Prince's Orch. Auguste Bosc
- A5173 My Uncle's Farm.—Vaudeville by Golden and Hughes, Orch. Accomp.
- "Linder Green" (Opening Chorus) Natban Bivins; "Fly, Fly, Fly" (Principal Song).—Baritone Solo by Arthur Collins—Bob Cole; "My Rosy Rambler" (Closing Chorus).—By Minstrels, Orch. Accomp.
- A5174 Overture "1812."—By Prince's Band. Williams and Van Alstyne
- Fackeltanz (No. 1).—By Prince's Band. Tschairowsky
- A5175 My Old Kentucky Home.—Contralto Solo by Mrs. A. Stewart Holt, Orch. Accomp. Foster
- Old Black Joe.—Contralto Solo by Mrs. A. Stewart Holt, Orch. Accomp. Foster

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- A829 Stop that Rag (Keen on Playing Honey).—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. Ted Snyder
- The Arcadians—The Girl with a Brogue.—Soprano Solo by Ada Jones, with Chorus, Orch. Accomp.
- Lionel Monckton and Howard Talbot (One side copyrighted; additional price, 2c.)
- A830 Bright Eyes.—Mrs. Casey.—Soprano Solo by Ada Jones, Orch. Accomp. Florence Holbrook
- I'm Afraid of You.—Tenor Solo by Byron G. Harlan, Orch. Accomp. Albert Gumble
- (One side copyrighted; additional price, 2c.)
- A831 Alexander and His Clarinet.—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. Ted Snyder
- Nora Malone (Call Me by Phone).—Tenor Solo by Byron G. Harlan, Orch. Accomp. Albert Von Tilzer
- (Two sides copyrighted; additional price, 4c.)
- A832 Casino—Tanze Waltz.—By Prince's Orch. F. Gung'l
- Margarita (Two-Step).—By Quinteto Jorda-Rocabruna Jorda
- A833 Looking This Way.—Tenor and Contralto Duet by John Young and Merle Tillotson, Orch. Accomp. J. W. Van De Venter
- Jerusalem.—Vocal Quartet by Columbia Mixed Quartet, Mixed Voices, Orch. Accomp. Henry Parker
- A834 Carnival Maid (Two-Step March).—Xylophone Solo by Thomas Mills, Orch. Accomp. Ted Snyder
- Pantomime Dance (A Musical Dainty).—Orch. Bells Solo by Thomas Mills, Orch. Accomp. Wm. Baines
- A835 Silver Threads Among the Gold.—Counter-Tenor Solo by Frank Coombs, Orch. Accomp. H. P. Danks
- Nelly Was a Lady.—Counter-Tenor Solo by Frank Coombs, Orch. Accomp. S. C. Foster
- A836 The Moonlight, the Rose and You.—Baritone and Tenor Duet by Stanley and Burr, Orch. Accomp. Joban C. Schmid

Dear Mayme, I Love You.—Tenor Solo by Henry Burr, Orch. Accomp. Ted Snyder
(Two sides copyrighted; additional price, 4c.)

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 1357 American Republic March.—By Band. Thiele
- 1358 When He sings the Songs My Mother Sang to Me.—Soprano Solo by Ada Jones. Snyder
- 1359 America (My Country 'Tis of Thee).—Vocal Quartet by Quartet, Male Voices. Smith
- 1360 Shaky Eyes.—Baritone Solo by Arthur Collins Armstrong and Clark
- 1361 Love's Dream After the Ball.—By String Quartet Czibulka
- 1362 He's a College Boy.—Tenor Solo with Chorus by Frederick H. Potter and Chorus. Morse
- 1363 Narcissus.—By Orchestra Nevin
- 1364 Sweet Adeline.—Baritone Solo by Stanley Kirkby Armstrong
- 1365 Where the River Shannon Flows.—By Fritz Karl Russell
- 1366 Red Wing.—Baritone and Tenor Duet by Stanley and Burr. Mills
- 1367 Medley of Buck Dances.—Accordion Solo by John Kimmel Johnson
- 1368 I'm on My Way to Reno.—Baritone Solo by Fred Duprez Schwartz
- 1369 Daddy.—Contralto Solo by Florence Venning Behrend
- 1370 Way Down in Cotton Town.—Tenor Duet by Van Brunt and Hillebrand. Piantadosi
- 1371 The Bride Elect March.—By Band. Sousa

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 3085 March from Aida.—By Band. Verdi
- 3086 You're the Queen in the Kingdom of My Heart.—Tenor Solo by Harry Anthony, Andino Alexander and His Clarinet.—Baritone and Tenor Duet by Collins and Harlan. Snyder
- 3088 (a) Scotch Sword Dance.—Accordion Solo by J. J. Kimmel. Kimmel
- (b) Whip and Spur Galop.—Banjo Solo by Vess L. Ossman. Allen
- 3089 Some Day.—Baritone Solo by James F. Harrison Wellings
- 3090 Ballet Music from Faust.—By Orch. Gounod
- 3091 For You Bright Eyes.—Soprano and Tenor Duet by Edith Chapman and Harry Anthony Hoschna
- 3092 Give My Regards to Mabel.—Baritone Solo by Fred Duprez. Von Tilzer
- 3093 The Golden Wedding.—Vaudeville by Ada Jones and Len Spencer. Spencer
- 3094 Isabella (Overture).—By Band. Suppe
- 3095 Violets (Waltz).—By Band. Waldteufel
- 3096 It Happened in Nordland (Two-Step).—By Band Herbert
- 3097 At a Georgia Camp Meeting (Two-Step).—By Band Mills
- 3098 Language of Flowers (Waltz).—By Band. Roberts
- 3099 College Life (Two-Step).—By Band. Frantzen

NEW EDISON AMBEROL RECORDS.

- 453 Selection from "Old Dutch"... Victor Herbert Orch.
- 454 When You and I Were Young, Maggie. Chorus
- 455 Alexander and His Clarinet. Collins and Harlan and N. Y. Military Band
- 456 You Taught Me How to Love You, Now Teach Me to Forget. Joe Maxwell
- 457 Patriotic Songs of America. N. Y. Military Band and Premier Quartet

- 458 Hezekiah Hopkins "Comes to Town"... Len Spencer
- 459 There's No Girl Like Your Old Girl. Manuel Romain and Chorus
- 460 (a) Romance (Schubert); (b) Tarantella (Lucantoni) José Rocabruna
- 461 When They Gather the Sheaves, Mary Dear. W. H. Thompson
- 462 Beyond the Smiling and the Weeping. Peerless Quartet
- 463 Slavonic Rhapsody. Sousa's Band
- 464 Mister Pat O'Hare. Billy Murray and Chorus
- 465 Favorite Airs from "Mikado". Edison Comic Opera Co.
- 466 Dream Pictures. American Standard Orch.
- 467 Savannah. Stella Mayhew
- 468 Come Along, My Mandy. Ada Jones and Billy Murray
- 469 Columbus March. N. Y. Military Band
- 470 Questions; or, Things I Should Like to Know. Edward M. Favor
- 471 Mrs. Clancy's Boarding House. Empire Vaudeville Co.
- 472 True to the Flag March. U. S. Marine Band

NEW EDISON STANDARD RECORDS.

- 10380 Fleurette. Victor Herbert Orch.
- 10381 I'll Make a Ring Around Rosie. Joe Maxwell
- 10382 Play That Lovey Dove Waltz Some More. Collins and Harlan
- 10383 The Moose March. Vess L. Ossman
- 10384 Ob You Blondy. Ada Jones
- 10385 Holy Ghost, with Light Divine. Edison Mixed Quartet
- 10386 Think of the Girl Down Home. Manuel Romain
- 10387 Mondaine—Valse Berceuse. Sousa's Band
- 10388 Noah's Ark. Murry K. Hill
- 10389 Ogalalla. Billy Murray and Chorus
- 10390 Flanagan in Central Park. Steve Porter
- 10391 Chiffonnette—Entr' Acte. American Standard Orch.
- 10392 Just One Word from You. W. H. Thompson
- 10393 Mr. and Mrs. Malone. Ada Jones and Len Spencer
- 10394 The Star-Spangled Banner. U. S. Marine Band

EDISON GRAND OPERA AMBEROL RECORDS

- 30027 Barbieri di Siviglia—Ecco ridente in cielo (Rossini).—Orch. Accomp. (Sung in Italian). Florencio, Constantino, Tenor
- 30028 Huguenots—Piff Paff (Meyerbeer).—Orch. Accomp. (Sung in Italian). Luigi Lucenti, Bass
- 40015 Samson et Delila—Mon coeur s'ouvre (C. Saint-Saens).—Orch. Accomp. (Sung in French). Marie Deina, Contralto
- 40016 Zaza—Dir che ci sono al mondo (Leoncavallo).—Orch. Accomp. (Sung in Italian) Carmen Melis, Soprano
- 40017 Carmen—Seguediglia (Bizet).—Orch. Accomp. Margarita Sylva, Soprano

EDISON AMBEROL RECORD IN ITALIAN.

- 7502 Rigoletto—Bella figlia dell' amore (Verdi). Quartet

EDISON STANDARD RECORD IN SWEDISH.

- 20549 Klara Stjärna (H. Wetterlind).—Orch. Accomp. Arvid Asplund

NEW VICTOR RECORDS.

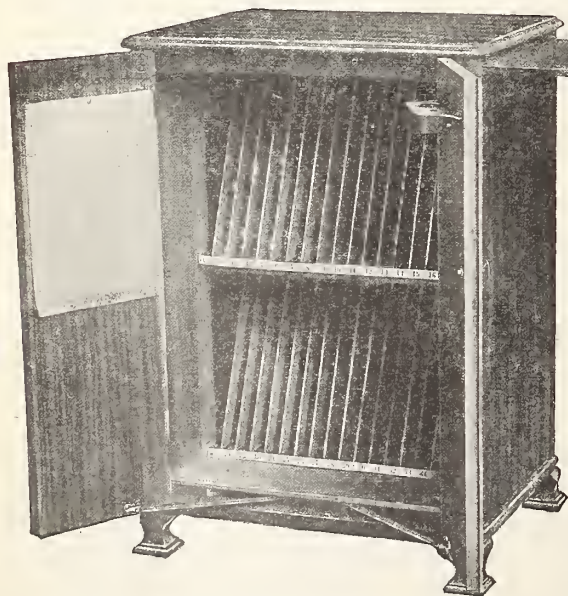
- ARTHUR PRYOR'S BAND.
- No. Size.
- 5778 Arcade Girl March. Pryor 10
- 3787 Flying Dutchman Overture. Wagner 12
- ALFRED GRUNFELD, PIANIST.
- 5779 Etude de la Tarantella, op. 47. Grünfeld 10
- VICTOR SORLIN, 'CELLIST; PIANO ACCOMP. BY C. H. H. BOOTH.
- 5773 Cradle Song. Hauser 10
- THE FIRST ANTHONY-HARRISON DUET.
- HARRY ANTHONY AND JAMES F. HARRISON, WITH ORCH.
- 5780 See the Pale Moon. Campana 10
- VICTOR LIGHT OPERA CO., WITH ORCH.
- 31788 Gems from "The Chimes of Normandy": Chorus, "Silent Heroes," "Just Look at This, Just Look at That," "Cold Sweat Is on My Brow," "That Night I'll Never Forget," "Bell Chorus," Finale. Planquette 12

NEW RED SEAL RECORDS.

- No. Size.
- ENRICO CARUSO AND ANTONIO SCOTTI, WITH ORCH.—IN ITALIAN.
- 89043 Madama Butterfly—Duet, Act. I, "Amore o grillo?" (Love or Fancy?) Puccini 12
- GERALDINE FARRAR, SOPRANO, WITH ORCH.—IN ENGLISH.
- 87062 Ye Banks and Braes o' Bonnie Doon. Burns 10
- 88238 My Old Kentucky Home. Foster 12
- JEANNE GERVILLE-REACHE, CONTRALTO, WITH ORCH.—IN FRENCH.
- 88244 Samson et Dalila—Printemps qui commence (Delilah's Song of Spring) Saint-Saens 12
- JOHN M'CORMACK, TENOR, WITH ORCH.—IN ENGLISH.
- 64127 When Shadows Gather. Marshall 10
- WITH ORCH.—IN ITALIAN.
- 87063 Lakmé—Vieni al contento profondo (Through Forest Depths) Delibes 10
- HERMINE KITTEL AND LEO SLEZAK, WITH ORCH.—IN GERMAN.
- 74168 Carmen—O Carmen, nur ein Wort! (Death Scene, Act IV.) Bizet 12
- MISCHA ELMAN, VIOLINIST; PIANO ACCOMP. BY PERCY B. KAHN.
- 64128 Les Farfadets. Emilio Pente 10
- 74167 Serenade (Ständchen) (Schwanengesang, No. 4) Schubert 12
- MARCEL JOURNET, BASS, WITH ORCH.—IN ITALIAN.
- 64126 Mefistofele—Prologo, "Ave Signor!" (Hal, Sovereign Lord!) Boito 10
- NICOLA ZEROLO, TENOR, WITH ORCH.—IN ITALIAN.
- 88243 Andrea Chener—Improviso Giordano 10
- JOHN M'CORMACK AND G. MARIO SAMMARCO, WITH ORCH.—IN ITALIAN.
- 89044 Bohème—Ah Mimi, tu più non torni (Ah, Mimi, False One!) Puccini 12

(Continued on page 52.)

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Record Bulletin for July—(Continued).

MMES. LEJEUNE, DUCHENE, DUMESNIL AND MM. LEROUX AND GILBERT, WITH ORCH.—IN FRENCH.	
88237 Carmen—Quintette, Act. II, "Nous avons en tête une affaire" (We Have a Plan!).... Bizet	12

DOUBLE-FACED RECORDS.

No.	Size.
16493 Happy Go Lucky Two-Step (Lampe)..... Pryor's Band	10
Naila Intermezzo (Delibes) Accordion Grand P. Frosini	10
16494 Popular Medley, No. 4—"Remick Successes"; "Put on Your Old Gray Bonnet," "My Hero," "By the Light of the Sil'ry Moon," "What's the Matter with Father?" Pryor's Band	10
Popular Medley, No. 5: "On a Monkey Honey-moon," "Beautiful Eyes," "Good Night, Dear," "Don't Take Me Home".... Pryor's Band	10
16496 Cupid's I. O. U. (Meyer)..... Ada Jones-Billy Murray	10
Only a Pansy Blossom (Howard)..... Will Oakland	10
16497 Smiler Rag (Wenrich)..... Victor Orch.	10
Ogalalla (Bryan-Snyder).... American Quartet	10
16498 I'll Make a Ring Around Rosie (Jerome-Schwartz)..... Haydn Quartet	10
16499 Let Me Down Easy (Farrell).... Arthur Collins	10
Yale Boola March (Hirst).... Pryor's Band	10
What's the Matter with Father (Williams-Van Alstyne)..... Billy Murray	10
16500 Beyond the Smiling and the Weeping (Stebbins)..... Peerless Quartet	10
Softly Now the Light of Day (Gottschalk).... Mr. and Mrs. Wheeler	10
16502 Soldiers' Chorus from Faust (Gounod).... Pryor's Band	10
Devil's March (Von Suppé) (Teufelsmarsch) Pryor's Band	10
16503 My Heart Has Learned to Love You, Now Do Not Say Good-Bye (Ball)..... Macdonough and Haydn Quartet	10
Glow-Worm (Lincke)..... Vienna Quartet	10
35107 Oh, Dry Those Tears (del Riego)..... Walter Anderton	12
Bid Me to Love (Barnard).... Hamilton Hill	12
35108 Alabama Minstrels—Introducing "Fly, Fly, Fly," "My Rosie Rambler" and "Linda" Victor Minstrel Co.	12
Old Heidelberg (A Trip Up the Rhine): Sailors' Chorus from Flying Dutchman, Steamboat Bell, The Start, "Die Wacht am Rhein," A Change to the Railroad, Merriment at the Inn, Beer Waltz, Cook Crow Announces Daybreak, "Grad aus dem Wirthshaus," Students' Chorus, "Gaudemus Igitur".... Pryor's Band	12
35109 Fra Diavolo Overture (Auber), Pryor's Band	12
Marriage of Figaro Overture (Mozart).... Pryor's Band	12

PURPLE LABEL RECORDS.

No.	Size.
LUCY ISABELLE MARSH, SOPRANO, WITH ORCH.	
70017 Sunlight Waltz.....Harriet Ware	12

NORA BAYES, WITH ORCH.	
60019 Daffydills Bayes-Norworth	10
JACK NORWORTH, WITH ORCH.	
60020 Back to My Old Home Town..... Bayes-Norworth	10

ZONOPHONE DOUBLE RECORD DISCS.

MAY AND JUNE, 1910.	
ZONOPHONE CONCERT BAND.	
5623 (a) Spirit of Peace March.....	
(b) Valse Militaire.....	
5624 (a) Scottish Idyl.....	
(b) Introduction to Act III.—Lohengrin.... Thomas Chalmers.	
5625 (a) To Err Is Human, To Forgive Divine... Holy City	
5626 (a) It Was Not So To Be (Young Werner's Parting Song)..... Venetian Song	
(b) Venetian Song..... Arthur Collins.	
5639 (a) Cakewalk in De Sky..... Coleville Coon Cadets.	
(b) Byron G. Harlan.	
5640 (a) There's a Mother Old and Gray Who Needs Me Now..... Frank Howard.	
(b) When the Girl You Want, Wants You... Frank Howard.	
5627 (a) Ain't Alabama Good Enough for You, Sue?..... Ada Jones.	
(b) Brown Eyes..... William Wheeler.	
5628 (a) I Want a Little Corner in Your Heart... I'll Do As I Please..... William Wheeler.	
(b) I'll Do As I Please..... William Wheeler.	
5629 (a) Forget, Forgive..... Thine Eyes So Blue and Tender..... Arthur Collins and Byron G. Harlan.	
(b) Thine Eyes So Blue and Tender..... Arthur Collins and Byron G. Harlan.	
5641 (a) Baboon Bungalow..... Moonlight in Jungland..... Mr. and Mrs. Wheeler.	
(b) Moonlight in Jungland..... Mr. and Mrs. Wheeler.	
5630 (a) See the Pale Moon..... How D'ye Do?..... When Life Is Brightest..... I Cannot Sing the Old Songs..... Metropolitan Trio.	
(b) In the Gloaming.....	
MISCELLANEOUS SELECTIONS, WITH ORCH. ACCOMP.	
5632 (a) Oh, Lola, Fair as Flowers... William Wheeler	
(b) Love Abiding..... Henry Burr	
5633 (a) Has Anybody Seen My Husband?.... Arthur Collins and Byron G. Harlan	
(b) Four Hundred Nursery Rhymes..... Murray K. Hill	
5634 (a) Big Bass Viol..... Frank C. Stanley	
(b) All I Want Is One Loving Smile from You-oo-oo... Alice C. Stevenson-F. C. Stanley	
5635 (a) Nora McNamara..... Walter Van Brunt	
(b) Betsy Ross..... Hamilton Hill	
5636 (a) Flanagan's Real Estate—Monologue... Steve Porter	
(b) Old Dog Sport (Unaccomp.)..... Len Spencer and Gilbert Girard	
5638 (a) Sun of My Soul... Mendelssohn Mixed Quartet	
(b) It Is Well with My Soul... Peerless Male Quartet	

BIG COLUMBIA TRADE IN ARKANSAS.

(Special to The Talking Machine World.)

Little Rock, Ark., May 31, 1910.

The Hollenberg Talking Machine Co., a consolidation of the Hollenberg Music Co., of this city, and the Southern Talking Machine Co., Memphis, Tenn., is one of the progressive music concerns pushing the Columbia line. For a number of years the Hollenberg Music Co. have been exclusive Columbia jobbers for the State of Arkansas, while the Southern Talking Machine Co. was incorporated about a year ago to take over the business of the Columbia Co.'s store in that city and the adjacent territory. Under the arrangement recently concluded the two companies have been brought together under one management, now being operated as a stock company. As a result of this move the business in the Columbia line has received a great impetus. A hurry order was placed with the Columbia Co. when Col. Hollenberg was in Richmond, Va., attending the convention of the National Piano Dealers' Association and the exhibition in connection therewith.

SECURE THE DICTAPHONE AGENCY.

W. M. Bird, the president of the Warren M. Bird Co., Indianapolis, has just closed a contract for the exclusive sales agency for Dictaphones in Indiana. Mr. Bird has been selling Dictaphones for several years.

ANNOUNCE MARRIAGE.

Mr. and Mrs. Mike Herro, of Floresville, Tex., announce the marriage of their son, Joseph, to Miss Nagibe Sahadie. The ceremony took place at St. Joseph's Church in that city on May 22.

The clerk who plays the hardest in his summer vacation is the one most likely to work the hardest when he comes back.

The TALKING MACHINE SECTION

AND
NOVELTY
NEWS

NEW YORK, JUNE 15, 1910

VALUE OF ACCURACY AND OPTIMISM.

Talents to be Proud of When Once Acquired,
and Every "Talker" Man Should Strive To-
ward Their Attainment.

Accuracy means a lot in business. Taken in a broad sense it sounds paradoxical, for it stands both for conservatism and liberality, either of which, by the way, when practiced successfully, leads on to brilliant triumphs and abundant wealth.

The man who cultivates the habit of being accurate, is unique, and soon comes to be regarded as such among his fellows. He is known as the chap whose word is as good as his bond, whose every move throughout a busy day, from the time he kisses the wife and kiddies good-bye early in the morning up at Lonesomehurst, until the office door bangs behind him in the evening, has been fraught with success. Why? Because, being accurate, he has met every appointment promptly. He has kept no one waiting. Everything he contemplated doing has been done in just the right way, and he can return to his family without a care for the morrow, which means a good night's rest, and more peaceful days to come.

In the talking machine business, with its many trials and its abundance of nerve-racking ordeals with fractious customers, accuracy should be cultivated to the highest possible degree. When this is done the dealer is confident, sure of himself, and able to cope with all emergencies, no matter how trying, with coolness and precision.

The other day I happened to be calling upon just such a gentleman when a customer entered to register an energetic kick.

"Say!" he exclaimed wrathfully, banging his fist down on the innocent desk with a resounding whack, "do you know that some of the literature you fellows send out is positively inaccurate?"

"If you refer to two slight and entirely excusable errors which have occurred recently, the first in the November issue of a pamphlet dealing with a certain brand of records, and which I have right here"—he opened a drawer of his desk and taking out the pamphlet referred to, turned over the pages rapidly for a moment—"I think I will have to acknowledge the fact; listen." Giving me a wink suggestive of ill-concealed satisfaction at being on the job, he read as follows: "Lasca, a pathetic poem by F. Desprey, of love and heroism on the plains of the Rio Grande. Mr. Davenport's dramatic recitation of it will be found of great benefit to students of elocution because of the excellence of his articulation and inflection. The selection here given, comprises the entire poem, etc."

"Now, my friend," he continued, turning to the irate customer, "I presume that your ire has been roused by the statement that the entire poem was given, whereas, in reality, twenty-two lines were omitted. Am I right?"

A sheepish grin took the place of anger on the face of the man with the kick. "Say, old fellow," he remarked meekly, "you're all right; shake." They shook.

"How about the other one? Want to have me

explain that to you, too?" asked the dealer pleasantly. "No," replied the customer, now thoroughly mollified, "I'm satisfied."

"Well, all right, but just to show you that I know what you mean, I'll go a little further. In the May edition of the same pamphlet, under Questions and Answers, occurred the following misstatement:

Question:—"Who sings bass in No. 191 'Cuddle Up a Little Closer, Lovey Mine?' Is it James F. Harrison?"

Answer:—"William F. Hooley."

"The gentleman who asked the question, as you and I are aware, was correct in his presumption, and the pamphlet was wrong, and"—"That's enough. What you don't know about details in your line of business, I guess doesn't amount to much. Anyhow, I'm done kicking and want to purchase some records."

They left for the hearing booth, arm in arm, and as I sought the street the harmonious strains of Billy Murray's tenor chanting, "Has Anybody Here Seen Kelly—Kelly with the green necktie?" came softly to my ears.

The last echo of the song had scarcely died away before I reached the business abode of my friend, the optimist. He was a worshipper of the little god who stands for things as they ought to be, and I knew that even if no news was forthcoming from my prospective interview, I would at least receive an abundance of cheerfulness which would be stimulating on that raw, rainy morning.

"Go right back, Mr. Middleton; you'll find him

in the private office," cooed the dainty little stenographer with a beaming smile that disclosed a wealth of dimples.

I thanked her, and entered the sacred sanctum. I found His Majesty in a pose, which to the casual observer would not have appeared in keeping with the sign, "My Busy Day," reposing conspicuously on his Grafonola "Regent" desk. He had his office chair tilted back to the limit of its endurance, his feet elevated to a comfortable, if not dignified angle, and his clasped hands behind his head. However, knowing his habits as I did, I realized that his present attitude meant deep thought.

Hearing the door open and close, he turned languidly in greeting, but before he could utter an exclamation of welcome, the telephone tinkled.

"Hello! Is that you, Rosalie? What is the trouble this time? Baby broke a record! Which one? Marathon! Well, I'll be darned; that kid is certainly beginning his athletic career at a tender age. All right, dear; I'll bring a duplicate home with me to-night—good-bye."

He hung up the receiver and turned to me with a grin.

"How about that, Middleton? My son, aged two, has just broken a Marathon record. Isn't that an infantile achievement to make the paternal breast heave tumultuously. I'll be with you in just a minute," he added, and pressed a button. To the clerk who entered he said, "Please bring me disc record No. — 'The Marathon Two-step,' by the Metropolitan band. The clerk departed and returned almost imme-

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Made from any fair photo and delivered in 2 to 3 weeks. **\$7.20** for 1000

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SEND FOR SAMPLES

Blue Delft (two colors) **\$5.00** for 1000

Season, Floral, Comics, Greeting Cards, etc.,
Direct from Factory

NATIONAL COLORTYPE COMPANY
Department 9
CINCINNATI, OHIO

delately with the desired selection. This accomplished, the optimist expressed himself as being at my service.

"Well," I began, "The World wants to know if you have anything new of interest to impart that will fit into an article I am writing for the June edition, dealing with the subjects 'Accuracy and Optimism.'"

"Yes," he replied enthusiastically, "I have. We inaugurated a new system recently which is working splendidly, and, as I am sure it will prove of interest to World readers, I will be only too glad to explain it to you. A few weeks ago we organized a little society for the promotion of valuable ideas. The whole force of employes are members, and are encouraged to store up in their minds all ideas which may come to them from time to time, and seem to have some business enhancing value. Then when meeting day comes around—sessions are held weekly—they have a chance to expound their views which are carefully recorded by the secretary, and, if deemed expedient, are given a trial. In this way, I have found that in the short time we have been organized the business already shows a marked improvement.

"This, of course, makes a big hit with the employes, because, for every idea of theirs that is marketed they receive a bonus above their salaries. My idea in starting this association was to increase the interest of my workers in the business, and in that way to stimulate optimism, which in itself, according to my way of thinking, means success, and as I think I have shown you in the foregoing interview, we are 'making good,' and some money, which is equally satisfying to all concerned."

The accurate man and the optimist

Sat chatting side by side,
And as they sat there talking,

Their thoughts ran far and wide.

Said the accurate man to the optimist,
"Mistakes are rare with me."

Said the optimist to the accurate man,
"I'm cheerful as can be."

Then each smiled at the other,
And cried, "Why, hang it, man!
We'll have to get together,"
And so the firm began.

Now you will find on Main street
The firm of Smith and Bowne,
And as might be expected
They're the richest one in town.

—Howard Taylor Middleton.

ADVERTISING POINTERS.

Elbert Hubbard gives the following advice in writing advertisements: In writing advertisements don't be afraid to let yourself get into the copy. Let a smile get into the ink bottle, if it will. In advertising you are dealing with very human men and you cannot mistake by letting your copy be human. In writing advertisements I first try to have an idea; then I strive to put that idea into a form that may be easily read. Cut out every superfluous word. Make what you say interesting. Literature, and that means good advertising, need not be deadly dull.

Men who have made a success have put into use some of the ideas others simply thought about.

HANDLING CABINETS.

How Such a Stock Should Be Taken Care of to Achieve Best Results—Cleanliness and Freshness Essential—Show Them in Actual Use

Taking care of talking machine cabinet stock is something to which the average dealer pays but little attention, but which really means a great deal when it comes to making profits out of this particular department. Well displayed goods, properly cared for, help greatly in determining a prospective purchaser's order, and the matter of care of these goods is something that really warrants careful and conscientious attention.

Cabinet furniture should never be permitted to reach the shop-worn or semi-junk stage. With a little care it is possible to keep it looking as fresh as when it came from the factory, and no pains should be spared to bring about this result.

The department manager should always see that his goods are displayed to the best possible advantage. When he first arranges his stock he should place the pieces displayed in such a manner that they will actually suggest use. It is a good idea to first figure out a systematic arrangement based upon either a known or supposed requirement. Place the cabinets in such a manner that when a customer comes in the demonstration can be made from the goods just as they would appear in use and have the use sufficiently definite so that the person investigating will recognize it as a system that might actually be adopted. Take records, both cylinder and disc, sheet music and music rolls, if you carry them, and place them in the cabinets in the proper manner.

Proper display, proper care and above all freshness and cleanliness are sure to produce results. Always give especial attention to the subject of cleanliness. Have a display that you are proud of—one that you can ask a prospective customer to look over and feel proud to show him. Above all things, do not use the samples for your work and do not pile things upon them, and remember it is better to have the new goods yourself, while your customer takes the samples.

Keep your stock up; keep it clean; keep it fresh. Treat it as though it was worthy of your most careful attention. Spend time arranging and re-arranging it. Do not crowd it. Do not try to carry too many numbers. Get a few and you will find that in almost every case you decide what your customer shall buy.

AMENDING TRADE-MARK LAW.

An Important Proviso to be Incorporated Which Will Interest Piano Men.

(Special to The Talking Machine World.)

Washington, D. C., June 6, 1910.

The bill (H. R. 24,749) to amend Section 5 of the Trade-Mark Law, has been reported favorably by the House Committee on Patents. This bill adds to the original Section 5 a proviso worded thus: "Provided further, That nothing herein shall prevent the registration of a trade-mark, otherwise registrable, because of its being the name of the applicant or a portion thereof."

The bill will not affect in any wise the provisions of existing law as to what trade-marks

are subject to registration, except that a "trade-mark otherwise registrable" shall not be rejected merely because of its being the name of the applicant or a portion of the applicant's name.

It appears that the Court of Appeals of the District of Columbia recently held that Section 5, as it now stands, has the effect "to prevent the registration by a corporation of its own name, whether that name be the subject of a technical trade-mark or not." The decision applies to a trade-mark that forms the name, or a part of the name, of the applicant, but it is understood that no such effect as this was intended by the Committee on Patents when Section 5 was originally reported to the House.

At the hearings had on this bill, no reason was developed for denying to the applicant the right to register a trade-mark "otherwise registrable," merely because it is the name, or a portion of the name, of the applicant. In many cases, it was stated, this construction of the statute results in inconvenience and hardship.

The bill has the approval of the commissioner and assistant commissioner of patents, to whom trade-mark cases are usually submitted, and the Committee on Patents recommended that the bill be passed by unanimous consent when it is reached upon the calendar.

A PROSPEROUS STORE ATTRACTS.

Buying Public More Inclined to Patronize Successful Appearing Merchant—Dirty and Disordered Store Naturally Repels.

It may be considered a peculiar fact, but people are inclined to patronize a prosperous store. The chief means that they have of sizing up the prosperity of any store is the outward appearance of it; therefore, every retailer should give special attention to the outward appearance of his place of business.

There is a way for every store to appear prosperous, and it is strictly up to each dealer to find out what it is. But do not be like the retailer who had a display card posted on his window which read, "Business is Good." He had the right idea, but he was simply on the wrong track. His windows had the appearance of not having been cleaned for weeks, and the first glance at the outward appearance of his store showed a painful lack of enterprise in not keeping it up to date.

Every dealer should make a special effort to have his store appear as if money had been spent and care had been taken in making it attractive. Mere signs will not answer. To display a cheerful sign, as did the retailer mentioned above, the appearance of the store must correspond with the idea which the sign is intended to impress upon the reader.

It may be well to remind World readers that the young man who "never had a chance" is the same young man who has been canvassed over and over again by his superiors, and found destitute of necessary qualifications, or is deemed unworthy of closer relations with the firm, owing to some objectionable act, habit, or association, of which he thought his employers ignorant.

NOW IS THE TIME TO PLACE ELECTRIC-PLAYERS

to advantage and make easy money and big profits.
They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

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Branch Office, 626 F St., Washington, D. C.

To Business Men

Business men in every line admit the value of good trade papers.

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

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

The World is a help to the talking machine business.

It exerts an healthful optimism.

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

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

They draw from the *World* pleasure and profit.

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

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

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK

With the
EDISON
and
the Stars
of To-day



CARMEN MELIS

Photo by Bettini, Rome.

Where are the others and the stars of yesterday?
With the instrument that plays both Edison Standard
and Amberol Records, where will you find a prospective
purchaser that wants an instrument that offers less?



MARGUERITA SYLVA

Copyright, 1909, by Falk, N. Y.

Take your profits from

The
EDISON
the
Instrument
of Quality

NATIONAL PHONOGRAPH CO.
59 LAKESIDE AVE., ORANGE, N. J

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, July 15, 1910



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.

THE PLEASURE
DOUBLED

THE COST
REDUCED



10 inch 65c. **DOUBLE RECORD DISCS** 12 inch \$1.00

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

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.

The price appeals to the masses, the quality to the classes, making them indeed a popular record at a popular price.

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded. 10 inch, 50 cents, 12 inch, 75 cents.

Resolve yourself, Mr. Dealer, into a committee of one and investigate these claims. Consider, criticize, compare. ZON-O-PHONE RECORDS will stand the test. A trial will verify all that we say.

Universal Talking Machine Mfg. Co.

Fourth and Race Streets

Philadelphia, Pa.

Distributors of Zon-o-phone Goods:

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

CALIFORNIA

San Francisco...Peter Bacigalupi & Sons, 941 Market St.

CONNECTICUT

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

FLORIDA

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

ILLINOIS

Chicago.....Benj. Allen & Co., 131-141 Wabash Ave.
Chicago.....B. Olshansky, 515 So. Jefferson St.
Chicago.....W. H. Sajewski, 1011 Milwaukee Ave.
Chicago.....Tresch, Fearn & Co., 73 Fifth Ave.

IOWA

Des Moines.....Harger & Blish, 707 Locust St.
Dubuque.....Harger & Blish, Security Bldg.

KANSAS

Topeka.....Emahizer-Spielman Furn. Co., 517-519 Kansas Ave.

MARYLAND

Annapolis.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., 441 W. Baltimore St.
Baltimore.....Louis Mazer, 1438 E. Pratt St.

MINNESOTA

St. Paul.....W. J. Dyer & Bro., 31-33 W. 5th St.

MICHIGAN

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

MISSOURI

Kansas City....Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield....Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 311 N. 12th St.
St. Louis.....D. K. Myers, 3839 Finney Ave.

NEBRASKA

Omaha.....Piano Player Company, 16th and Douglas Sts.

NEW JERSEY

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

NEW YORK

Brooklyn.....F. W. Rous Co., 435 Fifth Ave.
Brooklyn.....B. G. Warner, 1213 Bedford Ave.
New York.....I. Davega, Jr., Inc., 125 West 125th St.

NORTH DAKOTA

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

OHIO

Akron.....Geo. S. Dales Co., 138 S. Main St.
Cincinnati....J. E. Poorman, Jr., 639 Main St.
Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.
Harrisburg....J. H. Troup Music House, 15 So. Market Sq.
Philadelphia...Harmonia Talking Machine Co., 1891 Arch St.
Philadelphia...H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

Beaumont.....K. B. Pierce Music Co., 603 Pearl St.

WISCONSIN

Milwaukee.....G. H. Eichholz, 1340 Fond du Lac Ave.
Milwaukee....Hoeffler Mfg. Co., 306 W. Water St.
Superior.....Russell Bros.

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 158 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 553 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.
Yarmouth....Yarmouth Cycle Co.

The Talking Machine World

Vol. 6. No. 7.

New York, July 15, 1910.

Price Ten Cents

TALKING MACHINE REPAIRING.

No Department of the Talking Machine Business More Important Than That Devoted to Repair—Following up Customers and Keeping Machines in Repair Tends to Make Friends for the House and Enlarge Trade—An Interesting Communication on This Subject from Andrew H. Dodin.

Andrew H. Dodin, of the repair department of the New York Talking Machine Co., in a letter to the Editor of The Talking Machine World, of recent date, makes an appeal to dealers regarding the importance of the repair department, and in this connection says:

"Writing from my experience during the past eight years spent in repairing talking machines, I request permission to speak, through your columns, to the dealers in general on the subject of 'talking machine repairing.'

"Too little attention has been paid in the past by the average dealer to the repair department. In order to maintain the high state of the business to keep your display machines in perfect order, and to retain the custom and further orders of your present customers, you must make a point of having your repair work carefully attended to.

"You may say that your present repair man is not capable of handling all cases which come to his department; that he has never had sufficient experience or training. This can only be a temporary excuse. All distributors employ trained men and are always willing to have them teach your man the approved methods of repairing. For some time past the Victor Talking Machine Co. has been giving the repair departments of their distributors special attention; their experts working, in some cases, a week at a time, with the repair man, giving them the benefit of the factory methods and training. This knowledge can in turn be given to your men, and the result will be better work and more satisfied customers.

"The repair bench is too often found lacking in tools. A hammer, a pair of plyers and a few screwdrivers are usually all that is given a repair man, and with these he is expected to do first class work. This is impossible. Help him along; it is your gain. Let him get in touch with the repair department of your distributor, have him ask for a list of tools for the class of work he would be likely to handle, and you will be surprised how much time he can save through their use, and how much better work he can turn out.

"In the last few years I have personally come in contact with any number of cases, where, by reason of a poorly repaired machine, sales to the friends of the party owning the machine have been lost. This is detrimental to the business and will become more serious in the future unless the dealer awakens to the fact that proper repairing is vital to his success.

"Give your repair department a show; help your man to do good work by giving him the proper training, and letting him have the necessary tools to work with, and thus enable him to bring out better results."

THE VALUE OF TACT IN BUSINESS.

Pulling for new trade ever and always is part of the live retailer's daily work. But he must never overlook the oft-proven truth that "a bird in hand is worth two in the bush." The customer he has must be so handled as to remain of the fold, since the business grows not by a change of faces, but by added ones. Wherefore, the wise are very careful to make old customers feel "cumfy" in their dealings and prompt to correct any unlooked for cause of complaint which in spite of every precaution may now and again crop up.

If the misunderstanding be due to the customer's error or ignorance, the store, by tactful courtesy and patience, can smooth it out and the daily widening policy of "money's worth or money back" usually holds the customer's confidence and good-will.

OUR EXPORT AND IMPORT TRADE

Of Talking Machines for May—Exports Show Strong Gain as Compared with Last Year—Some Interesting Figures.

(Special to The Talking Machine World.)

Washington, D. C., July 9, 1910.

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

The total exports of talking machines, records and supplies for May, 1910, amounted to \$358,265, as compared with \$200,524 for the same month of the previous year. The eleven months' exportations of talking machines, records and supplies amounted to \$3,496,091, as against \$2,613,084 for the same period in 1909.

The total export figures for the eleven months of the past three years are as follows: 1908, \$4,511,928; 1909, \$2,613,084; 1910, \$3,496,091.

The value in detail of exportations of talking machine records and supplies amounted to \$169,434 in May, 1910, as against \$200,524 for the same month of 1909, and for the eleven months ending in May, 1910, they amounted to \$1,326,698, as against 2,613,084 in 1909 and \$4,511,928 in 1908.

The value of all other parts relating to talking machines, phonographs, records and materials therefor sent abroad during May, 1910, amounted to 188,831; the total exports for the eleven months under this heading foot up \$2,169,393.

PROMPT DELIVERIES.

What They Mean to the Customer—An Excellent Way of Increasing Trade and Keeping Satisfied and Paying Patrons.

A prominent dealer recently said that the success of his business was largely due to the prompt delivery of goods. It had been the rigid rule of his establishment since its inception many years back to dispatch every order the same day as received, and that a customer, in sending for certain goods, must never be kept waiting, even if the time was six o'clock in the morning.

How many stores are conducted on the same rigid lines? It is true that conditions regarding traffic communications have altered, and that delay at the present time would not mean such an inconvenience to the customer as in earlier days, but all the same prompt shipping is just as essential if the good will of the buyer is to be retained. No man likes waiting for his goods. Even if he is not in absolute need of them, he is in a hurry to have them in his possession.

Besides, he does not like to be disappointed. It may be that the clerk said that he should have them at a certain time, and they did not arrive or possibly he sent a team to fetch them, and the man after waiting a couple of hours was told to come back later on in the day. He naturally loses confidence in the store when such things happen, and that is fatal. The dealer's word should be as good as his bond. And if he, or his clerk, says that the goods shall be ready or shipped at a certain time, then there should be no mistake about it, they should go.

In these days a dealer cannot afford to neglect any of those business principles that help to build up the reputation of the store. Competition becomes harder in almost every line. Only by

gaining the confidence of his community, and by acquiring a reputation for strict business methods can he hope to go ahead. By these means alone can he cement his friendship with his customers, and it is friendships that count in business.

MOVING PICTURES IN THE CHURCH.

Jane Addams Tells of Conditions in Chicago—How Churches May Be Made Popular.

Jane Addams says that on a Sunday night in Chicago one-sixth of the entire population is packed into 466 places of entertainment. Churches? No—moving-picture shows! The churches on Sunday night in Chicago, and, we fear, in many other places, are not conspicuously crowded. The problem is this: If the Chicago churches had presented an up-to-date moving-picture show, instead of a sermon, would the crowd have followed the films? Inasmuch as the church admission is free and the theatre admission is from 5 to 25 cents, it is a fair assumption that the churches would have filled. Now, if the object of the Sunday night service is primarily to reach the crowd on the street, and if, as has been shown, the moving picture is a much more vivid and attractive way of reaching that crowd than is a sermon, why, in all seriousness, don't churches give us the thrilling stories of the Old Testament, its beautiful tales of the New Testament, and its modern illustrations of Christian heroism in this and other lands, in the up-to-date form—in moving pictures? They may answer that they cannot get hold of the films and the machine, but this answer is not a good answer. Excellent sacred pictures are shown in the present professional entertainments, says a prominent writer, and many illustrations of modern heroism, self-sacrifice and virtue are in every program. Moreover, a demand for films for church use would enlarge the supply. Moving-picture machines are not expensive and can be easily operated. You can do it in your church. Why don't you?

H. O. SHUTTLEWORTH A VISITOR.

The Assistant Manager of the Western Talking Machine Co., Winnipeg, Speaks in Optimistic Vein of Trade Outlook in His Territory.

They are "raising" some bright, active, go-ahead young talking machine men up in Northwestern Canada, and an excellent sample in the person of H. O. Shuttleworth, assistant manager of the Western Talking Machine Co., Winnipeg, Manitoba, paid The World sanctum a visit recently. Mr. Shuttleworth had just come from the Victor factory, regarding the extent and equipment of which he was most enthusiastic. He also visited the leading retail talking machine stores in New York for the purpose of stocking away ideas, if there were any floating around, and he incidentally placed some orders with the wholesalers.

Mr. Shuttleworth spoke in glowing terms of trade conditions in Manitoba. His house represents the Victor—in fact is one of the two Victor jobbers in Canada, and they sell five hundred dealers. As may be inferred, this keeps the Western Talking Machine Co. busy, as they cover a wide territory—a territory, however, which is steadily growing in population and wealth. In fact the present year promises to be from the crop standpoint one of the best ever known in Canada, all of which means better business for the talking machine men.

On his homeward trip to Winnipeg Mr. Shuttleworth stayed over at Montreal.

Annual inventories should be taken if for no other purpose than to know the goods that would be destroyed in case of fire.

TRADE PROGRESS IN NORTHWEST.

Talking Machine Men in Seattle Report Great Activity with Large Shipments to Alaska—One Order Called for \$5,500 Worth of Victor Goods—Columbia Business Shows Increase of 55 Per Cent.—Many New Dealers Signed Recently for All the Companies—Berger to Sell from Special Wagon—Borgum Co. Add Recording Department—Other Items.

(Special to The Talking Machine World.)

Seattle, Wash., July 5, 1910.

With the opening of navigation in Northern Alaska waters the talking machine business in this section has certainly taken on a rosy hue. Thousands of dollars of "talkers" have been shipped on the first steamers out of Seattle already this month to the northern gold fields, and the jobbers are looking forward to a tremendous business from this section this summer. The largest order recorded so far was from the new Iditorod region, booked by Sherman, Clay & Co. This order called for \$5,500 in Victor goods alone, and George Guppy, who landed the deal, states that he expects to land several even bigger than this one before navigation closes in September.

Several large retail sales have been made lately for Alaska shipment, especially one by Mr. Kelly, of Eilers, for two Victrolas and 250 Red Seal records, amounting to \$850. Mr. Kelly states that this is the kind of business which is "made to order" for him.

Mr. Grimsley, manager of the Columbia Phonograph Co.'s store, reports that their business in June exceeded last June by 55 per cent. This fact is not at all surprising when one glances over the list of high quality of dealers who are now handling the Columbia line. There is no questioning the fact that the Columbia business has gained a strong impetus through the Regent Grafonola. The dealers simply cannot get enough of these beautiful instruments.

Tedeman and Woodburn, who had charge of the Eilers Music House at Everett, Wash., have severed their connections with this firm, and hereafter will go it alone. Eilers has bought out Clines Piano House in Everett, and will conduct a first-class talking machine department.

Hugh B. Dobbs, traveler for Sherman, Clay & Co., has returned to Seattle from an extended tour of the State. Quite a number of new Victor dealers were signed up by Mr. Dobbs on this trip, among whom are K. Knuteson, Stanwood; E. J. Elison, Poulsbo; B. F. Day Lumber Co., Big Lake; Mrs. Westphall, Ferndale.

William Long, who is connected with the wholesale department of Eilers Music House, Seattle, attended the big scrap at Reno, Nev. He will make a tour of California before returning to his duties.

Sam Berger, the dealer at Mount Vernon, Wash., is fitting up a special wagon which he is going to use in convincing the farmers in his section that they should purchase a talking machine this summer instead of waiting until fall. He reports a steady demand for Columbia disc records, especially "The Hired Girl's Dream."

E. Geissler, of the Geo. J. Birkel Co., Los Angeles, Cal., was a recent visitor in Seattle. Other recent visitors are G. W. Bates, auditor for Sherman, Clay & Co., San Francisco; Mr. Peterson, talking machine manager for Eilers Music House, Tacoma, Wash., and Ed. Lyons, representative for the National Phonograph Co.

The Borgum Music Co., 1207 Third avenue, have just added a special recording department. Any desired song or instrumental selection not listed by the National Co. will be made by the best talent in the city. Quite a number of phonograph owners have already taken advantage of this unique plan, and it has also served to stimulate the demand for blanks and encourage record-making at home.

Mr. Bendle, salesman for Sherman, Clay & Co., has just left for six weeks' vacation. Miss Coleman of the same firm has left for San Francisco for a stay of a few weeks.

Lauren Kidd has gone into the Edison business on a large scale in Pasco, Wash.

Edw. Borgum conducted a demonstration of the Edison Business Phonograph in the show windows of the Eilers Music House last week. He was assisted by Matt Corcoran and Miss H. Frenger.

A MODERN DON QUIXOTE

Is the Man Who Says Advertising Doesn't Pay—Gets Personal Judgment Against Experience of Business World.

The man who conducts his business on the theory that it doesn't pay to advertise and he can't afford to advertise sets up his judgment in opposition to that of all the best business men in the world. Says an experienced advertising authority: "With a few years' experience in conducting a small business on a few thousand dollars capital he assumes to know more than those whose hourly transactions aggregate more than his do in a year, and who have made their mil-

lions by pursuing a course that he says doesn't pay."

If advertising doesn't pay, why is it that the most successful merchants of every town, large or small, are the heaviest advertisers? If it does not pay, why do the largest business firms in the world spend millions in that way?

Is it because they want to donate those millions to the newspaper and magazine publishers, or because they don't know as much about business as the six-for-a-dollar merchant, who says money spent in advertising is thrown away or donated to the man to whom it is paid?

Such talk is simply ridiculous, and it requires more than the average patience to discuss the proposition of whether advertising pays or not with that kind of a man. His complacent self-conceit in assuming that he knows more than the whole world is laughable, and reminds us of the man who proved that the world doesn't revolve by placing a pumpkin on a stump and watching it all night.

RECORDS TO FURNISH DICTATION

To Learners and Advanced Students of Shorthand—J. N. Kimball, the Stenographic Expert, Has Prepared Twenty-Five Edison Gold Molded Records for This Purpose—Should Prove a Valuable Aid in Perfecting Students in the Stenographic Art.

J. N. Kimball, the well-known stenographic expert, with years of teaching experience, has prepared twenty-five Edison gold molded phonograph records, each one a perfect copy of the "master" prepared and spoken by Mr. Kimball, for the purpose of furnishing dictation to learners and advanced students of shorthand.

It is a well-known fact that the rudiments of stenography and typewriting are easily learned, but proficiency in these professions can only be attained by constant practice from dictation, hence the value of these records to commercial schools and individual students in the home. These records represent exact (and adjustable) dictation speeds, perfect enunciation, large vocabulary, with tireless repetition. They contain over twelve thousand words, occupying but one-third of a cubic foot of space, and requiring over an hour for their reproduction. The complete list covers speeds from 75 to 225 words per minute, and each separate record can be run at speeds with a variation of from 30 to 40 words per minute. The records cover every conceivable form of dictation—business letters, addresses, political speeches, addresses in Congress, extracts from novels, jury charges and testimony in criminal and civil cases.

For class instruction or in the home these records will be a decided stimulus to perfecting one in speed and surety as well as in an increased appreciation of the business phonograph, as they increase the students' vocabulary and equip them for practical work in almost all lines. The Edison Business Phonograph Co. or dealers in phonographs will supply these records.

FITZGERALD DID NOT SELL.

Will Push Two Lines of Talking Machines.

In the last issue of The World there appeared an item from our Los Angeles, Cal., correspondent to the effect that the talking machine department of the Fitzgerald Music Co., Los Angeles, Cal., was taken over by the Columbia Phonograph Co.

This statement Manager Barnes, of the Fitzgerald Music Co., advises us is incorrect. He says: "We have taken the agency for the Columbia machine, but we have in no way ceased to push most aggressively the sale of Victor goods."

Daniel G. Williams, representative of the Udell Works, was at the convention of the National Talking Machine Jobbers' Association, at Atlantic City, after which he called on the trade in New York and vicinity. Mr. Williams is an old-time talking machine man, and he was quite "at home" at the convention.

EASTERN CO. SERVICE

IS THE KIND THAT GETS THE GOODS INTO YOUR HANDS WHEN YOU WANT THEM

Popular Records in the height of their demand, not after your competitor has supplied the demand. Try Eastern Service. Once Tried, Always Used.

Write us for samples, descriptive circular and prices of

Grand Opera Needles

The best needle on the market. Packed in patent boxes, with two compartments in lots of 300, 500 and 1,000, and in boxes of 100. Prices Right, Quality the Best.

YOU SHOULD HAVE "DUST-OFF"

For Edison Records

RECORD CLEANERS

For Victor Records

The largest selling accessory ever put out. Write for circular and price list.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



VICTROLA XII
Mahogany, \$125



VICTROLA XVI
Circassian Walnut, \$250
Mahogany or Quartered Oak, \$200

Now is the time to push the Victrola

Summer homes, country clubs, hotels, roof gardens, large restaurants and pleasure resorts all need a Victrola and need it right now.

Quick and easy selling for you—the Victrola readily sells itself if you bring it to the attention of the proper people.

And the sale carries with it a large sale of high-class records and is followed by many subsequent record sales.

If you haven't a Victrola so you can go after this desirable trade, write to your distributor for one today.

A Victrola in your store will be the best kind of advertising for you—the strongest "drawing card" you could possibly have in your store.

It not only sells itself but helps to sell the other styles of the Victor, and is one of the most profitable investments you can make.

So get a Victrola and go after this business right now and you're sure to reap a rich harvest.



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.
 Altoona, Pa. W. H. & L. C. Wolfe.
 Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex. The Petmecky Supply Co.
 Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Wm. McCallister & Son.
 Bangor, Me. M. H. Andrews.
 Birmingham, Ala. E. E. Forbes Piano Co.
 Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Canton, O. The Klein & Hefelman Co.
 Charlotte, N. C. Stone & Barringer Co.
 Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. W. H. Buescher & Son.
 Collister & Sayle.
 The Eclipse Musical Co.
 Perry B. Whitsit Co.
 Columbus, O. Perry B. Whitsit Co.
 Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music Co.
 Des Moines, Iowa. Chase & West.
 Harger & Blish, Inc.
 Detroit, Mich. Grinnell Bros.
 Dubuque, Iowa. Harger & Blish, Inc.
 Duluth, Minn. French & Bassett.

Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walz Co.
 Galveston, Tex. Thos. Goggan & Bros.
 Grand Rapids, Mich. J. A. J. Friedrich.
 Honolulu, T. H. Bergstrom Music Co., Ltd.
 Indianapolis, Ind. Musical Echo Co.
 Wulschner-Stewart Music Co.
 Jacksonville, Fla. Carter & Logan Brothers.
 Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Knoxville, Tenn. Knoxville Typewriter & Phonograph Co.
 Lincoln, Neb. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Louisville, Ky. Montenegro-Riehm Music Co.
 Memphis, Tenn. E. E. Forhes Piano Co.
 O. K. Houck Piano Co.
 Milwaukee, Wis. Lawrence McGreal.
 Minneapolis, Minn. Lawrence H. Lucker.
 Mobile, Ala. Wm. H. Reynolds.
 Montreal, Canada. Berliner Gramophone Co., Ltd.
 Nashville, Tenn. O. K. Houck Piano Co.
 Newark, N. J. Price Talking Machine Co.
 Newark, O. The Ball-Fintze Co.
 New Haven, Conn. Henry Horton.
 New Orleans, La. Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Machine Co.
 Sol Bloom, Inc.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Jacot Music Box Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Omaha, Neb. A. Hospe Co.
 Nebraska Cycle Co.
 Piano Player Co.
 Peoria, Ill. Putnam-Page Co., Incorp.
 Philadelphia, Pa. Sol Bloom, Inc.
 Louis Buchn & Brother.
 J. E. Ditson & Co.
 C. J. Hepp & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburg, Pa. C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me. Cressey & Allen.
 Portland, Ore. Sherman, Clay & Co.
 Richmond, Va. Cable Piano Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, Utah. Carstensen & Anson Co.
 The Consolidated Music Co.
 San Antonio, Tex. Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Phillips & Crew Co.
 Seattle, Wash. Sherman, Clay & Co.
 Sioux Falls, S. D. Talking Machine Exchange.
 Spokane, Wash. Eilers Piano House.
 Sherman, Clay & Co.
 St. Louis, Mo. Koerber-Brenner Music Co.
 The Aeolian Company of Mo.
 St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinrichs.
 Syracuse, N. Y. W. D. Andrews.
 Toledo, O. The Hayes Music Co.
 The Whitney & Currier Co.
 Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.



The new Columbia Grafonola "Mignon" at a hundred-and-a-half is a little Mint.



Columbia Phonograph Co., Tribune Building, New York.

AROUND THE MILWAUKEE TRADE.

Summer Business Reported Averaging Well in Both Wholesale and Retail Fields—W. P. Hope a Benedict—Milwaukeeans at the Convention—Kunde Renovations—Eicholz Removes—Hoeffler Concerts—New Idea Cabinet Co. Delayed in Making Up Stock.

(Special to The Talking Machine World.)

Milwaukee, Wis., July 9, 1910.

Despite the fact that Milwaukee and surrounding territory is experiencing the hottest weather known in thirty-nine years for this season of the year, indications are that the talking machine business is showing some improvement. The hot weather has meant that the summer resort season is now in full sway, and this has opened an excellent field for the retailer. Dealers say that there has never been a season when so many Milwaukeeans have purchased new machines for their summer homes, while the demand for records in all lines has been especially good. In addition to this, people have been in the market for supplies of all kinds. It is expected that the retail trade during the greater portion of July and August will not be especially brisk, since the summer resort business will have passed its best stage by that time and the general summer dullness will have arrived in all lines.

While the wholesale business is not as heavy as it might be, jobbers say that it is as satisfactory as could be expected. In fact, business during the latter part of June was better than is usually the case, owing to the fact that demand was good from country dealers. Farmers have passed through the busiest portion of their early season's work and seem to have found more time to buy talking machines and records.

Milwaukee was represented at the convention of the National Association of Talking Machine Jobbers at Atlantic City by Lawrence McGreal, Mrs. McGreal and Mrs. McGreal's sister, Miss Gertrude Gannon, owner of the McGreal retail store. The party planned later a visit to Boston, where they will meet P. Conroy, the well-known piano dealer of St. Louis, and an old friend of Mr. McGreal's. Mr. Conroy will then take the Milwaukee party on a tour through New England. Mr. McGreal hopes to spend a week or ten days at Rochester, N. Y., his former home, before he returns to Milwaukee.

William P. Hope, representative of the National Phonograph Co. in Wisconsin and upper Michigan territory, was married on June 29 to Miss Nellie Scott, of Marinette. The affair was conducted quietly at the home of William S. Baker, an uncle of the bride. Mrs. Hope is the daughter of a late well-known business man of Marinette. After a trip to Mackinac Island, Sault Ste. Marie and other points, the couple will be at home at Marinette, Wis., where Mr. Hope will make his headquarters in the future. Mr. Hope was in Milwaukee on business during the latter part of June.

Mr. Krege, of Krege & Co., of Berlin, Wis., was in Milwaukee recently and purchased an

Auxetophone from Lawrence McGreal for use in an outdoor skating rink. This was the last Auxetophone carried by Mr. McGreal, and he is now expecting a shipment of new machines.

L. Lambeck, Edison and Victor dealer at Beaver Dam, Wis., was in Milwaukee recently visiting his father, who is confined to his home by illness.

Albert G. Kunde, Columbia dealer, has completed arrangements for installing a new front in his store at 516 Grand avenue. Other improvements will be also made during the summer months. "Business is very satisfactory despite the hot weather," said Mr. Kunde. "We have just closed the sale of two \$200 machines and have several fine prospects in view." Mr. Kunde is now devoting his entire time to his downtown store since the closing of his Fond du Lac avenue branch.

George A. Eicholz, the north side talking machine dealer, has moved into his new store at the corner of Twelfth and Walnut streets. Larger and better quarters are available and the location is one of the best on the north side. Mr. Eicholz has enlarged his stock of both machines and records.

Frank P. Price, manager of the repair department at the McGreal store, is the father of a nine-pound son. Mr. Price already has plans for his son's future in the talking machine business.

In connection with an effective Victor July 4 window, the Hoeffler Mfg. Co. conducted evening concerts. During the entire week before the Fourth a varied program of national airs was presented by Mr. Becker, and people attended in large numbers, despite the warm weather. Mr. Becker reports that the new styles of the Edison business phonograph are taking especially well with the trade. The new foot-trip device on the machines is proving a popular innovation.

Roy Keith and F. W. Slowly, of the Talking Machine Co., of Chicago, called upon the Milwaukee trade recently. Both gentlemen predicted a big fall trade in all lines.

The New Idea Cabinet Co. recently incorporated to manufacture the "New Idea" disc cabinet, are experiencing some little delay in equipping a plant at Wauwatosa, a Milwaukee suburb. It is expected, however, that the plant will be ready for operation some time during the present month. Lawrence McGreal, one of the incorporators of the new company, reports the receipt of heavy orders for the new cabinet, and its success seems assured from the very start. A. H. Ellis will be superintendent. Present plans are that at least 200 cabinets will be turned out each month.

FOUR RECORDS POPULAR IN TEXAS.

The committee appointed by Robt. N. Watkin, president of the Southwestern Talking Machine Owners' Association, Dallas, Tex., for the purpose of selecting the most popular records for talking machines has turned in a report to the effect that the four most popular records are "Red Wing," "Dixie," "Rainbow" and "Turkey

in the Straw." In this connection they say these four records some doubtless have already, but every talking machine owner should have all four of them.

HOW GOLDSMITH'S CELEBRATED.

Henry Goldsmith, of Goldsmith's Music Store, Columbus, O., in carrying out the spirit of the Victor Talking Machine Co.'s idea for a safe and sane Fourth, issued a little package which in appearance was exactly like a small fire cracker, and when directions were followed and the package opened up it revealed a copy of the July Victor record catalog. It was issued, of course, before the Fourth, so that in timeliness and effectiveness it at once attracted attention.

Mr. Goldsmith also made use of the Victor's ready-made display window which he used to good advantage about ten days or so before Independence Day. This spirit of co-operation with the manufacturers is excellent, and we wish that dealers throughout the country would keep closer in touch with the excellent literature and suggestions issued by the companies in regard to the development of their business. It would prove mutually profitable.

THE NATIONAL MUSICAL INSTRUMENT.

The question of a national musical instrument has been discussed in correspondence in the new York Times and a number of other daily papers, and in this connection A. A. Leve, of Syracuse, N. Y., writes to the Times as follows:

"T. C. L.'s" suggestion about a national musical instrument is right in "tone." While the zither and all the other instruments he mentions may have some claim, more or less, to distinction, as a national instrument first, last and always what has any of the above got on the phonograph?" So say we all.

THE JOYS OF THE PHONOGRAPH.

A letter this week from one of our "shut in" friends tells us of his great pleasure when, at Christmas time, he was presented with an Edison phonograph and a number of choice records.

How much happiness can be carried within the circumference of one little record! And how blessed it is for those of us who are strong and sturdy and bounding with health and strength to be able to gather into our arms, as it were, the trilling lilt of the birds in spring, the melody of the rippling brooks, the weird folk songs floating up from the blooming cotton fields, the grandiloquent discourse of the "Colored brother" as he "zorts" his crooning congregation concerning the "weighty matter of the law as proclaimed by Moses and the prophets," and boundless other bits of comedy, classics, triumphant crescendoes, anthems and oratorios, and thrust out garnered treasures into the outstretched arms of our heroic, patient loved ones whose eyes look longingly into the alluring paths, but whose feet are held back by the hand of affliction.—The Golden Age,

OPTIMISTIC IN THE QUAKER CITY.

Dealers and Jobbers Pleased with June Business—Buehn & Bro. Open Special Rooms to Exploit Edison Commercial Machines—Opinions About Exchange Proposition—Columbia Mignon a Great Favorite—Business with Company Ahead of Last Year—More Room for Weymann—Other Happenings.

(Special to the Talking Machine World.)

Philadelphia, Pa., July 5, 1910.

The Philadelphia talking machine trade is very jubilant over the business done in June. They all say it was the best June that they have ever had. The same was true of the previous month, and there is no wonder that the dealers in the "little marvel" are in high spirits. The competition, which seems to be growing all the time, is not lessening the trade for any one house, but it seems to be building up trade in every direction, until the talking machine is in as many homes as are pianos in Philadelphia. The sale of a piano almost completes a transaction for a lifetime, but the business on the "talkers" goes on forever.

The Philadelphia trade was well represented at all the sessions of the convention at Atlantic City. Aside from the work at the shore they were kept busy entertaining the delegates going and returning from the convention.

Louis Buehn & Bro. report that their business for June was highly satisfactory, and the last week of the month, in spite of the hot weather, eclipsed all others, both wholesale and retail. "It is simply remarkable," Mr. Buehn says, "how business is keeping up. Robert J. Dungan is up the State this week for the firm, and is sending in some very satisfactory orders.

Louis Buehn & Bro., who recently opened rooms at 1105 Walnut street for the exploiting of the Edison commercial machines, have also been doing a very satisfactory business. Naturally this work is slow, but business men are fast realizing that the Edison commercial machine is a great time saver. J. Frank Smith is the manager of the store, and he is highly enthusiastic over the work, and understands it thoroughly, and will no doubt overcome all prejudices.

There seems to be quite a difference of opinion among the talking machine men as to the advisability of shutting off of the continuous exchange proposition by the National Co., as per their communication to the dealers dated June 17. As this proposition does not go into effect until the first of next year, the matter in the meantime can no doubt be adjusted in such a way that there will be no trouble or loss of business to anyone. On this subject Mr. Buehn says:

"I personally think it is a step backward. It was a splendid talking point. It gave our men an opportunity to enthuse the dealers; to show them how they could reduce their stock greatly of standard records which did not sell any more, and exchange them for Amberol records. By this new order the National Co. will remove the very strongest argument we had. However, the other concession they make may develop into something worth while, but this remains to be seen."

The Penn Phonograph Co. have also been enjoying an exceptionally good June, 50 per cent. better than last year, and their trade, particularly through the middle and northern part of the State, has been very heavy. All of their men were called in over the Fourth of July and start out again this week for their usual July trips. They believe the good business will continue during the summer. None of their representatives through the State has been in Philadelphia lately, but there were many visitors following the convention at Atlantic City.

In speaking of the Edison proposition referred to above, the Penn Co. rather take a different view of the situation than Mr. Buehn, and believe it is going to work to good advantage to the Philadelphia jobbers, in that it removes many troubles which this changing of records brought to the jobbers. Besides, the National

Co. will replace it with another exchange proposition, but just what it will be is as yet not known by the dealers. A member of the Penn firm said: "We are glad to see the National Co.'s exchange proposition dropped. We think a semi-annual exchange should be used in its stead, or something of that sort."

James Shearer has joined the staff of the Columbia Phonograph Co. in this city. He used to be the manager of the St. Paul offices of the company, and before that he was manager of the Glasgow (Scotland) branch of the company.

The Columbia have received the new Mignon machines, and they have been very well received here, so well that it has been almost impossible for them to keep them on hand at the Philadelphia store. The company gave a Columbia concert at the Acacia Club at Williamsport last Monday night, and Manager T. K. Henderson went to the Pennsylvania lumber city to conduct it. It was a most satisfactory affair, as the Acacia is one of the finest clubs in Pennsylvania, and they were so pleased with the instrument that they would not hear of its removal after the concert. It will no doubt be the means of selling many Columbia machines to members of the club.

V. H. Emerson, the recording expert of the Columbia Co., was in Philadelphia last week. Their R. B. Robinson is on a trip up the State, but he was compelled to return home on account of illness. He will take a week's vacation and then go back again on the road.

The Columbia have received several of the new B. N. W. M. machines, the same machine as the B. N. W. except that it is cut in mahogany and sells at \$50. It is an extremely handsome machine and they believe it will have a very good sale here. The total amount of business during the month of June was ahead of May. In records they report that the more popular music seems to have the call at present. The new operatic selections by the Boston Opera Co. are coming through at present, and they are very satisfactory to the trade of the firm.

H. A. Weymann & Sons have the same report to make as the other firms on the increase of their business in June. Norbert Whitely leaves to-day for his regular July trip. Their two biggest sellers are "One Little Girl" and "Moonlight in Jungletown," two of the compositions from their own sheet-music department. The firm are contemplating a complete rearrangement of their talking machine department in the fall, and will give more space to these goods next year than ever before.

COVER UP RECORD DEFICIENCIES.

Some Dealers Affirm Artists Are Dead When Out of Records Called For.

Editor, Talking Machine World,
New York, N. Y.:

Dear Sir—A malicious report has been circulated by unknown parties to the effect that Miss Ada Jones was dead. Unscrupulous dealers with low stocks of her records, frequently manufacture damaging reports of this kind to cover up deficiencies in their stock. Patrons who call for their records are told the artist has died. Your readers will no doubt be glad to learn that Miss Jones is alive, well and daily employed in making records for good companies. Feeling sure that you will give this letter such publication as its importance would seem to merit, and thanking you in advance, I remain,

Yours very truly,

LEN SPENCER,
Len Spencer Lyceum.

Said a merchant: "Our remedies in avoiding losses are chiefly as follows: Do not carry too many of your business eggs in one basket. Consider character and ability before capital. If we take a large risk, it is based on character more than capital. We have had cases where we have given credit for nearly three times the amount of responsible capital, and not lost a penny. But in such cases the very inside of character must be known."



¿Quiere Vd.
que le dé
una lección
de inglés?

Es tan fácil aprender el inglés con el sistema I. C. S. y además el conocimiento del inglés es muy útil en los tiempos modernos.

El sistema I. C. S. para la enseñanza de idiomas por medio del fonógrafo facilita el aprendizaje de un idioma extranjero, y tiene que interesar notablemente á miles de personas. El vendedor de fonógrafos que no tiene los equipos I. C. S. para aprender idiomas, de seguro que está descuidando un medio rápido é infalible de aumentar sus negocios. El nuevo equipo I. C. S. para aprender idiomas, que cuesta \$35 oro, es una maravilla. Representa el arte más elevado en la enseñanza de idiomas y encierra un método que ha merecido la mayor recomendación de miles de personas competentes para hablar con autoridad sobre el asunto. Las Embajadas de España, Francia y Alemania en Washington, así como los principales Colegios han recomendado cordialmente el método I. C. S. para enseñar idiomas.

El equipo I. C. S. para aprender idiomas consta de un fonógrafo "Gem" Edison, hecho especialmente para estudio de idiomas; una bocina pequeña; un tubo auditivo con banda para la cabeza; una aceitera y 25 fonogramas de conversación para enseñar la pronunciación, que se garantiza ser absolutamente correcta con la entonación é inflexión propias. Además de esos fonogramas de conversación mandamos también cuadernos de estudio para aprender la teoría de los idiomas. El nuevo equipo es á la vez el mejor y más barato que se ha ofrecido, pues su precio es únicamente de \$35 oro americano.

Si Vd. desea aumentar sus negocios, escriba hoy mismo pidiéndonos detalles.

International Correspondence Schools
Box 918, Scranton, Pa.

You want to be able to say "Yes"

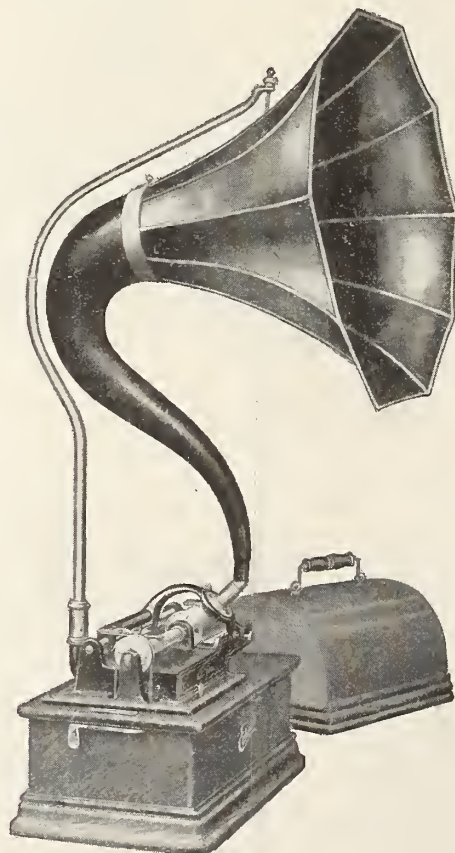
when your customer asks:

"Will this instrument play Amberol Records?"

"Will it also play Standard Records?"

"Is this the instrument that renders rag-time and vaudeville as well as the greatest music from the Grand Operas?"

"Is this the instrument with the sapphire sound-reproducing point that lasts forever and does not wear out the records?"



National Phonograph Co., 59 Lakeside Ave., Orange, N. J.

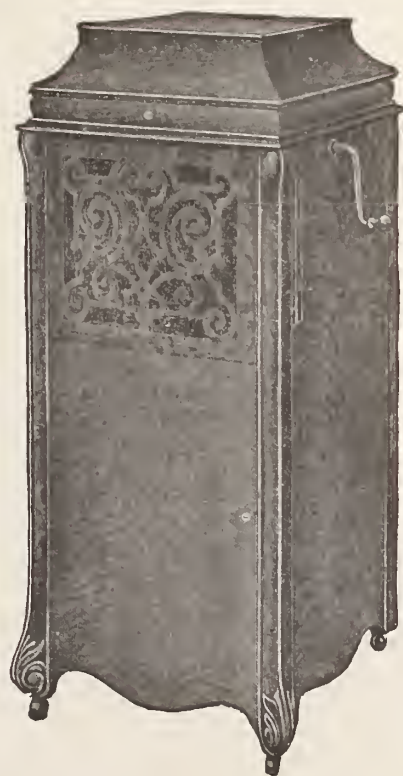
If you handle the EDISON Line

you can say "Yes" to all these questions

With any other instrument, you have to make excuses when these questions are asked—you have all these big arguments to fight against.

With the Edison all these arguments are on your side.

Write your jobber about the Edison line today.



National Phonograph Co., 59 Lakeside Ave., Orange, N. J.



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

NEW YORK, JULY 15, 1910.

A COMMUNICATION from Len Spencer, appearing in another portion of this publication, touches upon an evil which has existed for some time in the talking machine trade.

Mr. Spencer refers to the fact that certain dealers when asked for records which they have not in stock allege that the artist whose records are desired is dead.

This complaint is not the first one which has reached The World office, and it is obvious that a certain class of dealers find it easy to make the statement to customers who desire certain records that the artist has passed away, or is not making records, simply because they do not have them in stock.

It should be understood, however, that this course is not adopted by large and reputable dealers, who are very glad to embrace in their stock all selections of records of a salable nature, but it cannot be denied that among the smaller dealers there is a class who willfully deceive intending purchasers by claiming that a certain artist is dead.

They work considerable injury because the party who is informed that a favorite artist is dead is likely to impart the same news to a friend who might go to some of the larger stores and not ask for records which they desire simply because they had been advised of the demise of their favorite artist.

If readers of The World have specific cases and can locate dealers who make such statements as in the case of the party referred to by Mr. Spencer, we shall be very glad to have them referred to this publication.

STATEMENTS made by various dealers to World representatives in the principal cities throughout the country would indicate that business conditions have been

particularly good for the summer season—in fact, surprisingly good when all things are considered.

The demand for the higher-priced machines continues unabated and in some localities the sales have reached far ahead of last year.

This is encouraging and shows that the talking machine still holds a strong position in the estimation of the public.

Comparing the sales of talking machines and pianos; during one afternoon we visited three piano establishments on Fifth avenue and three talking machine establishments.

In each of the piano stores there was an entire absence of callers.

The salesmen were all at their desks without even having the opportunity of interviewing a stray caller.

Fully a quarter of an hour was spent in each of the warerooms and an inspection of the three talking machine establishments followed.

In one there was a little entertainment being given and sixty-four people were present.

In one of the other establishments there were six callers, all busily interested in examining machines or listening to records.

In the other there were eleven.

The afternoon was exceedingly hot, and any entertainment product which could draw forth interest on the part of New Yorkers on such a day is certainly worth pushing in good form.

THE comparison between the entire lack of callers in the piano establishments and the goodly attendance in the talking machine rooms is well worthy of emphasizing.

It shows that the talking machines are interesting to a large portion of our people and that the fascination has not begun to wear off as some of us at times incline to believe.

It looks now as if we were going to have a good summer in the talking machine trade and a fall which will be more than interesting on account of enlarged business possibilities.

The illustration named above is only one out of many and talking machine men should be encouraged with the sales possibilities straight through the heated term.

Unquestionably the interest in the talking machine does not languish during the hot weather.

On the contrary, it seems to take the place of the piano.

It supplies entertainment without effort for homes, clubs and lawn parties, and, we may add, yachting parties as well.

To-day it is almost impossible to take a trip through Long Island Sound without hearing the music of talking machines from the decks or cabins of numerous yachts.

If you do not believe this ask Metzger, who is a famous Sound yachtsman and is oftentimes lulled to sleep by the sweet sound of a talking machine.

Instead of lying dormant during the summer months, talking machine dealers everywhere should feel encouraged to press forward and impress upon the public the wonderful entertaining powers of the modern talking machine.

There is no use of sitting down and waiting for the hot weather to go by before strenuous effort is made to secure trade.

GOOD business can be had during the summer months—plenty of it—and we are fully aware that a portion of our readers have a keen realization of the situation.

A number, however, are prone to look upon summer business with indifference, and they are the ones who will not reap the benefit.

The man who is not looking for business will not be apt to secure it, but talk with the live ones in the talking machine industry and you will find that on the whole there are very few complaints as to the trade situation.

It is true, collections have been slow, but then they usually are at this season.

Hence a greater need for activity—a greater necessity of compelling purchasers to live up to their obligations.

If a man once gets into the habit of meeting his monthly deferred payments promptly there is no trouble about keeping him up to the line in good form, but if he once gets behind he is apt to become indifferent.

It is up to the talking machine men to treat their customers the right way.

This can be accomplished through a good system and by impressing upon customers that it is contrary to business rules to permit payday to go by.

IT is really surprising to find how easy it is to keep customers up to good business practices when once they learn the lesson of system.

Nine times out of ten a man who has purchased a machine on the instalment basis will have a higher regard for the business institution which compels him to meet his payments with regularity, than for the one which permits him to pay as he chooses. In other words, any old time.

No man ever lost by introducing system into every department of his business, particularly in the collection department.

A COMPLETE report of the Fourth Annual Convention of the National Association of Talking Machine Jobbers will be found in another portion of this publication. The outing at Atlantic City proved beneficial in many ways.

There were present one hundred and seventy-five representatives from eighty-five houses, and all the principal States in the Union were well represented.

Men came from as far away as Winnipeg and Texas to be present at the Atlantic City meet.

A noticeable fact in this year's gathering was the exclusive attendance of Edison and Victor jobbers.

In scanning the list we could not distinguish a single representative who did not have a business alliance with either one of the above companies.

At the closed sessions many topics were taken up for serious discussion which have a direct bearing upon trade interests.

These matters will not be given out until later after the Executive Committee has finally passed upon them.

COLUMBIA PHONOGRAPH CO.'S SUMMER WINDOW

The Retail Store on West 23d Street, New York, Compels Attention and Admiration—Clever Work of Mr. Cleveland—It Is His Best Effort.

With a record as an expert designer of artistic windows, H. Cleveland, manager of the Columbia Phonograph Co.'s retail store, 33 and 35 West Twenty-third street, New York, has executed another masterpiece in this line. This splendid store has two great display windows and in one

rected with such scenes, are all in the picture and fill the entire window.

The best effect, so far as the lighting is concerned, is obtained at night and a crowd often numbering 30 to 40 stand for a long time admiring the unique and original display which is



A COLUMBIA WINDOW THAT SHOWS HOW SUCH SPACE MAY BE UTILIZED TO ADVANTAGE.

there has been reproduced a realistic camp scene. The tent, equipped, of course, with a graphophone, fishing rods, etc., and the surrounding detail of camp stools, crude thin-legged wash stand made from a soap box, a genuine camp fire, with the accompanying suspended kettle, wood pile and axe and other articles inseparably con-

true to nature. The other window shows a full line of the company's specialties, also effectively displayed, but more in accordance with conventional ideas. The camp scene, however, has made the hit, and Mr. Cleveland and his clever corps of assistants are to be complimented on this, their crowning effort.

MISTAKE SAVED THE DAY.

Nasty Letter Roused Merchant's Ire and Provoked Strong Answer Which Was Never Mailed—Cooler Judgment Next Day Saved Thousands of Dollars in Orders—An Experience Worth Reading and Profiting By.

"When I was much younger in business and experience than I am now," remarked an old merchant, from his favorite corner of the club, "I received a letter from a customer that was full of kicks, accompanied by the suggestion that we were not the gentlemen in business that we thought ourselves to be. It was the sort of a letter calculated to make one hot all through.

"Of course I answered it; sat right down then and there, and told the concern what I thought of it. Let off such an outburst of steam that I expected to see my stenographer open the office windows. I not only answered that letter, but told the writer what I thought of that, and of other letters I had received from him in the past, and of other transactions of his in his dealings with us.

"What if he was a good customer of ours? I was perfectly willing to cast him and his patronage overboard for the chance of telling him for once what I thought of him.

"The stenographer wrote it out immediately. I read it with glee, and said to myself, 'If that don't shrivel him up, the English language means nothing to him.' 'Don't forget, Miss Brown,' I added, 'to enclose a return envelope with a stamp on it. I don't want him to waste even a postage stamp more on us.' I banged down my desk top and went to my luncheon justified.

"The next morning I found a letter on my desk, in one of our return envelopes. I opened it, and discovered that Miss Brown, in the hurry of work, had mailed the letter in our own enclosure, and placed in it the one addressed to my epistolary critic.

"I read it through, and was ashamed of myself. In cold-type, with the anger and the lust for blood gone. I judged the epistle as another

would judge it. I looked at it from the standpoint of the man to whom it was addressed.

"I tore it up; thanked Miss Brown for her mistake, dictated another letter, received an apologetic answer, and have sold tens of thousands of goods to my correspondent in these years that have followed."

KRANZ-SMITH CO.'S VICTOR DISPLAY.

(Special to The Talking Machine World.)

Baltimore, Md., June 29, 1910.

The Kranz-Smith Piano Co. are making a very effective display of Victor talking machines and

records in their warerooms in this city. This house has a very select following, the purchasers having sold the Chickering piano for many years, and they expect to place the Victor instrument in the homes of many of their customers.

EDISON AS AN ART CENSOR.

His Men Say He Keeps a Critical Eye on the Moving Pictures.

One of the most regular patrons of moving picture shows in the Oranges is Thomas A. Edison. He goes as a critic and if the subjects do not suit him the men in charge of the department in his works hear from him the next day.

The inventor appeared in this city last night, says an Orange (N. J.) paper, with one of the men from his factory and quietly entered one of the cheapest halls here, paying his nickel at the door. He stayed the show out and went home with a fund of material for his talk to-day with the department over which presides Jim White, the best known moving picture man in the business.

"The 'old man' is a regular censor," said one of the men at the factory. "When he was down South he found time at least twice a week to go to the moving picture shows and he sometimes used to give them the devil if the pictures were not what he thought they ought to be.

"He takes as much interest in the moving picture end of his enterprises as he does in anything else, and he is very critical about the subjects and the way they are worked out. Of course he can't see all of them, but he sees enough to know pretty well what is going on, and the men who select the subjects never forget that if they put out one that isn't what it ought to be he is apt to see it."

When Edison goes out on his visits of inspection of the picture shows he does not announce it in advance. He slips in as quietly as possible, trying to avoid recognition, and sometimes he succeeds. He admits that he gets real pleasure out of the shows, even while watching with critical eye.

Time was when the best salesman was the one who could tell the slickest lies. To-day the best salesman is the one who can tell the most truth.

Unless you are running a "junk shop" kind of store don't stack the goods up so high in the windows that no one can see the inside of the store. Let in a little light. The store will be more cheerful.

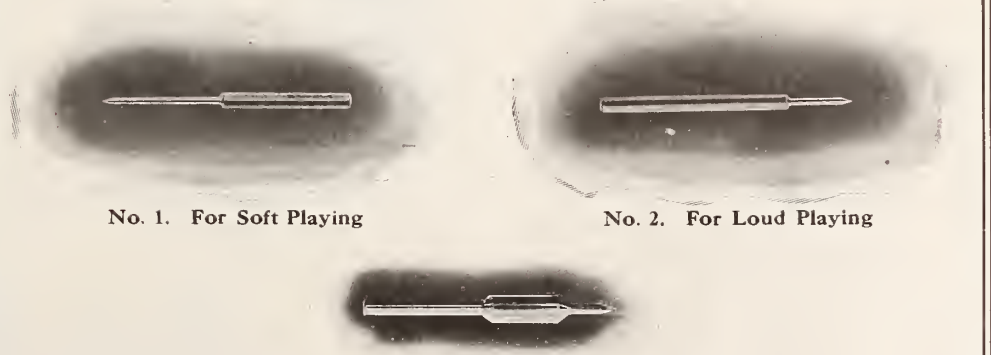
Purchase Quality Needles

BURCHARD needles naturally cost more than needles of an inferior quality, but, they have advantages which will be plain to all.



They move noiselessly over the disc and each needle can be used at least six times. You can get more out of BURCHARD needles than any other on the market. Send for a sample order of these needles and you will use no others.

MANUFACTURED IN THREE STYLES



No. 1. For Soft Playing

No. 2. For Loud Playing

No. 3. For Strong Tone Music

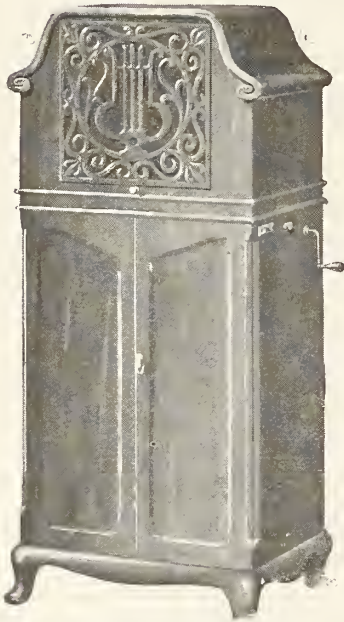
Write for samples. We are prepared to arrange for sole sales agency in the United States. Write

F. R. REINGRUBER, SCHWABACH, BAVARIA, GERMANY

The Phonograph You



This is U-S Phonola, Model B.
Purity of tone absolute—horn entirely concealed.



This is U-S Phonola, Model A.
Mahogany Cabinet—the very top-notch of sound reproduction is here attained.

The U-S Line of machines is complete enough to meet all needs and all purses, ranging from the less expensive Banner model to the magnificent Phonola. Every machine is the handiwork of the most skilled mechanics and cabinet makers in the business.

Like a ball rolling down an incline, gathering momentum as it rushes forward—is the U-S Phonograph and Record Proposition gaining in favor faster and faster as the wonderful musical and selling probabilities become better known. It is unquestionable that the talking machine proposition the trade has been waiting for; and judging by the size and number of orders already pouring in there is left scarcely a doubt in even the most pessimistic minds, but that it is a question of time **only** when the U-S will be the most widely sold phonographs and records.

Reasoning from the plain, blunt, **money** point of view there is more real profit in dollars and cents for you in the U-S than in any other Phonograph or Record. There is a money value also in the co-operation that exists between the home office and its dealers.

But it is not so much the first profits, as the fact of your knowing that you are supplying the best machine in the world in selling the

U-S Combination Phonograph

The most prominent and distinguishing feature of the U-S is its ability to change instantly and automatically from two to four-minute records or vice versa by the simple turn of a shift key which engages both the proper speed and proper reproducing point. No other machine on the market has this desirable improvement.

Quality is really the mark of the U-S. You have only to hear it in comparison with any other phonograph to become aware how far in advance it is. There is an entire absence of any mechanical limitation in its burst of song or solo or speech. There is no scratching, no hissing or thumping or trembling, but a clear, even, mellow tone. All you need do is to close your eyes and **see** the operatic star thrill with her rolling cadenza; the violin sobbing its sorrowful plaint; the vaudevillian shouting his funnyisms.

Even is there something in the perfect human tones as they emanate from the machine which would make them seem to the slightly sentimental listener, to be almost bordering on the supernatural.

Its possibilities are enormous for all of U—
—you, your customers and ourselves.

There is no limit to the adaptability of the U-S to any situation—a bell solo, a stump speech, the ticking of a watch, all will be faithfully duplicated. **The enlarged diaphragm** and the **super sensitive material** of which it is made, bring out the music details such as has never been known before. Grace notes and harmonies are as pure and distinct as when they were first played. This is helped by the **rounded sapphire point** which fits exactly into the sound grooves. Together with this, the remarkably simple and powerful **new type motor** used in the U-S Machine does away with all noise of motion and operates the record mandrel with smooth, evenly balanced revolution insuring an unchanging tone pitch. As an added safeguard in this direction the U-S is fitted with a pulley balance wheel.



U-S Combination Phonograph—Opera Model—beautifully finished in either Mahogany or Oak.

U-S Phonograph Co.,

Have Been Looking For

While the U-S Phonograph stands unapproached for playing any cylindrical record, its power and richness as a musical instrument is wonderfully augmented by the new U-S Everlasting Record.

Mark the name—Everlasting—break-proof, scratch-proof, wear-proof. It is not a wax record,—cannot be injured by sudden change of heat or cold or by dropping. The fact that it may be sent through the mail in the original carton unprotected proves that. This is especially interesting to the dealer who carries on an out-of-town business or who would send records by mail to all his customers, if he dared. Also this means entirely doing away with one source of irrevocable loss.

Playing does not wear out a U-S Record or dim its brilliancy. One record, tested for the purpose, was played steadily 1000 times without any effect whatever upon its playing qualities.

Brilliancy of tone is the mark of the

U-S Everlasting Records

They include both two and four-minute records, and may be played on any phonograph that takes cylindrical records. There is a large, ever-increasing array of selections, ranging from the most classical musical pieces, played or sung by the most eminent artists to the most up-to-the-minute popular dash-aways.

Final word to the Dealer. From the very start we will prove to the world the difference between U-S Machines and Records and other machines and records. We are not going to **tell** people they are better: through actual comparative demonstrations at our dealers, we are going to **show them** they are better.

Keep before you the fact that the U-S proposition is **here to stay**. It is built on a big and broad foundation; it is the result of a thoroughly perfected business plan that has every resource, both in men and money, to achieve success. Any dealer, no matter how big or how small he is, will be warranted by both profit and increased sales to handle the U-S line. A steady, forceful advertising campaign of National character will soon be inaugurated; it will give new life to the phonograph business and make customers for you. Your first step toward getting ready is filling out and mailing of the accompanying coupon. Do so to-day.



The U-S Banner Model Combination Phonograph is one of the most popular of the varied styles.



This shows one of the 2-minute records.



This shows a 4-minute record encased in the regulation carton.

Fill out this coupon and receive full particulars; also learn about our unusual SPECIAL OFFER.

U-S
Phonograph Co.
1013 Oregon Ave.
CLEVELAND, O.

JUL

Gentlemen:

Please send full particulars concerning the U-S Line of Phonographs and Records.

Name

Address

City

State

Cleveland, O., U. S. A.

We are asking the "prospects" in your locality to make comparisons, believing that they prefer to be their own musical critics, and that there are good and sufficient, visible and audible reasons why they must choose a Columbia Grafonola if they have \$200 to invest in a musical instrument.



Columbia Phonograph Co., Tribune Building, New York.

REVIEW OF AUGUST RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

Five grand opera Amberol records are listed in the National Phonograph Co.'s roster for August, and they are a valuable addition to their rapidly growing list of operatic specialties. Karl Jörn is represented by a selection from "Tannhauser" (40,018), which is a beautiful interpretation of this work of Wagner's. Giovanni Polese sings that famous selection from "Thais" in which Anathael apostrophizes Alexandria, the wicked city (40,019), and it is impressive, dramatic and polished singing, and makes an excellent record. That delightful Neapolitan song, "Torna a Surriento" (40,020), with its sad, dreamy music, is sung with delightful abandon and charm by Carmen Melis—it is a rare and delightful interpretation. Marguerita Sylva, who has been heard at the Manhattan Opera House, is represented by a selection from Massenet's "Le Cid," "Pleurez Mes Yeux" (40,021), which is a masterpiece both from the standpoint of good recording and musical value. Marie Delna, contralto, has made a beautiful record of "Ah, mon fils" from the "Prophet" (40,022). Her noble voice is revealed to great advantage in this aria. In the regular list of Amberol records for August, which are printed in full elsewhere in this issue of The World, a splendid array of vocal and instrumental artists is represented. The same may be said of the list of Edison Standard records. The variety is large, including selections from the popular and classical. Sousa's Band, the American Standard Orchestra, Victor Herbert and his orchestra, the U. S. Military Band, the U. S. Marine Band and Orchestra, and a line of stars in the vocal field are here represented. There are also records in Hebrew, Italian and Swedish.

* * *

The Columbia Phonograph Co. introduce some of their new operatic records in their twelve-inch Symphony list for August. A great record is the double disc by Jose Mardones, the basso of the Boston Opera Co., which includes the "Prologue" from "Mefistofele," and "Piff Paff" from the "Huguenots" (A5192), both of which are sung in Italian in full, rich, even, musical voice. Eugenie Bronskaja, the celebrated Russian coloratura soprano of the Boston Opera Co., is represented by "Caro Nome" from "Rigoletto" and Gounod's "Ave Maria," with harp, organ and violin accompaniment (A5193). This is certainly a delightful double number, containing two great gems whose popularity will never wane. In the list of ten-inch and twelve-inch double disc records, which are printed in full in another part of THE WORLD, there are some very delightful double discs, admirably selected, including many of the popular numbers of the day, as well as selections from the operas. The list is well

worthy of careful study. The record especially by Kitty Cheatham—"Dixie"—with banjo accompaniment by Vess Ossman, and the reading of "The Wonderful Tar Baby" by Joel Chandler Harris make a delightful combination that will please youngsters and grownups. The list for August, taken as a whole, is well selected and so diversified as to please the general trade.

* * *

The Victor Talking Machine Co. have a very attractive lot of Red Seal records in their July list. "The Butterfly" duet by Caruso and Scotti (89,047) adds further fame to the splendid records made by these two great artists. Mme. Gerville-Reache, contralto, is represented by the old-time favorite "Stride Le Vampa" from "Trovatore" (87,065), which she sings in a voice that is full, rich and beautiful. John McCormack, the Irish operatic tenor, is heard in that famous Irish ballad, "The Snowy Breasted Pearl" (74,166), and the Romanza from "The Daughter of the Regiment" (88,245). In these two numbers McCormack augments his reputation, for they are capably sung and as admirably recorded. Nicola Zerola, tenor, will satisfy his many admirers with a record of that stirring number, "Vesti la giubba" from "Pagliacci" (87,064). Evan Williams, whose tenor voice is a perfect delight in American songs, is represented in the August list with D'Hardelot's "Be-

MUSICAL EXPORTS TO CANADA.

Consul Deedmeyer, of Charlottetown, in a Recent Report Offers Some Interesting Information Regarding the Volume of Musical Instruments Imported into That Country from the United States, Equalling Nearly Eighty-five Per Cent. of the Total.

Consul Frank Deedmeyer, of Charlottetown, says that Canada's music is distinctively American. A new American popular air is at once in favor there. This leads him to discuss its effect on the purchase of instruments as follows:

Last year printed music and music for mechanical players was imported to the value of \$154,073, of which the United States supplied \$125,088. In 1909 the Dominion imported musical instruments at a cost of \$845,831, while in 1900 these imports were only \$390,407. Of the total imports in the last fiscal year those from the United States amounted to \$705,033, Germany coming next with \$76,544.

A table follows showing the kinds of instruments imported and their values:

Articles.	Value.
Brass band instruments and bagpipes.....	\$41,832
Cabinet organs	13,696
Parts of organs	17,192
Pipe organs	3,271
Phonographs, gramophones, graphophones and finished parts thereof, including cylinders and records	224,129
Mechanical pianos and organs	52,562
Planofortes	199,061
Parts of pianos	149,190
Keys, strings, wires and other parts	48,427
All other musical instruments	96,971
Total	\$845,831

In the Province of Prince Edward Island, as in all other portions of the Dominion, the introduc-

tion of pianos, organs, phonographs and graphophones is becoming quite general. Mechanical instruments are in great favor. In the homes of the farmers the organ is being displaced by the piano. The high class American piano finds a ready sale.

cause" (64,133). The expression and feeling which Williams puts into this, as well as all his songs, is a delight. Fritz Kreisler, who is to make records exclusively for the Victor, is represented by four numbers, which, as may be expected, are played with rare charm and beauty of tone—Brahms' Hungarian Dance in G Minor (64,131) and Bach's Gavotte in E Major (64,132), The Swanee River (64,130) and Smetana's Aus der Heimath (74,172). In the Purple Label list there are two new Lauder records, a Scotch song, "Jean MacNeill" (60,021) and one of his latest compositions, "The Blarney Stone" (70,018). Jack Norworth is heard in "Sadie Brady" (60,022), and both Norworth and Bayes sing "Rosa Rosetta" from "The Jolly Bachelors" (70,019). In the full Victor list, which appears elsewhere, there are also to be found some excellent numbers in the body of the list, notably two ballads (5,781-31,791) by John B. Wells, tenor, which are beautifully enunciated and sung and well recorded. Gems from "Mlle. Modiste" (31,970), sung by the Victor Light Opera Co., with orchestra, will also strike the fancy of the general purchasing public. In the list of double-faced records there are some splendid numbers listed for August. It is difficult to discriminate in looking them over, for the combinations are of unusual excellence, and certainly form a very attractive proposition.

tion of pianos, organs, phonographs and graphophones is becoming quite general. Mechanical instruments are in great favor. In the homes of the farmers the organ is being displaced by the piano. The high class American piano finds a ready sale.

GLAD TO GREET MR. BEECROFT.

The World had a pleasant chat recently with Clement Beecroft, manager of sales of the Tea Tray Co., Newark, N. J., who is building up a very successful business in fire apparatus. The standard of the goods may be considered from the fact that the Tea Tray Co. are supplying the fire departments of many leading cities of Great Britain and Ireland, as well as leading cities in the United States, with their apparatus. While in a large measure out of the talking machine field, Mr. Beecroft, however, keeps in close touch with developments, and occasionally drops in to see his old friends, who are glad to greet him.

The literature issued by the Victor Talking Machine Co., Camden, N. J., comes in for much deserved praise on the part of their dealers and distributors. One that is particularly commended, and recently issued, deals with machines and parts. Each part, down to the tiniest nut and screw, is illustrated, described and numbered, and, being interchangeable, there is no trouble in having anything missing supplied at once. The catalog is well written, clearly printed on good paper, and is regarded as a valuable contribution to the long line of valuable publications pertaining to the Victor product.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Trade Has Shown a Marked Improvement in the Past Few Weeks in London and the Provinces—Export Trade Is Also "Looking Up" and the Outlook Is Also Satisfactory—The Tresor Motor Is Popular—Important Copyright Decision—Klingsor Works Getting Into Shape—British Sonogram Co. Affairs—Gramophone Co. Progress—New Amberol Styles—Louis Sterling Off to the States—Fairy Tales on Records—Some Cheering News from All Provincial Centers Regarding the Outlook for Talking Machine Trade—Conditions Show Substantial Improvement—All the News of the Month in Detail.

(Special to The Talking Machine World.)

London, E. C., July 2, 1910.

This last few weeks London and provincial trade has shown a material improvement generally, and not more so than in this industry. A few of the smaller companies are experiencing a quiet time, but in other directions quite unusual activity for the time of year is apparent. Perhaps this is not a little due to the introduction of a real summer line of machines—the hornless type, which being so convenient of transit either by hand or on the back of a cycle, etc., have won instant popularity. They are selling in thousands, making new converts all along the line, and generally doing more for the dealer's summer record trade than any other invention or new departure seen this last two or three years. Yet some traders—cycle dealers, for instance—remain deaf to the possibilities of this new source of business. Think they are going to bother about talking machines in the summer? No, not while cycles are selling! That's their way of looking at it, but cycle purchasers are few these days of wet and gloom experienced this last week or so. Then, of course, they wish they hadn't so much neglected the record business. Just such an instance came my way the other day. I sympathized, pointed out his mistake, and in the finish he adopted the good policy of making a window display of machines and records there and then. All cycle dealers would be studying their best interests by following this example.

The home manufacturers and agents are finding the present a good time for export business, and it is worthy of note that more attention is being devoted to the local conditions of colonial markets. Only by studying the buyer's interest, however vexatious it may appear at times, can manufacturers here expect to hold their own with our continental friends, who, it must be admitted, but reap the reward of hard work and enterprise. Export trade generally is rapidly

increasing each week, and there is now a splendid opportunity to invest money in advertising, with every prospect of good returns.

New Companies.

Clarion Record Co., Ltd., phonograph record manufacturers, etc.; capital £100 in £1 shares. Registered office, The Point, Wandsworth, London, S. W.

Grandiphone Syndicate, Ltd., capital £12,000; 11,000 preferred shares of £1 each and 20,000 Is. preferred.

Cenar (Ltd.), musical instrument dealers. June 28; £500, in £1 shares. 2 Imperial buildings, Dale End, Birmingham.

Messrs. Lockwoods' Offer.

In our columns this month Messrs. Lockwoods offer to colonial and foreign talking machine traders a new all-British needle of the finest tone-reproducing quality. It is of the bull nose pattern and may therefore be relied upon for that full and loud reproduction so much desired by our friends over the seas. A time-saving convenience is the quoting of prices for quantities, and a line to the sole shippers, Cullum & Best, 91 Finsbury Pavement, London, E. C., will receive prompt attention.

What Is the Cinch?

A good deal of comment, not to say curiosity, is ripe in trade circles concerning the above. "Lock out for the coming of the cinch." Just those words only comprised the announcement and it is really extraordinary what a lot of interest they have aroused. Almost every acquaintance whom I have met this last day or so put the query, to which I promptly replied, "Wait and see." But that wasn't good enough, so, rather than outrage the memory of our old friend G. W., who himself might have found the situation embarrassing, I—well, there was always someone to call upon, you know.

Another Amberola Model.

In referring to the satisfactory trade reception of the new Amberola machines, the National Phonograph Co. have announced their intention of introducing another model, which is, they say, of even more handsome appearance than the oak or mahogany styles. The cabinet of the new model will be constructed of Circassian walnut, the retail price of which is to be 50 guineas. In connection with the marketing of Amberolas, the company lay special emphasis in urging factors not to send any of these high-grade instruments to dealers on approval. It is against the best interests of traders, as a machine which has been returned is usually in a more or less damaged condition, and its sale value depreciates with each time it is sent out. Special attention is drawn to a source of trade untapped by a good many dealers, who, if they only cultivated a trade in foreign records issued by the

National Co., would probably be surprised at the result. The usual monthly (August) list of records, as will be seen, contains some particularly fine selections of a popular nature: "Valse des Fleurs" (Tschaikowsky), National Military Band; "Those Lovely Bells," Geo. Formby; "Killarney" (Balfe), Miss Violet Oppenshaw; "Simon the Cellarer" (J. L. Hatton), Peter Dawson; "Druid's Prayer" (Dawson), Alexander Prince; "What's the Good of Sighing?" (Arthurs and Leigh), Ben Albert; "My Sweetheart When a Boy" (Wilford Morgan), Ernest Pike; "They Can't Find Kelly" (Merson), Miss Florrie Forde; "Ha! Ha! Ha!" Arthur Osmond; "Les Cloches de Corneville" (Planquette), Alhambra Orchestra; "Kukuska—Russian Peasant Dance" (Lelard), Sousa's Band; "Who Will Care for Mother Now?" (C. Carroll Sawyer), Will Oakland and chorus; "Favorite Airs" from "The Arcadians" (Lionel Monckton), Edison Comic Opera Co.; "The Post in the Forest" (V. Schaffer), Gustave F. Heim and Waldhorn Quartette; "Blue Danube Waltz" (Strauss), American Standard Orchestra; "I'm Afraid of You" (Albert Gumble), Manuel Romain and chorus; "Sunshine in My Soul" (John R. Sweeney), Edison Mixed Quartet, and "March Religioso—Gospel Hymns," Edison Concert Band. Amberol grand opera records: "Thais—Alexandria!" (Massenet), in Italian, Giovanni Polese; "Torna a Surriento" (Curtis), in Italian (dialect), Carmen Melis; "Le Cid—I leurez mes yeux" (Massenet), in French, Marguerita Sylva, and "Prophète—Ah! mon fils" (Meyerbeer), in French, Marie Delna. Standard records: "Sexton Blake" (H. Christine), National Military Band; "The Dawn" (Guy d'Hardelot), Miss Amy Evans; "Cheer Up, My Highland Lassie" (Bennett Scott), Peter Dawson; "Sequels" (Lipton and Hargreaves), George Formby; "Salut d'Amour" (Elgar), cello solo, Jean Schwiller; "That Broke Up the Party" (David and Lee), Arthur Osmond; "Two Eyes of Gray" (Daisy McGoon), Ernest Pike; "Have a Bit on the Girl," Miss Florrie Forde; "I Wonder If You Care" (Bennett Scott), Stanley Kirkby; "The Navy Two-Step" (H. E. Pether), National Military Band; "Knights of Columbus March" (Harry C. Buser), New York Military Band; "Austrian Army March" (Eilenberg), United States Marine Band Orchestra; "Daisies Won't Tell" (Anita Owen), Manuel Romain; "Mack's Lullaby" (Andrew Mack), Will Oakland; "There Is a Fountain" (Lowell Mason), Edison Mixed Quartet; "If You Love But Me," Victor Herbert's Orchestra; "Mr. Editor, How Do You Know?" (Edna Williams), Miss Ada Jones, and "Dear Old Moonlight" (Tom Lemonier), Peerless Quartet.

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FROM OUR LONDON HEADQUARTERS—(Continued.)

Odeon records made by "The Follies," Barnett Samuel & Sons, Ltd., have issued some most attractive window posters in colors, in addition to other effectively printed publicity matter upon the subject. I have also received the latest lists of Fonotopia, Odeon and Jumbo records—for which this enterprising firm have the sole selling rights—and notice therein some very up-to-date selections of a popular character. If ordered in not less than quantities of 30,000 dealers will be accorded the privilege of having their name and address, or other matter, printed on the boxes of Dulcephone needles free of any additional charges. Instructions should be given now to insure delivery at the beginning of the season. Barnett Samuel also draw attention to the fact that all genuine Odeon needles are packed in colored metal boxes, each of which is enclosed in a patent transparent paper casing sealed with a red seal. Purchasers are thus assured of what they buy.

Call Meeting of Creditors.

With liabilities of £1,468, estimated assets £760, Payne Bros. (J. Lock), of Boreham Wood, have had to call a meeting of creditors, whereat it was decided to wind up the estate under a deed of assignment to Mr. Corfield, of 119 Finsbury Pavement, E. C. Others in trouble are Arthur H. Watts, of King street, Great Yarmouth and Church Road, Gorleston, and Robert William Newson, talking machine dealer, Old Market Plain and Tennyson Road, Lowestoft.

A New Disc Record.

A new disc record, emanating from a well-known London house, will shortly be submitted to my colonial and foreign readers.

Anent the Tresor Motor.

The "Tresor" motor, particulars of which I gave last month, has won instant popularity among talking machine factors and dealers in all parts of the kingdom. Heavy orders have been placed, and this is the quiet season; is index of good things to come. The "Tresor" is also in

much favor with colonial and foreign traders. Its construction is different from any other motor, and that difference is the foundation of its success!

H. J. Cullum Returns from America.

H. J. Cullum, of the well-known factoring house of Lockwoods, is back again in harness after a seven weeks' trip abroad. Visiting Barbadoes, Trinidad, Cartagena, Colon and Jamaica, he finally completed the journey home via New York. Seen by your correspondent, Mr. Cullum expressed great enthusiasm regarding the talking machine trade situation in the States. He said: "I find trade conditions there altogether different from what prevails on this side. The exclusive system of trading in conjunction with a general desire to maintain prices enables dealers and factors to work upon a profitable basis, with considerably more independence of feeling than is the case in England. After visiting several stores in different centers, my impression is that a general state of prosperity exists in the American talking machine trade, and I only wish that their conditions of trading, which to a great extent makes for that prosperity, were the same in this country. Whereas in the States it is common to find storekeepers making a profitable living solely out of machines and records, here I do not suppose there are half a dozen dealers in the whole country who can exist by this industry alone."

Ruling on Copyright.

According to a Telegraph correspondent from Paris, no author's copyright in the case of plays acted in dumb show by the cinematograph apparently existed until the other day, when the Court of Cassation, for the first time, laid down the legal precedent on the point. Henceforth to "produce a play on the bioscope without the dramatist's authorization" will be an infringement of copyright. It was not so, it seems, before. One peculiarity of the decision of the Supreme French Court is that the particular playwright who was the plaintiff loses his case,

while the rights of playwrights in general are protected. M. Georges Courteline thus suffers defeat himself, but wins a victory for his profession. The author had observed at a cinematograph show a series of pictures which, to his mind, were a reproduction of a famous farce of his called "Boubouroche." He brought an action against the proprietors of the show, and alternately won and lost it in successive courts. It has come up to the highest court, and he finally loses it there, but on the ground of fact only, not in the matter of principle. The Court of Cassation non-suits him because, in the eyes of the law, the bioscope scenes were not a reproduction of "Boubouroche." The likeness which appeared to the author failed to strike the judges. But, on the other hand, had the resemblance been sufficient in the court's view, M. Courteline would have won his case. While rejecting his claim, the judges decided that every author is entitled to protection against the reproduction of the scenes of his work on the cinematograph without words. The plot and its situations belong to him obviously, as well as the dialogue, and to tell in dumb show, by means of moving pictures, a story which is his property will henceforth be as flagrant piracy, legally, as stealing his words.

The New Home of the Klingsor.

The new home of the Klingsor Works, in Tabernacle street, this city, is rapidly getting into shape for the systematic handling of a large business, and indeed so far advanced was the work of fitting up the interior that I am now able to give a short description of the premises. Situated upon the ground floor are the show-rooms and offices. Here there is ample room for an effective display of the many Klingsor models, of which one or more of each were on view. Their imposing appearance is bound to create a good impression in the minds of trade visitors. The first floor is devoted entirely to the purpose of a workroom. Ascending, we find

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BY APPOINTMENT
To H. M. the QUEEN MOTHER



To T. M. the KING and
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SCANDINAVIA . . Skandinavisk Grammophon Aktieselskab, Frihavnen, 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

FROM OUR LONDON HEADQUARTERS—(Continued.)

the second floor nicely arranged as recording rooms, while further up, on the top floor, is apportioned out the stock rooms, which, by the way, were crowded with machines, motors and accessories. I should have mentioned that for convenient handling of the records large racks have been fitted up on the ground floor. The premises are really two buildings in one, and though of spacious extent, there is little or no room to spare. Before leaving I had the pleasure of hearing a few of the new "Polyphon" records, the price of which has now been fixed at 2s. 6d. My impression is that the all-round quality of these discs is excellent. Great care had been taken in the recording, as was demonstrated by the clear enunciation of the vocal selections, and of the instrumental—good volume and brilliancy. Next month I shall hope to give a list of titles and artists. Traders in all parts of the world should in the meantime send a card to the Klingsor Works for particulars.

The Bankrupt British Sonogram Co.

In giving notice of his intention to apply for release, H. Brougham, senior official receiver and liquidator, has sent me a statement of affairs to date, from which it is shown that according to the company's statement the assets should have realized £8,555 11s. 1d. The actual receipts amount to only £334 5s. 4. Of this sum £149 17s. 3d. represents total costs of the liquidation; £11 12s., from claim for telephone charges, payable in full, £172 10s. 10d. among 10 preferential creditors—dividend of 16s. in the £ on £215 13s. 11d., with balance 5s. 3d., makes a total of £334 5s. 4d. As stated in the official receiver's observations, the company never completed the purchase of the letters patent or the license for the exclusive use of Hans Knudsen's recording machine, which stood at the valuation of £3,000 and £5,000, respectively, in the statement of affairs. These properties were not therefore available as assets in the liquidation. The result of the official receiver's investigation was reported to the court on December 4, 1908, when an order was made for the public examination of the directors. The evidence obtained disclosed grounds for claims against the directors, but as three of them were impecunious and the address of the fourth could not be ascertained, it has not been possible to recover anything. As the amount realized is only sufficient to satisfy the costs and expenses and to pay a dividend of 16s. in the £ on the preferential claims, there is nothing for the unsecured creditors, and the official receiver proposes to close the liquidation, and thus ends one of the most novel attempts to introduce the co-operating system of trading in this industry. The idea was not entirely without merit, but as in other instances warped enthusiasm won the day against lack of sufficient capital, with the inevitable result—bankruptcy. Out of the ruins there shines a moral. May it act as a deterrent to others, for in the talking machine industry an important part of the foundation of success

is an extremely long purse.

Gramophone Publicity.

In addition to their many publicity schemes for dealers, the Gramophone Co. show a persistent enterprise in advertising their goods through the medium of large spaces in the best newspapers. One does not expect to find manufacturers taking whole pages in June, the so-called off season, and it was therefore all the more a pleasure to see the whole front page of the Daily Mail—the paper with the largest circulation—occupied by the Gramophone announcement. The company evidently mean their agents to have a good time, and needless to say, Gramophone sales are excellent. The next balance sheet will surely gladden the hearts of the shareholders.

Special 10-Inch Rena Records.

The Columbia Co. announce a special issue of a ten-inch Rena record of "Flanagan" and "Bridget McCue," two big song hits of the music hall stage, and which will no doubt figure prominently in the 1910-11 pantomimes.

Desired Name Restored.

A recent application in the courts had for its object the restoration to the register of the name of the Indestructible Record Co., Ltd. The registrar had struck out the name only after compliance with the regulations as to notices and publicity of the same in the London Gazette. An order was made in the Palatine Court for the sale of the whole of the company's assets, consisting mainly of American patents. The purchaser had difficulty in making good the validity of the assignment, and the judge was asked to restore the name to the register so that the company could be wound up, and thus legalize the purchasers' title to the patents. An order was therefore made declaring valid the assignment of the patents.

Gramophone Co. Gleanings.

A new Gramophone needle outfit, comprising 200 each of the loud, medium and soft tones, has just been issued. In July the company promise to issue some wonderful new records by Mme. Melba, made by the new recording process.

Foremost among manufacturers to support their agents in every possible way, the Gramophone Co. have just recently formulated an interesting little sales scheme which should prove of incalculable value to dealers at this time of the year. In a letter emphasizing the fact that summertime is Gramophone time, the company not only suggest but offer the practical means whereby dealers may respectfully approach possible would-be customers in their district. Tactfully written specimen letters to send out, attractive window cards, booklets, and other forms of publicity literature are all at the service of Gramophone agents free of charge. As a direct result of this liberal policy it is not surprising to learn that Gramophone business is progressive "all the time." The new monthly impressions—for July—comprise the usual variety of quality selections, and are as follows: By the Band of H. M. Coldstream Guards—12-inch rec-

ords: "Falka," selection 2 (Chaussaigne); "Genevieve de Brabant," selection (Offenbach); and "Golden Legend," choral epilogue (Sullivan). Dance music—Hff's Orchestra, "Way Down Colon Town" (Hoffmann); "La Petite Bonne Femme"; "The Girl in the Train," waltz (Leo Fall). 10-inch—Radic's Tzigane Orchestra, "The Girl in the Train," waltz (Leo Fall); "The Girl in the Train," march (Leo Fall); "The Girl in the Train," "On the Trail" (Leo Fall). 12-inch records—Viennese Orchestra, "The Girl in the Train," selections 1 and 2 (Leo Fall). 10-inch records—"Because" (Guy d'Hardelot), John Harrison; "Auld Lang Syne," Evan Williams; "I Hear You Calling Me" (Marshall), John McCormack; "Ho! Jolly Jenkins!" (Sullivan), Harry Dearth; "Come Over the Ferry," The Minster Singers; and "The Waterfall Polka" (Stobbs), xylophone, W. H. Reitz. 12-inch records, "Rejoice Greatly" (Messiah) (Handel), Hubert F. G. Langley; "Swallows Waltz" (Del Acqua), Miss Lucy Marsh.

A Subject of General Interest.

A matter of great interest to traders generally cropped up in the courts the other day. Plaintiff, it appeared, posted a letter with a postal order enclosed for 7s. 6d., but somehow it miscarried in the mails, and was subsequently traced to defendant, who had accepted it bona fide from a person unknown in exchange for goods. In giving judgment for plaintiff, the magistrate said that it did not appear to him that any general practice had grown up to give postal orders the character of negotiability, and that persons dealing with these orders as if they were cash should take note of the risk they ran in case the person from whom they were accepted should prove not to be the true owner, as in this instance.

Louis Sterling Visiting America.

To the accompaniment of hearty good wishes from a host of friendly traders who were on the platform at Euston to bid him bon voyage, Louis Sterling, British manager of the Columbia Phonograph Co., left for Liverpool to catch the boat sailing June 21 to the States. The northern factors, too, assembled in force to add their quota of wishes for a real good time. It is over seven years since Mr. Sterling saw his people, and his trip is therefore mainly private. But for all that he intends to look up his old friends in the trade, and it is more than probable a visit to Columbia headquarters at Bridgeport is contemplated. Mr. Sterling will make New York his headquarters, and is expected to arrive home again in a month to six weeks' time. I join my friends in wishing him a speedy and safe return.

Latest List of Rena Records.

Some fine titles appear in the July list of Rena records, of which the following are characteristic: 12-inch—"Star of Love" (Tellier), and "Scenes That Are Brightest" (Wallace), violin, flute and harp trio; "Praeludium" (Jarnfelt), and "Chant Sans Paroles" (Tschaiikowsky), Court Symphony Orchestra; "A Sergeant

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FROM OUR LONDON HEADQUARTERS—(Continued.)

of the Line" (W. H. Squire), and "Four Jolly Sailormen" (Edward German), Robert Howe. 10-inch, "Don't Be Alarmed!" (Geo. Formby), and "Take a Wife" (Geo. Formby, Arthur Peel; "Cubanola Glide" (Harry Von Tilzer), Prince's Orchestra, and "I've Got Rings on My Fingers," two-step (Maurice Scott), Court Symphony Orchestra; "selection from "The Girl in the Train" and waltz from "The Girl in the Train" (Leo Fall), King's Military Band; "Rock Me to Sleep, Mother" (Ernest Leslie), and "When All Was Young," from "Faust" (Gounod), A. Stewart Holt; "God Be with You" (Tomer), Trinity Glee Singers, and "Is It Well with My Soul?" (Bliss), Stanley and Gillette; "Red Clover" (Theo. Morse), Stanley and Gillette, and "My Wife's Gone to the Country, Hurrah! Hurrah!" (Snyder), Collins and Harlan; "If I Had the World to Give You" (Clarendon), and "I Wonder If You Care" (Bennett Scott), Arthur Blackwell.

Steamers to Call to Southampton.

Interest has been aroused by the announcement that the steamers of the Thomson Line to Quebec and Montreal will in future call at Southampton outward bound. The service will be inaugurated in August by the new liner "Tortona." Hitherto there has been no direct communication between Southampton and Canada.

Fairy Tales for Children.

In addition to the usual monthly list, the Twin Record Co. have issued a splendid selection of fairy tales for the children by that versatile entertainer, Albert Whelan. These comprise just the stories children love to hear over and over again, "The Three Bears," "Puss in Boots," and "Little Red Riding Hood" being fair samples. Harassed mothers, and fathers, too, for the matter of that, will now find the "Twins" more than ever a blessing, despite the name, and we can imagine the eagerness with which these records will be purchased. Another entertaining series by the same artist includes two selections—"Death of Little Nell" and

"Little Emily," from the works of Dickens.

Some Recent Zonophone Numbers.

The following special titles from the current Zonophone list are particularly worthy of mention as being of that nature which are likely to prove real good sellers: 12-inch—"Even Bravest Heart" (Valentine's song from "Faust") (Gounod), sung by Harvey Dearth. 10-inch—"All's Well!" (Braham), Ernest Pike and Peter Dawson; "When the Lights Are Low" (comic), Mark Sheridan; "The Grenadiers' Waltz," the Peerless Orchestra; "Twickenham Ferry" (Marzials), Madame Deering; and a superb grand opera record, "La Habanera," from "Carmen" (Bizet).

Why Organ Thumpers?

How organists came to be called organ-thumpers was explained by T. Crawford during the course of his speech to the Incorporated Society of Musicians. It appears that in the early days organ keys were made to a width of five or six inches, and were played by a blow with the clenched fist. Hence the description organ thumper.

How Scott Heard His Own Song.

A somewhat novel experience has to be related in connection with the Rena record of "I've Got Rings on My Fingers." The composer of this merry jingling ditty, Maurice Scott, is an Englishman, but he wrote it for the American market. It was duly introduced into a very popular musical play on Broadway, where it became a leading number. The result was that the composer himself had never heard the song sung since it was written. Receiving American advice that the song was a big hit, the Columbia Co. promptly made it on a Rena record and invited the composer to hear it. In this way it occurred that Mr. Scott first heard his own composition sung in this country on the now exceedingly popular Rena record of it. This is probably the first instance of its kind.

Song from Fall's New Opera.

"The Girl in the Train," the new Vaudeville

Theater production by the composer of the music of "The Dollar Princess," is said to be as tuneful a play as Leo Fall has yet produced. On Rena records this month we observe the "Girl in the Train" waltz and a selection from the play listed on one double record, played by Kings Military Band.

Anent Radio-Telegrams.

The following official notification has been issued by the post office: "Radio-telegrams intended for transmission to ocean liners through post office coast stations in the United Kingdom are now accepted with simplified addresses, consisting of the name of the addressee and the name of the ship, with the addition of the word "wireless," thus: "Jones, steamship "New York,' wireless."

Under Exclusive Contract.

Albert Whelan, one of the popular favorites on the vaudeville stage, and who makes a specialty of singing Lauder's songs with great success, is under exclusive contract to sing only for Jumbo records.

PROVINCIAL NOTES.

From information to hand talking machine trade conditions in the chief provincial centers indicate a most promising outlook for the coming season. General business is improving very considerably, and as a direct consequence the various trade unions are able to report a satisfactory decline of unemployment. Labor disturbances, too, except in a few directions, are practically non-existent. This happy state of affairs naturally has particular interest for all those handling musical instruments, dealers are more optimistic, and while the present demand is not over active, there is a welcome return to that feeling of confidence which encourages a man to fight competition more determinedly than ever.

In the Midlands trade for the time of the year is regarded as being in a fairly satisfactory condition. Zonophones, Twin, Rena and Beka records are in good demand, while on the cylinder

"KLINGSOR" HORNLESS TALKING MACHINES

The Only MUSICAL Instrument in the Talking Machine Line

☞ The ideal Entertainer at home. The steadily increasing sale of our machines speaks for their quality. The only machine built on entirely scientific principles, doing away with the tinny sound and reducing the scratch of the needle to a minimum.

☞ A satisfactory machine without good records is not much use and therefore you should stock our

"POLYPHON RECORDS"

10 Inch, Double Sided, Retail 2s/6d.

☞ Best Bands, Best Artistes, Latest Serio, Serio Comic and Comic Songs. We are absolutely up-to-date with our selections. Very liberal discounts to the trade. Now! Last, but not least. Having a good machine and a good record, you require a good needle.

☞ A cheap needle spoils a record and the reproduction is unsatisfactory. For good results and a saving of the record you require

"KLINGSOR NEEDLES"

☞ Always bear in mind that the best needle only will bring all the best out of a record.

Please Write for Particulars to

KLINGSOR WORKS

22-24 TABERNACLE STREET
LONDON, E. C. ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued)

side Edison business is keeping up exceedingly well.

In Yorkshire there is room for improvement. Unfortunately some little labor trouble is being experienced in the woolen industry owing to the mill hands demanding an increase of wages and better conditions of working. This is, however, of not very serious importance, and no doubt matters will soon blow over, although it must be confessed that talking machine traders are not enjoying the amount of business that should exist.

Lancashire way trade is improving, despite the fact that a good many cotton mills are not working full time. The more enterprising Manchester and Liverpool factors manage to maintain a fair trade, and are now considering their plans for next season; indeed, some of the London manufacturers are already in receipt of advance orders. Christian Duwe, of High street, Manchester, has been devoting special attention to mainsprings for all kinds of machines. In his new catalog there is listed over 40 models of different sizes, in addition to which information is given respecting prices of governor springs.

Another enterprising Manchester firm of factors—Robinson's, of Deansgate—in order to cope with their increasing trade in towns and villages outside, have found it necessary to open a new branch in Stockport, at 53 Princess street. In addition to every kind of accessory they hold a good stock of Beka, Favorite, Zonophone, Twin, and other records, and make an effective display of the Reprophone and Klingsor disc instruments. Reza records would appear to be selling well in Lancashire, and I learn that a special issue of "Pretty Little Girl from Nowhere" is in great demand.

In the little principality of Wales, Edison records are being especially featured by the dealers, who show practical appreciation of the company's enterprise in issuing recently 12 new Welsh selections on the Amberol by distinguished

artists. Charles Kinshott, the popular Cardiff dealer, has been conceded by the city council the privilege of giving two-hour concerts on the

Majestic Pathèphone in the parks this summer. It is much appreciated, judging by the large audience always attracted.

DECLARE GRAMOPHONE IS A GENERIC TERM

As Applied to All Disc Talking Machines—Decision Handed Down by Justice Parker in Suit of the Gramophone Co. to Compel the Registrar to Issue a Trade-Mark—Hearing Lasted Six Days—Important Witnesses Heard on Both Sides.

(Special to The Review.)

London, Eng., July 6, 1910.

This was an action in the High Court before Justice Parker, who had to determine whether or not the word Gramophone is generic to all makes of disc records and machines. The Gramophone Co. claimed the exclusive right to use the name, and sought to have it registered as a trade-mark. This was refused by the registrar, on the ground that the word gamophone is in general use as applied to all talking machines. Hence the company's action to enforce their alleged right. The hearing lasted fully six days, during which time the court was crowded by manufacturers, factors, jobbers and dealers from all parts of the country, who displayed a keen interest throughout the whole proceedings. Today, July 6, Justice Parker rendered a decision sustaining the registrar and against the Gramophone Co.

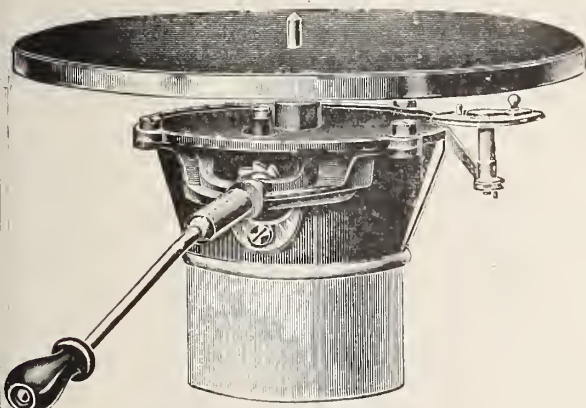
Counsel—For the Gramophone Co., Walter, K.C.; Mark Romer, K.C., and Hunter Gray. For the registrar, the Solicitor-General, Sir Rufus Isaacs, K.C., M.P., and C. H. Sargant. Opening the case for plaintiffs, Mr. Walter entered into a lot of historical details and gave quite a biographical sketch of the talking machine trade since its commencement. It is unnecessary to go into his remarks, as all the interesting points were raised in the evidence, of which the following is a brief summary, as the full text would occupy a dozen pages of The World.

PRESIDENT WILLIAMS TESTIFIES.

Edmund Trevor Lloyd Williams stated he was chairman of the board of the Gramophone Co., and had been associated with the talking machine business since 1897, in which year he acquired, in conjunction with Barry Owen, the European rights in the Berliner patent of 1887. He identified an article in the Sound Wave on the phonograph, as the original form of sound recording machine. It was the first ever known, and was that of Leon Scott. The next thing in this line was the original Edison phonograph of Edison's in 1876. That was a tinfoil indentation. The next was in 1886, when Edison and Tainter invented a further modification, a "graving" on wax. That was a cylinder, but he believed the patent was for disc or cylinder. The phonograph then was practically that of today, and was put on the market by Edison and his assignees—American companies.

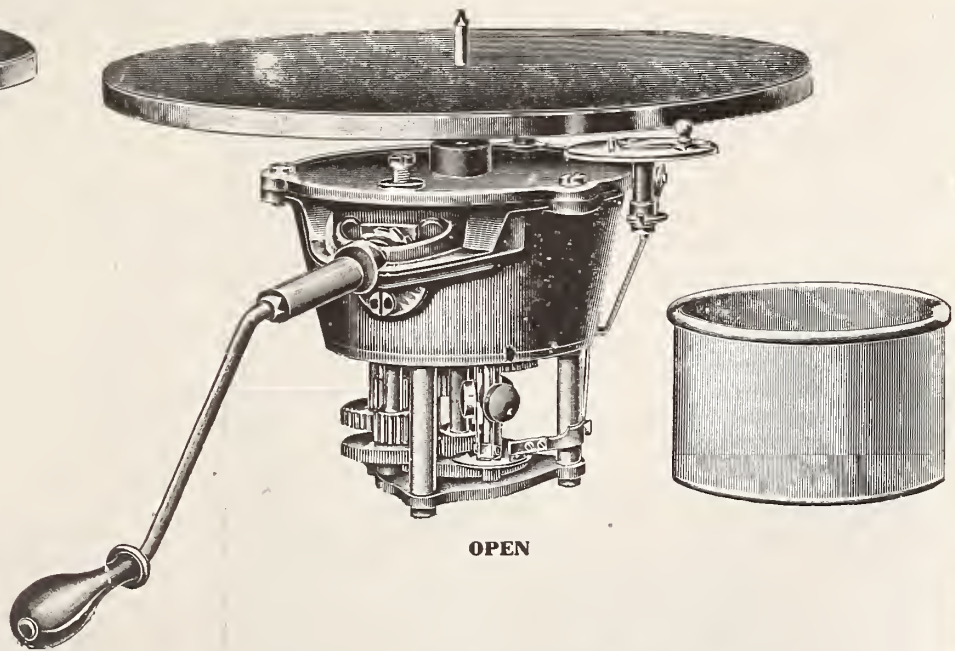
Mr. Williams said the invention acquired in 1897 was that of Emile Berliner and was for tracing in non-resisting semi-fluid a thin line representing a sound wave. The patent applied to both disc and cylinder. Prior to 1897 a few machines were imported, sent by the American Gramophone Co., which was the licensee of Emile Berliner. There was no substantial business in those goods. A considerable business of a certain nature was being done in phonographs, but not the cheap machines of later date. They were dealt with by the Edison Bell Phonograph

**Sensation of the Season
The "TRESOR" MOTOR**



CLOSED

Size No. 1,	Runs	6	Minutes
" " 2,	"	8	"
" " 3,	"	12	"
" " 4,	"	22	"
" " 5,	"	30	"



OPEN

THE ONLY PERFECT MOTOR

Obtainable Through all Leading Factors Throughout the World

Insist Upon Having Machines Fitted Only With This Motor

FROM OUR LONDON HEADQUARTERS—(Continued).

Co., who were the assignees of the Bell-Tainter patents, which were the Edison patents. They were sold in cylinder form only. Witness' company commenced to trade at once on securing the European rights of the Berliner. The business grew, and in 1899 was converted into a limited liability company—the Gramophone Co. In 1900 the company was reconstructed and made into the Gramophone & Typewriter Co., after they had acquired the Lambert typewriter. In 1900 they abandoned the Berliner principle and adopted the original Edison scheme of graving in wax. Since then they had never made discs by any other method, or machines for the graving method. Witness had never been able to discover that anyone had since used the Berliner method. The original phonograph patent expired in 1900, and then the Columbia Phonograph Co. came here and sold their graphophones in cylinder form only. Absolutely every machine put on the market was characterized by its own name. Obviously all are graved in wax, some with the phone-cut—hill and dale—and others, like the gramophone record, sideways or zigzag cut.

When Mr. Williams was shown an advertisement in a trade paper in 1903, announcing that the Gramophone Co. intended to institute legal proceedings against any person using the word "gramophone" for goods not manufactured by the company, with particulars of an injunction against a certain firm, he said their company always took proceedings or got apologies for this class of trading. Among their company's advertisements was one: "There are many talking machines, but only one 'gramophone,'" which had been a stock advertisement for many years. No dealer of any note had prior to May, 1910, advertised other makes of machines under the word or in connection with that of gramophone. In one or two cases complaint had been made and the practice at once stopped.

On further examination Mr. Williams said

the word phonograph was generic, and naturally that would apply to all makes. He would not accept the suggestion that gramophones was also. Gramophones refers only to their own make. All makes referred to phonographs, graphophones, gramophones, etc., not necessarily to gramophones only. In a small number of cases Mr. Williams admitted that the word gramophone was used in the same way as phonograph. Occasionally, at the early stage of their business, his attention was called to the fact that there were other machines or manufacturers' instruments being called gramophones. He had not been managing the business. He was chairman of the company and things were brought to his notice at board meetings. The information given in his evidence was in the main derived from information supplied to him. At present there were two joint managing directors. At the time of putting in the application the managers were Barry Owen and then Theodore Beerbohm. The latter had retired and left the company. He remembered an application for the registration of "gramophone" for matches.

His company opposed the application, but he could not carry his memory back to say whether it was on the ground that they were entitled to the use of the word. Mr. Williams did not remember that the registration of the word was allowed, or did he know that their opposition was unsuccessful. Their previous application to register was under the old act. He did not think there had been any other applications, but would not say positively. He believed they had tried to register the word abroad, but did not know in what country. He believed in several. He did not remember the advertisement in a trade paper in 1903 headed, "Warning, the gramophone is not a generic term," and had nothing to do with it.

ALBERT W. GAMAGE'S OPINIONS.

Albert Walter Gamage, managing director of A. W. Gamage, Ltd., said they dealt in talking

machines among numerous other articles. The first disc talking machine he heard of was the gramophone. He had heard of the phonograph, but this was the first disc. It would be about ten or eleven years ago. It was the only disc machine in the country. He thought the next was the Columbia, which was called the graphophone. After that other disc machines came on the market in large numbers. They had all distinctive names, except some that were left for the buyers to put their own names on. He had never heard of the word gramophone applied to any disc talking machine than those of the applicants. He had done a large business in them, as well as in talking machines also. In the case of a dealer, if he understood his business, he would be under no misapprehension as to what the word gramophone meant. Gramophone records meant those of the applicants, and he had never heard of that word being attached to any other make. Their machines were the best known in the market. The gramophone was the first disc machine.

The Solicitor-General said it was dishonest to use the word gramophone on machines not made by the Gramophone Co. He had seen a great number of other firm's lists, but they are grouped under different names.

To the Judge—They still had gramophone needles, but they are made by the Gramophone Co. He had no knowledge of any other firm other than the Gramophone Co., who had by publicity and advertisements brought the name prominently before the public.

GEO. MURDOCK'S EVIDENCE.

George Murdoch said he was a director of J. G. Murdoch & Co., manufacturers of musical instruments and talking machine distributors. They had traded with the Gramophone Co. since 1898. That name had not been used by any other firm to describe their goods to his knowledge. As a rule distributors like themselves liked to register their own names. All the trade knew ex-

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The Largest and Most Comprehensive Repertoire in



German	Croatian	Siamese
English	Bohemian	Abyssinian
French	Grecian	Tamil
Italian	Arabian	Malayan
Russian	Turkish	Burmese
Polish	Chinese:	Hindustanee:
Spanish	Swatow	Urdu
Portuguese	Guakau	Marathi
Hungarian	Pekinese	Gujarathi
Dutch	Shansinese	Hindi
Danish	Kiangnanese	Tarel, and 15
Jewish	Cantonese	other dialects.
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REPERTOIRE ALWAYS UP-TO-DATE

For terms, etc., apply to

Beka Record, G.m.b.H., 75-76 Heidelberger Strasse, Berlin

Sole Agents for British India, Ceylon and Burma:
THE TALKING MACHINE & INDIAN RECORD COMPANY
15 Elphinstone Circle, FORT, BOMBAY

Sole Agent for Great Britain and Ireland:
O. RÜHL, 77 City Road, LONDON, E. C.

actly what they want when they order a gramophone. A number of other witnesses were examined to the same purport, and at the conclusion Justice Parker said: "It looks at present as though the evidence is that as far as the trade is concerned the meaning of gramophone is a particular instrument made by a particular company, but as far as the popular way of using the word is concerned it is not confined to it."

EXAMINATION OF LOUIS STERLING.

Louis Sterling, chief manager of the Columbia Phonograph Co., said he first heard of the Gramophone Co. in the States, before he heard the word. He knew nothing about the patents, as he was not in the talking machine business. He knew it was a similar type to the Victor sold in the States with a disc instead of a cylinder. About the year 1900 the word used to denote talking machines, he should think, was phonograph. The term could be applied to a disc machine in the same way as graphophone, which is made up of "grapho" and "phone." The two words, as far as their derivation went, were very much the same, he supposed. He only heard in court that day that the word gramophone had got into ordinary use in the English language. He did not agree with the dictionary definition of the word. He took it as a brand of machine, not a type, in the same way as a Broadwood piano is a Broadwood, even though it looks like a Chappell. In his view a cylinder machine manufactured by the Gramophone Co. would be a gramophone if they desired to call it so.

VIEWS OF OTHER WITNESSES.

Another witness said he had never heard any other word than talking machine used by the public to denote disc machines. In reference to Mr. Gamage's statement that "he had heard that people speak of gramophones when they meant ordinary disc machines, but there had been people who did not know the difference between one machine and another," witness said that was practically his experience. The best class of people know exactly what gramophone they want, but with regard to the man in the street, he may call it a gramophone, not knowing what the instrument was. It may have been a phonograph cylinder, disc, or anything, and might be made by any manufacturer.

WHAT AN EDITOR HAD TO SAY.

A newspaper editor observed, under the examination of the Solicitor-General, that there seemed to be some confusion in his mind as to what a phonograph is, what a gramophone is, and what a disc. It is not a form of phonograph, and he could not understand how one could be called a gramophone. He could not really get as far as a professor of psychology. The description of a gramophone was quite right. He could not have done it better himself. They were all constructed on the general principle of the phonograph to a certain extent, so as to come first. The Berliner patent came later. They were all more or less on the same lines. He would not call it a phonograph. The public would be more likely to make a mistake in calling a thing a gramophone which was not

made by the company than the trade. The latter could not make a mistake. He knew the Columbia machine, and also that there was an eternal controversy raging between the rival dealers. To refer to the controversy by calling it phonograph and gramophone was a very useful and convenient form, but he could not understand why they should not have said phonograph and disc machine. It was about the year 1903-4 that he became acquainted with the neutral term talking machine. He did not know any other machine than that made by the Gramophone Co. He had never heard the Columbia disc machine referred to as a gramophone.

A number of affidavits were submitted to prove the specific use of the word graphophone, including quotations from trade paper advertisements, circulars, etc.

GRAMOPHONE AS DEFINED BY SAMPSON SAMUEL.

Further along, Sampson Samuel, assistant manager of the phonograph and gramophone department of Barnett Samuel & Sons, Ltd., said: "From a pedantic trade standpoint the phrase 'disc graphophone' was an absolute misnomer for gramophones that they sold. If they were asked to supply a disc graphophone they would treat it as a request for one of the Columbia machines on account of that misnomer. Witness was giving the trade use and not speaking as regards the public. If he was asked as a trader for graphophones he would sell cylinder machines of the type he described. At all events it would associate his mind with cylinders. In these matters of terminology one had to find out what the man wanted really. There was a difficulty in the trade to know what the trader meant. The trade in cylinder machines had been almost monopolized by the Edison Co. It is just conceivable that there was only the Columbia Co. using the word 'graphophone.' It was a word which the public had never taken to or liked, and anybody could have it for the asking. Shown a document addressed to his firm, 'Kindly send per bearer one or two copies of price lists of your graphophone records and machines,' witness said it did not convey anything to him. There were a number of different constructions that one might put upon it. On counsel asking for the 'authorized version from Mr. Samuel,' witness said it might have been from a dealer who had been told that the word gramophone was the registered trade-mark of the Gramophone Co. It was not from a person who in the ordinary way was asking for a catalogue of gramophones or graphophones. It might have been someone who had in mind the goods of the Columbia Co." Then Mr. Samuel went into details as to buying and selling of gramophones, which is superfluous to repeat.

MR. BALCOMB AND THE AMERICAN TRADE.

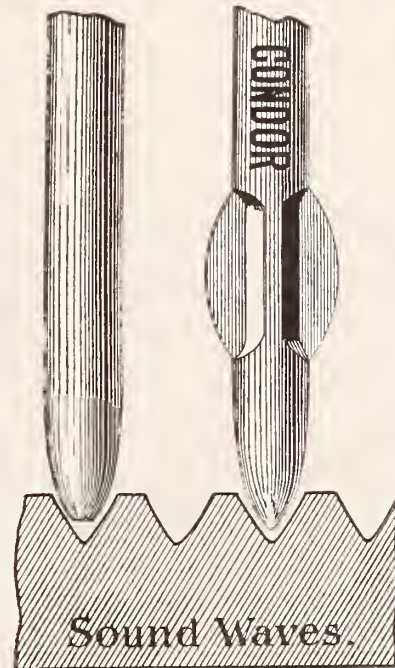
A. Balcomb, also of the same firm, said: "During the period, June, 1903, to January, 1904, Barnett Samuel & Sons purchased from C. & J. Ullman (London and Paris) a large quantity of records called Zonophone, manufactured by the Universal Talking Machine Co. The two records, 9-inch and 7-inch, produced were replicas with regard to the branding of many records of both sizes which his company so purchased, and which were impressed with the words 'Zonophone records, the National Gramophone Corporation,' some with and some without the words Universal Talking Machine Co. The National Gramophone Co. was an American company, and at the date of the said purchase had been apparently acquired by the Universal Talking Machine Co. of America, as was evident by the use of the sub-title of the said company. The Universal Talking Machine Co., who, as he stated, were the manufacturers of the said records, and who impressed the word gramophone on the records they manufactured, to the best of his knowledge were competing with the Gramophone Co.

About Needles

One of the most important matters in connection with the development of the talking machine business to-day is the sale of a talking machine needle that is correctly made—made by the greatest authority in the world—a needle, the POINT of which is warranted and which insures the best reproduction for each individual quality of tone—a needle that doesn't wear out the record; that preserves its life, and always gives forth the very best quality of tone that is contained in the record. Such a needle is the

CONDOR

It has the highest and most perfect finish, the smoothest grain, and gives unexcelled satisfaction.



Why not get the customer who purchases a high-grade and a high-priced talking machine to buy needles of the highest quality, such as the Condor?

One cannot be satisfactory without the other.

We shall be pleased to give the fullest information to all interested. Address

Sole Manufacturer

Jos. Zimmermann

Needle and Pin Works

AACHEN

GERMANY



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

CHEMISCHE FABRIK E. SAUERLANDT F. URSTEDT
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph
bei Apolda i. Th., Germany

**The new list of Columbia Grand
Opera records is going to give a new
point to the whole record market.**



Columbia Phonograph Co., Tribune Building, New York.

and its sister companies. Numerous records of the same brand were largely dealt with in this country.

Mr. Walter, of counsel, said the words "National Gramophone Corporation" had been covered over. They were American, and had warnings about American patents on the back of them.

Witness said he had one without any pattern numbers on. It was handed to Mr. Walter. It had on the back, "Conditions of lease. This record is leased upon the express condition that it shall not be copied or duplicated, and that the full rights of property and possession immediately revert to the Universal Talking Machine Co. upon breach of the above contract."

By the Judge—It was an American system, but he did not think it was on the Gramophone Co.'s records. It was on the Columbia and Edison.

Cross-examined by Mr. Walter—He believed the Universal Talking Machine Co. were dealing in this country. He knew they were certainly manufacturers of Zonophone records. They were manufactured in America. Nearly all the records made in America were of American manufacture. The Zonophone Co. or the Universal Talking Machine Co. was a company which was in all countries. They bought them in London from C. & J. Ullman, who were their agents. He did not know if the Gramophone Co. had exclusive rights in this country. He was speaking of the Universal Talking Machine Co.

Justice Parker—It was in 1903 that is mentioned here, and I think the patent was in 1887.

Witness—I bought these records in 1903.

Mr. Walter—An American patent lasts 18 (sic) years.

Justice Parker—I was thinking of the Berliner patent. Was not that in 1887?

Mr. Walter—Yes; that patent expired in 1901.

Justice Parker—Yes; then they would have no exclusive right in this country?

Mr. Walter—Not at all. It was a matter of private dealing. These questions were not put to Mr. Williams.

Justice Parker, at the close, said that in view of the importance of the case he would reserve his decision.

Mr. Sargent, for the Board of Trade, in opposing the application, said that this powerful Gramophone Co., with its large capital, had un-

doubtedly deliberately set itself to work to change the meaning of the word "gramophone" and appropriate it for its own purpose from the English language.

At the close of Mr. Walters' summing up speech for the Gramophone Co. his lordship expressed the view that, on the trade part of the evidence, the company had a good case. What rather bothered him (his lordship) was this: It seemed to him that while the company had been, on the one hand, impressing upon the trade that the company had got a monopoly in a trade mark to distinguish their goods; on the other hand, the company had been admitting to the public, and telling them in quite strict language, that the word "gramophone" was an instrument, and the two things combined might enable the company to get a monopoly.

As stated on page 19, Mr. Justice Parker decided against the Gramophone Co.

F. L. DYER DISCUSSES COPYRIGHT.

President of the National Phonograph Co.
Writes an Illuminative Letter to Board of
Trade Which Is Making a Report on Amend-
ing England's Existing Copyright Law.

(Special to The Talking Machine World.)

London, Eng., July 2, 1910.

The Board of Trade, which is making a report on the question of copyright, is in receipt of the following interesting and illuminative communication from Frank L. Dyer, of the National Phonograph Co., Orange, N. J., which is published through the courtesy of the secretary:

Sir: The attempts which are now being made to amend the existing copyright law so as to extend the protection of musical copyrights to talking machine records and perforated music rolls are of vital interest to the phonograph and other manufacturers whose output is to be affected by the proposed changes. The Berlin Conference recommended this extension of copyright protection, and if our interests are properly safeguarded we should welcome and support whatever recommendations the committee may make to His Majesty's Government. It is to be remembered, however, that the proposed new right which is to be granted by statute never before existed in this country, it is the creation of a new class of property, and it is

to be created at the expense of industries which have developed along certain narrow lines and in which millions of pounds have been invested. The phonograph industry is now about twenty years old, and since its very birth phonograph records have been made of the current popular music, so that users of the phonograph have been kept in touch with the various musical publications as they came out, just as readers of newspapers are kept in touch with items of current news interest.

The phonograph business, in fact, bears a much closer analogy to the newspaper business than to the music publishing business. Phonographs are of many types, some using cylinders of various diameters, and others discs, but no matter what kind of machine a user might have he has heretofore always been able to obtain for use with his machine the record of any current popular musical work. To materially change the situation—to say to the phonograph manufacturers that they shall not use current music as it may be published, or to so modify the law that one favored manufacturer might be able to monopolize the best part of musical compositions to the exclusion of his competitors—would work a very great hardship on these industries, which have been permitted to develop along this particular line and under the protection of law. Not only have the industries been permitted to develop along this line, but they have actually been importuned to so develop by the music publishers themselves, who, almost without exception in the past, have been only too glad to permit the phonograph manufacturers to use their sheet music and thereby make it popular. If the law had always been broad enough to include and be infringed by the publication of phonograph records, it is clear that the various talking machine manufacturers, in electing to develop their business along this particular channel, would have done so at their peril; but such has not been the law, and, as we have said, this particular development has taken place in a perfectly valid and lawful manner.

Evidence has been presented to the committee showing that attempts have been made on the part of one powerful manufacturer to monopolize a large part of the musical compositions by contracts with various important publishers; a similar attempt was made in the United States, and the recent law in that country was therefore

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O. BOUCHE ST. 35

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application



Our "Elite" 9 Machines One of the Best.



Our Famous "Puck Phonograph."

TELEGRAPHIC ADDRESS: "PUCKAWO"

so drawn as to protect the talking machine manufacturers from the evil consequences of monopolization, by a system of compulsory license. Whether the committee may or may not be satisfied with the sufficiency of the evidence on this point, the fact cannot be denied that such a scheme would not be very difficult to carry into effect. A compulsory license is not repugnant to British institutions; but is included both in the British and Canadian patent laws. The musical composers ought not to object to it, because they will derive a substantial income by the award to them by the Government of a newly created property right. The manufacturers, on the other hand, are vitally interested in the question of compulsory licenses, because otherwise there is grave danger of their industries being irreparably injured.

The necessity for a provision for compulsory license being recognized, the question of the amount of the royalty arises. In the statement of May 20, 1909, presented to the committee by the Gramophone Co., Limited, with practically all of which we fully agree, it is suggested that the amount of the royalty should be 1d. for each record. Such a royalty can be readily paid by the Gramophone Company, whose records sell from 2s. or more up to 12s. or more, but in the case of Edison records, which sell for 1s., the royalty is prohibitive. These Edison records sell to the public for 1s., but they are sold to factors for 6d. The actual cost of the records, including the expense of the artist employed, material used, making molds, obtaining copies therefrom, with advertising, selling and other expenses, is not far from 5d., so that a tax of 1d. per record would be equivalent to a tax of 100 per cent. on the manufacturers' profit. A tax of 1/4d. per record would be equivalent in the case of Edison records to 25 per cent. of the manufacturer's net profit. We see no reason why this tax should not be increased in the case of records selling for higher prices either proportionately or on a maximum and minimum sliding scale.

The United States law provides that the

royalty of 2 cents or 1d. per record shall be paid on all records manufactured embodying copyrighted music, whether sold by the manufacturer or not. This was obviously an oversight on the part of the American lawmakers, due to the fact that the American Copyright Bill was passed through Congress in the evening of March 3, 1909, a few hours before adjournment on the following day at noon. Undoubtedly this error will be corrected at the next regular session commencing next December, because it is now recognized to be a most harsh and unusual provision, since all manufacturers carry very large stocks of records in anticipation of sales which frequently never materialize, and a considerable portion of which are consigned to the scrap-heap.

We would respectfully submit that there should also be a provision in the law to provide for records which, although sold to factors or dealers, are later returned to the manufacturers as being unsalable, and for which full allowance has to be made, because it is obviously unfair to require the manufacturers to pay royalties on records which they are forced to take back. It has been found in practice, so far as the National Phonograph Co., Limited, is concerned, that these returned records amount to 10 per cent. of the total sales, and a fair arrangement, therefore, would be to require manufacturers to account monthly to the copyright owners for 90 per cent. of the royalties payable to them, the balance, if any, being adjusted annually.

We are heartily in favor of the suggestion which has been made to the committee of including in the proposed law a provision for copyrighting the phonograph records themselves, so far as they may evidence originality in production or special artistic quality. Such a provision in the law would put a stop to the piracy of records by unscrupulous and dishonest persons who might thereby seek to evade the payment of royalty.

With these suggestions, so far as our interests

are concerned, we believe the new copyright act would represent a fair and reasonable compromise between necessarily conflicting interests, which on our side are in the nature of vested rights.

NATIONAL PHONOGRAPH Co.,

FRANK L. DYER, President.

INCREASE DUTY ON SAPPHIRES.

National Phonograph Co. Appeal Against Increase of Duty from 10 to 50 Per Cent.

A contention has arisen over the dutiable value of sapphires as used for the stylus or reproducing point on cylinder records, and also on discs with the vertical cut. The special case in point is the importation of a lot of sapphires from England by the National Phonograph Co. Heretofore they have been coming in on a 10 per cent. basis, according to paragraph 449 of Schedule N. The customs officials recently reappraised the sapphires and classified them under paragraph 112 of Schedule B, which provides a duty of 50 per cent. The case is now before the Board of Appraisers on Appeal. The importers claim the sapphires should be assessed at the rate of 45 per cent. ad valorem, according to paragraph 463 of the tariff law, which says that "phonographs, gramophones, graphophones and similar articles and parts thereof, 45 per cent." Among the expert witnesses heard early this week in behalf of the National Phonograph Co., was Fred Lee, of Fred Lee & Co., jewel and watch manufacturers, Coventry, England.

INCREASE CAPITAL STOCK.

The Knoxville Typewriter and Phonograph Co., Knoxville, Tenn., have had their charter amended increasing their capital stock from \$50,000 to \$113,000.

Anyone can write a long advertisement, but to write a short one and have it effective, that's another story.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by
Skilled Mechanics

High Grade English Steel,
each Needle Warranted as
to Point and Finish

SPECIALTIES

BELTS

For Commercial Phonographs. STITCHED.

REPAIR PARTS

NEEDLES

put up in Lithographed Envelopes
and Tin Boxes in Cartons

SAPPHIRES

FOR DICTATING MACHINES
ALL MAKES

For all Kinds of Phonographs
or Talking Machines

We are Sole Agents for
the Largest Needle
Factory in EUROPE

SPECIALTIES

FEED NUTS

For All Makes, Made of
the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

With the Columbia DISC line you can't be "in wrong"; with the Columbia CYLINDER line you can't be "in wrong"; with BOTH you are "in right" and no mistake.



Columbia Phonograph Co., Tribune Building, New York.

TRADE NOTES FROM BOSTON.

Business Showing for the Past Six Months Most Satisfactory—Big Sale of Cheap Machines to Campers—Geo. W. Lyle's Splendid Report—Live Edison Dealers in Lynn—Ditson's Handsome Victrola Display—Boston Cycle and Sundry Co. Progress.

(Special to The Talking Machine World.)

Boston, Mass., July 8, 1910.

For the six months ending June 30 the writer has yet to find a discouraging expression. Talking machine business on the jobbing end has increased materially, with everybody ahead of last year, while with the retail distributors similar conditions exist. With the jobbers you hear an occasional complaint about collections, one in particular being quite popular, and that is: "I have just purchased an automobile and I can't pay my bill now." The puzzle confronting the jobbers is why they should buy motor cars for the dealers. Retail collections have been excellent, and have been maintained so by persistent efforts.

The feature of the past month in retail circles has been the tremendous sale of the cheaper styles of talking machines, which are extremely popular with summer home owners, campers and pleasure seekers. Records have been included in this rush, and, altogether, a gratifying amount of business was transacted both during the past month and for the six months period ending the 30th ultimo.

At this writing General Manager E. F. Taft, of the Eastern Talking Machine Co., Edison and Victor jobbers, is answering the convention bell at Atlantic City. He may push a few other bells there (for ice water), and for a combination business and pleasure trip it will be his best journey. On his return he will spend a week in the Maine woods with a party of friends.

H. R. Skelton, minister plenipotentiary of the National Phonograph Co., has been in and around Boston for the past several weeks calling on the trade. He is on a "fine tooth comb" trip, and before returning will cover nearly every point in this field. Mr. Skelton is a very popular figure with the talking machine fraternity, and is always welcome.

Manager Holmes, of the talking machine department of the Jordan, Marsh Co., attests a very substantial June-July business, which has grown considerably since he undertook the management.

A most distinguished visitor to Boston recently was George W. Lyle, general manager of the Columbia Phonograph Co., New York and elsewhere. Mr. Lyle was accompanied by Mr. Sheble, manager of the Bridgeport factory, and together they spent several days in consultation with Manager Arthur Erisman, of the Boston headquarters. Mr. Lyle expressed himself to The World correspondent as being very much pleased at the rapid growth and importance of the talking machine industry, and particularly of the part that the products of the Columbia Co. are taking. "Late Columbia developments—the Grafonola and the Mignon—are epoch makers in the field. Both these models alone have caused an

inrush of business and new agencies that have been phenomenal, and we look to a still larger growth with the ensuing few months. For business at large, indications point to vigorous activity, and 1910 will prove a very profitable year with Columbia distributors, I am positive," added Mr. Lyle.

Here are two live Lynn Edison dealers that are making money with the Edison line: H. M. Curtis, of 60 Andrew street, and G. W. Lord Co., of 34 Central square. Both are Edison enthusiasts and mighty fine fellows, the usual combination.

Thomas F. Nally, manager of the Edison department of D. B. H. Power, 51 Central square, Lynn, reports a good retail trade.

Mr. Haines, manager of Nelson's department stores in Lowell, was a visitor here last week. Nelson's stores are exclusive Columbia dealers, and in several cities the furniture and Columbia lines occupy the same floor space, but they make more money on the Columbia phonographs than they do on the furniture. That's rather a significant statement, and is worth thinking over!

Arthur Erisman, manager of the Boston Columbia offices and warerooms, reports a strong machine and record demand, a great deal in excess of any past June-July. They have also added a number of new exclusive agencies.

Senator Henry Cabot Lodge may expect an interview soon from Fisher Bros., 34 Munroe street, Lynn, who will bring with them one of the new Edison Residence Dictation machines, just introduced. There are a number of prominent people at Nahant who are interested in this Edison machine, and a good sized business ought to be booked.

A very handsome display is seen by pedestrians who pass the windows of the Oliver Ditson Co. It consists of four Victrolas in Circassian walnut, early English, Flemish and fumed oak, and Manager Winkleman asserts that the elaborateness of this showing has been prolific of many sales. The Ditson Co. always possess a stock of at least one of each of the different woods, including the eight finishes of quartered oak, Circassian walnut and Santo Domingo mahogany.

Charles R. Cooper, head of the Edison jobbing and retail talking machine department of the Boston Cycle & Sundry Co., states that trade is very good for this season of the year. As announced heretofore, one of the reasons for this exceptional rush is their "special summer service," to which he has devoted a lot of time, with an aim of giving the trade sort of a specialized service, one, as the first letter of each word in the phrase indicates, that will mean \$\$\$ to the dealer. Mr. Cooper regrets that the present conditions won't permit his attending the convention.

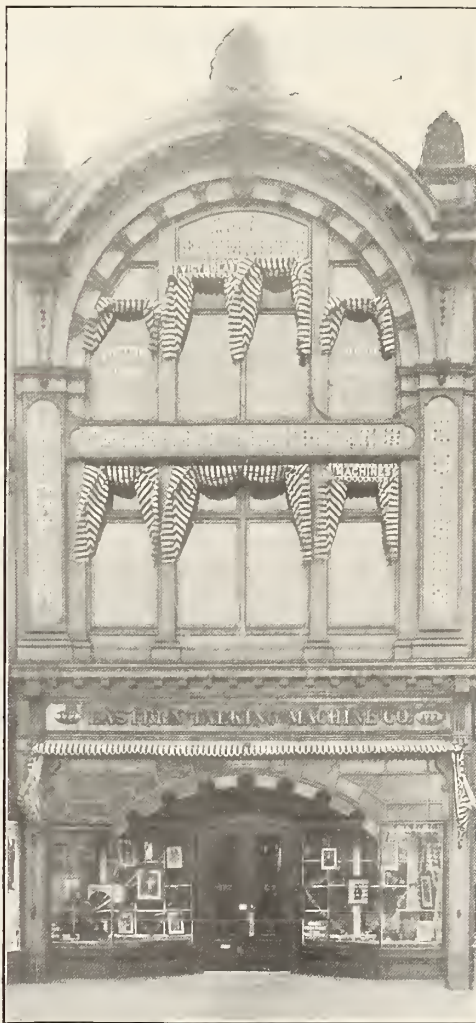
F. K. Dolbeer was one of the big trade visitors in Boston last month.

M. Steinert & Sons Co., Victor jobbers, advance nothing but prosperity when it relates to business conditions. This applies to wholesale and retail trade, the latter being purely local. Herbert L. Royer, the manager, is with the brethren at Atlantic City, so the City of Steinert is without a Mayor.

Samuel Katz, operating the Conclave Phonograph Co., has taken on the jobbing agency for Zonophone goods, it is understood. He will also feature them liberally in his two retail stores.

On this page will be seen the "summer garb" of the Eastern Talking Machine Co., jobbers of Victor and Edison machines. This is one of the most attractive buildings in the city, and with the new awnings, electric bulb signs and other modern features of store-policy makes the Eastern spot a credit to Boston. It is a "live" concern, managed by a "live" man.

The Conclave Phonograph Co., at 199 Tremont street, recently opened with the three lines—Columbia, Edison and Victor—has been discontinued, and no attempt will be made to further their business in that field. Two reports are offered as to "why." One that the Victor and Edison companies, believing that the territory had sufficient representation now, requested the move,



HEADQUARTERS EASTERN TALKING MACHINE CO.

The Fibre Needle

THE NEEDLE OF

Tone! Quality!! Elegance!!!

AND

Perpetual Enjoyment

For the Talking Machine

It has made:

FRIENDS vs. ENEMIES

SATISFACTION vs. DISCONTENT

ENTHUSIASM vs. INDIFFERENCE

For the Wise Dealer

IT MAKES THOUSANDS OF FRIENDS AND

Thousands of Dollars

“B. & H.” FIBRE MFG. CO.

33 and 35 W. Kinzie Street, Chicago, Ill.

and the other is that the Hotel Touraine objected to the "noise," and offered a sum of money for its abolition. Take your choice; it's gratis!

F. T. White, of the Victor department of Henry F. Miller & Son Piano Co., was married recently. They passed their honeymoon at Atlantic City.

F. B. Emerson, of Chelsea, is an enthusiastic Edison dealer, having adequate quarters for the best promotion of Edison machines.

One of the New England dealers visiting Boston recently was Mr. Stone, of Berwick, Me., who is a hustling Edison dealer. Mr. Stone gladdened the hearts of the Boston jobbing trade by leaving some substantial orders for his extensive summer trade.

Henry Siegel Co.'s talking machine department is now managed by Mr. Bennett, buyer for the sporting goods end. This concern features Columbia products.

F. W. Peabody Co., of Haverhill, are becoming quite a factor in the talking machine world, and are selling a large amount of Edison goods. Cliff Poor, manager of the company, expresses himself as very pleased with past results, and is aiming for a still greater future. Joseph McFarlane is now manager of the talking machine department, being formerly associated with M. Steinert Sons.

The Eastern Talking Machine Associates had a pleasant field day on the 17th of June, with a trip to Providence, ball game, athletic stunts and other joys. As announced in the last issue, the winning ball team was the Edisons, who trimmed the Victors 9 to 3. Even the right field mascot of the Victors didn't save the day, who was none other than General Manager E. F. Taft. The Associates are very grateful to the management for their hospitality, through whose means it was possible to have so enjoyable a day.

SOME SUMMER HINTS.

Is your store going to be cool and comfortable this summer, so that people will hate to leave it on a hot day, or is it going to be close and stuffy?

S. F. HYMAN GETS BIG FEE.

Judge Keogh Signed Order on July 7 Directing Payment of \$32,204.66.

Justice Keogh, of the Supreme Court of Westchester County, N. Y., holding court at White Plains on July 7, signed an order directing the Empire Trust Co. of New York City to pay to Samuel F. Hyman, a lawyer, \$32,204.66 as legal fees. The money is on deposit with the company to the credit of John C. Tomlinson, Jr., as trustee. Mr. Tomlinson at one time was an officer and counsel for the New York Phonograph Co., of the same city, but now defunct. A suit to define and enforce certain contract rights was brought by the concern against the National Phonograph Co., Orange, N. J., which dragged along in the United States Court for nearly ten years.

Hyman, also an attorney for the New York Phonograph Co., commenced a suit for the same purpose, in the State courts, and every decision rendered was adverse to his contention. A part of his case included action against every Edison jobber and dealer in the State, with S. B. Davega, of the S. B. Davega Co., New York, as nominal defendant, the National Co. taking care of the legal end. When the Circuit Court of Appeals of the United States, second circuit, upheld the suit of the complainants the suits were settled by the latter without Hyman's knowledge. He then entered a claim for his law services for \$131,625 and sought to enforce it through the courts. After many hearings, it was found finally that the only money available was the above sum, which the court now directs to be paid to Hyman.

SCHAAD VISITS VICTOR CO.

H. B. Schaad, with the Aeolian Co., returned to New York late last week after a two days' visit at the plant of the Victor Talking Machine Co., Camden, N. J. Speaking of it, Mr. Schaad said:

"I went over from New York with Arthur D. Geissler, of the Talking Machine Co., Chicago, and, in company with his father, Louis F. Geissler, general manager of the Victor Co., I had the pleasure of going over the plant. I certainly appreciated the organization that has built up and conducts such a wonderful business, and Louis F. Geissler is the presiding genius. No, I did not attend the jobbers' convention in Atlantic City. I did not meet Mr. Johnson, the president, as he is in Europe.

McMENIMEN'S GREAT TRIP.

Will Visit Every City of Importance in the United States and Canada on Behalf of the Music Master Horn.

H. N. McMenimen, general manager of Sheip & Vandegriit, Inc., manufacturers of the Music Master horn, leaves on August 1 for a visit to every important city in the United States and Canada. He will journey southward and around to the Pacific Coast, thence up to Canada, visiting the trade of Canada and British Columbia, and returning through the Central West. This will be one of the greatest trips ever undertaken in behalf of the Music Master horn, and, in view of the merits of the goods he is exploiting and his own personal popularity, results of a most satisfactory nature are bound to accrue.

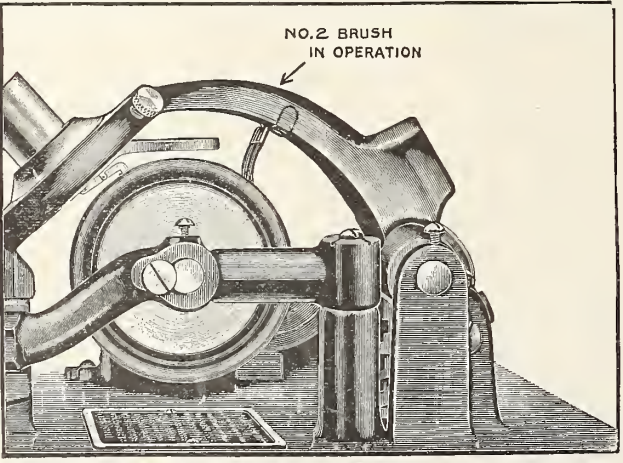
At the recent show of the Royal Ulster Agricultural Association, held at Belfast, Ireland, Thomas Edens Osborne, the enterprising talking machine dealer of that city, had the pleasure of dictating a speech concerning the merits of "Fedol" which was reproduced through the Edison Standard phonograph fitted with Cygnet horn. This particular novelty in advertising proved to be most effective and was much talked about among the thousands of visitors. Mr. Osborne has very aptly described the phonograph not merely as an "automatic salesman," but a "mechanical orator."

SAVE THE LIFE OF YOUR RECORDS


BY USING **THE PLACE AUTOMATIC RECORD BRUSH**

FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED { September 25 and October 2, 1906
and September 10, 1907.




NO. 2 BRUSH
IN OPERATION



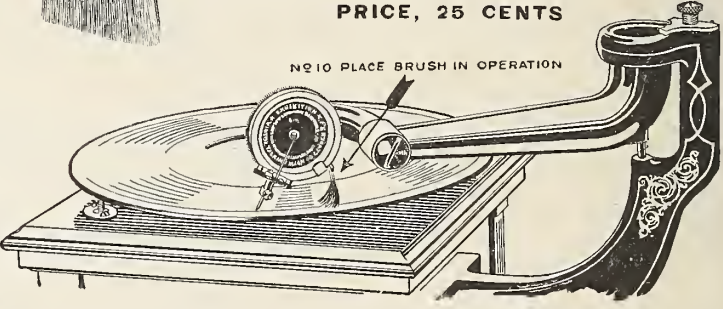
PRICE, 15 CENTS
CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph No. 2 Standard and Home No. 3 Gem and Fireside



THE PLACE No. 10
DISK RECORD BRUSH
FOR
VICTOR EXHIBITION SOUND BOX
PRICE, 25 CENTS



NO. 10 PLACE BRUSH IN OPERATION

PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

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

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

MANUFACTURED BY **BLACKMAN TALKING MACHINE CO.** 97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"

Fourth Annual Convention of the National Association of Talking Machine Jobbers

Atlantic City, N. J., July 5, 6, 7, 1910

The fourth annual convention of the National Association of Talking Machine Jobbers opened at the Chalfonte, Atlantic City, N. J., July 5, the first session being called at 2.30 p. m. Owing to the fact that the opening day had been preceded by practically a three-day holiday, a large number of the jobbers and their wives and families arrived on Saturday and made the occasion one of combined business and pleasure by spending almost a week at this popular resort.

There were in attendance 178 representatives from 85 houses throughout the trade, showing the widespread interest in the organization. We may say that representatives were present from Winnipeg, Canada, and from Houston, Tex., and all intermediate territories.

The association, however, is practically composed of Edison and Victor jobbers, and a close analysis of the personnel of the association will show that no member was present save that he was affiliated with either the Edison or Victor companies, so that the association as it stands to-day is composed of the men who represent the interests of the Edison and Victor houses.

As this was the third time the association had met in convention in Atlantic City, the members were perfectly at home both with the location itself and their associates, and as a result the social side of the convention was decidedly prominent.

Each morning saw the majority of the talking machine jobbers and members of their party disporting themselves in the surf or enjoying the pleasures of ocean sailing. The sessions took up the afternoons, while immediately after dinner there was a general exodus from the Chalfonte for the various piers, where dancing and diversions were indulged in. As the midnight hour approached the various parties assembled at Old Vienna and other similar Bohemian resorts, where they joined heartily in the general reign of joyousness. At Old Vienna the talking machine men owned the balcony each evening, and suspended over their heads was the word Victor in electric lights.

On Thursday morning, of course, there was nothing that could interfere with the attendance of all upon the much-heralded ball game at the Atlantic City Ball Park, where the West won over the East by one run. The fans were numerous and in excellent voice, and got excited over every hit and run.

The jobbers were fortunate in being at this resort during a part of the aviation meet, when Curtiss, Hamilton and other "bird-men" did hair-raising stunts with aeroplanes to the edification of the Boardwalk crowds. It took only the cry "Curtiss is flying" to empty the meeting room and cause a grand rush for the boardwalk. From a social viewpoint the convention reminded one of a party of close friends meeting again after a year's separation and doing their best to make the occasion a memorable one.

OPENING SESSION ON TUESDAY.

The opening session of the convention was called to order at 2.30 p. m. Tuesday, and it was found that a large proportion of the members of the association were in attendance. President Perry B. Whitsit stated that while he was decidedly pleased at the progress made by the association during the past year he had not prepared a formal report to present at the con-

vention in view of the fact that the points he would emphasize appeared in full in the reports of the secretary and treasurer. Secretary J. C. Roush then presented his report, which was as follows:

Secretary J. C. Roush's Report.

Gentlemen of the Jury—I am about to make a report.

The secretaryship of such an association as this calls for a little more versatility than is usually found in the ordinary and average secretary.

In the first place, this association is an unusual affair, and it would quite naturally follow that unusual conditions prevail, especially in the secretary's office.

During the past year numerous occasions have arisen wherein it seemed that the secretary was not only to act in his official capacity, but, in addition, render the services of official

full apportionment of secretaryship, but to see that, by suggestion to those who are less favorably situated with the exact work, they cooperate each with the other in every way.

As more sorrow is expressed in a good place from the loss of one soul than joy is exhibited over a hundred found, it is quite natural that we, as a body, should consider more closely our omissions than commissions; bring to bear more closely our applied efforts on what is to be done this coming year. While, with all possible jubilation, we review with satisfaction the various accomplishments of our past three years, we are specifically here to arrange plans and specifications for future accomplishments.

Incidental to this, it is necessary that I read my report, so let's get it off our hands as quickly as possible.

It is no small satisfaction to say that we now have, July 1, 117 members.

During the past year there have been three executive meetings, upon call of President Perry B. Whitsit. At the Pittsburg meeting, September 19, last year, at the offices of the Standard Talking Machine Co., the following committees were appointed:

Press Committee—J. N. Blackman, L. C. Wiswell, B. F. Pierce, Ben Lee Crew, A. G. McCarthy and E. F. Taft.

Grievance Committee—E. F. Taft, H. H. Blish, and J. F. Bowers.

Resolution Committee—Louis Buehn, Rudolph Wurlitzer and Lawrence McGreal.

Membership Committee—J. C. Roush; balance of committee to be selected by the president and Mr. Roush.

The second meeting of the Executive Committee was a special meeting, held in Philadelphia, February 5, upon a special call by the president. This meeting was deemed expedient by way of taking up, without delay, the matter of the immediate exchange proposition with the Victor Co.

There were present at this meeting Perry B. Whitsit, Louis Buehn, J. N. Blackman, L. C. Wiswell (for J. F. Bowers), and J. C. Roush.

The third and last executive meeting was held at the offices of the Perry B. Whitsit Co., Columbus, April 17, at which every member of the executive committee was present.

At this meeting a special committee, composed of J. N. Blackman, Louis Buehn, E. F. Taft and Lawrence Lucker, was appointed to call on the Victor Co., on their way East, and ask that they discontinue the practice of calling attention to the new system of making records, etc., and also take up the matter of obsolete cut-out records, of which there are about 50,000 outstanding among the various jobbers. Also, to point out to the two factories the advisability of allowing the jobber to return his cut-out records thirty days in advance of the dealer, in order that he may have his stock filled in by the time the dealer's returns begin to come in. Also the subject of sending out the special "hits" starting where they are popular in the East, and gradually working West.

The real object of our association is known to us all. We are organized for a specific purpose—that of bettering our trade conditions, more firmly and harmoniously co-operating in



L. BUEHN, TREAS.

J. C. ROUSH, SEC.

J. N. BLACKMAN, VICE-PRES.

P. B. WHITSIT, PRES.

hypnotist, clairvoyant, seer, prophet, spiritual advisor, sheriff and office boy. I do not want to be construed as complaining, but in reviewing the woeful needs and necessities of our organization, and the summing up of the available facilities, I have many times come to the conclusion that if it was done—and it must be done—that the only way was to "Let George do it."

Understand again that I am not suffering from the summer complaint, but speak as an observing man would from a standpoint unusually close to the association. Perhaps no member has equal advantages in seeing the wants and needs of our organization. And I know that no one of us feels a more personal conscientious regard for our future than I.

Apologizingly, I will say that the method in this mild form of madness is my extreme ambition and whole-soul desire to not only do my

our work, more thoroughly and expeditiously transacting our business.

In union there is always strength, and now that we have become united, some results should show for the effort.

That we are strong and increasing in strength is fully evidenced by the work accomplished during the past year.

Tersely summing this up, it is as follows:

The recalling of all 8-inch Victor records at full price.

The Victor renumbering system, which is working out to the entire satisfaction of every jobber.

The granting of sixty days' time to jobbers on last Victor exchange in which to purchase sufficient records to balance the cut-out returns. On future Victor exchanges the jobber will be allowed to return his cut-out records thirty days in advance of the dealer, and will not be compelled to order the same serial number of renumbered records as he returns.

The promise of recalling shortly all obsolete cut-out records that were not included in the various exchanges.

The promise by both factories to meet with the insurance companies toward the adjustment of partial losses by fire and water, and replacing the jobbers' stock, record for record and

greatly abused in the past two years, it being known that a great many dealers are in the habit of allowing full price for old obsolete types of machines, in exchange for better ones.

At our suggestion the National Phonograph Co. has agreed to devise some plan whereby a certain allowance can only be made for very old-type machines, a better allowance for the gate type, and full price for all machines of the newest type in good condition, bought within, say, six months of time of exchange.

This matter has also been brought to the attention of the Victor Co., but no reply received.

Another very important matter is the recent announcement of the National Phonograph Co. concerning the revision of their exchange plans. As this has been very recent, nothing has been done other than to merely call the attention of the factory to the injustice of this exchange, and asking them to take it up with us at the open meeting.

At a recent date it was unanimously decided by the executive committee to take a mail vote on the advisability of requesting both factories to limit the jobbers to only one or two sets of sample records, which were to be played over only in his place of business and not allowed to be either sent out by freight or express, or carried by the road men. Up to date the secre-

with your knowledge of his fondness for the filthy lucre, you can see that these superimposed and arduous duties must be something beyond the ordinary. Silence does not give consent—it is just as important to know that the member does not care to vote as it is that he votes either for or against the proposition. Here is a grand good chance for the secretary to soldier on his work, and if he was built of a mean character he might also stuff the ballot box and twist the returns, but while we are a politic concern, it is our religion and creed that nothing which savors of politics shall enter our royal domain.

I notice that several feet are wiggling like their corns hurt—if the shoe fits, don't let a penny postal card stand between you and a clean conscience—next time.

Does it pay to attend our annual meeting?

I would much prefer to ask this question now than four days later—now that you are all fresh and green from the country, full of exuberance, life and anticipation. The future is all a blank and we have great ideas about the pleasure and fun and amusement ahead of us, say nothing about the many important business matters of which we shall dispose.

Ella Wheeler Wilcox was once written by a young lady subscriber to a paper to which she contributed, asking whether or not she advised a young lady to wear corsets. Ella replied, "By all means, yes—it's such a pleasure to get them off."

By all means we should come to the convention—it's such a pleasure to get back home.

The convention last year proved conclusively that it pays every jobber to attend our annual meeting. It not only brings us closer together on a friendly business basis, but it promotes that underlying business asset, good feeling, fellowship and friendly co-operation.

The writer belongs to the Elks and the Christian Endeavor, and has thought of joining the Eagles (has been rejected from the Moose Club), and can honestly state that his connection with the Jobbers' Association has, in a friendly, social way, the preference. During the past year he has made friendships from practically coast to coast, the result of acquaintances formed at the convention. This applies to every member that attended our last year's meet, and has proven of immense benefit to every individual.

It is a well-known fact among us that the policy of this association is one rather of suggestion than compulsion—that we choose and adopt the position of hypnotists rather than have the slightest tainted suspicion that we have formed a jobbers' trust.

In the first place, we all know that for politic reasons this is the best attitude to assume, and from our early Sunday-school training we know it is the best.

We have not on record a single example of where we have the ill-will or have antagonized or made any attempt to subjugate anyone with whom we disagreed on business lines. Our every attained point has been on the basis of a plea or request, and our "Come, let us reason together" spirit has been amicably accepted in every quarter. Both factories have received us with kindest attention, and we know, to a certainty, that to-day we stand closer to the Victor and Edison companies than ever before.

Our association has also improved slightly in moral tone, as there is only outstanding at present \$127.50 in unpaid dues.

For fear that some members in the future may take advantage of this liberal statement, I will knock wood.* * * It is to be hoped that you will not take any advantage of a generous nature. In case there might be any misdirected, strong-minded individual so tempted, I will state that the secretary is on the best terms and in the closest touch with one of the strongest collection agencies in the country, with unlimited service and a "frank" at his disposal. The amount mentioned is the smallest the association has ever had the painful necessity of charging to delinquents. It consists of the dues of eleven members, one of whom owes the sum



A GROUP OF CONVENTIONERS AFTER A "DIP."

machine for machine, and then adjusting same with the insurance companies.

A new financial statement blank has been carefully compiled, being as concise as possible, and may be secured from the secretary at a nominal cost.

There has been a change made in the semi-annual delinquent report, classifying the various dealers by State, as well as alphabetically, and which is revised completely every six months.

Another very important—in fact, the most important—matter which the association has accomplished, is the securing of the promise from the National Phonograph Co. in regard to "dead beat" dealers.

The arrangement is that if a dealer has been reported by three or more members of the association, the secretary is to write each jobber reporting said dealer, getting the amount of the account, when sold, and what steps he has taken to collect same. This data from the three or more jobbers will be sent by the secretary to the factory, and the factory will then notify the dealer that he has thirty days in which to make good. If at the end of that time he has not made some satisfactory arrangements with the jobbers whom he owes, he is to be suspended.

This matter has also been taken up with the Victor Co., under date of June 9, but as yet we have secured no decided answer.

Another matter that has been taken up is the allowance in the exchange of old-type machines. The second-hand license proposition has been

tary has received 107 replies, 97 of which were in favor of abolishing the present system of carrying samples, and ten against said plan.

The request for a vote was mailed, not only to the members of the association, but to every jobber in the United States and Canada.

Right here is my opportunity to say it to your face. To bear out my contention that the tendency has been on some points and in some quarters on the "Let George do it" plan, I am going to say that the secretary of the association needs your better support in replying promptly to his communications. On even the munificent salary received by the secretary it is impossible to attempt the carrying out of the almost endless chain of letters in endeavoring to get members to merely write on a postcard "Yes" or "No," when certain questions are put up to them that require a vote. It seems to have been harder to secure from certain members a mere wave of their hand than it would be to collect a matter of \$100 or more, and yet the request could have been granted by about the same effort and labor as the signing of a check. Some members received no less than six communications asking them to reply, voting either "Yes" or "No." It is quite possible that some of these members have replied, but that their answer has been routed over the Erie and will arrive in due course of time. This involves, on the part of the secretary, an immense amount of extra and unnecessary work, to say nothing of the expense. The secretary would personally prefer to pay the expense part out of his own pocket rather than do the work, and



OFFICERS AND MEMBERS OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS

total of \$37.50. Two are on the wrong side to the extent of \$15 each, and eight have backslidden to the amount of only \$7.50. As I came to the convention with the express and vowed intention of collecting these delinquent amounts, I will state that the secretary's room number is —, and all communications containing remittances will be acknowledged under seal, marked "Personal" and with the least possible publicity.

This is giving the backsliders the benefit of arrangements, but the aforesaid mention of the collection agency must not be forgotten. The secretary intends going back to Pittsburg either with his shield or on it.

With less effort than has been expended upon the delinquents, the secretary has collected and turned over to the treasurer \$1,750 in dues.

In this connection it is well to state that the expenses for the next year will be quite proportionately less, as there are no old accounts to meet and it will not be necessary for the incoming secretary to have so much printing done. Very many of our printed forms are completed, with enough on hand to supply the next year or two. The item of the filing case will not be necessary for some years to come, for the one recently purchased will be available for quite a period.

For the benefit of the newer members, and to refresh the memories of the older, and for those who are otherwise not thoroughly in touch with the work of this organization, I will say that all matters of importance should be sent direct to the secretary, as through him they will be brought most expeditiously before the executive committee. This committee consists of the president, vice-president, secretary, treasurer and five members, making all told a body of nine. The five members are chosen to represent, as widely as possible, the different sections of the country. They are representative jobbers in every sense of the word, their qualified requirements being no more a matter relating to Dun's or Bradstreet's than the Blue Book. The avowed personnel of this executive committee must be up-to-date, progressive, active, enthusiastic and devoted unquestionably to the interests of our association, for it practically represents our success. The committee meets three times a year, on the call of the president, in a central location, and all jobbers are not only invited but requested to be present, as the meeting is an entirely open one.

In executive session, the committee discusses thoroughly the matters that have been presented to it; a resolution is adopted and a mail vote

taken, if possible. If the matter be an urgent one, and the time too short, the resolution is sent direct to the factory concerned, either by mail or in person, by members of a committee appointed by the committee.

The secretary is the only paid officer, receiving a salary of \$300 a year. Members of the committee are allowed their mileage and berth to and from the point of meeting only. Hotel bills and other expenses are borne personally by the committee members.

The secretary extends his most hearty thanks to the various members of the executive committee for their efforts and hearty co-operation during the past year. The attendance at all meetings has been good; at the last one the entire nine members were present.

Supplementing all that the secretary has previously written and said regarding the ten members and their delinquent dues, the secretary will announce, for a short time, a truce, which will enable these delinquents to see him without undue publicity, and to square their accounts. I do not anticipate a rush so great that cannot be accommodated between now and bedtime; however, I may be mistaken. You know that story about the country editor who inserted a little four-line notice which read something like this: "Will that prominent business gentleman who was seen through the window of his office hugging his typewriter immediately pay his subscription or stand exposure in our next issue." Arriving at his office the next morning at 8 o'clock there were awaiting him 37 delinquents with the money in their hands.

Treasurer Buehn's Report.

Next in order came the report of the Treasurer, Louis Buehn, which showed the financial condition of the association to be better than at any time in its history. The Membership Committee, of which J. C. Roush is chairman, had a very pleasing report to make, as follows:

Report of Membership Committee.

The chairman of the membership committee has less to do than the secretary. I feel sorry for the secretary.

The secretary took so much of your valuable time that we will make this report of the membership committee short and to the point. If a personal canvass was made of all the talking machine jobbers in the country, it is a safe prediction that every one would approve of our association, its course and its methods. But we want more than approval—we want actual, bona fide, warm-blooded, spirited members.

No small effort has been put forth since our last annual meet to secure recruits, and the

result might have been a great deal worse.

Twenty new converts announce their avowed acceptance of the faith. Every one of these additional members represent an added personality to the association, of which we should be justly proud. Their names are as follows: Jas. I. Lyons, Chicago, Ill.; Elyea-Austell Co., Atlanta, Ga.; Petmecky Supply Co., Austin, Tex.; Consolidated Music Co., Salt Lake City, Utah; Knight-Campbell Music Co., Denver, Col.; W. A. Myers, Williamsport, Pa.; Wulschner-Stewart Music Co., Indianapolis, Ind.; A. Hospe Co., Omaha, Neb.; Chase & West, Des Moines, Ia.; His Master's Voice Gramophone Co., Toronto, Canada; Robt. C. Rodgers Co., Washington, D. C.; Western Talking Machine Co., Winnipeg, Canada; Smith Phonograph Co., Oklahoma City, Okla.; Cohen & Hughes, Baltimore, Md.; Price Talking Machine Co., Newark, N. J.; Pacific Phonograph Co., Oakland, Cal.; Putnam-Page Co., Peoria, Ill.; Aeolian Co., St. Louis, Mo.; Lit Bros., Philadelphia, Pa.

Into each life some rain must fall. It is with keen regret that a report is necessary of the following resignations, but our feelings may be somewhat pacified when the reason of these withdrawals is known. Boston Cycle & Sundry Co., Boston, Mass., withdrew owing to their intention of going out of the jobbing business as soon as they can dispose of their stock. We have also lost as members the following firms, who have sold their talking machine jobbing business: Mackie Piano Co., Rochester, N. Y.; Flint & Brickett Co., Springfield, Mass.; Forsythe & Davis, Kingston, N. Y.; P. Bacigalupi & Sons, San Francisco, Cal.; Regina Music Co., New York City; Utica Cycle Co., Utica, N. Y.; John F. Ellis & Co., Washington, D. C.; C. C. Adams & Co., Peoria, Ill.; St. Louis Talking Machine Co., St. Louis, Mo.; Bruce & Brown, Seattle, Wash.; Jones Piano Co., Des Moines, Ia.; A. J. Pommer Co., Sacramento, Cal.

We have practically gained 19 new members, as none have withdrawn for other than purely business reasons. We have, at present, a membership of 117.

Outside of the fold there are, at the present time, 57 jobbers. Of this number, 14 are branches of jobbing houses who are now members of the association, which leaves practically 43 live prospects.

During the past year at least ten letters, carefully prepared, have been sent to the non-members, and the following State commissioners have called personally and have written many times to these 43 jobbers not included in the membership: W. H. Ross & Son, Portland, Me.;

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

Every member present must certainly feel the duty involved upon him to use his influence on any of these jobbers that might be thus brought into our organization. If we act as a unit, and without faltering or ceasing, sooner or later our organization will number within its fold the entire list of jobbers in the country. This is surely coming. It is merely a matter of time, and faithful work on the part of every member is the way to bring it about at the earliest possible date. It is clearly the duty of every member here to ask me, chairman of the membership committee, after this session, for a list of the non-members. All I want is your request, and I will mail from Pittsburg a list complete.

No Grievances to Report.

The grievance committee, through Chairman E. H. Taft, reported that, pleasing to say, there had been no grievances reported during the year.

J. N. Blackman's Report.

J. N. Blackman, chairman of the press committee, then made his report. He stated that the committee had made special efforts to secure all the publicity possible for the association without conflicting with the factories. He particularly mentioned the amount of space given to association matters by The Talking Machine World and the Music Trade Review, and expressed the appreciation of the committee of Edward Lyman Bill's generosity in that matter.

The factory committee, of which Mr. Blackman is also chairman, which was appointed recently to take up various matters with the factories personally and directly, reported that their efforts had met with great success, and that they had received a most courteous reception from the factories on every occasion when they had some special matter to present.

Old Officers Re-elected.

Other committees then reported, after which the election of officers was in order, and it was a handsome tribute to the excellent and unselfish work of the officers for the past year that they were re-elected in each instance to carry on the good work for another twelve months. The officers are as follows:

Perry B. Whitsit, of the Perry B. Whitsit Co., Columbus, O., president.

J. Newcomb Blackman, of the Blackman Talking Machine Co., New York, vice-president.

J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa., secretary.

Louis Buehn, of L. Buehn & Bro., Philadelphia, Pa., treasurer.

In the course of the meeting some members for the first time learned of the death of little Jack McGreal, who was elected mascot of the association last year, and a resolution of sympathy for his parents, Mr. and Mrs. Lawrence McGreal, was promptly passed and a short adjournment taken in his memory.

WEDNESDAY'S SESSION.

On Wednesday afternoon the second session was held and a number of matters of interest to the association members and the trade at large were discussed at length and acted upon where necessary. These subjects were all of vital interest, bearing on the improvement of the trade and the advancement of the interests of the jobbers, and the discussions were participated in by representative men from all parts of the country.

In the course of the session a committee representing the Eastern States Talking Machine

Dealers' Association, consisting of President Frank C. Storck, Red Bank, N. J.; Irving Mosier, Hamden, N. J., and B. S. Brown, Dover, N. J., were received. Mr. Storck made an interesting address in the course of which he offered a number of suggestions which were afterwards discussed and favored regarding matters on which jobbers and dealers might co-operate for trade betterment.

The meeting as a whole was given over to the serious discussion of trade problems, and as a result much was accomplished of a nature to benefit association members.

THURSDAY'S OPEN MEETING.

The closing session of the convention was held on Thursday afternoon, when occasion was taken to decide a number of questions that had not been reached during the previous sessions. Among the resolutions adopted was one thanking the manufacturing companies for the manner in which they had entertained the jobbers during their stay at Atlantic City. President Whitsit proposed that, in view of the fact that all of the officers of the association had been re-elected for another year, the present executive committee be also held over. The association thereupon ratified his action. The various other committees will receive the president's attention at a later date. No final decision was reached regarding the meeting of the next convention place, and that matter will be put to vote at a later date. Those in favor of Milwaukee did some mighty active campaigning, and went away feeling confident that their city would receive consideration.

At the close of the business session the doors were thrown open and all guests and non-members of the association in attendance were invited to participate in the open meeting, which was then called to order. J. Newcomb Blackman, vice-president of the association, acted as chairman, and first took occasion to call upon Frank L. Dyer, president of the National Phonograph Co., for a few remarks.

Mr. Dyer expressed his pleasure at again meeting collectively his friends in the jobbing business, and said that he would not speak at any length for the reason that he was to be one of the speakers at the banquet, but would leave to F. K. Dolbeer the pleasure of speaking on behalf of his company in reference to questions of sale and policy.

F. K. Dolbeer's Remarks.

Mr. Dolbeer was greeted with prolonged applause, and said he would speak on two subjects, namely, "Discontinuance of Sample Records" and "Record Exchange." He said that he realized from the result of the mail vote taken by the association on the question of discontinuing sample records, which was 105 in favor of discontinuance and 11 against, that the jobbers were in favor of doing away with the present system; that two years ago, when the matter was brought up, he was opposed to discontinuing, for the reason that he feared that if it were done some of the jobbers would be likely to recall some of their salesmen; but that since discussing the subject with some of the leading jobbers his opinion had changed somewhat. Mr. Dolbeer read a letter which he had written under date of May 25, 1910, to C. H. Wilson, outlining his views in regard to the matter and telling of a plan being tried out by some jobbers, of sending samples by express to a dealer, with the understanding that the dealer is to play them over, make up his order and forward the samples to another dealer, the shipping tag being furnished by the jobber and the samples finally returned to the jobber; the letter concluding with the statement that the writer is "convinced that the jobber will eventually decide that the playing over of these samples is unnecessary, and, consequently, they themselves will stop sending samples, whether we do or not." Mr. Dolbeer then

read an additional communication from himself to Mr. Wilson, under date of May 25, in which he said: "If jobbers consider it a good plan to discontinue displaying sample records to the dealer, claiming that the dealer can order intelligently from the regular list which is sent to him, it would appear that the jobber himself could also do without the samples, ordering only from lists, which would obviate the necessity for our sending samples. If this is the case, is it not possible for us to cut down one month on our present plan of producing advance lists, thus bringing our work up closer to a selling date than we are now doing?" The speaker then made the announcement that if the other manufacturers will



F. K. DOLBEER.

agree to cut out samples, the National Phonograph Co. will do the same.

On the question of record exchange, Mr. Dolbeer referred to the exchange of May, 1909, as being the most liberal exchange ever offered, which he considered practically a consignment of goods; he spoke of the fact that it seemed unjust to the manufacturer to produce goods valued at hundreds of thousands of dollars and eventually send them to the scrap heap. This exchange has proven unsatisfactory, and now the jobbers must have faith in the company to formulate some plan which will be satisfactory. The present exchange is intended only as a temporary expedient. Mr. Dolbeer read figures showing comparative sale of Standard and Amberol records from Aug. 1, 1909, to May 1, 1910, showing the average sales to be in favor of the Standard, 55 per cent., as against the Amberol, 45 per cent.

W. B. Fulghum, office manager of the sales department of the Victor Co., was next called on, and replied in a few words, saying that he was not authorized to speak as to the policies of his company, and spoke of the difficulty which his company was having in filling their orders.

Henry C. Brown, advertising manager of the

Victor Co., was announced by the chairman, and stated that his position with regard to an authoritative outline of the company's policies was the same as that of Mr. Fulghum; he spoke of the great additions being made to their factories, laboratory and executive offices, and expressed his pleasure at the thought of seeing the jobbers in Camden Friday.

The chairman asked L. C. McChesney, advertising manager of the National Co., for a few remarks, in response to which Mr. McChesney stated that there would be no appreciable change in the advertising policies of his company next year.

Edward Lyman Bill, publisher of The Talking Machine World and The Music Trade Review, was called on and spoke for a few minutes, expressing his appreciation for the support extended him by the trade in general and the friendship of the individual manufacturers, jobbers and dealers which he enjoyed. He took occasion to pledge his further support to any movement for trade uplift, and expressed his unflinching belief in the bright future that was in store for the talking machine trade.

D. G. Williams, representing the Udell Co., Indianapolis, next addressed the meeting, and after telling a humorous anecdote regarding President Whitsit in the role of a Newlywed, proceeded to extend some information regarding conditions in the cabinet trade, especially referring to what his company were doing in producing new styles to meet the demands of the trade. Mr. Williams is a veteran cabinet man and knows his business thoroughly.

Frank C. Storck, Red Bank, N. J., president of the Eastern States Talking Machine Dealers' Association, delivered a most interesting address on "What I Would Do If I Were a Manufacturer," wherein he offered some suggestions well worthy of more than passing thought. Mr. Storck in his address said:

WHAT I WOULD DO IF I WERE A MANUFACTURER

By FRANK C. STORCK

I would naturally do business on such lines as would bring me the greatest amount of business, always keeping in mind the Sheldon motto, "He profits most who serves best," and upon second thought I would also invert it to read, "He serves best who serves the most." So in order to serve the most we should serve the best goods through the best dealers in the best manner.

I would not make cheap goods, as it is very largely the cheap, squeaky, scratchy toy which the prospective buyer refers to when the hustling dealer endeavors to sell, and gets a reply something like, "I would not have one in the house." I would put all efforts on making the best article I could produce in order to interest the most critical prospective buyers, simply varying the style of cabinet work and the motive power to meet the customer's pocketbook.

On the selling end I would be extremely careful to market my goods only through capable and experienced merchants of good standing who would be in a position to sell the best goods to the best class of buyers. By best class of buyers I do not mean the rich class, but also the class who desire to buy good goods, and we find no end of people in limited circumstances buying \$300 and \$400 pianos on the installment plan. A merchant of good standing should have sufficient capital to sell goods, and the best of them, on the installment plan to this class of buyers. If talking machines were sold by capable and experienced merchants with sufficient capital to handle cash or time sales, then the plane of this industry would be rapidly elevated from the five and ten cent barber shop and curb-stone agents. That this is so has been demonstrated during the past two years or so, and that manufacturers are realizing this was evidenced by four large displays at the Richmond, Va., Piano Dealers' Exposition, showing

that the manufacturer to-day is catering to the more capable merchant, capable as well in ability as in capital. The increased amount of advertising by manufacturers at present in the piano trade papers also proves this.

Protection and Profits.

But if I were a manufacturer I would bear in mind that the capable, hustling merchant can sell almost any merchandise, and if the manufacturer does not give him the proper protection in his territory, and if he does not give him the necessary margin of profit to enable him to advertise, canvass and take installment risks, that then this desirable merchant will leave the talking machine industry severely alone, as he can make more money selling sewing machines, pianos and other kindred lines, where the dealer invariably doubles, and usually more than doubles, his money on installment sales.

I would also arrange my product in such a manner that the dealer could carry a complete stock without any hardship. I would eliminate all slow selling stock as quickly as it became dead, thereby encouraging merchants to carry complete lines, which would represent more satisfaction for the consumer and dealer, as well as more profit for the dealer and manufacturer. I do not refer to the jobber, as he is the middleman, whose profits or losses will depend entirely upon the profits and losses of the dealer and the manufacturer.

It stands to reason that if I turned out the right kind of goods, sold to the right kind of dealers and on right business methods, as referred to, that I would be able to do more business and also a more satisfactory quantity of business than if this policy were not adhered to.

What Different Manufacturers Have Done.

Now, gentlemen, if you will permit a little digression from the subject, I would like to make a few pertinent remarks bearing on the past, and which, perhaps, will give us cause and hopes for material improvement of present conditions. It took the Victor Talking Machine Co. to introduce the high-grade, high-priced artistic records which many people thought could never be sold at the prices; although popular records sell temporarily, most of the best dealers will sell more of the \$7 Sextette the year around than any other record in the Victor catalog. Quality will certainly count if it is properly placed before the public through the proper medium, but the curb-stone agent cannot expect to sell Sextettes or Victrolas unless he sells them at cut prices to trade which has been practically built up by the progressive merchant. It also took the gumption and confidence of the Victor Co. to market the first hornless machine, and, mark me, the time is not far hence when all popular priced machines will be hornless. From the high-grade point of view these two introductions of the Victor Co. have been the greatest features and help to the industry that have been put on the market.

However, it took the systematic National Phonograph Co. to introduce their simple and business-like method of cataloging records. By cutting out the dead wood and keeping their catalog down to a reasonable number so any dealer could carry a complete stock, they created many live dealers and facilitated keeping customers' interest constantly going.

To the Edison people also is due the credit of

introducing the four-minute cylinder record which tells its own tale and tells it completely.

The Columbia Phonograph Co. deserve credit for getting the cost of cylinder records down to a popular price, so machine customers can now afford to keep up their stock of records, thus bringing to the dealer steady record trade as well as new machine buyers who are interested by hearing their friends' "up-to-the-minute" outfits. Another welcome addition to the industry, although temporarily it was a bitter pill for a great fraction of the trade to swallow, was the Columbia's introduction of double-faced records. Apparently this venture has gone through the experimental stage, and to-day we see more and more double-faced records being marketed, and with most dealers the double-faced records increase the old as well as the new business, both in machines and high-class single-faced records.

Watching the Dealers' Interests.

If I were a manufacturer I would watch the dealer's interests very closely, as, after all, he is the one who must market the goods to the consumer, and the easier it is made for him to market goods the more business I would obtain. If I had a very large catalog I would cut down the duplicates and slow sellers in a most thorough manner. To-day in some catalogs the same record is done eight or ten times, in some cases by five or six different singers, and this is a hardship for jobbers or dealers, as customers hardly know what they want. If a customer wants one record and five are sung he will probably want to hear all five, and wind up by buying the best one he can obtain for the money. If there were only one or two records sung of this particular selection, the dealer and jobber would not have to waste the space, the investment, nor try as many records for the customer. That this has been tried out and evidenced is shown by the fact that most of our manufacturers to-day are keeping their catalogs in much better shape as to quantity than was done a number of years ago.

About Cut-Outs and Exchanges.

Considerable has been said and done in this industry regarding cut-outs and exchange propositions. If I were a manufacturer I would not be afraid, as said above, to cut out dead wood, but I would not cut out a great big bunch of goods and compel the dealer on a week's notice to get out his cut-out list and return to the factory on even exchange within another week's time. This, it would seem to me, means considerable work for the dealer, for the jobber and for the manufacturer, all piled into a short period of time, and all at a loss. It makes business to a large degree come to a standstill, and a lot of work is done without profit, while if this cut-out list were sent to the trade several months before they are actually cut from the catalog, it would give the dealer a chance to reduce his stock. If the dealer were permitted to exchange these cut-out records at his pleasure it would give him an opportunity to sell many of the cut-out records, particularly those that are good numbers but slow sellers. Under the old method the dealer would not take any risk of not selling the record, but would send it back. One manufacturer for many years extended a continuous exchange proposition on a basis of five to one, and this worked out very satisfactorily, as at no time could the dealer return



ANOTHER GROUP OF CONVENTIONERS ON THE SANDS.

an unlimited amount of records, as he was compelled to buy and pay for four every time he exchanged one. This method insured a constant income to the manufacturer and jobber, while the dealer had an opportunity to exchange his cut-outs at his pleasure, and the fact that he could do this without any particular annoyance while he was going along caused many dealers to invest more freely in the new records.

Anent Exchange Propositions.

In traveling about and at the meetings of the Eastern Talking Machine Dealers' Association I come in contact with a great many dealers, and when they open their hearts and talk about their drawback I find that the exchange propositions are of considerable annoyance to them, causing complaints about records that are cut out from the catalog and on which no exchange proposition is offered for a couple of years or more. The next strongest objection by the more progressive dealer is that no difference is made in the catalog prices on cash or time sales. All progressive dealers sell goods on time, but no difference is made between cash and time price, which is not fair to the consumer who buys for cash, and which is not fair to the dealer who has to carry installment accounts, and it is not fair to the jobber who has for that reason to carry a good many dealers' accounts. One manufacturer has gone so far as to furnish his trade with circulars covering certain types of machines with records as outfits to which 10 per cent. is added to the cash price, and if I were a manufacturer I would unquestionably print the regular cash prices in my catalogs, followed with the word "cash," and I would state that the installment prices are 5 per cent. to 10 per cent. higher, varying according to the terms on which they are bought. Then if a dealer sold for cash the consumer would get the cash price. If he desired more than the thirty days he would have to pay the 5 per cent. additional, and if he desired to buy on longer terms than extended by some the dealer could, according to his own judgment, vary the installment price from 5 per cent. to 10 per cent. I would then find that many dealers would increase their business because this additional 5 per cent. or 10 per cent. will pay them for carrying accounts and for collections. This would aid materially in obtaining good, substantial dealers for my output. Out of 335,000 pianos sold in the United States last year, 85 per cent. were sold on installments, and all, no doubt, at an advance over the cash price.

How Output Should Be Sold.

And now, gentlemen, I would like to have your close attention for just a minute while I state to you point blank that if I were a manufacturer I would sell my output through jobbers, but mark me, under no circumstance whatever would I sell any individual firm or department store unless they were actual jobbers, not jobbers on the letterhead, but jobbers in the full sense of the word. The country merchant does not feel the department store competition nearly as much as the city and suburban dealer. It is he who creates the desire on the part of customers to purchase, and then gets the response that the consumer can do this and that and the other thing with the department store which the dealer cannot afford to do because he gets a short line of discount, while to-day practically every department store gets a jobbing discount.

Now, gentlemen, I would like to have you take me to New York and show me a department store that will sell me a bicycle or sewing machine, or practically any other line of goods on the installment plan with the exception of talking machines and pianos. You do not buy a bicycle on time from Mr. Department Store at any price, but you can buy any talking machine they handle at almost any department store at the cash price and have no end of time to pay for it. One of the New York stores sells \$200 machines for \$10 down, the balance in twenty monthly payments, all at the cash price, and you must remember that the \$200 machine by some makers is sold at a shorter discount than any other line, and if I were a manufacturer I

would certainly stop such unfair competition and such unbusiness-like methods as to sell a department store as a jobber when they are not jobbers. There is nothing fair in it, and it is only a question of time when this method of selling will be gradually eliminated. In fact, some manufacturers are eliminating it now, and trade is appreciating this elimination very thoroughly.

Educating the Dealer.

Now that I have called your attention to the dealers' view of a number of things, I would like to give you one dealer's view as to what I would do if I were a manufacturer from an entirely different point of view. Every manufacturer has genial salesmen who look after the general welfare of the factory's business. They are salesmen, and as a whole do good work, or otherwise lose their jobs, but if I were a manufacturer I would employ a few thorough business engineers who could spend a day with every dealer, whether he is progressive or a dead one, so that he could show the different dealers what methods are pursued by other dealers to increase and hold the business. A practical business man could show the dealer who does not sell on installments how he can make installment sales pay. He can show the installment dealer how to improve his collections. He can show the advertising man how to improve his advertising. He could show the dealer who has heard about recitals and church work just how to get at this inexpensive and yet profitable manner of advertising his talking machines. He could give him no end of points as to the best method of carrying records. He could show him that if he sold a cabinet with each machine whenever possible that the consumer would get more service out of his machine and have his records kept in better shape and have a desire to fill up that cabinet with a selection of records. By the time this business engineer had shown the dealer a few good points and inspired him with a bunch of optimism, Mr. Business Engineer would be likely to walk away with a much fatter order than the genial salesman with his two for a quarter cigars.

It will take the legitimate dealer and merchant to plough up the surface of this industry which is to-day hardly scratched, when compared with its possibilities.

Storck Chats of Dealers' Association.

After the close of his address Mr. Storck took occasion to request that the jobbers and their travelers covering the Eastern States should bring to the attention of dealers in their territory the fact that an allied association existed among their fellows, and urge them to become affiliated with it. Mr. Storck stated that many excellent dealers hesitated to join, under the impression that there were already plenty of members to do the work, but, as a matter of fact, every additional man enrolled served to strengthen the association to an appreciable degree.

McMenimen's Remarks.

H. N. McMenimen, general manager of Sheip & Vandergrift, Inc., manufacturers of the Music Master horns, was next called on by the chairman, who dwelt upon his extensive experience, gained through many years of connection with different branches of the trade. Mr. McMenimen took occasion to emphasize his belief in the great future for the talking machine industry, which, he stated, was simply in its infancy, and in many instances suffering from the usual run of troubles peculiar to infant life. He also emphasized the great value of advertising, and stated that his firm had doubled their appropriation for the coming year in that department.

Gift for Mr. and Mrs. Whitsit.

After the various speakers had been heard from James F. Bowers arose, and in the most eloquent and touching manner presented to the president and Mrs. Perry B. Whitsit a magnificent dinner set of china, together with an immense cut glass punch bowl, a necessary adjunct. The gift was an expression of the deep esteem in which the members of the association, individually and collectively, hold Mr. Whitsit, and

that gentleman was so surprised and affected by the gift that he was totally unable to express his appreciation in words, but there are times when actions are more eloquent than language.

Other papers to be read were by James F. Bowers and J. N. Blackman, but owing to pressure of time it was necessary to pass them. Both papers are published herewith.

THE DUTIES OF AN ASSOCIATION MEMBER.

By JAMES F. BOWERS.

I have been asked to address this association on the topic which heads this paper. I take it that the committee which assigned me this topic had in mind the duties which members owe to the association, to the trade which they represent, to themselves and to the manufacturers whose goods they handle. This trade is especially and particularly fortunate in having for a mouthpiece the remarkably ably conducted trade journal known as the "Talking Machine World," edited and directed by one of the foremost men in the newspaper profession—Col. Edward Lyman Bill—and I could not possibly present anything more forceful and interesting on this topic than to quote from a recent editorial in this paper.

"There are some jobbers who are not doing



JAMES F. BOWERS.

their full duty to the manufacturers and to their constituency by adhering to too conservative a policy. They are not working their territory as they should. They are not spending the money for developing their trade. Now, many dealers are unacquainted with talking machine possibilities. They entered the business with little or no knowledge of the peculiar environment of the talking machine. They simply looked upon it as a good thing and their very ignorance of the trade situation is holding back their own development. Now, it is the jobber's business, because the jobber stands between the dealer and the manufacturer, to aid them. It is the jobber's business to enthruse—to educate and to train his trade, and he cannot do this if he hides his business light under the bushel of indifference. He must be up and doing. He must exploit his product and let the talking machine men in his vicinage understand that he is in business and that he knows the talking machine trade from A to Z, and that he has got special attractive features.

Big Future for the Talking Machine.

"There are thousands and thousands of people in this country who have no adequate conception of the evolution of the talking machine

and its present position as an entertainer and instructor. Now, they are the people to interest, and an association, whether composed of jobbers or dealers, can forward the interests of all members if it simply injects a little trade enthusiasm into the business. The dealers of the East have recently formed an association, and it seems to be in excellent working order and is taking in new members all the time. Now that's the kind of work which counts, and organizations which bring men of a particular trade into healthy contact will be beneficial. They will help the manufacturing department and they will help themselves. In fact, all will be benefited by the adoption of modern, progressive and up-to-date ideas, and there is no question but that there are some men in the talking machine trade who need some of the ginger spirit.

"There is a good opportunity for talking machines. Excellent. A widespread publicity in every line has created with the consumer new wants, because advertising has brought about a change of conditions. It has changed luxuries to necessities. Not only is this true of the city dwellers, but the farming communities are demanding the best of everything. The farmer must have his automobile, his player-piano, and why not his talking machine? To our minds, continuous advertising has brought about the actual demand for these things, and it has helped to raise the standard of living. It has impressed upon the people the necessity of having certain articles in their household which formerly they viewed as luxuries. Why should not the talking machine men have their share of the increased demand? Why has the great consuming public come to make these demands? By education; and who has been a greater educator than the national advertiser? Who has taught the world that progress is possible only by elevation to a higher standard of living? The public is taking to itself the best of music and good pictures. The public is reading more and better books than ever before in the world's history, and this means a greater consumption of paper, ink and other accessories. The average man and woman are better dressed than ever before. We ride in better carriages, in automobiles, and our railroad coaches are better appointed as regards the comfort of the traveling public."

It is hard for me to offer anything better than the extract from the Talking Machine World here given. Papers read at such gatherings as these are, as a rule, trite and often dull, and since brevity is the soul of wit and of common sense, too, there seems to be no need for a rambling list of platitudes and commonplaces.

There are other duties as well owed by the members to the association, and particularly to its hard-working officers. Prompt, cheerful and courteous attention should be given to communications and requests from the secretary. Prompt remittances should be made to the treasurer for all dues and liabilities. These are somewhat homely, but are immense factors in the smooth and satisfactory working of this or any other organization.

REASONABLE REGULATION OF COMPETITION

By J. NEWCOMB BLACKMAN

This subject as applied to the sale of Edison phonographs and Victor talking machines, treats particularly of the establishment of additional dealers and jobbers. The manufacturer has, generally speaking, for several years been attempting to supply a demand in excess of the supply. The situation, however, in the last two or three years, with the exception of certain special goods, could hardly be thus defined.

Most of those jobbers and dealers who have large investments and consider the business as profitable have greatly helped the manufacturer to stand a business depression. Should they not be rewarded for this by a reasonable pro-

tection from additional competition when the business they have been waiting for has returned?

Effect of Weeding Out Process

The weeding out process has removed, in most cases, representation which probably never was very desirable. If those remaining can feel that they are fairly protected against further competition it will greatly encourage them to in every way improve their facilities and extend their business.

I attribute the falling off in the sale of low priced goods, not only to the fact that the public who purchased same were most affected by hard times, but the fact that the dealers capable of selling low priced goods only never did represent the qualities necessary to permanently produce good results. In other words, they were carried along by a wave of prosperity and created but little business of their own effort.

High Grade Goods and High Grade Dealers.

The situation has changed—the manufacturers seem to realize that we must have high-grade goods, and it takes dealers and jobbers



J. NEWCOMB BLACKMAN.

of financial standing and ability to give successful representation of the product to-day.

There is no question but that the standard of the goods has advanced much faster than the representation. The system of requiring an application for the further establishment of dealers has been the strongest factor in retaining those who are a credit to the organization. I think the greatest care should be used in handling applications for dealers' and jobbers' privileges. Those in the field should have first consideration and unless there be no question about additional representation being necessary would it not be a better plan to first give those in the field a chance to meet the requirements called for?

There are, no doubt, cases where the trade have the capital and the ability, but for some time have simply lost the necessary confidence to enable them to produce the desired results. On the other hand, if they cannot possibly be enthused, the business cannot stand still and they must then make way for successors more in keeping with the progress of the industry.

Agent Kinds of Representation.

Suppose we consider what is satisfactory representation among jobbers and dealers and how this can be determined. We will consider first the jobber. There are several kinds—one represents the jobber who is doing a real jobbing business and fulfilling the purposes of his mission. He carries a representative stock, enabling him to give prompt and satisfactory service to dealers; has invested in the business a large amount of money, represented in stock on hand and credit given dealers. This type of jobber has been one of the strongest factors in helping the manufacturer withstand the business depression.

Then, we have the jobber who is simply a large dealer—his main or perhaps entire business is retail. Perhaps in a few cases the manufacturer may be justified in giving him the jobbing discounts, but what does he do during a business depression?

Then, take as another class the jobber who handles talking machines exclusively. Here we have different kinds of representation, but each entitled to protection in accordance with what he produces for the business as a permanent industry. The one handling talking machines exclusively gives his entire time and attention to the business, which should be an asset in his favor. The jobber whose main business is wholesale is supporting hundreds of dealers and even though he were to discontinue the business his good work would continue through the dealers he has established and supported.

In the case of the jobber operating for retail purposes only, he would leave behind very little, but some retail customers should be discontinued. Then, again, is he not more likely to desert the organization at a time when he is not needed? This is also true of the jobber who handles the goods as a side line, as compared with the one who handles same exclusively. Now when the acceptance or rejection of the application is being considered are these conditions not worthy of careful analysis? We should encourage the old staidy among jobbers and dealers, especially if he is still enthusiastic and willing to keep step to the march of progress. The cloak of protection against competition should be removed in the case of the dealer who can be classed as a "dead beat."

Why should a dealer be protected from further competition and continue to enjoy dealers' privileges when uncollected judgments are recorded against him by jobbers, because he has his resources unjustly safeguarded against his creditors? He will continue to find victims, but in any event he is receiving dealers' privileges and enjoying the benefits, even though he may thereafter pay cash for his goods.

I don't refer to the unfortunate but honest dealer, but the "professional dead beat."

Factories Can Regulate.

The factories can regulate this by a suitable clause in their agreements reserving the right, upon satisfactory proof, to suspend such dealers, as they would in the case of price-cutting. The manufacturer who first takes this action will be heartily commended by jobbers and thousands of dollars charged to profit and loss each year will be saved and make the line that much more profitable. Among the "dead beats" you can usually find the price-cutters. Stand by the honest, faithful, enthusiastic jobbers and dealers. Protect them to the limit against unreasonable competition and the "dead beat," with whom they cannot compete. Look over the present list of suspended dealers and analyze their standing among jobbers.

Facilities for Handling Business.

The time has come when I think a great deal depends on the facilities for getting and handling business. If the new applicant is willing to build record booths, carry a complete stock and in every way conduct his business in keeping with what might be termed an up-to-date talking machine establishment of to-day, it is certainly time for the present dealers in that locality to measure up to this important feature of the business, if they are to be protected.

The day of a single demonstrating machine with each one waiting his turn is about over. Prices are restricted and service is what will get the results.

The manufacturers are to be commended on the wonderful campaigns of advertising and it is only fair that the trade should be so equipped, both by facilities and salesmanship, to turn the prospect into a sale. As the jobbers are now furnishing detailed information to the factories regarding the purchases of their dealers it should be a simple matter, with this information and a report on the representation in other ways, to make a fair decision on every applica-

(Continued on page 36.)

Columbia Dealer, Columbia Distrib

All Linked Together to



The Exclusive
...ing points an
Columbia ea
protection.

The One Con
instruments an
buying from
shipping.

Quality:—The
throughout th
makes it a p
quality is the

Complete Stock
prepared to fi
small and br
promptly.

Protection:—
protected ag
exclusive Cou
against any

Profit:—The
compare pr
competing in
side of the c

Prestige:—Th
original line
the longest is
world over.

Convenient De
is located, an
Columbia da
shipping cert

COLUMBIA PHONOGRAPH CO

Dealers Wanted: Exclusive Columbia selling rig

ater, and Columbia Manufacturer

neir Mutual Advantage

ty:—All Columbia distribu-
clusively Columbia, and the
is sure of co-operation and

Line:—Disc and cylinder,
records—you can do all your
house, and save money in the

Columbia dealer can argue quality
whole line—and prove it if he
to make comparisons. The

The Columbia distributor is
the Columbia dealer's orders,
from a complete stock—and

Columbia dealer is *always*
price cutting—and if he has
selling rights, he is protected
tition in his territory.

Columbia dealer can sit down and
and discounts with those of
and find himself on the right
very time.

Columbia dealer handles the
talking machines and records—
shaped and the best known the

uting Points:—Wherever he
re in the United States, the
order goes to a convenient
and gets quick attention.

Columbia Distributing Points East, West, North, South

ATLANTA, GA., Columbia Phonograph Co., 82-84 N. Broad St.
BALTIMORE, MD., Columbia Phonograph Co., 204 W. Lexington St.
BOSTON, MASS., Columbia Phonograph Co., 174 Tremont St.
BUFFALO, N. Y., Columbia Phonograph Co., 662 Main St.
CHICAGO, ILL., Columbia Phonograph Co., 210 Wabash Ave.
CINCINNATI, O., Columbia Phonograph Co., 117-119 W. Fourth St.
CLEVELAND, O., G. J. Probeck & Co., 420 Prospect Ave.
DALLAS, TEX., Columbia Phonograph Co., 315 Main St.
DENVER, COLO., Columbia Phonograph Co., 505-507 Sixteenth St.
DES MOINES, IOWA, Columbia Phonograph Co., 704 W. Walnut St.
DETROIT, MICH., Columbia Phonograph Co., 242 Woodward Ave.
INDIANAPOLIS, IND., Columbia Phonograph Co., 27 N. Pennsylvania St.
KANSAS CITY, MO., Columbia Phonograph Co., 809 Walnut St.
LITTLE ROCK, ARK., Hollenberg Talking Machine Co.
LIVINGSTON, MONT., Scheuber Drug Co.
LOS ANGELES, CAL., Columbia Phonograph Co., 518 S. Broadway.
LOUISVILLE, KY., Columbia Phonograph Co., 207 Fourth Ave.
MEMPHIS, TENN., Hollenberg Talking Machine Co., 32 S. Second St.
MILWAUKEE, WIS., A. G. Kunde, 413 Grand Ave.
MINNEAPOLIS, MINN., Columbia Phonograph Co., 424 Nicollet Ave.
NASHVILLE, TENN., Phillips & Buttorff Mfg. Co., 223 3d Ave., N. (College).
NEW HAVEN, CONN., Columbia Phonograph Co., 25 Church St.
NEW ORLEANS, LA., Columbia Phonograph Co., 126 Carondelet St.
NEW YORK CITY, Columbia Phonograph Co., 89 Chambers St.
OMAHA, NEBR., Columbia Phonograph Co., 1311 Farnam St.
PHILADELPHIA, PA., Columbia Phonograph Co., 1109 Chestnut St.
PITTSBURGH, PA., Columbia Phonograph Co., 101 Sixth St.
PORTLAND, ME., Columbia Phonograph Co., 545 Congress St.
PORTLAND, ORE., Columbia Phonograph Co., 371 Washington St.
" " Eilers Piano House.
ROCHESTER, N. Y., Columbia Phonograph Co., 38 South Ave.
SACRAMENTO, CAL., Kirk, Geary & Co.
SALT LAKE CITY, UTAH, Daynes-Beebe Music Co., 45 Main St.
SAN FRANCISCO, CAL., Columbia Phonograph Co., 334 Sutter St.
SEATTLE, WASH., Columbia Phonograph Co., 1311 First Ave.
SPOKANE, WASH., Columbia Phonograph Co., 412 Sprague Ave.
ST. LOUIS, MO., Columbia Phonograph Co., 1008 Olive St.
TOLEDO, O., Columbia Phonograph Co., 233 Superior St.
WASHINGTON, D. C., Columbia Phonograph Co., 1212 F St., N. W.

, Gen'l, Tribune Building, New York

granted where we are not properly represented

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tion. Undue haste in a decision is probably as much responsible for a mistake as anything else. The trouble with a good many of us jobbers seems to be that we don't want competition where the territory represents our dealers, or where we don't have the order of the applicant.

Let's try and get right down to the cold facts of each case and leave out the selfish part. The size of the first order should not be given too much weight, especially when it may have been padded to influence the decision and the stock will probably be allowed to run down below

what should be expected. The dealers who are carrying in stock the high-priced goods and going after the better trade should certainly be encouraged, and this fact considered one of the main points of good representation.

In summing up this situation, let us consider it as follows: The manufacturer has a large factory, representing a big investment, and expects a reasonable return on the money. This is often the case with the jobber and the dealer, but let us avoid "robbing Peter to pay Paul." Ferret out towns and cities that are not represented and put the greatest effort there,

rather than encourage the attempt to take "two bites out of a cherry."

Let us all remember that regardless of our own personal ideas or selfish ambitions we must make allowances for the other fellow, and the fact that the talking machine business is constantly growing, broadening and reaching higher standards. If the jobber and dealer cannot keep up with this steady march of progress is it not time that he make room for those who can? Suppose we all try to be reasonable in that knotty problem of competition. I think the ultimate result will make it worth while.

The Jobbers' Banquet Was a Pronounced Success

The fourth annual banquet of the National Association of Talking Machine Jobbers was held at the Shelburne on Thursday evening, July 7, with about 125 members, friends and guests seated around the festive board. The following was the special menu prepared for the occasion:

Martini Cocktails		
Canape Shelburne	Relishes	
Sauterne		
Little Neck Clam Cocktail		
Cold Tomato Broth en Tasse		
Sea Bass Saute, Meuniere		
Cucumbers a la Shelburne		
Sirloin of Beef Pique a la Printaniere		
Louis Roederer, 1900		
Potatoes Fleurette		
Fried Tomatoes, Cream Sauce		
Oyster Bay Asparagus, Butter Sauce		
Oriental Punch		
Cigarettes		
Hearts of Lettuce.		
Roquefort and de Brie Cheese		
Genoise Ice Cream	Cakes	
Cigars	Coffee	

The diners were seated at individual tables, and this arrangement added much to the enjoyment of the dinner and took away from it the sense of stiffness and formality. At the speakers' table were seated Perry B. Whitsit, president of the association; J. Newcomb Blackman, vice-president; J. C. Roush, secretary, and Louis Buehn, treasurer, together with Frank L. Dyer, president of the National Phonograph Co.; Louis F. Geissler, general manager of the Victor Talking Machine Co.; Edward Lyman Bill, publisher of The Talking Machine World, and James F. Bowers, who acted as toastmaster, a position which he filled to perfection.

Toastmaster's Introductory.

After the varied courses had been finished and cigars lighted, Toastmaster Bowers rapped for order and said:

Ladies and Gentlemen—We have now reached that stage in the proceedings when a solemn-faced gent rises up on his hind legs and assures you that he is the toastmaster. He begins by telling funny stories. I am not going to do any of those things. As a matter of fact, I do not belong here; I am an interloper. I should be merely a looker-on in Vienna. The gentleman who should be here, if he could combine in his personality his brains and my nerve, would be in my place; but he is a diffident man and asked me to go to the front for him, and here we are, such as we are.

We have reached that stage of the proceedings known as the flow of soul and feast of reason, and as a preliminary to the flow of soul and to the feast of reason, I propose that you ladies and gentlemen rise in your places with your glasses in your hands, and that you drink a toast to the health and long life of the greatest of living Americans and one of the world's few great men, Thomas A. Edison.

Letters of Regret Read.

We have received during the preceding months several communications of importance to this gathering, which I will present in their chronological order.

A letter dated June 8 from Camden, N. J.: "J. C. Roush, secretary National Association of

Talking Machine Jobbers. My Dear Mr. Roush—Your favor of April 28 has just reached me. I thank you for your kind invitation to attend the convention of Talking Machine Jobbers. I greatly regret that I will not be able to attend, but I assure you that the honor you have done me in naming me as one of the guests of honor and making me feel that I have not been forgotten by my old friends during my long absence is appreciated more and made me happier than words can express. Yours very truly, L. F. Deuglass."

A letter to Mr. Roush: "Dear Sir—I regret to have to inform you that on account of important business developments which cannot be otherwise arranged, it will be necessary for me to be in Europe on the date upon which your association holds its annual meeting at Atlantic City. I can assure you that I would not allow any ordinary matter to interfere with my acceptance of your courtesy. If you understood the circumstances, I am quite sure that you would feel perfectly satisfied that my course in this matter is best for the general interest of the talking machine business all around, and as that is the purpose of your association, I have no doubt that everyone will be satisfied in the long run. Yours very truly, Eldridge R. Johnson."

Letter dated June 23 to Mr. Roush from Camden: "Dear Sir—Your letter of June 22 reached this office just after Mr. Johnson had left to start on his European trip. He has prepared a letter to the Jobbers' Association which, on account of its nature, should be read by one of the officers of the Victor Co. I shall, therefore, hand it to one of our officers, who will communicate with you at Atlantic City, so that you may know whom to call upon at the proper time for the reading of Mr. Johnson's letter. Yours respectfully, R. L. Freeman, Private Secretary."

That brings us quite up to the matter in hand. Mr. Johnson is most fittingly and ably represented on this occasion by a gentleman highly esteemed and highly venerated and honored by all of the trade who know him, the distinguished general manager of the Victor Talking Machine Co., L. F. Geissler, whom I have the pleasure of presenting. (Applause.)

LOUIS F. GEISSLER'S REMARKS.

Ladies and Gentlemen—I want to take advantage of this opportunity to express my personal thanks for your invitation to be present, and to congratulate you upon the success of your organization, as evidenced by the largely increased attendance this year. I think that you are under great obligations to your officers and their assistants for their interested and disinterested and altogether good work in increasing your membership and in increasing the enthusiasm which you evidence in your association. I think you are accomplishing a great deal of good, a very great deal of good, and getting together this way annually cannot help but instill in you a little more enthusiasm. I believe you will go home and try harder to sell the goods from which you derive your profits.

I want to reiterate Mr. Johnson's regrets at not being with you. Usually at this time of the year he is compelled to go away, sometimes on account of health, but always on account of business, and it calls him to Europe just about

the time of your association's gathering. Last year he intended positively to be here, and had figured on that until some six weeks ago, when he found it impossible to attend, and I will try to read to you the letter to which Mr. Bowers refers, and in so doing congratulate you on escaping further remarks from myself.

Eldridge R. Johnson's Letter.

Gentlemen—Your secretary, J. C. Roush, has suggested that I prepare a paper to be read before your convention. To prepare a paper really worthy of such an occasion is a task



ELDRIDGE R. JOHNSON.

requiring more time than is at my disposal; therefore, I will make but a short review of the situation in a general way.

In preparing my paper for your convention last year, I had ample time and a virgin subject, and I feel that I am justified in again referring to the generalities covered on that occasion.

If you will remember, the paper showed the talking machine business not to be a passing fad. I think I succeeded in substantiating my claim that although it was a new art, it is a permanent industry.

The paper also pointed out strongly the possibility of an original and progressive policy on the part of manufacturers, and the advantages of close co-operation and confidence between the manufacturers, jobbers and dealers. I am proud to say to-day that I feel fully vindicated in the forecasts that I made at the time and I feel that the policies outlined are being followed with ever increasing confidence by the trade in general to our mutual benefit.

The Victor Co. is enjoying a wholesome growth. We feel that we have impressed the trade with the honesty of our purpose and we know that there is a better feeling and a more general understanding of our motives than ever before—which has brought us a more generous support in general from the trade than it has ever been my pleasure to even read about.

This position, while very gratifying, does not

satisfy us; we are anxious to outdo ourselves in this respect. We are anxious to hasten the harvest of prosperity which we know the future is holding in store for the talking machine business in general.

Our method of doing business is almost as new as our business. The doctrine of reasonable prices and of maintained prices is one that will win and come triumphantly out of the world of confusion created by the efforts of the Federal Government to regulate the quarrels between great concentrated business interests and great aggregations of independent business interests. Big results are forming themselves into tangible shapes midst the fermentation of the great business questions of to-day. Never before in the history of the world have the commercial interests made such a successful attack upon political interests, and I believe that when an irresistible body attacks an immovable object, a compromise is the logical conclusion, but the best of all, we, if we live to a reasonable length of life, will see highly satisfactory results in many instances.

While the Victor Talking Machine Co. strives to improve its business methods, as well as its goods, we will make no radical change in the method of marketing our goods. We have the courage of our convictions and the honesty of purpose to keep us fair to the system and square to the merchants that are distributing the goods for us to the public. This system, to which a price maintenance is necessary, is not based entirely on patents; but if it was, we have the patents to keep things going for quite a while.

The Berliner patent expires in February, 1912. Some profess to think sooner. We do not think so, and will fight to the limit in the matter of backing up our opinions in this respect. At any rate, we do not depend on this particular patent for our patent protection, or for price maintenance.

You all know the condition of the disc talking machine business when we entered the field. You all know its condition now, and I feel safe from contradiction in saying that it has been incomparably improved. You all know what company is responsible for the improvement, and you must know that we have patented every step. If you don't know it, let me tell you that we have to the very best of our ability, and that we have secured within the past two or three years patents that are the most valuable that have ever been issued in the talking machine art. We are, we believe, now quite prepared to repulse any raid that may be made on our business at the expiration of the Berliner patents, and we believe that there is likely to be more litigation in the next five years concerning talking machines than in all of the balance of the previous time put together. We don't intend to confuse or irritate the trade with continuous warnings. We are not going to fight our battles with circulars. We will make dignified statements if the occasion requires them from time to time, and that will be all. We simply ask you to have confidence in us and to wish us success and to do everything that you can to support us in the stands that we may take or in litigations that are forced on us. It will be far better for the trade in general if we win; but, as I have said above, we do not depend on our legal department to keep us going.

The Victor Co. is now a strong commercial and manufacturing organization. We do not make large percentages of profit. Let me give you a few facts and figures: We could invest the capital invested in our business in Pennsylvania railroad stock and pay twice the dividends we have been paying for the last ten years, besides accumulating a surplus that would double our capital eventually. The Victor dividends now net but 2 per cent. on the actual assets of the company, after counting good-will, patents and all our unestimated valuable matrices at the sum of \$2. Our turnover is large and is growing very fast. We have the most

economical factory installations that can be devised, and we have systems installed and now working that are so efficient and novel that experts from all parts of the world come to examine them. With all these things, we are content with less actual profit and less dividends per capital invested than the Pennsylvania railroad or any other concern we know of. This is what we think will be admitted as conservative, and as building ourselves up on a solid foundation.

You know what our goods were a few years ago; you know what our goods are to-day in the matter of quality. We know what we aim to be in a few years hence. We will improve if we have to stop paying even the dividends we are now paying. Just watch us improve and watch us grow, and the whole trade is going to improve and grow with us—but we must have the confidence of the trade; we cannot thrive without that. We want to deserve the success we hope to attain and we hope the trade and our competitive manufacturers will catch the spirit of our policies. They are new, good and successful.

Let me sum up as a parting shot:

Let the trade have confidence in us.

Let the Victor Co. increase its confidence in the trade.

Let the trade strive to gain more confidence in the talking machine business.

These three recommendations attained means success itself.

A Letter from Thomas A. Edison.

The Toastmaster—Under date of May 4, 1910, we have this communication addressed to our secretary: "My Dear Mr. Roush—Mr. Edison has turned over to me your very kind invitation to him of April 28 to attend the meeting of the National Association of Talking Machine Jobbers at Atlantic City in July next. Mr. Edison's engagements are so uncertain that he cannot see his way clear to a definite acceptance of your kind invitation. He wishes me, however, to thank you very sincerely for remembering him. Believe me always, yours very truly, Frank L. Dyer, President."

We were honored this time a year ago, ladies and gentlemen, as you distinctly remember, by the presence of Mr. Edison with us. The note which I have just read from Mr. Dyer explains the fact of his not being with us to-night. Mr. Edison is a man who is somewhat averse to public appearances, and the fact that he consented to honor the gathering last year in this place is one of the most substantial compliments the organization has ever received.

Lacking Mr. Edison himself, he is represented at this time by a most worthy and most competent and most fitting representative, the president of his concern. I have the pleasure of presenting to you Frank L. Dyer, the president of the National Phonograph Co., who will address you on the subject of "The Undesirable Dealer." (Applause.)

FRANK L. DYER'S ADDRESS.

Mr. Toastmaster, Ladies and Gentlemen—I hoped to be able to prepare some sort of a formal paper to be presented here to-night, but have been unable to do so because most of my time for the past two months has been spent away from Orange in connection with matters relating to the development of the new storage battery on which Mr. Edison has been working so long. So that if I may be permitted to say a few words in an informal way, I would like to discuss very generally a question which I think enters fundamentally into the talking machine business.

An Interesting Comparison.

I most assuredly agree with Mr. Johnson, for whose opinions I entertain the highest respect, in his statement that the talking machine business is a permanent industry and has a tremendous future. If ten years or more ago I had occasion to go to any one of our jobbers as a business proposition and told him that I had two schemes that I would like to present to him, and that I would like to have him select the scheme that was the most likely to be profitable,

I have not the slightest doubt as to what his decision would be. One of the schemes which I would have presented would be the making of an amateur camera, by means of which people could take photographs in an amateur way and have them developed in regular photographic establishments, and the other would be the production of a machine by means of which records of music could be sold at a small price to the public. I do not think any of you, having the choice of those two schemes, would for a moment hesitate to say that the one that held out the largest possibilities of hope for the future would be the talking machine; and yet the business of the Eastman Kodak Co., with whom we have very close relations in connection with another branch of our business, netted them in actual profits last year more than was made by all of the talking machine companies of this country and probably more than was made by all of the talking machine companies of the world. That business has been developed and brought to an enormous success.

Many Undesirable Dealers.

The talking machine business developed very rapidly and they were sold at first largely as a novelty, and there can be no doubt, I think, but



FRANK L. DYER.

that there are many dealers in the business who are undesirable. I have been told that there are many men who pretend to be phonograph dealers who carry one machine and fifty records, or less, and they have been dealers for many years. In many cases such dealers are thorns in the sides of other men who may be enthusiastic, may be most anxious to make a success of the business, and I believe that the jobbers should co-operate with us in our efforts which we have been carrying on for a year or more to eliminate these dealers and to leave a corps of active, industrious men who will handle the business in the way it should be handled.

At the present time, merely to make a comparison with another company and speaking, of course, for the National Phonograph Co. alone, we have in the neighborhood of 13,000 dealers. The Singer Sewing Machine Co., which in some respects bears an analogy to a talking machine company, is capitalized at \$90,000,000 and its stock is selling at the present time for something over \$300, so its assets as represented by its stock value are upward of \$280,000,000. Roughly speaking, that might be considered as a hundred times the value of the National Phonograph Co., aside from the property of the Edison Phonograph Works, which makes the phonographs for us, and at that rate, in order that the Singer Sewing Machine Co. could be compared with ourselves in the number of its dealers, it would have to have 1,300,000 dealers in this country alone.

Only Active Men Wanted in Trade.

So it seems to me that it is most important that the undesirable dealer, the man who has

lost interest, the man who does not carry a stock, the man who simply stands in the way of his active competitor, should be eliminated, and the territory left to the active man who is willing to handle the business as it should be handled.

Protection Against Dishonest Dealers.

Of course, when I speak of the desirable dealer being left, I mean the dealer who is desirable in all ways, and one of the elements of desirability in a dealer is that he should pay his bills to the jobber. One of the objects of your association was that by means of co-operation you would in some way protect yourselves from the dishonest dealer, but for reasons with which I am not familiar it seems impossible to bring that result into effect. I understand that one reason is that there are some jobbers who are not members of the association and who do not co-operate with you. Mr. Dolbeer has told me that one of the requests that were made at the various meetings of the jobbers was to try, if possible, to interest the manufacturers in the subject of accounts, in order that the dealer who refuses to pay his account to the jobber might be removed from the dealers' list. Of course, we have no desire to enter upon the duties of a collection agency, because we have many other things to attend to; but from the point of view that when a dealer neglects to pay his jobber, he not only injures the jobber but injures us; we also are interested in that question. In a purely informal talk of this kind it is sometimes difficult to express oneself in the best possible way, and we often say things that we did not mean to say, so that in order that there may be no question as to where we would stand on such a question, I have written down briefly and have here a statement of just what we would be willing to do on this question, if it is a matter of interest to you; and I think this is as far as you could expect us to go.

What the National Co. Will Do.

In case of complaint by a jobber against a dealer in paying his account for Edison goods, when the complaint is concurred in by the other jobbers through whom the same dealer is signed, we will remove the dealer from the dealers' list if satisfied as to the correctness of the facts. The details, of course, to be worked out, and this practice to be resorted to only after all other reasonable efforts have failed.

I believe that if we can secure, and I think we have secured the co-operation of the jobbers in removing to as complete an extent as possible the dealers who have lost interest in the business and who do no good, either to the jobbers or to the manufacturers, the business will be put on a very much better foundation than it is and will develop certainly to the extent of the amateur camera and possibly to the extent of the sewing machine. (Applause.)

C. H. Wilson Wires Best Wishes.

The Toastmaster—We were hopeful, ladies and gentlemen, up to the last minute, of the presence here to-night of C. H. Wilson, of the National Co. This afternoon brings the following telegram to Mr. Roush: "Best wishes for a most pleasant banquet and successful ending of what I understand has been the most enthusiastic and best attended convention of your association. Extremely sorry I cannot be with you, and assure you that nothing but sickness in the family could keep me away. Will think of you all many times to-night and will be with you in spirit if not in person. Hope to see you all in Orange Saturday. C. H. Wilson."

Apropos of nothing in particular:

"Pleasant it is for the little tin gods

When great Jove nods;

But the little tin gods make their mistakes

In missing the hour when great Jove wakes."

That is merely one of those flashes of intelligence which I sometimes have which are almost human. This has no relation whatever, nor has it any bearing. Jack Bunshy says, "The bearing of this here observation lies in the application on it."

One of the most pleasant facts and factors of our annual gatherings for the past several seasons has been the presence of a man whom in

honoring we honor ourselves, a man who controls one of the mighty engines for the dissemination of that which never dies, the only thing which never dies, words, not mere words, not empty sounding phrases, not tinkling cymbals and sounding brass, but sound, sane, solid reason, argument, fact—a gentleman whose personality is as charming and as bright, as pleasing as his wit and his eloquence; the very Prince Rupert of debate, the Prince Charming of trade journalism.

Ladies and gentlemen, I have the pleasure of presenting to you Colonel Edward Lyman Bill, the editor of The Talking Machine World.

EDWARD LYMAN BILL'S REMARKS.

The famous Doctor Johnson was discovered one day by Mrs. Johnson kissing one of her serving-maids. "Why, Doctor Johnson," said the wife, "I am surprised." "No," said the recreant husband, "that is not exactly right, dear, I am surprised; you are astonished!"

Now, I was surprised when the chairman of your arrangement committee extended a cordial invitation to me to talk to you again this year, and no doubt you are astonished at the ready response on my part to his invitation, but, somehow, I have a fondness for the talking machine people and I cannot very well keep away from them.

I was at the birth of the association in Buffalo in 1907, and I do not want to live long enough to be at its death. I wish to congratulate you, Mr. President, on the splendid advance which your association has made in many ways. It perhaps is at times difficult to tell just what amount of good may be credited to the combined work of all, but it is admitted by thinking men everywhere that through associated efforts much good has been accomplished in this and other trades.

Why Jobbers Should Be Interested.

It would seem to me that every jobber of talking machines in this country should be included in your membership roll, and that your platform should be broad enough for all to stand upon. The talking machine industry is not large and the interests interlock so closely that there should be a broad receptive spirit manifested on the part of your organization so that the entire jobbing trade of this country should act in a harmonious, united way.

I believe that when a company of business men meet for a calm consideration of matters which have a direct bearing upon their business interests that they are apt to agree upon measures which will tend toward trade uplift.

I am proud to be allied with the talking machine industry, and I have taken pleasure in studying it in all its details, and I believe that to-day the business is rapidly coming into its own as a recognized creative industry. It is doing something.

Talking Machine an Educator.

The talking machine has ceased to be regarded as a toy. It is looked upon everywhere not merely as a superb entertainer, ranking with the best, but an educator and a factor in the business world as well.

I believe that the men to-day engaged in the industry realize its broadening future, for, during the past few years there has been a weeding out of the weaker ones, and the industry has become more and more compact.

Such meetings as this which bring together leading business men from remote parts of the Union mean much to the future of the trade, for a healthy comingling and exchange of ideas and a discussion of matters of vital importance can have but one result. It must mean trade betterment.

The Effects of Competition.

Competition of course at times is severe, but good competition is essential to our continued progress and advancement, and that is the very essence of business activity. But the combat should be conducted according to the rules of honorable business warfare and not by deceit or unfair practices.

Fair competition demands the maintenance of

fixed prices, and you will find in the commercial world, in every line, that establishments which maintain fixed prices command the confidence of the public.

Merchants in every line are beginning to realize the truth of this more and more, and those who have remained outside of the one price breastworks are gradually finding this out, because one price is commonly reckoned as meaning business honesty, and without one price the whole system of selling becomes chaotic.

Value of Social Intercourse.

I have been interested in the social part of your gathering.

There is too much worry in life and a little relaxation from business is good for all.

There is danger in sticking too close to business. It pays to get outside—to mingle with other men—to discuss ideas—to frame up new programs for the future, and in that way one may take a broader survey of things which interest mankind.

One is oftentimes enabled to view local conditions in a clearer way after obtaining the views of others and getting a little respite from business cares. They can concentrate better, and the secret of achievement—of success—of business in life is concentration, and a man can best bring concentrated effort upon the solution of problems which interest him directly after he has refreshed and broadened his mind by contact with other men. He grows stronger—has greater courage. He can go ahead and plan a business campaign with greater confidence, and, as I view it, the talking machine men of this country have a brilliant future before them.

Confidence in the Business Will Be Repaid.

All they need to make that future secure in every way is to exhibit confidence in the instruments which they sell—in the principles which they adopt—in the entire environment of the business.

Manufacturers have shown their confidence by spending fortunes annually to acquaint people of the marvelous powers of the modern talking machine, and it is up to us all to do our part and show the confidence which we have in the business by resolutely facing the business future with that full measure of confidence which insures pronounced success.

The Toastmaster and the Ladies.

The Toastmaster—And now perhaps a word in behalf of the ladies. The ladies have observed, of course, that the general trend of the conversation as set forth by the speakers has been that of shop, but the ladies will kindly remember that if it were not for this shop they would not be with us this evening and wearing their pretty gowns. Therefore I hope the speeches have not been tiresome or tedious.

Mr. Dyer is very fond of a little couplet which runs to this effect:

"When this heart doth cease of motion;

When ye spread the somber pall;

Let me rest by grand Old Ocean,

Where the blue waves rise and fall."

We have been resting for a few days, some of us, by grand Old Ocean; not resting very much so you could notice it, but just resting.

Mr. Dyer also suggests this as a fitting sentiment:

"Gladys killed her nurse Corinne;

Hid her in the dark coal bin.

All that winter, hod by hod,

Nurse was lugged to meet her God."

Communications from Emil Berliner.

I presume it would be fit and proper at this juncture to read a communication written from the laboratory of Emil Berliner under date of May 18 and an additional communication under date of June 24: "Your esteemed favor of April 28 has just come to my hands, having been sent to me from Montreal, where they say it was just received. It is quite uncertain whether I can be in Atlantic City the beginning of July, and I beg you will not announce me as one of the speakers. If I can come, I shall let you know in sufficient time and will be glad to be an impromptu guest. I fully appreciate, as I have always done, the courtesies extended to me

by the National Association of Talking Machine Jobbers, and I beg to express my thanks. I am, yours very truly, Emil Berliner."

His second communication reads: "Replying to your esteemed favor of the 23d, I regret to tell you that I am not at all in good condition and have to keep myself quiet. This precludes my attending the convention, which I know will be an enjoyable affair, particularly the banquet. With renewed assurances of my appreciation, I am, yours very truly, Emil Berliner."

The set program for the evening, as provided by the master of arrangements, Mr. Roush, has been concluded. We believe that brevity is the soul of wit. We also believe that in brevity lies common sense. We have no desire to tire you. Also we, as I have had occasion to say before, are approaching that which is known in Atlantic City as the "shank or the evening" when things begin. In the quiet country places where most of us come from we are going to bed at this time, but here we are not going to bed so you could notice it.

A Closing Toast to the Association.

I wish to offer as the sense of this gathering, officers, ladies and gentlemen, members and guests, a little tribute from Miles O'Reilly. Not to know Miles O'Reilly is to argue yourself unknown. We have Biblical authority for that: "There are bonds of all sorts in this world of ours—

Fetters of friendship and ties of flowers,

And true lovers' knots, I ween:

The boy and the girl are bound by a kiss,

But we have a stronger bond, old friend, than this:

We have drunk from the same canteen."

And I propose to you that from the same canteen which has circled the festive board in the form of the beautiful crystal we pledge to the association, and in the further language of the compatriot of Miles O'Reilly, "Sinn Fein, Sinn Fein" (meaning ourselves), wealth and the health and the future and continued prosperity of the Talking Machine Jobbers, God bless them.

Those Present at Banquet.

Louis Buehn Ed. Buehn, C. W. Miller, Charles Lindauer, Louis Buehn & Bro., Philadelphia; Lawrence McGreal, Milwaukee, Wis.; I. Davega, New York; O. L. Neal, of Neal, Clark & Neal Co., Buffalo; Marks Silverstone, Silverstone Talking Machine Co., St. Louis, Missouri; L. A. Cummings, St. Louis Talking Machine Co., St. Louis, Mo.; E. F. Taft, W. H. Beck, Eastern Talking Machine Co., Boston; J. Fischer, C. C. Mellor Co., Ltd., Pittsburg, Pa.; H. S. Miller, P. B. Barnell, Frank Osmun, Penn Phonograph Co., Philadelphia; N. D. Griffin, American Phonograph Co., Gloversville; R. H. Morris, American Talking Machine Co., Brooklyn; H. W. Weymann, William Doerr, N. Whitely, H. A. Weymann & Son, Philadelphia; H. V. Metzger, H. R. Burden, the Rudolph Wurlitzer Co., Cincinnati, O., and Chicago; Newton Bachnach, N. Snellenberg & Co., Philadelphia; J. H. Swanson, D. M. Brown, Houston Phonograph Co., Houston, Tex.; Morris J. Peters, of G. C. Aschbach, Allentown, Pa.; James F. Bowers, L. C. Wiswell, L. V. B. Ridgeway, John Otto, Lyon & Healy, Chicago; H. L. Royer, M. Steinert & Sons Co., Boston, H. L. Ellenberger, Pardee-Ellenberger Co.; J. E. Roush and C. M. Roush, Standard Talking Machine Co., Pittsburg, Pa.; H. H. Blish, Harger & Blish, Dubuque, Ia.; C. N. Andrews, W. D. Andrews, Buffalo; Fred A. Siemon, Rudolph Wurlitzer Co., Chicago; C. B. Haynes, N. J. Solomon, Thomas Wardell, C. B. Haynes & Co., Richmond Va.; Geo. E. Mickel, Nebraska Cycle Co., Omaha, Neb.; Perry B. Whitsit, the Perry B. Whitsit Co.; Max Strasburg, Grinnell Bros., Detroit, Mich.; Louis J. Gerson, H. B. Bartin, Ed. H. Smith, John Wanamaker, Philadelphia; C. W. Hickok, Whitney & Currier Co., Toledo, O.; H. N. McMenimen, Sheip & Vandergriff, Inc., Philadelphia; Clarence E. Gore, W. C. Roberts, E. F. Droop & Sons Co., Washington, D. C.; W. B. Fulghum, Victor Talking Machine Co., Camden, N. J.; G. T. Williams, W. S. Moffett, New York Talking Machine Co., New York; W. G. Walz, W. G. Walz Co.; E. F. Ball, Ball-Fintze

Co.; L. Bergman; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; H. Winderlist, J. Samuels & Bros., A. O. Owens, A. D. Wellser, W. C. Wellser, O. K. Houck Piano Co.; A. F. Ferris; W. A. Barringer, Wulschner-Stewart Music Co.; R. C. Rodgers, R. Rodgers Co.; A. H. Smith, Smith Phonograph Co.; F. J. Heppe, D. D. O'Neill, C. J. Heppe & Son, Philadelphia; Charles R. Cooper, Boston Cycle & Sundry Co., Boston, Mass.; C. R. Chessey, American Phonograph Co., Detroit, Mich.; G. A. Mairs, W. J. Dyer & Bros., St. Paul, Minn.; I. S. Cohen, Cohen & Hughes, Baltimore, Md.; G. J. McArdle, The Piano-Player Co.; Burton J. Pierce, J. W. Jenkins' Sons Co., Kansas City, Mo.; W. O. Crew, Elmira Arms Co., Elmira, N. Y.; T. H. Towell, Eclipse Musical Co., Cleveland, O.; H. S. Davega, New York; A. W. Toennies, Eclipse Phonograph Co.; W. H. Reynolds, E. J. Brady, Wm. H. Reynolds Co.; R. L. Chilvers, His Majesty's Gramophone Co.; Montreal, Can.; W. C. Finch, Finch & Hahn; Robert Shaw, Western Talking Machine Co.; Winnipeg, Man.; Floyd D. Ramsdell, Sioux Falls Talking Machine Co.; W. A. Lawrence, Standard Metal Mfg. Co., Newark, N. J.; Nelson C. Durand, Edison Business Phonograph Co., Orange, N. J.; J. Newcomb Blackman, Blackman Talking Machine Co., New York; George D. Ornstein, Victor Talking Machine Co., Camden, N. J.; F. K. Dolbeer, National Phonograph Co., Orange, N. J.; Edward Lyman Bill, B. B. Wilson, The

Talking Machine World, New York; L. C. McChesney, National Phonograph Co., Orange, N. J.; Oliver Jones, Victor Talking Machine Co., Camden, N. J.; Lawrence H. Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; L. P. Valiquet, J. F. Collins, Talking Machine Soundboard Co., Newark, N. J.; Frank L. Dyer, National Phonograph Co.; George G. Blackman, R. B. Caldwell, Blackman Talking Machine Co., New York; A. H. Jacot, William Zupff, Jacot Music Box Co., New York; Victor H. Rapke, New York; L. F. Geissler, Victor Talking Machine Co., Camden, N. J.; Max Landay, Landay Bros., New York; D. G. Williams, The Udell Works, Indianapolis, Ind.; Edwin D. Schloss, Irving Isaacs, E. Schloss Co.; New York, H. C. Brown, Victor Talking Machine Co.; Walter L. Eckhardt; J. W. Scott, F. E. Madison, National Phonograph Co.; C. P. Chew, Victor Talking Machine Co.; James H. White, Edison Manufacturing Co.

Among the ladies present at the convention were: Mrs. J. N. Blackman, Mrs. R. B. Caldwell, Mrs. Lawrence McGreal, Miss Gertrude Gannon, Mrs. M. Silverstone, Mrs. Fred Siemon, Mrs. Wardell, Mrs. I. Davega and sister, Mrs. B. F. Pierce, Mrs. Louis Buehn, Mrs. Edwin D. Buehn, Mrs. Perry B. Whitsit, Mrs. E. F. Ball, Mrs. A. F. Ferris, Mrs. F. K. Dolbeer and the Misses Dolbeer, Mrs. Oliver Jones, Mrs. Frank C. Storck and Miss Storck, Mrs. H. C. Brown, Mrs. G. A. Mairs, Mrs. N. D. Griffith, Mrs. I. S. Cohen.

THE BASEBALL GAME ON THURSDAY

On Thursday morning occurred the feature of the week in the entertainment line, namely, the baseball game between the East and the West, in which the latter proved victorious by the narrow margin of one run won in playing off a five-inning tie. The members of the two teams had been doing some hot practice work the previous mornings, had gotten their men working together in good shape, and were generally in fine fettle. Incidentally the players showed a surprising amount of talent and from all appearances the game might have been played by semi-professionals, so fine was some of the work.

The East won the toss-up and were first at the bat, scoring two runs in the first inning,

which the West immediately tied, after which it was nip and tuck until the scheduled five innings had been played, with both teams still tied with seven runs. In the deciding inning the West scored twice to the East's once, and "took home the bacon." There were many interesting and exciting features of the game, and so close was the playing that the man who reached home well deserved the plaudits of the observers.

The batteries were, for the West, Wiswell, pitcher, and Pierce, catcher; for the East, Moffett, pitcher, and L. Buehn, catcher. The umpires were F. K. Dolbeer, of the National Co.,



Seated on ground, left to right—C. M. Roush, B. L. Pierce, C. Blish. Seated on bench—Lawrence McGreal, L. C. Wiswell, A. F. Ferris, J. N. Blackman, Louis Buehn, W. S. Moffett, H. L. Royer, A. W. Toennies, R. C. Roush, Standing—H. H. Blish, H. C. Brown, F. K. Dolbeer, I. Davega, Ed. Buehn, R. H. Morris, J. Fischer, Fred. Siemon. Top row, seated—Lawrence Lucker, C. H. Andrews, D. D. O'Neill.



DOLBEER LAYING DOWN THE LAW.



M'GREAL PLAYED OUT.



B. J. PIERCE AT THE BAT.

and H. C. Brown of the Victor Co. The line-up was as follows:

East—W. S. Moffett, p.; L. Buehn, c.; A. W. Toennies, s.s.; H. L. Royer, 1b.; Ed. Buehn, 2b.; D. D. O'Neill, 3b.; J. N. Blackman, 1.f.; A. F. Ferris, c.f.; C. N. Andrews, r.f. West—L. C. Wiswell, p.; B. J. Pierce, c.; C. Cummings, s.s.; J. C. Roush, 1b.; Lawrence McGreal, 2b.; Lawrence Tucker, 3b.; H. H. Blish, 1.f.; Max Strasburg, c.f.; J. Fischer, r.f.

Louis Buehn was the best all-round player in the Eastern team, and besides holding everything the pitcher slipped to him and engineering some excellent plays, generally connected with the pellet when at the bat. Those who know Mr. Buehn can well appreciate the effort he made when he slammed a hot one out between first and second and landed home before the ball was discovered. Ice water and shade were very much in order. Lawrence McGreal,

as usual, furnished much amusement for those present. He is a "south pawed" batsman and thereby fooled the pitcher into giving him a free ticket to first on balls. Then "Cupid at the Bat" paddled along to the base with a glide that caused howls of laughter, only to be taken suddenly ill on each occasion and making it necessary for him to be carried to the bench and another man—invariably a good runner—substituted.

Burtou J. Pierce was the only man in full baseball regalia and it might be said that his playing showed that it was not simply an ornament. His coaching was a feature of the game and was of a decidedly acrobatic nature.

Mr. Dolbeer gave a decision in the fourth inning that did not please either side, with the result that he was immediately "mobbed" as a lesson to be more careful in the future. The "mob" scene came out to perfection in the mov-

ing pictures and were the more natural, as in the onset Mr. Dolbeer was taken completely by surprise. Mr. Brown's diminutive stature saved him from a similar fate, and besides he always had a bat handy.

Ferris, of the Eastern team, was the lucky man of the day. He missed everything he hit at, but always got his base on balls and then cantered home in safety.

To review the work of each player would take pages, but in short it was a great game and well worth while. Everyone was greatly interested in the playing and the teams were on their mettle. It is likely that where opportunity permits the baseball game will become a permanent feature of the conventions.

At the close of the game three large sight-seeing cars were provided for carrying the merry crowd back to the Chalfonte, after which a dip in the surf was very much in order.

VICTOR CO.'S ROYAL ENTERTAINMENT

Friday, July 8, was Victor Day in the truest sense and the Victor Co. arranged for special parlor cars to convey the talking machine conventionists from Atlantic City to Camden.

Immediately upon the arrival of the train, Victor teams conveyed the baggage of the members and friends to the Bellevue-Stratford, which was to be the Philadelphia headquarters. The guests registered at the Victor factory offices, and after registration each was presented with a handsomely embossed card case containing tickets of admission to the dinner and to the special yacht awaiting the assemblage at the wharf, also a complete program of the day and evening.

After an interesting tour of the great Victor factories, which was instructive in the highest sense, the harbor steamer "Asbridge" conveyed the association members and hosts down the river to a special resort known as "The Orchard," at Essington, where this delightful luncheon was served.

- LUNCHEON.
- | | |
|-------------------------------------|---------------------------------|
| Martini Cocktails. | Little Neck Clams. |
| Jellied Tomato or Chicken Consomme. | Soft Shell Crabs, Tartar Sauce. |
| Rhine Wine Cup. | Philadelphia Squab. |
| Potatoes Julienne. | Corn on Cob. |
| Romaine Salad. | Victor Punch. |
| Crackers. | Coffee. |
| | Roquefort Cheese. |
| | Peach Ice. |

After luncheon the company gathered on the lawn and were photographed and then took to their home run.

The trip on the river was delightful, and nothing was lacking to add to the pleasure of the voyage.

The Victor hosts were on every hand, always acting with readiness to cater to every desire of their guests.

Upon the arrival of the steamer at the Philadelphia wharf, a special line of sight-seeing autos was awaiting and the talking machine people were treated to a trip through the streets of Philadelphia, where they inspected some of the historical buildings.

Reaching the Bellevue-Stratford, they then en-

joyed the climax of a great day's entertainment.

The dinner was served on the roof garden of the Bellevue-Stratford and was most enjoyable.

The menu was delightful, as will be seen by a reference to it.

- DINNER.
- | | |
|------------------------------------|-----------------|
| Crab Meat Flake Cocktails. | |
| Clover Club Cocktails. | |
| Cup Consomme Bellevue. | |
| Almonds. | Relishes. |
| Boned Brook Trout, Sante Meuniere. | Nuts. |
| Cucumbers, Pink Dressing. | |
| Barsac. | |
| Filet Mignon Oriental. | |
| Young Lima Beans. | |
| Moet et Chandon. | White Seal Cup. |
| Kirschwasser Punch. | |

- | | |
|---------------------------------------|--------------|
| Cold Pressed Rouen Duckling in Jelly. | |
| Heart of Lettuce Salad. | |
| Coupé aux Peches, St. Jacques. | |
| Macarons. | |
| White and Green Mint Frappé. | |
| Special Coffee. | |
| Cognacine Champagne. | Benedictine. |

Immediately after the conclusion of the dinner a vaudeville entertainment was in order. Oliver Jones, who was manager of ceremonies, arranged a delightful program, in which the following artists participated: Bramphin and Herr, vocalists; Larry Sharkey, monologist; James McCool, vocalist; Miller and Mack, clever steppers; Bixley and Fink, operatic comedians; Linden Beckwith, late prima donna of "The Midnight Sons"; The Four Song Writers, Monarchs of Melody, introducing Charles P. Shisler, Charles O'Donnell, Gus Benkhart and Bobby Heath.

This was considered the crown of the day's



FLASHLIGHT OF RECEPTION GIVEN ON ROOF GARDEN OF THE BELLEVUE-STRATFORD, FROM STAGE.



JOBBER'S ON LAWN IN FRONT OF COUNTRY HOME OF PHILADELPHIA ATHLETIC CLUB AT ESSINGTON.

entertainment, and was the first vaudeville entertainment ever given on the Bellevue-Stratford roof garden, but the Victor Co. arranged for this special concession and a stage was erected at one end, with all the equipment, footlights, etc.

At the conclusion of the program the appearance of Louis F. Geissler on the platform caused

they look after the pleasure of their guests that there was not an idle moment from the time the train left Atlantic City until the lights were out on the roof garden of the Bellevue-Stratford.

A pleasing souvenir was a handsome watch fob, on which the famous Victor dog appeared.

The visitors to the Victor factory July 8, 1910, were as follows: C. N. Andrews and wife, W. D. Andrews, Buffalo, N. Y.; G. C. Aschbach, Allentown, Pa.; D. M. Brown, Houston, Tex.; H. R. Bruder, R. Wurlitzer Co., Cincinnati, O.; W. S. Barringer, Wulschner-Stewart Music Co., Indianapolis, Ind.; L. B. Bergen, Paterson, N. J.; Mr. and Mrs. Louis Buehn, Philadelphia; J. F. Bowers, Lyon & Healy, Chicago, Ill.; H. B. Bertin, New York city; G. G. Blackman, J. Newcomb Blackman and wife, Blackman Talking Machine Co., New York city; C. R. Cressey, Cressey & Allen, Portland, Me.; R. B. Caldwell and wife, Blackman Talking Machine Co., New York; A. L. Chilvers and wife, Berliner Gramophone Co., Montreal, Canada; L. A. Cummins, Aeolian Co., St. Louis, Mo.; Miss E. Cohen, Baltimore, Md.; C. R. Cooper, Eastern Talking Machine Co., Boston, Mass.; W. O. Crew, Elmira, N. Y.; I. S. Cohen and wife, Cohen & Hughes, Baltimore, Md.; H. H. Blish and son, Harger & Blish, Des Moines, Ia.; I. Davega, Jr., and daughter, New York city; Harry S. Davega, S. B. Davega Co., New York; Mr. and Mrs. Edward Doshe, Dayton, O.; J. Fisher, C. C. Mellor Co., Pittsburg, Pa.; Edward Lyman Bill, New York; F. L. Fritchey, Cleveland, O.; Wm. C. Finch, Finch & Hahn, Albany, N. Y.; L. W. Loumies, Hoboken, N. J.; Florence Heppe, C. J. Heppe & Son, Philadelphia; Max Landay, Landay Bros., New York; Jas. I. Lyons, Chicago, Ill.; G. A. Mairs and wife, W. J. Dyer & Bro., St. Paul, Minn.; A. D. Melbourne, O. K. Houck Piano Co., Nashville, Tenn.; Mr. and Mrs. Lawrence McGreal, Milwaukee, Wis.; Miss Gertrude F. Gannon, Lawrence McGreal, Milwaukee, Wis.; Clarence E. Gore, E. F. Droop & Sons, Washington, D. C.; A. L. Owen, O. K. Houck Piano Co., Memphis, Tenn.; John Otto, Lyon & Healy, Chicago, Ill.; D. D. O'Neil, J. W. Irwin, C. J. Heppe & Son, Philadelphia; James K. O'Dea, Paterson, N. J.; Burton J. Pierce and wife, J. W. Jenkins' Sons & Co., Kansas City, Mo.; Robert C. Rogers, Washington, D. C.; H. L. Royer, M. Steinert & Sons, Boston; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; Arthur H. Ferris and wife, Utica, N. Y.; Geo. E. Mickel, Nebraska Cycle Co., Omaha, Neb.; W. H. Reynolds, Mobile, Ala.; Laurence H. Lucker, Minneapolis, Minn.; H. Miller, Penn Phonograph Co., Philadelphia; Floyd C. Ramsdell, Talking Machine

Exchange, Sioux Falls, S. D.; C. M. Roush, J. C. Roush, Standard Talking Machine Co., Pittsburg, Pa.; W. C. Roberts, E. F. Droop & Sons, Baltimore, Md.; J. F. McArdle, Piano Player Co., Omaha, Neb.; Louis J. Gerson, John Wanamaker, Philadelphia; Morris J. Peters, Allentown, Pa.; Victor H. Rapke, New York city; E.



J. C. ROUSH FIGURING HIS PROFITS.

a hearty outbreak of applause from the assemblage. He stated, in a few well-chosen remarks, his pleasure and that of the Victor Co. in having the talking machine representatives with them.

At the conclusion of his remarks Mr. Geissler



L. F. GEISSLER, L. C. WISWELL, J. C. ROUSH.

stated that he had learned that Horace Petit, the general counsel of the company, was present, and he asked him to make a few remarks.

James F. Bowers arose and requested that Edward Lyman Bill, on behalf of the talking machine jobbers, express the appreciation of the visiting jobbers to the Victor Co. for the magnificent hospitality which had been accorded.

At the close of Mr. Bill's remarks all joined in singing "Auld Lang Syne."

The Victor Co. not merely planned a day of unusual entertainment, but so thoroughly did



SMILING OLIVER JONES.

F. Taft, Eastern Talking Machine Co., Boston; Fred A. Siemon and wife, Rudolph Wurlitzer Co., Chicago, Ill.; J. N. Swanson, Houston Phonograph Co., Houston, Tex.; Mark Silverstone



PUBLICITY MANAGER BROWN SNAPPED.

and wife, Silverstone Talking Machine Co., St. Louis; L. V. B. Ridgway, Lyon & Healy, Chicago, Ill.; Max Strasburg, Grinnell Bros., Detroit, Mich.; R. Shaw, Berliner Gramophone Co., Winnipeg, Can.; A. A. Trostler, Schmelzer Arms Co., Kansas City; Perry B. Whitsit and wife, Columbus, O.; M. E. Williams, Talking Machine Co., Birmingham, Ala.; L. C. Wiswell, Lyon & Healy, Chicago Ill.; Jacob Wister, Newark, N. J.; Thomas Wardell and wife, Lowell, Mass.; G. F. Wurtele, Philadelphia. Some of the pictures on this page were snapped on the boat trip down to Essington.



LEFT TO RIGHT—SHUTTLE, COLLINS, FULGHUM, MITCHELL, BOWERS (OF LYON & HEALY), BROWN, ATKINSON.

JOBBER GUESTS OF NATIONAL PHONOGRAPH CO.

On Saturday morning the jobbers came over to Orange, N. J., from Philadelphia, as guests of the National Phonograph Co., and upon arrival were taken immediately to the company's plant in a score of automobiles. At the factory they were ushered into the laboratory, where they were entertained with the reproduction of the full series of moving pictures taken during the convention at Atlantic City by James H. White, of the Edison Mfg. Co. The visitors were much interested in observing themselves and friends in the Boardwalk parade, and when the

Mich.; C. B. Haynes, Richmond, Va.; I. Davega, Jr., and daughter, New York city; T. H. Towell, Eclipse Musical Co., Cleveland, O.; G. C. Aschbach, Morris J. Peters, G. C. Aschbach, Allentown, Pa.; H. H. Blish and son, Harger & Blish, Dubuque, Ia.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; J. F. Bowers, L. C. Wiswell, John Otto, L. V. B. Ridgeway, Lyon & Healy, Chicago, Ill.; Harry S. Davega, S. B. Davega Co., New York city; A. W. Toenies, Eclipse Phonograph Co., Hoboken, N. J.; James I. Lyons, Chicago, Ill.; Clarence Gore, E. F.

York city; George Blackman, Mr. and Mrs. R. B. Caldwell, Blackman Talking Machine Co., New York.

The following representatives of the National Phonograph Co. were in attendance to see that the jobbers were well looked after: Thomas A. Edison, F. L. Dyer, F. K. Dolbeer, C. H. Wilson, G. F. Scull, E. J. Berggren, Wm. Pelzer, L. C. McChesney, W. Stevens, N. C. Durand, E. H. Phillips, A. C. Ireton, C. E. Goodwin, W. L. Eckert, E. L. Aiken, L. W. McChesney, F. E. Madison, P. Weber, D. Holden, C. Schiff, J. W. Scott, J. Muenster, W. Nehr, J. Lang, W. Hicks, L. Ott, W. H. Miller, J. W. Aylsworth and John Rogers. This ended a most strenuous week and it was a very tired lot of talking machine men who left Orange late in the afternoon, homeward bound.



JOBBER AND FRIENDS PHOTOGRAPHED IN FRONT OF ESSEX COUNTY COUNTRY CLUB.

various interesting events of the ball game were flashed upon the screen they applauded to the echo. As was remarked, the pictures of the game were more amusing than the game itself. Next a number of the excellent films from the general catalog were shown, including an amusing "freak" picture, a war drama, and another comedy roll.

At the close of the entertainment Thomas A. Edison held a reception at the door as the guests were leaving to take the automobiles for the home of the exclusive Essex County Country Club. Owing to Saturday being a half-holiday it was not possible to have the jobbers inspect the plant under working conditions, but as a matter of fact there were few who had not had that privilege on previous occasions.

Arriving at the Country Club the jobbers and their wives were the guests of the National Co. at a most elaborate luncheon on the commodious porch, where the heat of the day was not felt in the least. A standing toast was drunk to Mr. Edison, who sat next to President Dyer at the head of the table.

The guests of the company on this occasion were Mr. and Mrs. Perry B. Whitsit, Columbus, O.; Mr. and Mrs. J. N. Blackman, New York city; J. C. Roush, C. N. Roush, Standard Talking Machine Co., Pittsburg, Pa.; Mr. and Mrs. Lawrence McGreal, Milwaukee, Wis.; Miss Gertrude Gannon, Milwaukee, Wis.; Mr. and Mrs. Burton J. Pierce, J. W. Jenkins' Sons Music Co., Kansas City, Mo.; Mr. and Mrs. Louis Buehn, Philadelphia, Pa.; Mr. and Mrs. N. D. Griffin, American Phonograph Co., Gloversville, N. Y.; Mr. and Mrs. G. A. Mairs, of W. J. Dyer & Bro., St. Paul, Minn.; Mr. and Mrs. H. L. Ellenberger, Pardee-Ellenberger Co., New Haven, Conn.; Mr. and Mrs. C. N. Andrews, Buffalo, N. Y.; Mr. and Mrs. Mark Silverstone, St. Louis, Mo.; Mr. and Mrs. Thomas Wardell and son, Lowell, Mass.; Mr. and Mrs. Arthur Ferriss, Utica, N. Y.; Mr. and Mrs. Dohse, Dayton, O.; Max Strasburg, of Grinnell Bros., Detroit,

Droop & Sons Co., Washington, D. C.; D. O. Roberts, E. F. Droop & Sons Co., Baltimore, Md.; W. H. Reynolds, Mobile, Ala.; E. J. Brady, Natchez, Miss.; L. H. Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; James K. O'Dea, Paterson, N. J.; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; D. B. O'Neil, C. J. Heppel & Son, Philadelphia, Pa.; J. Fisher, C. C. Mellor Co., Pittsburg, Pa.; A. L. Owen, O. K. Houck Piano Co., Memphis; A. D. Wellburn, O. K. Houck Piano Co., Nashville, Tenn.; L. J. Gerson, E. H. Smith, John Wanamaker, Philadelphia, Pa.; H. B. Bertine, John Wanamaker, New York city; J. N. Swanson, D. M. Brown, Houston Phonograph Co., Houston, Tex.; W. S. Barringer, Wulschner-Stewart Music Co., Indianapolis, Ind.; R. Shaw, Western Talking Machine Co., Winnipeg, Man.; Charles R. Cooper, Boston Cycle & Sundry Co., Boston, Mass.; V. H. Rapke, New York city; N. Goldfinger, Siegel-Cooper Co., New



F. L. DYER. T. A. EDISON. C. H. WILSON.

CONVENTION NOTES

Secretary J. C. Roush was heartily complimented on all sides for the excellent program he had arranged and the successful manner in which it had been carried out. There was not a hitch anywhere.

Toward the middle of the week many of those who had been down to Atlantic City over the holiday had developed cases of painful "boardwalk" feet and any suggestion for a stroll met a cool response.

The arrival of the jobbers at the Edison plant caught Mr. Edison slightly unawares, so he jumped into an automobile, raced to his home, three-quarters of a mile away, shaved, dressed and was back to the factory in fourteen minutes. He quietly stated that had he hurried he could have made it in eleven minutes.

Murder will out; there was nothing funnier in the moving pictures than the all too evident efforts of some to appear unconcerned and unconscious of the camera's presence. They'd never make a living as actors.

Among the ladies who enjoyed the convention festivities were Mrs. Frank C. Storeck and Miss Storeck of Red Bank, N. J., who lent their charming presence to the enlivenment of numerous occasions, while Mr. Storeck was dispensing some of his association enthusiasm.

Peter Weber, of the National Co. forces, has a great reputation as a daredevil automobile driver. When very cautious he takes sharp curves on two wheels, but as a rule prefers pivoting on one. He sometimes has hard work persuading his friends to take a spin.

A snapshot of Perry B. Whitsit, who was re-elected for the presidency of the Jobbers' Association for another year, and Jas. F. Bowers. Both men are good workers. Jas. F. Bowers was the first president of the association. Many term him "the father of the association," and no man has worked harder or more indefatigably than the first president to win out for the asso-



J. F. BOWERS, SITTING. P. B. WHITSIT, STANDING.

ciation in every way. He made many personal sacrifices of time and money to put the organization on a permanent footing, and like everything else, Mr. Bowers went at it with a vim and determination to win, and win he did. As toastmaster at the formal banquet on Thursday night he added to his many laurels, for he was effervescing with good nature and wit, which added greatly to the charm of the occasion. His poetical quotations were appreciated and warmly applauded.

That association interest is widespread is evident from the fact that there were two jobbers in attendance from far-off Texas, one from Winnipeg, Man., and another from Montreal, Can., while the intermediate sections were well represented.

E. M. Brown, of the Houston Phonograph Co., Houston, Tex., is full of figures regarding the



FUTURE TALKING MACHINE JOBBERS.

Louis E. Buehn, Philadelphia, aged 2. J. H. Wardell, Lowell, Mass., aged 5.

Lone Star State and has a most convincing way of explaining distances.

The announcement that Curtiss was making a flight invariably resulted in a grand rush for the Boardwalk, leaving the meeting room, lobby and other centers of attraction temporarily deserted. At the rate the aviator flew past haste was necessary if the flight was to be seen.

Walter L. Eckhardt made the run to Atlantic City to meet his old talking machine friends in his new Lozier car.

Mr. Eckhardt has added as a side line a spe-



"PEERLESS" WALTER L. ECKHARDT ENTERTAINING.

cialty which will interest talking machine men, and it will interest his old friends to know that he is having an enormous demand for his Peerless Suction Cleaner.

Associated with him is another talking machine man who has a wide acquaintance with the trade. Henry E. Marschalk, as announced in an earlier edition of The World, is associated with Mr. Eckhardt in his growing enterprise.

They have a special announcement in another part of this publication which makes good reading and contains some statements worthy of careful consideration.

It was delicious to see the staid members of the association meandering homeward from the Old Vienna and other resorts in the early hours with red paper fezes jauntily perched on one ear and singing favorite songs. And the way the singing palled on one when a policeman hove in sight.

The irrepressible Victor H. Rapke was early on the scene and despite the fact that he was compelled to move around on crutches owing to a sprained ankle was very much in evidence. He convulsed more than one jobber with the description of the weird adventures of his pet monkey, "Josie." He was certainly some animal.

J. Newcomb Blackman plays ball as he attends to convention business with a oneness of purpose that is laudable. The energetic manner in which he batted at the ball—and missed—was most encouraging. The enthusiasm was all there, however.

Frank E. Madison was seen on the Boardwalk on several occasions—we repeat, Mr. Madison was seen on the Boardwalk. Ahem!

With the character of this publication and his personal safety in mind, ye scribe refrains from telling some of the best things that happened during convention. But have a care, Desmond, have a care.

Max Landay, of Landay Bros., New York, was the parodist of the occasion and had made up a number of verses to various popular tunes, in which familiar association personages were rapped or praised as the case might be. One of the parodies, to the tune of "All Join in the Chorus," was sung at Old Vienna each night, and took in about everybody's name.

WANT JUDGMENT SET ASIDE.

(Special to The Talking Machine World.)
Trenton, N. J., June 28, 1910.

The National Phonograph Co. have made appli-

cation to Judge Cross in the United States Circuit Court to have him set aside the judgment of \$95,424 attained against them by the Goodwin Manufacturing Co. The judgment was based on a contract wherein the National Co. agreed to purchase stearic acid from the Goodwin Mfg. Co. to the amount of \$320,000. The defendants had abrogated the contract and claimed that they never legally ratified it.

THE DORAN PHONOGRAPH CO.

H. S. Doran and J. J. Bennett have purchased the Mazer Phonograph Parlors at 45 Michigan avenue, Detroit, Mich., and will incorporate the business under the name of the Doran Phonograph Co. with a capital of \$15,000.

Opportunity only knocks once, an' then we're generally in th' back part o' th' house.

SONORA

"The Instrument of Quality"

HIGHEST CLASS



Talking Machines and Records

To be Used With Either Needle or Sapphire



- Superior Tone Quality
- Dignified Appearance
- Invisible Horn
- Tone Modifier
- Automatic Stop
- Covered Cases
- No Scratch
- Sapphire Soundboxes
- Sapphire Records

Some of the unsolicited testimonials, which we receive continually from dealers and private owners of our instruments, contain assertions and comparisons which we are too modest to make ourselves—convince Yourself.

Sonora Phonograph Co.
78 Reade Street, New York, N. Y.

With the line of Columbia Disc and Cylinder Graphophones, and Columbia Disc and Indestructible Two Minute and Four Minute Cylinder Records, you have in front of you a proposition that nothing else can touch. Fortified by exclusive Columbia selling rights you have a business that nobody can break in on. Think that over.



Columbia Phonograph Co., Tribune Building, New York.

GERMANY'S NEW COPYRIGHT BILL.

How the Law Affects Talking Machine Interests—Compulsory License and Royalty Features of the Law—Record Copying Prohibited.

(Special to The Talking Machine World.)

Berlin, Ger., June 29, 1910.

The Reichstag has passed the new copyright act, and the talking machine interests feel a little better, although they are not by any means thoroughly satisfied. The battle royal was waged around the matter of royalty on talking machine records, music rolls and similar musical reproductions. As a result of compromises between the interests involved in the operation of the act, a system of so-called compulsory license has been enacted into law, while the provision for payment of royalty has been extended, as mentioned, to every form of reproduction of music. The compulsory feature provides that a composer must extend the right of reproducing his works to every manufacturer who may wish it, on payment of a "reasonable" compensation. The object of this is to prevent monopoly of any composer's work through contracts between him and a single manufacturer. Moreover, copying of talking machine records is prohibited. Although the manufacturer is not specifically protected against the singer or composer, he receives automatic protection if he employ and pay the former specifically for his services. Purchase of copyright carries with it the right of public reproduction. Lastly, it may be said that the period of copyright protection to a composer has been retained at 30 years, as at present.

BURNS CHATS OF TRIP TO CUBA.

Business Satisfactory but There Is Much Political Unrest—Commercial Men Would Like American Control—Many Records of Typical Cuban Music Secured—Special Catalog.

At the executive offices of the Columbia Phonograph Co., general, New York, last week, Edward N. Burns, manager of the export department, spoke of his trip to Cuba as follows:

"I found business conditions very satisfactory, notwithstanding the political unrest which dominates everything. The island's sugar crop was sold for a big price, and their tobacco also, and money seems to be plentiful enough, but commercial affairs lack stability nevertheless. I still look for intervention on the part of the United States again as has been my opinion right along, and I am quite sure the business people of the island would welcome it, judging from what I heard.

"When we go to Cuba it is not to record Spanish music. It is the typical Cuban music we are after and get. Their music is peculiar, from the fact that it is written entirely in syncopated time, like our cakewalk or rag-time melodies. William Freiberg and Gus Furbush, of our laboratory staff, preceded me to Havana in order to make arrangements for recording, and we secured the finest records ever made for the Columbia Co.—a very complete list of

puntas, boleros, rumbas and danziones. It is our intention to issue a bulletin of these records every two or three months. This class of records will not sell in all the Spanish-American countries, but their sale is confined to Porto Rico, Cuba, Yucatan, on the eastern coast of Mexico and Central America, and in the northern coast cities of Colombia and Venezuela. We have also made a number of records by Mme. Everdri.

"Freiberg and Furbush will go to Mexico after finishing their work in Cuba, and where they will remain to record the best talent available, mostly folk or native songs and instrumentals. As I said, the syncopated music of the Cuban artists occupies a field by itself. As an instance they will take "Cavalleria Rusticana," and while the theme is followed, one would hardly recognize the original melody in the syncopated arrangement. The same is true of "Madame Butterfly." The effect is almost laughable. The most solemn and serious music is also given this twist and turn, a peculiar waltz movement or glide with a lilt rather fascinating, to say the least.

SHOW MUSIC MASTER HORNS.

Complete Line of These Popular Horns Exhibited at the Chalfonte by H. N. McMenimen—Jobbers Interested in Styles.

Atlantic City, N. J., July 7, 1910.

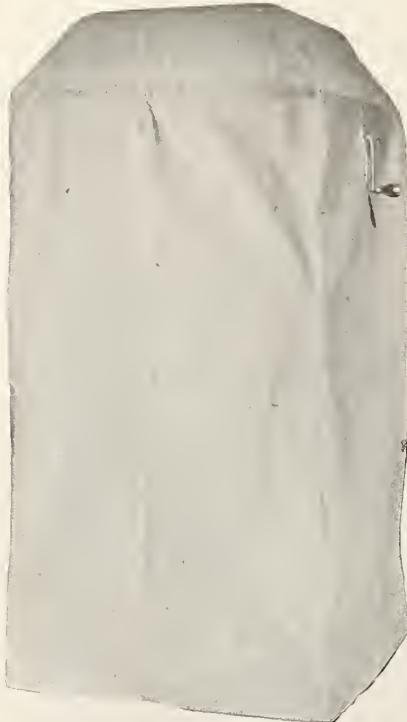
A complete line of Music Master horns, manufactured by Sheip & Vandergrift, Philadelphia,

were on exhibition at the Chalfonte during the convention, under the direction of H. N. McMenimen, general manager of the company. As usual the music horn exhibit was a center of interest for the jobbers, who looked over the new styles and in most instances left liberal orders. The Music Master horns have proved their quality with the trade and the public, and are being manufactured in increasing quantities all the time. According to Mr. McMenimen, who, by the way, is an old-time talking machine man and a favorite with the jobbers, the company have provided for a greatly increased advertising appropriation for the coming year, and intend to push their product even more actively than in the past.

Meanwhile new styles to harmonize with various models of machines will be brought out at intervals and thus keep the line up to date at all times. Needless to say, the Music Master horn is a real success.

J. Wenger, of Wenger & Cherrington, Salem, Ore., who handles Victor and Edison machines in his town with great success, was a recent visitor to New York, when he placed large orders for pianos, in which he transacts a large business in his territory. He reports talking machine prospects in his section of Oregon as most pleasing.

C. Meisel, 4 St. Marks place, New York, besides being a wholesaler and importer of musical merchandise, one of the oldest in the city, is also a Victor dealer.



This is Our Victrola Protector

For Victrola XII and Amberolas also

- ☐ Every high-class machine on your floor should have a protector. It insures them from injury, dust and dampness.
- ☐ Most of your customers use their machines on their verandas, yachts, etc., during the summer, where they are exposed to the weather. You can make good profits and pleased customers by selling them protectors.
- ☐ Write us NOW for samples of materials, prices, etc.

S. B. DAVEGA CO.
126 University Place
New York City

GRESSING APPOINTED MANAGER

Of the Aeolian Co.'s Talking Machine Department—A Splendid Appointment.

The Aeolian Co. announced this week that O. A. Gressing, formerly manager of the St. Louis Talking Machine Co., St. Louis, Mo., had been appointed manager of the talking machine department which they are to open on a large scale in Aeolian Hall, New York. Mr. Gressing is a gentleman splendidly equipped for the position to which he has been appointed. He has had long experience in the talking machine field and will undoubtedly help to place the new department of the Aeolian Co. on a very successful basis.

RECORDS BY EMILIO MURILLO.

The Celebrated Colombian Composer Delighted with the Records Made of His Works by the Columbia Phonograph Co.

Señor Emilio Murillo, the celebrated Colombian composer and pianist, brief sketches of whose career have appeared in *The World* lately, has been spending a good part of his time during the past three weeks in the Columbia Phonograph Co.'s laboratory, New York, making a remarkable series of records. Practically every important work composed by Señor Murillo is being put on Columbia records, all solos—piano, flute and vocal—being executed by Murillo himself, and the band numbers played by the Banda Española, under Murillo's supervision. All Murillo's compositions are of notable beauty, with a virility and gracefulness all their own. The honor of having composed the national hymn of the Colombian Republic also belongs to Murillo. This hymn naturally occupies a prominent place among the compositions recorded by the Columbia Phonograph Co.

Murillo is highly enthusiastic over the Columbia process of recording and has listened to the records already through with the keenest delight. His feelings find expression in a letter to the

Columbia company, giving them the exclusive right to record his compositions and giving them also the sole right to all future recordings by himself.

THE COPYRIGHT QUESTION.

Treated in a Masterly Way by Frank L. Dyer—
E. Trevor Williams' Views.

Of the masterly treatment of the copyright question along broad lines, no one is better equipped to write than Frank L. Dyer, president of the National Phonograph Co., Orange, N. J. This is speaking strictly from a trade point of view. As is known, Mr. Dyer appeared last summer before the committee on the law of copyright of the British Board of Trade, and expressed his opinions cogently and forcefully. Since then Mr. Dyer has addressed a formal letter of protest to that body, which appears in *The World's* European department, on another page of this issue. As yet Parliament has not taken any action, though the committee reported, "We desire to express our approval of the revised conventions (signed at Berlin, November 13, 1908) as a whole." It was also provided in this conference that the "convention shall be ratified and the ratifications exchanged at Berlin not later than the 1st of July, 1910." This time has passed, though it was also agreed that the "convention shall be put in force three months after the exchange of ratifications."

It will also be recalled that E. Trevor Williams, president of the Gramophone Co., Ltd., London, England, one of the leading composers of the world, and a close ally of the Victor Talking Machine Co., Camden, N. J., signed the Board of Trade report, he being a member of the committee, subject to reservations. Among other statements made was this, and which is also referred to in Mr. Dyer's communication, namely: "I am entirely in accord with the committee that the authors of musical works should have protection against the adaptation of their works to instruments which can produce them

mechanically.' Having regard to the accepted state of the new law, to give such authors such protection by legislation will confer upon them an entirely new right. An immense industry has been built up under the immunity of the existing law, and consequently this new right should only be conferred subject to complete protection of the industry and to the preservation of vested interests." As to a royalty charge for the use of musical works, Mr. Williams favors the plan incorporated in the United States copyright statute; or as he expresses it, "for simplicity, fairness and convenience the method of a license prescribed by law is undoubtedly the best."

INCORPORATED.

The Sapphire Record and Talking Machine Co., of Manhattan, filed articles of incorporation with the Secretary of the State at Albany this week for the purpose of manufacturing and dealing in talking machines, records and supplies, with a capital stock of \$100,000. The incorporators are: P. B. Verblanck, M. Wagner and D. Tauber, New York City.

USE THE COLUMBIA GRAPHOPHONE.

At the noonday gospel meetings, which are held in Madison Square, right in front of *The World* offices, the Columbia graphophone has been frequently used recently with Gipsy Smith's records which edify and enthuse the assemblage. They have been no mean factor in attracting and holding the interest of the crowd, and thus fulfilling the important purpose in getting a large audience for the speakers who follow.

Advertising is a salesman that never watches the clock—that does not stop work when the whistle blows. The life of a single piece of advertising literature of a single announcement cannot be definitely measured—neither can its value as an investment. Talking machine men should bear this in mind.

JOBBER, ATTENTION!

Now is the time to place your orders with us for needles!

Don't wait until the last minute and let your competitor get ahead of you!

Now is the time to make a special design for you on envelopes and tins, for which we make no extra charge.

Now is the time to obtain our lowest prices.

We have built up a large business in selling High Grade Imported Needles at the same price that you are now paying for cheap needles, and packing them in the "highest grade" manner, in envelopes and tin boxes.

This year we are prepared to quote you the lowest prices on High Grade Imported Needles, and we urge you, "right now," to send us specifications on your requirements, and we will be pleased to quote you a price that will startle you, and submit to you designs for envelopes and tin boxes that will sell the goods on its appearance. **DO IT NOW!**

The Talking Machine Supply Company

400 FIFTH AVENUE, NEW YORK

FROM OUR CHICAGO HEADQUARTERS

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

Jobbers Report Business as Good Considering the Season—Sending Machines to Summer Homes—Suggestions for Dealers Furnished by Experts—The Talker as an Educational Force—Clever Window Advertising—Grafonola Accompanies Hardware Men on Tour—A Hint Anent Salesmanship—Those Who Attended the Convention—New Columbia Operatic Records Delight Company's Patrons—Expansion with Lyon & Healy—Interesting Personalities—Aeolian Co. Activities—Auxetophone Aids at Lecture—Increasing Demand for Fibre Needles—Summary of News.

(Special to The Talking Machine World.)

Chicago, Ill., July 9, 1910.

Business with the local jobbers made a very fair showing during June, although the advent of settled hot weather the latter part of the month naturally caused something of a falling off as compared with the first half. The month, however, made a good increase as compared with the corresponding month of last year; indeed, there has not been a month this year which has not shown a substantial gain as compared with 1909. We are now in what is always the duller month of the year, and trade is quiet, although by no means stagnant. The large retail concerns are doing some aggressive advertising, Lyon & Healy using larger space in the dailies for their talking machine department than ever before. The enterprising dealers never let up in their efforts for trade, and consequently maintain a fairly steady run of business at a time when, if business were not forced, it would be practically dead. An encouraging feature, however, is that this year all the large stores and departments report that they have had more customers send their machines into the store to be packed for shipment to summer cottages than ever before, and that the number of machines and records sold to the vacationers is increasing from year to year.

This, perhaps, gives a hint to dealers in towns in the vicinity of summer resorts. It is possible, no doubt, to work up quite a business among the cottagers who have not provided themselves with machines before leaving home. A canvass of these resorts, especially at the week end, when the man of the family is most likely to be "in camp," might prove very resultful. Anyway, it's worth the effort, if any of the trade contiguous to the resorts have not already tried it out.

In the Chicago letter this week will be found quite a few suggestions furnished as a result of the experience or observation of the members of the trade, and which, perhaps, can be utilized by some of the World readers in stimulating trade during the dull season of planning the fall campaign.

"Talking Machines in Schools."

"There are many indications that the talking machine is rapidly entering the larger field of usefulness for which it was predestined from the first," remarked Roy J. Keith, sales manager of the Talking Machine Co. "Its value as a positive educational force, as well as an entertainer, has long been recognized in a general way. Quite a few musical conservatories have used the Victor in conjunction with Red Seal records as an aid in teaching interpretation, and parents have been surprised at the influence exerted in the home in the cultivation of the musical taste of the children. Now, however, it looks as though the talking machine would soon be exercising its full mission as an educator, and if the dealers of the country will take the hint furnished by the developments of the past few months in Milwaukee, it will not be long before you find a talking machine a regular part of the equipment of the average public school.

"The advertising and commercial value of such a departure is obvious, and the dealer who is instrumental in securing the installation of a Vic-

tor in each of the schools in his town and vicinity will naturally be the one to reap the greatest benefit."

Reverting to the case in point, L. C. Parker, manager of the talking machine department of Gimbel Bros., Milwaukee, has placed Victors in no less than fifteen of the public schools of that city. The plan followed by him in making it possible for the individual schools to pay for the machines is worthy of mention. In the majority of instances the machines were quickly paid for by the pupils themselves through the medium of the principal. Concerts were given which were attended by the parents of the pupils and other residents of the vicinity. An admission of 10 cents was charged, and each pupil was given five tickets, and was permitted to keep one for his own use in return for selling the others. In many instances the outfits have been paid for by the proceeds of a couple of concerts.

Mrs. Clark, the supervisor of the music of the Milwaukee schools, has entered enthusiastically into the idea. She perceives the value of the use of the Victor in the schools, not only in developing the taste for good music, but in illustrating the enunciation, tone production and interpretative methods of the best singers. She is spending a good deal of her time this vacation in preparing simply worded stories of the operas and talks on the composers and the meaning of their works for the benefit of the teachers in conducting recitals for the pupils.

Mr. Parker has received letters from the principals of the schools, in which they state their experience with the Victor, and all speak in the most glowing terms of the benefits derived. Stated times are set aside for the use of the Victor, and the children are permitted to sing with the solos and instrumental records with which they have become familiar. Individual pupils are sometimes given a place on the concert programs, and repeat the songs they have learned from the machine. The facility with which they imitate the phrasing and expression of the maker of the record is remarkable.

It is found possible to make use of the Victor in the school in ways which were not dreamed of at first. One principal, for instance, added zest and interest to the work of the English literature class who were studying Burns by having some of the records of the songs of the Scotch poet played. The same man found the German class reading something about Wagner, but inquiry revealed the fact that very few knew anything about the music of the master. The Victor was immediately brought into requisition.

As a result of the Milwaukee innovation, the schools in Janesville and Racine have taken the matter up, with gratifying results, and Wisconsin promises to be leader in the movement.

Some Very Clever Window Advertising.

SOPRANOS, ALTOS,
TENORS, BARTONES.

COME IN AND MAKE A PHONOGRAPH RECORD
OF YOUR VOICE.

A GREAT THING FOR VOCAL STUDENTS.

HEAR YOURSELF SING AND CORRECT YOUR
FAULTS.

RECORDS MADE COMPLETE WITH PIANO AC-
COMPANIMENTS, 40 CENTS EACH.

COME IN AND INVESTIGATE.

A neat window card bearing the above legend, in one of the windows of the Rudolph Wurlitzer Co., together with circular letters and some small advertisements in the dailies, is having the effect of drawing quite a few singers, both professional and amateur, into the store. It has proven quite a hit, and has already influenced the sale of a few machines. "It's good advertising, if the immediate results in the way of sales are not great," said L. Kean Cameron, in charge of the retail talking machine department.

"Incidentally, it's a whole lot of fun, gets people into the store who would not come otherwise, and gets just the class of people we most want

to reach interested in the talking machine proposition."

Mr. Cameron has fitted up one of the record rooms as a recording laboratory, with a piano and Edison machines. The other day a teacher brought in no less than ten pupils in a body, all of whom heard their own voices as others heard them, and carried away the result. Local singers of note, like Albert Boroff, E. C. Towne, Wm. Beard and Henry Vogel, who was here last season with the "Melting Pot," but formerly a grand opera singer, also took advantage of the scheme.

Grafonola on a Trip.

A special train, carrying 300 people, delegates to the National Retail Hardware Association's convention at Denver, and their families, left last night over the Chicago & Northwestern. On the way they have been entertained with a Columbia Graphophone De Luxe, which will occupy a place in the lobby at the hotel which constitutes the headquarters of the association during the convention. It's a good little stunt put over by A. H. Herriman, in charge of the retail department at the Columbia Chicago branch, and no doubt will yield results both from a retail and wholesale viewpoint.

Word About Salesmanship.

"Knowledge of goods, real interest in your work, and a decent personal appearance taken for granted, successful salesmanship in this line narrows down largely to carefully, but unobtrusively, watching and 'playing up' to your customer," remarked one of the most successful retail talking machine salesmen in the country. "A good many men whom I have known seem to think that the main thing is to talk. They shoot all their ammunition off in a bunch, but keep on talking. I've frequently seen a man talk a customer up to the point of buying, and then unknowingly talk him off again. The point is to lead your customer gently on to making his preferences and even his objections known. It's a hard thing to define. No two people are exactly alike. Sometimes you can ask directly about how much money a customer wants to spend. Others you would deeply offend. Some people care only for the popular thing, but don't care to declare themselves. By a little feeling around you can tell. In handling a machine customer it often depends as much on whether you demonstrate with records that the customer is impressed with, as the merits of the machine itself. Watch your customer, and the minute you catch the most fleeting expression of disapproval shut the record off. The average person will betray themselves more by their facial expression than by their words. It takes experience and perhaps not a little of the intuitive faculty to read it aright, but the man who lacks the ability misses one of the prime requisites of salesmanship, to my notion. Of course, it's just a phase of character reading, something that can be cultivated to a greater degree than is generally supposed, if one makes up his mind so to do."

The Conventioners.

The Westerners showed up at Atlantic City in pretty good force, from all reports, but they didn't go in a crowd. Up to the first of last week L. C. Wiswell, who was engineering the plan, had advised that Burton J. Pierce, manager of the talking machine department of the J. W. Jenkins Sons Co., Kansas City; Floyd C. Ramsdell, of the Sioux Falls Talking Machine Exchange; H. H. Blish, of Harger & Blish, Des Moines and Dubuque; A. A. Trostler, manager of the talking machine department of the J. F. Schmelzer Arms Co., Kansas City, and Lawrence Lucker, of the Minnesota Phonograph Co., would all be on hand Saturday to leave on the Pennsylvania 5.35 p. m. train. Then Wiswell himself was compelled to leave Tuesday to attend to some matters at the Victor factory before the convention. Trostler blew through on Wednesday;



Summer Time is Victor Time

"At home or in our summer retreat, the Victor is our indispensable summer entertainer."

MR. DEALER: This conviction is abroad in the land. During the summer season all thoughts turn toward the out of doors, the open air, the sunshine.

The VICTOR complies perfectly with these conditions.

Make your customers see what the VICTOR really means to their open air pastimes.

Their lawn fetes and porch parties will be doubly enjoyable with the aid of the VICTOR—the pleasure of their summer hoos and dances will be greatly increased.

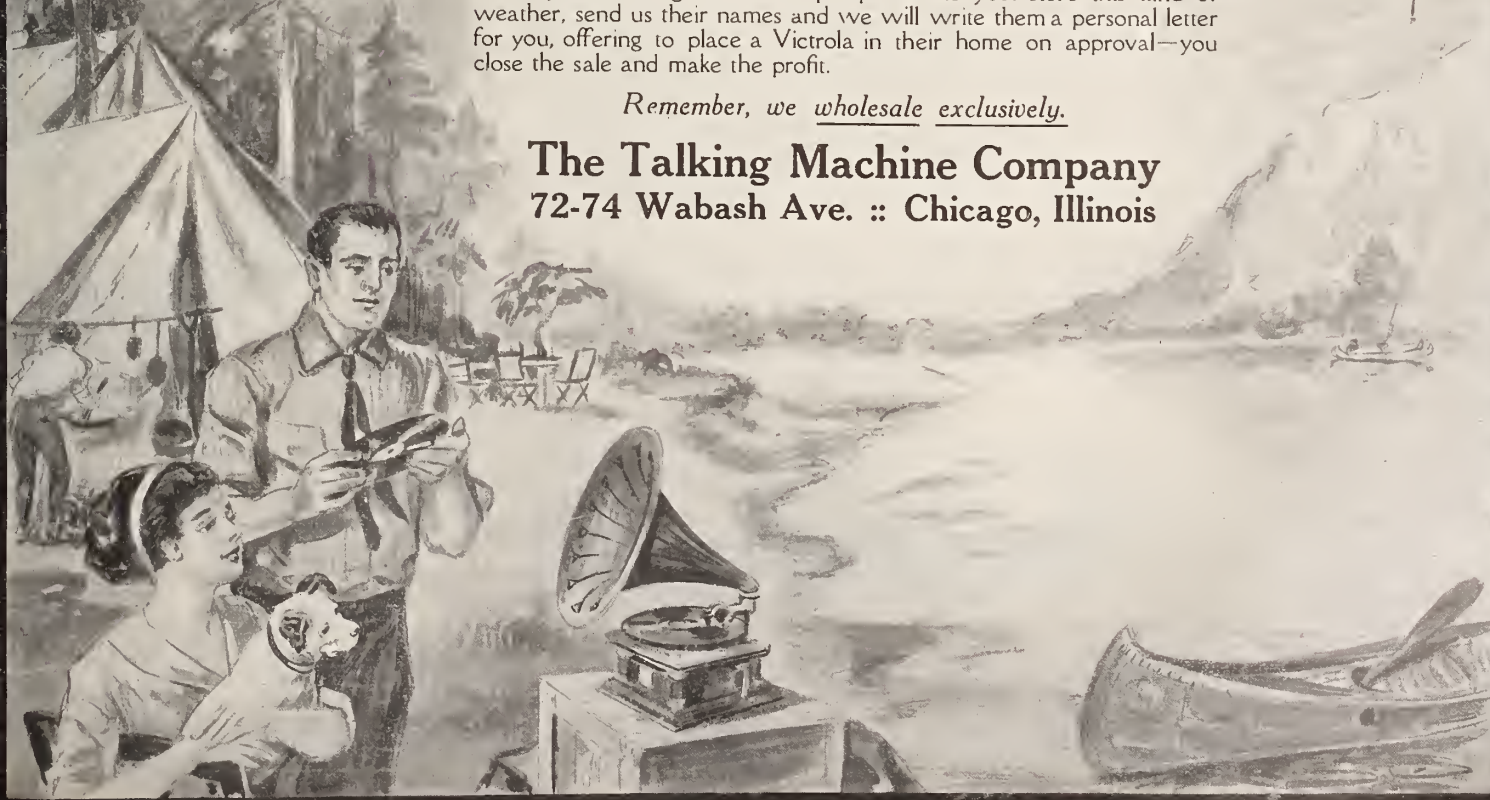
Our Victor Machine and Record stock is most complete. The "Four Big Sellers" and the exceptionally fine summers list of Victor Records are a great incentive to a profitable summers business.

We feel safe in saying that we have the largest stock of Victor Victrolas outside of the Victor factory. Tell those Victrola prospects of yours what they are missing by not having their Victrola during the hot summer weather when it could be such a source of comfort and pleasure.

If you cannot get those live prospects into your store this kind of weather, send us their names and we will write them a personal letter for you, offering to place a Victrola in their home on approval—you close the sale and make the profit.

Remember, we wholesale exclusively.

The Talking Machine Company
72-74 Wabash Ave. :: Chicago, Illinois



Ramsdell stopped off for an hour on Friday; Luckner and Blish had their plans disarranged and went later, and Mr. and Mrs. Pierce were the only ones who showed up Saturday as per schedule. They lunched with H. B. Hopkins, of Lyon & Healy, took in "Madame Sherry" in the afternoon, and finally found when they boarded the train quite a little bunch of talker people after all. There was Fred Siemon, assistant manager of the Chicago house of Wurlitzer; John Otto, in charge of the retail Edison department of Lyon & Healy's, and L. V. B. Ridgway, Lyon & Healy's Illinois talker salesman.

They presumably had a fine trip, as no reports of casualties have reached Chicago as yet. Lawrence McGreal, of Milwaukee, was another Westerner who had planned to go with the Chicago crowd, but had to change his plans. Arthur D. Geissler was in the East during the convention, but was unable to attend, being detained by important business in New York, much to his regret. Just before he left for California yesterday he was eagerly inquiring as to the result of the ball game at Atlantic City.

J. F. Bowers, of Lyon & Healy, left for Asbury Park, N. J., with his family early last week, and after seeing them nicely located for the summer ran over to take in the convention.

The New Columbia Opera Records.

The new Columbia operatic records, made by the artists of the Boston Opera Co., are gradually coming on sale at the Chicago branch of the company. Those that have so far made their appearance have been greeted with delight by the company's patrons. It's an imposing list, and beginning with the Lucia sextet on one side and the Rigoletto quartet on the other, sung by distinguished artists, is certainly a forerunner of a strong line. The Grafonola Mignons have made their appearance the past month, and from the orders being taken at this end it is easy to forecast a demand calculated to tax the company's facilities to the limit.

Improvements at Lyon & Healy's.

Five years ago Lyon & Healy had one small room devoted to machine sales on the main floor, into which those interested were invited to step after listening to the concerts in Victor Hall. The growth has been steady. Additional rooms have been added from time to time, and when alterations now in progress are completed the machine department, including Victor Hall, will embrace practically all of the Adams street side of the store, and covering a space about 150 feet long by 25 feet wide. From the Adams street entrance up to the larger corner window facing on Wabash avenue there will be nothing but talking machines and phonographs. Victor Hall will be enlarged to a seating capacity of over 100. There will be three Victor rooms, one Edison room and one room devoted to the I. C. S. language course system. The rooms will be handsomely decorated, draped and connected by folding glass doors so that they may be thrown into one if desired. Joe Vasey, manager of machine sales, and his assistant, John Otto, will preside over as handsome and extensive quarters as can be found anywhere. The great retail record department, with its dozen demonstrating rooms, remains, of course, on the fifth floor.

How We Grow.

H. B. Hopkins, L. C. Wiswell's assistant in charge of wholesale, has been extremely busy of late, recovering from the effects of a week's vacation in the northern woods, attending to additional duties in Wiswell's absence at the Atlantic City convention and, with it all, getting home on schedule time to greet a small daughter who recently made her advent in the Hopkins household.

Speaking about babies, F. A. Cook, assistant retail manager at the Columbia Co., is the proud dad of a fine nine-pound boy, who arrived just too late for the fight at Reno.

Progress in the Ghetto.

Barney Olshansky, who has for years done an almost unbelievable talking machine business in a little hole in the wall at 130 Jefferson street, just south of Thirteenth, in the West Side ghetto district, has moved into a fine large store at 1252

Jefferson, which comports more with the size of his business. It is nicely fitted up and has three good-sized private demonstration rooms, besides a large machine floor. Barney also has a branch at 723 Twelfth street.

Geissler to the Coast.

Arthur D. Geissler, general manager of the Talking Machine Co., arrived home on Wednesday of this week, and left on Thursday for the Coast, where he will join his wife and babies, who preceded him. They will spend some time at Ross Valley, at the foot of Mount Tamalpais, in Marin County. Later on Mr. Geissler will meet Leon F. Douglass, of the Victor Co., at San Rafael, and they will spend a glorious fortnight deer hunting and fishing. Mr. Geissler will, of course, visit his friends in 'Frisco and other points before returning. They will be gone until the latter part of August. On his way east he visited St. Louis, to visit the Victor jobbing headquarters of the Aeolian Co., and also inspected the departments at the Aeolian branches at Cincinnati, Indianapolis, Fort Wayne and Dayton, which are now well under way, and he spoke especially of the beautiful department at Indianapolis, which is finished throughout in silver ash, in an individual style of architecture, and the appointments of which are perfect. The Cincinnati Victor departments will also be established at the Aeolian stores at Huntington, W. Va., and Middletown, O., which are under the control of the Cincinnati branch. He spent some time in New York with Messrs. Perkins and Schaad, of the Aeolian Co. The New York department, which he declares will be the finest in the country and will occupy the entire eighth floor of Aeolian Hall, will be open about Sept. 1. Mr. Geissler brought back with him the news that O. A. Gressing, who so capably managed the St. Louis Talking Machine Co. for the past two years and until its purchase by the Aeolian Co., has been appointed general manager of the talking machine interests of the Aeolian Co., making his headquarters at Aeolian Hall, New York.

Various Personals.

W. C. Fuhri, district manager of the Columbia Phonograph Co., left to-day for a short visit to headquarters in New York.

C. F. Baer, manager of the Chicago office, returned this week from a brief trip to St. Louis, Burlington, Davenport and Rock Island. At the latter point he made arrangements with Wm. Schaeffer & Son to handle Columbia goods on a large scale, and secured a substantial initial order.

F. A. Scheuber, president of the Scheuber Drug Co., of Livingston, Mont., exclusive Columbia jobbers for Montana, Wyoming and part of the Dakotas, is expected in Chicago Monday. He will probably go east on a visit to the Columbia factories in company with E. C. Plume, western wholesale manager.

A. P. Grigg, the well-known piano and talking machine dealer of Davenport, Ia., was in the city this week on his way east. He is reported as having sold 25 Victrolas so far this year.

W. W. and E. A. Parsons have been whooping things up in a vigorous fashion since they resumed charge of the Columbian commercial machine interests in this city. Dictaphones are being placed with some of the largest concerns in the city, and in many cases the old type machines are being replaced with the latest models.

Andrew McCarthy, treasurer of Sherman Clay & Co. and manager of the talking machine department, spent several days in Chicago on his return from his bridal trip to the East.

Gus Eilers, of Portland, Ore., and in general charge of the Eilers talking machine interests, also spent some time in Chicago on his return to the Coast.

Wieboldts to Handle the Columbia.

Wieboldts, the big department store on Milwaukee avenue, and, in fact, outside the loop, has just added a complete line of Columbia goods, including the entire record catalog. This is a bit of fine work on the part of City Salesman Ed. Blimke.

Roy Keith, sales manager of the Talking Machine Co., returned on Tuesday from a ten days'

vacation spent at Crystal Lake, in northern Michigan.

Dan Creed, credit man for the Talking Machine Co., had a fortnight's seance with jury duty, which appropriately terminated last Saturday.

Auxetophone Used in Lecture.

Myron Blackman, manager of the record department of Lyon & Healy, accompanied by an Auxetophone, ran down this week to Streator, Ill., and assisted Prof. M. J. Corey in his lecture on "Verdi, the Most Popular of the Italians," illustrated by stereopticon views. The Verdi operatic numbers heard through the medium of Auxetophone, ran down this week to Streator, great audience and greeted with frequent applause.

Aeolian Publicity.

The Aeolian Co. gave their talking machine department considerable publicity in the dailies the past month.

Open Branch on Jackson Boulevard.

The Talking Machine Co.'s new branch store at 43 Jackson boulevard opened the latter part of last month, and in spite of the hot weather experienced, is giving promise of proving a winner. George Davidson has personal charge of the new store.

Fibre Needle Progress.

The number of large dealers throughout the country who are taking hold of the fibre needles in a strong way is constantly increasing. The B & H. Fibre Manufacturing Co. are busily engaged in their enlarged factory in making preparations for the largest fall trade in their history. President F. D. Hall made a hurried trip to the East the past month.

Charles Wiswell, who went with the Victor Co. as their traveler in the State of Maine the first of the year, is back in Chicago on his vacation.

A. V. Chandler, the efficient Illinois representative of the National Phonograph Co., is taking a fortnight's vacation after a year of hard and resultful plugging.

A PERMANENT DISC NEEDLE.

(Special to The Talking Machine World.)

Chicago, Ill., July 9, 1910.

Morris Levine, the talking machine dealer of Highland Park, Ill. and the inventor of several specialties in the talking machine line, has been granted a patent on a permanent needle for disc talking machines. It consists of a small garnet set in a steel shank, which fits into the needle arm in the same manner as a regular steel needle. These needles will be ready for the trade in about 30 days. They will retail for \$2 each, and are guaranteed for one year, while it is stated they will last for an unlimited period. It is claimed that they will not wear the record as much as the steel needle. Mr. Levine will market his product under the name of the Permanent Needle Co.

**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 keep "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

KREILING & COMPANY

1504 North 40th Avenue

Cragin Station Chicago, Ill.

In Union There is Strength

Therein lies the secret of our ability to give the best distributing service in this country. The very fact that Lyon & Healy can supply dealers with absolutely the two best talkers on the market, the Victor and Edison, thereby making it possible for the dealers to buy both of one concern is in itself a strong reason for sending Lyon & Healy your orders.

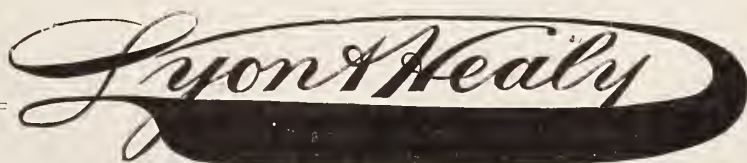
Every division of our Talking Machine department is in perfect accord with the other divisions. There's Unity again.

When an order is received it has the attention of each division in turn and every man who handles it does his part and pushes it on to the next man with all possible speed. Everything and everyone moves with accuracy and singleness of purpose, to get the order out right.

Such unity insures maximum efficiency. It means that orders are filled quicker, packed better and with less errors.

Service of this kind is valuable to the dealer. He can depend absolutely on receiving the goods he has ordered and as soon after ordering them as transportation facilities will warrant.

To those dealers who know only by hearsay that Lyon & Healy service is superior, we extend a cordial invitation to write for the most liberal terms extant, and also for further reasons why Lyon & Healy should receive their orders.

The logo for Lyon & Healy, featuring the company name in a stylized, cursive script font. The letters are white and set against a dark, horizontally-oriented oval background.

Wabash Avenue and Adams Street
CHICAGO



The Columbia Grafonola will give your store a reputation. Columbia Records will help you hold it.



Columbia Phonograph Co., Tribune Building, New York.

SOUTHERN CALIFORNIA NOTES.

The Leading Houses Throughout the Southern Portion of the Pacific Coast Make Encouraging Reports About Business and General Prospects—A Number of New Dealers Take on Talking Machines and Those Who Are Now Handling Them Are Growing More Enthusiastic Regarding Future Developments—An Interesting Budget of News from That Section of the Country.

(Special to The Talking Machine World.)
Los Angeles, Cal., July 5, 1910.

Southern California is enjoying a very good trade in the talking machine line and the future prospects are looking good for a lively summer business. Some important changes have taken place and others are scheduled to follow throughout the next few weeks.

Sherman, Clay & Co. report the best business in the history of the local branch for May and June. Chas. Ruggles, manager, is especially pleased with the trade conditions, having sold a great number of Victrolas. A carload of these instruments was recently received, as well as a large shipment of records. W. F. Morton, traveling representative of Sherman, Clay & Co., has covered the territory between here and the northern cities of the State.

With the G. J. Birkel Co. business is good and many plans are being made for the occupancy of their new store some time in November. Mr. Giessler, who with his family, has taken a trip through parts of the East in the interest of the talking machine department of the new store, has arrived home. A. Graham Cook has originated several clever advertising features for the sale of Victor records, among which are two facsimile records, one of the Miserere by Caruso and Alda and the other of Gems from Robin Hood. These "Big Records" have proved very valuable in the way of increasing the demand for these titles. A Victor Faust folder published under the direction of Mr. Cook is also worthy of comment, it being cleverly arranged. The Birkel Co. are advertising to supply Victrolas in all styles and finishes and have on their floors several different models.

The Wiley B. Allen Co. are about to remodel their department and will give over half of the ground floor to talking machines.

The J. B. Brown Music Co. are doing a good business in high-priced talking machine outfits and Victrolas. Business has increased greatly on South Broadway, where the Brown Co. moved some time ago when there was little trade of any kind. Now there are several large department stores and other of the city's finest establishments in this zone.

The Columbia Phonograph Co. are having a splendid business in Grafonola Regents, having recently received an order from one of the local dealers for twenty of the instruments, to be delivered as soon as they are received. The announcement of the new style Grafonola has been received with much interest in the trade and is expected to be another popular seller.

Max Schiresohn, at 367 North Main street, has

enlarged his Edison department and arranged two large show windows in his store front. The Edison business is rapidly growing with him.

The Southern California Music Co. have received a full car of Edison Amberolas in various finishes and hope with this supply to fill the increased demand. O. A. Lovejoy and C. H. Rundel has made several calls on the Edison dealers in outlying districts and finds trade in very good shape. A. D. Wayne, manager of the retail department, has returned to duty after a short vacation trip with his family. The business phonograph department has been giving daily demonstrations in one of the Broadway show windows which have attracted general public interest and resulted in many sales. D. W. Wise has succeeded H. C. Helyer as manager of this branch of the business.

Andrews & Son, dealers, formerly of Phoenix, Ariz., have purchased the Victor department of the Holmes Music Co., which recently moved into new quarters on South Broadway. The Andrews Co.'s new store consists of several splendidly arranged sound-proof rooms and is one of the handsome stores of the city. The record stock is kept in a system of Jones harmony record files, which adds much to the store's appearance.

The Angelus Talking Machine Co. report a growing trade and many sales of high-priced Edison outfits.

The W. I. Hull Furniture Co., of Santa Monica, are new exclusive Columbia dealers. They are having splendid success with this line and have averaged one machine a day through their outside salesman. Santa Monica is a rapidly growing beach town and, in fact, the oldest beach resort on the coast.

Most of the smaller southern California towns are enjoying a very favorable summer trade. C. H. Short, the Edison dealer of Pomona, is having record-breaking success with the Amberola.

Mrs. D. C. Henderson, of Barstow, Cal., is one of the recently installed Edison dealers. The phonograph line will be kept in connection with her general merchandise store.

Frank D. Streshley has succeeded W. W. Watson with the Edison at Agua, Cal., and will, after some changes which will permit a more complete line of goods, canvass his section thoroughly.

Another new dealer is reported at El Cajon, Cal., in the person of Albert Broulwer, druggist, who has made a surprising success for the short time he has had the line.

Chas. Asher, the Edison man from Tehachapi, called on the jobbers at Los Angeles with pleasant reports from his section. The Lindsay Drug Co., of Lindsay, Cal., are succeeded as Edison dealers at that point by Sisson & Parker, who mean to do a big business with the line. Carl G. Strock, Santa Ana, has enlarged his establishment, recently purchased from W. J. Cozad. Mr. Strock is a live Edison man and is now making preparations to open a branch at Huntington Beach, which, though a very prosperous town, has never had a talking machine dealer.

E. P. Blanchard, of Laton, Cal., is another recent visitor to Los Angeles, having brought with

him orders to replenish his Edison stock. E. H. Barcaw also called on the Edison jobbers shortly after putting in a complete line at his store in San Juan Capistrano, Cal. W. O. Dresser, late of Rhyolite, Nevada, has removed to Tonopaw, Nevada, where he will add Edison goods to his large furniture emporium, just opened.

San Bernardino has had its first centennial celebration, which was an affair of much success. L. D. Houghton, the talking machine trade's representative, was elected treasurer of the carnival, which attracted thousands of that city during the five days of festivities. Geo. T. Fisher, of Tucson, Ariz., who made a short stay in Los Angeles during the early part of May, is having splendid success with the Columbia Regent, having recently disposed of four in his city. His store has just been rearranged and is now one of the most beautiful in the State.

The Thearle Music Co., of San Diego, Cal., have given a series of very successful recitals for the advertisement of their Victor department. The Wiley B. Allen Co. have received one of the Edison Amberolas, which they will feature strongly in future.

Chas. H. Stidham, manager of the Columbia Phonograph Co.'s Los Angeles store, recently visited San Diego, where he received several orders as a result of calls on the dealers.

Thos. Hall, proprietor of the Imperial Valley Music House, passed through Los Angeles on his return from a trip to Arizona, where trade is in splendid shape. The Imperial Valley is a fast growing farming section and is becoming famous for its excellent produce.

TOOK A VICTROLA.

Minnesota Educators Are Guarded Against Ennui on Train.

(Special to The Talking Machine World.)
St. Paul, Minn., June 30, 1910.

The Minnesota teachers, who left last night on a special train for the National Educational Association Convention in Boston, were determined that dull care and dreary schoolroom memories should be left behind, and some of them evolved the bright idea of taking a Victrola with them in the observation car.

Through the courtesy of W. J. Dyer & Bro., one was installed, with a good supply of records, consisting entirely of grand opera and ragtime, so that there should be no friction between the musical "high-brows" who must hear Caruso and Scotti once in so often to keep their temperaments screwed to the sticking point and the more frivolous element who doesn't mind listening to the vagaries of the colored quarter as set forth in syncopated song.

When the train reaches Boston it will break up and the party will disperse, but the Victrola, having fulfilled its mission of refreshing the weary pedagogical brain, will be boxed and immediately shipped back to St. Paul.

"An expert hits one business trouble when he writes: "Running things by brute-force instead of brains."



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

A perfect SOUNDING BOARD for a Talking Machine or Phonograph is what you offer to your customers when you handle the

MUSIC MASTER WOOD HORN

It is the only SOLID WOOD HORN on the market, and is built on scientific principles of acoustics.

It is just as superior to the ordinary horn as a solid wood violin would be to a tin or veneered wood violin.

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 entirely satisfied with the superior merits of the MUSIC MASTER, you can return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

BALTIMORE TRADE GLEANINGS.

Eisenbrandt's New Home Will Be Ready August 1st—Will Have Fine Victor Department—Visitors to Convention—Grottendek Resigns—Columbia Co.'s Excellent Business for June.

(Special to The Talking Machine World.)

Baltimore, Md., July 9, 1910.

Within the next two weeks or so there will be another handsome music store in this city where the Victor will be one of the principal attractions. This will be the new home of H. R. Eisenbrandt Sons, on Howard street near Saratoga, which has been in the course of construction for the past few months. For the past few weeks the firm have been conducting a special removal sale at their present stand, Charles and Lexington streets, where bargains in the various lines of musical instruments, with the exception of Victor machines and records, have been offered to musicians and those who are musically

inclined in and near Baltimore. Of course, the firm has been disposing of all its Victor stock, in order to start in at the new store with a full line of new and up-to-date records and machines. According to William A. Eisenbrandt, one of the members of the firm, the Victors, especially the Victrolas, have been in great demand the past month, while he has every reason to believe that the fall will be a booster for this particular line of business. Mr. Eisenbrandt expects to be in his new store by Aug. 1.

Hammann & Levin, 419 North Howard street, announce that the demands for Victors and Edisons has been very satisfactory for the month of June. While they do not expect to break any records in the way of sales during July, they are looking forward to a prosperous fall trade. They are getting ready for a removal sale in order to dispose of the stock on hand before going to their new store at 416 North Howard street. This will be about Oct. 1.

Many of the local talking machine men attended the convention in Atlantic City. Among

those who went to the city by the sea were I. Cohen and Morris Silverstein, of Cohen & Hughes, and W. C. Roberts, manager of the local store of E. F. Droop & Sons Co. Mr. Roberts was accompanied by Clarence Gore, wholesale manager for the Droop concern in Washington, D. C. Mr. Roberts says that business has been keeping up nicely during the last month, while he also looks for plum pickings in the fall. He predicts one of the best seasons since 1906.

Joseph A. Grottendek, formerly manager for E. F. Droop & Sons Co., and more recently occupying a similar position with Cohen & Hughes, has resigned from the latter firm. Morris Silverstein is looking after the talking machine end at Cohen & Hughes, assisted by Miss Kirby, also formerly of the Droop Co.

Manager Laurie, of the local branch house of the Columbia Phonograph Co., states that business for June showed up more favorably than during the same month of last year and compared favorably with that of May. He is looking forward to a good fall and winter trade and a return of the old prosperous times before the panic. Mr. Laurie is displaying the latest of the Columbia models, the Grafonola Mignon, which has proved quite an attraction and favorite with the Baltimore public.

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., July 10, 1910.

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

JUNE 14.

Barbadoes, 2 pkgs., \$105; Berlin, 6 pkgs., \$175; Buenos Ayres, 140 pkgs., \$1,642; Havana, 10 pkgs., \$612; 1 pkg., \$277; Havre, 1 pkg., \$190; London, 55 pkgs., \$1,723; Manila, 17 pkgs., \$874; Maranhao, 2 pkgs., \$102; Melbourne, 117 pkgs., \$2,160; 100 pkgs., \$4,258; Rangoon, 6 pkgs., \$319; Rio de Janeiro, 21 pkgs., \$916; Santiago, 2 pkgs., \$102; Santo Domingo, 4 pkgs., \$140; Tampico, 30 pkgs., \$265; Trinidad, 15 pkgs., \$542.

JUNE 21.

Barcelona, 6 pkgs., \$180; Belize, 4 pkgs., \$121; Bolivar, 2 pkgs., \$170; Callao, 16 pkgs., \$446; 3 pkgs., \$370; Havana, 61 pkgs., \$1,122; Kingston, 10 pkgs., \$296; 8 pkgs., \$273; Kobe, 17 pkgs., \$1,231; London, 7 pkgs., \$253; 1 pkg., \$100; 9 pkgs., \$300; Para, 18 pkgs., \$911; Shanghai, 1 pkg., \$113; 27 pkgs., \$595; Smyrna, 2 pkgs., \$400; Tampico, 21 pkgs., \$901; Trinidad, 3 pkgs., \$211; Valparaiso, 8 pkgs., \$207; 20 pkgs., \$549.

JUNE 28.

Algoa Bay, 5 pkgs., \$221; Berlin, 6 pkgs., \$106; Buenos Ayres, 63 pkgs., \$1,451; Callao, 41 pkgs., \$498; 7 pkgs., \$180; Cienfuegos, 19 pkgs., \$1,691; Corinto, 27 pkgs., \$504; Demarara, 14 pkgs., \$453; Gothenberg, 8 pkgs., \$198; Iquique, 11 pkgs., \$310; Liverpool, 1 pkg., \$120; Melbourne, 20 pkgs., \$3,000; 56 pkgs., \$1,708; Para, 35 pkgs., \$2,165; Rio de Janeiro, 41 pkgs., \$1,325; Savanilla, 57 pkgs., \$2,560; St. Thomas, 3 pkgs., \$137; Trinidad, 6 pkgs., \$625; Vera Cruz, 117 pkgs., \$3,315.

JULY 4.

Antwerp, 5 pkgs., \$260; Buenos Ayres, 145 pkgs., \$9,507; Cartagena, 26 pkgs., \$882; Hamilton, 2 pkgs., \$108; Havana, 6 pkgs., \$503; Kingston, 7 pkgs., \$181; London, 80 pkgs., \$2,300; 7 pkgs., \$540; 193 pkgs., \$4,652; Manila, 69 pkgs., \$3,393; Montevideo, 70 pkgs., \$7,863; Pernambuco, 11 pkgs., \$1,154; Porto Plato, 6 pkgs., \$194; Rio de Janeiro, 58 pkgs., \$3,297; 11 pkgs., \$175; Singapore, 9 pkgs., \$252; Sydney, 5 pkgs., \$2,150; Vera Cruz, 12 pkgs., \$193.

JULY 11.

Cape Town, 107 pkgs., \$2,245; Colon, 6 pkgs., \$190; 5 pkgs., \$176; Guayaquil, 3 pkgs., \$224; Havana, 6 pkgs., \$414; Limon, 7 pkgs., \$155; Port of Spain, 3 pkgs., \$273; Rio de Janeiro, 25 pkgs., \$1,949; Tampico, 39 pkgs., \$1,749; Vera Cruz, 15 pkgs., \$308.

WALTER L. ECKHARDT, Pres. and Gen'l Man.
WILLARD I. HAMILTON, Vice-President

J. H. HUNTINGTON, Jr., Treasurer

JAMES S. MENG, Secretary
ALBERT P. MASSEY, Counsel

Peerless Suction Cleaner Company

Manufacturers of

Factories
NEWARK, N. J.
BRIDGEPORT, CONN.

Peerless

CABLE ADDRESS
"PEERCLEAN"
TELEPHONE CONNECTION

Suction Cleaners
89 Chambers Street, New York

July 15th, 1910.

Talking Machine Trade:

If you are looking for a "live wire line" to handle in connection with talking machines, why not

"PEERLESS SUCTION CLEANERS?"

The "public eye" is centered upon VACUUM CLEANERS. There is nothing before the buying public today which occupies so conspicuous a place as VACUUM CLEANERS.

Every housewife has her heart definitely set upon the possession of a VACUUM CLEANER. She knows that it is the present-day scientific method of house cleaning. She knows that it will minimize her daily labor. She knows that the presence of dust in the home and the use of the old fashioned broom are breeders of disease. She knows that in order to overcome this serious condition it is necessary to use a VACUUM CLEANER.

VACUUM CLEANERS have been advertised to the extent of hundreds of thousands of dollars. THE TIME IS RIPE to get into the VACUUM CLEANER business. Don't wait until "the other fellow" gets too big a lead. GET THE CREAM YOURSELF--it's all settled waiting to be skimmed.

The fall season will be in full swing by Sept. 1st. We anticipate an unprecedented demand. We are increasing our manufacturing facilities to care for this wonderful business.

We want EVERY TALKING MACHINE JOBBER to handle THESE CLEANERS on our jobber's basis. WE ARE CATERING STRICTLY TO THE JOBBER. We are not in the retail business. Where satisfactory jobbing connection is made all dealers' inquiries are referred to the jobber.

LET YOUR REPLY BE AN ORDER FOR SAMPLES.

You can make the cleaner business bigger than the talking machine end of your business--LARGER PROFITS, EASIER SALES AND NO DEAD STOCK.

Yours very truly,

W. L. Eckhardt

President.

Mr. Dealer:

YOU LOSE MONEY EVERY DAY
By Not Selling the Thorn Needle

There is not a customer that comes into your store who would not be glad to take a box home with him.

They Do Please the People and Are Easy to Sell



Patented

Many a Victrola sale has been made because the Thorn Needle was used in the demonstration. It eliminates all scratching, and no change is necessary in the Reproducer. Thorn Needles are easy to handle. They play several records, and positively do not wear out or injure a record.

THORN NEEDLES, Boxes of 100, RETAIL 35 CENTS
THORN NEEDLE HOLDERS, - EACH 25 CENTS
Liberal Discounts to the Trade

Send 35c. in stamps for sample box of 100 Thorn Needles and Thorn Needle Holder.
We Sell Millions of Them at Retail. So Can You. Send for a Supply To-day. Don't Put It Off.
DO IT NOW.

J. W. JENKINS' SONS MUSIC CO.

VICTOR TALKING MACHINE DISTRIBUTORS

KANSAS CITY, MO.

SOME OF THE EXHIBITS.

"The Resonator" a New Device on a New Principle Attracts Attention—Udell Works Well Represented by D. G. Williams, the Veteran Cabinet Man.

Among the exhibits at the Chalfonte during the convention at Atlantic City was "the Resonator," a new reproducing device shown by the Talking Machine Sound Board Co., New York. The new device, the invention of L. P. Valiquet,

a well-known figure in the trade, does away entirely with the horn and sits directly upon the reproducer of the machine without other support. It is constructed entirely of wood with a seasoned spruce soundboard, and is of such small size as to permit its being packed in the same case with the machine. The Resonator does not amplify the sound but rather exhilarates it and brings out the various tones perfectly. The jobbers were much interested in the device, and after having heard it, in many instances ordered a sample line. L. P. Valiquet and

J. F. Collins were in charge of the exhibit. D. G. Williams, representing the Udell Works, Indianapolis, Ind., was also in attendance at the convention, and did considerable business in his excellent line of cabinets for all styles of records. Mr. Williams has been in the cabinet business all his life, and knowing the line from A to Z, can put up a convincing talk. He stated that the Udell Co. could be depended upon to keep abreast of the general trade in all advances.

DISPLAY OF U. S. PHONOGRAPHS

Made at Atlantic City During Convention under Direction of T. H. Towell—Combination Reproducer and Other Features Interest—Everlasting Records Command Attention.

The U. S. Phonograph Co., Cleveland, O., had an interesting exhibit at the Chalfonte during the convention, in charge of T. H. Towell, who, as head of the Eclipse Musical Co., of that city, is a member of the Jobbers' Association. Three of the most popular styles in the thoroughly attractive line were exhibited, and all who saw the machines and heard them play were most enthusiastic. Special interest was manifested in the combination reproducer, one of the chief features of the U. S. phonograph, which permits the instantaneous adjustment of the reproducer to play either two or four minute records.

The Everlasting cylinder records made by that company also came in for a full share of attention, and their clearness and general high quality was heartily praised. On the whole the U. S. Phonograph Co. exhibit appealed to all as offering to the active jobber and dealer something new and decidedly worth while.

33¹/₃%

DISCOUNT

ON CABINETS IF YOU BUY NOW

We Bought the Entire Stock of The Herzog Art Furniture Co.

33¹/₃% discount if you buy any ten or more cabinets in one order. 27¹/₂% per cent. discount if you buy five cabinets. 20 per cent. discount if you buy one or two cabinets as specified. Still better prices in lots of 25, 50 or 100. All cabinets mahogany finish except No. 724 which is oak.

Buy now while we can fill your order completely. When one line is sold out we will substitute nearest style and price.


Cabinets hold following records: No. 700, 100; No. 701, 96; No. 704, 120; No. 714, 216; No. 718, 252; No. 724, 215; No. 703, 100; No. 702, 120; No. 706, 150; No. 715, 150; No. 719, 150; No. 712, 216; No. 713, 216; No. 717, 252; No. 720, 294; No. 722, 294; No. 708, 150; No. 707, 150.

No. 700. Dealers, \$7.25 Per 10.. 4.83 " 5.. 5.25 " 2.. 5.80	No. 703. Dealers, \$7.25 Per 10.. 4.83 " 5.. 5.25 " 2.. 5.80	No. 702. Dealers, \$8.75 Per 10.. 5.83 " 5.. 6.37 " 2.. 7.00	No. 704. Dealers, \$8.75 Per 10.. 5.83 " 5.. 6.37 " 2.. 7.00	No. 706. Dealers, \$10.00 Per 10.. 6.67 " 5.. 7.25 " 2.. 8.00	No. 708. Dealers, \$10.00 Per 10.. 6.67 " 5.. 7.25 " 2.. 8.00	No. 707. Dealers, \$13.75 Per 10.. 9.37 " 5.. 9.97 " 1.. 11.00	No. 715. Dealers, \$12.50 Per 10.. 8.33 " 5.. 9.06 " 1.. 10.00
No. 713. Dealers, \$17.00 Per 10.. 11.33 " 5.. 12.33 " 1.. 13.60	No. 714. Dealers, \$13.00 Per 10.. 8.67 " 5.. 9.43 " 1.. 10.40	No. 716. Dealers, \$14.00 Per 10.. 9.33 " 5.. 10.25 " 1.. 11.20	No. 717. Dealers, \$20.75 Per 10.. 13.83 " 5.. 15.04 " 1.. 16.60	No. 701. Dealers, \$5.50 Per 10.. 3.67 " 5.. 3.98 " 2.. 4.40	No. 718. Dealers, \$15.50 Per 10.. 10.33 " 5.. 11.24 " 1.. 12.40	No. 701. Dealers, \$5.50 Per 10.. 3.67 " 5.. 3.98 " 2.. 4.40	No. 719. Dealers, \$15.00 Per 10.. 10.00 " 5.. 10.87 " 1.. 12.00
No. 720. Dealers, \$18.00 Per 10.. 12.00 " 5.. 13.05 " 1.. 14.40	No. 712. Dealers, \$12.25 Per 10.. 8.16 " 5.. 8.90 " 1.. 9.80	No. 724. Dealers, \$23.50 Per 5.. \$17.04 Per 10.. 15.67 " 1.. 18.50	No. 722. Dealers, \$19.50 Per 10.. 13.00 " 5.. 14.14 " 1.. 15.60	No. 719. Dealers, \$15.00 Per 10.. 10.00 " 5.. 10.87 " 1.. 12.00			


Neal, Clark & Neal Co.

643-645 Main St., BUFFALO, N.Y., 632-634-636 Washington St.

EDISON and VICTOR JOBBERS



The regular purchase of Columbia Indestructible Records by owners of cylinder machines is merely a matter of once seeing and hearing.



Columbia Phonograph Co., Tribune Building, New York.

CONDITIONS IN CINCINNATI.

Review of Trade Conditions—Opening of Aeolian Co.'s Victor Department—Columbia Co.'s Big Trade—Wurlitzer's Victrola Sales—What Other Dealers Have to Say Regarding the Outlook.

(Special to The Talking Machine World.)

Cincinnati, O., July 9, 1910.

June left the local talking machine colony with anything but a pleasing record. Compared with the preceding months it was not a howling success, but when placed on parade against the corresponding month last year the showing is something different. This is the one conclusion the trade has, and this is being kept in sight. There appears to be but little local business, most of the orders coming from outside of the city's borders. The jobbers who have been combing the hills of Kentucky have found that to be a good territory.

Manager Arthur D. Geissler, of the Talking Machine Co., Chicago, spent some days in the city en route to the Atlantic City convention, in company with O. A. Gressing, formerly in charge of the St. Louis office of the same corporation, but now the head of the Aeolian Co.'s victrola talking machine department. Both spent most of the day with Manager W. O. Black, of the Aeolian store, this city, and L. H. Ahaus, who will have charge of the Aeolian's Victor branch, to be formally opened next Tuesday. They aided the latter in getting his goods shaped up, and through Manager Black learned that a most definite promise had been received from the carpenter promising that the three noiseless booths would be in place not later than next Tuesday. These will be finished in white enamel with mahogany doors.

The Columbia Phonograph Co. find that regardless of the extreme hot weather during the month of June, the demand for grafonolas, graphophones and records was good. The sales forged ahead of their previous June business. The Saturday evening concerts given from the windows of the second floor are greatly enjoyed by large crowds of people passing, who stop and listen, many of them coming into the store, where private concerts are given in booths and much enjoyed. The new grand opera records are proving to be universally popular, Cavalieri and Blanchart records being specially in demand, as is also the 12-inch double disc record combining the "Sextette from Lucia" and the "Quartet from Rigoletto." Hundreds of inquiries are being received through the mail for indestructible cylinder records, both two-minute and four-minute, and sample orders for one or two records are rapidly followed by larger orders, which proves the satisfaction they are giving to Manager Nichols' customers. Business in general is good, considering the summer months.

The past month for the Rudolph Wurlitzer Co. in the talking machine line has been a little quiet. A number of Victrola sales have been made, bringing the total a trifle above the usual June business. The number of prospective pur-

chasers of high-priced Victor and Edison machines is above the average. These sales have been deferred until the return of the parties from their vacation.

A large number of dealers have visited Cincinnati during the past month, combining business with pleasure. Reports are glowing regarding the future of the talking machine business.

The Milner Musical Co. state that their June business is not much behind May; only the sale of Victrolas has kept them apace with the month preceding.

The Milner Co. added Leon Baum, of Camp Washington, to their list of dealers. Baum is a jeweler, but happens to be in a neighborhood where the machine business may become the leader instead of a side line.

John Arnold, Fifth and Elm streets, during June found an unusual demand for medium-priced machines. He reports having had a good sale on Victor records.

J. E. Poorman, Jr., 639 Main street, claims business has been of an off-color for the past four and six weeks, and the same is reported by J. C. Groene, who has been unable to do very much in the talking machine line during the past month. George P. Gross, of Main and Woodward streets, who took on the National Co.'s line several months ago, is confining his efforts to the piano business during the summer months.

NEW COLUMBIA DEALERS FOR JUNE.

Important Concerns in the South, West and East Take on Columbia Products During the Month of June.

In all parts of the country prominent dealers continue steadily demonstrating their faith in the Columbia Phonograph Co. and their product. The June list of dealers who have taken on Columbia lines exclusively or have added extensively to their stock is typical of the previous results attending the Columbia policy.

In Bridgeport, Conn., where the Columbia factories are situated, F. R. Hoffman handles the Columbia line exclusively. The steady growth of his business and the substantial order placed by him recently are convincing proofs that Columbia is popular at home.

The Rhodes, Futch, Collins Furniture Co., Jacksonville, Fla., recently launched out with a complete line of Columbia goods. They had sufficient confidence to place a substantial order. Likewise the Sikes, Lanier & Fite Co., of Athens and Stratham, Ga., have made an extensive purchase of the complete Columbia line. W. A. Barfield, of the Columbia Phonograph Co.'s Atlanta office, was instrumental in negotiating this sale.

The Pacific Coast has proved to be very strongly in favor of Columbia goods, and Logan's Music Store, of Salina, Cal., has laid in a good stock with which to develop the business in its locality.

The Globe Record & Supply Co., 129 East Seventh street, New York City, handle the Columbia line almost exclusively and recently

strengthened their stock very considerably to cope with the increasing business.

E. A. Tompkins, of Pittsfield, Mass., has had such good results with Columbia goods that he placed a very substantial order and is devoting most of his attention to this line.

TWIN CITY NEWS.

Usual Summer Trade Now in Evidence—Mr. Lucker East—Manager Wheeler's Report—Other Items of General Interest.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, July 9, 1910.

Having had an exceptionally fine trade up to the first of July, the talking machine dealers of St. Paul and Minneapolis are taking matters easy during the summer, while the principals and assistants are taking turns at vacations. The July business, though comparatively dull, is greater in volume than for the corresponding period of last year.

Early in the month Lawrence H. Lucker, of the Minnesota Phonograph Co., attended the meeting of the talking machine jobbers at Atlantic City.

Jay H. Wheeler, northwestern manager for the Columbia Phonograph Co., expresses himself as satisfied with the business conditions. "The sales are holding out well, considering that this is the dull season. We have been gratified by the large increase in the demand for the big and higher priced machines. We are selling more of the big modern ones than of the small instruments."

"The jobbing outlook is a little dubious. Many of our country customers have countermanded orders, on the plea that the crop outlook is too uncertain to warrant them in placing large orders. We do not think, however, that there will be a crop failure, and are satisfied that the order will be repeated by September."

The Minnesota Phonograph Co., general distributors for the Victor and the Edison goods, are sending some fine machines to Lake Minnetonka and other summer resorts. The demand for records is said to be brisk and the devotees of the talking machine readily pay the prices asked for the new high-grade records.

CHAPMAN HAS VICTOR LINE.

(Special to The Talking Machine World.)

Rochester, N. Y., June 30, 1910.

E. J. Chapman, the well-known piano dealer of this city, has just received a large shipment of Victrolas, Victor machines and records, and will hereafter represent the Victor Co. both wholesale and retail in this city. He will devote his entire first floor to the Victor department, and will make it an attractive and important part of his general business. As a Victor jobber Mr. Chapman will put out a couple of experienced traveling men to cover western New York, and he intends to develop this end of the business in a progressive way. Mr. Chapman is now making a very artistic display of talking machines in his window, featuring the Victrola in Circassian walnut.

TRADE NEWS FROM SAINTLY CITY.

The Columbia Co. Report Increase of 100 Per Cent in Both Wholesale and Retail—Talking Machine Department Now in Full Swing at Aeolian Hall—Developing Business Plans—Auxetophone for Grand Hotel at Mackinac Island—L. F. and A. D. Geissler Recent Visitors—Other Items of General Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., July 9, 1910.

Business in the talking machine field for the month of June has been fairly active, and the vacation trip demand for machines is excellent. The record trade has been quite satisfactory.

E. B. Walthall, manager of the Columbia Phonograph Co., reports an increase of 100 per cent. of both wholesale and retail sales for the month of May over the same month in 1909. Mr. Walthall left on July 10 for a week's trip to the New York offices of the Columbia Phonograph Co., and will also visit the Bridgeport, Conn., factory. Chas. Kautmann, traveler for this branch here, returned recently from successful trips through southeast Missouri and central Illinois. He is now on his vacation and is touring the northern lakes. J. W. Helbling, retail salesman for this concern, is now on a two weeks' vacation, which is being spent in Bourbon, Mo. W. S. Byrd, traveler for this concern out of Des Moines, Ia., spent several days here recently. R. A. Connor, of the local sales force, spent his two weeks' vacation in Chicago.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., was a recent visitor here on his way to Mexico in the interest of the company.

C. F. Baer, Chicago manager of the Columbia Phonograph Co., spent two days here recently. He was entertained by Mr. and Mrs. E. B. Walthall on a boat trip up the Mississippi river, given by the Rotary Club, a local business men's organization. A. Bloom, a salesman with this concern at Dallas, Tex., was a recent caller here on his way home from a trip to New York and other points. Manager Walthall reports the sale of a Circassian Regent machine to a prominent banker of this city recently.

The Aeolian Co. have their talking machine department safely established in Aeolian Hall. The retail department affords one of the pleasant sights imaginable with its white enameled booths, handsome Oriental rugs, and particularly pleasing lighting arrangement. Miss Goetz, in charge of the retail department, reports a splendid business for the month of June. In spite of the fact that this department was removed from the St. Louis Talking Machine Co., their sales have not dropped off at all, and this is considered remarkable, since any change of location always means more or less of a drop in business until the new location becomes familiar to the patrons.

The wholesale talking machine department of the Aeolian Co. is situated on the entire fifth floor and is in charge of "Tommy" Cummins, who is considered one of the most expert record and stock Victor men in the West. "Tommy" is a nephew of L. A. Cummins, who travels for the Aeolian Co. in the talking machine department, and has been practically "raised" by the St. Louis Talking Machine Co., graduating into responsible work with ease.

The Aeolian Co. have sent an Auxetophone to the Grand Hotel at Mackinac Island to be used in connection with their orchestra. L. A. Cummins returned from an extended trip through Illinois on July 1, and left July 4 to attend the Jobbers' Convention in Atlantic City. Mr. Cummins is in the line-up of the Eastern and Western Jobbers' baseball match and will play short-stop for the Western jobbers and should give a very good account of himself, since he formerly played semi-professional ball.

L. F. Geissler, general manager of the Victor Talking Machine Co., spent a day here two weeks ago on his way to Philadelphia. He expressed himself as greatly pleased with the manner in which the Aeolian Co. had installed the retail and wholesale departments in their Aeolian Hall, and from the busy appearances of both de-

partments, could not help but predict a very glowing future for this new acquisition to the Aeolian Co. Visiting dealers here during the past month were J. D. Sims, Monarch, Ark.; Peter Paul, Jr., Seckman, Mo.; F. A. Hurd, Troy, Mo.; J. Eu. Black, Springfield, Mo.; Guy C. Hawkins, Decatur, Ill.; Geo. Porth, Jefferson Troy, Mo.; J. Ed. Black, Springfield, Mo.; Guy Dryden and wife, Purdin, Mo.; Geo. W. Long, Long & Sons, Belleville, Ill; F. M. Bourell, Olney, Ill.; and Robert Tetley, Farmington, Mo.

A. H. Smith, of the Smith Phonograph Co., Oklahoma City, Okla., spent Sunday, July 3, here on his way to the National Talking Machine Jobbers' Association convention at Atlantic City, N. J.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports that the firm's business for the month of June was good. Mr. Silverstone, accompanied by his wife, left on July 3 for the National Talking Machine Jobbers' convention at Atlantic City, N. J. He will be away three weeks, visiting Virginia and other points.

A. D. Geissler, manager of the Talking Machine Co., of Chicago, and O. A. Gressing, of the talking machine department of the Aeolian Co. here, left here recently to visit the Aeolian branches at Indianapolis, Cincinnati, and Dayton, O. From the latter point they left for a visit to Aeolian Hall, New York.

D. K. Myers, the well-known Zonophone jobber, reports trade conditions for the month of June to have been fair.

The Koerber-Brenner Music Co. report that their business for June has been quite satisfactory. W. A. Brenner, secretary of the company, is now on a six weeks trip to the Coast, combining business with pleasure. H. G. Koerber, president of the company, is having a handsome \$10,000 suburban residence built in Hampton Park, one of our fine suburbs.

J. H. Allgaire, State representative for the National Phonograph Co., spent three days here recently.

Miss Sadie Rosenblatt, formerly in charge of the talking machine department of the J. H. Buettner Furniture Co., has resigned to accept a similar position with May, Stern & Co. Miss Rosenblatt is succeeded by Miss Lucille Preiss. Miss Preiss reports their business for June to have been fair.

Do not let your help regard the summer vacation as a right, but as an incentive—a preparation for greater accomplishments.

1866

1910

NYOIL
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.



EFFECTIVE INDEPENDENCE DAY AD.

Ludlum & Washburne, 150 South Fourth avenue, Mt. Vernon, N. Y., understand and appreciate the value of well-designed publicity. Their Fourth of July ads. were admirably conceived, one in particular was headed with cuts of the Victor trade-mark, on each side of which were cuts of Victor records, and below the following text neatly displayed:

"The 'Victor'-ious Fourth can be no better celebrated than to the music of the 'Victor' 'Load up' with a supply of patriotic records, and bombard your friends with good music instead of bad powder.

"Substitute the melodies of Robert Burns, (No. 31,470), for the danger of powder burns.

"Play 'The Stars and Stripes Forever' (No. 306), instead of wearing scars and marks forever.

"Play 'The Man Behind the Gun' (No. 307), instead of being the man behind the gun.

"Play 'Lights Out' (No. 4,678), in place of putting eyes out, and remember that 'Music Hath Charms,' but none of the harms of gunpowder."

O. R. Schreyer, Callaway, Neb., who handles watches and jewelry in Callaway, Neb., is considering putting in a stock of talking machines and supplies.

THE SENECA

Here's the new disc rack equipped with board shelving.

Openings are 3 inches wide, over double the width of our other disc racks.

It is 46 inches wide and 51 inches high. Four shelves for 10-inch discs. One for 12-inch.

Finish in bright or dull copper.

Price is \$14.00, envelopes not included.

"The Heise System" of wire racks is the "last word" in stock carrying systems.

ORDER NOW

SYRACUSE WIRE WORKS

R. S. Williams & Sons Co., TORONTO AND WINNIPEG
Canadian Representatives

SYRACUSE, N. Y.



The perfection of its motor, the sensitiveness of its reproducer, the simplicity of its entire construction, the unmistakable faithfulness of its instrumentalism, the mellow sweetness of its "voice," and the novelty of its form—the Columbia "Regent" Grafonola proves its two hundred dollars' worth to every "prospect."



Columbia Phonograph Co., Tribune Building, New York.

WITH THE TRADE IN CLEVELAND.

Business Somewhat Uneven, but Optimism Reigns Supreme—Sales of Popular Priced Machines to Campers—A Wide Awake Manager—Activity with the U. S. Phonograph Co.—G. J. Probeck Co. Make Excellent Report Regarding Grafonola Demand—Victrolas and High Priced Machines in Great Demand at Buescher's—Other Items of Interest.

(Special to The Talking Machine World.)

Cleveland, O., July 9, 1910.

Discussion of business in talking machine circles varies from mild pessimism to pronounced optimism. Whether either condition is one of heredity is a question. One may visit a store which presents a moribund appearance, and yet the proprietor will pleasantly speak of the good times and the prosperous business he is doing. At another, as you pass numerous customers and meet the proprietor wearing a dismal countenance, he will bewail conditions and tell how bad trade is, while, in fact, he is doing well—making money.

The business as a whole for the summer season is exceptionally good. A number of dealers are making good sales of the highest priced machines, and, coupled with a large volume of trade in the most expensive records, have every reason to feel satisfied.

There have been good sales of the lower priced machines and records to excursionists, who have taken them along to camp, the lake shore and on the boats up the lakes, to while away their vacation.

Richard S. Pribyl, traveling representative of the Universal Talking Machine Mfg. Co., Philadelphia, was in the city July 1, looking after Zonophone business.

F. J. Noardle, proprietor of the Piano Player Co., and distributor of the Victor and Zonophone goods at Omaha, Neb., was a visitor in the city recently, and paid his respects to the various talking machine dealers. He stated business was generally very satisfactory in the West.

A Cleveland attorney, with inherited habits of economy, dictated a letter to a client into his graphophone for his stenographer to transcribe. Finishing the dictation, he added this instruction: "Plain paper will be good enough for this fellow." His stenographer transcribed the letter faithfully, instructions and all. He signed the letter without noticing the postscript. The next day's mail brought the dictated episode back enclosed with another one that fairly scorched the plain paper. A stenographer with one week's experience is now looking for a job.

A free moving picture show entertainment is to be a regular feature of the social settlement work of the Council Educational Alliance of Cleveland this summer. A citizen has presented the Alliance with a complete motion picture outfit, and together with a talking machine the first entertainment was given in the auditorium of the building Sunday evening. During the summer, weather permitting, entertainments will be

given out of doors. A careful supervision will be given films and records so that nothing objectionable will be presented.

O. E. Kellogg, manager of the talking machine department of McMillin's music store, is a gentleman of wide experience who has been in close touch with the talking machine business for over fifteen years, in fact, since its inception. He is enterprising, active, pushing, and believes that nothing can stand still in this world without at once showing that it might as well be in the scrap pile. He is constantly making improvements in his department and aims to satisfy customers. Of business he said: "During June, while fairly good, it was not as brisk as anticipated. However, we made a number of good sales. The Edison records are in great demand, particularly the foreign ones. We sold quite a number of machines and records which were taken to the summer camps and pleasure resorts."

Activity is manifest at the offices and factories of the United States Phonograph Co., and the management report great interest on the part of the trade in the Banner and Opera models, and the U. S. Phonola. It was stated that those dealers who have inspected the line at the company's demonstration room have expressed themselves as highly pleased with the results obtained from the machines and the U. S. Everlasting records. The company is basing its claims upon the qualities of tone production, convenience of operation and durability of records. It is unquestionably a fact that the U. S. machines give great volume of tone and remarkable detail of reproduction. One among the many desirable features of the machine is the double reproducer carriage, which is simple to operate, affording convenience in that it changes the reproducer point and shifts the feed gears at one operation. The U. S. records are durable; in fact, the company state they have no knowledge of how long they will last, as a record has been played 1,000 times without perceptible sign of wear. The combination of these qualities is a strong one, and it is not to be wondered that the company reports the outlook exceedingly bright.

The G. J. Probeck Co. say their sales during the past month were unusually good considering the season. Mr. Robertson said: "The onrush of summer weather is bringing with it a demand for machines and records to help while away the warm evenings out of doors. People are more than ever realizing what a splendid open-air entertainer the Graphophone has come to be, and so the demand is becoming stronger every year, for use on the summer porch, in camp or at the beach. The Grafonola demand, especially for the library table type, is unusually good for the season. All of our stock on hand of this style was sold out the past month, and numerous inquiries are being made for the new "Mignon" Grafonola, just being placed on the market. On the whole our summer trade is putting in a better front than a year ago, and we feel well satisfied with the outlook."

Mr. Tinker, manager of the talking machine department of the May Co., reports large sales of records of popular numbers to excursionists going up the lakes by boat.

W. H. Buescher & Son state that summer sales are almost exclusively of Victrolas and the high grade machines and records. The same conditions may be said to prevail at the Collister & Sayle establishment, with a little more emphasis on the Red Seal department. The Bailey Co. also report a demand for high-priced machines and Red Seal and other high-priced records, but the cheaper machines and records are not overlooked. In fact, they have been greatly in demand since the vacation season set in. John Reiling, proprietor of the West Side Columbia store, is increasing his large clientele of users of foreign records. Charles I. Davis reports business of a most encouraging character; the sales of Victrolas and Edison phonographs are daily increasing. His attractive Fourth of July window was most favorably commented on. An excellent season's trade is also reported by D. L. Robbins & Co., a talking machine store; Brown Bros., Goodman Piano Co., Gottdiner & Wicht and Coblity Bros. The latter firm will soon move into new, larger and more central quarters in a building now being erected. Of course, with these firms business varies, some doing well in machines and others in records. All could do more business, however, and are working hard for it.

AN ENGLISH VISITOR.

Fred Lee, a Jewel Specialist, a Recent Caller at the World Sanctum.

Fred Lee, of Fred Lee & Co., who are large importers of jewels and manufacturers of watches, in Coventry, England, recently paid The World a very delightful visit. Mr. Lee is deeply interested in the development of the talking machine, and is an old-time subscriber to The World. His visit to this country primarily was for the purpose of testifying as a witness in the appeal made by the National Phonograph Co. from the ruling of the Board of Appraisers in regard to increased duty on sapphires. He is not a stranger, however, as he makes periodical visits to this country, and is a splendidly informed man not merely on matters of current interest in England, but indeed in our own country. It may seem flattery, but it is none the less the truth, that men of that caliber usually read The Talking Machine World.

TALKER FOR SING SING PRISONERS.

Although usually there is no observance of holidays in Sing Sing Prison other than suspension of work, Warden Frost, because of the long period of idleness entailed by Saturday, Sunday and the Fourth of July, had a big talking machine at the prison on the afternoon of Independence Day and caused it to be shifted from section to section, giving in each a varied program of music, songs and humor. The innovation was welcomed by the prisoners.

TRADE ON THE PACIFIC COAST.

Usual Summer Quiet Follows Busy June—Little Advertising Being Done—Pacific Phonographic Co. Progress—Now in Full Swing—Sonoma Valley Co. Moves—Talking Machine Installed in the Schools of Oakland—Columbia Business Normal—Talk of Another Talking Machine Store on Kearny Street.

(Special to the Talking Machine World.)

San Francisco, Cal., July 7, 1910.

Although business for June was on the whole rather better than the trade had anticipated, it is decidedly quiet just now. The vacation season is now at its height and a number of members of the trade, as well as a large proportion of the buyers, are out of town. Talking machine people notice a decided falling off in the sale of records to regular customers. Many buyers of high-priced records are out of town on vacations, and the new July records, which have just been put on sale, are not expected to have the usual active opening days, though it is still too early to say positively.

Wholesale shipments to the summer resorts and other out-of-town points have also died down somewhat and are not expected to show up very largely until after July 4. The June wholesale business was, however, remarkably good for a naturally quiet month, and the big houses are well satisfied with the showing made. Reports from Los Angeles indicate that the general absorption of the music trade there in the big piano sales of the last few weeks has had a reactionary effect on the talking machine business. At other points on the Coast the sales for the month are well up to the average.

Aside from the Columbia advertising of the Improved Champion through Kohler & Chase, the talking machine houses are keeping strictly out of the newspapers. Some little publicity work through mailed circulars is being done all the time, but, generally speaking, the trade will wait for the end of the vacation season before making any very large advertising expenditures.

J. J. Black, manager of the talking machine department of the Wiley B. Allen Co., reports that the city stores of the company are doing their usual dull season business. Some changes are being made in the stores in the smaller cities in preparation for the increased business which will come with the close of the vacation season. Mr. Jesson, formerly with the San Francisco store, is now in charge of the talking machine business at the San Jose store. He is enthusiastic and is going energetically to work, with results that are already coming in. Manager Stedman, of the talking machine department of the Oakland store, has some alterations under way. More soundproof rooms are being fitted up to take care of the increased trade.

After many weeks of steady and hard work, the big Edison distributing agency of the Pacific Phonographic Co. on Mission street, San Francisco, is now in complete and perfect order. This month additional shipments have arrived, and Manager A. R. Pommer now feels that he is in a position to supply the Pacific Coast trade with anything in the Edison line that may be called for. With everything in ship shape, he feels that he has earned a rest, and has accordingly betaken himself to the high timber. He is spending his vacation in the Bear River country.

A. W. Parent, a stationer and music dealer of Petaluma, Cal., who a few weeks ago closed out to his partners his interest in the Sonoma Valley Music Co., with stores in Santa Rosa and Petaluma, has now repurchased from that company the entire Petaluma stock and business in Edison and Victor talking machines. He will have the exclusive agency of both lines in Petaluma, the Sonoma Valley Music Co. retaining the business at Santa Rosa, where the management will be in charge of Mr. Pommeroy as heretofore.

The Board of Education of Oakland, Cal., has installed the talking machine as a part of the

regular high school curriculum. A talking machine and a number of records have been ordered for the Fremont High School on the recommendation of the teaching force. It is planned to order other machines for the other schools as they are needed and called for.

Coast Manager W. S. Gray, of the Columbia Phonograph Co., has been absent from the city some days on a vacation. Mr. Scott, head of the San Francisco business, is in charge here, but is himself absent this week on a short business trip. Business is reported about normal on most lines, with a little extra spurt just now on the Improved Champion.

Peter Bacigalupi, of Peter Bacigalupi & Sons, has returned from his eastern trip, and is now getting ready for the removal to new quarters.

C. E. Stubbs, piano and music dealer of San Bernardino, Cal., who recently removed into new and improved quarters, is putting in a well stocked talking machine department. He plans to carry machines and records of all makes.

The Hauschildt Music Co., of San Francisco and Oakland, who now have under way a special contest scheme in their piano department, have given their talking machine department a share in the benefits and are offering a talking machine as second prize in the contest.

Rumor has it that there is to be still another talking machine store on the west side of Kearny street between Post and Sutter. This is the block on which Sherman, Clay & Co., the Wiley B. Allen Co., and Benj. Curtaz are already located with flourishing talking machine departments. A new store there would make that block distinctly the "Talking Machine Row" of San Francisco. None of the local wholesale houses appear to know of a new talking machine store of importance to be started either on Kearny street or elsewhere.

Now that Kohler & Chase actually have their big Spokane, Wash., piano store opened for business, the Coast trade is showing some little curiosity to know what the new store is going to do in the talking machine line. It is generally assumed that talking machines will be put in sooner or later, and it is wondered if the Columbia goods will be specialized on in Spokane as in San Francisco.

A. G. McCarthy, of Sherman, Clay & Co., who, besides his official position with the company, acts as head of the talking machine department, has returned from his eastern trip, and will put in the next few weeks in getting things in shape for the fall and winter business. He comes back greatly encouraged over the prospects of San Francisco's capturing the Congressional endorsement of the Panama-Pacific Exposition. He found people in the East quite generally favorable. He believes that the fall season, especially in the wholesale departments, will begin early, and has planned to have in a big stock of Victors and to be ready for the best.

NOTHING TOO TRIFLING

To be Overlooked by the Talking Machine Man Who Desires to Attain Success in This Work-a-Day World.

Webster, in a great speech, once used an anecdote with telling effect. Someone asked him where he got it, and he replied that he had heard the anecdote fourteen years before, but had not thought of it in the meantime.

The art of seizing every bit of knowledge, every scrap of information, no matter how insignificant it may seem at the time, the laying hold of every opportunity and every occasion, and grinding them all up into experience, cannot be overestimated in the talking machine or any other industry.

* A boy who was working for a cathedral window artist in Europe made a beautiful window out of the bits of glass which his master threw away. He who would get on in the world, who is anxious to make the most of himself, regards nothing as trifling. Even the chips of time and opportunity which others throw away he seizes and manufactures into cathedral windows.



The dealer who makes the money

is the man who has the trade of the come-again-and-again customer. He is of your own making and is the only kind you ought to have.

You can easily have such customers if you look after their interests properly, and you can see at a glance that their interest is your interest.

Customers come to your store because they want Victors, Victrolas, Victor Records, record cabinets, horns, needles and other accessories, and they expect to get just what they want.

It's up to you to give it to them. If you satisfy them once they will come again and again. They put your store down as the place to do their buying, and they will steer clear of your competitors just so long as you can supply their talking machine needs.

It pays to have what the people want, and you shouldn't be caught napping. If you're short of anything in the Victor line, we're ready to help you out. You can send us your order with the full assurance that it will have prompt and careful attention. We have the name of shipping all goods the same day the orders are received—and we live right up to it.

Write to-day for our latest catalog, and our booklet, "The Cabinet That Matches," which tells about our record cabinets that match each style of Victor.

When you get them look through them and see if we can't do something for you.

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.
83 Chambers Street New York



THE PHOTOGRAPHONE.

A Swedish Inventor Devises a Combination Instrument.

Writing from Stockholm, Consul-General Edward D. Winslow describes a new invention in Sweden which reproduces both action and sound:

In the photographone the large metallic trumpets which caused the hollow metallic sound are entirely dispensed with. No receiver is needed for the speaker; only a very small celluloid tube, like the one used at the telephone, is placed in the front for the convenience of the speaker, but this tube is easily dispensed with. On the left side behind the wall is placed an electric lamp. From this the light passes through two cuvettes (through which water is running) which absorb the heat, and then through the wall and a system of lenses seen in front of the tube. Having passed through these the ray of light strikes and is reflected in a mirror fastened on the membrane behind the tube, is thrown onto a rotating sensitive plate, and finally draws the sound curve on this negative. This original negative is developed, and the sound curve transferred to plates of ebony. From these the sound is again reproduced as in the gramophone. In this way the human voice and all other sounds are perfectly reproduced without any disturbing secondary sounds.

So perfect is the reproduction of sounds with the photographone that the inventor can distinguish between and actually read on the curve the different letters of the alphabet, and the photographic plate is so sensitive that the smallest variations in the voice can be studied. The same words uttered in the same language, but by another individual, appear different in the photographone script.

The great importance of this method for obtaining linguistical and musical records is evident. This invention is of high value, not only for the student of linguistics and phonology, but for the general ethnologist who needs to obtain kinematographic reproductions of dances or other ceremonies. It has always been difficult to combine the gramophone with the kinematograph, because it has not been possible to obtain the actions and movements at the same time the speech or song is given. With the photographone it is possible at one time to photograph the action as well as the music and song and to reproduce both at one time.

The photographone records can be reproduced ad infinitum, and if the original music or song should not be strong enough to fill a large con-

cert hall at the reproduction the sound can be increased as desired. On account of the immense volume of sound that can be reproduced with the photographone it will, according to the inventor's idea, be of great value for replacing the fog sirens in light-houses. Instead of the inarticulate howl which the fog sirens send out in the night, and which easily can be confounded with the fog horns of other vessels, this new photographonic fog horn will call out the name of the light-house for miles over the ocean. For work in the field the inventor replaces the electric with solar light.

A practical use for the photographone on a most extensive scale will be reproducing lectures and addresses.

LANDAY BROS.' EXPANSION.

The Progress of This Enterprising House Is the Subject of Some Complimentary Remarks in the New York Review.

The New York Review, which treats of theatrical matters and other things, has this to say of Landay Bros.:

"In the year 1900, at 256 Willis avenue, the Bronx, Max Landay and his brother, James B., embarked in the business of selling talking machines. Their success was so great in that lo-

utors in Greater New York for the Victor talking machines and records.

"The high regard with which the Landay Bros. are held by the best buying class is evidenced by a visit to their beautiful show rooms, where a competent staff of musicians will gladly play for you any operatic or popular selection which you may desire. Here is a welcome chance these hot days to spend an hour or so in a cool, restful studio, where you can make a selection of the sterling Victor goods.

"For the members of the profession who may be in or near New York an opportunity is here offered that should not be neglected. If you own a Victor talking machine, as do many of the members of the theatrical profession, now is the time to get a new and up-to-date supply of the world-renowned Victor voice engravings. If, on the other hand, you do not own a talking machine, come in anyhow to either of the two stores and meet the Messrs. Landay Bros. 'Get acquainted.' It will prove a profitable piece of business all around."

TO COMBINE JULY AND AUGUST LISTS.

No list of Zonophone records will be mailed out by the Universal Talking Machine Mfg. Co., Philadelphia, Pa. General Manager Macnabb



NEW YORK REVIEW ENTITLES MAX LANDAY A LEADER IN THE TALKING MACHINE BUSINESS.

cality that they moved further downtown, to 288 Fifth avenue. From there they went to their present locations, 400 Fifth avenue and 27 West 34th street. They are now the leading distrib-

states, however, that the next bulletin will be a consolidation of the July and August lists. Further, after this month the company will be in a position to issue a list of records regularly each month, as was the practice before the disarrangement of their factory routine by the removal from Newark, N. J.

HAND COLORED

Local View Post Cards **MADE TO ORDER**



Made from any fair photo and delivered in 2 to 3 weeks. **\$7.20** for 1000

The Best Made in America

SEND FOR SAMPLES

Blue Delft (two colors) \$5.00 for 1000

Season, Floral, Comics, Greeting Cards, etc.,

Direct from Factory

NATIONAL COLORTYPE COMPANY

Department 9

CINCINNATI, OHIO

THE EDISON BUSINESS PHONOGRAPH.

After all, the efficiency of any office system for consolidation of the July and August lists, the number of accurately written letters despatched during a day. This is the test invited by the Edison commercial system, for its employment has demonstrated that double the number of letters are transcribed and a saving of 50 per cent. effected over the old method of shorthand notes. The Edison Business Phonograph is an important economy in any business, but it is in large establishments that the phonograph finds an ideal application. In such concerns operators are writing continuously, work is facilitated by the division of labor, one person is responsible for the safety of correspondence, and the executive offices are made more private and quiet.

Each cylinder may be "shaved" at least seventy-five times during its life and in this way accommodates eight hundred ordinary letters at slight expense. No claim is made that the Edison Business Phonograph will supplant stenography; on the contrary, it has proved an invaluable aid to experts in every branch of the profession. But the phonograph, like the typewriter, will surely make its way wherever transcribing is done, and the only persons not benefited will be those not wise to its advantages and skilful in its use.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., July 9, 1910.

DISC SOUND-RECORDING MACHINE. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 957,694.

This invention relates to talking machines, and more particularly to the class known as "disc" machines, in which the reproducer is carried on the end of a swinging arm, which is capable of moving transversely across the face of the record during the act of reproduction.

The object of the invention is to provide a construction of swinging arm which shall readily respond in a vertical direction to any irregularities in the surface of the tablet and at the same time be capable of freely moving transversely across the face of the record without the necessity of carrying or moving the usual horn, and at the same time be capable of transmitting the sound vibrations from the hollow swinging arm to the horn without loss or modification due to an imperfect or incomplete union between the swinging arm, which moves, and the horn which, during the act of reproduction, is stationary.

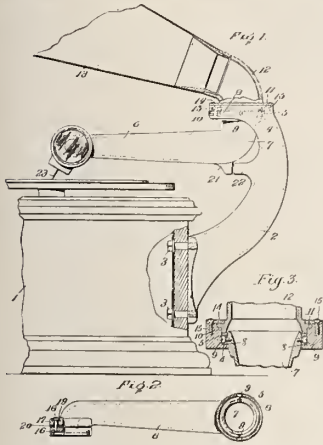
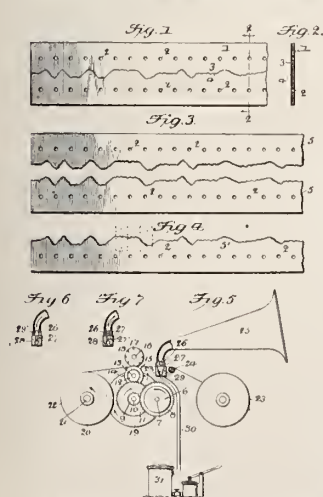


Figure 1 is a broken side elevation, partly in section, and Fig. 2 is a plan view of the hollow swinging arm, showing the ring and the trunnions connecting said ring to the hollow arm, in horizontal section, and Fig. 3 is a vertical section through the upper end of the swinging arm and the lower end of the stationary arm, illustrating the mounting of said arms.

METHOD OF RECORDING AND REPRODUCING SOUNDS. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 957,195.

This invention relates to a method of making a permanent undulatory record of sounds, articulate, musical or produced in any manner, and, further to the method whereby recorded sounds are reproduced without the use of a reproducing stylus.

Figure 1 represents on an exaggerated or magnified scale, a portion of a suitably prepared tape upon which the sound waves have been recorded



in the form of longitudinal series of transverse undulations; Fig. 2 is a section thereof on the line 2—2, Fig. 1; Fig. 3 illustrates the manner in which the tape shown in Fig. 1 is divided longitudinally along the line of the record to form two master records; Fig. 4 illustrates a paper duplicate made from said master record; Fig. 5 shows one form of a reproducing apparatus employed to produce the sounds recorded on the edge of the record; Fig. 6 illustrates a modified construction in which the air is drawn through the aperture from the horn, and Fig. 7 illustrates another modification in which the air may be forced through the aperture in either direction,

BRAKE FOR DISC TALKING MACHINES. Walter Zeysing, Stettin, Germany. Patent No. 959,682.

This invention relates to improvements in disc-talking machines of that class, in which the disc-record is automatically stopped at the completion of each reproduction. To accomplish such automatic stopping, the style running in the record-grooves of the disc is made to enter at the proper time into an empty or dead-groove specially provided, whereby the diaphragm-carrier is lowered as it approaches the center of the disc. By lowering the arm of the diaphragm carrier, the revolving motion of the disc-carrier will be stopped through the agency of brake-mechanism actuated from the diaphragm carrier in its lowered position. The disc-carrier may be rotated in any known manner.

Figure 1 is a plan of the record-disc with its empty or dead groove, the driving spindle and the arm carried at the top of the same. Fig. 2 is a side-elevation of the casing, the disc-carrier and record-disc, the diaphragm and diaphragm-holder, the horn with its supporting bracket, and an arm attached to the diaphragm holder, said arm being destined to engage the arm on top of the disc-spindle. Fig. 3 is a plan of another modification of the means for holding the arm carried by the diaphragm holder. Fig. 4 is a view showing the diaphragm carrying an arm for engaging the arm on the disc-spindle. Fig. 5 is a plan of another modification of the arm secured to the top of the disc-spindle. Fig. 6 is a side-elevation partly in section, of a portion of the casing, the disc carrier and record-disc with the driving spindle and brake mechanism actuated by the same. Fig. 7 is an underside view of a portion of the disc carrier, with the brake lever attached thereto, the brake arm shown in the raised or inoperative position. Fig. 8 is an underside view similar to Fig. 7, with the brake-arm shown in the operative position. Figs. 9 and 10, are, respectively, a side elevation of Figs. 7 and 8.

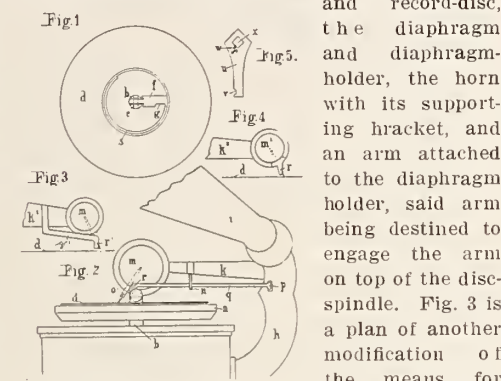


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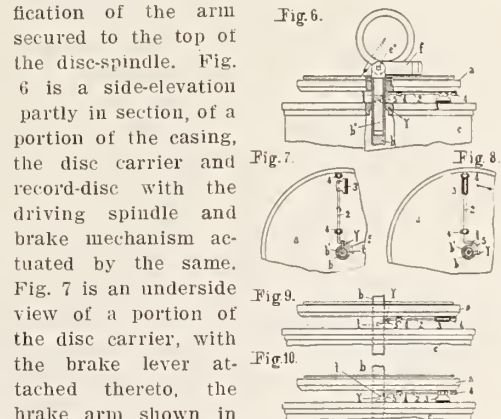


Figure 1 is a longitudinal section of a record holder embodying the invention, showing a record thereon, and showing the holder attached to a machine. Fig. 2 is a cross-section on the line 2—2 of Fig. 1 through the record holder, the record being removed. Fig. 3 is an end view of the record holder with the record thereon. Fig. 4 is a broken longitudinal section of a slightly modified form of record holder, and Fig. 5 is a cross-section on the line 5—5 of Fig. 4.

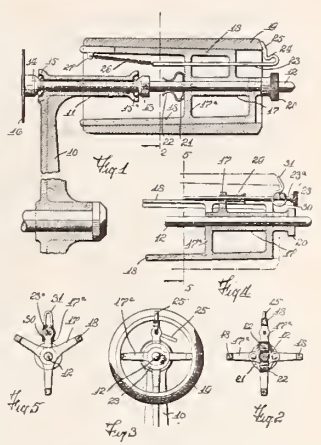
RECORD-HOLDER. Julius Roever, New York. Patent No. 959,610.

The object of the invention is to produce a simple form of record holder which is cheap, and to which a record can be easily applied, and further to produce a record holder which will hold the record in a manner to permit it to be adjusted with the utmost nicety, which will not interfere with the contraction and expansion of the record, and which will have no parts gripping the ends of the record.

Another object of the invention, and the main object in fact, is to produce a satisfactory record holder which will permit a record to be instantly slipped on endwise over the holder without the necessity of adjusting or operating any mechanism. In the invention the only part that touches the end of the record is a light finger connected with a tension spring, and this touches merely one point on one end of the record.

Figure 1 is a longitudinal section of a record

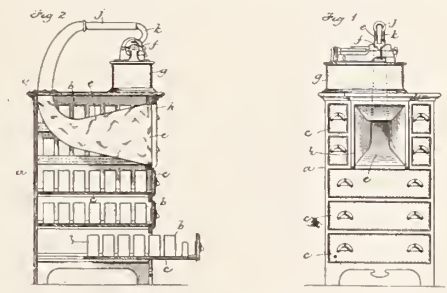
holder embodying the invention, showing a record thereon, and showing the holder attached to a machine. Fig. 2 is a cross-section on the line 2—2 of Fig. 1 through the record holder, the record being removed. Fig. 3 is an end view of the record holder with the record thereon. Fig. 4 is a broken longitudinal section of a slightly modified form of record holder, and Fig. 5 is a cross-section on the line 5—5 of Fig. 4.



PHONOGRAPH CABINET. Edwin A. Hall, Hyde Park, Mass. Patent No. 959,522.

The invention has for its object to enable the sound amplifying horn of a phonograph to be contained mainly within the cabinet, so that the entire outfit, including the phonograph, the cabinet and the horn, will be reduced to compact form, and the disadvantage and inconvenience of a horn projecting outwardly above the phonograph will be obviated.

Of the accompanying drawings, forming a part of this specification—Figure E represents a front



elevation of a phonograph cabinet embodying the invention, and a phonograph supported thereon. Fig. 2 represents an end elevation, the cabinet being shown in section.

DIAPHRAGM FOR TALKING MACHINES. Frank Kane, Tacony, Pa. Patent No. 960,021.

This invention relates to a new and useful improvement in diaphragms for talking machines, and has for its object to so construct a diaphragm as to enable it to reproduce with greater accuracy the various sounds, such as singing, talking and the tones of all kinds of musical instruments and to prevent the harsh metallic sound heretofore incident to the reproduction by such machines.

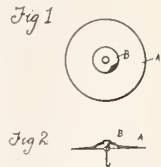
Figure 1 is a plan view of the improved diaphragm, and Fig. 2, a central section thereof.

SOUND BOX FOR TALKING MACHINES. Percival James Packman, Highbury, London, Eng. Patent No. 960,191.

This invention relates to a sound box for disc talking machines, and has for its object to provide a sound box which can be used either for reproducing from a so-called hill and dale or phonograph cut record or a zig-zag or Berliner cut record, and which can be easily and rapidly converted and brought into the correct position for playing from either of such records.

According to this invention, the stylus holder is mounted in connection with the stylus bar in or on suitable bearings so that the stylus can be brought either into a plane parallel to the plane of the diaphragm for playing from zig-zag records, or into a position inclined at a suitable angle to the said diaphragm for reproduction from hill and dale cut records, and means are provided for changing the position of the needle or stylus holder with great facility and for locking it in either of the required positions.

Figure 1 is a front elevation of a sound box fitted with a needle for reproducing from a zig-



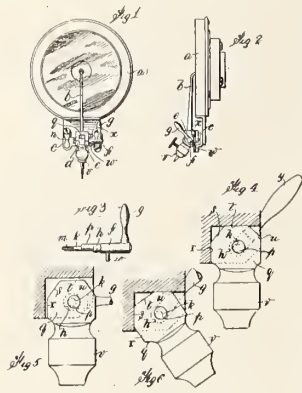


Fig. 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with the invention; Fig. 2 is an end view, showing the stylus lever and stylus carried thereby in operative position with respect to the record surface, and Fig. 3 is a bottom plan view of the same and of the adjacent portion of the floating weight.

PHONOGRAPH REPRODUCER. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 13,120.

This invention relates to phonograph reproducers, and has for its object the provision of an improved stylus and mounting therefor, adapted more particularly for use with records in which the pitch of the record groove is one two-hundredth (1/200) of an inch. In order to properly track records of this character as now on the market it is necessary that the reproducer stylus be of microscopic size, since the record groove is formed by a stylus having a curved cutting edge, the diameter of which is only .008 of an inch. The reproducer stylus should have a rounded surface and should be so shaped as not to cause undue wear upon the record. It should also be supported in such a manner as to be capable of lateral movement, so that it will track the record groove properly; and it is also desirable that the stylus should be so connected to the diaphragm that the vertical movement of the stylus will be magnified, so as to produce an amplified movement of that portion of the diaphragm to which it is connected.

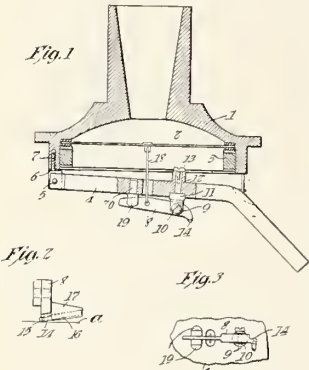
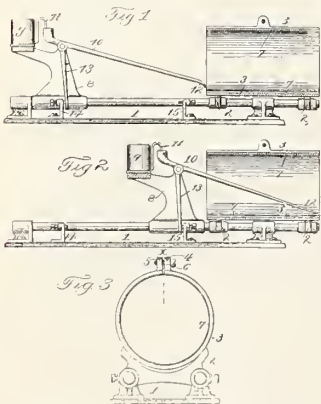


Figure 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with the invention; Fig. 2 is an end view, showing the stylus lever and stylus carried thereby in operative position with respect to the record surface, and Fig. 3 is a bottom plan view of the same and of the adjacent portion of the floating weight.

PHONOGRAPH REPRODUCER. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 13,120.

MANUFACTURE OF PHONOGRAPH RECORD BLANKS. Varian M. Harris, Chicago, Ill., assignor by mesne assignments to the United States Phonograph Co., Cleveland, O. Patent No. 960,320.

This invention relates to a process of forming phonograph record blanks from sheets of celluloid, and has for its object to provide a simple and efficient process of joining the abutting ends of the sheets of celluloid in a strong and permanent manner, the process being more especially adapted for joining a sheet of the material bent into a tubular form, and so held while abutting ends are joined together to form a tubular phonograph record blank, equal in all respects to the draw tubes or cylinders heretofore used in the manufacture of phonograph records.



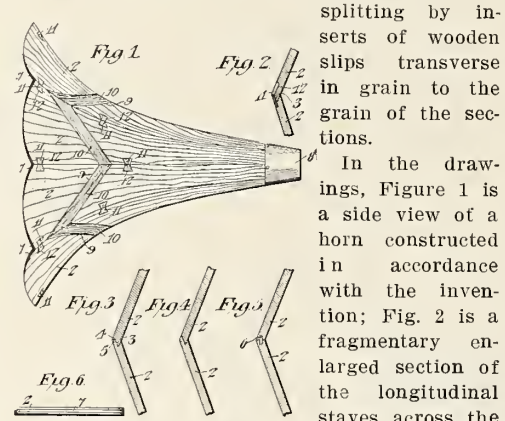
zag record. Fig. 2 is a side elevation of the same sound box with the needle replaced by a sapphire point and the stylus holder brought into a suitable position for reproducing from hill and dale cut records. Fig. 3 shows an enlarged view of a detail. Figs. 4 to 6 show partly diagrammatic views of details greatly enlarged.

Figure 1 is a longitudinal section on line x-x, Fig. 3. Fig. 2 is a similar section with parts occupying a different operative position, and Fig. 3 is an end elevation.

HORN FOR SOUND REPRODUCING MACHINES. Alfred R. Cunniss, Brooklyn, N. Y., assignor of one-half to Lipman Kaiser, East Orange, N. J. Patent No. 960,834.

This invention relates to megaphones or horns used for sound-reproducing machines, and particularly to the construction of a wooden horn, the object of the invention being to provide a horn of this character which shall attain a high degree of purity of tone, and eliminate any harsh or metallic ring.

The invention consists in a horn made up of thin strips or sections interengaged at their edges, bound to each other by doubled dovetailed dowels, and by transverse strips or bars let into the sections and crossing the same, the ends of the sections being further prevented from splitting by inserts of wooden slips transverse in grain to the grain of the sections.



In the drawings, Figure 1 is a side view of a horn constructed in accordance with the invention; Fig. 2 is a fragmentary enlarged section of the longitudinal staves across the dovetailed dowel; Figs. 3, 4 and 5 are transverse sections showing different means of making a joint between two longitudinal staves; Fig. 6 is a lower end view of one of the longitudinal staves or sections to show the inlet slip which prevents splitting of the sections; Fig. 7 is a face view of the lower end of one of the staves or sections, the wood being partly broken away; Fig. 8 is a view showing two adjacent longitudinal strips, the transverse binders and the dowels therefor, disassembled.

TALKING MACHINE. Julius Jetter, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 960,645.

The main objects of this invention are to provide, in a talking machine, an improved support for a tubular sound box arm, of simple and durable construction, which will be effective in action, and in which the interior of the arm is unobstructed by any projections, while at the same time the arm is supported so that it may be easily moved in the different directions required in the use of the machine; to provide improved means for retaining a sound box arm in its raised or inoperative position to permit of the insertion of a new needle or the removal of a record; to provide improved means for connect-

ing a sound box to a sound conveying tube or other support.

In the accompanying drawings, Figure 1 is a side elevation of a talking machine constructed in accordance with this invention; and Figs. 2, 3, 4, 5 and 6 are fragmentary sectional views of details of the same.

PHONOGRAM-REPRODUCING APPARATUS. William F. Messer, Chicago, Ill. Patent No. 961,980.

This invention relates broadly to an improvement in apparatus for the production of phonograms, being directed more particularly to such an apparatus designed to produce that form of record known as a cylinder record, in the process of manufacture of which the plastic record material is molded under the influence of the expansive force of a fluid molding agent, such as steam under pressure, or the like.

You can't be a top-notch in the business if you refuse to co-operate with your fellow merchants for the good of the whole town.

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You can't be a top-notch in the business if you refuse to co-operate with your fellow merchants for the good of the whole town.

International Talking Machine Expert

Talking Machine Expert, understanding thoroughly the trade in every detail in England as well as America, desires to secure responsible engagement with leading American house. Familiar with wholesale and retail business. Can supply the highest references. Address H. R., c/o The Talking Machine World, No. 1 Madison Avenue, New York.

YOUR OPPORTUNITY!

Talking Machine Business in prosperous Southern city of 165,000.

Victor and Edison dealers—only one other here. Have been in business only five months and am doing at the rate of \$10,000 per year.

Stock will invoice about \$4,000, but can be reduced. Have other interests which take up most of my time.

GREAT CHANCE FOR A LIVE MAN. Don't answer unless you mean business. Address Box 300, care Talking Machine World, 1 Madison Avenue, New York.

SALESMEN WANTED

Wanted—Two good live salesmen (no dead ones) to sell pianos, Victor, Edison and Columbia machines and records. Fine territory. Good opening to right parties. Married men preferred. State references. Either salary or commission. Sturrock Music Co., Port Townsend, Wash.

STOCK TO EXCHANGE

Exchange—I have a stock of Victor Talking Machines, Records, etc., that I wish to exchange for Edison stock, sewing machines, bicycles or pianos; or will sell at a good discount. Ellsworth, 106 East 6th street, Topeka, Kan.

MANAGER WANTED

Wanted—First-class Victor and Edison department manager for large piano house. Apply, stating experience and references, to V. E. J., care of The Talking Machine World, 1 Madison Avenue, New York.

RECORD BULLETINS FOR AUGUST, 1910

NEW VICTOR RECORDS.

No.	Arthur Pryor's Band.	Size.
5783	Affix March	Pryor 10
	John B. Wells, Tenor, with Orch.	
5781	In May Time	Oley Speaks 10
31791	Beloved, It Is Morn.	Hickey-Aylward 12
	Victor Light Opera Co., with Orch.	
31790	Gems from Mlle. Modiste: Opening Chorus, 2d Act.; "Sweet Summer Breeze," "Hats Make the Women," "The Time, the Place, the Girl," "I Want What I Want When I Want It," "The Mascot of the Troop".	Herbert 12
	Elida Morris and Billy Murray, with Orch.	
5782	Angel Eyes	Kendls-Paley 10

JULY SPECIAL NEW RECORDS.

No.	Victor Light Opera Co.	Size.
31789	Gems from "The Mikado": "Behold the Lord High Executioner," "The Flowers That Bloom in the Spring," "Three Little Maids," "Tit Willow," "He's Gone and Married Yum-Yum," Finale, "With Joyous Shout"	Gilbert-Sullivan 12
	Miss Marsh and Mr. Macdonough.	
5784	Every Little Movement (From "Madame Sherry")	Hoschna 10
	Billy Murray and Chorus.	
16510	I've Got Rings on My Fingers.	Barns-Scott 10
	Ada Jones.	
	Has Anybody Here Seen Kelly?	Murphy-Letters 10
	Pryor's Band.	
16511	Temptation Rag	Lodge-O'Hara 10
	Jungle Moon (Two-Step)	Wenrich 10

RED SEAL RECORDS.

Enrico Caruso and Antonio Scotti, with Orch.—In Italian.	
89047 Madama Butterfly—Duet, Act III. (Dit I Not Tell You?)	Puccini 10
Jeanne Germaine and Réache, Contralto, with Orch.—In Italian.	
87065 Trovatore—Stride la Vampa (Fierce Flames Are Soaring)	Verdi 10
John McCormack, Tenor, with Orch.—In English.	
74166 The Snowy Breasted Pearl	Robinson 12
88245 Figlia del Reggimento—Romanza, "Per viver vicino a Maria" ("To Be near Her," from Daughter of the Regiment), Donizetti	12
Nicola Zerola, Tenor, with Orch.—In Italian.	
87064 Pagliacci—Vesti la giubba (On with the Play)	Leoncavallo 10
Evan Williams, Tenor, with Orch.—In English.	
64133 Because	d'Hardelot 10
VIOLIN SOLOS BY FRITZ KREISLER.	
Accompaniments by George Falkenstein.	
64131 Hungarian Dance in G Minor	Brahms-Joachim 10
64132 Gavotte in E Major	Bach 10
64130 Swanee River (Old Folks at Home)	Foster 10
(Twelve-inch, also.)	
74172 Aus der Heimat	Smetana 10

VICTOR DOUBLE-FACED RECORDS.

16501 Napoli—Tarantella (Mezzacapa), Mandolin.	
Roger Casini-Florenz	10
An Operatic Rag (Frosini), Accordion Grand	
P. Frosini	10
16504 Shaky Eyes (Clark)	Billy Murray 10
Popular Medley, No. 6: "Snyder Hits," "Wild Cherries," "Beautiful Eyes," "That	

Mesmerizing Mendelssohn Tune," "Foxy Moon"	Pryor's Band 10
16505 Jig Medley (Rollinson)	Pryor's Band 10
Bohemian Girl Fantasia (Balfe), Xylophone	William H. Betz 10
16506 Some Day (Gabriel)	Anthony-Harrison 10
Abide with Me (Lyte-Monk)	Mr. and Mrs. Wheeler 10
16507 Big Bass Viol (Bohannon)	Frank C. Stanley-Peers Quartet 10
Epitaphs, or Two Darkies in a Cemetery...	Golden-Hughes 10
16508 Medley of Bayes-Norworth Hits: "Has Anybody Here Seen Kelly?" "Sadie Brady," "Back to My Old Home Town," "Daffydils"	Victor Orch. 10
Call Me Up Some Rainy Afternoon (Berlin)	Ada Jones-American Quartet 10
16509 Meet Me Where the Lanterns Glow (From "A Trip to Japan")—N. Y. Hippodrome (Klein)	Haydn Quartet 10
Melody of Love—Intermezzo (Englemann)	Victor Orch. 10
35110 Sanctus from "Messe Solennelle" (Gounod)	Trinity Choir 12
Coronation ("All Hail the Power of Jesus' Name")	Trinity Choir 12
Doxology ("Praise God from Whom All Blessings Flow")	Trinity Choir 12
35112 "America Forever!" (Grand American Fantasia) (Morse-Tobani)	Pryor's Band 12
Marsovia Waltzes (For Dancing) (Blanke-Belcher)	Pryor's Band 12

VICTOR PURPLE LABEL RECORDS.

Scott Specialties by Harry Lauder, with Orch.	
69021 Jean MacNell	10
70018 The Blarney Stone	12
Jack Norworth, Tenor, with Orch.	
60022 Sadie Brady	10
Bayes and Norworth, with Orch.	
70019 Rosa Rosetta	Bayes-Norworth 12

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

Soprano and Tenor Duet by Miss M. Mayew and Henry Burr, Orch. Accomp.	Lionel Monckton
The Dollar Princess—Paragraphs.—By Prince's Orch.	Leo Fall
8839 Florentine March.—By Prince's Military Band	J. F. Fack
Reeve's March.—By Prince's Military Band.	W. H. Apelles
8840 Rescue the Perishing.—Baritone and Tenor Duet by Harrison and Anthony, Orch. Accomp.	W. N. Doane
Come Thou Almighty King.—Tenor Solo by Henry Burr, Orch. Accomp.	Felice Giardin
8841 On the Bosphorus (A Turkish Intermezzo)—By Prince's Orch.	Paul Lincke
Le Carnaval Russe (The Russian Carnival).—Flute Solo by Marshall P. Lufsky, Orch. Accomp.	C. Clardi
(One side copyrighted; additional price, 2c.)	
8842 My Heart Has Learned to Love You, Now Do Not Say Good-Bye.—Tenor Solo by Henry Burr, Orch. Accomp.	Ball
There Let Me Rest.—Tenor Solo by W. Francis Flirth, Orch. Accomp.	Edwin Greene
(One side copyrighted; additional price, 2c.)	
8843 Bright Eyes—For You, Bright Eyes.—Soprano and Tenor Duet by Inez Barbour and John Young, Orch. Accomp.	Karl Hoschna
A Chocolate Soldier—My Hero.—Soprano Solo by Inez Barbour, Orch. Accomp.	Oscar Strauss
(Two sides copyrighted; additional price, 4c.)	

8844 Grizzly Bear.—Baritone Solo by Arthur Collins, Orch. Accomp.	Ted Snyder
When You Marry a Girl for Looks.—Baritone Solo by Fred Duprez, Orch. Accomp.	Harry D. Kerr
(Two sides copyrighted; additional price, 4c.)	
8845 Ain't You Coming Out To-night (Hoo-oo)—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp.	H. Blanche Belcher
If He Comes In, I'm Goin' Out.—Baritone Solo by Arthur Collins, Orch. Accomp.	Mack and Smith
(Two sides copyrighted; additional price, 4c.)	

COLUMBIA 12-INCH DOUBLE-DISC RECORDS.

A5188 Nearer, My God, to Thee.—Vocal Quartet by Invincible Male Quartet, Male Voices.	Lowell Mason
Flee as a Bird.—Contralto Solo by Mrs. A. Stewart Holt, Orch. Accomp.	Mary S. B. Dana
A5189 March of the Sharpshooters (Two-Step)—Dance Music by Prince's Orch.	Rich. Ellenberg
On the Beautiful Blue Danube (Waltz)—Dance Music by Prince's Orch.	Johann Strauss
A5190 Il Trovatore—Home to Our Mountains.—Contralto and Tenor Duet (in English) by Merle Tillotson and John Young, Orch. Accomp.	Verdi
Il Trovatore—Selections.—By Prince's Orch.	Verdi
A5191 Dixie.—Soprano Solo by Kitty Cheatham, Banjo Accomp. by Vess L. Ossman.	Dan Emmett
The Wonderful Tar Baby Story (Uncle Remus Tales).—Talking by Kitty Cheatham.	Joel Chandler Harris

COLUMBIA 12-INCH SYMPHONY, No. 3 DOUBLE-DISC RECORDS.

A5192 Mefistofele—Prologo (Ave, Signor)—Prologue ("Hail! Lord").—Basso Solo (in Italian) by Jose Mardones, Orch. Accomp.	Boito
Les Huguenots—Piff Paff (Finita e pe' trati) (Old Rome and Her Revelries).—Basso Solo (in Italian) by Jose Mardones, Orch. Accomp.	Meyerbeer
A5193 Rigoletto—Caro Nome (Dearest Name).—Coloratura Soprano Solo (in Italian) by Eugenie Bronskaja, Orch. Accomp.	Verdi
Ave Maria.—Soprano Solo (in Latin) by Eugenie Bronskaja, Harp, Organ and Violin Accomp.	Ch. Gounod

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

1372 New Colonial March.—By Band	Hall
1373 Nellie Was a Lady.—Counter-Tenor Solo by Frank Coombs	Foster
1374 My Garden That Blooms for You.—Tenor Solo by Walter Van Brunt	Lusk
1375 Three for Jack.—Baritone Solo by Stanley Kirkby	Squire
1376 L'Estudiantina Waltz.—By Orch.	Waldteufel
1377 Oh, You Blondy.—Soprano Solo by Ada Jones.	Edwards
1378 Play That Lovey Dove Waltz Some More.—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp.	Mills
1379 In Old Madrid.—Baritone Solo by Stanley Kirkby	Trottere
1380 Singing Bird.—Baritone and Tenor Duet by Stanley and Burr.	Edwards
1381 If He Comes In, I'm Going Out.—Baritone Solo by Arthur Collins	Mack and Smith
1382 The Grasshoppers' Dance.—By Band.	Ernest Bucalossi
1383 Holy, Holy, Lord God Almighty.—Vocal Quartet by Mixed Quartet	Dykes
1384 Who Do You Suppose Went and Married My Sister?—Baritone Solo by Fred Duprez.	Thomashefsky-Bayes and Norworth
1385 National Fencibles March.—By Band.	Sousa
1386 Call Me Up Some Rainy Afternoon.—Soprano Solo by Ada Jones	Berlin

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

3100 The Angelus.—By Band	Massenet
3101 Roses, Roses, Everywhere.—Tenor Solo by John Young	Trottere
3102 Good Night, Good Night, Beloved.—Vocal Quartet by Mixed Quartet	Pinsuti
3103 You Are the Ideal of My Dreams.—Tenor Solo by Henry Burr	Ingraham
3104 Blitz and Blatz Among the Indians.—Vaudeville by Duprez and Roberts	Duprez
3105 Meet Me Where the Lanterus Glow Waltz.—By Orch.	Kleiu
3106 My Heart Has Learned to Love You, Now Do Not Say Good-Bye.—Tenor Solo by Walter Van Brunt	Ball
3107 Come Along, My Maudy.—Soprano and Tenor Duet by Ada Jones and Walter Van Brunt.	Mellor, Lawrence and Gifford
3108 Return of the Arkansas Traveler.—Vaudeville Specialty by Len Spencer and Ada Jones.	Spencer
3109 Pilgrims' Chorus.—By Band	Wagner
3110 Southern Roses Waltz.—By Band	Strauss
3111 To Thee Waltzes.—By Band	Waldteufel
3112 Mandy Jane Schottische.—By Band	Rofe
3113 Girls of Baden Waltzes.—By Band	Komzak
3114 Artists' Life Waltz.—By Band	Strauss

NEW EDISON AMBEROL RECORDS.

474 Kukuska—Russian Peasant Dance	Sousa's Band
475 Who Will Care for Mother Now	Will Oakland and Chorus
476 Favorite Airs from "The Arcadians"	Edison Comic Opera Co.
477 The Moonlight, the Rose and You	Stanley and Gillette
478 The Post in the Forest	Gustave F. Heim and Waldhorn Quartet
479 The Grizzly Bear	Stella Mayhew
480 Ain't You Coming Out To-night	Collins and Harlan
481 Blue Danube Waltz	American Standard Orch.
482 I'm Afraid of You	Manuel Romaine and Chorus
483 Sunshine in My Soul	Edison Mixed Quartet
484 Ballet Music from "Le Cid": (a) Aubade (b) Navarraise	Victor Herbert and Orch.
485 Call Me Up Some Rainy Afternoon	Ada Jones and Chorus

(Continued on Page 62)

A Cabinet to Go With a Talking Machine

should be made of seasoned lumber; it should be built properly by skilled Cabinet Makers and when it is ready to be finished the interior work should be perfect, the joints all properly made and every little detail right; then the finishing should not be done in a day, but enough time taken for each process that is necessary to get the very best finish obtainable.

The Udell Line of cabinets for Disc Records and Cylinder Records is one that embodies all the points outlined above. In addition the Udell Line offers you an assortment of patterns and a range of prices which, from your standpoint, makes it irresistible.

In order to prove the worth of these assertions, the best thing you can do is write us for illustrations and prices.

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Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

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

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Dealer **Victor**
All Kinds of Automatic Musical Instruments and Slot Machines.

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THE EASTERN TALKING MACHINE CO.
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Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
We Fill Orders Complete Give us a Trial

BOSTON CYCLE & SUNDRY CO.
EXCLUSIVE EDISON JOBBERS
TRY OUR
"Special Summer Service"
48 Hanover St. BOSTON

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the August list.

486 Just for To-night.....Pike and Kirkby
487 March Religioso—Gospel Hymns.....Edison Concert Band
488 The Morning After the night Before.....Billy Murray and Chorus
489 Pals.....Ada Jones and Len Spencer
490 The Voice of Our Nation Medley—Part I.....United States Military Band
491 Dear Mayme, I Love You.....Joe Maxwell
492 A Night Trip to Buffalo.....Premier Quartet
493 Belphegor March..National (London) Military Band

NEW EDISON STANDARD RECORDS.

10395 Knights of Columbus March..N. Y. Military Band
10396 You'll Come Back.....Stella Mayhew
10397 Kerrigan's Bachelor Dinner.....Len Spencer
10398 Austrian Army March... U. S. Marine Band Orch.
10399 Daisies Won't Tell.....Manuel Romain
10400 You're Just Too Sweet to Live.....Collins and Harlan
10401 Mack's Lullaby.....Will Oakland
10402 The Berlin Reels.....J. Scott Skinner
10403 Mary, You're a Big Girl Now.....Joe Maxwell
10404 There is a Fountain.....Edison Mixed Quartet
10405 I'm on My Way to Reno.....Billy Murray
10406 If You Love But Me.....Victor Herbert and Orch.
10407 Mr. Editor, How Do You Know?.....Ada Jones
10408 Dear Old Moonlight.....Peerless Quartet
10409 The Hoosier Slide.....National (London) Military Band

EDISON GRAND OPERA AMBEROL RECORDS

40018 Tannhäuser — Romerzählung (Wagner)—Orch. Accomp. (In German).....Karl Jörn
40019 The Alexandria! (Massenet)—Orch. Accomp. (In Italian).....Giovanni Polese
40020 Torna a Surriento (Curtis)—Neapolitan Song Sung in Italian (Dialect)—Orch. Accomp.Carmen Melis
40021 Le Cid—Pleurez mes yeux (Massenet)—Orch. Accomp. (In French).....Marguerita Sylva
40022 Prophète—Ah! mon fils (Meyerbeer)—Orch. Accomp. (In French).....Marie Delna

Edison Standard Records in Hebrew.

21017 A Brievele der Kale.—Orch. Accomp.....Simon Paskal
21018 Dus Piutale Yid.—Orch. Accomp.....Simon Paskal

Edison Standard Record in Italian.

20607 Campagne (Neapolitan)—Orch. Accomp.....Giovanni Colamarino

Edison Amberol Record in Swedish.

9400 Ack! i Arkadien—"ur Gluntarne"—Orch. Accomp.....Arvid Asplund

Edison Standard Record in Swedish.

20550 Min Lilla vra bland bergen.—Orch. Accomp.....Arvid Asplund

A WISE DOG.

Boston Bull Terrier Who Recognizes His Master's Voice Over the Telephone—Called Home Over Long Distance 'Phone.

A dog who knows "his master's voice" is well known, but a dog who will recognize that voice over a telephone, something many adult humans cannot do, is unusual. Such a dog is Tige, a Boston bull terrier, owned by the captain of a

fire engine company. The dog stays at the residence of the captain. A few days ago the dog followed the captain down town, and as he was not going home and did not want to take the dog with him, he called up his wife on the telephone. "What shall I do with Tige?" he asked, "he won't go home." "Put the receiver to his ear and I'll call him; maybe he will come," said his wife. The receiver was placed to the dog's ear and his mistress called. He listened attentively, recognized the voice, and barking his approval, rushed from the station and soon reached home. Since then it has been an easy matter to take Tige down town, and when he hears the telephone bell ring he barks and gets ready for the message.

AN AID TO QUICK SERVICE.

Blackman Folding Record Tray Necessary for System in Record Stock.

Every customer in any kind of store demands and appreciates quick service, and the house that can offer that service is the one that is going to enjoy a growing business. The basis of quick service is system, for without a systematized and orderly stock it is impossible for a salesman, no matter how good, to fill orders without the delay occasioned by the necessity of hunting for each item demanded. One of the greatest aids to system in the talking machine store is the Blackman folding record tray, sold by the Blackman Talking Machine Co., New York, and which, in connection with the Rapke labels, has been adopted by the great majority of the talking machine dealers. The trays come in various sizes, to hold from two to six records, and being shipped flat cut down express charges and storage space after receipt. With the use of the trays the record stock is always in order, any selection is instantly accessible and where the labels are used really act as silent salesmen. Sample trays and labels with full information as to prices, etc., may be obtained by applying to the Blackman Talking Machine Co.

When competition lets up that is no time for you to go to sleep. Bear on just as hard and get all the trade possible clinched for your store against the time when competition wakes up.

"DON'T TAKE ME HOME."

Pleaded Phonograph with Thief and It Waked Owner of Machine.

J. Tominello, of 354 South Second street, Memphis, Tenn., was awakened by a voice the other morning which pleaded, "Please, don't take me home."

Tominello struck a match and looked around. He discovered a thief making a hasty exit with a phonograph under his arm.

The prowler in starting from the room with his loot had brushed his foot against the starting lever of the machine, and the musical instrument continued to play, but the thief disappeared.

In addition the thief took money and clothing ranging from shoes to hat.

EDISON AND THE PHONOGRAPH.

In a recent newspaper interview, Thomas A. Edison, replying to a question as to which of his inventions, he thought the most likely to receive the homage of posterity, he said at once:

"The phonograph, because of its sentimental side. In the development of the phonograph and the moving picture we have now reached a point at which we can make the picture sing and speak very naturally, and the public will get this invention in the near future."

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.

Leading Jobbers of Talking Machines in America



Dealers who buy these **NEEDLES** are assured of a **Good Profit**

Correspond with us.

OLIVER DITSON COMPANY
150 Tremont Street BOSTON, MASS.

CHAR. H. DITSON & Co. Nos. 8, 10, 12 E. 84th St. New York, N. Y. J. E. DITSON & Co. No. 1632 Chestnut St. Philadelphia, Pa.

This is a Columbia year in the Talking Machine business

We are **EXCLUSIVE COLUMBIA JOBBERS**

and handle the full line. All orders given immediate attention. Write for our special Columbia Dealer Proposition.

R. C. SMITH & CO.
Burlington, Vt.

HARGER & BLISH
JOBBER

VICTOR EDISON

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Des Moines **IOWA** Dubuque

Exclusive Columbia Jobbers

We have the full Columbia line, and job Columbia Products exclusively. All orders promptly filled. Exclusive territory assigned. : : :

KIRK, GEARY & CO., Sacramento, Cal.

Southern Talking Machine Co.
MEMPHIS, TENN.

We assign exclusive territory to progressive dealers for the sale of

Columbia Double-Disc and Indestructible Cylinder Records and Columbia Disc and Cylinder Graphophones

Write for offer. All orders filled the very day received.

EXCLUSIVE COLUMBIA JOBBERS

STANDARD TALKING MACHINE COMPANY

EDISON PITTSBURG, PA. VICTOR

"If it's made we ship it the same day order is received"

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

Jacot Music Box Co.,
25 W. 35th St., New York
Mira and Stella Music Boxes.
Edison and Victor Machines and Records

CHASE & WEST
Eighth Street, between Walnut and Locust
DES MOINES, IA.
Victor Distributors
Talking Machines, Records and Supplies.
Everything in stock all the time.
The best service in **IOWA**

Exclusive Columbia Jobbers
Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money.
Phillips & Buttorff Mfg. Co.
NASHVILLE, TENN.

Try Our Hurry-Up Service on VICTOR, EDISON and REGINA.



We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Two points of supply; order from the nearer

Columbia Jobbers

We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disc and Indestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.

Scheuber Drug Company
LIVINGSTON, MONT.

F. M. ATWOOD
123 MONROE AVENUE
MEMPHIS, TENN.
EDISON JOBBER

Daynes-Beebe Music Co.
45 Main Street
Salt Lake City, Utah
Send your orders to us and you are always sure of quick action.
We are


Exclusive Columbia Jobbers
We handle the full line of Columbia Double-Disc and Indestructible Cylinder Records; Disc and Cylinder Graphophones.

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order
Victor Machines and Records
...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving in Transportation Charges

Mr. Dealer
WE ARE
COLUMBIA JOBBERS
We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices and complete information upon request.
HOLLENBERG MUSIC CO.
LITTLE ROCK, ARK.

The Geo. J. Probeck Company
420 Prospect Avenue, CLEVELAND, O.
COLUMBIA JOBBERS
Complete Stock Prompt Service
Dealers Wanted
Write To-day

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the August list.

 HE young man had his choice between the beautiful girl and the homely girl with the beautiful voice. He married the homely girl. He woke up one morning, gazed upon her face and said:

“Maggie, for heaven’s sake, sing!”

In buying a sound-reproducing instrument the choice is all one-sided in favor of

The EDISON PHONOGRAPH

It’s a choice between the slender, graceful, upright lines of the Edison and the squatty proportions of the others; a choice between the rich, dulcet *sound* of the Edison—and just *noise*.

It’s a case of “the beautiful girl” having the voice—and your prospective customers know it. Write your jobber today.

National Phonograph Company

59 Lakeside Avenue

Orange, N. J.

The TALKING MACHINE WORLD



Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, August 15, 1910



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.

THE PLEASURE
DOUBLED

THE COST
REDUCED



10 inch 65c. **DOUBLE RECORD DISCS** 12 inch \$1.00

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

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.

The price appeals to the masses, the quality to the classes, making them indeed a popular record at a popular price.

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded. 10 inch, 50 cents, 12 inch, 75 cents.

Resolve yourself, Mr. Dealer, into a committee of one and investigate these claims. Consider, criticize, compare. ZON-O-PHONE RECORDS will stand the test. A trial will verify all that we say.

Universal Talking Machine Mfg. Co.

Fourth and Race Streets

Philadelphia, Pa.

Distributors of Zon-o-phone Goods:

ARKANSAS

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

CALIFORNIA

San Francisco...Peter Baecigalupi & Sons, 941 Market St.

CONNECTICUT

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

FLORIDA

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

ILLINOIS

Chicago.....Benj. Allen & Co., 181-141 Wabash Ave.
Chicago.....B. Olshansky, 515 So. Jefferson St.
Chicago.....W. H. Sajewski, 1011 Milwaukee Ave.
Chicago.....Tresch, Fearn & Co., 73 Fifth Ave.

IOWA

Des Moines.....Harger & Blish, 707 Locust St.
Dubuque.....Harger & Blish, Security Bldg.

KANSAS

Topeka.....Emahizer-Spielman Furn. Co., 517-519 Kansas Ave.

MARYLAND

Annapolia.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., 441 W. Baltimore St.
Baltimore.....Louis Mazer, 1423 E. Pratt St.

MINNESOTA

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

MICHIGAN

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

MISSOURI

Kansas City...Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield...Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 3839 Finney Ave.

NEBRASKA

Omaha.....Piano Player Company, 16th and Douglas Sts.

NEW JERSEY

Hoboken.....Eclipse Phono. Co., 202 Washington St.

NEW YORK

Brooklyn.....F. W. Rous Co., 435 Fifth Ave.
Brooklyn.....B. G. Warner, 1213 Bedford Ave.
New York.....I. Davega, Jr., Inc., 125 West 125th St.

NORTH DAKOTA

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

OHIO

Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati...J. E. Poorman, Jr., 639 Main St.
Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.
Harrisburg...J. H. Troup Music House, 15 So. Market Sq.
Philadelphia...Harmonia Talking Machine Co., 1891 Arch St.
Philadelphia...H. A. Weymana & Son, 1010 Chestnut St.
Pittsburgh...C. C. Mellor Co., Ltd., 819 Fifth Ave.

TEXAS

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

WISCONSIN

Milwaukee.....C. H. Eichholz, 1340 Fond du Lac Ave.
Milwaukee...Hoeffler Mfg. Co., 306 W. Water St.
Superior.....Russell Bros.

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 153 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.
Yarmouth...Yarmouth Cycle Co.

The Talking Machine World

Vol. 6. No. 8.

New York, August 15, 1910.

Price Ten Cents

FILLING THE ORDER.

How Much of the Jobber's and Dealer's Success Depends Upon Being Able to Meet Unexpected and Unusual Demands—Occasions Where the Employee Shows His Mettle.

The filling of orders on time is one of the essential requisites to success with talking machine jobbers. Dealers unfortunately are over-prone to low stocks. When they run short the order is a rush one, and they are naturally pleased when every order is filled promptly.

Next to having the goods in stock, the most important thing is to have the man to fill the order and to fill it promptly. And in this connection it is amazing how employees differ in their ability to grasp and master a situation when it is presented to them. The following conversation illustrates the point which we want to make:

"William," said the boss, "can you fill this order and get it off on the 11.20 train?"

"Guess it's too late."

The boss passed on. "George," said he, "can you fill this order, and get it off on the 11.20 train?"

"I guess so; but the time's short."

The boss again passed on. "Daniel," he said, "can you fill this order and get it off on the 11.20 train?"

"I can make a try at it."

The boss again passed on. "Benjamin," said he, "can you fill this order and get it off on the 11.20 train?"

"Yes, sir."

"Pitch in, then."

Now, it is hardly necessary to state that the boss made a mental note with reference to the future promotion and increase of salary of the young man who rose to the occasion.

Too many employes are inclined to like work only when it runs along an even keel, when no extra demands are made upon their physical or mental resources.

The test, however, comes when on an occasion like the foregoing a thing must be done—done right and done quickly.

Then the "quality" of the force can be measured and one get an idea in a short time what employe or number of employes are bound to win out in the battle of life.

It is the man who when asked "if he can do a thing" and answers "yes," who reveals the qualities that enable men to climb to higher accomplishments.

This is true not only in the talking machine trade but in all lines of employment where men are cast to labor. It is a "meaty" subject, one with a far deeper undercurrent of thought than is revealed in this cursory writing.

OUR EXPORT AND IMPORT TRADE

Of Talking Machines for June and the Entire Twelve Months' Period—Exports Show Strong Gain as Compared with Last Year.

(Special to The Talking Machine World.)

Washington, D. C., August 5, 1910.

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

The total exports of talking machines, records and supplies for June, 1910, amounted to \$345,420, as compared with \$239,345 for the same month of the previous year. The twelve months' exportations of talking machines, records and supplies amounted to \$3,841,511, as against \$2,852,429 for the same period in 1909.

The total export figures for the twelve months of the past three years are as follows: 1908, \$4,823,793; 1909, \$2,852,429; 1910, \$3,841,339.

The value in detail of exportations of talking machines, records and supplies amounted to \$211,779 in June, 1910. For the twelve months ending in June, 1910, they amounted to \$2,381,172, as against \$1,326,098 in 1909.

The value of all other parts relating to talking machines, phonographs, records and materials therefor sent abroad during June, 1910, amounted to \$133,641; the total exports for the twelve months under this heading foot up \$1,460,339.

MUSIC AS A CIVILIZER.

Walter Damrosch, in Recent Address, Holds That Much of the Domestic Discord in This Country is Directly Traceable to Lack of Cultivation of the Finer Things of Life—How the Talking Machine is Tending to Improve Such Conditions.

At a recent reunion in his honor, Walter Damrosch, leader of the New York Symphony Orchestra, said: "There is more domestic discord in the American home than in that of any other country on the globe, and I believe it is because there is not enough cultivation of the finer things of life. There is little family music or art of any kind, and there is small wonder that elements of discord enter when there is nothing more diverting than calculation on the cost of butter, eggs and bacon."

There is much that is truthful and timely in the foregoing remarks. There is no excuse why music should not be more general in the home, in view of the fact that the talking machine today makes it possible to secure at comparatively small expense the greatest music of the masters interpreted by great organizations of musicians and soloists of world-wide fame.

As an educational factor the talking machine is now considered to be most potent, and nowhere can its work be so effective, both as an entertainer and educator, as in the home. It will bring harmony and joy, and will give many homes an atmosphere now sadly lacking.

We wish talking machine dealers everywhere would take this as a text and constantly expound it. Their belief, confidence and enthusiasm most unquestionably affect those with whom they come in contact. There are millions of homes without a talking machine, and it should be the aim and object of every dealer to inaugurate a great campaign to the end that such people are supplied with machines. And each dealer must be up and doing if he desires to make a better showing than his competitor.

It is a worthy cause, truly, that of carrying musical education into the home, and it must be admitted that the talking machine has been the greatest known factor in making Americans acquainted with the great operatic and instrumental works of the leading composers. It has brought the best of music into the backwoods as well as the cities, and thus an educational campaign has been carried on which has been of incalculable value.

It has well been said that musical progress bespeaks civilization, and as President Harris, of the Northwestern University said in a recent speech in Chicago, "Education without music is insufficient and not in keeping with an advanced civilization. It is indeed regrettable that Americans let music play such a little part in their education and lives," he added. "The majority of them are worse than barbarians. The average graduate to-day of a college starts out to fight life's battle with his brain crammed full of commercialism. Only a small percentage of them know anything of the sublimer works of music. A young man who goes out into the world without being equipped with an appreciation of good

music is forever barred from the uplifting qualities to be derived only from the great musical compositions.

"Education is too cold, and it would be materially improved by the addition of musical studies in connection with other college courses. The musicians of to-day should throw their body and soul into the work of civilizing the people of America."

WRITING AN ADVERTISEMENT.

What It Really Means to Turn Out First Class Advertising Copy Explained by Arthur Brisbane During Recent Address in Chicago.

When Arthur Brisbane, editor of the New York Journal, was in Chicago recently, he delivered an address at the Chicago Athletic Association to newspaper and advertising men, in which he said "to write advertisements is the most difficult thing in all the business of writing." In connection therewith he related the following experience he had with Thomas A. Edison:

"It is not very difficult to write editorials that are successful. All you have to do is to tell the people about themselves, about how they feel. If I should say to you that you have very interesting noses, you would feel your noses and look in the glass and read my editorial, because it is your nose. See? If I try to interest you in some money-making scheme or some merchandise scheme it is difficult.

"I tell employers—(I know a good many of the biggest advertisers—in fact, I have written a few advertisements myself, occasionally write one for some personal friend)—and I will tell you now it is the hardest possible work, and it is so hard that it reminds me of an experience that I had with a friend of mine, Thomas A. Edison. He decided to give up advertising the phonograph and to let it sell along in just its regular way. I told him he should go along and push it. I told him what I thought ought to be done to push this particular thing, which I consider one of the greatest benefactors in his particular line. I told him how. He sent the president of his company to see me and this man said, 'If you will write those advertisements we will take five pages and put them in the Evening Journal.'

"Now, I like to do what I can for the business department. I am perfectly aware the business department pays my salary; Hearst doesn't pay it; the men in the business office, the advertisers, the successful merchants, they have to pay it. I said, 'All right, I will do that, but it is a lot of trouble, and if you print those five pages in the Evening Journal it will cost you \$1,000 a page, which is our rate to print them, and I will charge you \$1,000 a page to write them, which is reasonable enough as a sample.'

"Now, I have in my desk a contract from the Edison Phonograph Co., which was signed nearly two years ago, and I have not yet written the five pages. Every time I think of it it gives me the shivers—to think of turning out really five pages of advertising copy. I rather think now I shall never write them. I am perfectly certain how it ought to be done, but to do it is very difficult. I could write you an editorial on the subject, I could interest you in Edison's personality, but when it comes down to accomplish the task that you men have to accomplish, when you have got to prepare a statement in plain English, which is more easy to write than to read, when you have to do that and make a man interested after he has finished reading, that is a very hard proposition."

Advice is free, the expense often comes with following it.

AMBEROLA CONCERTS IN COUNTRY.

The Churches and Town Halls of Suburban Villages Offer a Great Field for the "Talker" Man—Opportunities Worth Considering.

Did you ever give an Amberola concert in a country church, Mr. Dealer? No? Well, take it from me, you should delay no longer—there's money in it for you.

The average ruralite has never heard a cabinet talking machine, and never seen one except in the half-tone cut accompanying the advertisement in *The Ladies' Companion*, the magazine his wife earned by buying \$10 worth of toilet soap, or in the Spruce Creek Centers Corner, his own town weekly. Therefore, when he reads the flaring poster down to the post-office and finds out that there is to be an Amberola concert at the Methodist Church Saturday night, you bet he'll be there "with bells on."

Of course, he's heard singin'. By Gosh! Yes, indeedee! They got a mixed tri-o choir at Spruce Creek Centers. The blacksmith, he sings basso, and you kin tell his profession by his voice. The village seamstress, she hollers soprano, and, say, honest now, you just oughter hear her. Why, when she's in form and ain't been talking gossip too hard the week before, she kin drown the whistle down to Johnson's foundry. An the other one; he's a counter-tenor; got his title because he tends counter over at Smith's dry-goods emporium, I reckon, but Mr. Ruralite don't like to dwell on that tri-o too long; he allows its kind of wearin'.

Well, when he and the wife and little Ruralites get to church Saturday evening everything is prettily decorated in honor of the auspicious occasion, and right in front of the pulpit, occupying the place of honor, stands a beautiful mahogany cabinet.

"Where's the horn?" wails Jackie, the youngest Ruralite sadly. "It ain't a really real talkin' 'chine, ma, fer it ain't got nary a horn."

Before his fond mother finishes soothing him into silence with a sharp crack of material knuckles upon the youthful cranium, the resonant tones of a great organ swell throughout the little building in solemn grandeur. Not the piping shriek of the cheap cabinet organ that has assaulted the ear drums of Mr. Ruralite for thirty years, but the full deep throated voice of a mighty monarch of melody, such as thrills the vaulted arches of the city cathedrals, and he and his family are entranced.

But still greater things are in store for them,

for as the last sweet lingering chord of the introduction dies away, four perfectly trained and wonderfully rich voices, those of a high-salaried metropolitan choir, begin the opening words of the grand old hymn, "I Will Sing of My Redeemer." When they have finished there is not a dry eye in the whole church, even the minister, bless his heart, is moved to tears, and by the time the concert is over the audience is beside itself and full to the brim with amazement. They cannot seem to realize how from that beautiful mahogany cabinet before them such celestial harmonies can come without other and more human means than a small black cylinder.

Now, Mr. Dealer, is the psychological moment.



Keep the people together until you've had your little say and distributed a goodly piece of literature.

Explain to them clearly and concisely how very easy it is to own that incomparable instrument, the Amberola, and that an initial payment of \$10 will send it into their homes to lighten their hearts and prolong their lives with its endless store of everything melodious. Explain to them also that a monthly payment of \$1 until paid for will keep it there.

This scheme for selling cabinet machines is working out very successfully right now in towns near the home of the writer, Harry Holt, a Mount Holly (N. J.) dealer being wonderfully active along the lines above mentioned, his machine being the Victrola, so, Mr. Dealer, it is for you to interest your town in church and

town hall concerts, and reap the rich harvest that lies ripe and golden awaiting the sweep of your keen-edged sickle.

HOWARD TAYLOR MIDDLETON.

TELLS STORY OF MASSACRE.

Abbie Gardner-Sharp, Who Survived the Last Indian Raid and Massacre at Spirit Lake, Now Tells Visitors the Story Through a Talking Machine.

(Special to The Talking Machine World.)

Des Moines, Ia., Aug. 1, 1910.

All the way from being kidnapped by the Indians and carried away to be ransomed by a State to having the story of her life canned and doled out through a phonograph for the delectation of visitors to her log cabin—this is the span covered by the life of Abbie Gardner-Sharp.

Mrs. Sharp owns the cabin which was the scene of the last Indian raid and massacre in Iowa, at Spirit Lake. She has found her failing strength unequal to the task of repeating for the benefit of the hundreds of visitors at the cabin the story of hardships and terrors of the pioneers. She has therefore put her story upon phonographic records and while she takes her ease the machines recite Iowa history.

"I would not be able to tell to all who come the story of the Spirit Lake massacre," she said while sitting in the office of Secretary John C. Simpson, of the State Board of Agriculture. "The phonograph record has become a necessity, and visitors to the cabin are entertained by the story whether I am there or not."

Mrs. Sharp is here to supervise the printing of the sixth edition of her book. She also came to consult in regard to the historic pageant that will be put on at the State fair with the Spirit Lake incident as the central idea. She is in excellent health. She bought the old log cabin and the ground surrounding from the proceeds of her book and is able to live comfortably now.

GOOD ADVERTISING.

Proper Stock the Basis—Various Successful Methods of Approaching the Prospect.

The ground work of advertising is a well-selected, clean, properly arranged stock of goods, such as will supply the wants of the purchaser.

One legitimate method of advertising is by addressing the customer direct by letter, catalog, or in the form of a circular; the other method is through newspaper advertising, with or without illustrations, and changed at frequent intervals.

Billboards, frames for cards in hotels, and public places, are only valuable to the man who has arrived at a point where he is a recognized leader. The average dealer gets little or nothing from such forms of advertising.

THE OPTIMIST.

A happy chap with a clear, bright eye, and a face that's a joy to see;

A slap on the back and the merry crack of a bit of repartee;

He's never a word that will hurt a soul, and he does the best he can,

As he's going along on his own bright way, at helping the other man.

He laughs and sings through the livelong day; at night he sleeps like a top;

And he sows his seed with the certainty of reaping a bumper crop.

O the Optimist is the salt of the earth, though he leap to mad extremes;

Let us clink and drink to the Optimist! Long life and pleasant dreams!—St. Paul Dispatch.

The ability to sell something just as good when you are out of a certain line of goods may be valuable, but it will never be as valuable as the ability to keep the stock up.

EASTERN CO. SERVICE

IS THE KIND THAT GETS THE GOODS INTO YOUR HANDS WHEN YOU WANT THEM

Popular Records in the height of their demand, not after your competitor has supplied the demand. Try Eastern Service. Once Tried, Always Used.

Write us for samples, descriptive circular and prices of

Grand Opera Needles

The best needle on the market. Packed in patent boxes, with two compartments in lots of 300, 500 and 1,000, and in boxes of 100. Prices Right, Quality the Best.

YOU SHOULD HAVE "DUST-OFF"

For Edison Records

RECORD CLEANERS

For Victor Records

The largest selling accessory ever put out. Write for circular and price list.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



Our advertising is money to you

Dealers who don't take advantage of our extensive magazine, newspaper and farm paper advertising to get more business, make us lose much of the effect of our advertising and at the same time they lose many dollars that ought to go into their pockets.

Our advertising appears regularly all the year around and reaches millions of people in every part of the country, and it is worth the effort on your part to get hold of this trade in your locality and develop the interest we have stirred up.

Local newspaper advertising, circulars, window displays and similar methods will do it. Tell the people you have the Victor they see advertised and invite them into your store to hear it.

That's a whole lot better than just supplying the natural demand and it pays right from the start.

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.
 Altoona, Pa..... W. H. & L. C. Wolfe.
 Atlanta, Ga..... Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex..... The Petmecky Supply Co.
 Baltimore, Md..... Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Wm. McCallister & Son.
 Bangor, Me..... M. H. Andrews.
 Birmingham, Ala..... E. E. Forbes Piano Co.
 Talking Machine Co.
 Boston, Mass..... Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y..... American Talking Machine Co.
 Buffalo, N. Y..... W. H. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt..... American Phonograph Co.
 Butte, Mont..... Orton Brothers.
 Canton, O..... The Klein & Heffelman Co.
 Chicago, Ill..... Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cincinnati, O..... The Rudolph Wurlitzer Co.
 Cleveland, O..... W. H. Buescher & Son.
 Collister & Sayle.
 The Eclipse Musical Co.
 Columbus, O..... Perry B. Whitsit Co.
 Denver, Colo..... The Hext Music Co.
 The Knight-Campbell Music
 Co.
 Des Moines, Iowa..... Chase & West.
 Harger & Blish, Inc.
 Detroit, Mich..... Grinnell Bros.
 Dubuque, Iowa..... Harger & Blish, Inc.
 Duluth, Minn..... French & Bassett.

Elmira, N. Y..... Elmira Arms Co.
 El Paso, Tex..... W. G. Walz Co.
 Galveston, Tex..... Thos. Goggan & Bros.
 Grand Rapids, Mich..... J. A. J. Friedrich.
 Honolulu, T. H..... Bergstrom Music Co., Ltd.
 Indianapolis, Ind..... Musical Echo Co.
 Wulschner-Stewart Music Co.
 Jacksonville, Fla..... Carter & Logan Brothers.
 Kansas City, Mo..... J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Knoxville, Tenn..... Knoxville Typewriter & Phono-
 graph Co.
 Lincoln, Neb..... Ross P. Curtice Co.
 Little Rock, Ark..... O. K. Houck Piano Co.
 Los Angeles, Cal..... Sherman, Clay & Co.
 Louisville, Ky..... Montenegro-Riehm Music Co.
 Memphis, Tenn..... E. E. Forbes Piano Co.
 O. K. Houck Piano Co.
 Milwaukee, Wis..... Lawrence McGreal.
 Minneapolis, Minn..... Lawrence H. Lucker.
 Mobile, Ala..... Wm. H. Reynolds.
 Montreal, Canada..... Berliner Gramophone Co., Ltd.
 Nashville, Tenn..... O. K. Houck Piano Co.
 Newark, N. J..... Price Talking Machine Co.
 Newark, O..... The Ball-Fintze Co.
 New Haven, Conn..... Henry Horton.
 New Orleans, La..... Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
 New York, N. Y..... Blackman Talking Machine Co.
 Sol Bloom, Inc.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Jacot Music Box Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Omaha, Neb..... A. Hospe Co.
 Nebraska Cycle Co.
 Piano Player Co.
 Peoria, Ill..... Putnam-Page Co., Incorp.
 Philadelphia, Pa..... Sol Bloom, Inc.
 Louis Bucha & Brother.
 J. E. Ditson & Co.
 C. J. Heppe & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburg, Pa..... C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me..... Cressey & Allen.
 Portland, Ore..... Sherman, Clay & Co.
 Richmond, Va..... Cable Piano Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y..... E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, Utah..... Carstensen & Anson Co.
 The Consolidated Music Co.
 San Antonio, Tex..... Thos. Goggan & Bros.
 San Francisco, Cal..... Sherman, Clay & Co.
 Savannah, Ga..... Phillips & Crew Co.
 Seattle, Wash..... Sherman, Clay & Co.
 Sioux Falls, S. D..... Talking Machine Exchange.
 Spokane, Wash..... Eilers Piano House.
 Sherman, Clay & Co.
 St. Louis, Mo..... Koerber-Brenner Music Co.
 The Aeolian Company of Mo.
 St. Paul, Minn..... W. J. Dyer & Bro.
 Koehler & Hinrichs.
 Syracuse, N. Y..... W. D. Andrews.
 Toledo, O..... The Hayes Music Co.
 The Whitney & Currier Co.
 Washington, D. C..... E. F. Droop & Sons Co.
 Robert C. Rogers Co.

**Quality—the one word that expresses
the Columbia idea and the character of
its product.**



Columbia Phonograph Co., Tribune Building, New York.

AROUND MILWAUKEE TRADE.

Talking Machine Trade, Both Wholesale and Retail, Rather Quiet and Collections Reported Poor—Preparing for Heavy Fall Business—New Idea Cabinet Co., Change Plans for Factory—Improvements in Columbia Store—Want Next Jobbers' Convention—Firm of Eicholz & Schefft Dissolved—Some Recent Visitors—Summary of News.

(Special to The Talking Machine World.)
Milwaukee, Wis., Aug. 8, 1910.

There is no denying the fact that the talking machine business is quiet in both retail and wholesale lines. Dealers say that trade is no more quiet than it usually is during the hot summer season, however, and that business compares favorably with that in other lines. One of the unsatisfactory features of the situation is the fact that collections are more than usually poor. This is to be expected, taking into consideration the low ebb of trade.

Both wholesalers and retailers are preparing for an especially heavy fall trade and the general feeling is that there will be no disappointment. This will depend largely, however, upon the condition of the crops which are to be harvested this year. Last year Wisconsin harvested one of the bumper crops for which the State is noted, but this year the outlook is not so bright. The entire State has been experiencing a genuine drought for several weeks, broken only by scattering and light rains. Wholesalers are hoping for the best and say that if the harvest is at all satisfactory money will be plentiful and retailers will feel confident to come into the market for new stocks.

The brightest feature of the Milwaukee retail trade during the past month has been the demand from summer resorters, but this trade has now fallen off to almost nothing.

The New Idea Cabinet Co., incorporated at Milwaukee some time ago to carry on the manufacture of the "New Idea" disc cabinet, invented by William Schmidt, have made a radical change in their plans for a factory. Instead of locating at Wauwatosa, a Milwaukee suburb, the company have opened quarters on the fourth floor of the McGreal building and will carry on manufacturing operations here until the business demands larger space, when a new plant will be erected at Wauwatosa, where an excellent site has been secured. The company are now installing new machinery in their quarters in the McGreal building and expect to have the plant in full operation by August 10.

"Inquiries have been pouring in upon us from jobbers and retailers concerning the 'New Idea' cabinet," said Lawrence McGreal, one of the incorporators of the New Idea Co. "We are sure that the cabinet will be a winner. The capacity of our plant here will range from 20 to 30 cabinets daily. We expect to begin shipping to the trade within a short time after we begin operations."

F. A. Schuber, mayor of Livingston, Mont.,

and Columbia distributor for Montana, Wyoming and the western portion of North and South Dakota, was in Milwaukee on business a short time ago. Mr. Schuber and his daughter, Miss Mary, visited at the home of his sister, Mrs. A. G. Kunde, wife of A. G. Kunde, owner of the downtown Columbia store. Mr. Schuber reported that the Columbia is meeting with an excellent business in his territory.

In preparation for a big fall business, A. G. Kunde, Columbia dealer at 516 Grand avenue, has installed three new demonstrating rooms and made various other improvements. Plans have been completed for the erection of a handsome new front at the store.

The new Mignon machines have made their appearance at the downtown store of the Columbia and are creating genuine interest in the trade. Indications are that the demand will more than equal the supply.

The McGreal party returned to Milwaukee from the convention of the National Association of Talking Machine Jobbers at Atlantic City, confident that the gathering was one of the most profitable and enjoyable of any held in the history of the organization. Mr. and Mrs. McGreal and Mrs. McGreal's sister, Miss Gertrude Gannon, spent ten days at Mr. McGreal's former home at Rochester, N. Y., after the close of the convention. Miss Gannon also made an extended trip through the East and returned some time after the other members of the party.

George D. Ornstein, sales manager of the Victor Talking Machine Co., has been spending some time in Milwaukee as the guest of his sisters.

Lawrence McGreal is confident that Milwaukee will be decided upon as the location of the next convention of the National Association of Talking Machine Jobbers. While at Atlantic City Mr. McGreal spent all his spare time in convincing the delegates that Milwaukee has more than ordinary advantages as a convention city and that the association would make no mistake in coming here in 1911.

The firm of Eicholz & Schefft, formed about a year ago by George Eicholz and Charles H. Schefft, a member of the piano firm of Ross, Schefft & Weinman, has been dissolved. It is understood that Mr. Eicholz has sold his interest in the business to Mr. Schefft and that the store at 839 Third street will be managed in the future by Mr. Schefft's son, Oscar Schefft, who has been in charge ever since the business was started.

Some good sales in the Edison business phonograph are reported by J. H. Becker, Jr., manager of the talking machine department of the Hoefler Mfg. Co. Mr. Becker believes that all indications point to a brisk fall business in the general talking machine line.

Several out-of-town Wisconsin talking machine dealers were in Milwaukee the past month on both business and pleasure. While all admitted that present business is dull, the general opinion seemed to be that the coming fall business will be entirely satisfactory.

USING "TALKERS" IN PARKS.

Machines Used to a Large Extent in Great Britain to Replace or Supplement Bands in Public Parks—Success of the Auxetophone Concerts in the Parks of Belfast, Ireland—Press Comments Upon the Quality of the Reproduction.

In England and Ireland they are using the talking machine to a much larger extent in public parks and other resorts than they are in this country. In many of the leading cities band concerts in the parks are interspersed with talking machine concerts throughout the summer, which afford great pleasure to those in attendance, and in this way demonstrate to a large constituency the possibilities of the talking machine.

In Ireland Auxetophone (or Auxeto-gramophone as it is called in Europe) concerts are being given in the Botanic Gardens Park, Belfast, under the auspices of the Borough Council. The programs usually consist of forty-eight numbers, and those which The World was privileged to look over were admirably arranged. Speaking of the opening concert in Belfast one of the local papers said:

"The possibilities of the Auxeto-gramophone—one of the newest and best forms of music machines—are never adequately demonstrated inside a hall. When it is employed in the open air one can better appreciate the volume of tone and general effectiveness with which it reproduces band pieces especially, while the vocal records are brought out with a good deal more clearness and finish, the whirr of the machinery which is generally audible in an enclosed space, not asserting itself to the same extent. It was an excellent idea to arrange open-air concerts in the city parks, employing the Auxeto-gramophone solely, and the success of the Parks Committee's scheme was sufficiently indicated by the large gatherings at both performances in the Botanic Gardens yesterday afternoon. The weather was glorious both in the afternoon and evening, and the charm of the surroundings gave an added zest to the enjoyment of the varied programme, which was gone through under the direction of Thomas Edens Osborne. It was a real pleasure to saunter about the prettiest corner of the park, where the instrument was mounted, and hear the tones of Tetrassini, Caruso and McCormack, or the rich strains of the magnificent Coldstream Guards' band reproduced with fidelity and remarkable fulness of tone. A liberal program was submitted at each performance, and, in addition to records of operatic items, there were lighter selections, including songs by Harry Lauder, George Grossmith, Jr., and other well-known artists. Altogether it was a highly enjoyable performance, and was rewarded with a full measure of public appreciation."

Every good salesman knows that discretion of speech is more than eloquence. And an agreeable manner helps the sale ever so much.

THE REALM OF THE TRADE PAPER.

Wesley A. Stanger, a Chicago Editor, Gives Interesting Talk Before the Business Science Club of That City Upon "The Relation of the Trade Paper to the Trade"—Offers Some Valuable Information That Is Worth Reading by All Those Concerned in Trade Betterment—How the Trade Paper Aids Business Interests in All Industries.

Wesley A. Stanger, editor of the Office Outfitter, Chicago, gave a talk recently before the Business Science Club on the "Relation of the Trade Paper to the Trade." It is so excellent that we believe our readers will be interested in reading it. Mr. Stanger said in part:

"To-day in the realms of magazine publishing the modern trade paper holds first place. There was a time when the magazine of general circulation was a more potent factor in the upbuilding of business and influencing thought. True enough, the modern newspaper sways the opinions of the masses, but magazines have always had their field and have affected the thinking public more than almost all other influences.

"The trade paper has a field of its own. It is the medium between the manufacturer and jobber and the retailer. It is the powerful force that creates the demand with the retailers. It is kept out of the hands of consumers and has a restricted circulation all of its own, and it gets closer to the people who read it than any other class of publication. The trade paper is the paper that the retailer reads as the devotee reads his Bible. To the retailer it is the only means he has of getting an unbiased view of what is going on in his field. Thousands of circulars and elegantly printed advertising matter circulated by a house among its retailers have a certain effect, but the mere fact that they proceed from the jobber or manufacturer has a tendency to belittle their influence and importance. The retailer looks to his trade paper to learn the facts and secure the real reliable information with reference to lines of merchandise, market conditions and all other divisions of his business.

"The trade paper editor has a heavy burden on his shoulders and a responsibility that means much. He must be fair, just, reasonable, broad-minded and strictly honest with his readers. He is interested in the man who subscribes to his paper, and when he gains his confidence he has an asset that is worth many dollars to him."

Mr. Stanger stated that in number, class and quality of trade papers the United States lead all other countries. Germany is a close second and patterns after American ideas to a very large extent. In the United States alone there are upward of 612 trade papers, and among those cited by Mr. Stanger as a model among others was The Talking Machine World, going to show that every trade and profession is represented.

"The trade paper is the medium that introduces the new things to the retailer who serves the interests of the consumer, and in this way is the greatest commercial force known," said Mr. Stanger. "An order from one retailer is worth many orders from individual consumers. The dealer buys in quantities and sells single pieces. Thus while advertising through a trade paper does not produce numerically as many returns as general advertising, each individual order represents a quantity and steady buying, whereas the average consumer ordering goods through a magazine advertisement orders once and never again. Every retailer represents on an average 300 consumers, so it will be easily seen that business secured through a trade paper is the most profitable, most extensive and most to be desired of any.

"Many men in many businesses subscribe to many trade publications. It is a matter of thankful comment that most of them pay in real money for what they get, and better than this, they invariably read what their trade papers have to say. This is more than can be claimed and proven for any other class of publication. When you get your trade paper do not throw it aside. It is worthy of better treatment. Treat it with con-

sideration and as though it were worthy of your respect, whether it has it or not. Remember that no matter what line you are in you owe a great deal to your trade paper—more than you will ever repay—and treat it accordingly. Keep your subscription paid up and treat it with the same consideration you would give a customer, and do not forget that it has done a great deal more for you than you will ever do for it. It has stood by you when you needed it; when you said unkind things about it and had thrown it in the waste basket; it has even stood by you when you had permitted your subscription to lapse. If readers but knew the work, expense, time and effort that it costs to produce even the smallest trade paper in existence they would marvel. If they knew of the trials and sacrifices of the publishers in serving their interests they would look at the trade paper from a different angle. If they would realize what trade papers have done for them there would not be a single delinquent subscriber on the books of any trade paper in the country, and every man in every line of business would subscribe to and read every paper printed that catered to his interests. The trade paper of to-day is the greatest friend the modern business man has, be he manufacturer, jobber or retailer.

"There is one more thing to this trade paper business. The trade paper is the best 'booster' that the salesman of to-day possesses. No matter whether a man is on the street, on the road or behind the counter, the trade paper is working for him day and night. It is inspirational and is a medium of expression for his views and for the interchange of ideas. It helps the road man, because it introduces his goods to the prospective buyer before the salesman gets to him. In this way it lessens his task and prepares the way. It keeps the retailer posted and abreast of the times, so that the salesman has less trouble in finding the middle ground on which to meet him. It 'boosts' the men who do things and helps them both with their employers and their customers. It is the great force that puts the new ideas, the new things, the new thoughts before

the retailer, jobber and manufacturer in condensed and crystallized form, and which has built up this great fraternity of men engaged in manufacturing, jobbing, selling and retailing. It is the cement that holds the business structure together and every man in business should be a booster for the trade papers in his line. A salesman cannot go into a retailer's place of business anywhere without finding some trade paper; every jobber, manufacturer and salesman should take advantage of this great asset and use it for all it is worth. The trade paper of to-day is the greatest force in the entire commercial world."

DON'TS FOR WINDOWS.

Don't wait until Saturday to wash your windows.

Don't let your window displays get dusty and stale.

Don't forget that dirty windows shut out trade as well as light.

Don't put in freak displays that have no connection with your business.

Don't neglect to have neat, attractive show cards.

Don't fear people will think you haven't the stock just because it is not all in the window.

Don't have one of your clerks in front of your store washing windows or sweeping the walk after business has started.

Don't show many different kinds of goods at once.

Don't spoil your window display by hanging up show bills or other advertising not concerned with your business.

Don't fail to "hook up" your window displays with your advertising. They should pull together.

Some frivolous person has remarked that illness was like a struggle between two people, and that the doctor resembled the third man, who intervened to separate them with a club. Sometimes he hit the disease on the head, and sometimes the patient.



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

If you are not working the home-recording feature of the Edison Phonograph, you are only half playing the game.

THIS is one of the biggest selling features of the Edison—so big, in fact, that if there were nothing else to shout about, this one feature would make the Edison the greatest instrument of them all.

There is a good margin of profit in blank records and the crowd that once gets the habit of making records at home buys more records than all the rest together.

Besides, there's a good profit for you in shaving blank records.

Are you stocked up to take advantage of this home-recording end of the business?

Don't let these profits get by—play the game.

Write your jobber now.



National Phonograph Co., 59 Lakeside Ave., Orange, N. J.

If there isn't an Amberol Attachment on every Edison Phonograph that has ever been sold in your vicinity you're throwing good money to the birds.

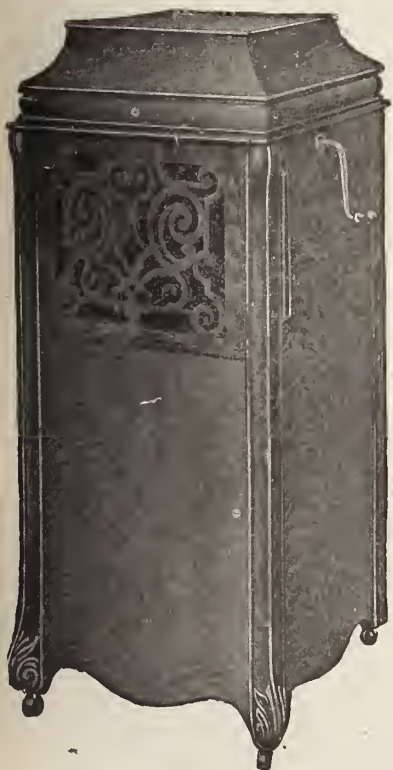
THERE'S good money in it for you, equipping machines already sold, with the Amberol Attachment.

Everybody knows about Amberol Records—and everybody wants to be able to play them. There's a big additional profit for you in Amberol Records—and the demand for them is much greater than for other records, because they play more than twice as long and give more than double the enjoyment.

Everybody wants the instrument that plays both Edison Standard and Amberol Records—the Edison.

Every Edison made to-day is equipped to play both Standard and Amberol Records. Every Edison ever sold should be so equipped.

Get your stock in shape to take care of this important end of the business. Write your jobber to-day.



National Phonograph Co., 59 Lakeside Ave., Orange, N. J.



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

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

NEW YORK, AUGUST 15, 1910.

TRADE in the talking machine industry has been rather quiet during the past month, but reports from some localities indicate fair activity in the sales department.

It is certain that the dealers who have adopted progressive methods in their business affairs have profited correspondingly.

It is the day when business in all lines must be conducted according to up-to-date rules, else good opportunities will be lost.

We know of concerns whose record is not up to that of a year ago, and the fault lies wholly in the lack of individual effort rather than poor business conditions.

Effort is necessary to win success in all lines, and there is no use of anyone holding back.

There are plenty of business problems confronting us all the time, and the man who puts up the plea that he does business a certain way and sees no reason why he should modify or change his plans is usually the one who is slipping backward all the time.

He keeps on going for a while and usually insists that he is doing a fair business.

He knows in his heart, however, that something is wrong, but he still adheres to old-fashioned methods in the conduct of his business and will not take up new and progressive ideas.

IF we cannot make up our minds to do things as the interests of to-day demand, and shape our methods according to the particular requirements of the present, we will sooner or later find that we are being left in the race for business.

The man who goes to bed with a clear conscience considers that he has fixed his business properly for the problems which he has contended with during the day, but he

wakes up the next morning with some new series or sets of troubles confronting him that demand other treatment.

Ignoring or passing them over will not rid his business of the annoyances, and because he did not have them to contend with a few years ago, he fools himself in an expensive way if he attempts to let them go unnoticed and therefore unconquered.

It does not make any difference how we did business some other day.

Certain methods may have been all right twenty years ago, but they may not fit harmoniously into our present system.

The man who is up-to-date is constantly changing his methods to conform with the changing times, and to claim that the old methods are all right now is just as reasonable as to claim that the talking machine of years ago was good enough for to-day.

The inventive mind realized that it was not, and there has been no halting in the development of the talking machine.

It is moving on steadily, ever advancing, and the business methods of the men who display special products at retail should conform with the progressiveness evidenced in the development of the specialized product in which they are directly interested.

THE leading magazines in the summer contain the advertisements of the great talking machine companies, and it is this persistent advertising in season and out which has caused the product to be in demand.

We have taken occasion to carry on our investigations referred to in last month's World in a most exhaustive manner, and we have found that in the larger cities during the summer there has been a greater demand for the high-priced talking machines than for musical products of any other nature.

Now, this should be encouraging to the dealers generally to go ahead and push their product with zeal.

There is plenty of good, undeveloped territory closely adjacent to every talking machine establishment in this country.

All it needs is systematic working.

A DEALER has asked us to say something about advertising. We should say, every advertisement should be written so that the writer always has in mind holding the confidence of the public.

To create confidence is just as much the function of advertising as to sell goods.

Now, the greater the public confidence in the merchandise offered, the more business will come to the dealer.

Statements made in advertisements, while not lacking in force, should, nevertheless, be conservative to the extent of being readily backed up by the advertisers.

To create the impression that you are giving something for nothing makes the readers wonder whether you are a very poor business man or a plain, every-day liar and in either case they are not over-anxious to trust you.

It is steady hammering that makes an impression in advertising.

If the first advertisement does not bring expected results keep at it and force the public to read about what you have to offer.

THOUSANDS of successful money-making concerns owe their advance entirely to intelligent, persistent advertising, but there is yet to be heard of one who won success from a single advertisement.

A single drop of water falling on a stone spatters off and leaves no impression, but constant dripping on the same stone will eventually wear a hole in the solid granite.

Then, again, in advertising, talk something besides prices.

Explain the wonderful powers of talking machines. Show them up in an interesting way.

In the talking machine business the price question should be cut out.

People always looking for bargains that can only be secured by means of sales will not form a permanent foundation for any business.

When exploiting the excellent quality of your product emphasize some of its interesting features—some of its entertaining possibilities, and many people who do not know the marvelous powers of the talking machine may have their interest aroused to the extent of visiting your warerooms.

DEALERS are not concentrating attention as they should in an effort to have talking machines, particularly the larger instruments, used in the public parks and other resorts in their towns or cities.

This is the best kind of advertising for the talking machine business.

The use of high class records and high class machines does more to educate the "doubting Thomases" than any other possible means that we can conceive of.

If people are compelled to hear them in the public parks they cannot fail to admit that the talking machine of to-day is an instrument that compels consideration and the highest praise and admiration.

In Great Britain the talking machine is being used in public parks with splendid results.

It takes the place of the regular band concerts on certain nights of the week.

Why not make an effort to inaugurate some such plan of publicity in your locality?

THE export trade in talking machines and supplies continues to be of the most gratifying nature.

In another part of this issue will be found the figures for the month of June and the preceding eleven months

The total exports for 1910 amounted to \$3,841,511, as compared with \$2,852,429 for the same period in 1909.

This demonstrates in a very pleasing manner that American products in the domain of talking machines and accessories are liked abroad.

As a matter of fact the exports of talking machines for the past twelve months were three times as great as the exports of pianos, player-pianos, organs and musical merchandise of all kinds.

This is most significant.

It tells in a convincing way that this is no petty industry of which we are a part.

CLEVELAND'S BUDGET OF NEWS.

Little Change in Trade Conditions During Month—Record Buyers Plentiful—Prominent Attorney a Talking Machine Enthusiast—His Views—G. J. Probeck's "Acorn"—U. S. Phonographs Making Good—Numerous Orders Received—Columbia Goods in Demand—Recent Visitors—Other Interesting Trade News of the Month.

(Special to The Talking Machine World.)

Cleveland, O., Aug. 9, 1910.

Conditions prevailing in the talking machine business during the past month were on the whole similar to those that prevailed the previous month, and business is hardly what one would describe as satisfactory. However, many of the dealers are averaging a normal midsummer volume of trade, running more to the higher-priced machines and records, and all are actively pushing business.

The lower-priced machines and records usually purchased by workmen are being more frequently called for, and record buyers who have not been in the market for many months are beginning to come back—indications that prosperity has at last reached this class of our fellow-citizens.

H. E. McMillin is spending the summer at his summer home, Topinbec, Mich. He believes, with President Taft, that a man is entitled to two months' vacation.

Berkeley Pearce, a prominent Cleveland attorney, and who was a councilman-at-large during the administration of Mayor Tom L. Johnson, and one of his warmest supporters, is a talking machine enthusiast. He has a Victrola, a Victor V, and four hundred-odd grand opera records, selected from the American and Italian Black Label and Red Seal lists.

"Grand opera records," said Mr. Pearce, "have many advantages over attending the opera. The comfort, convenience and pleasure of calling upon your favorite performers at will to render their best efforts is the boon supplied by this most marvelous of inventions, and there is no danger of a surfeit to those who confine their attention to the best grade of selections.

"It is questionable if some of the mechanical defects will ever be entirely eliminated, but there will continue to be improvement. In tone alone such advancement has been made within the last year that quality practically true to life has been attained. But we may hope for smoother records and more quiet and even-running motors. One striking fact is that reproduced music requires the highest standard of performance. Any flaws in the work of the artist show so plainly that the result is only the best work of the artist is worthy of reproduction. The record, therefore, does better than the artist who made it can do at the average performance. And the auditor can enjoy a better balance of voice and orchestra than is afforded from the seats of the theater. The talking machine is proving of great advantage to the world of music in awakening popular interest and raising the standard of popular appreciation. I often am amused by those who assert they do not enjoy singing in Italian, because they do not understand the words, yet these objectors seem perfectly happy when they hear the same selection played by a band! A wider acquaintance with good music places mere words further in the background. Performances in grand opera supply action as well as words, and after the music, action is the more important. In it lies the greater interest and appeal. The fact is that few public singers enunciate so clearly that their English can be understood, so those who want words should be prepared not to expect them from the average singer. That words are of minor importance is further shown by the fact that large choruses rarely make known the words they are using, and in such numbers as the "Rigoletto" quartet, where all the singers are uttering entirely different words at one and the same time, of course it is impossible to distinguish them. It simply is

not expected. Conservatism among teachers has retarded the use of the talking machine as an aid, but it can be employed to great advantage in musical education and there will be a great increase in its use in that direction."

The World representative came upon a talking machine one day bearing this label: "The Graphophone. Cleveland Graphophone Co., 227-229 Sheriff street, Cleveland, O." As the fact that a talking machine manufacturing company had ever existed in this city was a revelation to him, he started a historical inquiry. After numerous inquiries he found a person who knew all about it. "The Cleveland Graphophone Co.," said G. J. Probeck, "was started some thirteen years ago by L. C. Goldbach and I. We originally started at 227 Sheriff street, opposite the old market house, in a butcher shop supply house. There were bolognas on one side of the store and talking machines on the other. On account of the lack of space we kept all our records in display coolers belonging to the supply house, which gave customers the idea that records had to be kept in cold storage. They thought every record was a hot one.

"We didn't manufacture machines. The inscription you mention as having seen on a machine was our label put on a graphophone. In the basement, however, we had a piano and other instruments, and made all kinds of master records while customers stood around waiting for them to be taken out of the fire. Things were crude in those days, but we did a very nice, profitable business there, and soon moved to more commodious quarters at 19 Euclid avenue. Shortly after the partnership was dissolved and I continued the business successfully until 1903, when the Columbia Co. bought me out and established a store at 1955 Erie street, where it remained under my management until 1907, and was then moved to the present quarters, 420 Prospect avenue. In November of the same year the business was again transferred to the G. J. Probeck Co. Thus, you see, from a little acorn a great oak has grown."

H. N. McMenimen, the general sales manager of Sheip & Vandegrift, manufacturers of the Music Master wood horns, was looking orders in the city August 8.

The U-S Phonograph Co. report that their new line of phonographs and Everlasting records are making good with the trade, fully in accordance with their expectations. During the past month the company have sent many U-S machines to dealers on trial, together with a list of sample records, and the expressions of

opinion on the part of those who have received them are extremely gratifying. The U-S people adopt this trial method of introducing their goods because, they say, their faith is strong that the goods will bear the test of comparison, and the dealer who actually sees and hears the U-S machine play will know what he is getting. He can test it out to his own satisfaction, both on Everlasting and on wax records. Thus he runs no risk, for if he does not care to handle the U-S line he may return the company's outfit at their expense. He is given the option of retaining the outfit sent him, however, at the regular discount. The management state that trial orders have been received from all parts of the country, ranging from New England to California, and from Canada to the Gulf States. It is understood that plans are made for an extensive advertising campaign to phonograph users and prospective users, and the directors of the company assert that everything possible will be done to give their product its due prominence in the field.

"There is a steadily increasing demand for double-disc and Columbia two and four-minute Indestructible records," said A. W. Robertson, of the G. J. Probeck Co. "The summer season is bringing its usual demand for the lighter selections, and dance music is being called for a great deal. The graphophone, with its increasing possibilities of out-of-doors usefulness, is responsible for this. The general public is fast realizing that the graphophone is no longer an exclusive indoor form of entertainment. Grafonola prospects are springing up constantly and many kind things are being said about the new type Columbia 'Mignon.' Naturally the higher-priced machines do not move as rapidly as the popular priced, but judging from the number of inquiries we have had within the last month or so there will be a brisk movement this fall."

Mr. Towell, of the Eclipse Musical Co., says that considering the season of the year and the warm weather conditions, trade is fairly good. "Machines are moving slowly," he said, "but the record trade is very good. On the whole business is satisfactory, and I anticipate a bumper fall trade."

In talking machines, W. H. Buescher & Sons say that their sales in July were mostly Victrolas, with the usual complement of high-class records. Call for the cheaper grade machines was said to be light and the record trade very good.

(Continued on page 14.)

Purchase Quality Needles

BURCHARD needles naturally cost more than needles of an inferior quality, but they have advantages which will be plain to all.



They move noiselessly over the disc and each needle can be used at least six times.

You can get more out of BURCHARD needles than any other on the market.

Send for a sample order of these needles and you will use no others.

MANUFACTURED IN THREE STYLES



No. 1. For Soft Playing



No. 2. For Loud Playing



No. 3. For Strong Tone Music

Write for samples. We are prepared to arrange for sole sales agency in the United States.

Write

F. R. REINGRUBER, SCHWABACH, BAVARIA, GERMANY



What the Trade

U-S

Combination

Phonograph

"Your Phonograph and Records have reached the Standard of Perfection"—that's what a large dealer in Michigan says. Read other extracts of what the trade in various sections of the country write us—they confirm all our claims and predictions made to you in previous announcements.

Notwithstanding the firm hold others have for years had upon the trade, we have already convinced an astonishingly large number **BY PROOF** that our Phonographs and Records are the best in every respect and are already receiving the recognition they deserve.

For fear you may not have read fully our previous announcements we briefly enumerate the exclusive features and principles which place the superiority of the U. S. line beyond all question. The Master Points of argument are *Convenience of Operation—Quality of Tone Production—Indestructibility of Records.*

Convenience of Operation—Our Phonographs are all equipped with an Automatic Change Reproducer Carriage, automatically and instantly adjusting the machine to either a two or four minute record by simply a twist of a shift key. No other phonograph has this improvement. The Motor is of an entirely new type—simple, long running, of unusual power, and offering the closest approach to absolute noiselessness yet reached in phonograph construction.

Quality of Tone Production—The mandrel is fitted with a pulley balance wheel—*positively the only means of insuring a reproduction true to pitch.* The diaphragm is much larger than in ordinary phonographs and is made of an unusually sensitive material, giving it marked superiority in bringing out fine music detail. The Reproducer has a non-wearing sapphire point which is so carefully fitted to the sound groove of the record as to do away with that harsh, scraping, rasping sound.

MICHIGAN

"The records are an impossible brilliancy and superior to anything heard, and as wax records their merits."

VIRGINIA

"There is a this territory"

NEW YORK

"Received you and am very can count on the records effort at all"

INDIANA

"I believe the sale and beat"

IOWA

"It appears to situation."

MICHIGAN

"You have got me; your phonograph reached the standard"

PENNSYLVANIA

"I have constant"

MASSACHUSETTS

"Your phonograph any on the market"

NEBRASKA

"We are in record and have tested up to all the credit behalf. We have the greatest machine and in"

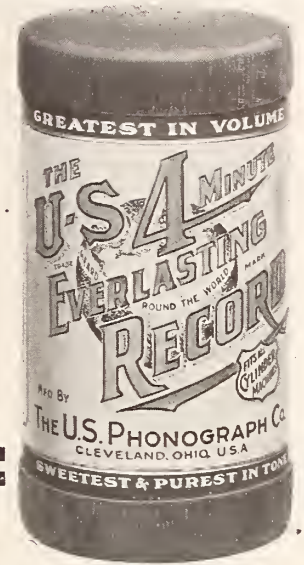
WEST VIRGINIA

"Records received pleased would They are far superior cylinder records have had expected the market."

ILLINOIS

"The construction the volume and superior to any records."

U-S Phonograph Co., C



Two and Four-Minute Records

Says About the U-S Everlasting Records

Indestructibility of Records—They are not made of wax—they are composed of a “can’t-wear-out” surface mounted on a “can’t-be-broken” cylinder base, making a record that is absolutely everlasting—that’s why it is so named. U-S Records are positively proof against scratching, also against cracking by extreme heat or cold—against damage from careless handling or dropping and against injury by unlimited playing. And above all, U-S Records have that rich, brilliant, life-like tone never before attained in phonograph records.

The indestructibility emphasizes another advantage of U-S Records in that they may be sent by mail without fear of damage; this opens a large field for progressive dealers and also saves expense of breakage in transmission, which has always been quite heavy with other records.

A Rare Business Opportunity—In laying the U-S Phonograph and Record proposition before you we are not unmindful of the fact that it will take Money, Perseverance and Publicity to accomplish all we have set out to do. *We have an abundance of capital; we have unlimited perseverance; and we will soon inaugurate one of the most stupendous selling campaigns any firm has ever attempted.* We will win out. You better be with us. It isn’t our policy to surround you with any *unreasonable restrictions.* Our aim is to make the U-S line more profitable to you every year, for our profits depend upon your profits. Place competing goods *right beside ours,* then play the U-S in comparison—we will gladly abide by the result.

The U-S line of machines is complete enough to meet all needs and all purses. Every machine is the handiwork of the most skilled mechanics and cabinet makers in the business.

Write today for full particulars about our unusual special offer, prices, etc., which all spell **BIGGER PROFITS TO YOU.** Be the first in your territory—fill out attached coupon, detach and forward to us by next mail.

U-S
Phonograph Co.
1013 Oregon Ave.
CLEVELAND, O.

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

Name
Address
City
State

Cleveland, O., U. S. A.

perfectly satisfactory,
a wax record. For
of tone they are far
of any make I ever
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wax records for me.”

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he records is superb,
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the way of cylinder

Columbia Indestructible Records not only meet but create a demand for both 2-minute and 4-minute cylinder records. It ought to take you about 2 minutes to realize that and 4 minutes to act on it.



Columbia Phonograph Co., Tribune Building, New York.

(Continued from page 11.)

The new twelve-story annex of the May Co. is nearing completion. When it is ready larger and more desirable quarters will be allotted the talking machine and piano departments. "Our July sales were good," said Mr. Tinker, "and were distinctly of Victrolas and high-grade machines. In records, Red Seals and Amberolas were the leaders, but sales of the cheaper grades were good. There is a fair demand for cabinets. August trade has opened up auspiciously and prospects are encouraging."

Business during July at the store of Charles I. Davis is said to have been exceptionally good, especially in the Amberola line. The Amberola attachment proposition is proving eminently successful, said Mr. Davis.

The Bailey Co. report that their talking machine and piano business for July was very satisfactory. "Trade is improving," said Mr. Friedlander, "especially in the higher-priced machines, which are selling well. The demand for Red Seal records is fine and the cheaper grades are selling well. Increasing inquiries indicate a good fall trade."

August business was reported to have started out briskly at McMillin's, with good sales of Victrolas and the higher-priced Edison machines. The record trade was also said to be excellent, especially the foreign lists. The house is doing a prosperous piano business.

R. L. Robbins, of Robbins & Co., says that the volume of their business for July was largely in excess of that for June, and that August promises still further improvement. He states that demand for both Victor and Edison machines and records, covering all grades and prices, is good.

A very simple, effective and cheap device is an Automatic Stop for disc talking machines, known as the Hays stop, which the Cleveland inventor is about to place on the market. He has spent over two years perfecting the device, and in the next issue of *The World* will offer it to the trade.

Collister & Sayle state that business in talking machines and records is quiet in both retail and wholesale departments. The Talking Machine Store reports a fair record trade, but slow sales of machines. John Reiling, of the West Side Columbia store, is doing well, daily increasing his list of patrons of foreign records.

WHERE PERSISTENCE WINS.

How One Dealer Made Big Sale Through Manufacturer's Persistent Follow-up System—An Interesting Story with a Moral.

Early last May we received an inquiry from a prospective customer living in an obscure corner of the great Mojave desert, eight miles from the nearest place of human habitation, in which he inquired the price of various types of Edison phonographs and records. Replying at once, we sent him a phonograph booklet and complete catalogs of Edison records, and referred him to the nearest Edison dealer for the consummation of the sale. At the same time we acquainted

the dealer with the facts of the case, requesting him to follow it up and advise us of result. A month passed and not hearing from the dealer, we again wrote and elicited the information that the sale had not been effected. The dealer had written once, and not receiving a reply, took it for granted that the prospective customer had given up the idea and therefore considered the incident closed, the Edison Phonograph Monthly relates.

Did we lose further interest in the matter? By no means; we never do that. We took up the subject again with the prospective customer, learned that he was still in a receptive mood, although obliged to temporarily postpone the contemplated purchase. At his request we referred him to another dealer, as he expressed an un-

is made, the public promptly loses interest in the dealer.

THE PHONOGRAPH IN AUSTRALIA.

P. W. Blake of Albany, N. S. W., Building Up a Good Business with the Edison Line Situated in a Growing and Prosperous Section.

(Special to *The Talking Machine World*.)

Albany, Australia, June 30, 1910.

One of the enterprising dealers in this thriving section of New South Wales is P. W. Blake, who is making a specialty of Edison phonographs and records and building up an excellent trade in these specialties. Albany, which is on the Murray River, has a population of about seven thou-



INTERIOR OF BLAKE'S STORE AT ALBANY, AUSTRALIA.

willingness to do business with dealer No. 1, whose stock of records, he said, would not offer the choice he desired, and he wished to make the purchase without further delay. We did so and shortly received the thanks of dealer No. 2 for an order of a Home phonograph and Edison records to the total value of \$80.20, with the assurance that "further inquiries of like nature would receive prompt and energetic attention."

That's the story; what's the moral? There are two. First is that persistence wins in the long run—all that is necessary is patience. Had we been as easily discouraged as the dealer—had we not put our "follow-up" system into operation, a nice sale and a good customer would have been lost. Had dealer No. 1 followed up his man as we did, instead of dismissing the subject after a single inquiry, he would have eventually won out—if he had kept up his stock, which he didn't. That's moral number two.

No dealer who allows his stock to dwindle can expect to do business successfully in these days of up-to-date methods. It doesn't take the public long to discover the fact that a dealer is losing interest in his business, and when the discovery

is made and is a large pastoral and agricultural district. Crops and prices have been good, with the result that people of this district are spending more money for luxuries of all kinds, and as a result Mr. Blake is selling many Edison machines, which are greatly in favor here. In fact, throughout this part of Australia the name of Edison is much esteemed and is as much spoken about as in New York. In addition to the talking machine line Mr. Blake controls a very large circulating library, so that this brings him in contact with the very best people.

Good salesmen realize that advice to the customer is a superfluity. Ninety-nine times out of a hundred people don't take it.

The dirty store makes no friends on account of its dirt. It even lowers itself in its owner's respect. None but the clean deserve the trade.

Statistics and experiments prove that weariness increases the liability to carelessness about 700 per cent. It is better to send tired employes home than to allow them to stand behind the counter.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Steady Improvement Noted in Trade Conditions Throughout the Kingdom—Some of the Reasons Assigned—Further Developments in Case of Gramophone Name—Gramophone Co. Announce That They Will Appeal—To Improve Trade Methods—What Japan's New Tariff Means—To Amend Copyright Laws—Some of the Clauses Agreed Upon—New Companies—What Is Offered in the Various New Record Lists—Columbia Manager Home from States—"The Cinch" Creates Interest—Stroh Violins Used Extensively—Some Recent Visitors of Prominence—Gramophone Co. Agents Meet—To Amend Merchandise Marks Act—Other News.

(Special to The Talking Machine World.)

London, Eng., Aug. 6, 1910.

At this time of the year talking machine and record sales are seldom sufficiently strong to boast about, and although to-day things are not booming, it is particularly gratifying to follow the steady improvement in conditions of trade throughout the kingdom. The London factors and manufacturers tell me that despite the usual disturbance of business which generally follows in the train of extensive litigation, such as we have experienced of late, the substantial amount of business now being done and the amount of advance orders in hand for next season are beyond all expectations. Quite a note of prosperity seems to pervade many of the reports to hand. The stability of the labor markets and the healthy condition of our large industries are no doubt exercising a very beneficial effect on musical instrument sales. And in addition to this the forces of nature are lending a helpful hand, for contrary to the extreme heat prevailing on your side, we have experienced quite a chilly time this last month or so.

A subject of general agreement is the noticeable demand for instruments of good quality, and I do not think my statement will be questioned that the coming season's trade will be largely confined to this class of product. I believe the future progress of the industry must to a great extent be dependent upon the elimination of the cheap and unreliable instrument from the catalogs of certain continental manufacturers, who themselves are slowly but surely recognizing this fact.

Litigation Causes Confusion.

Although trade has been in nowise affected by the recent litigation, a certain amount of confusion seems to exist as to the exact position of affairs. It should be clearly understood that the Gramophone Co. do not accept Justice Parker's ruling that the word "gramophone" is a generic term, neither do they accept Justice Warrington's decision in regard to the invalidity of their tone-arm patent. Appeals have been lodged against both judgments, and pending the verdict of the Court of Appeal, it is my opinion that the matter should be treated as *sub judice*.

The Gramophone Trade-Mark Case.

It would be too lengthy to give the full judgment in the above action, but a short digest will be of interest to my readers. In the course of his remarks His Lordship observed that he was satisfied that while in the trade the word "Gramophone" denoted a machine manufactured by the Gramophone Co., to the general public it represented a disc record machine, as opposed to a phonograph, and did not connote the source of manufacture. What he had to decide was as to whether in these circumstances the word ought to be admitted to registration as a word adapted to distinguish the machines of the Gramophone Co. from those of rival manufacturers. He could not say that the word in itself was more adapted to distinguish the goods of one maker any more than the word "matches" would distinguish the matches of one manufacturer from those of another. In his opinion the name by which an article was popularly known ought not to be admitted to registration in respect of a particular make. The application would accordingly be dismissed with costs. As will be seen by the following letter addressed to the trade, the Gramophone Co. intend to appeal against Justice Parker's decision and in the meantime will protect their dealers.

A Gramophone Co. Letter.

In regard to the decision the Gramophone Co. have issued the following letter to the trade:

"The Gramophone Co. have for many years, and up to the present time, used the word 'Gramophone' to designate its product in the belief that this word (which its predecessors in business had invented, and which no other manufacturer has ever used) rightfully belonged to it.

"After the passing of the last Trade-Marks Act this company applied for the registration of the word as a trade-mark. The registrar referred the application to the courts.

"Justice Parker delivered judgment last week, refusing our application. There is, of course, an appeal from this judgment to the Court of Appeal, of which we are availing ourselves.

"In the meantime we wish to inform dealers that should any competitors apply the word 'Gramophone' to any instruments not manufactured by the Gramophone Co., Ltd., and thereby take advantage of a decision which is under review, and incur the risks involved, any confusion in the minds of the purchasing public can, by care on the part of our dealers, be minimized, as our machines and records all bear our well-known trade-mark 'His Master's Voice.' Further, it is clearly stated that our instruments and records are the manufacture of 'The Gramophone Co., Ltd.,' a title by which no one but this company can ever designate themselves.

"These two important facts cannot be too prominently advertised to our accredited dealers, who alone can style themselves 'accredited dealers to the Gramophone Co., Ltd.,' and who by so doing will to a large extent protect themselves pending a further decision."

To Eliminate Trade Evils.

The recent meeting of Gramophone agents to discuss certain trading conditions is an impor-

tant step toward the reform of many existing trade evils. The elasticity of discounts has been a great barrier to the maintenance of prices. The Gramophone agents and factors have now agreed to a uniform discount of not more than 2½ per cent. and to abolish the "sale or return" method of trading. The rigid acceptance of these two worthy principles can have only a beneficial effect in maintaining stability of trade and greater confidence all round.

New Japanese Tariff.

Japan's new tariff, which comes into force on July 1 next, will, it is estimated, mean the exclusion of thousands of pounds' worth of European goods, such as talking machines, pianos, etc., now exported to Japan. The average of the new duties on British goods is an advance of about two-thirds upon existing rates. The decreases of duty affect such manufactures as Japan does not yet make for herself, but all those industries which Japan has developed or expects to develop will be adversely affected. The new tariff will be based upon specific rates subject to six months' notice of any alteration.

Bill to Amend Copyright Laws.

The president of the Board of Trade has now introduced before Parliament an important bill to amend and consolidate the laws of copyright. Substantially the object of the measure is to carry out the recommendations of the committee, presided over by Lord Gorell, which lately examined the points in which the Revised International Copyright convention, signed at Berlin in November, 1908, is not in accordance with the law of the United Kingdom, and considered whether that law should be altered so as to enable his majesty's government to give effect to the revised convention. To some extent the recommendations of the committee have been modified by a conference which has recently been held between the government and representatives of the colonies for the purpose of considering copyright law, not only from the point of view of the dominions, but also from the imperial standpoint. The hope entertained was that there might be a general agreement on copyright throughout the empire. If there should be a substantial amount of agreement the measure might be passed at the autumn session.

Delegates from Great Britain, Germany, France, Italy, Spain, Belgium, Denmark, Japan,

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.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR
in U. S. A. to their sole representatives

OLIVER DITSON CO.
150 Tremont Street BOSTON
NEW YORK and PHILADELPHIA

Foreign Patent Rights Offered

A new talking machine attachment, a perfect Sound-board scientifically designed in accordance with recognized acoustic principles. Entirely replaces the horn and is now meeting with pronounced success in the United States. European patents for sale, or will be operated in conjunction with responsible parties.

For illustrations, descriptions and full information, address

L. P. Valiquet

25 N. 16th Street, EAST ORANGE, N. J.

FROM OUR LONDON HEADQUARTERS—(Continued.)

Norway, Sweden, Switzerland, Luxemburg, Liberia, Monaco and Tunis were in entire agreement that authors of musical works shall have the exclusive right of authorizing:

1. The adaptation of those works to instruments which can produce them mechanically.

2. The public performance of such works by means of these instruments.

International uniformity of protection of musical works during the life of the author and 50 years after is another pertinent recommendation. Clause 10 provides that existing works in which copyright actually subsists at the commencement of the act (but no others) should enjoy, subject to existing rights, the same protection as future works, but for the benefit of any extension of terms should belong to the author of the work, subject to reservations where he has assigned his existing rights. Clause 11 provides for stopping the importation of pirated copies of a copyright work into any part of his majesty's dominions to which the imperial act extends.

New Companies.

The Phonofilm Co., Ltd.: capital, £10,000; manufacturers of and dealers in records and carriers for use in talking machines. Registered office, Gloucester Mansions, Cambridge Circus, London.

Victorphone, Ltd.; shop fittings and talking machine manufacturers; capital, £2,000. Office, Victoria Works, County street, Leeds.

An Excellent Edison Record List.

The advance list of Edison records for September contains some fine titles by such artists as Vesta Tilley, Maurice Farkoa, Alexander Prince, Peter Dawson, etc. Amberol—"Di Ballo Overture" (Sullivan), National Military Band; "I Like You in Velvet" (Rubens), Maurice Farkoa; "One, Two, Three, Four, Five" (Osborne), George Formby; "The Kerry Dance" (Molloy), Miss Amy Evans; "March aux Flambeaux" (Clarke), concertina solo, Alexander Prince;

"Thora" (Adams), Peter Dawson; "Flanagan" (Murphy and Letters), Miss Florrie Forde; "Shirts" (Murphy and Lipton), Arthur Osmond; "One of the Midnight Sons" (David and Lyle), Miss Vesta Tilley; "Lucia di Lammermoor," selection (Donizetti), National Military Band; "Killarney" (Balfe), Miss Marie Narelle; "You'll Never Find Another Love Like Mine" (Solman), Manuel Romain; "Irish and Scotch Melodies—Fantasia" (xylophone solo), Charles Daab; "Hiding in Thee" (Sankey), Anthony and Harrison; "Rescued from the Flames," Len Spencer and company; "Southern Dream Patrol," New York Military Band; "One Sweetly Solemn Thought" (Ambrose and Bartlett), Knickerbocker Quartet; "If Dreams Are True" (T. Taylor), Will Oakland; "Carry Me Back to Old Virginia" (James A. Bland), Premier Quartet; and "Over the Waves Waltz" (Roses), New York Military Band. Amberol grand opera records—"La Veritable Manola" (Emile Bourgeois) (Spanish song sung in French), Blanche Arval; "La Favorita—O Mia Fernando" (Donizetti) (sung in Italian), Marie Delna; "Faust—Air des Bijoux" (Gounod) (sung in French), Marguerita Sylva; and "Andrea Chenier"—monolog (Giordano) (sung in Italian), Giovanni Polese. Standard records—"The British Bugler's March" (Parkes), National Military Band; "Shadowland" (Noel Johnson), Peter Dawson; "De'il Among the Tailors" (traditional), accordion solo, Peter Wypor; "Bradshaw on the Brain" (Wells), Miss Florrie Ford; "Oft in the Stilly Night" (Stevenson), Ernest Pike; "Oh! Oh! the Picture Show" (Scott), Stanley Kirkby; "Prisoner at the Bar" (David and Leighton), Arthur Osmond; "Love and Life in Vienna Waltz" (Karl Komzak), Alexander Prince; "Scotch and Polly" (Maurice Shapiro), Jack Lorimer; "Tolledo" (Spanish Troop (Ord Hume), National Military Band; "Emperor's Manoeuvre March" (C. Friedman), United States Military Band; "L'Encore" (Victor Herbert), Victor Herbert's

Orchestra; "Pal of Mine" (J. S. Nathan), Manuel Romain; "German Waltz Medley" (accordion solo), John Kimmble; "You Can't Make Me Stop Loving You" (Kerry Mills, Will Oakland); "Only a Beam of Sunshine" (John R. Sweney), Anthony and Harrison; "The Lady Bug's Review" (Neil Moret), American Standard Orchestra; and "The Smiler Rag" (Percy Wenrich), New York Military Band.

Louis Sterling Returns from the States.

After being away a little over four weeks, Louis Sterling, British manager of the Columbia Co., arrived home July 23 from the States, where from all accounts he experienced a warm time. In the course of a short chat Mr. Sterling said: "Owing to the extreme heat I had to forego many visits I wanted to make, but for all that I managed to look up quite a number of trade friends. My visit to Columbia headquarters at Bridgeport was most interesting. Despite the fact of my close acquaintance with the trade on both sides, the Bridgeport factory was a revelation. It is the finest factory of its kind I have ever been into, and its size was really astonishing. Talking machine business in the States is simply terrific compared to what is done here, and more pertinent still is the fact that sales of the higher-priced machines are developing all the time. Yes, it was a pleasant change to revisit the birthplace of this industry, and altogether I had a really enjoyable holiday."

The Cinch.

That mysterious announcement, "Look out for the coming of the Cinch," which, as reported in last issue, created an amount of interest seldom met with among talking machine men, has now taken such definite shape that my readers may no longer be kept out of the secret. Zonophone dealers especially will welcome the "Cinch"—a new horn machine, described by the company in these words: "Though by far the most compact interior horn machine on the market, the volume of tone is equal to that of the largest horn ma-

ROYAL APPRECIATION

of the

GRAMOPHONE



To H. M. the KING OF ITALY

BY APPOINTMENT
To H. M. the QUEEN MOTHERTo T. M. the KING and
QUEEN OF SPAIN

HIS MASTER'S VOICE

To H. H. the KHEWIVE
OF EGYPTTo H. M. the SHAH
OF PERSIATHE 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, Frihavnen, 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 Belleaghatta Road, Calcutta

FROM OUR LONDON HEADQUARTERS—(Continued.)

chines. By its combination of scientifically constructed interior and sound developing screen a remarkable volume of tone is gained, but not at the expense of true reproduction. It is fitted with the new Zonophone sound box and powerful direct drive motor. The 'Cinch' embodies two original features of high importance. A larger resonating chamber than is found in others of its class is obtained by the use of a hollow bracket, through which the sound is carried from the tone arm direct into a radiating aperture extending right to the front of the cabinet. Another ingenious device is the sound-developing screen fixed over the mouth of the resonating chamber. This screen is made of metal, taking a form of construction something after the style of a Venetian blind—the bars being concave. Selling at £2 12s. 6d. retail, the 'Cinch' is indeed a temptation of price and quality combined."

Success of the Stroh Violin.

The beautiful effects obtained from the Stroh violin for recording and other purposes place it unquestionably in the foremost rank of stringed instruments, and indeed experts agree that the Stroh in tonal quality is superior to any other type of fiddle. It is a recognition that is becoming universal. With an increasing demand from all parts of the world, a splendid opportunity presents itself to first-class musical instrument houses desirous of a profitable agency. Geo. Evans & Co. are open for application to this end, but not from the United States, since they are ably represented there by the Oliver Ditson Co., of 150 Tremont street, Boston, and of New York and Philadelphia.

The Ideal List Competition.

Those of our readers interested in the above will be glad to learn that the Gramophone Co. are now busy recording the winning lists of chosen titles, and competitors may expect an announcement as to their issue in the near future. Some delay has been quite unavoidable, owing to the absence of some of the chosen artists in foreign countries. Mr. Evan Williams, for instance, figures so high in the estimation of competitors, that in order to record their choice of titles, he recently made a special journey from the States, to which country he has now returned. Herr Wilhelm Backhaus, Miss Agnes Nichols and Marie Hall have been abroad, too, but their contributions to the Ideal List of Gramophone records will shortly be available, as also will those of the New Symphony Orchestra. We shall await the Ideal List with much interest, for it's to contain some gems.

Other Gramophone News

Covers the important announcement that four new titles by Madame Melba have been issued. They have been made under the new Gramophone recording process, and are therefore perfect specimens of the recording art. Owing to her extensive Colonial tour, it is upwards of two years since any Melba records were issued.

That span of time is now bridged by the present issue, which have met with an enormous reception. The usual monthly list to hand contains titles well up to the Gramophone standard of quality, one point in particular—that of surface—showing a marked improvement. The titles are as follows: "Marche Hongroise (Berlioz)," "Fifinette Intermezzo" (Fletcher) and "Merry Wives of Windsor" overture (Nicolai), by the Band of H. M. Coldstream Guards. "H. I. M. The Sultan of Turkey" (march), Black Diamonds Band; "Chanson Bohemienne," waltz (J. B. Boldi) and "Topeka," two-step, by Iff's Orchestra; (a) "The Night Has a Thousand Eyes" (Frank Lambert), (b) "Across the Blue Sea" (Lord Henry Somerset), Mr. John Harrison; "Spirit So Fair" ("Favorita") (Donizetti), Mr. Evan Williams; "The Dear Little Shamrock" (Jackson), Mr. John McCormack; "Down Among the Dead Men" (Phipps), Mr. Robert Radford; "Onaway, Awake!" (Cowen), Mr. Harry Dearth; "I Know a Bank Whereon the Wild Thyme Blows" (C. Horn), Miss Allen and Miss Thornton; "I've Got Rings on My Fingers" (Maurice Scott) and "Chanticleer" (Theo. Morse), Mr. Harry Carlton; "Le Dernier Sommeil de la Vierge" (Massenet) (cello), Mr. Jacques Renard; "Bohemian Dance" (A. Ranegger, Jr.) (violin), Mr. Francis Macmillan, and a unique bird record, made by a captive nightingale. Also three by Miss Phyllis Dare, "Sleeping Car Song" ("The Girl in the Train") (Leo Fall), "Bring Me a Rose" ("The Arcadians") (Monckton & Talbot) and "The Girl With the Brogue" ("The Arcadians").

Fine Columbia Rena Records.

For the first time in this country a manufacturer has ventured to issue a 12-inch double record of two seric-comic songs, namely, two of George Lashwood's current successes sung by George Lashwood himself on a fine Columbia Rena.

The redoubtable Wilkie Bard has caught the Russian craze badly, and has been telling his audience of his love romance with little Olga Popoff in his "scngovitch," "You Are My Girl-ski." Of course it is absurd—Bard's songs are—that's the beauty of them. Terry Dean emulates the Bard in Bardic vein in this big hit on Columbia Rena records.

With one accord the seaside vocalists, be they "Bones" Pierrets, or masked celebrities (ahem!), have seized upon the song, "Ship Ahoy," or "All the Nice Girls Love a Sailor," for a place in their repertoire. Generally the "nice boy" of the troupe regards it as his "plum." In the music-hall world the song is being prominently featured by such artists as Daisy James, Maud Esmond and May Mars and Miss Nina Wood on the Stoll tour and Josephine Crook. The Columbia Rena record of this song is going exceptionally strong in consequence, as with the record goes a printed copy of the words.

The August Zonophone List.

The August Zonophone list is about one of the best yet issued, and contains such gems as "O, Dry Those Tears," by Madame Edna Thornton; Pilgrims' chorus from "Tannhauser," by the Festival Chorus; "Crown of Gold," overture, by the Black Diamonds Band; "Narcissus," the Peerless Orchestra; "Come, Birdie, Come" (with flute and piano), by Madame Dering; "My Sweetheart When a Boy," Ernest Pike; "Flanagan," Miss Florrie Forde; "A Political Speech," by Mark Sheridan, and "An Egyptian Idyll" (ocarina solo), by Mons. Tapiero.

Recent Visitors.

Mr. Eldredge R. Johnson, president of the Victor Talking Machine Co., Camden, N. J.; Mr. Paul Kretschmer and Mr. M. Strauss, of Carl Lindstrom L.

Important Trade Meeting.

July 21, at Manchester, and on the 25th, in London, the principal factors and Gramophone dealers met at the instance of the Gramophone Co. to discuss, among other things, certain matters bearing on trade discounts and dealers' contracts. Many questions of interest came under review, and from information received the company found itself the object of a very pleasing demonstration of loyalty on the part of their distributors. The meeting disbanded after having agreed that 2½ per cent. discount is to be the maximum allowance in the future, and with the exception of new records on a three-day approval basis, no records are to be sent out on sale or returned. The company took the opportunity of introducing their new Zonophone portable machine—the "Cinch" (a full description of which is given elsewhere in this issue), and high expressions of approval were general. Heavy orders were subsequently placed.

A Magnificent Odeon Record.

Music lovers will accord a hearty welcome to a recent Odeon issue of the famous "Miserere" from "Il Trovatore," duet, sung in English by Miss Jessie Reeves and Mr. Gwilyn Wigley. It is in all respects a magnificent record.

New Polyphon Records Ready.

By the time these lines appear it is expected that the first list of titles on the new Polyphon records will have been issued. Last month I reported the price of these 10-inch double discs at 2s. 6d. This has now been definitely fixed at the extraordinary figure of 2s.! The Klingsor Works, by the way, now carry a full stock of Polyphon horn and hornless instruments of remarkable value, as well as a series of musical boxes, which it is the company's intention to shortly submit to the discrimination of Colonial and foreign traders.

Another Consolidation.

Following my report in these columns over two months ago of the amalgamation of the Beka and Fritz-Puppel concerns, announcement

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FROM OUR LONDON HEADQUARTERS—(Continued)

is now made of the inclusion of yet another large corporation—Messrs. Carl Lindstrom, Ltd. Individually these firms carried on a successful trade, but as showing the increased value of combination, the company's shares now stand at over 200 per cent. above par.

Fine Selections in Rena Lists.

The current Rena lists contain many fine selections, notably, "The Palms" and that dramatic canto, "Ring Out, Wild Bells," from Tenynson's "In Memoriam." They are rendered by David Bispham on a 12-inch double disc. Mr. Strand Haxton is responsible for two delightful violin records, and the Columbia Co. draw special attention to a new waltz of a singularly charming character, called the "Queen Mary Waltz," played by the King's Military Band. Other good records to hand are: Twelve-inch—"There's Another Fellow Looks Like Me" (Fred Leigh) and "Send for a Policeman" (Fred Leigh), Mr. George Lashwood; "Casino Tange Waltz" (Gung'l) and "Pagliacci Selections" (Leoncavallo), Court Symphony Orchestra. Ten-inch—"In the Woods Waltz" (Kanlick) and "Queen Mary Waltz," King's Military Band; "London Pride March" (G. W. Smith) and "Midnight Parade March" (Trespaille), King's Military Band; "I've Got Harry Lauder on the Brain" (J. A. Glover-Kind) and "Bertie & Gertie" (J. A. Glover-Kind), Arthur Leslie; "Underneath the Monkey Moon" (Meyer) and "Cubanola Glide" (H. Von Tilzer), duets by Collins & Harlan; "Fraidy Cat" (Grey Elliott), Miss Ada Jones; "I'm Glad I'm a Boy" (Bayes & Norworth), duet by Ada Jones and Herbert Scott; "The Vicar of Bray" (old English) and "A Jovial Monk" (Audran), Robert Howe; "I Met Mary Ellen at the Isle o' Man" (Bennett Scott) and "Hi! Hi! Hi! Mr. McKil" (C. W. Murphy), Miss Molly Gray; "Flanagan" (C. W. Murphy) and "Top o' the Mornin', Bridget McCue" (H. Von Tilzer), Harry Fay, and "Father Tried It On" and "Every Day in the

Week" (George Tormby), Arthur Peel.

To Amend Merchandise Marks Act.

A Government Bill to amend the Merchandise Marks Act is about to be introduced in Parliament. It will enable the Commissioners of Customs to deal with the fraudulent use of British trade-marks by foreigners sending goods to the United Kingdom. The single operative clause is in the following terms: "1. Where any goods which, if sold, would be liable to forfeiture under the Merchandise Marks Act, 1887, are imported into the United Kingdom, and the goods bear any name or trade-mark being or purporting to be the name or trade-mark of any manufacturer, dealer or trader in the United Kingdom, and the Commissioners of Customs and Excise are, upon representations made to them, satisfied that the use of the name or trade-mark is fraudulent, the proper officer of customs and excise may require the importer of the goods, or his agent, to produce any documents in his possession relating to the goods, and to furnish information as to the name and address of the person by whom the goods were consigned to the United Kingdom, and the name and address of the person to whom the goods were sent in the United Kingdom; and if the importer or his agent fails within fourteen days to comply with any such requirement, he shall for each offense forfeit the sum of one hundred pounds.

"2. Any information obtained from the importer of the goods or his agent under this section, or from any other source, may be communicated by the commissioners to any person whose name or trade-mark is alleged to have been used or infringed.

"3. This section shall have effect as if it were part of section 16 of the Merchandise Marks Act, 1887."

Cuckoo Song for Motors.

The unification of motor horns, a subject recently under discussion by the Coventry Chamber of Commerce, has elicited some amusing

ideas. One correspondent says he has thought of an excellent combination of two notes, tuneful and cheap, and a melody, he believes, pleasing to most people. He would emulate the notes of a cuckoo! Another declares "the unification of motor warning sounds will be of little advantage. Stop them altogether is the only remedy, for it's a monstrous thing that they have been allowed to bully, browbeat and terrorize millions of us, not only by day, but by night."

New Beka Exchange Proposition.

The Beka Record Co. have just initiated a timely scheme for dealers to unload their old stock of records on an exchange basis. Any record other than Columbia, Rena or Imperial will be accepted in exchange for one new Beka record free, providing two more are ordered at the same time. Returned records should be sent carriage paid and through factors only. Lasting during the month of August the Beka exchange proposition is introduced at the psychological moment, and will afford dealers an opportunity of commencing the season with up-to-date stock. Its value, too, is undoubtedly enhanced by the issue of a particularly fine list of titles for August, of which the following are good examples: "O Kioto San," "Japango Intermezzo," "Amoureuse Waltz" and "The Druid's Prayer," waltz, all by the Beka London Orchestra; "The Anchor's Weighed" and "The Death of Nelson," by Philip Ritte; "Little Pat" and "Heva-Heva-Ho," by Harry Thornton; "Sweet Caroline" and "When the Harvest Moon Is Shining," by James Hudson; and two good comics by Pete Brown, "I Wish I Lived Next Door to You" and "Anywhere Is All Right When You're Doing Well."

PROVINCIAL ITEMS.

Perhaps the most interesting report to hand from the country this month is that having reference to the Northern Gramophone Agents' meeting at the Midland Hotel, Manchester, July 21. Matters under discussion included consid-

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eration of carriage costs, contracts, etc., and agreement was come to that any discount allowed in future is not to exceed 2½ per cent. over and above the usual trade terms, and excepting the first issue of new records, the "sale or return" method of business is now banned as being opposed to the best interests of trades generally. A first demonstration of the "Cinch" was given, and its many original features and all around excellence of quality evoked nothing but the highest praise, and of course big orders.

Messrs. J. E. Hough L. are to be congratulated upon having secured a diploma and gold medal at the Manchester Trade Exhibition. The jury made this high award after taking into consideration the general quality of the Edison-Bell products. Special mention, too, was made of the "Eureka" Home Recorder, recently introduced by J. E. Hough L.

In Manchester and Liverpool, indeed right throughout the great County of Lancashire, a general feeling of satisfaction is the outcome of the recent settlement in the cotton industry. Masters and men have established an agreement which insures peace and freedom from strikes for the next five years, at any rate. Musical instrument traders are naturally delighted with the turn of affairs, and look forward with more hope to an exceedingly bright season next. As a matter of fact, business up North is improving rapidly, and from present indications, the next few months will be quite free from any trouble to disturb the season's bright prospects.

In Yorkshire business maintains average proportions for the time of year, and from reports to hand, the Yorkshire factors are looking forward to good times ahead. Preparations for the season's trade are well under way, and big orders for machines have been placed with the London manufacturers. Zonophone, Twin and Beka discs are in good demand from Yorkshire dealers, and Edison goods are selling freely. The Victorphone Co., Ltd., is a new firm, with

works located at Leeds, recently registered with a capital of £2,000 to carry on the business of talking machine manufacturers.

Trade in and around Birmingham and other Midland towns is considered satisfactory, especially so in the goods of Columbia, Edison, and the Zonophone and Twin Companies. Jumbo, Odeon and Beka products are also in fair demand.

Cardiff way, talking machine traders are getting on the move, so to speak, and preparations are well advanced for the handling of big business after August. Tilley, the chief Welsh fac-

tor, is specializing upon Edison, Twin and Zonophone products, as usual. Other makers are now establishing wholesale agencies in Wales, and competition is expected to be very keen this coming season.

Trade in Scotland is expected to receive a great fillip when the new Edison Lauder selections are ready, and while at the present time talking machine sales are somewhat depressed, prospects of an early improvement would seem to be indicated by the satisfactory condition of the labor market, and the stability of business generally.

TEST VALIDITY OF TONE-ARM PATENT.

English Court Hands Down Judgment Against Gramophone Co., Ltd., in Their Action Against Otto Ruhl, Ltd., for Infringement of Tone-Arm Patent No. 8401 of 1903—The Courts' Decision in Full—Gramophone Co. Announce That They Will Take an Appeal.

(Special to The Talking Machine World.)
London, Eng., August 1, 1910.

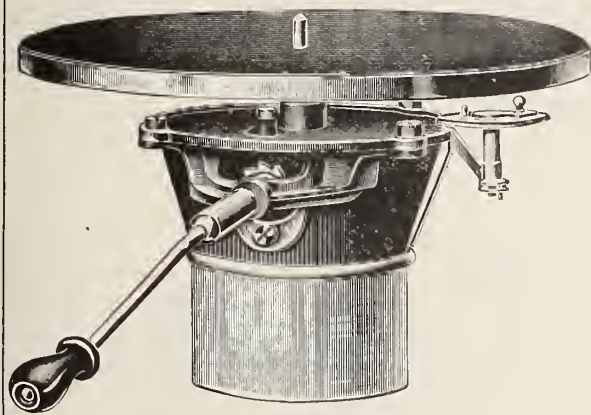
This was an action by the Gramophone Co., Ltd., against O. Ruhl, Ltd., of this city, and heard before Mr. Justice Warrington, July 13. Plaintiffs claimed that defendants had infringed their tone-arm patent No. 8401, of 1903. This was denied by defendants, who further pleaded that the patent in question had been anticipated by the Columbia Phonograph Co., and was therefore invalid. Plaintiffs were represented by Mr. Walter, K. C., and Mr. Hunter Gray; defendants, by Mr. Astbury, K. C.; Mr. Colefax, M. P., and Mr. Lange. The case naturally created intense interest amongst members of the trade, many of whom gave evidence for and against. After a lengthy hearing, His Lordship handed down judgment as follows:

This is an action for infringement of a patent, No. 8401, of the year 1903. It is entitled "Improvements in sound magnifying horns for phonographs and the like." The defendant denies infringement, and he also attacks the validity of the patent. I propose first to

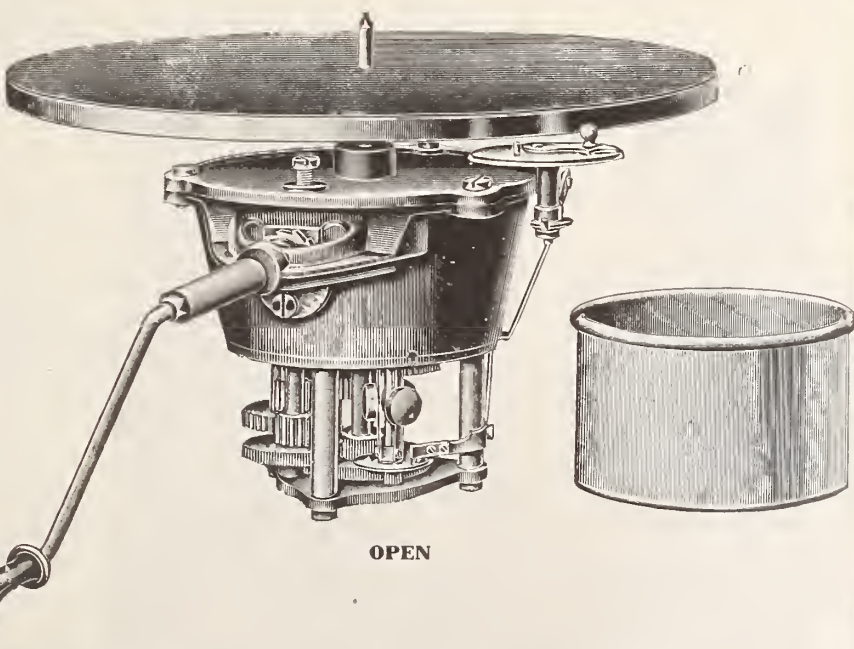
deal with the question of infringement, and for that purpose the first question to be decided is what is the true meaning of the specification and the scope of the invention which the patentee says he has made.

The invention relates to magnifying horns for phonographs and the like, and for the purpose of convenience I will consider it as applied to that particular form of sound-reproducing instrument which has been referred to here as a gramophone. In a gramophone the sound is reproduced by the travelling of a box containing a vibrating membrane over a circular disc in which are the grooves representing the grooves originally cut by the producing sound. The sound thus reproduced in the sound-box is conducted through a tube of some nature, generally ending, at all events, in a bell-shaped trumpet opening, by which the sound produced in the sound-box is amplified. The makers of this particular form of instrument had been somewhat embarrassed by the fact that the trumpet was a large and unwieldy instrument, and that even if it were so balanced that the weight did not fall upon the sound-box, yet the sound-box traveling round the disc had to disturb the inertia of this large and unwieldy thing. Accordingly the inventor of the present patent had, shortly before the date of this patent, invented a contrivance by which he separated what I will call the lower part of the amplifying horn from the upper part of it, leaving that

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FROM OUR LONDON HEADQUARTERS—(Continued).

upper part, the heavy and unwieldy thing to which I have alluded, supported separately on a bracket in such a way that the sound-box in traveling round the disc moved independently of that upper or trumpet portion. But in arriving at that result he had, until the date of the previous patent, broken off the horn proper at the bracket, and had connected the sound-box with the horn by means of a straight parallel-sided tube. That I think was the position so far as the present patentee was concerned at the time he took out this patent in question. It is important to state that, because that throws some light on what is the true construction of this specification itself.

Now I come to the construction of the specification, and my task in the present case is rendered considerably lighter than it usually is in these patent cases, because the construction of the specification has already been determined in the judgment of Mr. Justice Farwell and in the judgments in the Court of Appeal in the case of the Gramophone Co. v. Ullmann, which is reported in 23 Patent Cases, at pages 260 and 752. I propose, however, to state first, before I refer to any part of those judgments, how the construction of the specification strikes myself. In the first place, I read the first claim, what I may call the covering claim. This is an American specification, and, as we all know, the Americans in their specifications put in an enormous number of claims for all kinds of little details. But this begins with a claim which seems to me to cover that which the patentee says is his invention. It is in these terms: "What I claim is: (1) A tapering amplifying horn for talking machines, having joints in the tapering portion thereof, to allow a horizontal and vertical movement of the sound-box." He claims, therefore, a tapering amplifying horn with joints, allowing a horizontal and vertical movement. He says—"having joints in the upper portion." Strictly speaking, that expression is inaccurate, because the whole of the horn is a tapering contrivance; but it is pretty obvious, when you look at other parts of the specification, that what he is referring to there as the tapering portion is the portion nearer to the sound-box—that is, the lower portion. Having seen what he says he claims, let me look now at how in the body of the specification he refers to this thing that he claims. He says first of all: "The object of my invention is to provide an amplifying horn for talking machines of such a character"—now these next words are, it seems to me, of great importance—"that the same will have all the material advantages of a single horn connected directly to the sound-box without having the disadvantages thereof due to the large size and weight of the bell portion of the horn." That is what he is setting himself to get over, to get, first of all, a horn in the proper sense which will

not be interrupted but continue to the sound-box, and yet move so that the lower part which holds the sound-box will move independently of the upper and unwieldy part of it. Then he says what it consists in: "Broadly, my invention consists in constructing a curved tapered amplifying horn with joints such that the larger portion thereof may be adjustable on a fixed support"—that he had already done by his earlier patents—"while the small end thereof, or that upon which the sound-box is mounted is pivoted so as to swing horizontally, and also has a secondary joint which allows the sound-box to move vertically, to follow the irregularities of the record and also to allow of the needles being inserted and removed." Then again, after the detailed description, referring to the drawings attached to the specification, he says this: "By the construction above described, it will be seen that I have provided a very simple, efficient and attractive means for conducting the sound waves generated in the sound-box through the amplifying horn to any point desired. The fact that all portions of the conducting tube or horn are tapered allows the sound waves to advance with a regular and natural increase in their wave fronts in a manner similar to that of ordinary musical instruments, obviating the disadvantages due to long passages of small and practically constant diameter having abrupt turns." I think that the result of those passages which I have read, and of the form of the claim, is this: That the point of the invention consists in bringing the tapering horn down to the sound-box itself, at the same time preserving what he had already effected by his previous inventions, the advantage of relieving the tone-arm or lower end of the tapering horn from the weight of the trumpet and from the task of disturbing its inertia, and also giving to the sound-box end the power of moving vertically, so that it will follow the inequalities of the record and afford means of removing and inserting the needle. In my judgment, there is no real point in the specification in the double movement except this, that there shall be that double movement, and provided that that double movement is obtained without throwing the weight or the inertia of the trumpet upon the sound-box, it seems to me that the patentee himself has shown that it does not matter how that is obtained. It has been said that the patent is confined to a particular mode of obtaining that object, namely, by a pivot joint at the bracket end and by another joint in the course of that lowered tapered portion which has generally been referred to as the tone-arm. I can see nothing in the specification which imposes upon the patentee the necessity of limiting his claim to that particular form. If he leaves the tone-arm free to swing horizontally over the disc and at the same time free to be lifted vertically, he has done that which he says he has set himself to do, and that the

real point in the alleged invention, to which I have already referred, is the bringing the tapered tone-arm down to the sound-box without the disadvantage that had been previously felt of having to throw upon the sound-box the weight or the inertia of the horn. In my opinion, what I have thus said in my own words is really nothing more than has been said by Mr. Justice Farwell in this court and the Judges of the Court of Appeal in the previous case of the Gramophone Co. v. Ullmann. I need not read more of those judgments than that portion of Lord Justice Romer's judgment which begins at line 38, on page 758. He says: "The invention, as pointed out by my lord, consisted in taking the lower part of the horn"—now pausing there for one moment he means by that, I think, the lower part of a horn in the proper sense—that is, a horn which begins with a point and ends with a wide opening—"and doubly articulating it"—of course, double jointing was perfectly well known—so that in no sense should the main weight of the horn be cast upon the needle, nor should the horn have to be moved as a whole as the needle moved." I think there he is expressing what I have already expressed, namely, that the two objects to be effected are to keep the needle free to move horizontally and keep it free to move vertically. Then he goes on to say: "The only part that had to move with the needle was the lower part of the horn, which was double jointed; but this invention also had the advantage of still preserving the cone form of the sound enlarger down to the box, so that from the time of the sound produced coming from the box it came forth in the proper-shaped cone and was so properly enlarged and issued to those listening to it." That, then, is, I think, the true construction of the specification, and I think the invention is limited to an amplifying horn with a lower portion, having all its portions so tapered as to allow what the patentee calls the natural advance of the sound waves. What that may really be is a matter which is in question.

Now, does the defendant's horn come within that description? The defendant's horn or tone-arm (to refer only to the lower part of the horn) is pivoted so that it swings horizontally. It has a joint which allows it to move vertically. But the question is, is it so jointed—such an amplifying horn as that which is claimed by the patentee? It is not tapered in all portions of the horn. It is true it is smaller in area where it joins the sound-box than it is where it joins the upper part of the trumpet. But that difference in area is attained not only by a taper, but by constructing the horn substantially in two members, each of which is parallel-sided or substantially so, the lower of the two members opening, not by a taper but by a sudden enlargement, into the upper of those two members. That difficulty

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FROM OUR LONDON HEADQUARTERS—Continued).

in their way was felt by the plaintiffs, and they have striven hard to make out that their specification really claims not what I may call a physically tapered horn, but that it covers a horn of such a shape that an imaginary taper or cone may be drawn within it, showing what they say is the natural and regular increase of the wave fronts. Now I am not going into the theory of the amplification of sound, about which nobody seems to know anything whatever. I have to look upon this as a mechanical invention, and is this machine which I have just described, and which I hold in my hand, the plaintiffs' tapering horn or a colorable imitation of it? In my opinion, it is neither. It is not a tapering horn, and it is so substantially different from a tapering horn that, in my opinion, it cannot properly be described as a colorable imitation of it. I am not much troubled with the Ullmann horn nor tone-arm which was said to be an infringement in the previous case, because, in my opinion, that was essentially different from this horn of the defendant's in that it was substantially a tapering horn. But I have to determine on the facts of this case whether the present article is an infringement of the patent, and the question whether the court before whom a previous case has come or has not held another thing to be an infringement is really not of very much assistance to me.

I may just add on this part of the case that, if the plaintiffs' patent is wide enough to cover such a horn as that of the defendant's, I fail to see at what point the line is to be drawn, and if it is to be construed so widely, then, without going into detail, I think there is no doubt it would fail for want of subject matter, having regard to some of the other specifications and some of the other articles which have been referred to in the present case. I need say no more on that subject. I have construed the patent to the best of my ability, and, so construed, I think there is no infringement.

Now that, of course, would be sufficient to decide the action in favor of the defendant, but the validity of the patent has been attacked, a great deal of time has been expended on that part of the case, and I think I ought to express my opinion upon it. The validity of the patent has been attacked, first on subject matter by the suggestion that, having regard to the public knowledge at the date of the patent, there was no invention in that which the patentee did, and a number of specifications were relied upon in order to establish what was the state of public knowledge at that time. If the validity of the patent turned only upon the state of public knowledge as shown by those documents, I should be prepared to say that, construed in the way in which I think it ought to be construed, there was sufficient invention to render the patent valid, notwithstanding what appeared by those documents. But the case made by the defendant does not rest merely on the documents.

He has pleaded two cases of alleged public use of the invention, or publication of the invention by public exhibition and used. Those two cases are, first, a machine publicly exhibited and used by one Rosenthal in the year 1899, and, secondly, a machine which is said to have been publicly exhibited and used by the Columbia Co. in the latter part of the year 1902 and the early part of the year 1903. I will deal with the Columbia case first, because that is, I think, unquestionably the more important of the two if it can be established. The facts with regard to that, as I find them, are these: Toward the end of 1902 there arrived at the establishment of the Columbia Co., No. 122 Oxford street, from America, a tone-arm of a continuously tapered or conical form, so arranged that it would swing horizontally when the sound-box was resting on the disc, and could move vertically so as to allow the sound-box to follow the irregularities of the records, and to be lifted so as to enable the needle to be adjusted or removed. The means by which the tapered sound-arm was thus allowed to move consisted of a ball-joint so restrained (the exact form of restraint is not shown) that while allowed to move horizontally and to move vertically it was prevented from rolling over. That arm was fixed upon the motor box of a machine and was played by and in the presence of certain officers of the Columbia Co. It was then placed in one of the rooms in the basement of their establishment, which was referred to in the evidence as the stockroom. The stockroom was a room into which everybody was not allowed to go, and it was marked "Private," but I had it proved and I find as a fact that a considerable number of persons under no obligation of secrecy did enter that room. Two of them, witnesses entirely unexceptionable and whose evidence I accept, saw this machine with its tapered sound-arm in that stockroom. Another witness, who did not see the machine, has proved that he has from time to time seen large numbers of people who were under no obligation of secrecy in that room, and who, therefore, had opportunities of seeing the machine. It was tried in the presence of certain servants of the company, as to whom I have no evidence that they were under any obligation of secrecy, and one of them actually took the machine to his own house, where it remained for a considerable time, and where, for anything I know, it may have been seen by all his friends and neighbors in the district. What happened subsequently was that in the year 1905 an action was brought for infringement against the Columbia Co., and they then pleaded as an objection to the plaintiffs' patent (the same patent as that with which I am dealing) this very machine. The result was that that action never came to trial, but an all-round agreement was some years subsequently made between the two companies, part of which was this thing which I hold in

my hand, Exhibit O.C. 10, which has been licensed by the Gramophone Co. to the Columbia Co. The particulars of objections were delivered originally with the defense on November 20, 1909, and those particulars contained the reference to this machine. Shortly afterward application was made by the defendants to the officials of the Columbia Co. to allow the plaintiffs to inspect this alleged prior user. After that letter had been received, as I infer from the evidence which I have before me, the assistant manager, one of the principal officers of the Columbia Co., destroyed the machine, destroyed or threw away a photograph of it which is also referred to in the particulars of objections, and also destroyed or threw away a circular letter, an invoice and some shipping instructions also therein referred to. But, notwithstanding that destruction, which has a strange coincidence with the reliance placed by the defendant upon this machine and the other documents, the defendant has been able to prove sufficiently what that machine was. Now, first of all, was that machine an anticipation of the plaintiffs' invention; if so, was there a sufficient publication of it? I think it is quite plainly an anticipation. The only difference that I can find is in the means by which the double action of the sound-arm is brought about. It is quite true that there is not a double articulation in the sense that there is not one joint at one place and one joint at another, but the plaintiffs have not restricted themselves to having joints in any particular part of the sound-arm, and it seems to me that supposing the double joint had been a part of the plaintiffs' invention, if anybody had taken a sound-arm and, instead of putting a joint in the middle of it, had put one joint which allowed both movements, that would have been plainly an infringement. It seems to me that that really being the only difference between the machine which was so exhibited in 1902 and the plaintiffs' machine, that machine was an anticipation of the plaintiffs'. But now, was that sufficiently published? I think it clearly was. It was exhibited in such a way that members of the public could see what the thing was. Certain members of the public have seen what it was, and one of them in particular was struck by it, because he said he was looking out for improvements of the kind in these machines. How many more people saw it it is impossible for me to say. That it was possible that other people may have seen it, I think, is established by the evidence. If people who want to keep a new invention secret are so careless as the Columbia Co. have been in this case, they cannot be surprised if a court should afterward come to the conclusion that they have not succeeded in so doing. I think, therefore, that the plaintiffs' invention was anticipated by this machine exhibited in the rooms of the Columbia Co., and that the patent is, therefore, bad upon that ground.

The British Pallas Manufacturing Co., Ltd.

THE

RADIAPHONE

IS THE WORLD'S

Finest Talking Machine

GREAT MUSICIANS say it is

A MUSICAL INSTRUMENT

GREAT SINGERS say it reproduces their voices in a natural manner

OTHER TALKING MACHINES DON'T

GOLD MEDAL, Japan-British Exhibition, London, 1910

British Pallas Manufacturing Co., Ltd.

33 GOLD HAWK ROAD, LONDON, W.

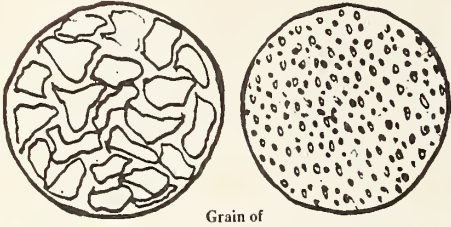
Perfect Distribution
of sound all round a room
like daylight

Total elimination
of the headache
blast always
present in all other machines

Highest notes are rich and full. Not
a thin squeak
Lowest notes are clear and
have the true character
of voice or
instrument

THE RADIAPHONE SOUND-BOX
can be attached to all
Victor Machines
and will improve the
quality
200 per cent.

Don't Buy Needles That Damage Records



Bad Needles

Condor 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 *Condor 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

With regard to Rosenthal, I do not propose to express any definite opinion. Coming to the conclusion that I do on the Columbia case, it seems to me unnecessary to do so. I may just say this, that I do not think that the Rosenthal sound-arm could properly be described as a tapering horn. It has not two joints, it has only one; and if the case turned upon the Rosenthal horn, my present inclination would be to hold that it was not an anticipation of the plaintiffs' patent. But I need say no more than that.

Now, there is only one other point on which I must say a few words. I ought perhaps to have dealt with this point when I was dealing with subject matter as distinct from anticipation. As I have already said, the plaintiffs' specification claims the continuously tapering tube or horn, and the point of that claim is that by the use of the continuously tapering tube or horn instead of a parallel-sided arm the patentee had introduced a change, not merely of form, but of substance, having regard to the purpose for which this thing is to be used. Now is that true, because I take it that if the change he has introduced is merely one of form and not one of substance, there would not be sufficient invention to support that patent in making that change. With reference to that, in the previous case it seems to have been assumed that there was a distinct acoustic advantage in the tapering horn as distinct from a straight-sided tube. Certain experiments were tried in that case, but they were experiments which the Court of Appeal, through Lord Justice Romer, who deals with the matter at page 760, thought were *nilhil ad rem* in the case which they had before them. In the present case I have had experiments, the object of which was to show that there was no substantial advantage in changing the old form of parallel tube into the conical or tapered horn. I have had the account of an extremely careful and accurate set of experiments made by Mr. Ballantyne with that object. The result of those experiments to my mind was this, that it was possible to distinguish sometimes between the sound reproduced or amplified by the straight-sided tube ending in the trumpet-shaped upper part. But substantially the result of those experiments was that there was no difference between them. Another set of experiments having the same object was tried by Mr. Dugald Clerk, with what appears on paper to be a somewhat different result. He did detect a difference greater than that detected by Mr. Ballantyne and those who were with him. But, in my judgment, without going into it in detail, the mode by which the experiments of Mr. Dugald Clerk were conducted was not nearly so satisfactory as that by which those of Mr. Ballantyne were conducted. In both cases they were perfectly fair in the desire to obtain the clearest and most satisfactory result, but, to put it very shortly, I think Mr. Dugald Clerk had educated himself to the difference by first witnessing the two performances at the same time, that is to say, by being present in the room where the two instruments were being played, noticing the differences there, where he knew which instrument was being played, and then afterwards, no doubt, with that inevitable inclination in the human mind to find what you expect to find, he found the same differences when he was not present in the room where the two instruments were being played. Mr. Ballantyne's experiments are not open to that suggestion. But even granted that there is such a difference as that which has been described by Mr. Dugald Clerk, is that for practical purposes a difference which would show such a substantial advance on previous attainments as to justify the patent? It seems to me that an advance to justify the patent must not be such that expert and trained persons would say that there is this difference, such a matter must look at it broadly, and ask itself has such an advantage been given to the public that it ought to treat the invention as substantially an advance on that which was done before. I do not think that was so in the present case. I cannot forget that subsequently to the date of this invention the sale of the plaintiffs' machine largely increased, but I think the true result of the evidence is that that increase was due not to any inherent benefit which was derived from the tapering sound-arm, but partly by their advertisements, partly by the extreme care with which their machines are constructed, and partly, and probably still more, by the improvements which they effected about the same time in the sound-box.

The general result is that in my opinion the plaintiffs' action fails on both grounds, namely, that of infringement and that of validity of the patent, and there must be judgment for the defendant with costs.

Interviewed by your correspondent, the Gramophone Co. have intimated to me that while the matter is still under review, it would be inadvisable to make any statement, outside the fact that it is their intention to lodge an appeal against this judgment. In any case, until the question of the 1903 patent is definitely settled by the highest court of law, the opinion pre-

vails that no one will consider it good policy to take advantage of Mr. Justice Warrington's findings, especially in view of the fact that the Gramophone tapered tone arm, as a whole, is protected in other directions—the swan-neck joint being an example.

RADIAPHONE SENSATION.

This New Instrument Contains Many Features of Interest to the Talking Machine Trade—Honored at Japan-British Exhibition.

(Special to The Talking Machine World.)

London, Eng., Aug. 7, 1910.

A matter of great interest to the talking machine trade in this country is the introduction of the Radiaphone to the public at the Japan-British Exhibition. Rumors have been heard for some time of the extraordinary quality of the reproduction from this instrument, and I must acknowledge the fact, which is patent to all who hear the Radiaphone, that it is an instrument which will have great influence in the future.

The improvement consists of a new sound box, a new tone arm and a sound distributor which produces a unique effect. The sound box is unique in that the stylus bar is mounted upon guides or bearings instead of knife edges or pivot points as is usual. Another novel feature is the construction of the back, which allows the tube which fits on to the tone arm to have a positive mechanical motion upon pivots instead of from rubber, as in other well-known sound boxes.

The feature of the tone arm is a new joint which allows the sound box to follow the track of the record more easily, it is said, than any other tone arm does. This is done by means of a form of universal joint; friction is reduced to a minimum, and the usual angular horizontal movements of the tone arm are dispensed with.

Regarding the distribution, it meets a long-felt want in distributing the sound evenly around a room so that all hear the same volume of tone.

The combination of these improvements constitute the Radiaphone machine and enable it to produce an absolutely clear and clean tone from the lowest to the highest notes with all the characteristic quality of the voice or instrument. The tone is quite free, it does not remain in the neck of the tone arm, but comes right into the room.

Prominent musicians are visiting the Radiaphone pavilion at the Japan-British Exhibition and applauding its musical qualities, and it is receiving a gigantic ad., for upwards of 10,000 people pass through the Radiaphone pavilion daily, and listen to its performance.

The instruments being placed on the market by the British Pallas Manufacturing Co., Ltd., are of the cabinet type and the prices range from £25 upwards. The designs are very chaste, and, from the number of testimonials the manufacturers are receiving, it is evident the Radiaphone will have a very large sale.

The fact that the exhibition jury have awarded the company a diploma for a good medal is a tribute indeed to the Radiaphone as a musical instrument.



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

EXECUTIVE COMMITTEE MEETS.

Governing Body of Jobbers' Association Holds Session at Hotel Knickerbocker and Takes Up Important Matters with Factories—Visit Camden and Orange—Confer with T. A. Edison—Handsomely Entertained.

On Thursday, August 4, a meeting of the executive committee of the National Association of Talking Machine Jobbers was held at the Hotel Knickerbocker, New York, those in attendance being Perry B. Whitsit, president; J. Newcomb Blackman, vice-president; J. C. Roush, secretary; Louis Buehn, treasurer, and E. F. Taft and Rudolph Wurlitzer, of the executive committee. The chief purpose of the meeting was to enable the committee to take up with the factories several matters that had been placed in the committee's hands at the time of the convention. After a short session at the Knickerbocker those present met President F. L. Dyer and a committee representing the National Phonograph Co., who had come to New York for the purpose of conferring with the jobbers. After discussing the various matters at luncheon and during the afternoon the company entertained the jobbers' representatives at dinner at Martin's and at the theater in the evening.

On Friday the committee went over to Camden, where they conferred with General Manager L. F. Geissler and other executives of the Victor Co., and settled several matters to the satisfaction of both interests. Here they were entertained at the Victor Club, and in the evening visited one of the roof gardens in Philadelphia as the guests of the company.

On Saturday morning the committee visited the National Phonograph Co. plant at Orange, N. J., where they were received in the laboratory by Thomas A. Edison for the purpose of taking up with him direct several matters of importance that the committee did not feel themselves in a position to render a final decision. The jobbers had occasion to be greatly impressed with the familiarity shown by Mr. Edison with the minute details of the phonograph business, the more wonderful in consideration of the many other interests with which the "Old Man" has an active connection. Mr. Edison was "from Missouri," but after a two hours' conference the various matters were settled in a manner entirely satisfactory to both parties. The committee was then entertained at luncheon at the Essex County Country Club, and then departed for their homes, feeling that more had been accomplished than at any previous executive meeting.

As a result of the conferences with the factory executives it is believed that several interesting announcements will be made to the trade by the big companies at an early date.

The meeting place for next year's convention was not settled at the meeting, owing to the fact that all the votes on the question had not yet been received.

Secretary Roush reported that the convention matters had all been settled and that the receipts exceeded the expenses by a small margin. He also announced that the Boston Cycle & Sundry Co., Boston, Mass., had withdrawn their resignation, which had been sent to the secretary

by mistake, and that instead of going out of business, as reported, that company were about to lease an entire building for their talking machine business. One new member had been secured since the convention, namely, the Sol Bloom Co., Inc., of Philadelphia, Pa.

TRADE IN BALTIMORE.

Local Traders Are in Optimistic Mood Over General Prospects—Hammann-Levin Removal—Eisenbrandt's New Quarters—Manager Lourie's Good Report—Victrolas and Edison Big Sellers at Cohen & Hughes—Same Conditions Prevail at Droop & Sons Co.

(Special to The Talking Machine World.)
Baltimore, Md., Aug. 5, 1910.

There is probably no more optimistic lot of people in the country just now than the local talking machine dealers. They are not jubilating over the condition of the sales and business in general at present, but they express themselves as being confident that they are going to have one of the busiest fall and winter seasons of their careers. They declare that everything points to this and they are making elaborate preparations for the onslaught of buyers. These preparations are being made in more ways than one. The dealers and their salesmen are resting on their oars, so to speak, just now—that is, they are taking well-deserved vacations in order to get in good physical shape to tackle the business. Others are laying in stock and arranging prospects, while in two cases big removal sales are being conducted by firms who have found it necessary to seek larger quarters because of their increased business. One of the new establishments will be occupied in the near future, while the other will be ready by the first of October.

Two removal sales are in progress at Hammann, Levin & Co., 419 North Howard street, and at H. R. Eisenbrandt Sons, Charles and Lexington streets. Hammann-Levin propose to move into more substantial quarters just opposite their present location, 416 North Howard street, which will be ready for occupancy about October. Eisenbrandt Sons are putting the finishing touches on their brand-new building on Howard street near Saratoga street, and will soon be located there.

Manager Albert Bowden, of the talking machine section of Sanders & Stayman, says that the month has been a very good one for July and that he expects a better August than that of last year. He reports the sale of many Victor and Columbia records to people who have taken their talking machines along for evening amusement at places in the mountains and at the seashore, where they will spend the present month. President G. Wright Nichols, of the Sanders & Stayman Co., is back from a vacation to Buena Vista and Ocean City, Md. Manager Bowden has also returned from a pleasant trip to Atlantic City.

At E. F. Droop & Sons Co. it was stated that the month has been a good one for the sale of records, while there has also been some demands for the Victrolas and Edison machines. Manager Roberts, of the local store, is spending two weeks with friends and relatives on the banks of the Hudson.

Manager Laurie, of the local store of the Co-

lumbia Phonograph Co., declares that business is going along smoothly these days, with every indication that there will be lots doing when the warm weather makes its exit. He is making preparations for the rush when it comes along. The month of July, according to Mr. Laurie, has considerable on the sales for the same month last year, while he believes that August will also show up better than a year ago.

Cohen & Hughes have had a good month with Victor Victrolas and Edisons, according to Morris Silverstein, who is now in charge of that department for the firm. He feels the same way about the fall and winter outlook as the other dealers do and is making his arrangements accordingly. He will leave in a few days for a short vacation to rest up for the fall.

ARTISTIC COLUMBIA PUBLICITY.

The Beautifully Designed and Executed Portrait of Lena Cavallieri in This Issue of The World a Splendid Example of High Class Trade Paper Advertising.

The special colored insert announcement in this issue of The World by the Columbia Phonograph Co., General, is only another example of the splendid manner in which the products of this company are presented to the trade. No expense is spared in the conception and execution of this artistic piece of work. It is in line with the handsome and costly window posters of Mme. Cavallieri and other artists used to exploit their grand opera records and given gratis to their dealers for this purpose. Of their magazine and general newspaper advertising the Columbia jobbers and dealers are also familiar, and this great campaign of publicity to create trade for their representatives will be maintained, and possibly be continued on a still more liberal basis during the approaching season.

NEW GENERAL RECORD CATALOG

Issued by the Victor Co.—Lists All Records Up to and Including July Supplement.

The Victor Talking Machine Co. have just issued their new general record catalog, the largest and doubtless the most important published by any American manufacturer. It bears date of July, 1910, and lists all records up to and including the July supplement.

A limited edition of this catalog is being apportioned among their distributors in order to carry the trade over to the next regular date of issue, in November, 1910, followed by another issue in May, 1911. That is, in future the General Record Catalog will be issued twice a year.

The company are shipping only a limited number of these catalogs to each distributor, just enough to fill in between this date and November date and the November issue. Therefore it will be necessary for all dealers to be reasonable in their requests for these catalogs and to distribute them personally to Victor owners. Distributors east of Denver will be prepared to supply their dealers with the catalogs about August 15, while western distributors will have their supply about September 1.

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O. BOUCHÉ ST. 35

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application



Our "Elite" 9 Machines One of the Best.



Our Famous "Puck Phonograph."

TELEGRAPHIC ADDRESS: "PUCKAWO"



Mr. Dealer!

You could not sell a piano with a Tin or Veneered Wood Sounding Board!

A Talking Machine Horn is nothing more or less than a Sounding Board.

Why not show your machines at their best by equipping them with

MUSIC MASTER HORNS

which are built of solid wood on Sounding Board principles.

In September we start our Fall Campaign of National Advertising in order to help educate Talking Machine Buyers in this principle.

Are you prepared to take care of the inquiries that will come to your store?

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, and if you are not entirely satisfied with the merits of the MUSIC MASTER you can return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

AN EDISON-ASTOR STORY.

One of the Many Incidents That Set Forth the Individuality of the Great Inventor So Widely Esteemed the World Over.

There are few men as much in the public eye as Thomas A. Edison, the distinguished inventor of the phonograph and a thousand other developments which have contributed so much to the progress of our Nation and of humanity. In fact it is almost impossible to take up a paper and not come across his name. The only parallel in prominence to the wizard of Menlo Park is Theodore Roosevelt, the former President of the United States—another American, who, like Edison has helped to make our country known the world over. Speaking of Edison in the newspapers, we came across the following excellent story, and it is worth reproducing for the benefit of World readers:

"Thomas A. Edison had invented and scientifically applied many mechanical devices

previous to the time he started his plant at Menlo Park, where, it was announced that, by electricity, this genius had a contrivance that would convert ore into steel without its going through the Bessemer process.

"One day Edison met Colonel John Jacob Astor. The Menlo Park establishment was losing more money than Edison was making. But the wizard still had faith. Astor asked how he was getting along. Edison made no bones about his distress.

"'You have made millions for other persons,' said the Colonel. 'Hereafter, instead of creating corporations, come to me with any scheme you may have. I'll promote it, back it; and you and I will go into partnership. I have money.'

"The two were at luncheon. They talked about business, they went into the romances of their early days, the Colonel dwelt upon the happiness of his married life, the domestic felicity that reigned in his household.

"'But,' he said, somewhat solemnly, after the coffee had been drunk and a 5-cent cigar had

been served the inventor—Edison smokes the cheapest that can be had—I am lonesome. I have nothing to do. There is nothing in Wall street. My financial affairs are in the hands of agents. I'm weary of the humdrum of life, of the lack of commercial and industrial interests that come along my way to make me forget that I am rich and independent.

"'And do you know,' he continued more earnestly than ever, 'I have an idea that I can do work with machines, with the wires, with steel, iron, the resources of the earth as well as almost anyone if I had the opportunity. Born wealthy, with nothing to do, my wife and family ashamed of me for the reason of my indolence, I have tired of everything. Let me make you a proposition:

"'I'll come over to your place and put on jeans, work with you, and I'll have you make a man of me. I believe that, with what training you may give me, I will become an inventor, famous, too, before the world knows anything about my having abandoned Fifth avenue.'

"'Glad to have you come along,' replied Edison.

"One morning Edison got a new idea. To put it on the market would cost a lot of money. He did not have it. By this time he had moved to the Oranges. Menlo Park was but a memory. Its furnace long had been cooled by the calls for money. At present—a spot of earth, famous because of its earlier recollections, is but a waste of mellow land, grown heavy in weeds, over which the October winds blow softly. The houses are few.

"Edison thought of Colonel Astor. How much would it take? Easy, easy. 'I will have it to you by noon to-morrow. And when I bring it I shall bring along also my working clothes. I am going to help along in your shop,' he continued. 'Never another loafing day for me—never.'

"It was after luncheon when an automobile drew up in front of Mr. Edison's laboratory, machine shop or whatever one may wish to call it. Mr. Edison himself hasn't any name for the wonderful place in which he spends his waking periods. But it is a great and interesting place, as any one will tell you who has seen it. Take it from this reporter that this is so.

"'Here is our money,' said Colonel Astor as he shook hands with Edison, at the same time producing a cashier's certificate for \$1,000,000. 'And there is more if needed.'

"Edison slipped the piece of paper into a pocket of his greasy coat. The wheels of the machinery where he toiled were whirring. The odor of chemicals was in the atmosphere.

"'And I have come to go to work,' continued the Colonel. 'Also let's see what I am putting this million into. Show me.'

"The working place of Edison is constructed on the order of a grain pit. There are many globular tiers. On each shelf are bottles, files, wire pieces.

"Once inside this home Edison is lost to all other surroundings, all other scenes, all other thoughts. First he gave the Colonel a seat. Then he began explaining. This piece of machinery was tested. Then another. For another hour he was enthusiastic—always talking, always touching something of metal—but, as complying with one of his axioms, never looking at things about him unless he had to do so—and never glancing at the clock.

"By and by he was finished. He turned to his visitor. Sound asleep was he, his chin buried upon his bosom, his hands listlessly hanging by his side.

"'Here, you!' exclaimed Edison, somewhat rudely. 'Take this check back and get away from here. Quick, seat!'

"'And do you know,' said Edison, telling of the incident, 'that that doggone chap had the impudence to make it known that he wished to be Governor of New York? Dear me, the nerve of some people!'

The Knights Templar have been holding high jinks in Chicago this week.



Only the Columbia dealer really knows what protection means—and he banks on it. “Exclusive Columbia selling rights” means the only man there.



Columbia Phonograph Co., Tribune Building, New York.

TRADE OUTLOOK GOOD.

Indications Point to an Excellent Volume of Trade the Coming Fall and Winter in the Talking Machine Field—This Is the Consensus of Opinion Derived from Letters Received by The World from Widely Separated Points of the United States.

Every indication points to an active and brisk business with the talking machine trade this fall. Of course, the summer, the quietest period of the year, has shown a marked improvement over the same time in 1909. In fact, a number of jobbers and dealers in every section of the ground have reported the July sales very far beyond their expectations. It is true that the firms in this category have not waited for trade to come their way without making any effort to get business. Their methods, as may be gleaned from the advice of correspondents and their own letters, represent untiring energy and resourcefulness, and their reward, in consequence, has been commensurate.

General reports regarding natural conditions grow more favorable weekly. Early in the spring statements respecting the staple crops were most encouraging. Later the weather uncertainties seemed to affect the situation unfavorably, and in some instances disastrously. A hot, dry summer has not helped matters, apparently; but recently a change for the better has occurred. Where rain was badly needed, within the last week or ten days a downfall has occurred that has been extremely beneficial. In some parts of the West and Southwest the floods have not inflicted as much damage as at first estimated; and where rain is still needed the harm to the growing crops is not so serious as yet, but an average precipitation will relieve all anxiety.

At least this brief resume of the outlook may be relied upon as reflecting the opinions of the average, conscientious business man who has been in the least observant. The manufacturers of machines, records, etc., state they have every reason to believe that the fall trade will be excellent. The leading factories have not been able to overcome the congestion in certain lines of their products, especially the high price cabinets. The demand for standard goods has been largely satisfied, and the plants have been running steadily. Just now it would be well for the dealer to remember what occurs along toward the approach of the holiday trade and see that his orders now will adequately cover deliveries when the need of goods is most urgent.

While all the prominent manufacturing concerns, as before mentioned, have been doing a strong business, the appended formal statement from the Victor Talking Machine Co., Camden, N. J., is particularly significant: “On June 30, 1910, we completed the greatest six months' business in the history of the Victor Co. The increase is most gratifying in that it is very apparent in every branch of our products. While all will concede that the great advance in the

quality of the Victor and Victor records is largely responsible for its remarkable growth, we at the same time feel and know that the magnificent co-operation of our distributors and dealers is the most important factor in the success of the Victor and we wish to thank the entire trade for their splendid enterprise and energy.”

WHAT ARISON WOULD NOT DO.

The New York Dealer Supplements Mr. Storck's Remarks Last Month but Tells What He Would Not Do if He Were a Manufacturer.

New York, Aug. 4, 1910.

Editor The Talking Machine World, New York:

Dear Sir—Permit me to supplement Mr. Storck's address to the National Convention of Jobbers, printed in your last issue under the heading, “What I Would Do If I Were a Manufacturer.” This is what I would *not* do if I were a manufacturer.

Before proceeding not to do things I would lay down as a basis the following three facts:

1. That the wonderful growth of the talking machine industry is due solely and entirely to that comparatively small number of magnificent records, the only ones capable of enthusing the listener—the “machine-selling records”; that all the other records are simply pulled along by them; that the manufacturers who have no such records to their credit are bound to dwindle down to insignificance.

2. That there are many artists who have greatness thrust upon them; some who have been great, while others owe their greatness to their good looks.

3. That the talking machine is no respecter of persons, and will not bow even before the fairest of Helens.

Keeping that in mind I would not make records by artists with great names, but only by those with great voices, and would take particular care that none but mechanically perfect records are issued.

In concerted numbers I would not pair a great tenor with a mediocre soprano or contralto. I would do my utmost to spare the music-loving public the disappointment and annoyance that such records invariably produce.

I would not permit an artist to make records of selections for which he or she is eminently unfit.

When remaking old standard records would not employ the same artists unless their voices are as good as before. When the “divine spark” is gone all the improvements in the world will not atone for it. Nor would I employ inferior singers for that purpose. There is nothing more disgusting to a musical ear than to hear a mere shouter imitate a Tamagno.

I should like to come down to facts and give you a long list of records that should have never seen the light of the day, but it would not be good policy to print it.

But I will crave the indulgence of the editor for the following:

If a Russian mayor has banished the talking machine from his city; if a certain editor called it a “public nuisance” and another “a cross between a buzz-saw and a spit-fire”; if we are so often confronted with the remark “I would not have one in the house”—it is due to such records as made by certain coon shouters.

If I were a manufacturer I would have a thoroughly musical person to supervise the output of classic records—and would thus increase their sale ten-fold.

THEO. ARISON.

MUSIC STORE FOR SALE.

FOR SALE—Music store in a California town of 60,000 population. Carry both Edison and Victor phonographs. Will sell all or part interest, as the proprietor has other interests requiring his attention. Address Box 100, care Talking Machine World, 1 Madison Ave., New York City.

BUSINESS FOR SALE.

FOR SALE—Talking machine business, carrying Edison and Victor lines, sporting goods, bicycles, hardware, musical instruments and sheet music. A good show for a hustler. Address J. R. PEVELEER, Crescent City, Cal.

RECORD RACKS WANTED

WANTED—Second Hand Record Racks to fit Victor Records. Address H. R. EISENBRANDT SONS, Charles and Lexington Streets, Baltimore, Md.

Outside Wholesale Salesmen Wanted.

We want several hustling wholesale talking machine salesmen. We job the Victor and Edison goods and several specialties and side lines. Must be men who now have a following of dealers within selling distance of New York City. Liberal and satisfactory remuneration to the right men. Box 400, care Talking Machine World, 1 Madison Ave., New York City.

BUSINESS FOR SALE.

FOR SALE—Well established music and talking machine business in large eastern city. Long term lease on five-story building. Rent nominal. Receipts, \$50,000 yearly. Price, \$9,000. Rare opportunity for Piano Firm. Address “SUCCESS,” care of Talking Machine World.

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 sound proof, suitable for demonstrating rooms. Will sell very cheap. For particulars address “G. T. L.,” care Talking Machine World, 1 Madison avenue, New York City.

EDISON SHAVING MACHINE WANTED.

WANTED—An Edison shaving machine, latest model, with motor and blower attachment. R. D. Cortina Co., New York.

To Business Men

Business men in every line admit the value of good trade papers.

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

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

The World is a help to the talking machine business.

It exerts an healthful optimism.

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

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

They draw from the World pleasure and profit.

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

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

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK

ST. LOUIS TRADE HAPPENINGS.

July Business Up to Expectations—Columbia Co. Personals—Vacations Now in Order—Aeolian Co. Place Victor Machines in High School's—Prove Very Popular with Both Teachers and Scholars—Some Recent Visitors—Summary of Conditions.

(Special to The Talking Machine World.)

St. Louis, Mo., Aug. 7, 1910.

The talking machine business for July has been fully as good as could be expected for the season of the year. Some houses report that their trade has been better than June and better than July in 1909.

E. B. Walthall, manager of the Columbia Phonograph Co., returned August 15 from a two weeks' vacation spent at his home in Horse Cave, Ky. Chas. Kauffman, traveler for this concern, returned recently from a two weeks' successful trip through Northern Missouri and is now on a three weeks' western trip. Chas. L. Byars, assistant manager of this concern, is spending the last two weeks in August enjoying the breezes of the Wisconsin lakes. Miss L. Best, secretary to Manager Walthall, is home from a two weeks' vacation, which was spent in Cincinnati. Miss M. Kondon, connected with this concern, is home from two weeks' vacation spent in Chicago.

The staff of the talking machine department of the Aeolian Co. are beginning to take their vacations. Miss Adelaide Goetz is spending two weeks at Moselle, Mo., and the Misses Carrie and Clara Goetz are planning to spend their two weeks at Paw Paw Lake, Mich. Miss Reid, of the accounting department, will visit some relatives in Texas, and Mr. Thompson intends to spend his vacation with relatives in Iowa.

O. A. Gressing, formerly manager of the St. Louis Talking Machine Co., has been appointed manager of the talking machine departments of the Aeolian Co., and will leave here on August 1 for a two weeks' rest at the home of his sister in Milwaukee before leaving for New York to begin active preparations for the opening of the talking machine department on the eighth floor of Aeolian Hall there.

The Aeolian Co. have placed three talking machines in three of the St. Louis high schools and have just been awarded a contract for the fourth to be delivered to the Sumner High School. The principals of these schools are more than enthusiastic over the work and the results they are deriving from the use of the Victor machine in connection with giving the scholars a better idea of music and how it is sung by the world's greatest artists. A very liberal selection of Red Seal records accompanied each machine.

Visiting dealers at the Aeolian Co. during the past month were Mr. Marks, of Marks & Weber, Edwardsville, Ill.; Peter Paul, Jr., Seckman, Mo.; J. D. Sims, Monarch, Ark.; Oscar Busch, Union, Mo.; Wm. Mosby, Newport, Ark.; L. C. Campbell, St. Louis, Mo.

Marks Silverstone, president of the Silverstone Talking Machine Co., returned July 17 from a two weeks' trip to the National Talking Machine Jobbers' convention at Atlantic City, N. J., and other points. He was accompanied by his wife. He reports that trade for July was fair.

D. K. Myers, the well-known Zonophone jobber, reports that trade for July was only fair, but he is satisfied it will gradually grow much better.

Wm. Brenner, secretary of the Koerber-Brenner Music Co., returned on July 25 from a seven weeks' prosperous trip to western points. H. G. Koerber, president of this company, left August 4 for a month's vacation, which will be spent in Wisconsin.

A. J. Robinson, manager of the Thiebes Piano Co., reports that their trade for July has been quite fair. He states that they have many good returns by following up their deals so as to make each purchaser feel thoroughly satisfied, and that this has resulted in good record sales.

A. L. Owen, manager of the talking machine department of the O. K. Houck Piano Co., Memphis, Tenn., spent ten days here this month visiting his parents and friends. He was accompanied by his wife. Mr. Owen reported business

in his territory good. The O. K. Houck Piano Co., of Memphis, are putting in five white enamel sound booths on their first floor. They are decidedly modern in every respect.

A. C. Thiebes, president of the Thiebes Piano Co., accompanied by his wife, is spending the month of August at Annisquam, Mass.

PHONOGRAPH A MUSIC TEACHER.

Novel Experiment with Pupils of Public School in Brooklyn.

A new method of teaching pupils to sing was used during the last year in Public School 147 in Brooklyn, N. Y. Miss Marie L. Bayer, the principal, hit on the idea of using a talking machine. A good machine with about a dozen standard records was bought with the income derived from the school paper and installed in the class that made the largest sale of papers.

Since the departmental system is used, this does not deprive the rest of the school from the use of the talking machine. The song under consideration is written on the black board, the music studied and then the record is played, giving the proper tone and expression. It is then repeated, the pupils softly singing, after which the phonograph is stopped and the song sung from the music on the board. Among the records are "My Old Kentucky Home," "Dixie," "Softly Now the Light of Day," "The Glow Worm," and a few operatic overtures.

The same school has another high-class instrument installed in the auditorium. At each morning assembly and at entertainments and other meetings this is played, only the best music being used. The children greatly enjoy these short hours with the great musicians, which Miss Bayer hopes cannot help but wean them from trashy ragtime music.

VISITORS AT COLUMBIA OFFICES.

Among the visitors at the Columbia Phonograph Co.'s executive offices last month were S. H. Nichols, manager of the Cincinnati (O.) branch, and E. A. Stevenson, manager of the Providence (R. I.) office. Mr. Nichols reached New York July 25, and started back again in the afternoon of the same day. Both managers said their business was ahead of last year, but it was quiet now. The Grafonola Mignon, they added, was a big hit, but the goods were coming along too slowly. The Regent was also in strong demand.

Bert Spross, the whistler, and Charles G. Spross, the pianist, both residents of Poughkeepsie, N. Y., have made a number of records for the Victor Talking Machine Co.

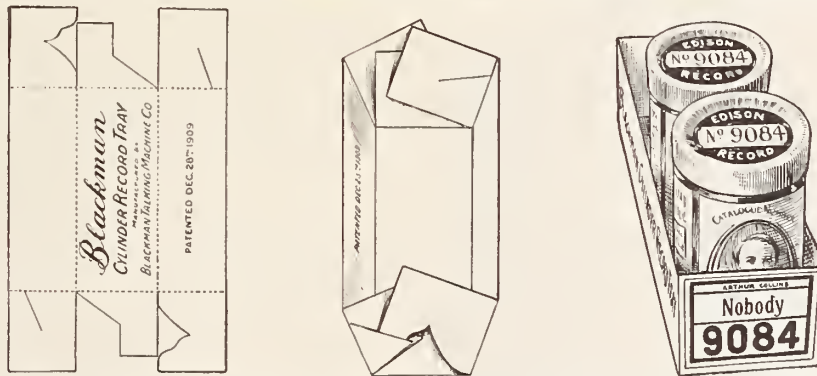
Thomas A. Edison is quoted as saying that he hopes to live to see the day when there will be a phonograph in every home.

IMPROVE YOUR SYSTEM AND INCREASE YOUR RECORD SALES

BY USING THE BLACKMAN CYLINDER RECORD TRAY

(Patented Dec. 28, 1909.)

A Record Tray With Record Label for Less Than One Cent



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

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

NET PRICES TRAYS ONLY
(Subject to Change.)

No.	Hold	Net per 1,000.	Weight per 1,000.
2.	2 Records.	\$6.00	60 lbs.
3.	3 Records.	7.50	78 "
4.	4 Records.	9.00	87 "
5.	5 Records.	10.50	105 "
6.	6 Records.	12.00	116 "

NOTE.—Price less than 1,000 same rate.
In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1909.....\$8.50
Per month, thereafter (postpaid), payable in advance (2 min. and 4 min.)..... .22

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

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

Manufactured by

BLACKMAN TALKING MACHINE CO.

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

THE TRADE IN "THE HUB."

Boston Dealers Talk of Forming New England Association—Previous Attempts Fail—Trade Generally Good for Midsummer—Boston Cycle & Sundry Co. Correct Report—R. C. Smith & Co. to do Exclusive Retail Business—Interesting Personalities—"Some" Ball Players—"Grand Opera Milking."

(Special to The Talking Machine World.)

Boston, Mass., August 8, 1910.

Considerable talk has been heard in local circles anent the formation of a dealers' association, to embrace the talking machine dealers of New England only. There is always considerable interest in this project following the annual convention of the jobbers, but this year there seems to be more enthusiasm than ever. Talk alone won't create anything, so it is up to some one or two hustling dealers to put it through.

Some two years ago an attempt was made to

form an association of this character and a number of dealers signified their intention of joining, but it is learned that as soon as the bill for dues was presented many dropped out, and through lack of co-operation the organization fell down. Joseph W. Foley was the attorney employed by the promoters and in discussing his attempt and failure to create the body, said: "On behalf of my clients two years ago we sent out circular letters covering the formation of talking machine dealers to be known as the New England Talking Machine Dealers' Association, and out of 200 letters 75 answers were received. A meeting was held at the Revere House, where the articles of the Association were drafted and everything seemed to be moving favorably, until we tried to collect the money for dues, when so few contributed their share that it was impossible to proceed as planned. As I remember now, the dues were nominal, about \$4 a year, although but 15 or 20 dealers out of the original 75 who said they would join sent their money in. The financial end must be a success as well as 'enthusiasm,' so the organization fell through."

Mr. Foley also remarked that he believed it is a propitious time to make another attempt, as he had witnessed from observation that the dealers are much more favorable now than ever to matters associational. Several local dealers have also added their good opinions on the foregoing subject and, no doubt, if the initiative steps were taken, followed by a liberal dose of determination, an association of New England dealers could be formed.

One would think in midsummer that the talking machine business would drop off considerably, but reports heard at nearly every quarter indicate that that "thought" is incorrect. S. J. Freeman, manager of the Victor department of the Eastern Talking Machine Co., tells the writer that the past few days have resembled days before Christmas, with the salesmen attending to the wants of two or three customers at a time. This is in the retail sphere, and while they don't expect this rush all summer, it clearly shows what one might expect for fall. In fact, everyone is very optimistic here and preparations are being made for all degrees of a rushed fall business.

A new record department is being planned by the Eastern Talking Machine Co., to be located on the second floor of their building, and it will have a capacity of over 100,000 records. This record system is being designed entirely for economy of space, plus ease and quickness of filling wholesale and retail orders, and no doubt will be the biggest and best repertoire in New England. E. F. Taft, general manager, is passing a few days in Maine shooting black "b'ars" and mosquitoes. A. W. Chamberlain, the Edison manager, is also in Maine, feeding fishes from the end of a hook. S. J. Freeman, the Victor guard, hies away next week, while S. H. Brown embarks Saturday.

Another concern to attest the midsummer rush is the Boston Cycle & Sundry Co., Charles R. Cooper, manager. This house is an exclusive Edison jobber, and the way they have put out Amberolas and other Edison products the past month buries all possible thoughts of summer quietness. Mr. Cooper says he has all he can do to fill orders and "dope" out the fall campaign, without adding the pleasant thoughts of a vacation.

Through no fault of The World, a grievous error crept into the columns of last issue, wherein the report of the membership committee says in relation to withdrawals of members: "Boston Cycle & Sundry Co., Boston, Mass., withdrew owing to their intention of going out of the jobbing business as soon as they can dispose of their stock." Charles R. Cooper, manager of this company, was present when this report was read and declares he advised the secretary that this was an error, as they had no intention of either going out of business or resigning from the association, and it was noted. Furthermore, he paid the dues at the required time, and the publishing of this report, if allowed to go by unnoticed, might do this well-known house a great deal of

harm, whereas the Boston Cycle & Sundry Co. is bigger and better than at any previous time, and expects to continue to grow.

H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., was a visitor here and at Portland, Me., recently.

J. W. Scott, representing the National Phonograph Co., was here several days ago.

R. C. Smith & Co., of Burlington, Vt., formerly exclusive Columbia jobbers for Vermont, are now going to devote their entire time to the promotion of retail business in the State, where they have a fine department, good stock and organization. The Vermont wholesale business will now be handled from the Boston headquarters.

Arthur Erisman, manager of the Columbia Phonograph Co.'s Boston offices and warerooms, says that since they have received the list of 100 grand opera records several weeks ago, about one-third of their record trade has been for these. This is very surprising for summer, but he says that the high quality of the records has been responsible for this tremendous demand. They have also been transacting an excellent wholesale and retail business for this season. Mr. Erisman has just received a letter from Senor Constantino, the famous opera singer, who is now at Buenos Ayres, Argentine Republic, where he is meeting with great success, as evidenced by the demonstrations given him by the public. Senor Constantino goes to Chile, thence to Paris, arriving in Boston the first of November. Mr. Erisman leaves on the 15th for Atlantic City, where he will recreate till September.

A building is being leased here by a well-known party, which will be devoted to the talking machine business, and attempts will be made to establish a historical year when they get settled at the new quarters.

Henry F. Miller & Sons Piano Co. expect to begin the expansion of their Victor department this fall by devoting considerable of their present piano space on the first floor. This, reinforced by extensive advertising, will, no doubt, make a big Victor year with them.

Another piano dealer who will push talking machines is Geo. Lincoln Parker, who removes September 1 to the Colonial building, third floor. He will fit up a talking machine department, decorated in the most artistic manner, and will boom the trade right from the start.

There are "some" ball players in the Boston trade. The first game between the Eastern Talking Machine Co. and the Columbia Phonograph Co., with a 11 to 11 score, was disputed. The second game was won by the Easterns by a 7 to 6 discussion. One or two more games, as required, will be played for the championship, and there will be plenty of red light burned by the victors.

Next time you milk a cow, play the "funygraft" and you will get a bigger pailful, and the quality will also be better. A local paper says this is true, and the writer learns that the Department of Agriculture at Washington has been experimenting likewise for several months. Why couldn't the talking men and pail manufacturers combine, having a certain sized pail for an "orchestra" milking, one for a "band" milking, another for a "grand-opera" milking, and so on. Then again, how could you tell whether the cow preferred a humorous selection or a record in Russian? Also, why wouldn't hens lay better if solaced by the talker's musical strains? Verily there is a big field ahead for the talking machine!

Vacation is king at the Oliver Ditson Co.'s warerooms. Henry Winkleman, manager, goes to Maine on the 20th. Otto Piesendel, assistant manager, is sojourning through New York and Philadelphia, while Cecil Peck, of the sales force, has just returned from his journey.

Manager Sylvester, of the C. E. Osgood Co., retail distributors of the Columbia, Edison and Victor lines, retires to the forests for two weeks at Hyannis, where he will study bugology.

Herbert L. Boyer, chief sales dispatcher of the big house of M. Steinert & Sons Co., leaves on the 15th for a jaunt through Canada, including a brief stay at Montreal.

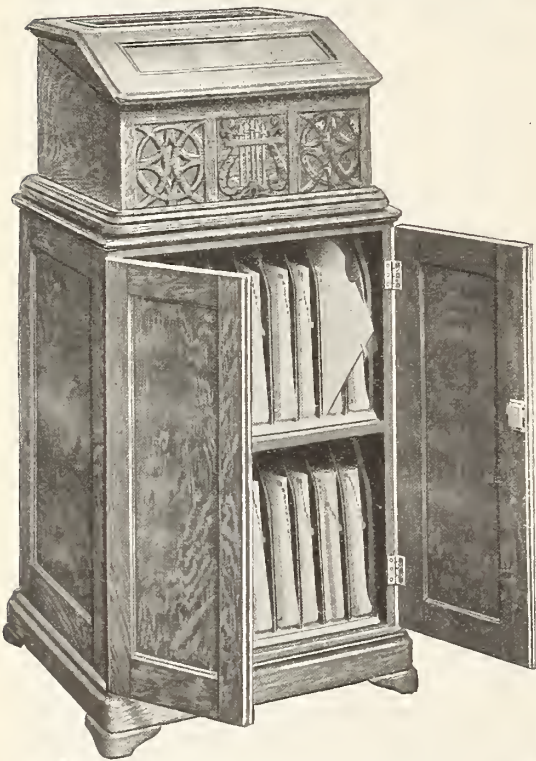
SONORA

HIGHEST CLASS



Talking Machines and Records

THE LATEST AND THE BEST



Style A Machine with Style 3 Cabinet.
\$70. list for this equipment.

Magnificent Tone Quality and Design
Mechanical Feed
Automatic Stop
Invisible Horn
Absence of Needle-Scratch
Sapphire Attachment
Tone-Moderator

Machines: \$25; \$40; \$50; \$60; \$75; \$100; \$200 list.
 Record Tables: \$10 list.

Record Cabinets, equipped with the most convenient filing-system; \$30 and \$50 list.

Sonora Phonograph Co.
 78 Reade Street, New York, N. Y.

Two aggressive dealers at Putnam, Conn., are F. G. Letters, with the complete Edison line, and Geo. E. Shaw, handling both Edison and Victor machines.

F. S. Boyd, the Iver-Johnson Co. manager, (Edison jobbers), leaves Saturday, vacation bent, for Bar Harbor, Me.

REVIEW OF SEPTEMBER RECORDS

Issued by the Victor, National, Columbia and Universal Companies

The list of records for September issued by the various companies and published elsewhere in the usual department of The World, are well worthy the consideration of dealers. The Victor Red Seal list contains a veritable "embarrassment of riches," with records by a line of notable artists, including Caruso, Alda, McCormack, Constantino, Journet, Williams, Gogorza, Mischa Elman and Maud Powell. These artists are represented by numbers which are of more than ordinary interest and merit, representing the latest and most improved recording methods in vogue in the Victor laboratory, and we predict a big demand for them. The regular list of Victor single and double records shown in the September list also contains many numbers that must compel the consideration of the public.

The National Phonograph Co.'s bulletin of Amberol and Standard records will also invite the closest consideration of discriminating purchasers. In the grand opera Amberol list such well-known names as Blanche Arral, Marie Delna, Marguerita Sylvia, Karl Jorn and Giovanni Polese give an indication of the quality and value of the numbers by which they are represented. In the regular list Victor Herbert and his orchestra have a charming number in "L'Encore," a brilliant instrumental duet by Victor Herbert for the flute and clarinet, and a Slavic march by Tschaikevsky. Marie Narelle, whose singing of Irish songs has made her famous the

world over, sings "Killarney" with her usual charm. It is a splendid record.

The latest list issued by the Universal Talking Machine Co. contains a dozen double discs of the popular vocal and instrumental hits of the day. They are up to the usual Zonophone standard and cannot fail to win general approval and consideration.

The Columbia Phonograph Co. make a splendid showing in their September list. The 10 and 12-inch Symphony departments present numbers by Bettina Freeman, mezzo-soprano, of the Boston Opera House; Giuseppe Pimazzoni, baritone, and Celestina Boninsegna. As will be seen elsewhere each artist is represented by vocal double discs of compositions of world-fame. The list throughout contains many of the leading vocal and instrumental numbers of the day—two novelties are dramatic readings of "Lasca" and "Sheridan's Ride," by Edgar L. Davenport, the well-known actor. They are listed on one double disc. Readers should not overlook the roster of Columbia two and four-minute Indestructible cylinder records.

NEW COLUMBIA DEALER.

(Special to The Talking Machine World.)

Harrisburg, Pa., August 2, 1910.

Joseph Goldsmith, a new Columbia dealer, has opened a fully equipped store here, and judging from the size of his initial order he is expecting to do a large business. His stock was supplied by the Columbia Co.'s wholesale branch in Philadelphia.

ACTIVITY WITH NATIONAL CO.

The factory of the National Phonograph Co., Orange, N. J., is busy in all its departments. There was a meeting of the executive board August 3, at which matters of importance to the trade were disposed of, questions that have been held in abeyance for several months.

General Sales Manager Dolbeer started August 6 for a vacation of three weeks. C. H.

Wilson, general manager, who has purchased a farm in New Jersey, has been spending his week-ends at the property, and therefore will probably not go to Saratoga, N. Y., in the neighborhood of which he also has a highly cultivated farm.

NEW USE FOR THE TALKER.

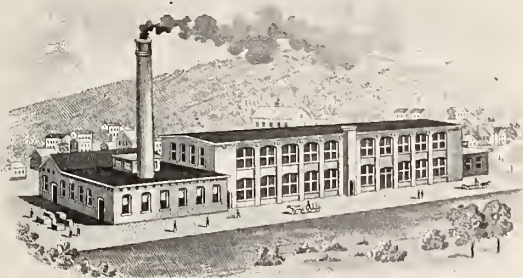
How Cows Are Benefited by the Use of Music from the Phonograph.

According to a dispatch from Marquette, Mich., J. M. Longyear, who has a farm at Ivy Lake, near there, has inaugurated a new "stunt" in utilizing music as a means of stimulating the quantity of milk received from his cows. During the confinement of the cows in tightly screened barns these summer days he has relieved the monotony of cud chewing and milk producing by the interspersing of a variety of selections played on the phonograph. Mr. Longyear says that the soothing effects of music judiciously administered during the milking time have been found to be especially successful with cows under official tests and several butter records claimed by his farm are credited to the influence of the phonograph.

In view of the foregoing it is now up to the local dealers to look after the farmers in their locality as good prospects.

FOR THE BENEFIT OF VICTOR DEALERS.

Late last month the Victor Co. sent out advices to their dealers, making a reduction in price on Victor record cabinets. They have taken this step in order to clean up their stock, as they say, "It is impossible for us to undertake, for the time being at least, any further manufacture or promotion of the record cabinets themselves." They also call attention of the dealers to their record exchange proposition and "second-hand license system," which provides a most convenient means of quick moving of second-hand or shop-worn machines on the dealers' hands for more than a year.



The New John M. Dean NEEDLE FACTORY AT PUTNAM, CONN.

With a capacity of two million needles a day.

We can now offer the trade an unusual Needle proposition packed under the "Puritone" trade-mark or in special "individual" envelopes. No better Needles at any price. Deliveries prompt, prices fair.

Let us send you samples and quotation on your requirements

WHAT IS YOUR ADDRESS?

JOHN M. DEAN

(Formerly at Lowell, Mass.)

PUTNAM, CONN.

Memorize this Trade-Mark.



Acknowledged the best and fastest selling needle on the market.

TIMELY TALKS ON TIMELY TOPICS

According to a report from London printed recently no record of King Edward's voice is among the many gramophone records of the voices of famous men preserved at the British Museum. Just how very important this may be it is not pretended to say. Among the other developments of the talking machine trade is that an effort has been made to record the voices of the so-called leading people of the world. Doubtless the majority of these people have poor voices for recording, and therefore those responsible for "gathering" these voices for the delectation, if not the enlightenment, of posterity, were not altogether enamored as to the practical success of such recording work.

This reminds the writer of what the manager of a recording laboratory recently observed regarding "talent" who are confident they will set the world afire on the record proposition. The gentleman in question is placed in the front rank by his compeers, and when *The World* asked about the work of certain artists, he briefly used the short and expressive word commencing with the letter R. The recorder in question is rather frank in his opinion regarding "talent," because he has probably had as many people scheduled in this class apply for a "test" as any man in the business, and therefore he is competent to pass judgment on the worst and the best. And he does, sometimes with brutal candor, but no one takes exception to his criticism. He is considered an authority, and his endorsement and approval mean a whole lot to the aspirant for record honors.

"You would be surprised to know the number of people who believe they have voices particularly adapted for making records. As a rule they are a disappointing lot, and even the so-called great artists do not come up to the mark. A woman's voice is one of the hardest to record, but nevertheless a bunch of them apply for 'tests' who are no more fitted for the ordeal—and an ordeal it is—than—well, anything you may imagine. These applicants have not got the timbre, often sing off key, and then what can you say? We give everybody a chance, thinking we will make a 'find,' but the 'finds' are rare. That is the reason why the names of popular singers appear so often. After they have learned how to pitch their voices and know what volume is required to make a really possible 'master,' why, they are hard to displace. To be perfectly frank, we need them as bad as they want the engagements."

Fortunately, litigation, which has at times disturbed the "primrose path" of the trade, is now quiescent. It is true suits are not lacking, but it may be said that the issues at stake are not of a disturbing nature, to express it mildly. For years the suits in court "raised the roof," so to speak, but as the basic cases have been about adjudicated the minor troubles relate more to the enforcement of the decrees than anything else. It would be expected, of course, that these proceedings would cause more or less friction, but in view of the vast interests involved the settlements have been arranged on a basis honorable and satisfactory to both sides. Other suits of a minor nature may be pending or even "on the calendar," but they are not of a nature to cause much uneasiness excepting when direct violations of signed contracts or agreements are involved. "Damage" suits are in the air, but the issues involved are so personal as not to bother the trade in the most remote degree.

"It is my misfortune to happen in very frequently at places where they own a talking machine," said the city salesman. "I hate talking machines, but my enforced acquaintance with them has caused me to observe one thing. It is harder for the average person to get the singing pitch from a talking machine than from any

other musical invention. Born singers may find a talking machine useful in their study of music, but the person who has hard work to carry a tune except in the most favorable circumstances will seasaw up and down the scale before he finds the home note. Just step into any roomful of people where a talking machine is spouting some popular song that sets everybody humming. The discord is painful. With a piano or orchestra or the human voice to lead them no doubt most of those merry souls could chime in without disgracing themselves, but the talking machine breeds a medley in every key and register," says a veracious writer in the *New York Sun*.

Regarding the above flippant paragraph, written in the usual self-sufficient and intolerant vein of the daily newspaper, when a little knowledge is really a dangerous thing, an expert in this line said: "That shows just about how much that fellow knows. It is true when we sell an Auxetophone or Victrola, we show the purchaser how to make the pitch for any vocalization. This is purely mechanical and has nothing whatever to do with the music. Why, the very best instructors not only employ the talking machine record for the benefit of their pupils, but they frankly acknowledge it is indispensable. A music teacher can tell a student just how to control the vocal chords, how to enunciate and all that, but when it comes to the actual singing, unless they possess a marvelous voice, they are at a loss to give the proper rendition of the music. Possessing the records, they select certain interpretations of famous compositions by celebrated artists, and instruct the embryo artist to follow and practice unremittingly along the vocal lines reproduced from the record if they wish to attain the highest and best form of expression. You would be surprised to know the number of the girl schools of this country which consider the record the most reliable and uniform standard they can follow without unconsciously adopting or unconsciously falling into a meretricious style of singing.

Now that the "big fight" is history, a chronicler of the event on the spot says: "Right here it ought to be stated, with all respect to an honorable profession, that Jack Johnson, the prize-fighter, plays a seven-foot bass viol. He has all the Southern darkey's love for music, and when he isn't sawing away on that big rough box of a musical instrument he is listening to operatic records on a reproducing machine." Fortunately, the advertising departments of the record manufacturers are not "sporty," or they would soon have the brand on the goods blazoned everywhere. However, as "music hath charms to soothe the savage breast," this precious information about the champion heavyweight is to be received with thanks.

Perhaps it is hardly believable that people live—intelligent, progressive and wide awake at that—who are so indifferent to a musical performance in a theater that they will never attend, unless as a matter of compliment to a friend or to be agreeable. An evening so passed is regarded in the light of an unmitigated bore. Well, such folk are known, and in this category may be placed Geo. H. Ely, treasurer, and one of the two chief owners of the Charles H. Fuller Co., the veteran advertising agency of Chicago. It is said of Mr. Ely—a typical Chicago man in every sense of the word for business action and activity—that if he consents to attend a theater as a social courtesy he invariably falls asleep. It does not appeal to him, though it may be the liveliest kind of music. He possesses a Victor machine, however, at his home, and has quite a library of Red Seal and other Victor records, operatic predominating. For hours of an evening Mr. Ely will play record after record, perfectly entranced, and what is more, in a spirit of quiet enthusiasm. The

music is of such an appealing nature that the business cares and complications of the day are entirely forgotten, and at the expiration of this regular session he feels completely rested and refreshed. This is only one concrete example of what benefit high-grade records have over sensitive organizations, and doubtless there are thousands of whom, if known, the same experience could be related.

The customs and habits of our Spanish-American brethren, as recited in the correspondence and actual experience of American record manufacturers seem amusing in view of the formal manner in which certain things are treated and regarded in English-speaking countries. As an example, E. N. Burns, manager of the Columbia Phonograph Co.'s export department, last month talked most interestingly about the character of Cuban music. The story should be read to be fully appreciated, especially that portion in which he tells how the Cuban arranger or composer—whether he may be called or styles himself in the realms of music—will take an operatic score as his theme, turn it into syncopated tune with results that would astonish the writer of the original work. Mr. Burns cites selections from "Cavalleria Rusticana" and "Madame Butterfly," treated a la Cubana, remarking in connection therewith: "When we have these records finished I intend sending Mascagni and Puccini a set, giving a brief description of their origination, and see what they will have to say."

O. K. Houck, of the O. K. Houck Piano Co., Memphis and Nashville, Tenn., is described by one of the attaches of the National Phonograph Co., Orange, N. J., as one of the best all around dealers in the country, not only in phonographs, etc., but pianos, musical instruments, etc. Years ago, long before his piano and music house was established, and for lack of a better opening he worked as a section hand on a Southern railroad. His aptitude for work, unflinching industry and attention to what had to be done, won him friends and promotion. Mr. Houck at the time had acquired a sound education and his rise was rapid. In his stores he has established a rule that politeness to customers—not wearying attention—shall always be followed, even if no goods are sold. If present, he finds time to say a pleasant word or two to such people when about taking their departure. The result is that nine times out of ten the prospect returns and the sale is closed. In his talking machine department every facility for demonstrating goods is provided, and from what can be learned this branch of his business turns in a neat profit steadily. As the narrator phrased it, Mr. Houck is a model for any dealer who aims to maintain a successful business.

That the Columbia Phonograph Co., General, are happy over the great vogue obtained for their double-disc records is strongly evidenced by the pleased manner and optimistic tone in which every department make their reports to General Manager Lyle. Recently George P. Metzger, the capable and versatile chief of the company's advertising and publicity department, submitted several unusually striking and effective show cards that struck the exacting fancy of Mr. Lyle as "just about right." As his chief passed his complimentary judgment, Mr. Metzger added: "The only thing now desired in the product of the company to make everybody happy is to devise some means of molding a record on the inside of the Indestructible Columbia and find a way to play it." At this point the genial general manager laughed merrily, and observed for the benefit of *The World*: "Don't forget to give Metzger credit for that great idea."

You won't meet any autos in th' straight an' narrow path.

A store full of customers does not necessarily make a successful merchant. The bank account at the end of the year is what tells the story.

If an employe is dissatisfied, either meet his complaint or let him go.



Columbia
Records

**LINA
CAVALIERI**

The famous Italian Soprano
Sings exclusively for the

COLUMBIA

*In these records every note is clear, true and
musical — the soprano voice at its best*



HERBERT SIMPSON MAKES GOOD.

Graduate of the Victor Publicity Department Scoring a Great Success with Distinguished Manufacturing Houses in New York City.

Perhaps no greater tribute can be paid to the growth of the Victor Talking Machine Co. than to call attention to some of the young men who have received their business training with that wonderful organization, and have since "made good" in responsible positions—some with the Victor Co. itself, some with Victor distributors and others with companies outside of the talking machine business.

A striking example is Herbert Simpson, who resigned his position as assistant advertis-



HERBERT SIMPSON.

ing manager of the Victor Talking Machine Co. last February, to take charge of the advertising of several piano manufacturers in New York City, among whom is Kohler & Campbell, one of the largest and most progressive piano manufacturers in the trade.

Mr. Simpson was with the Victor Co. for four years, going to Camden, after working for a number of years in the office of a New York advertising agency, where he became acquainted with H. C. Brown, the advertising manager of the Victor Co., who later secured him for his assistant.

ANENT REPAIR PARTS AND SUPPLIES.

The Talking Machine Supply Co., 400 Fifth avenue, New York, have just issued a very complete and comprehensive jobbers' "Price List for Repair Parts and Supplies for Use in Talking Machines," for the season 1910-1911. The parts and general line of supplies, essentials and requisites are adaptable for all makes of machines, etc., to which especial attention is directed. This price list is useful for reference, the information furnished being practical and useful.

The needle sample book that the Talking Machine Supply Co. distributed last month at Atlantic City, N. J., as a "Souvenir of the Convention," displays fourteen different models in a neat and compact form. The book is substantially bound in cloth and is in such form that a jobber will retain it, not only for its handsome appearance, but from a utilitarian point of view. Max Landay, in distributing the souvenir with his compliments, was also complimented in return on his clever idea. Jobbers not present on the occasion and desiring the souvenir will be promptly supplied on application to the company.

PIANO MEN HANDLING TALKERS.

Those Piano Dealers Who Have Put Aside Prejudice and Conservatism Have Found That Talking Machines Fit Well Into the Piano Store—New Hornless Machines Compare Most Favorably with Pianos—Dealers Who Have Taken on the Columbia Line and Are Glad of It—Grand Opera Records the Favorites with the Purchasing Public.

The talking machine manufacturers have been presenting vigorous arguments to the piano trade to induce them to set aside prejudice and conservatism and catch on to the growing feature of the music business. The advent of the hornless machines—models of appropriate design, beautiful workmanship and high sound-reproducing attainments—undoubtedly ranks the line with any musical instruments extant, and what is more they are absolutely unique in that they embrace the whole field of music, trespassing on no division or class. Owing to the apparent reluctance of many piano men to recognize the talking machine line, it is interesting to have the experience of those piano men who have handled the goods.

Gotfried & McMillan, of Joplin, one of the important towns in Missouri, never handled talking machines until they were attracted to the Columbia line. They took the stand that a piano house could not afford to "monkey" with talking machines, but they have quite revised their opinions as evidenced by the following letter to the Columbia Phonograph Co.: "We take pleasure in expressing to you the satisfaction which the Columbia line has given our trade, especially the Grafonolas and the grand opera records. Architecturally, the Grafonola is beautiful and the tone quality is all that could be desired. It jumped into popularity at once and has grown into the good graces of the people right along, until to-day it is an indispensable factor in our business."

The Martin-Adams Music Co., of Wichita, Kan., writes as follows to the Columbia Phonograph Co., General, whose product they make a very strong feature of: "We have received the new grand opera records and wish to say that we are very much impressed with the sextet from 'Lucia' and the 'Rigoletto' quartet; we do not think they could be improved upon. We might further state that we are well pleased with the new Grafonolas; they are very attractive in appearance and the quality of tone is fine. We are doing a very fine business in your entire line of goods at this time and expect to increase it very much this fall, at which time we will do some advertising and pushing."

The sextet and quartet grand opera records referred to have been recorded by celebrated artists performing during the recent season at the Boston Opera House. The sextet from "Lucia," the most celebrated number in all opera, is sung by Constantino, Bronskaja, Freeman, Blanchart, Mardones and Cilla. The almost equally celebrated quartet from "Rigoletto" is sung by Constantino, Bronskaja, Freeman and Blanchart. The Columbia Phonograph Co. have been most fortunate in making such a fine recording which should be appreciated by all lovers of opera.

A renewal of trade activity is looked for early in September.

1866

1910

NYOIL

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.

**ANOTHER "TRUST" REARS ITS HEAD.**

J. Pierpont Morgan and other captains of industry in his class have organized what is known as the "Single Service Package Corporation of America." Its purpose is to buy and control all the patents covering the machinery in the manufacture of paper boxes and other containers. The list includes the cartons for cylinder talking machine records. Scenting a "monopoly," the New York World, as usual, gets up on its hind legs and howls to the extent of two columns and a front-page "spread head."

MAX LANDAY SUMMERING AT ARVERNE.

Max Landay, of the Talking Machine Supply Co., New York, is summering at Arverne, facing the broad Atlantic, on Long Island. He runs in and out of the city daily. Max expects to make an early trip through the West in the fall.

HAWTHORNE & SHEBLE AFFAIRS.

A meeting of the creditors of the Hawthorne & Sheble Manufacturing Co., bankrupts, was held at the office of the referee in bankruptcy, Joseph Mellors, 528 Walnut street, Philadelphia, Pa., at 2 o'clock p. m., on July 25, to consider and pass upon the trustee's first account, to consider the declaration of a first dividend and such other business as may come before the meeting. Later a dividend of 5 per cent. was declared payable August 10.

PRESIDENT EASTON'S HASTY TRIP.

Edward D. Easton, president of the Columbia Phonograph Co., accompanied by Mrs. Easton, sailed for Europe on July 16 on a pleasure trip. They visited England, Italy and some other Continental points, arriving home again August 3.

The Sonora Phonograph Co. last week began filling quantity orders on styles O, A, B and C of their new catalog. Shipments on styles F and G will be made in a week or so.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC-PLAYERS

MADE BY

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

Your prospective Grafonola customers are just now good and plenty ripe for making comparisons. Make them make 'em!



Columbia Phonograph Co., Tribune Building, New York.

TWO MILLION NEEDLES A DAY!

That Is the Capacity of the New Talking Machine Needle Plant of John M. Dean, Who Has Recently Opened Up in Putnam, Conn.—A Description of This Admirably Equipped Establishment—Was Formerly Located in Lowell, Mass.—Is Worth Careful Reading.

(Special to The Talking Machine World.)

Putnam, Conn., Aug. 4, 1910.

With a capacity of 2,000,000 talking machine needles a day, John M. Dean recently started his new factory in this city. Mr. Dean is a well-known factor in the talking machine world, being for many years at Lowell, Mass., where he started with the industry in the manufacture of needles. Beginning in a small way, he has grown with the rapid increase of the trade, and with the new factory just opened, undoubtedly stands pre-eminent in his sphere. His constant aim is not to see "how many" needles can be produced, but to see "how good" they can be made, as experience has taught him that the trade would rather pay a little increase and secure a better article, if they had to pay more, but there is one particular accomplishment that Mr. Dean prides himself on, namely, to furnish the highest grade needle at exactly the same cost.

It has taken great study and experimenting to perfect an organization to manufacture this class of needle, but that the object has been worthy of attainment is best cited by glancing through his order book, when the names of the biggest and best jobbers in the world are seen frequently.

Now that Mr. Dean has outgrown the Lowell plant and doubled the output, with modernized methods, he is in an exceptional position to furnish needles, either under the famous "Puritone" trade-mark or in envelopes printed to order, packed in any way desired. All the extra envelope printing is done gratis and he invites the trade to send for samples, and a quotation on requirements will prove undoubtedly profitable to the purchaser.

The factory is built of brick, with concrete floors, the main building being 100 x 50 feet and of two stories height. The annex is 50 x 60 feet. It's a "daylight" factory, as every corner is as light as by a window. On the first floor of the main building are the wire storehouse, the various machines for "working" the wire, automatic hardening machines and other machinery. The automatic hardening machines are of special construction, designed to harden the various types of needles to the proper degree. This insures the perfection of the most difficult portion of needle production, guaranteeing that each needle will be absolutely O. K.

On the power end is a 125-horsepower gas-making plant, a 100-horsepower four-cylinder (vertical) engine (tested to 200 horsepower), heating plant, and other minor machinery. Gas is the best fuel for hardening, as every needle can receive an even amount of heat.

On the top floor is the polishing apparatus, the standard method which has been tried and found true for 75 years; envelope department, counting force, stock room and shipping department. The smallest needle they make is 10-1000-inch in diameter, $\frac{3}{8}$ inch long, and they run from this in quarter and half sizes to $\frac{1}{4}$ inch diameter and 10 inches long.

Sixteen different styles of talking machine needles are made, all tones, and in the "Puritone" list are the following seven styles: Loud Tone, Opera, Exhibition, Symphony, Ideal, Soft Tone and Spearpoint.

Putnam is a railroad center, transferring freight for 126 New England stations, and is on the main line to New York and Boston. Consequently shipping facilities are on par with the "quality" needle output of the new Dean factory.

L. C. Zigler, for about eight years connected with the retail department of the Columbia Co., resigned recently and has gone into the talking machine business for himself in New York.

TO CONTINUE AS JOBBERS.

Reference to Boston Cycle & Sundry Co. in Membership Committee Report Not True.

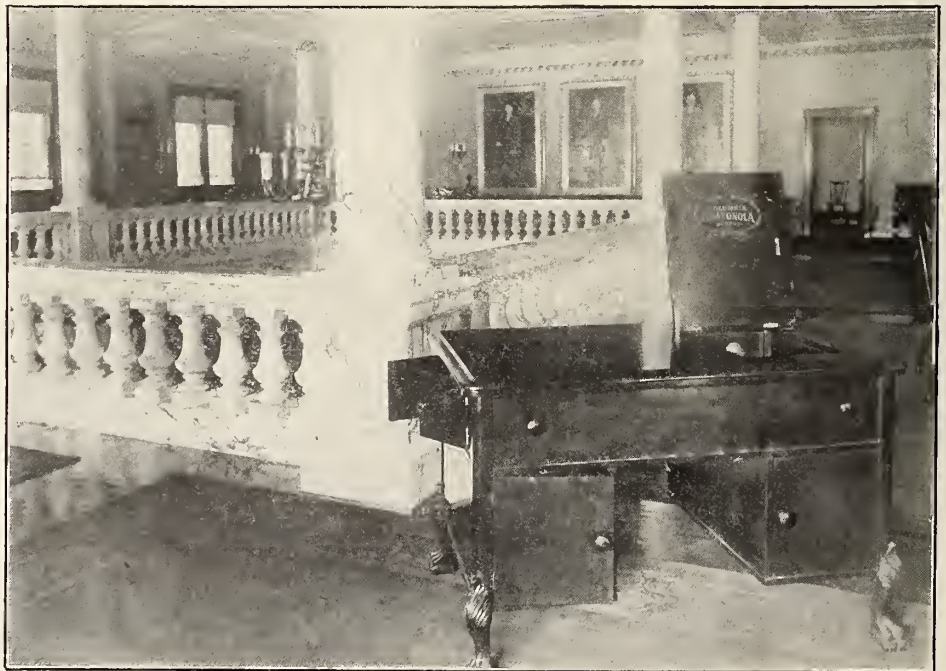
(Special to The Talking Machine World.)

Boston, Mass., August 10, 1910.

The Boston Cycle & Sundry Co. have no intention of going out of business, nor did they resign from the Jobbers' Association, as given out in a report appearing in the July number. Furthermore, the dues of this house are fully paid, and Charles R. Cooper, manager of this department, who was present at the convention and tried to have this false report corrected, says extra efforts will be made in the promotion of Edison business to make a banner year. While it is through no fault of The World, the item appeared in the official convention report, we trust this correction allays all possible harm that might accrue from that report.

Nothing grows faster than the habit of depending on others.

THE GRAFONOLA "REGENT" IN CLUBLAND.



On entering their new home early in July, the Acacia Club, Williamsport, Pa., installed a Columbia Grafonola "Regent." The accompanying illustration shows the "Regent" in its new surroundings. Every little while brings fresh acknowledgments of the Columbia Grafonola as a perfect musical entertainer. In a letter to F. G. Sweet, the Columbia dealer for Williamsport, from John G. Hess, secretary of the Acacia Club, expressing the club's appreciation, he said: "We are well pleased with the 'Regent' Grafonola pur-

chased for this club. This instrument was selected for the volume and purity of tone and its artistic design. It has proved a very popular and valuable acquisition to our furnishings, and appears to be peculiarly adapted for club use."

Thos. K. Henderson, manager of the Columbia Phonograph Co.'s Philadelphia store, initiated this sale and while in Williamsport disposed of a Columbia Grafonola "Mignon" to a prominent local church. He is certainly making some big sales these days.

FIBRE NEEDLES

bring satisfaction.

Satisfaction

brings new customers and holds
old ones.

Customers

bring money.

Money

brings happiness.

Get Busy with the Fibre Needle

“B. & H.” FIBRE MFG. CO.

33-35 W. Kinzie Street

Chicago, Ill.

The Columbia Grafonola "Regent" is everything a musical instrument ought to be, and several things no other musical instrument can claim to be. It will help you make your business all that it can be.



Columbia Phonograph Co., Tribune Building, New York.

CINCINNATI'S BUDGET OF NEWS.

Preparing for Fall—Aeolian Co. Formally Open Victor Department—Milner Musical Co. Praise Edison Offer—Other Items of General Interest Worthy of Recording.

(Special to The Talking Machine World.)

Cincinnati, O., Aug. 3, 1910.

Talking machine men in this city are now devoting their energies to preparing for the fall campaign. There has been but very little business transacted locally during the past month, the weather and the vacationists being responsible for the slump.

The Aeolian Co. formally opened their Victor Talking Machine department this morning. It occupies one of the large rooms formerly used as a piano salesroom. Three soundproof record booths are in place and these have been equipped with small electric fans. These booths are of white enamel, with mahogany doors. The firm also have a demonstrating room for the Victor Victrola. Harry Meeks, who is associated with the sales force, is to sell Victrolas exclusively. L. H. Abaus, who has had some experience in the talking machine line, having formerly been connected with the Rudolph Wurlitzer Co., will have full charge of this department. They have sold three Victrolas this week, and from the present outlook expect to do a nice summer business.

F. Laake, in charge of the wholesale stock, joined the ranks of the married employes of the Rudolph Wurlitzer Co. in the latter part of June, and was presented with a substantial token of the esteem in which the other employes hold him. He has been busy receiving the congratulations sent him by his numerous talking machine friends.

The Milner Musical Co. regards the Edison offer as being quite a boon to owners of machines of this type to acquire six amberol records for the sale of a machine to a customer. Manager Timmerman believes it should help the dealer considerably in selling machines, particularly if worked properly, and efforts made to seriously interest the newly acquired agencies. "The virtue of the entire plan," he continued, "is to place the opportunity in front of your record buyers, show them they won't have to buy records for the time being. Next fall should be the proper time to work the Edison plan for all that there is in it."

John Arnold, of Elm street, has sent in his order for Edison records and is anxiously awaiting his first shipment. He is somewhat delighted over the idea and believes it is a step in the right direction. The summer season has put a damper upon his machine business, but Arnold is looking forward to the fall campaign, sanguine in the belief that there will be a general revival.

J. E. Poorman, Jr., the Main street dealer, is waiting for the sun to become somewhat obscured so that the people will be willing to listen to free concerts without continually mopping their brows.

Before the end of another month the Lyric Piano Co. will have their new department for Victor machines and records in operation. Manager W. H. Stever has already dedicated it "The Talking Machine shop."

G. T. Williams, manager of the New York Talking Machine Co., 83 Chambers street, reports business as good, despite the torrid weather. They had visits from a number of jobbers en route home from the Atlantic City convention.

CAMPBELL WITH DORAN CO.

The New Doran Phonograph Co. Preparing for a Big Campaign—Will Have Handsome Quarters, When Completed, in Detroit.

(Special to The Talking Machine World.)

Detroit, Mich., Aug. 3, 1910.

The new Doran Phonograph Co., who bought out the Mazer Phonograph Co. a few weeks ago, are certainly making things hustle. This week Bruce Campbell, who has been manager of the local branch of the American Phonograph Co. for the past four years, and for six years previous to that manager of the phonograph department in Grinnell Bros.' branch store at Saginaw, Mich., has resigned his position and accepted a position with the Doran Phonograph Co.

The store occupied by the Doran Phonograph Co. is being remodeled, and when it is finished will be one of the handsomest in this section.

T. H. Towell, manager of the United States Phonograph Co., of Cleveland, and F. L. Fritchley, of the same company, were in Detroit last week.

WHERE THEY ARE SUMMERING.

The vacation schedule is in good working order with the office force of the New York Talking Machine Co., 83 Chambers street, New York. V. W. Moody, sales manager, has now returned, and G. T. Williams, general manager, goes to the mountains of North Carolina for hunting and along the reaches of the French Broad for fishing about the middle of August. He will remain in that delightful region of the country for several weeks. Mr. Williams' wife and son are now in the Tar Heel State.

S. B. Davega, president of the S. B. Davega Co., New York, is summering with his family at Patchogue, L. I., N. Y., and will not return until after Labor Day. Lippman Kaiser, director of the talking machine department, who has been bungalow among the lakes of Maine with Mrs. Kaiser since June 15, was "on deck" again August 1.

August 13 George G. Blackman, secretary and treasurer of the Blackman Talking Machine Co., 97 Chambers street, New York, and chief of the traveling staff, leaves for a fortnight's rest and recreation with Mrs. Blackman. R. B. Caldwell, vice-president and sales manager, will go away on a similar errand the last two weeks in August. The June business of the company was away ahead of last year, and July shows an equally good record.

George P. Metzger, manager of the Columbia advertising department, went on a vacation of several weeks August 1. Edward Cotton, his assistant, reported for duty on the same day, having enjoyed his period of rustication.

The Sapphire Record and Talking Machine Co., 30 Church street, New York, have been incorporated at Albany for the purpose of manufacturing and dealing in talking machines, records and supplies. Capital, \$100,000.

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

VICTOR CO. DISCUSS DOUBLE DISC.

Still Hold to Their Original Conclusions on This Subject—Present a Resume of the Double-Faced Disc Situation to Date.

(Special to The Talking Machine World.)

Philadelphia, Pa., August 6, 1910.

Monday of last week the Victor Talking Machine Co., Camden, N. J., through General Manager Geissler, issued a special circular letter to the trade, entitled "Resume of Double-Faced Record Situation Since Its Foundation," in which they reiterate their former position as follows:

"After twenty-four months of experience with the question of double-sided records, the Victor Co. are proud to say that, despite all of the confusion and misleading advertising which has been indulged in during this period, their original conclusions on this very complicated question were substantially correct. (See circular of September 17, 1908.) The double-sided record has failed to revolutionize our business. This form of record is very good. It is very useful, in so far as it enables the purchaser to secure the desired number of selections for less money. Unfortunately, it greatly handicaps the matter of securing a certain list of selections.

"If a specific number of special selections are required, it is sure to be necessary for the purchaser to buy more records than are required in order to secure those which he desires if they are selected entirely from a double-faced list. This condition of affairs cannot be allowed to exist, and is incompatible with first-class business method that does not fully cover the requirements of the discriminating and appreciative portion of their trade. Our trade is very largely composed of such customers. This is why we lean to quality, even though it does cost a little more money. We fully appreciate that there are always certain customers who demand bargains. We fully appreciate that there are certain selections that will always sell double-sided, but we have demonstrated beyond a possible doubt that there are other selections that sell better, and very much better as single-sided. Therefore, the much-discussed question of whether it should be all singles or all doubles is not a question at all.

"The partisans on either side are both wrong. It is not a question of whether it shall be all singles or whether it shall be all doubles, but a question of how many singles and how many doubles and how many shall be both ways. It is a matter of circumstances and the opinion of the customer. No good salesman cares to argue with his customers. He prefers to sell the customer what he wants; therefore, let the question of double-sided vs. single-sided records disappear. The fact is, the customer wants both. Accept this proper solution and save time and worry. Devote your energy to the proper proportion of stock.

"Some time ago the Victor Co. issued fifty records double-sided and allowed the same selections to remain in the catalog as single-sided records. The sales increased materially under the double-sided list and they also increased under the single-sided list. This is proof without further discussion, and we have decided from time to time to double side certain portions of our catalog which are now in singles, and we will also probably issue as singles certain portions of our catalog which are now in doubles. At first thought, it may strike the trade that this will have the effect of increasing the stock outstanding. It will not have that effect, however, if the trade studies carefully the requirements of the customer. At any rate, this is the only method by which the question can be finally adjusted. It is entirely a matter of proportion, and will take experience to arrive at that proportion. Our cut-out lists, which will now occur twice a year, will fully cover the matter of dead stock, because all the non-sellers will be taken back and exchanged for ready sellers."

No one has placed a limit on your possibilities.

COPYRIGHT CASES IN MEXICO.

Paul H. Cromelin, Vice-President of the Columbia Phonograph Co. Has Some Interesting Information on the Subject to Vouchsafe Upon Returning from Lengthy Trip—Some of the Questions at Issue—Mr. Cromelin Leaves No Stone Unturned to Ensure Victory for His Side.

After a month's absence, Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, returned to New York, and on Monday last he had this to say to The World regarding his trip:

"Copyright cases have been before the Mexican courts for several years, and it was understood that in one case, in which the Victor Talking Machine Co. was concerned, the matter had been definitely settled; that is to say, the case in question had gone to the Court of Cassation, which is equivalent to the supreme or court of last resort in any of our States. Their decision was favorable to the contention of the Mexican composers and against the American manufacturers of records. The Supreme Court of the Nation, as the highest tribunal is called, to which the case has been appealed, has now the matter under advisement. In the meantime, I took up the matter with the American Ambassador, requesting him to make a representation in protest, so far as our case is concerned.

"The question at issue in the Mexican courts has been decided diametrically opposite to what the French courts held; that is, the decision in France was in effect that the use of copyright music by record manufacturers was not in violation of the law; but when the words of a song, for example, were taken with the music, then, unless permission was given, a case of infringement was made out. The existing Mexican copyright law was passed in 1807, and, of course, the reproduction of music automatically, especially through talking machine records, was not dreamed of at that time.

"The case at issue closely follows the lines of the White-Smith Music Publishing Co. against the Apollo Co., in which, as you remember, the old copyright law was sustained as against the contention of the manufacturers of perforated music rolls. This decision led to the enactment of our present law. And, by the way, the Columbia Co. have paid out thousands of dollars to owners of copyright under this act."

FRANK L. DYER'S VACATION.

Spending August with His Family on the Beautiful St. Lawrence.

President Frank L. Dyer, of the National Phonograph Co. returned on Thursday from a week's visit with his family at Gananoque, Ontario, on the St. Lawrence, where he has taken a cottage for the month of August. He will leave again about the 19th to spend the balance of the month there. The surpassing scenery of the Thousand Islands has made of Mr. Dyer an enthusiastic devotee of motor-boating, which pastime will form his principal diversion during his well deserved vacation.

GEO. W. LYLE OPTIMISTIC

About the Outlook for the Fall as It Affects Their Business—Will Take a Trip to the Coast About the Middle of August.

Though in the dead of summer, when business in all lines languishes, the drift of talk in the trade is very optimistic for the fall. No one speaks more emphatically on this point than Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, who said: "Business never looked better for our company than now, and the fall promises to be a record breaker. I will not go to Europe this summer, but about the middle of August will take a trip to the coast for five or six weeks."

The Last Word In Talking Machine DEVELOPMENT

The Resonator



NEW
ORIGINAL
PERFECT

Makes Possible the Perfect Reproduction of Talking Machine Music

Enthusiastically Received

AT JOBBERS CONVENTION AT ATLANTIC CITY BY ALL WHO HEARD IT THERE, AND WHEREVER EXHIBITED

The **SOUNDBOARD** is constructed in accordance with recognized acoustic principles, and does away with the barrel or megaphone tone of a horn, and has adopted the correct principles, old as the hills and applied in the finer musical instruments, such as Violin and Piano.

THAT which JARS is entirely ELIMINATED

In the case of orchestral music, the mass tone, echo or barrel sound of the horn is eliminated by a free radiation of soundwaves.

CUT SHOWS APPEARANCE ON MACHINE

It is ornamental, out of the way when not in use. Does not interfere with changing records and needles.

PRICED TO COMPETE WITH BETTER
GRADE HORNS
REGULAR TRADE DISCOUNTS

ENQUIRE OF YOUR JOBBER OR

THE TALKING MACHINE SOUNDBOARD CO.

110 West 34th Street NEW YORK

**The high-class business demands
the high-class instrument. The Columbia
Grafonola, somewhere between \$100 and
\$250, meets every local condition exactly.**



Columbia Phonograph Co., Tribune Building, New York.

THE SUCCESSFUL WINDOW TRIMMER.

Should of Necessity Be Endowed with Several Most Desirable Faculties if He Is to Obtain Results in His Chosen Calling—How the Different Faculties Are Practically Applied—Advancement in the Art Is Steady—An Interesting Article by an Expert.

"Speaking from a psychological point of view the successful window trimmer of to-day should be endowed with the following faculties, well developed, viz.: Imagination, Inspiration, originality, color, balance, constructiveness, individuality and patience, says John E. Hardy in *The Hardware Dealers' Magazine*.

"Imagination enables him to picture in his mind the work he wishes to do, without putting his thoughts on paper. Some trimmers recommend that a plan of the display be developed before placing the exhibit in the window. With imagination well organized it is unnecessary for him to do this, but instead he will picture in his mind's eye the general plan of his exhibit, and this is sufficient for the start.

"Inspiration enables him, after that start has been made, to place the various articles to be used in the exhibit where they will show to the best possible advantage. All this comes to the trimmer, as he builds up his display just as new ideas come to the mind of the artist as he paints his picture.

"Through originality the trimmer makes a display that is distinctive in design and style and that does not show the earmarks of imitation.

"Patience, and lots of it, enables the trimmer to carry to a successful conclusion many a tedious piece of work, that he would otherwise leave out of the display. Patience without doubt is one of the greatest assets a trimmer can possess.

"Balance concerns the placing of articles used in a display so that the exhibit will not appear to be one-sided, or top-heavy at any particular point. A well-balanced display is absolutely necessary at all times. A proper interpretation might be, 'A place for everything and everything in its place.'

"The day is not far distant when the window trimmer, as he is now termed, must be something more than a mere trimmer. He must add the qualifications of a decorator. A color scheme of draping the bare walls of a window with either cloth or paper will tend to bring out the beauty of an exhibit and make it more attractive to the general public, than the old style of trimming. Harmony in color is another valuable asset to possess.

"Show windows that have a solid background have a decided advantage over any other style of window, for it is the foundation on which is built the successful and up-to-date window display. Fully two-thirds of the time occupied in putting in an up-to-date display should be spent on background work, so it may be attractive and magnetic enough to stop the passerby and make him feel that he wishes to gain by closer inspection what he cannot obtain by a casual

glance. Pains-taking care must be exercised in placing articles in the background exhibit, for any discrepancies are more noticeable here than in any other part of the display. 'What's worth doing at all, is worth doing well' applies particularly so in this instance.

"Do not try to see how many articles you can crowd in a display, but instead place everything so that it may be thoroughly inspected by the beholder.

"Lighting is another matter of importance. An over-lighted window is as bad as a window without sufficient light. Use frosted globes where a quantity of electric lights are to be used; and where they meet the eye directly, see that they are of low candle-power. There are other artifices used to tone down a window display, and to give it that soft or mellow appearance which adds greatly to its general attractiveness.

"It should be the earnest endeavor of every window trimmer or decorator to increase the advertising value of his displays by making them of a superior quality. The possibilities along these lines are limitless. It is possible that he may be handicapped on account of expense, but the earliest moment that he can show his employer that he is getting value received, so much sooner will the handicap be removed. It is exceedingly hard at times to judge whether any particular display is paying its way or not. This may be gauged somewhat by the increased sales throughout the year, but even this is hardly a fair judgment, for though windows may draw the business into the store, it rests largely with the salesman on the floor whether it is taken care of, and whether a sale is made.

"Picture displays possess an advertising value not found in any other style of trimming and the impression on the observer is more lasting.

"Not every one can trim and decorate a window without some practice; nevertheless it should be the ambition of every window trimmer or decorator to master his art. It is never too late to make a start. If you have any inclination for such work start at once."

THE KNIGHTS TEMPLAR CONVENTION.

Chicago Music Houses Join with Others in Decorating Their Stores for the Gala Event—A Number of Piano Dealers Expected.

(Special to *The Talking Machine World*.)

Chicago, Ill., Aug. 8, 1910.

It is estimated that over one hundred thousand people from all parts of the country will be in Chicago the coming week, attracted by the festivities attendant upon the triennial conclave of the Knights Templar. The city is gorgeously decorated for the occasion, triumphal arches have been erected, and the Templar Way on State street, consisting of massive pillars at short intervals on either side of the street supporting strings of green electric globes, is bewitchingly beautiful. All the leading music and talking ma-

chine stores have decorated lavishly and made special displays for the event. While it cannot be said that a great amount of business is expected from the visitors, yet everyone has specially arranged to get any business that may offer. A number of dealers are expected with the Knights.

VICTROLAS IN VERNIS MARTIN.

An Illustration of an Instrument Made in This Finish to Meet the Demand for Art Rooms—Victrolas of Great Attractiveness.

In the Vernis Martin Victrolas, made on special order only by the Victor Talking Machine Co., Camden, N. J., and selling for \$400, the entire groundwork of the cabinet is finished in pure gold, highly decorated with hand-painted allegorical or classical figures and finished with



AN ARTISTIC VICTROLA STYLE.

transparent oriental lacquer. Vernis Martin represents the highest art form of French cabinet decoration, and had its inception during the reign of Louis XV. The Victrola XVI in this style of finish is a worthy example of this high-art class of cabinet manufacture and decorations.

V. W. Moody, head of the sales department of the New York Talking Machine Co., left town July 16 to enjoy two weeks' vacation at Great South Bay, L. I., boating and fishing. He has boasted of his prowess with the rod and reel, and naturally his co-workers have not been surprised at his splendid showing in the Waltonian domain.

A DISTINGUISHED CUSTOMER

Of Landay Bros. is Mrs. Frances Folsom Cleveland, Wife of the Late President of the United States—Naturally Feel Proud of Having People of Such Eminence on Their Books.

As an indication of the class of people who call at the well-appointed establishment of Landay Bros., 400 Fifth avenue, New York, and place orders, the accompanying check and envelope, reproduced in miniature fac-simile, from Mrs. Frances Folsom Cleveland, widow of the late Grover Cleveland, former President of the United States is indisputable evidence. The envelope postmark, through the error of the engraver, was lost in the process of reproduction;

feet distant, and we could hear and understand every word the mechanical voice uttered. The night was perfectly still and no breeze stirred. I have asked Professor Gaille for his permission to have this published in one of your magazines and he said that he would be more than pleased to do so, and asked us to have a copy of the magazine or pamphlet sent to his residence, 753 Madison avenue, New York City. I would have sent you this little item before but have been so busy that I must admit I have overlooked it."—The New Phonogram.

THOS. GRAF ARRIVES FROM LONDON.

Thomas Graf, manager of the European offices of the National Phonograph Co., was a passenger

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., Aug. 10, 1910.

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:

JULY 18.
Berlin, 33 pkgs., \$1,252; Bremen, 2 pkgs., \$200; Carenta, 5 pkgs., \$408; Colon, 19 pkgs., \$172; Hamburg, 13 pkgs., \$303; Havana, 3 pkgs., \$289; Iquique, 8 pkgs., \$329; Liverpool, 2 pkgs., \$100; London, 78 pkgs., \$1,693; Moscow, 1 pkg., \$250; Para, 26 pkgs., \$1,641; Porto Plata, 12 pkgs., \$541; Vera Cruz, 127 pkgs., \$2,166; Wellington, 455 pkgs., \$2,734; Yokohama, 40 pkgs., \$2,285.

JULY 25.
Bremen, 1 pkg., \$100; Buenos Ayres, 44 pkgs., \$1,376; Colon, 12 pkgs., \$213; Havre, 19 pkgs., \$2,168; Liverpool, 1 pkg., \$100; London, 6 pkgs., \$125; Manilla, 7 pkgs., \$465; Manzanillo, 3 pkgs., \$264; Milan, 8 pkgs., \$224; Para, 30 pkgs., \$2,583; Rosario, 32 pkgs., \$968; Stockholm, 12 pkgs., \$725; Trinidad, 12 pkgs., \$278; Vienna, 4 pkgs., \$198.

AUGUST 1.
Berlin, 3 pkgs., \$152; Colon, 5 pkgs., \$142; Dublin, 2 pkgs., \$400; Havana, 8 pkgs., \$4,457; Kingston, 3 pkgs., \$112; London, 4 pkgs., \$7,226; Milan, 6 pkgs., \$184; Nassau, 2 pkgs., \$158; Port Barrios, 2 pkgs., \$134; Santos, 13 pkgs., \$1,338; Savanilla, 7 pkgs., \$270; Sydney, 6 pkgs., \$720; Vera Cruz, 177 pkgs., \$7,226.

AUGUST 8.
Algoa Bay, 4 pkgs., \$172; Cartagena, 5 pkgs., \$625; Curacao, 135 pkgs., \$318; Georgetown, 3 pkgs., \$370; Havana, 15 pkgs., \$1,885; Havre, 1 pkg., \$200; Kobe, 3 pkgs., \$249; Lima, 5 pkgs., \$850; London, 113 pkgs., \$3,494; Manilla, 52 pkgs., \$3,271; Moscow, 8 pkgs., \$225; Nipe, 2 pkgs., \$132; Para, 6 pkgs., \$249; Rio de Janeiro, 9 pkgs., \$556; Shanghai, 7 pkgs., \$236; Singapore, 4 pkgs., \$165; Trinidad, 12 pkgs., \$682; Valparaiso, 11 pkgs., \$436; Vera Cruz, 187 pkgs., \$749.

THOS. TAGGART BUYS A COLUMBIA.

(Special to The Talking Machine World.)
Indianapolis, Ind., Aug. 8, 1910.

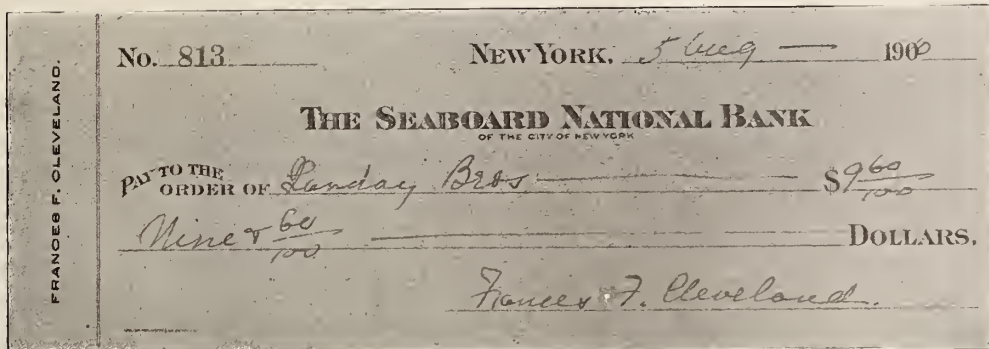
Thomas Taggart, former chairman of the National Democratic committee and a power in Indiana politics, was one of those who bought a talking machine for his summer home at the Indianapolis store of the Columbia Co. and had it shipped to Cape Cod, Mass. Mr. Taggart is partial to talking machine music, and his family, which consists of one son and several daughters, is with him on the question. Mr. Taggart is said to prefer catchy songs and light opera pieces.

"BLUE LABEL" COLUMBIA RECORDS.

A new series, which will be known as "Blue Label" records, has been created by the Columbia Phonograph Co., General, New York. The first lot of three 10-inch and one 12-inch records goes out with the October list.

The Redewell Music Co., of Phoenix, Arizona, suffered a severe loss from fire last week, losing the contents of their piano and player departments, amounting to a loss of over \$25,000.

The moving picture business in Indianapolis during the last month has moved along without molestation by the city authorities and others, except that the Rev. E. T. Greenleaf, an Indianapolis minister, has declared that he will investigate the moving picture business. He believes children should not be permitted to see pictures of murders, robberies and pocketpicking, and men luring other men's wives away from their homes, and declares that he will attempt to get the aid of Mayor Shank in putting an end to such business.



MRS. CLEVELAND'S CHECK.

otherwise the writing is complete as showing the well-known hand of the highly esteemed lady, who, during the administration of her distinguished husband, presided so graciously in the White House as the "first lady in the land."

on the Graf Waldersee, which docked on the 12th inst. Mr. Graf is here for a brief visit to the factory on business matters.

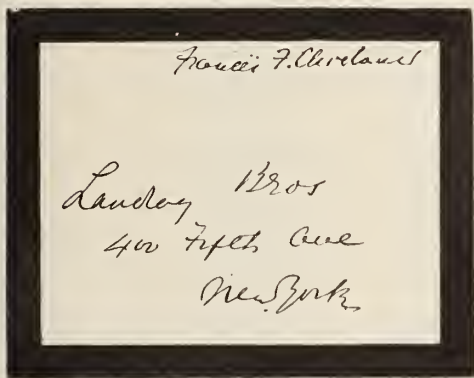
McCHESNEY'S SUMMER STORY.

L. C. McChesney, manager of advertising for the National Phonograph Co., returned on Saturday with his family from a two weeks vacation spent at Eagle Lake in the Adirondacks. As an illustration of the extent to which the high cost of living has affected temporary residents of the North Woods, Mr. McChesney informs us that one lonely little pound-and-a-half bass, caught under his observation, cost the lucky (?) fisherman \$4.00—\$2.66 per pound. The suspicion that Mr. McChesney might be the fisherman in question is groundless, for those who are aware of the gentleman's prowess in the field of Isaak Walton know that he would scorn to even land such small fry.

IMPORTANT NATIONAL CO. NEWS.

Before going on his vacation recently, F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., advised The World as follows: "Under date of July 15 we issued a sales department bulletin, notifying the trade that on or about August 1 we would be prepared to supply the trade with a Music Master Wooden Cygnet Horn, one size only, either as an extra or as a part of the regular machine equipment in oak, mahogany, spruce or inlaid pearl; and in this connection would state that the replies from the trade are very satisfactory, and the orders are coming in so strong that it is quite likely that we will have to very materially increase the manufacturing order at a very early date. This style of equipment for our regular type machines ought to prove very satisfactory to the trade, and we believe will give excellent results.

"On August 6 we sent to the trade an announcement calling their attention to Amberol record No. 35,007, that will appear in our October list, which is the first of a series of four made by Mme. Sarah Bernhardt, the famous French artist. They have been obtained under a considerable expense, which gives us exclusive rights to her services for making records. The three additional numbers will appear in November and December, 1910, and January, 1911, monthly lists. For several years the various companies have been endeavoring to obtain the services of Mme. Bernhardt without success, and we are quite sure that these records will take very well."



ENVELOPE IN WHICH CHECK CAME.

Landay Bros. are very proud of the check, even if it stands for only a small amount, and therefore The World is pleased to thus show it to the trade at large.

A VACATION EXPERIENCE.

The following incident, which was related by R. P. Bird, of the New York office of the Atchison, Topeka & Santa Fe Railway System, as having occurred during his vacation spent in Jeffersonville, Sullivan County, N. Y., last year, furnishes incontrovertible proof of the extraordinary strength and clarity of tone projection of the Edison phonograph, and is, moreover, a distinct tribute to the perfect enunciation of its records. It is understood, of course, that the natural acoustics of the place were responsible for the machine being heard at so very great a distance, but if the phonograph itself were not mechanically perfect and the records of superior quality in every essential of recording and reproduction it stands to reason that at the distance it would have been impossible to distinguish a single word that might have been uttered. We quote Mr. Bird's own statement:

"A party of us were sitting on the piazza of the Jeffersonia one evening and were very pleasantly entertained by the music of an Edison phonograph which was being played at the summer residence of Prof. August Gaille. Professor Gaille's residence lies diagonally across a deep valley from the Jeffersonia, approximately 3,000

FROM OUR CHICAGO HEADQUARTERS

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

Passing of the Trade's Dullest Month—August Has Opened Up Most Satisfactorily—Crop Conditions Make Splendid Showing as Compared with a Month Ago and Jobbers Are Well Satisfied with the Outlook in the West—B. & H. Fibre Mfg. Co. Enlarge Plant—McMurtry Takes Charge of Columbia Store in Kansas City—Samuel Levin Inventor of Permanent Disc Needle—Distinguished Members of the Trade on Vacation—Interesting Budget of News Gleaned from All Points That Will Interest.

(Special to The Talking Machine World.)

Chicago, Ill., Aug. 6, 1910.

July was, on the whole, a rather quiet month with the local jobbers. It is usually expected to be the dullest month in the year, and if the rate of increase compared with a year ago was rather less than in the case of the preceding months of 1910, it was due largely to the fact that the inevitable was submitted to in considerable degree and vacations of travelers were concentrated during the month.

Practically all the roadmen are now out in their territories, and August has opened up in a very satisfactory manner. Reports from dealers all over the territory covered by the Chicago houses are optimistic regarding the fall trade. Recent rains have improved the conditions of growing crops immensely. A big round corn crop is now assured in practically all sections of the corn belt. Even in the Northwest a spring wheat crop of much larger dimensions than was thought possible for a time is being harvested. Crops generally are going to be good, if not up to bumper figures, and the prices secured will go far to counteract any shortage felt in isolated localities. Jobbers are well satisfied regarding the outlook and are preparing for a fall and winter business fully equal to, if not considerably in excess of, last year.

Not a Branch of the Talking Machine Co.

In the last issue of *The World* there appeared an item referring to the opening of a new branch on Jackson boulevard by the Talking Machine Co. This was an error. The Talking Machine Co. does an exclusively wholesale business and operates no retail stores. The Talking Machine Shops at 169 Michigan avenue and 43 Jackson boulevard are owned by George and Cecil Davidson and have no connection in any way with the Talking Machine Co. The mistake was due to a typographical error arising from the similarity in names.

Plume Enters Advertising Business

E. C. Plume, one of the best known men in the western talking machine trade, resigned his position with the Columbia Phonograph Co. last month to become general manager of the C. E. Zimmerman Co., of this city. Mr. Plume started with the Columbia Co. eleven years ago in San Francisco, first having charge of their installment business in that city and later visiting the dealers on the coast. Later on he was made manager of the Portland store and eight years ago came to Chicago and had charge of the retail department of the Chicago office and branches. Five years ago he was given charge of the company's western wholesale business.

The C. E. Zimmerman Co., of which Mr. Plume has been made general manager, is a large advertising concern, backed by some of the strongest business men in Chicago, and which makes a business of furnishing merchants and bankers in small towns with advertising service equal in all respects to that of large concerns able to employ their own advertising men at immense salaries or avail themselves of the services of the great agencies. In his new position Mr. Plume has charge of a large corps of traveling men and finds full play for his executive creative ability.

David S. Ramsdell, who was connected with the Chicago office of the Columbia Phonograph Co. for five or six years, until he went to St. Louis in 1907 as manager of the Talking Machine Co. of that city, but who has been engaged in another line of business for the past year and a half, is going to return to his first love. He has been appointed assistant manager of the Chicago office of the Columbia Co., and will cooperate with and relieve Manager C. F. Baer of much of the inside detail, enabling him to devote more time to the promotion of the wholesale business of the Chicago office.

Enlarging Fibre Needs Output.

When The World man called at the factory of the B. & H. Fibre Mfg. Co. a few days ago he found things in a state of temporary demoralization; the place was full of carpenters erecting new store bins, building overhead racks for the imported bamboo stock which furnishes the raw material for B. & H. fibre needles and constructing additional cutting tables. A large amount of new special machinery designed by President F. D. Hall is being installed and as soon as the improvements are completed about thirty additional hands will be employed. The grade of needle which the company have been putting out the past six months is evidently appreciated by the jobbers and dealers, as evidenced by the heavily increased business both in size and number of orders which have been received. The company are preparing for the biggest fall trade in their history.

Traveling Man in Accident.

L. H. Sperry, who covers Michigan and Indiana for the Talking Machine Co., was run over by a trolley car at Jackson, Mich., last month. Three ribs were fractured and other injuries sustained. He was taken to his home at Marinette, Wis. Latest reports are to the effect that he is getting along nicely and will probably be able to resume the road in a few weeks.

Death of Rinaldo Alden.

Rinaldo Alden, father of Earl G. Alden, of Alden, Biddinger Co., well-known talking machine dealers of Waukegan, Ill., died at Ladysmith, Wis., last month. He was the proprietor of the Alden Novelty Works at Ladysmith and was a pioneer manufacturer of organ stops.

Some Recent Visitors.

John H. Missey, foreman of the record shipping department of the Victor Talking Machine Co., at Camden, N. J., and an old Chicago boy, is spending his vacation with relatives in this city.

George D. Ornstein, manager of travelers for the Victor Talking Machine Co., an ever welcome visitor in Chicago, called on the jobbers here last month.

H. S. Conover, representing the Talking Machine Co., returned last week from a trip through the north upper peninsula of Michigan and northern Wisconsin. The journey was somewhat trying, as the smoke from the forest fires made it necessary to keep the car windows closed. However, he found general conditions quite satisfactory and dealers looking forward to a good fall trade.

Frank Madison, of the contract department of the National Phonograph Co., was in this city this week on his return from a visit to several Western points, and called on the local Edison jobbers.

"Bat" Has a Victor.

Battling Nelson, of pugilistic fame, recently bought a Victor machine and exactly 239 records from F. A. Siemon, assistant manager of the Chicago branch of the Rudolph Wurlitzer Co., and had the outfit shipped to his ranch at Obar, New Mexico.

Wiswell's Summer Retreat.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, has his family lo-

cated for the summer at Higman, near St. Joe, Mich. He week-ends there and will put in the latter half of the month fishin', swimmin' and storin' up energy for the fall campaign.

Arthur D. Geissler in California.

Arthur D. Geissler, general manager of the Talking Machine Co., is enjoying himself to the full in the mountain fastness of California. He took in the far-famed Bohemian Jinks, the medium through which America is creating a new form of nature drama, last week.

Joe Vesey, manager of the retail machine sales department, spent his two weeks' vacation tinkering around his handsome home at the sylvan suburb of Brookfield.

"Tiz-It" Success.

Kreiling & Co., manufacturers of the "Tiz-It" all-metal horn connection for phonographs, are experiencing an excellent demand for their product. A jobber, in speaking of the "Tiz-It" this week, said: "When one reviews the past four or five years and thinks of the large number of talking machines and specialties that have been put on the market, it is astonishing the few which have made a permanent place in the trade, and which have enjoyed anything but the most ephemeral existence. The Tiz-It is one of the stayers and we find a steadily growing demand."

New Demonstration Booths.

The Talking Machine Co. have just constructed a series of new demonstration booths for the accommodation of their dealers at their headquarters at 72 Wabash avenue. They are especially cool and comfortable, equipped with fans and ventilators, and yet realize the ideal of soundproofness to an extent rarely found. Green and white are the prevailing color scheme, but with mahogany beamed ceilings. A unique feature is that the glass windows between the booths, enabling the attendants in one booth to keep his eye on the others as well, are of double thickness, stationary on one side, while the other side is hinged to permit the cleaning of the glass. Both inside and outside the architecture and decorative scheme is something on the colonial order and presents a peculiarly artistic effect.

Will Help Their Dealers.

The Talking Machine Co. are prepared to furnish sectional shelving to their dealers at cost, having contracted for a large amount of substantially built shelving for this purpose.

The sectional cases are furnished in accordance with either of three systems, simply with horizontal shelving, with hinged covered boxes on the sheet music stock-keeping system or with drawers. This is simply one of the many ways in which the company are seeking to co-operate with their customers to help their business.

The sales force of the company are especially instructed to devote their attention to helping the dealers develop trade, and the majority of their time is taken up in working up prospects and aiding the dealers in closing important sales.

New Kansas City Manager.

E. A. McMurtry, manager of the Pittsburg branch of the Columbia Phonograph Co., will on August 15 assume the management of the Kansas City branch, one of the most important offices, owing to the excellent wholesale territory under its control, and which includes western Missouri, Oklahoma and Kansas. He succeeds C. W. Smith, who leaves the service with the best wishes of the company and a host of friends in the trade, and goes to Sherman, Texas, where he will engage in another line of business. The Kansas City branch have moved into their new location, at 1112 Grand avenue, District Manager W. C. Fuhri returned a week ago from a trip to Kansas City, and says that the new store is one of the handsomest in the service. It is in



THE TALKING MACHINE COMPANY'S CREED

TO realize that upon our dealer's success depends ours.

TO remember that success lies in establishing mutual interest between distributors and dealers. Then, to tell you not what you would like to hear, but what you ought to hear. Aid you to aid ourselves.

TO respect our business, our customers, ourselves. To play the game like men. To fight against nothing so hard as our own weakness. To build for our future a solid asset in good will.

TO fill our orders the same day received and fill them as completely as the factory will permit. To personally inspect each item of merchandise shipped. To guarantee that it is in the same condition it left the factory. To refer all retail inquiries to you.

TO be considered as your warehouse. To agree to keep for your use, the largest and most complete stock of Victor talking machines, records and supplies in the United States.

FINALLY, To have and to hold talking machine business; to achieve success by service rendered. *This is our creed.*

W. Sessell

SEVENTY-TWO TO SEVENTY-FOUR WABASH AVENUE
CHICAGO ILLINOIS

a new building in the very heart of the music district, has several handsome record rooms and a large special grand opera room. A greatly increased retail business is expected in the new location. S. H. Nichols, formerly manager of the Cincinnati office of the Columbia, succeeds Mr. McMurtry, at Pittsburg, while Mr. Whalen, formerly assistant manager at Cincinnati, is promoted to the managership at that point.

The Permanent Disc Needle.

Samuel Levin, 120 Central Avenue, Highland Park, Ill., is the inventor of the permanent disc needle, and for which he has been issued a patent. Inadvertently Mr. Levin's first name was given as Morris in the last issue of The World. The new needle will be manufactured under the name of the Permanent Needle Co., and will be ready for shipment within the next week or so. It consists of a small garnet set in a steel shank and retails at \$2 each. The needle is guaranteed for one year, but, it is stated, will last for an indefinite period. Great interest is being shown by the trade in his new needle, Mr. Levin states, and some excellent orders have already been booked.

Some "Live" Summer Publicity.

The Aeolian Co. are using large space in the dailies, inviting the visitors to call at Aeolian Hall on Michigan avenue and rest a while and hear the Victor, in cool, comfortable, peaceful, soundproof rooms, away from the elevated and surface electric roads, where they can escape every bit of the city's roar and turmoil and hear a wonderful concert at the same time.

Lyon & Healy use a quarter page in the Tribune, with illustrations of the "Two Victors"—a Knight Templar on horseback, armed cap-a-pie, and a Victrola. A special invitation is extended to visitors to attend the concerts.

Lyon & Healy, the Aeolian Co. and Wurlitzer all offer to send a Victor to any address in Chicago on thirty days' free trial, the purchase of a reasonable amount of records being the only condition.

Lyon & Healy's Enlarged Sales Rooms.

The enlarged machines sales department and Victor Hall on the first floor of Lyon & Healy, reference to which was made last month, have been completed and are inconceivably beautiful. The decorative scheme is in the art nouveau style, and the soft, exquisite colorings and artistic decorations are wonderfully restful and pleasing. Victor Hall has been greatly enlarged, and there are now five salesrooms, all of which can be thrown into one by means of folding glass doors. The woodwork is all of oak, with furniture, desks, etc., to match. Rich draperies adorn the walls and costly rugs cover the floors. Everything is ready for the coming of the Templar hosts, and the Victor and Edison concerts, discontinued during the alterations, will be resumed Monday.

Pleased with Convention Results.

The Chicago members of the trade who attended the National Jobbers' convention at Atlantic City all returned full of enthusiasm about the convention itself and the royal entertainment furnished by both the Edison and Victor companies. Jas. F. Bowers returned more impressed than ever with the high type and character of the men composing the jobbers' association and of those connected with the great companies.

L. C. Wiswell has received from the National Co. the moving picture films of that ball game. As soon as an opportunity can be secured of showing the pictures to the local trade the films will be sent the rounds of the western jobbers.

John Otto, of the retail Edison department of Lyon & Healy, who went East with the conventioners, visited the Edison and Victor factories for the first time and was greatly interested in what he saw. He is particularly proud of the fact that he had the opportunity of a long talk with Mr. Edison and proudly displays a business card embellished with the Wizard's signature.

Secured Many Zonophone Jobbers.

R. F. Prybil, representing the Zonophone Co., recently returned to Chicago after a long trip

through the country, during which he established a number of new Zonophone jobbers. He is doing some good work in Chicago in the company's interests.

Brieflets.

C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., is spending his vacation in Colorado.

F. A. Cook, assistant retail manager at the Columbia Co., has the sympathy of his many friends in the death of his infant son, which occurred last week.

F. H. Harnden, private secretary to Manager A. D. Geissler, at the Talking Machine Co., is vacationizing at Lake Zurich and other northern Illinois resorts.

AN EXCELLENT STOCK CHECK.

Description of a Simple and Easily Installed System for Preventing the Depletion of Stock—Its Use Will Avoid Much Annoyance and Even Monetary Loss.

(Special to The Talking Machine World.)

Chicago, Ill., Aug. 8, 1910.

Both wholesalers and retailers who have at times found themselves embarrassed by the dis-

ery, etc., which usually require a certain amount of time to duplicate.

VICTOR MUST BE SOLD AS EQUIPPED.

The appended notice, of interest to distributors and jobbers, has been given their trade by the Victor Talking Machine Co., Camden, N. J.:

"Our attention has been called to a case of the Victor 'O' being altered by equipping it with a larger horn than the No. 15, using an adapter manufactured by some outside concern. This we consider is an infringement of the license under which these instruments are sold, besides being contrary to our well-founded reasons for equipping the 'O' with an odd-sized horn elbow. Note the license label, which reads in part as follows:

"No license is granted to sell or use this machine in any altered or changed condition, or with any parts not manufactured by this company."

"We do not wish the Victor 'O' to come in competition with the Victor 1st, as it must do when equipped with No. 17 or a larger horn and sold at \$19 or \$20. Again, a larger black horn is out of proportion, and makes the instrument top-heavy, at the same time destroying the color scheme. In view of the above considerations, all

RESERVE STOCK--Order Notice

When necessary to break this package of reserve stock, after all others have been used, this notice, with sample of contents attached, if possible, or full description made on back hereof, **must be returned promptly to the purchasing agent** to order new supply.

Failure to do this on the part of person breaking this package will be answerable to the manager.

THE TALKING MACHINE CO.

ARTICLE Victor Needles (Phys.)

AMOUNT 100 PA

DATE 8/15/10 BY C.H.H.

covery that they are "just out" of a certain article or commodity will be interested in a very simple and positive check on all kinds of stock in use by the Talking Machine Co., of this city, and through whose courtesy we are able to give the following description:

The accompanying cut shows a "Reserve Stock-Order Notice" which is printed on yellow Dennison tags in red ink, so as to cause them to readily attract attention.

Amounts representing the "reserve stock" of the different articles are determined by the quantity required for filling orders from a given time until the new supply will be received. This amount is then entered opposite the caption "Amount" and the name of the commodity is written after the word "Article."

A package or pile containing the designated amount of each article is made up, to which is either tied or tacked this "Reserve Stock-Order Notice," and this package or pile is known as the "reserve stock" and is placed in the rear of the bin or pile of stock and is not broken or opened until "all others have been used," at which time the date is filled in on the end of the tag and is initialed by the stock or shipping clerk opening the package, becoming now an "order notice," which is then returned to the purchasing agent to order a new supply.

The Talking Machine Co. state that since inaugurating this system they have never found themselves out of a single article of stock due to its not being ordered in time. The only way in which this system can fail, after "reserve stocks" of all articles have once been set aside, is through delay in transit or misjudgment as to the proper amount set aside as reserve stock.

This system can be used to advantage on office supplies, such as letter heads, billheads, station-

ery, etc., which usually require a certain amount of time to duplicate.

GERMANY'S NEW COPYRIGHT LAW.

The new copyright bill passed by the German Reichstag, and details of which appeared in a letter from our Berlin correspondent in last month's World, will become a law on September 9.

Yet it must be confessed that wit gives an edge to sense, and recommends it exceedingly.

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 keep "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.

The Keystone

to success in business is the satisfaction of one's customers

In all of their 46 years of merchandising, during which time the house of Lyon & Healy has been built up to the unrivaled position which it holds today, "The World's Largest Music House," the aim has been to give perfect satisfaction in all things big and little.

As distributors of

The
Victor
Talking Machine

and

The
Edison
Phonograph

Lyon & Healy know they are supplying the trade with the best Talking Machines in the world, the kind that must satisfy. The same holds true of Records, Supplies and Equipments. Further, the handling of dealers' orders has been so perfectly systematized that errors are few and delivery so prompt that complaints are rarely received. When a dealer does have cause for fault finding he can rest assured of immediate correction.

Dealers are not asked to take things for granted. Proof of superior service will be given on any order sent in, be it large or small. Lyon & Healy's plan for dealers is the most liberal extant.

— Write for Terms Today —

Lyon & Healy

(The World's Largest Music House)

**Wabash Avenue & Adams Street
CHICAGO**

— America's Foremost Distributors of Talking Machines —

SOUTHERN CALIFORNIA NEWS.

Summer Trade Surprisingly Good—S. A. Brown Co. to Open New Store—Sherman, Clay & Co.'s Satisfactory Trade—What the Southern California Co. People Are Doing—Some "Live" Items from a "Live" Section.

(Special to The Talking Machine World.)

Los Angeles, Cal., Aug. 2, 1910.

Southern California, particularly Los Angeles, is having a surprisingly brisk summer trade in all talking machine lines. Not only is the talker trade in good shape, but most all lines of trade are having the busiest summer yet witnessed in this section. Besides the opening of a new store several of the older dealers have enlarged and added to their talking machine departments. The S. A. Brown Music Co. opened a talking machine and piano store at 335 South Spring street about the middle of last month. S. C. Pursur has the talking machine department in charge. The stock consists of a complete line of Victor and Columbia disc machines and records. The department is tastefully arranged and decorated, the soundproof rooms being hung with heavy tapestry. One large room is devoted to the various styles of machines which are demonstrated in comparison. Mr. Pursur is a very capable business man and reports business conditions much better than expected.

Sherman, Clay & Co. are among the busiest jobbers, having recently supplied several new dealers with complete Victor record stocks. Chas. S. Ruggles, manager of the local branch, is keeping up his name as one of the best anglers on the Coast, and may be seen most any Sunday at his favorite pastime of fishing through the breakers at Ocean Park.

The Southern California Music Co. are having some good success with the foreign Edison records recently received. Amberolas still seem to hold the center of the stage, their demand increasing very rapidly. Several of the talker department employes are away on vacations. A rule has lately been adopted where the salesmen are called together every sixty days to discuss the general business of the department. At each meeting one member is chosen by the votes of the others to give an essay on salesmanship. The meetings have proved very interesting and beneficial to all.

Mr. Giessler, of the Geo. J. Birkel Music Co., is settling into business again after his extended trip through the East. After visiting the dealers in the larger cities he compliments the western dealer on the up-to-date methods which are employed by him in handling the talking machine trade. Mr. Giessler is very much interested in the arrangement and equipment of the new department which is to be occupied in the new building on Broadway.

The Columbia Phonograph Co., wholesale exclusively, are enjoying a very good summer trade and have had a most satisfactory business up to the present time this year.

Robt. R. Schafer, of Santa Ana, Cal., visited this city last week and gave very good reports from his section.

A. J. De Lozier, of the De Lozier Furniture Co., at El Centro, Cal., called on the local Columbia jobbers in the interest of his business. He is an exclusive Columbia dealer.

J. R. Brakey and Mrs. Brakey, of Ventura, are in Los Angeles for a few days. Mr. Brakey has great hopes for a very big trade during the coming season.

Geo. P. Austin, manager of the Oxnard store of the Southern California Music Co., has had great success with Edison goods in his section. An article which appeared in the September Phonograph Monthly gave the following mention: "Out of a population of 2,000, 109 machines were sold; 52 of these were Triumphs and two were Idealias, the remainder being smaller machines." Now Mr. Austin is replacing many of these with Amberolas and finds them in surprising demand.

F. W. Cornell, together with Mrs. Cornell, are spending a few days at the beach. Mr. Cornell

is the Edison dealer at Banning, Cal., where, he says, business is very good.

Another caller on the trade in Los Angeles was Mr. Oshanna, of Brawley, Cal., who handles a complete line of Edison goods and claims the distinction of being lower than any other dealer on earth. Brawley is 116 feet below the sea level and has a temperature of 130 degrees in the shade. This is truly the land of perpetual sunshine, for there is never a cloud in the sky.

The American Telegraphphone Co., H. P. O'Reilly & Co., representatives, are demonstrating their latest models to the business men of San Diego. They have taken offices in the Granger building and are having much success. Some attractive advertising is being done in the local papers.

Arthur J. Morse, manager of the Southern California Music Co., of this city, is spending a few weeks' vacation in the northern part of the State.

Herbert L. Clark, the world's most celebrated cornet soloist, who is familiar to the trade for his Victor and Edison records, is filling an engagement with the Coronado Tent City Band. F. C. Carnes, of the talking machine department of the Southern California Music Co., Los Angeles, is spending his vacation at Tent City, Coronado.

A. D. Giessler, manager of the Talking Machine Co., Chicago, is expected to visit Los Angeles for a few days next week.

Mr. and Mrs. A. S. Thomas, of Topeka, Kans., are spending a few weeks in Los Angeles and have called on the local Edison jobbers. Mr. Thomas is connected with the Santa Fe Watch Co., of Topeka, and is very much interested in the talking machine business.

H. H. Fish, one of the oldest talking machine men on the Coast, who for some time past has been otherwise engaged, has joined the retail selling force of the Southern California Music Co., Los Angeles.

Money saved by hiring cheap help isn't generally well saved. A good clerk makes satisfied customers and a poor clerk sends people away disgusted and disgruntled.

The important thing in life is to have a great aim, and to possess aptitude and the perseverance to attain it.—Goethe.

Unload—you can't carry the big things well, if you are weighted down with a lot of little, no account detail.

GRESSING BECOMES MANAGER

Of the Talking Machine Department Inaugurated by Aeolian Co.

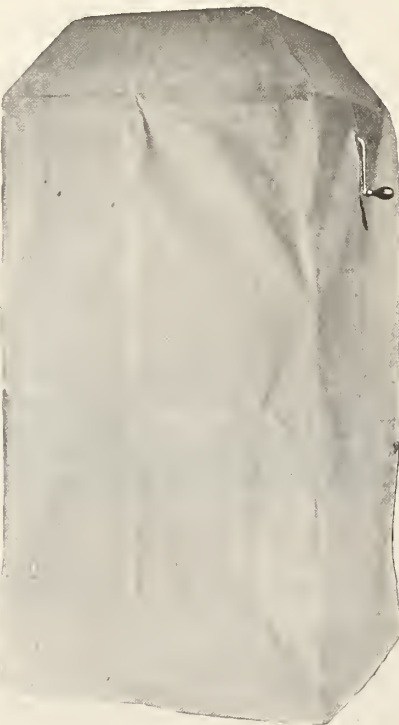
After considerable speculation among a formidable list of applicants, O. A. Gressing, formerly manager of the St. Louis Talking Machine Co. in St. Louis, has been appointed man-



O. A. GRESSING.

ager of the talking machine department which the Aeolian Co. are to open on a large scale in Aeolian Hall, New York. Mr. Gressing has had long experience in the talking machine field, and is well equipped to make a success of this new and important department of the Aeolian Co.

Mr. Gressing before entering upon his duties in New York went to Wisconsin for a couple of weeks' vacation, getting back August 15. Besides being personally in charge at headquarters he will have supervision of the departments in Chicago, Cincinnati, Indianapolis, St. Louis, Dayton and Fort Wayne.



This is Our Victrola Protector

For Victrola XII and Amberolas also

¶ Every high-class machine on your floor should have a protector. It insures them from injury, dust and dampness.

¶ Most of your customers use their machines on their verandas, yachts, etc., during the summer, where they are exposed to the weather. You can make good profits and pleased customers by selling them protectors.

¶ Write us NOW for samples of materials, prices, etc.

S. B. DAVEGA CO.

Victor Distributors—Edison Jobbers
126 University Place
New York City

**August—Hot-weather plans for cool-
weather business are due. The dealer
who misses Columbia connections this
Fall is going to find himself just one
season behind.**



Columbia Phonograph Co., Tribune Building, New York.

THE TRADE AT THE GOLDEN GATE.

General Talking Machine Business Reported as Seasonable—Excellent Feeling in Trade—Jobbers Preparing for Active Fall—Considering the Transportation Question—Water Route Considered—What the Pacific Phonograph Co. Is Doing—Activities of the Other Houses and General News Duly Set Forth.

(Special to The Talking Machine World.)

San Francisco, Cal., July 30, 1910.

The talking machine business has been seasonably quiet in San Francisco for the last month, and in fact the business all over the Coast is rather slow. There is a much better feeling in the trade than is usual at this time of year. The principal vacation season for city people is about over, and some improvement has been noted in the last few weeks, the really dull period lasting only a short time. In the outside towns very little is expected during the harvest season, as people are generally too busy to give much attention to talking machines, but this year, in spite of the rush of marketing a bumper crop, the outside trade is holding up in a very satisfactory manner.

The wholesale distributors in San Francisco are beginning to make preparations for the fall season, and arrivals of all lines of talking machine goods will be very heavy for the next couple of months. In view of the advances made in the business during the past year, and the enormous demand which has come with the appearance of each new improvement, dealers figure that their sales this fall should be far ahead of former years. This view is encouraged by the generally prosperous condition throughout this territory, which will mean a continued increase in the demand for the high-priced machines and records. Outside retailers are at present buying in small lots to round out the summer season, but a few are already making arrangements for larger deliveries during the fall, and quite a number of new stores are being opened at various points in the interior.

With preparations for the fall season there has been considerable discussion of the routing of freight to local distributing houses. Some consideration has been given to the Tehuantepec water route, but it now appears that the majority of the stock will come by rail. The Tehuantepec route would effect some saving in charges if there were plenty of time to spare in getting the goods to the Coast, but in order that the fall demands may be met promptly the overland route has been considered more advantageous this year. Victor goods, according to A. G. McCarthy, of Sherman, Clay & Co., are always wanted in a hurry, and nothing of this line is to be entrusted to the water route. The Pacific Phonograph Co. have 100 Amberolas on the way via Tehuantepec, due to arrive about August 10, but the National Phonograph Co. have decided to send the remaining fall shipments overland, as it is desired to have them on hand as soon as possible. The Pacific Phonograph Co. are well satisfied with this arrange-

ment, and Mr. Pommer believes it will enable them to give quicker deliveries and better service to the retail trade. The Coast distributing branches of the Columbia Phonograph Co. will get their goods by sea whenever possible, but as they have in the past frequently been short of stock in the rush season, a considerable portion of their shipments also are likely to come by rail.

A. R. Pommer, head of the Pacific Phonograph Co., says: "We are just beginning to stock up heavily for the fall trade. Judging from present indications, we are going to have about the largest fall trade in the history of the talking machine business on the Coast. July on the whole has been a very fair month. I expected a lull of 30 to 50 days, but there were only a couple of weeks of dullness, and while things are rather quiet here the business in the interior and the north is simply great. We are very glad to hear of the new wooden 'Music Master' horn which the National Phonograph Co. are getting out this season, and believe it will result in the sale of many more Edison machines." Everything is running smoothly at the new store of the Pacific Phonograph Co. on Mission street, where the arrangements for handling the stock are now complete. Owing to the immense amount of goods carried, however, the company are already somewhat crowded, and contemplate the annexation of another floor of the building. The outside business has been progressing in fine style, over a dozen new stores being opened with Edison goods in the last thirty days. The outside men are covering northern California and southern Oregon very thoroughly, developing quite a lot of places which are practically virgin soil, and the outlook in that section is most encouraging.

Andrew G. McCarthy, of Sherman, Clay & Co., is well satisfied with the way the demand for Victor goods has held up during the summer, and has every expectation of an extremely heavy business in the fall. He states that, while the demand for these goods in other quarters has been taxing the facilities of the factory, he has made ample provision for the Coast business and expects to have sufficient stock for the fall requirements.

W. S. Gray, Pacific Coast manager for the Columbia Phonograph Co., spent the early part of the month on a vacation in Sonoma county, but is now back at his desk completing preparations for the busy season. E. W. Scott, of this company, was also out of town for a couple of weeks this month, visiting the agencies along the southern coast, and W. S. Storms, who was at the San Francisco office during his absence, is again on the road. Mr. Scott found extremely prosperous conditions in the places he visited, and says the Columbia agents are all preparing for a fine season.

James Black, manager of the talking machine department of the Wiley B. Allen Co., reports steady progress in his department, and has found the business this season considerably above expectations, especially on Victor goods.

Byron Mauzy finds business in the talking ma-

chine department very quiet, and attributes this condition largely to his policy of requiring larger cash payments than some of the other firms. He prefers to follow this policy, however, as he says his department is not large enough to warrant the expense of a regular collection department, which would be necessitated by a large credit business.

J. Raymond Smith, who has for the last year conducted a large piano, small goods and talking machine business at Fillmore and O'Farrel streets, has opened a branch at 256 Market street. The principal business at the new store is in talking machine goods, small instruments and music, and the location is highly advantageous for this line, as it is in the direct line of travel for thousands of suburbanites who come to the city every day. The store was started a few weeks ago, but has already shown itself a great success. It is particularly favored by having no competition in that part of the city.

The Heine Piano Co. are endeavoring to dispose of the talking machine department, as Mr. Heine considers that it takes too much attention from his piano business.

Peter Bacigalupi & Sons are still trying to dispose of their lease on the present location, and will make no further preparations for moving until they can do so.

OHIO STATE ASSOCIATION.

Ohio Trade Appreciate Value of Organization—Have Pioneer Talking Machine Dealers' Association—How the Members Are Benefited—Membership Rapidly Growing—To Meet in Columbus—Something of a Live Organization That Should Encourage Others.

(Special to The Talking Machine World.)

Columbus, O., Aug. 7, 1910.

The recent meeting of the jobbers' convention at Atlantic City and the recognition of the Eastern Talking Machine Dealers' Association has brought forcibly to the trade the value of such organizations. The pioneer organization of this sort is the Ohio association, which now includes most of the live dealers in this State.

Showing the influence of the last meeting held at Columbus in February several dealers have taken on the \$500 Victor order and the sales of Victrolas and Amberclas in Ohio are much greater than before this meeting.

The helpful plans, the good-fellowship, and above all the faith in the permanence of the business combine to make these meetings of great value to the dealer.

Ohio dealers are responding to the call and the association is growing by leaps and bounds. W. H. Snyder, one of the live Columbus dealers, is secretary, and A. C. CaJacob, of Wapakoneta, is president. Mr. Snyder has had several applications for membership since the February meeting, and the next meeting promises to be one of the greatest meetings in the history of the association.

A meeting of the association had been planned for the first Wednesday in August at Toledo, but

owing to the fact that several speakers who had been expected to be present will be on their vacation at the time the executive committee has called the meeting off, and the next meeting will be held at Columbus the first Wednesday in November.

Columbus is the favorite place of meeting of the association, as it is centrally located and is easily accessible from all parts of the State.

The forming of associations in various States is commended by the experience of the Eastern dealers and the Ohio association. Several of the recommendations offered by these associations have received favorable action by the manufacturers, and the jobbers to a unit are lending every assistance in their power to help their meeting to be a success.

The officers of the Ohio association will be pleased to offer any assistance in helping other States to organize, and it is hoped that it may be possible to effect a National organization at some future time.

As Martin G. Chandler, chairman of the press committee of the Ohio association, said to the writer, "The permanence of the talking machine business rests largely with the live dealers. Unless talking machine dealers are alert they will see the piano dealer taking on their line and the regular talking machine dealer may become a thing of the past. The great difficulty we have found in Ohio and the one thing that our association has done much to combat is the notion that the halcyon days of the talking machine have passed."

This unsound reasoning on the part of some dealers prevails East as well as West, but it is usually put forth by men who are not acquainted with the possibilities of the talking machine business, or who are not equipped to fight the trade battle. For the progressive man the talking machine industry to-day offers as many opportunities to win success as it ever did, but it is no place for sluggards—business must be sought for; people must not wait for it to come to them.

TRADE FABLE

No. 7

The Jobber trotted blithely into Williams' Talking Machine Store, in Janesville, unlimbered his order books, grabbed his Dixon and prepared to take a half-nelson on an order that would partly make up for Williams' failure to buy anything big for the past three moons. But his plans missed fire—there was no Williams.

The almost-blond chicken in charge shifted her spear-mint, slapped her bun, pulled down her peekaboo and answered the jobber's inquiry as to Williams' whereabouts with, "Out at the grounds watching the home team pasting the pill for the pennant. Nothing doing here to keep him around. Shine after the game and you might find him here. Excuse me while I chase this gink, 'cause I'm too tired to bother selling him records to-day."

Mr. Jobber "shined" at dusk to find the proprietor seated at his desk with his douglases elevated on the slide, his truly-warner tilted over his face, a Cremo stuck in his mouth and his mind in Dreamland, quite unconscious of the fact that there were four customers awaiting the indifferent service of the blond.

When Williams had been aroused and had lowered his feet out of his range of vision he looked the jobber over and said: "What's the matter with you? Want to use my store as a storage house for your extra stock during the summer and make me pay for the privilege? Nix on the order stuff; I've just lost my mother-in-law and my wife might be suspicious if she saw me laughing, so cut out the comedy. I can't sell enough goods between now and the fall to pay for the fly paper on the windows and keep the girl in gum, and what's more to the point, I'm not going to waste time trying. Me for the simple life for the summer, so please don't slam the door going out."

The Jobber didn't even grunt until the dealer

was through, and then controlling a desire to pull off an imitation of the recent discussion of fistic tactics by Messrs. Jeffries and Johnson, he thought of his distant missionary relative who had furnished a feast for the cannibals and proceeded to enlighten Williams as to the true way to conduct a talking machine business during the summer months, in language more terse than elegant.

"What you need, Williams," said the Jobber, "is to take about three double doses of strong liver medicine just to get some steam behind you, and then wise yourself upon this dope—there isn't any closed season on talking machines except that which the dealer creates. What you want to do is to slip your present female ornament, the fadeaway and cotton, to a couple of live ones who have too much respect for the real coin to let it get out of the store without a struggle. Then stick around yourself for a while so the customers can lamp the guy that's running the shebang now and then and get a chance to size you up as being classy enough to be worth their attention. Even though most of your trade are baseball fans you can't do business with them during the game, even while they stand up and stretch at the seventh inning, and you can't close sales at the store by the absent treatment method.

"I'm going to book you for a bunch of machines and a lot of records that will almost lower the temperature, and you just shake yourself and get on the job to sell them. Would the beer gardens flourish in the good old summer time if they didn't give their customers music? Would the parks be crowded on concert nights if it was too hot to enjoy melody? Would bungalow owners and cottagers rent pianos for the summer if they hated to hear them during that time? Roll over, old sport, you're on your back. Can the chatter about the slow season being here and hustle. If you do you'll forget about the hot weather without the aid of gin rickeys or a palm leaf fan."

Williams started to bristle and get indignant

!!! WARNING !!!

"IMITATION" is the sincerest form of flattery."

Our famous OPERA NEEDLE, the $\frac{3}{4}$ -inch needle with the tapered point has been imitated and is being sold as our OPERA NEEDLE. WE THEREFORE GIVE WARNING TO THE TRADE to refuse such imitations and insist upon the GENUINE OPERA NEEDLE, WHICH FOR QUALITY AND FINISH CANNOT BE EQUALED.

GENUINE OPERA NEEDLES can be easily distinguished by the high class envelopes or tins in which they are packed, and on which the words "MADE IN GERMANY" appear.

Send for samples and name of nearest Jobber handling them.

Talking Machine Supply Company
400 FIFTH AVENUE, NEW YORK

in the beginning of the Jobber's few remarks; than he gasped once or twice and finally really listened, not coming out of the trance till after he had signed a big order that the jobber prepared.

"Well, I got something that I didn't expect and I got it good, 'cause it was coming to me. I'm going to take your advice in big doses, but the next time you're going to call, Brother Jobber, wire me at my expense and give me a chance to get into a suit of armor. I'll need it."

A RECORD OF WHICH TO BE PROUD.

"Uncle Dan" Williams the Dean of Traveling Men in the Cabinet Field—Has 48 Years of Road Service to His Credit—Sponsor at the Birth of the Udell Works and Has Contributed to Its Growth—Popular in the Talking Machine Field.

One of the interesting attendants at the convention of the National Talking Machine Jobbers' Association, held in Atlantic City, last month, was Daniel G. Williams, of the sales de-



DANIEL G. WILLIAMS.

partment of the Udell Works, Indianapolis, Ind. "Uncle Dan" Williams, as he is familiarly called, is undoubtedly one of the oldest cabinet men actively engaged in business in this country. While East he celebrated his seventy-first birthday, with forty-eight years of road service to his credit. Those who had the pleasure of greeting him at Atlantic City little realized that this young-old man had reached such a span of years; in fact, he would be taken for fifty-nine or sixty. We have had it hinted to us, however, that his young looks and activity are due to his late marriage.

Mr. Williams has a splendid record behind him. It was in 1862 that he brought out the first patent step-ladder and interested C. G. Udell in its manufacture in Chicago. The latter specialty in time became known the world over. The business became such a success that Mr. Williams, who had been engaged in the book business in Indianapolis, sold out and founded the Udell Ladder Co. in North Indianapolis. The first factory was built on the same ground as the Udell Works now stand. With its seven acres of large buildings the Udell business since 1873 has been steadily enlarging, four branches being established, one in New York, Philadelphia, Chicago and Cincinnati, with Mr. Williams handling the sales from the start in 1862 until the present day—forty-eight years of constant service, most of which has been spent on the road. Few men can equal this record in this or any other trade.

In 1882 A. A. Barnes bought the Udell business, retaining Mr. Williams, and they entered on the manufacture of fine furniture, making

specialties such as ladies' desks, music cabinets, piano player cabinets, talking machine cabinets, library book cases and tables. The Udell products, as in the talking machine trade, are known the world over as of the highest class. Through the production of original designs and the giving of values a large trade has been built up with leading houses.

Judging from Mr. Williams' active physical condition, and his statement recently to The World that "he felt as though he would be able to demonstrate the Udell line for twenty years more," the talking machine trade will be able and glad to extend the "glad hand" to this estimable gentleman on his regular visitations.

The photograph herewith of Mr. Williams was taken while visiting the convention at Atlantic City last month, and it demonstrates that hard work on the road and in the office does not impair a man's vitality or years—if he is built right, like the Udell cabinets.

CELEBRATE ANNIVERSARY.

The Edison Business Phonograph Co. Tell of Some Accomplishments.

The Edison Business Phonograph Co., of Orange, N. J., in the fifth anniversary number of Tips, "issued occasionally in the interest of dealers," tell in a very interesting way what they have accomplished in the five years' existence of the Edison business phonograph. They point out the inventions that have established standards in the business and have led to the advancement of the voice-writing art, and in this connection state: "When we reflect that through the efforts of our organization we are actually securing at the present time over half a million dollars a year from the public in exchange for our product, a laudable pride in creating such an industry is excusable."

They compliment the dealer and salesman and appreciate their good work in these words: "But what has stimulated invention and suggested better prices and new selling plans if not the activity of the Edison dealer? He brought the orders—the money—without which even an Edison project must eventually fail.

"The average dealer has done his part in the double team—manufacture and selling. Either member working alone or half assisted would not have moved the business. Together our effort has been irresistible. We are progressing just in proportion to our ability to co-operate. Let the manufacturer weaken in producing better goods—better ideas—and sales are retarded. Let the salesman fail to move the goods—put them in practice—and manufacture must stop until he does. Loyalty to the Edison product by our dealers has been an asset in our sales campaign that we highly value.

"We have educated and trained many salesmen in the voice-writing field and to have the confidence and combined support of these men is our constant thought. Success cannot come to a manufacturer through good goods alone. They require salesmen who are trained to know a good product and appreciate the effort that is made to reduce any shortcomings to the least degree.

"Everything you see in the voice-writing game that is important was created by ourselves years in advance of others—we say this not in conceit of accomplishment as in pride of being the first to give our trade the latest and best ideas to help them in making money.

"Our whole faith and future lies in the success of our dealers. We have no other offices—no agents—no salesmen—to take profits or credit from them. Good dealers—loyal dealers make the successful manufacturer.

"Knowledge, confidence, enthusiasm are positive qualities that will lighten the load. Ignorance, half-heartedness, pessimism, are negative qualities that will clog and stop the commercial machinery.

"We start on our sixth year with a determination to act our part even better than in the past, with five years of experience to guide us."



The jobber on the job

That's us. We give you the kind of service a jobber ought to give his customers—the kind you should get from your jobber.

Hurry orders have no terrors for us. Every order we get is a rush order on our part—we ship all goods the same day the order reaches us.

It takes a large and complete stock to do that, but we are always equal to the task. Whatever's newest and best in accessories such as record cabinets, horns, needles, fiber cases and other specialties, you're sure to find here in addition to a full line of the Victor, Victrola, Victor Records, and repair parts.

This quick service doesn't cost you any more than you pay ordinarily, but it is worth a good deal to you. It gives you a decided advantage over neighboring dealers who are slower in filling orders and must necessarily keep customers waiting. It puts you in a better light with your customers and helps to mark you as the leading dealer in your locality.

Give us your next rush order and let us prove our case. See how quickly you get your goods, and remember that this quick service is given not once or twice, but always.

Why not write to-day for a copy of our latest catalog? We'll also send you our booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to Victor Distributing and Export Co. 83 Chambers Street New York



THE TRADE IN PHILADELPHIA.

Business for Past Month Reported as Being Exceptionally Good for the Season—Heavy Record Demand—New Wanamaker Store Is Nearing Completion—L. J. Gerson to Bermuda—Heppe's Good Report—Popular Columbia Styles—What the Other Local Jobbers and Dealers Are Doing—Summary of the Month's News in the Trade.

(Special to The Talking Machine World.)

Philadelphia, Pa., July 31, 1910.

The talking machine business in Philadelphia during the month of July has been exceptionally good. The dealers had anticipated good things, but they came to them even in larger quantities than they had expected. From the start of the month selling was active, and the very warm weather seemed to aggravate rather than diminish the enthusiasm. The selling was not alone for machines, but it was active in cabinets, and particularly so in records. There has never been a time when the demands for records have been so great as in the past July, with the exception of last December. The future promises very well, and all the firms are making preparations, both in their places of business and by the orders they are giving to the factories, for a heavy fall and winter trade, which they expect will start early.

John Wanamaker's new store is rapidly nearing completion, and within the next month the talking machine department expects to move to its permanent home. Just where this department will be located in the new building has not been decided upon, but it is expected to be on the third floor, where a very large space will be turned over for its purposes. Ten Victor soundproof rooms will be built, with the addition of a very large auditorium for the exhibition of the machines.

At the present time the Wanamaker department is making a special effort to call attention to the machine in the way of recitals, in which the Victrola is played with the grand organ, the player-piano and a strong orchestra. Two concerts are given daily. L. J. Gerson, the manager of the talking machine departments of both the Philadelphia and New York stores, will go this week to Bermuda on a holiday trip.

C. J. Heppe & Son report that their talking machine department for July showed a very fine business in comparison with July a year ago. And this business was enjoyed on all lines, and on all features. They have been having a fine wholesale business among their Pennsylvania representatives. They just made a very large shipment to C. M. Sigler, of Harrisburg. He has entered into the business with a very fine spirit. He has placed in his piano store two soundproof rooms with glass partitions, and has placed a special man in charge of the department. The first week he was in the business he sold three machines. Mr. Sigler handles the Steinway piano and the Aeolian lines.

B. F. Landis, of Waynesboro, Pa., is another of their very active dealers. Mr. Landis is very proud of the fact that he was able to sell 19 Victor machines in three weeks. That shows what a dealer can do if he gets on the job. The Heppes do everything to encourage their men to create business, including the writing of advertisements and circulars for them, and are repeatedly encouraging them in various ways.

Fred Ferris, of the Heppe department, is spending two holiday weeks at Ocean City.

T. K. Henderson, manager of the Columbia Phonograph Co., reports that the Regent and the Mignon Columbias have been selling fine. He has been working very hard to make a record and has more than fulfilled his anticipations. He has been traveling through the State himself looking over conditions and working up big business. Last Saturday he was down at Ocean City, taking a Mignon with him, and he gave a concert at the Hotel Traymore. It was a great success, and it is needless to say he came home alone, leaving Mignon at the shore. The hotel people had the place illuminated and there was not only a large crowd present, but all the neigh-

boring cottagers had porch parties to enjoy the entertainment.

This week the Columbia people had the satisfaction of receiving an order for a Mignon to be placed in the Auditorium at Ocean Grove.

The Columbia Co. report that their summer business in records has been running chiefly on those of the higher price. Mr. Henderson says he is looking for a very big fall, the biggest the trade has ever enjoyed, and he says he is going right after it. The firm have also placed one of their fine Mignons in the fashionable Bryn Mawr (Pa.) Hotel. O. C. Dorian, of the house, and his family are spending a vacation at Point Pleasant, N. J. J. S. Shearer, the new man, formerly of Glasgow, Scotland, but later of St. Paul,

has been doing very well in Philadelphia, being in charge of the instalment business.

Louis Buehn & Bro. say that the July month with their firm, while it has not shown the volume of business of the other six months of the year, yet has been quite satisfactory. They are at a loss to know how to account for a short falling off in July, but it is not local to Philadelphia. But they anticipate a very heavy business in the fall, and believe on the year they will have a very profitable as well as a very satisfactory 1910. Edward Buehn is about to start on a vacation, which he will spend at Mifflin, Pa.

Louis Buehn expects to go to Asbury Park with his family shortly on a holiday trip.

POPULAR ELECTRIC PLAYERS.

Electrova Line Has Given Satisfaction to Many Talking Machine Dealers—The Agency Means Profits—Simplicity a Strong Feature.

Of all the side lines that are offered to the talking machine dealer, that most often taken on is the agency for a line of pianos or player-pianos, for lines of musical instruments naturally fit in

trova Co., New York, have proven their value to a large number of talking machine dealers, while others are learning of their profit-earning qualities continually. The special feature of the Electrova players that appeals to the practical man is the simplicity of their construction, enabling them to do a maximum amount of work with a minimum amount of repairs, and it is a feature that the dealer cannot afford to overlook when he is in the market for instruments of that character.



THE ELECTROVA SELF-PLAYING PIANOS.

together. What has generally proven most popular and successful for the talking machine dealer, however, has been the coin-operated piano, both where it is sold outright to places of amusement, cafes, etc., and where it is placed out on commission basis. In this connection the Electrova electric players, manufactured by the Elec-

trova players are made in a number of handsome case designs harmonizing with different environments. One of the popular styles is illustrated herewith. Catalogs of the players themselves and perforated music rolls, together with prices will be promptly furnished by the manufacturers upon request.

Mr. Dealer:

YOU LOSE MONEY EVERY DAY By Not Selling the Thorn Needle

There is not a customer that comes into your store who would not be glad to take a box home with him.

They Do Please the People and Are Easy to Sell



Patented

Many a Victrola sale has been made because the Thorn Needle was used in the demonstration. It eliminates all scratching, and no change is necessary in the Reproducer. Thorn Needles are easy to handle. They play several records, and positively do not wear out or injure a record.

THORN NEEDLES, Boxes of 100, RETAIL 35 CENTS
THORN NEEDLE HOLDERS, - EACH 25 CENTS

Liberal Discounts to the Trade

Send 35c. in stamps for sample box of 100 Thorn Needles and Thorn Needle Holder.

We Sell Millions of Them at Retail. So Can You. Send for a Supply To-day. Don't Put It Off. DO IT NOW.

J. W. JENKINS' SONS MUSIC CO.

VICTOR TALKING MACHINE DISTRIBUTORS

KANSAS CITY, MO.

The independent dealer sells the one independent line—Columbia Disc and Cylinder Machines, Columbia Double-Disc and Indestructible Cylinder Records. Columbia and independence for him. And you?



Columbia Phonograph Co., Tribune Building, New York.

IMPORTANCE OF THE RECORD ARTIST

Prominent Niche Filled by the "Talent"—Their Arduous Work—Where the Music Publisher Is Shortsighted—An Interesting Chat.

BY JOHN KAISER.

No doubt there have been various opinions expressed by the leaders of the talking machine trade, including men of position in the several companies and a number of the jobbers and others about different phases of the business. But little has been heard from the "talent," who, after all, are the foundation or producers of the main product, namely—the talking machine record. The sale of the machine is only the start or beginning of the business, and in order to maintain the real substance of the trade every purchaser of a machine must be made a constant buyer. In order to bring this about the records must be made attractive and the machine owner kept interested by the issue of supplements containing songs and selections.

To-day, if one should glance over the various catalogs one will find a number of artists whose names are constantly seen and who are really the chief entertainers. At the recording laboratories they are known as the "regulars," which means these artists specialize the making of records, spending their entire time and devoting all their energies to this line exclusively. Although the companies have from time to time engaged celebrities of the grand opera and vaudeville stage as well, it must be admitted that the general catalogs are made up of the "regulars." It is also admitted, and no doubt proven, that the introduction of the grand opera artist has elevated the business and made the "talker" more desirable and inviting to the purchaser. Regarding this the "regulars" have expressed their approval, for they, having a keen interest in the trade, know that it means a larger output from which they must sooner or later derive a benefit.

This important part of the business, meaning record-making, has progressed wonderfully, and doubtless will keep on progressing; for, as before stated, it is really the main foundation, and the manufacturers as well as the "regulars" realize the importance of perfecting and spend large sums to maintain and perfect this end of it. A few of the oldest, or, rather a few of the talented members who have been engaged in the art of record-making for the last eight years, were discussing the situation recently, the substance of the discussion defining conditions as they were and are to-day. Some years ago, when one of these artists was engaged to sing a "date" he was required to bring five or more songs to be rendered, very often more. The question of quality of rendition was not so important, but the number of selections seems to be the object. In other words, it meant quantity and not quality. To-day the situation is entirely different; not more than a single song or selection is rendered at one time and quality is sought for and every means employed to have the rendition as perfect as possible.

The "regulars" are much interested in their work and are anxious to know whether their efforts are appreciated by the purchaser. When one performs before an audience applause is given instantly, and therefore one can judge whether it is meeting with the approval of the hearers. It is not so with the maker of the record, for it is a silent listener, and results can only be looked for after it has been placed on sale. Consequently the artist himself gets no line on his work, as he has no means of ascertaining the results. If he is a failure he finds it out later by the fact of his not being engaged for future work. The writer knows that artists pay visits to different dealers, sometimes to those with whom they may be acquainted, but very often they call incognito, so to speak, to get an unbiased opinion. Dealers who do know them are very apt to hand out flattery as they are pleased to receive a visit from the distinguished member of the "talent."

It is a fact that these artists, in most cases, devote their entire time to their work, and the record owner knows nothing of their hard work in preparing the selection for the recording-room. Every possible means is employed in getting their songs in shape, so that the interpretation in perfect, as there are so many points to bring out to achieve the desired result. For instance, when a man has his audience before him his personality is a help; his gestures and facial expressions are also of a great assistance in winning an audience; but in the "talker" he cannot employ these material helps. He must get his expression, tones and phrasing all embodied in the voice, which becomes an art in itself and requires carefully study and training.

Of course, in the early days, when the artist was compelled to render so many selections in one day, this was impossible, owing to the lack of time allotted to the singer to prepare himself. The result therefore was that the rendition was mechanical, and anyone who will compare a record of two or more years ago with the record of to-day will bear me out in this statement. At the present time, however, the artist receives notice in advance concerning the selection he is required to sing, an orchestration is made in the key best suited to him and he immediately begins rehearsing. On the day of recording tests are made carefully, the laboratory expert selects the best recorder he has, and after the orchestra and singer are carefully rehearsed the record is made.

During the time not employed at the laboratory and at practice the singer can be found visiting the various music publishing houses looking for material that can be used for his style. Many selections are run over before he accepts those he can present to the laboratory committee for their approval. Before the new copyright law went into effect the talking machine artist was very much sought after by the publisher. They were swamped with selections, and in some instances even paid the singer to use his efforts to get their music in the catalogs of the companies so as to help popularize the songs. Now, although the publishers are anxious to have the "talent" use their songs, so they can get the royalty, their

attitude has changed considerably. This, in the writer's opinion, is a grave mistake, and I venture to state it will eventually be to their loss.

Every publisher of popular music to-day has paid, and is paying, noted artists to sing his publications, and is spending considerable money in his professional department coaching the singers. Publishers have men constantly employed teaching their songs to the various performers, giving them orchestrations in the right key and sending all new numbers broadcast to all professionals all over the country at their expense. Their object is to popularize the selections, so as to create a sale for the sheet music. This must bring results.

Granting that in this manner the song is spread all over the country and brought before the public in various theaters, still I believe the talking machine is more valuable to the publisher in creating the demand for the song for the following reasons: First, the selection is rendered to the "talker" by a good artist—better by far than the average public performer—and care is taken to interpret it properly. Second, if it is a comic selection, many little side remarks and extra features are added to make it more effective, and very often the orchestration is altered to brighten it and improve the results. Third, the talking machine reaches the home, which, after all, has the best listeners, and any record proving attractive and interesting will do much to increase the sale of the sheet music in question. Talking machines are everywhere; in towns where a show may never reach and in the homes of many where the members rarely frequent the theater, or other places where the popular selections are more likely to be heard.

Trade conditions make little difference to this army of "regulars," because the manufacturing companies are always producing new records. Nevertheless, that fact does not make the "regular" feel entirely satisfied, for he is just as anxious to hear good news from both the dealers and manufacturers, as their interests are his also. To meet the "talent" individually is a pleasure. Their faith is pinned to the future of the talking machine business, and if one could see these artists plan and work for their future success a feeling of appreciation of their efforts would be aroused, and in that spirit the attitude of the "regular" in the trade would be better understood.

ADVERTISING POINTERS.

In advertising, of course the first object is to catch the eye; the second, to hold the attention, and the third, to convince the reader that this is the correct article and that now is the right time to buy it.

IN FINANCIAL TROUBLE.

A petition in bankruptcy has been filed by Geo. J. Doerzbach, a dealer in phonographs and musical instruments in Sandusky, O. Liabilities, \$8,757, with contingent liabilities of \$1,625; assets, \$6,641.

TRADE NEWS FROM INDIANAPOLIS.

Quiet Spell of Business Does Not Worry Talker Men—Planning for Mighty Lively Fall—Thomas Devine's Opinion—Carlin & Lenox Closing Out—What the Various Houses Are Doing to Capture Sales—Columbia Afternoon Concerts Popular—The News of the Month.

(Special to The Talking Machine World.)

Indianapolis, Ind., Aug. 8, 1910.

The talking machine business in Indianapolis and Indiana is now more quiet than it has been at any other time for the last year, but the dealers are not surprised at this, as it is now the time for the beginning of the dull part of the season in this line. The opening of summer camps and the departure of residents for their fashionable summer homes was a great stimulus to the business, as reports show that the talking machine is growing more and more in favor with those who must have entertainment in out-of-the-way places during the summer months. But this business has passed, as nearly all of those who go away for the summer have left. The next increase in trade will be when they return and buy machines and records for the winter months.

Thomas Devine, who has been the manager of the Columbia Co.'s store here for several years, and who is well informed on trade conditions in Indiana, predicts that next year will be a good one for the talking machine business. He bases his prediction on the fact that there are conditions which will make plenty of money in the State, among them the good grain yield. Then again there is no national campaign this year to disturb trade. There will be a State election in Indiana this fall, but no governor is to be elected, and the policy of Governor Marshall, which has been very satisfactory for the last two years, will be continued for a further period of the same length.

Carlin & Lennox are closing out their line of talking machines as rapidly as possible. The proprietors of the store came to the conclusion some time ago that they had better devote all of their time to the piano business.

W. L. Barringer, of the talking machine department of the Wulschner-Stewart Music Co., has returned from Atlantic City, where he attended the meeting of the National Talking Machine Jobbers' Association. Mr. Barringer was greatly pleased with the meeting of the association, but he has been head over heels in work since he returned. The Wulschner-Stewart Co.

are extensively engaged in the jobbing of Edisons and Victors, and although the company only took up the talking machine business a short time ago they have been very successful.

"Of course at this time of year," said Mr. Barringer, "we are not doing as big business as we could at other times of the year, but we are taking advantage of the opportunity and are buying heavily. When dealers wish to buy talking machines at any time next year we expect them to be able to come to the Wulschner-Stewart Co. and get them."

The Musical Echo Co., in their new location in North Pennsylvania street, in Talking Machine Row, are presenting an attractive appearance. This company have been showing in the display window a handsome Victor machine in Mission style, together with pictures of Victor singers.

Warren Bird, who handles Dictaphones in Indiana, with headquarters in the State Life building in Indianapolis, says that his business is very satisfactory, considering that it is now the dull season of the year for office supply dealers. "I am not getting the effects of the dull season any worse than any of the rest of them," he said. Mr. Bird said that last May was his best month since he has been handling the Dictaphone in Indiana.

Thomas Devine, manager of the Columbia Co., is feeling rather chesty over the new grand opera records his company have just issued. These include the highest-priced double record extant, the sextet from "Lucia" and the quartet from "Rigoletto."

With the advent of the dull season the Columbia Co. began to give afternoon concerts, which are well attended and which it is said are stimulating business in spite of the off season. In these concerts the new Columbia grand opera stars are featured almost exclusively.

The Indiana Phonograph Co.'s store in Virginia avenue is closed. This company handled Edisons exclusively as jobbers until two or three months ago, when the jobbing privileges were disposed of to the Wulschner-Stewart Music Co. The business was then continued in the retail line until recently.

Take up and complete each piece of work as it comes along and you will never find yourself complaining that opportunity does not come your way.

Do not expect your friend to do as you do and think as you think.

SUMMER LAUGHS.

"Yes, I've given up shaving!" he was telling his friends. "I never could shave myself, and the last time I was operated on I was in such a blue funk that I shudder to think of it. The barber had a musical ear, and he lathered me to the tune of 'The Blind Boy,' which was being ground out on a talking machine close by. Slow, certainly, but nothing to complain about. By the time the scraping process had commenced, however, the tune had changed to the liveliest of jigs, and the musical shaver seemed to be enjoying himself hugely as he did his best to keep time. I was afraid to take a breath for fear it should be my last. Then the machine stopped, but only for a second; and when I heard the strains of 'Stop Your Tickling, Jock,' I vowed that, rather than run the risk of being finished off in a barber's chair by a musical maniac, I would let 'em grow for the future—and chance the crop!"

A young man, not regarded as a very desirable suitor, had called upon a young lady a number of times, each time to be told by the maid that "Miss Florence was not well to-day." One day, in response to his card, the young lady's mother, who was a recent accession to the newly-rich ranks, and whose education was not as sure as it might be, appeared and explained once more to the young man that the daughter was not well. "I am very sorry, indeed," said the young man as he rose to go, "that your daughter is so delicate." "Delicate?" sniffed the mother; "Florence delicate? Not at all. Why, she is the most indelicate girl you ever met."

A CONFESSION.—"Say, old man, I have a confession to make. Last night, in the dark, I kissed your wife, not knowing it was she."

"Don't mention it, old fellow. I once made the same mistake myself."

HAS HAD SIMILAR EXPERIENCE.—"All around me was the glaring sand," said the prospector from Death Valley to the sympathetic drummer whom he had met at the hotel. "The mountains on the horizon rocked in the heat. There was not a tree, not a bush, not a living thing in sight, and my water bottle had been empty since noon of the day before. My lips were dry as a parchment, my tongue was swollen in my mouth. If I should try a week I could not tell you how I suffered."

"I know how it must have been," replied the drummer. "Out West last summer I had to spend four consecutive Sundays in prohibition towns."

AN IMPROVEMENT.—"Yes," says the man with the shaggy eyebrows, "we have a phonograph. We've got several Italian grand opera records, and last week I discovered a way to make their reproduction absolutely perfect."

"Indeed!" asks the man with the purple nose. "What is it?"

"I rub a little garlic on the record before it is played."

MONEY IN MOVING PICTURES.—"I am going to embark in some sort of business, and want to know whether you think there is much money in moving pictures?"

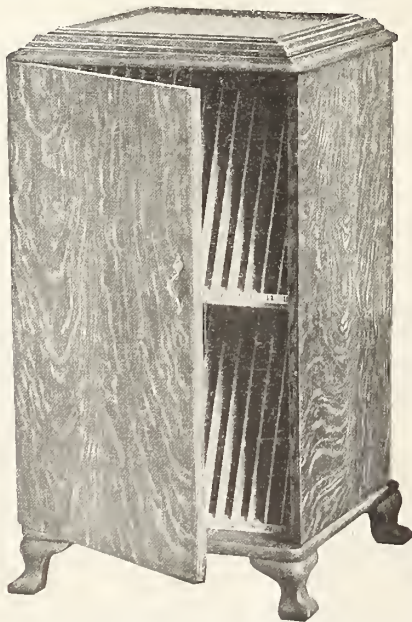
"There was for a fellow who moved a half dozen of ours," said the flat dweller. "He charged us \$10."

There was a young girl in the choir
Whose voice rose hoir and hoir,
Till it reached such a height
It was clear out of sight
And they found it next day in the spoir.

Gunner—Many of our singers go over to Europe to reach the high Cs.

Guyer—Well, what do the European singers come over here for?

Gunner—Oh, they come over here to reach the Xs and Vs.



Our No. 446 Disc Record Cabinet made in Mahogany and Golden Quartered Oak.

Will hold 150 12-inch Disc Records.

Another New UDELL Cabinet

Keeping up with the procession (in fact leading it) is what UDELL Cabinets are doing by continually adding something new and different.

This new No. 446 Cabinet is an example of a very handsome but simple design that will go well with almost any machine.

From your standpoint, it is a splendid Cabinet because of its possibilities.

The construction of the Cabinet admits of changing the top for three different size boxes, 13 $\frac{3}{4}$ x 13 $\frac{3}{4}$, 14 $\frac{1}{4}$ x 14 $\frac{1}{4}$ and 16 $\frac{1}{2}$ x 16 $\frac{1}{2}$.

CATALOGUE

A very comprehensive Catalogue of UDELL Cabinets for Discs and Cylinders is now ready.

Write for YOURS

THE UDELL WORKS

INDIANAPOLIS, INDIANA

MUSIC BY TELEPHONE.

What Is Liable to Happen in the Happy Home if Music Is Supplied Over the Telephone as Planned by a Delaware Corporation—New York Sun Publishes an Interesting Article on the Dreaded Possibilities—Scents Another Plot to Wreck Domestic Happiness All Over the Land.

In the Talking Machine World for June reference was made to the move of the Telephone Co., of Wilmington, Del., which announced its intention to supply phonograph music to the homes of customers on a stipulated yearly charge. Commenting on this, the New York Sun, in its usual brilliant fashion, says:

"In these golden days of the world's progress, it is difficult for the wayfarer to select a street where he will not collide with the magic music of a phonograph. It has long since come to pass that the air of the streets is filled with the fumes of gasolene; a city dweller in his appointed cell or his chosen hive or the suburbanite squatting meekly upon his well-taxed veranda are equally drenched with the recurrent and pervasive odor. The 'fresh air' myth is pretty well passed into history; the automobile and its dragon's breath have become indigenous, and there's no more to be said about it, probably.

"But the phonograph, while widely favored in all sorts of communities, has not yet become so wholly inevitable as the rosy dawn when men must rise to their toil, or the devil wagon which they must dodge and breathe its lingering perfume trailing behind. In rural communities, in summer, when windows and doors stand wide,

it is true that he has great luck who shall not find himself within earshot of the penetrating strains which are expelled from the unattractive horn in some once happy and quiet home. But with ordinary prudence a man may yet escape the direct blast of this popular instrument, and when he has entered into his castle and shut the door he has a right to feel himself in comparative safety.

"But the progress of science is tireless and her fingers are already picking at the latch of the hitherto well-guarded home. A company has been formed in Delaware—where (it seems) men can get a franchise to do almost anything—to hitch on the phonograph to the harmless and sometimes necessary telephone, and thus the enemy is seen to be in the citadel before you have half a chance to defend yourself. Experiments have been in progress in that central office for some weeks, and already it is no uncommon thing for some reckless young thing in muslin, while her father's attention is given to the evening newspaper, to call up this central office and say, 'Hullohullo! Gimme the sextet from Lucheer,' and then, before the wretched parent can collect his powers of protest, slam bang! come the dulcet strains, through a horn attached to the home telephone, and the devastation has begun; it bids fair soon to be complete.

"There is nothing to do about it probably, any more than there is anything to do about the smoking automobiles or the fifteen-year-old chauffeurs, now one of the brightest stars in our civilization. The ingenious telephone companies have shown the youth of the land another way to make a noise of some kind, another means of activity, another avenue of attack upon what

used to be called the peaceful quiet of the home. It is true that peace and quiet are no longer desired in the vast majority of homes, except by a few wretched old fools who really deserve no consideration, and it is probably part of Heaven's even justice that they should not get any. Yet the laying on of the uttermost notes of the phonograph, like gas and water and the illuminating current, does seem a little hard, at first. But the householder will get used to it. He has got used to almost everything. And of one detail he may be doubly sure; the phonograph meter will never slip a cog; its tally will come in even more regularly than the gas bill."

WHERE THE MONEY COMES FROM.

Cents, being of small value, are carelessly handled, and are lost in such great numbers that the United States Treasury has to work hard to maintain the supply. The profit to the government on their manufacture is large, however, inasmuch as the blanks for them are purchased for \$1 a thousand from a firm in Connecticut that produces them by contract. Blanks for nickels are obtained in the same way, costing Uncle Sam only a cent and a half apiece.

HOW CHARACTER IS DESCRIBED.

Character is bounded on the north by industry, on the east by integrity, on the south by morality, and on the west by sobriety.

Keep your head cool and your heart warm. The one who lets his head get hot and his heart cold is in a bad way.

THE VICTOR DEPARTMENT OF WANAMAKER'S NEW YORK STORE



The display of Victor goods on the piano floor of John Wanamaker's New York store, as shown in the accompanying picture, is one of the finest exhibits in the country. This beautiful show room is located on the second floor of the great store, immediately adjoining the immense auditorium, where throughout the year free recitals

and lectures are the daily program. Here no expense is spared in arranging some of the best and most interesting musical programs heard in the great city of New York. In the demonstrations of the Victrola and Auetophone the records are accompanied by an orchestra, and the harmonious effect and perfect blending of the

vocal and instrumental music are greatly enjoyed by the large audiences that assemble daily. This splendidly educational work is under the supervision of Louis J. Gerson, manager of the Wanamaker talking departments in both the New York and Philadelphia establishments. He is making a splendid record.

PRACTICAL NOTES AND COMMENTS

MAKING RECORDS AT HOME.

An old-time subscriber of *The World in Guadalupe*, Mexico, writes as follows: "Within a recent date I have experienced quite a demand for cylinder machines which are being used for home recording purposes, and in this connection have been asked for some pointers whereby my customers could secure the best results. Could you help me in this matter?"

We are certainly most willing to oblige our Mexican friend, but as a matter of fact the National Phonograph Co. publish, or did publish, a very clever little booklet giving instructions on this subject. We give, however, a few "pointers" which may be of immediate value and of interest to all our readers.

The most important thing is to get a special horn suitable for the voice or the special instrument of which the parties desire to make a record. These horns should differ in size, and doubtless are handled by every live dealer. Having selected the horn, the next important thing is to place the recorder in position, but do not commence the record-making until the machine has assumed full headway. When the record is finished, allow the cylinder to take a few revolutions before stopping the machine. Having once started to make a record, do not on any account stop the machine until the record is finished. If this is done the record will be worthless. Sometimes in vocal records, when the sound waves are too strong, the recorder shows a tendency to blast, i. e., the recorder diaphragm cover will shiver, and in bad cases quite dance on the wax blank. In such cases, small lead weights may be used, but only in just sufficient weight to correct the worst part of the blasting. These weights are made of thin lead from one-sixth to three-sixteenths of an inch thick. They should be made horseshoe shape and with the inner part so shaped that it will slide easily on to the upper part of the diaphragm cover.

BE SURE YOU ARE RIGHT THEN GO AHEAD

The singer should sing three or four times over on blanks, testing the recorder to see if it blasts, and adding a little more weight each time till the defect is perfected. If nearly perfect, except as to one or two places, these can be marked on the music, and the singer will take note and draw away for these particular notes. In this case, add no weight at all, which would perhaps be best in most cases.

A word or two now concerning the piano. The records are to be made in an ordinary room, and of course the results will not be as perfect as if the experiment were tried in one specially constructed. The piano had better be placed cornerwise across the room, and away from the wall. When an upright piano is used the soloist, whether vocal or instrumental, together with the machine, should be behind it. It is important that the piano be as near concert pitch as possible, and of good full tone. It is a good plan to place some glass insulators under the piano castors. It is also well to chill the blanks before using, by placing them in a cold place. A greater crispness and purity of tone usually results in the reproduction.

SPEED FOR RECORDING.

The speed for recording is best regulated in direct ratio to the time of the particular piece played, and the length of it, except talking records, when the machine should run as slowly as possible, allowance being made for the resistance the stylus offers to the blank. The accompanist should play as loudly as possible, yet without undue force, and should keep his feet off the pedals. If the accompaniment is low, or there is not much of it, he should play an octave higher than written.

VOCAL AND INSTRUMENTAL RECORDS.

Now suppose a banjo solo is desired. The piano, talking machine, and soloist should assume the position of the three vertices of a triangle. The head of the banjo should be held quite near the mouth of the horn. Having started the machine the manipulator announces the title, etc., and then without stopping the machine, gives the signal for the commencement of the selection. Next on the program, perhaps, is a baritone solo. Place a 24 or 26-inch horn in position. The soloist should sing within three or four inches of the mouth of the horn, and directly into it, except in the high notes. In fact, the singer should assume a pendulum motion throughout, drawing away on the high notes, and approaching on the low ones. Next a cornet solo may be desired. The same horn will do for this. The performer stands about a foot from the mouth. For the high notes, a small wire frame covered with calico may be interposed quickly in front of the horn, taking it away as the high note or notes is about to be finished. In the case of the mandolin or violin, the player should

assume the same position as the banjoist but a larger horn would be better. The player on either of these instruments should get nearly the whole of the upper notes on the A string, using the E as little as possible. They will sound fuller in tone if this is done.

WIRELESS TELEGRAPHY.

L. J. C., Houston, Tex., writes: "It may seem strange for a talking machine dealer to acknowledge that he doesn't know everything, but when it comes to wireless telegraphy, I must admit that it is beyond me, and verges on the miraculous. Would you explain briefly the principles of wireless telegraphy in such terms as may be comprehended by the average man?"

Wireless telegraphy was really made possible by the discovery of the radiation of electro-magnetic waves through space. The existence of these waves was not known until about 1888. The first complete system of wireless telegraphy was invented and patented by William Marconi. He followed the principle that just as sound waves may be sent through the air, so may electric waves be propagated through the ether. The apparatus for the transmission of messages consists of an electric generator, a battery or dynamo, and an induction coil or transformer, and an oscillator. The appliances forming a receiver of the simplest type include a wave detector, a cell, and a resonator.

THE MOST WONDERFUL INVENTION.

J. C. Collins, Philadelphia, Pa., writes: "Would it be trespassing too much on your kindness to settle an argument? A says that the Edison phonograph is the most wonderful invention ever made; while B says the Marconi wireless telegraph is more wonderful."

It is difficult to say which is the most wonderful, for both are great in their respective domains. Edison opened up a new field of investigation and afforded the world a new happiness when he invented the phonograph; while Marconi, through his wireless invention, has made humanity his eternal debtor, for its commercial possibilities are beyond computation at this date. He has made it possible for one to cross the great Atlantic and yet to be virtually in touch with land at all times. Why not admit that the two men are great without indulging in a comparison as to which is the greater? In this connection it may be said that the Royal Academy of Sciences of Sweden has just conferred a medal on Edison for his great labors as the inventor of the phonograph.

KEEP TRACK OF DAILY SALES.

Laxity in Business Methods Sure to Result in Business Troubles—How One System Operates.

The average dealer is sometimes lax in his bookkeeping methods and has no good method of keeping track of his daily sales and expenditures. Nothing is more lamentable, for the reason that a merchant is a better or worse one according to the method he employs in his store.

Laxity in business methods is sure to bring business troubles, says the Michigan Tradesman, and when a simple system can be had which will reduce the daily routine work to a very simple form, dealers should take it up and introduce it into their business.

Such a system has been prepared, consisting of a pad of daily sales sheets which provide for the record of all sales and expenditures for the day. These sheets also provide for total results of the day, and by filing in consecutive order the totals of any day in the year may be easily found. They require only the entry of the clerk making the sale and may be combined with a cash register system if desired.

No bookkeeper is necessary, as all the work is done by the party making the sale at the time of the sale. It takes less time than to make out the average sales slip and the record is permanent.

At the end of the day the proprietor adds up the sales, subtracts the expenditures and the result gives the net sales and profits for the day.

HAND COLORED

Local View Post Cards MADE TO ORDER



Made from any fair photo and delivered in 2 to 3 weeks. **\$7.20** for 1000

The Best Made in America

SEND FOR SAMPLES

Blue Delft (two colors) **\$5.00** for 1000

Season, Floral, Comics, Greeting Cards, etc.,

Direct from Factory

NATIONAL COLORTYPE COMPANY

Department 9

CINCINNATI, OHIO

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Review.)

Washington, D. C., August 10, 1910.

TALKING MACHINE. Thomas Kraemer, Philadelphia, Pa., assignor to Hawthorne & Sheble Manufacturing Co., same place. Patent No. 960,560.

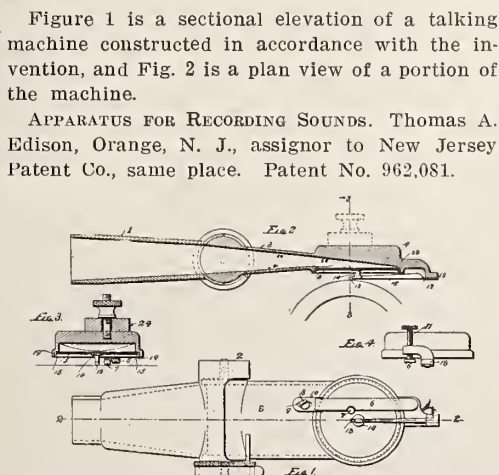
This invention relates to talking machines and particularly to machines of the type having a reproducer which is movable in a straight line over the sound-record and a sound-conveying member pivotally mounted at one end and connected to the reproducer at the other end thereof.

The object of the invention is to effect certain improvements in the construction of machines of this type, the improvements being directed particularly to simplifying the construction, to the provision of a passage for the sound-waves which is comparatively free from bends and to reducing the cost of manufacture without making any sacrifice in the strength of the parts of the machine or in the freedom of operation thereof.

The invention is of particular utility in a machine employing a sound-record of cylindrical form and a reproducer movable in a straight line parallel to the axis of this cylindrical record during the reproduction of the sound record, as in phonographs of the type now commonly used. With such a movable reproducer is employed a tone-arm pivotally mounted at one end upon a supporting arm projecting upwardly from the motor box of the machine, this tone-arm communicating with an amplifying horn also mounted on this supporting arm. At its free end this tone-arm is connected to the reproducer, and this connection is effected in such a manner as to maintain the connection between the end of the tone-arm and the reproducer while the former is turning about a pivot and the latter moving in a straight line. For this purpose the end of the tone-arm is pivotally connected to a tubular extension on the reproducer and the tone-arm is made up of two or more sections, which may move relatively so as to telescope more or less during the operation of reproducing a record, and thus have its length increased or diminished as may be necessary. In order to maintain the desired connection by allowing for the difference in the movements.

The preferred embodiment of the invention is illustrated in the accompanying drawings in which—
Figure 1 is a sectional elevation of a talking machine constructed in accordance with the invention, and Fig. 2 is a plan view of a portion of the machine.

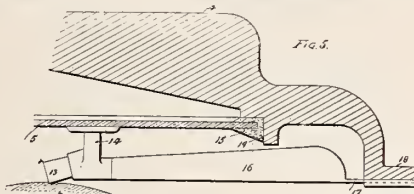
APPARATUS FOR RECORDING SOUNDS. Thomas A. Edison, Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 962,081.



This invention relates to improvements in apparatus for recording sounds, particularly of that type in which phonographic records are formed, and which records are of varying depth, but the

invention may be employed in connection with records of the gramophone type, which are of uniform depth but of irregular conformation.

The object of this invention is to produce a recording mechanism whereby sound waves throughout the range of music may be recorded and reproduced truly, false amplitudes of vibra-



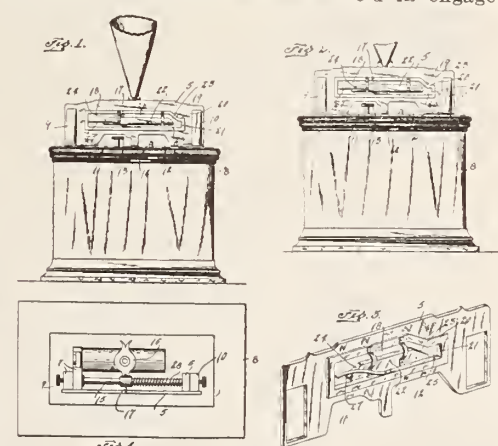
tion of the recording mechanism being eliminated without any consequent loss in volume of sound produced and the recording and reproduction of both grave fundamental notes and overtones rendered possible.

Figure 1 is a bottom view of the recorder; Fig. 2 is a sectional view thereof taken on the line 2-2 of Fig. 1; Fig. 3 is a sectional view taken on the line 3-3 of Fig. 2; Fig. 4 is a front view of the body; and Fig. 5 is an enlarged sectional view of the body, diaphragm and recording knife.

REPEATING ATTACHMENT FOR GRAPHOPHONES. Clarence W. Claud, Nashville, Tenn. Patent No. 962,315.

This invention relates to attachments for graphophones and the objects are the provision of a means for shifting the carriage from one end of a record to the opposite end and thence bringing the needle into engagement with the cylinder to repeat the matter on the record. The provision of a means for lifting the needle clear of the record during the shifting movement and for bringing the same into engagement with the record at the end of the shifting movement. The provision of a device which may be applied to most forms of graphophones now in use without changing the construction of the same.

In the accompanying drawings forming part of the specifications:—Figure 1 is a front elevation of a graphophone showing the invention applied thereto and the needle held in engage-



ment with the cylinder. Fig. 2 is a similar view but showing the position of the parts when the needle is out of engagement with the cylinder or during the shifting movement. Fig. 3 is a detailed perspective of the plate and its attachments. Fig. 4 is a plan view of the device.

COMPOSITION FOR PHONOGRAPH RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 962,878.

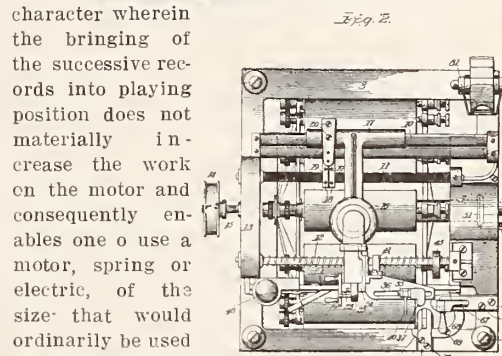
This invention relates to an improved composition for molded phonograph records, and the principal object is to produce a composition or material for the purpose in which the capacity to resist wear or the rubbing action of the reproducer stylus will be enormously increased, whereby it becomes commercially and practically feasible to make phonograph records with very fine pitch record grooves. A phonograph record having a record groove of a pitch of 200

threads per inch made of the improved composition of material will compare favorably in wearing qualities with a record of a pitch of 100 threads per inch made of present compositions.

MULTIPLEX GRAPHOPHONE. Hyman E. Markle, Nashville, Tenn. Patent No. 962,446.

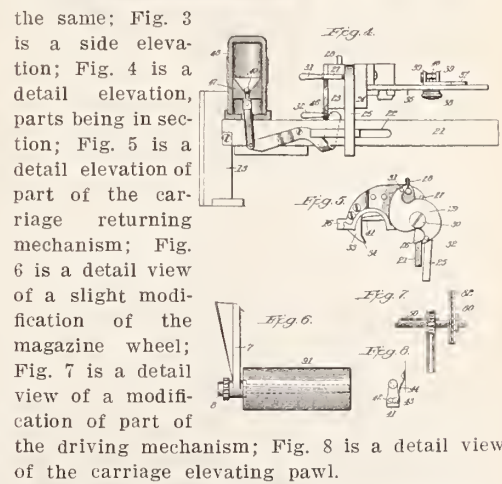
This invention is an improvement on the machine shown in the application filed August 27, 1906, Serial Number 332,224.

The object of the present invention is to simplify and improve the mechanism shown in a former application; a further object of the invention is to provide a machine of this character wherein the bringing of the successive records into playing position does not materially increase the work on the motor and consequently enables one to use a motor, spring or electric, of the size that would ordinarily be used in a single rec-



ord machine; and with these and minor objects in view this invention consists in the parts and combination of parts described.

In the drawings—Figure 1 is a front elevation of a multiplex graphophone embodying the invention; Fig. 2 is a top plan view of



APPARATUS FOR RECORDING OR REPRODUCING SOUNDS. Thomas A. Edison, Orange, N. J. Patent No. 963,362.

This invention relates to various new and useful improvements in apparatus for recording or reproducing sounds, and the object is to provide an apparatus for the purpose which shall permit a more accurate recording of the sound waves free from waves or disturbances due to the recording mechanism itself, and a more accurate reproduction of the same than is possible by methods and apparatus heretofore known.

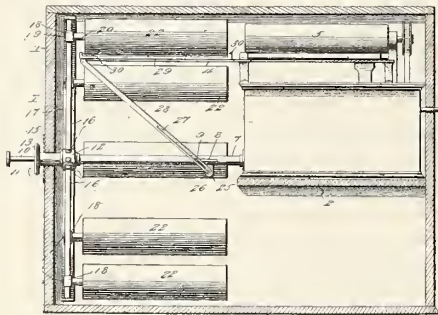
In an application for Letters Patent filed on even date herewith, and relating to methods of recording and reproducing sounds, the inventor points out the cause or origin of the false, dis-

cordant and inharmonic sounds which are created within the recording mechanism, and which become recorded to affect the character of the reproduction.

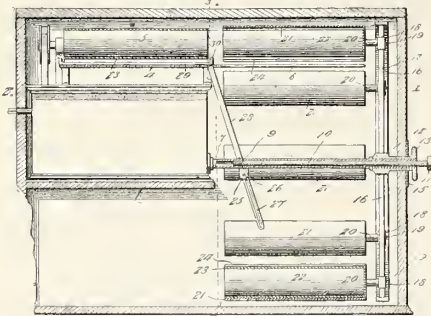
Figure 1 is a sectional view of a suitable recording apparatus embodying the present improvements, showing a flat corrugated diaphragm; Fig. 2 a similar view of a reproducing apparatus embodying the improvements, showing a dished or concave diaphragm; Fig. 3 a similar view of a recording apparatus embodying the invention and showing a diaphragm that is both corrugated and dished; Fig. 4 a plan view of the diaphragm shown in Figs. 1 and 3, and Fig. 5 a plan view of the diaphragm shown in Fig. 2.

FEED APPARATUS FOR PHONOGRAPHS. Joseph H. Williams, Harper, Kan., assignor by mesne assignments to Geo. H. Underhill, Boston, Mass. Patent No. 963,195.

This invention relates to new and useful im-

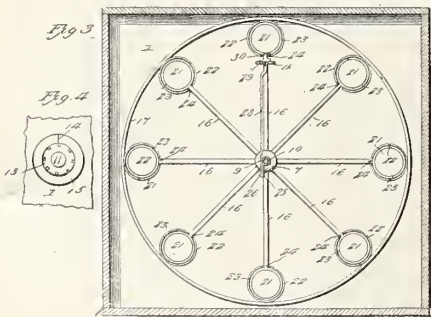


provements in feed apparatus for phonographs and similar devices employing cylindrical records, and its object is to provide means whereby a desired one of a series of records may be



promptly placed in or removed from position upon the cylinder of the phonograph.

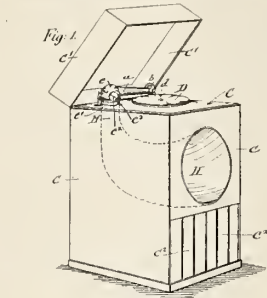
Figure 1 is a vertical section through the device and showing the slide and its operating



mechanism in operation; Fig. 2 is a central vertical section through the apparatus as it appears from the opposite side; Fig. 3 is a section on line 3-3 of Fig. 2; and Fig. 4 is an elevation of the operating knobs and showing a dial.

GRAMOPHONE. Frederick Haye and Charles Wessels, Woodhaven, N. Y. Patent No. 962,833.

This invention relates to an improved gramophone of that type in which no separate and detachable horn is used, but in which the horn



is permanently located in a casing below the record-carrying disc and its actuating motor.

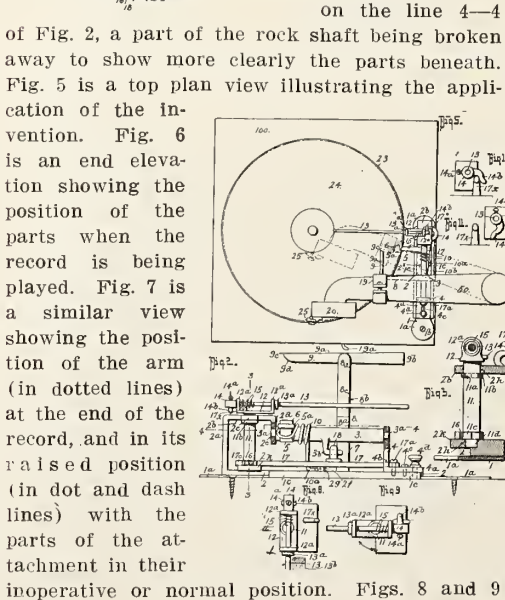
This invention is designed to furnish a phonographic apparatus in which the horn is arranged in a supporting casing below the record-carrying disc and connected with a tubular tone-arm carrying the diaphragm box by a universal joint provided with means for holding the tubular arm and diaphragm box in raised position.

In the accompanying drawings—Figure 1 represents a perspective view of improved phonograph; Fig. 2 is a detail side elevation of the tubular tone arm carrying the diaphragm box and showing the universal joint connection with the inner end of the horn, drawn on a larger scale; Fig. 3 is a plan view of Fig. 2, and Figs. 4 and 5 are respectively a sectional side elevation of the tone arm and a vertical transverse section of the same on line 5, 5, Fig. 4.

TALKING MACHINE ATTACHMENT. William Albert Chapman, Smithville, Ark. Patent No. 963,115.

This invention is an automatic controlling, feeding and cleaning device for attachment to talking machines of the disc type.

Figure 1 is a perspective view of the invention in its normal or inoperative position. Fig. 2 is a front elevation thereof. Fig. 3 is a section on the line 3-3 of Fig. 2. Fig. 4 is a horizontal section on the line 4-4 of Fig. 2, a part of the rock shaft being broken away to show more clearly the parts beneath. Fig. 5 is a top plan view illustrating the application of the invention. Fig. 6 is an end elevation showing the position of the parts when the record is being played. Fig. 7 is a similar view showing the position of the arm (in dotted lines) at the end of the record, and in its raised position (in dot and dash lines) with the parts of the attachment in their inoperative or normal position. Figs. 8 and 9

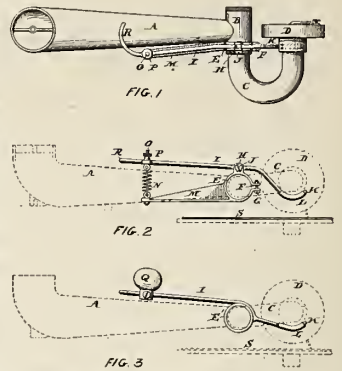


are detail views illustrating the manner of turning the brush in its bearings. Figs. 10 and 11 are diagrammatic views.

SOUND-REPRODUCING MACHINE. Louis Jay Gerson, Philadelphia, Pa. Patent No. 962,565.

The object of this invention is to provide a sound-reproducing machine with a counterbalancing device for the sound box and the tubular arm supporting it, whereby the weight of said parts and each of them may be counterbalanced to the extent desired to reduce the pressure and consequent wear upon the record disc, with the result that the life of the record is increased and much of the scratching sounds at present reproduced are largely eliminated.

Figure 1 is a plan view of a tubular arm and sound box of a talking machine having improvements applied thereto; Fig. 2 is a side elevation of the counterbalancing devices embodying improvements and with the tubular arm, sound box and record disc indicated in dotted lines; and Fig. 3 is a similar view to that shown in Fig. 2, illustrating a modification of the invention.



BACK TO EARTH.

Old Jabez Jones he used to say
He'd not be satisfied
Until he got a hoss some day
Whose speed would be his pride.
And when he got the hoss he said
He could not rest serene
Until he got a car that sped
By force of gasoline.

And when he got his motor car,
Its pleasures all proved vain;
He cried, "How small such trifles are!
I want an aeroplane!"
Alas! How swift ambition flies
And buoyantly uplifts
Till we forget to duly prize
Life's simple natural gifts!

The "rheumatiz" caught Jabez Jones
And caused his joints to balk
And now he'd be right glad, he owns,
To get a chance to walk!

—Washington Star.

PATIENCE A VIRTUE.

One of the greatest failings of the average man is lack of patience. He is in a hurry and if he does not get results instantly he is ready to give up. This is not so much because he is faint hearted as it is because he is impatient. Patience is one of the finest qualities a man may possess. It is not to be confounded with laziness. We believe that almost every great success has been attained by men who possessed a patience which was sufficient to stand for discouragement and apparent lack of interest and dullness.

The business prospects for the current year with the Victor Talking Machine Co., Camden, N. J., were never so bright. During the past six months sales have been in each instance a "record breaker." As some one has remarked regarding General Manager Geissler's memorable letter of August 4, 1909 (in which he predicted a large fall trade and warned distributors at that time to stock up in anticipation of that trade) he might have reiterated this letter on January 1, 1910, relative to this entire year's trade. The Victor Company's various new factory buildings are about ready for occupancy. They are splendid structures, perfectly lighted, with very handsome exteriors.

RECORD BULLETINS FOR SEPTEMBER, 1910

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- A849 Jesus, Saviour, Pilot Me.—Baritone and Tenor Duet by Harrison and Anthony, Orch. Accomp. J. E. Gould
- That Sweet Story of Old.—Contralto Solo by Miss Merle Tillotson, Orch. Accomp. John West
- A850 Simple Aveu (Simple Confession).—Violin, Flute and Harp Trio by Stehl, Lufsky and Schuetze. Francis Thome
- Off in the Stilly Night.—Violin, Flute and Harp Trio by Stehl, Lufsky and Schuetze Thomas Moore
- A851 Fulton Centennial March.—By Prince's Military Band Murillo
- Aviators' March.—By Prince's Military Band Murillo
- A852 Massa's in the Cold, Cold Ground.—Baritone Solo by Carroll Clark, Banjo Accomp. by Vess L. Osman. S. C. Foster
- Carry Me Back to Tennessee.—Baritone Solo by Carroll Clark, Banjo Accomp. by Vess L. Osman. Sep, Winner
- A853 That Beautiful Rag.—Baritone Solo by Arthur Collins, Orch. Accomp. Ted Snyder
- Sugar Moon.—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. Percy Wenrich
- (Two sides copyrighted; additional price, 4c.)
- A854 The Chanticleer Rag.—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. Al Gumble
- Temptation Rag.—By Prince's Military Band Henry Lodge
- (Two sides copyrighted; additional price, 4c.)
- A855 Call Me Up Some Rainy Afternoon.—Soprano Solo by Ada Jones and Chorus, Orch. Accomp. Irving Berlin
- When the Bells Are Ringing, Mary.—Tenor Solo by Harry Tally, Orch. Accomp. A. Von Tilzer
- (Two sides copyrighted; additional price, 4c.)

COLUMBIA 10-INCH SYMPHONY, No. 1, DOUBLE-DISC RECORDS.

- A856 A Little Thief.—Mezzo-soprano Solo by Bettina Freeman, Orch. Accomp. Leo Stern
- The Little Irish Girl.—Mezzo-soprano Solo by Bettina Freeman, Orch. Accomp. Lohr
- Giuseppe Pinazzoni, Baritone.
- A857 Un Ballo in Maschera—Eri in che macchiavi (Thou didst sully that spirit pure).—Baritone Solo (in Italian) by Giuseppe Pinazzoni, Orch. Accomp. Verdi
- La Traviata—Di provenza il mar, il suol (From your home in fair Provence).—Baritone Solo (in Italian) by Giuseppe Pinazzoni, Orch. Accomp. Verdi

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5218 Lasca. Dramatic Recitation by Edgar L. Davenport, Orch. Accomp. Desprez
- Sheridan's Ride. Dramatic Recitation by Edgar L. Davenport, Orch. Accomp. Read
- A5219 Robin Adair.—Contralto Solo by Mrs. A. Stewart Holt, Orch. Accomp. Lady Caroline Koppel
- Flow Gently, Sweet Afton. Contralto Solo by Mrs. A. Stewart Holt, Orch. Accomp. Spilman
- A5220 Peer Gynt Suite I. (The Morning).—By Prince's Orch. E. Grieg
- Peer Gynt Suite II. (Ase's Death).—By Prince's Orch. E. Grieg

COLUMBIA 12-INCH SYMPHONY RECORDS.

- A5199 La Forza del Destino—Pace, pace mio Dio (Comfort me, dear Lord).—Soprano Solo (in Italian) by Signorina Celestina Boninsegna, Orch. Accomp. Verdi
- Ernani—Ernani, Involami (Ernani, fly with me).—Soprano Solo (in Italian) by Signorina Celestina Boninsegna, Orch. Accomp. Verdi

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 1387 Nibelungen March.—By Band. Richard Wagner
- 1388 The Girl with the Brogue.—Soprano Solo by Ada Jones, Orch. Accomp. Wiperis and Monckton
- 1389 Temptation Rag.—Baritone Solo by Arthur Collins. Weslyn and Lodge
- 1390 Sweet By-and-By.—Vocal Quartet, Mixed Voices, Orch. Accomp. Jos. P. Webster
- 1391 Lucy Anna Lou.—Soprano and Tenor Duet by Ada Jones and Walter Van Brunt, Orch. Accomp. Gus Edwards
- 1392 The Garden of Roses.—By Rome Fenton, Orch. Accomp. Dempsey and Schmid
- 1393 Valse Lente.—By Orch. Leo Delibes
- 1394 Flee as a Bird.—Baritone Solo by James F. Harrison, Orch. Accomp. Dana and Root
- 1395 The Chanticleer Rag.—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. Madden and Gumble
- 1396 Jim Bludsoe.—Dramatic Recitation by Edgar L. Davenport. John Hay
- 1397 Loin du Bal.—By Orch. E. Gillet
- 1398 Back to My Old Home Town.—Tenor Solo by Walter Van Brunt, Orch. Accomp. Bayes and Norworth
- 1399 Tenting on the Old Camp Ground.—Vocal Quartet, Male Voices. Kittredge and Johnson
- 1400 What's the Matter with Father?—Baritone Solo by Fred Duprez, Orch. Accomp. Williams and Van Alstyne
- 1401 The Mill in the Forest. —By Band. Eilenberg

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 3115 Orpheus (Overture).—By Band. Offenbach
- 3116 Passage-Birds' Farewell.—Soprano and Tenor Duet by Mrs. Elizabeth Wheeler and John Young, Orch. Accomp. Eugene Hildach
- 3117 Then You'll Remember Me.—Tenor Solo by Henry Burr, Orch. Accomp. M. W. Balfe
- 3118 I Love a Lassie.—Humorous Scotch Song by Sandy McGregor, Orch. Accomp. Grafton and Lauder
- 3119 Sheridan's Ride. Dramatic Recitation by Edgar L. Davenport, Orch. Accomp. Thomas Reid
- 3120 Charde d'Amour (Love's Spell).—By Orch. Edwin Kendall
- 3121 Sugar Moon. Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. Wenrich and Murphy
- 3122 I've Got the Time, I've Got the Place, But It's Hard to Find the Girl.—Tenor Solo by Walter Van Brunt, Orch. Accomp. McDonald and Henry
- 3123 Aubade Printaniere (Spring Morning Serenade).—By Band Lacombe
- 3124 The Mikado—Selections. By Indestructible Light Opera Co. Gilbert and Sullivan
- 3125 Sauerkraut Is Bully. Comic Song by George P. Watson, Orch. Accomp.

- 3126 The Skaters' Waltz.—By Baud. Waldteufel
- 3127 College Medley, No. 1.—Vocal Quartet, Male Voices. Arranged by Arthur Berg
- 3128 Serenade.—By Vincent Hards. Schubert
- 3129 In the Clock Store (Descriptive Fantasia).—By Band. Charles J. Orth

NEW EDISON AMBEROL RECORDS.

- 494 With Sword and Lance March. National (London) Military Band
- 495 Killarney Marie Narelle
- 496 Sugar Moon. Collins and Harlan
- 497 You'll Never Find Another Love Like Mine. Manuel Romain
- 498 Irish and Scotch Melodies—Fantasia. Charles Daab
- 499 He's My Soft Shell Crab on Toast. Marie Dressler
- 500 Hiding in Thee. Anthony and Harrison
- 501 Slavic March. Victor Herbert Orch.
- 502 Put on Your Slippers, You're in for the Night Ada Jones
- 503 If This Rose Told You All It Knows. Oakland and Thompson
- 504 International and "Fans" Marches. John Kimble
- 505 Phoebe Brown. Maude Raymond
- 506 Rescued from the Flames. Len Spencer and Co.
- 507 Southern Dream Patrol. N. Y. Military Band
- 508 I'm the Man They're Looking For. Edward M. Favor and Chorus
- 509 One Sweetly Solemn Thought. Knickerbocker Quartet
- 510 My Old Armchair. Billy Williams
- 511 If Dreams Are True. Will Oakland
- 512 Carry Me Back to Old Virginia. Premier Quartet
- 513 Over the Waves Waltz. N. Y. Military Band

NEW EDISON STANDARD RECORDS.

- 10410 Emperor's Maneuver March. U. S. Military Band
- 10411 That Lovin' Two-Step Man. Sophie Tucker
- 10412 So Long, Mr. Flanagan. Ed. Meeker
- 10413 L'Encore Victor Herbert and Orch.
- 10414 Pal of Mine. Manuel Romain
- 10415 The Chanticleer Rag. Collins and Harlan
- 10416 Marie Dressler's "Working Girl" Song. Marie Dressler
- 10417 German Waltz Medley. John Kimble
- 10418 You Can't Make Me Stop Loving You. Will Oakland
- 10419 Only a Beam of Sunshine. Anthony and Harrison
- 10420 How Can You Love Such a Man. Josie Sadler
- 10421 The Lady Bugs' Review. Amer. Standard Orch.
- 10422 Krausmeyer Taking the Census. Ada Jones and Len Spencer
- 10423 That Fussy Rag. Long Acre Quartet
- 10424 The Smiler Rag. N. Y. Military Band

EDISON GRAND OPERA AMBEROL RECORDS

- 35006 La Veritable Manola (Emile Bourgeois).—Spanish Song, Orch. Accomp. (in French) Blanche Arral
- 40023 La Favorita—O mio Fernando (Donizetti).—Orch. Accomp. (in Italian). Marie Delna
- 40024 Faust—Air des Bijoux (Gonod).—Orch. Accomp. (in French). Marguerite Sylva
- 40025 Lohengrin—Lohengrin's Abschied (Wagner).—Orch. Accomp. (in German). Karl Jörn
- 40026 Andra Chæner—Monologo (Giordano).—Orch. Accomp. (in Italian). Giovanni Polese

Edison Amberol Records in Hebrew.

- 10003 Eli Eli, Lomo Azavtoni (Friedsell).—From the Hebrew Play "Brucha". Frances Simonoff
- 10004 Dus Fertriebene Teibele (Friedsell).—From the Hebrew Play "Ben-Ami". Frances Simonoff

ZONOPHONE DOUBLE RECORD DISCS.

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- B The Coming Regiment—March.
- 5649 A My Hero—Waltz Song, from "Chocolate Soldier"
- B Bulgarian March, from "Chocolate Soldier"
- ZON-O-PHONE ORCH.
- 5650 A Phryne Valse. Frank C. Stanley.
- B Onkel Flechte Frank C. Stanley.
- VOCAL SELECTIONS WITH ORCH. ACCOMP.
- 5643 A Put on Your Old Grey Bonnet. Fred Lambert.
- B The Village Blacksmith. Fred Lambert.
- 5644 A Hurrah for Our Baseball Team. Byron G. Harlan.
- B Mary, You're a Big Girl Now. Byron G. Harlan.
- 5645 A I Love You. Arthur Collins and Byron G. Harlan.
- B Shame, Shame, Shame. Arthur Collins and Byron G. Harlan.
- 5646 A Swingin' in de Sky. Frank C. Stanley and Henry Burr.
- B Underneath the Sugar Moon. Frank C. Stanley and Henry Burr.
- 5647 A The Moonlight, the Rose and You. Billy Murray.
- B My Prairie Song Bird. Billy Murray.
- 5651 A Has Anybody Here Seen Kelly? B Please Don't Tell My Wife.
- MISCELLANEOUS VOCAL SELECTIONS WITH ORCH. ACCOMP.
- 5652 A Bedtime at the Zoo. Ada Jones
- B Charming Weather. Ada Jones-Billy Murray
- 5653 A That Beautiful Rag. Arthur Collins
- B Old Wine in New Bottles. Zon-o-phone Concert Band
- Peerless Quartet.
- 5648 A By the Light of the Silvery Moon. B Parson Pinkney Unaccomp.

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- 5786 Pazzazza Promenade (A Trombone Moan) Huffer 10
- John Barnes Wells, Tenor.
- 5788 Boat Song. Harriet Ware 10
- 5789 Thine Eyes So Blue and Tender. Lassen 10
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- 31794 Gems from "The Red Mill": "Enough of Work." "Moonbeams Shining." "When You're Pretty and the World is Fair." "Good-a-bye, John." "The Streets of New York" Herbert-Blossom 12
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74175 Molly Bawn Lover	12
Florencio Constantino, Tenor, with Orch.—In Italian. Manon—Ah tenez, douce image! (Depart, Fair Vision!) Massenet	12
Maud Powell, Violinist, Accomp. by George Falkenstein. Traumerel Schumann	10
74173 Capriccio Valse (Waltz Caprice, Op. 7) Wieniawski	12
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16564 Col. Wellington's March (Reeves) Pryor's Band	10
C. G. V. March (Votteler) Pryor's Band	10
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AND
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 NEWS
 15

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The Talking Machine World

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New York, September 15, 1910.

Price Ten Cents

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Are you doing business on a banking basis? If not you had better get busy. "But I am not running a bank," some wisecracker will say. Maybe not. And the man who makes that reply never will. Another man would ask, "What do you mean by a banking basis?" I mean just that. I mean a house furnishing banking business, in which you loan the legal 70 per cent. of your depositors' money and take therefor commercial paper, with good security, having a definite due period and a sound recourse for recovery on failure to pay.

What do I mean by your depositors' money? I mean the money you have borrowed from your faithful bank or your trusting friends. I mean the merchandise entrusted to you by jobbers and manufacturers, all holding you to account for the faithful discharge of duty.

What do I mean by taking commercial paper with good security? I mean you are not faithful to your trust unless every one with whom you open an account is taken into that little private room, where, after careful inquiry into his ability to liquidate his debt as it falls due, his name is properly affixed to a binding contract calculated to make every stockholder and creditor of your business absolutely secure.

As to the form of this contract, if you are selling to the classes it may be an ordinary note endorsed by a responsible property holder. But if you are dealing with the masses by all means make a lease note, whereby the goods sold become the best security and the terms of payment can be so arranged as to suit every income. Then there will be no loss.

More than 99 per cent. of the people will pay if you will only give them a proper chance, and I can prove it. Our losses for the first three of the past six years aggregate less than two-fifths of one per cent. That means more than 99 per cent. were honest.

But your broker is wise. You ask him for \$10,000, and he shows you how to get along with \$5,000. When this falls due what happens? Do you go to the bank and pay it? Hands up. No, and neither did he expect it. You reduce the loan

\$1,000 and renew. You borrowed the money for 90 days, and pay it all in three years, liquidating a little at definite intervals.

Now, when the next man earning \$10 per week comes in, open an account with him at \$1 per week and he'll pay you if—if you do just what your own banker does with you, and I know you are honest. Every time that note comes due you will have to go to the bank or the bank will come to you. Did you ever know any one to escape it? Nor did you ever know any bank to lose money on a loan except through worthless security. Neither will you. Sell only good goods. Make them stand for the faithful performance of the proper terms of agreement. Then you cannot lose. For the merchandise plus the after payments will be worth more than the actual loan.

THE TALKER AS A TUTOR.

Besides Being a Money Saving Proposition It Does Not Lose Patience with Backward Students.

The talking machine long ago found a decidedly secure place in the field of educational work, proving a drill master that was always perfect and never impatient. From use in the classroom the talker has advanced in a number of cases to the position of private tutor for the student who is backward or the man who desires to "cram."

While tutors command as high as \$3 per hour and are kept busy from morning till night, the work is an exhausting strain upon the tutor.

In the old days the tutor would quiz and explain alternately hour by hour, and at the day's end voice and temper would be frayed about the edges. Now, however, phonograph records of a complete series of all the drill questions on a subject are prepared. About ninety questions can be put upon one record, and the tutor will have as many as necessary to cover his subject.

"Give the first person, plural, active, past definite of 'voir,'" demands the phonograph in a cold, impersonal tone, and the youth proceeds to scribble the answer. "Third, singular, future, indicative, active of 'aller,'" comes out from the horn, and so on through the list on which the youth is supposed to be prepared.

As each sheet of answers is completed the tutor corrects it, until at the end of the session both master and pupil know the weak places. The questions are reeled off at a speed which leaves no time for reflection.

"The thing won't let you stop to think," complained one young fellow about to take college entrance examinations for the third time. "There's nothing to do but to have the answers at the tip of your tongue. I call it pretty strenuous."

As the pupil becomes more proficient the machine is set at a faster rate, and when he can go through the questions at top speed, without slips, it is a fair sign he knows the work. Meanwhile papers have been corrected, the next day's work outlined, and the tutor's voice and energy conserved.

Under the old method, at the end of a day's work a tutor frequently could talk hardly above a whisper.

AD. PULLS IN ESPERANTO

Brings Results to Commercial Club from All Over the World—A Chance for Talking Machine Men.

Portland, Ore., in the process of booming itself inserted an advertisement in the "Amerika Esperantisto," and as a result of that one advertisement, says the Portland Telegram, "communications from practically every country of the globe are reaching the Commercial Club. When Assistant Manager Crissey opened the morning mail to-day he found a batch of communications with the

strangest aggregation of postage stamps he had ever looked upon in one day.

"Upon opening these and getting the substance of the inquiries tabulated, it was found that men in Russia, Germany, Denmark, Belgium, the Philippines, France, Italy, Holland, Sweden, Austria, Canada, Mexico and other American countries are on the list. They all wanted to know of Oregon, of the opportunities here for homes and of the conditions attending immigration.

"This advertisement was an experiment. The management did not know to what extent the new tongue was being spoken in the world; but the remarkable series of inquiries received indicates that the circle of readers and students of Esperanto is large, and covers the globe."

Which one of the great talking machine companies will be first to use Esperanto in advertising matter?

A SYSTEM OF WIRELESS TELEPHONY

Described by Italian Scientist—Based Upon Use of Spark-Gap and High-Tension Current—Details of Experimental Equipment.

A system of wireless telephony was recently described by Professor Majorana before the Associazione Elettrotecnica Italiana. The system is based on the use of a spark-gap. For generating the spark a special rotating arrangement is used by which it is claimed 10,000 single sparks per second can be obtained. In wireless telephony a microphone is required that can be used with high-tension currents. It must be capable of withstanding a pressure of several thousand volts and of carrying a considerable current.

These conditions gave rise to the Majorana hydraulic microphone, which depends on the capillary properties of fluid jets. A stream of liquid flowing from a suitably constructed opening divides itself into drops which follow each other at practically constant intervals. The frequency may be noticed acoustically by allowing the drops to fall on an elastic membrane, which then gives out a sound of corresponding frequency.

When mechanical oscillations are superimposed on the fluid jet periodical constrictions may be noticed which are of very nearly the same frequency as the superimposed oscillations. The drops thus force the membrane on which they impinge to give out sounds of a corresponding frequency. If the drops fall on a level surface at right angles to their direction a covering of thickness varying with the frequency of the drops is formed.

Professor Majorana has constructed his microphone on this principle and has obtained telephonic currents of extraordinary clearness and strength. This microphone consists of the usual mouthpiece and of a membrane fixed to a glass tube which moves freely under the oscillations of the membrane and through which slightly acidulated water flows.

The liquid passes out of a special opening in the glass tube and strikes the upper surface of a collector, consisting of two cylindrical pieces of platinum insulated from each other. On striking the middle of the collector the fluid spreads itself over the surface and puts the two halves in permanent connection. Thus a battery whose poles are connected in circuit with a telephone and this collector, will send a constant current through it so long as the membrane is not affected by sound waves.

When the membrane vibrates the aperture begins to oscillate, and varies the flow of drops so that the fluid on the collector is continually altering in thickness. If this circuit is connected in a suitable way with the spark-gap mentioned above, the intensity of the spark will correspond with the sound waves and will transmit to the receiving station the appropriate words and sounds with force enough to be heard.

TALKING MACHINE RECITALS.

Some Excellent Suggestions as to How to Secure Best Results Through That Form of Publicity—Avoid Commercialism.

As has frequently been emphasized by those who have made a study of methods for bringing talking machines strongly before the public, one of the best means of accomplishing that result is through the medium of the recital. Of course, the majority of talking machine dealers have already adopted the recital form of publicity, but nevertheless the following article by O. E. Kellogg, of Cleveland, O., containing a number of valuable suggestions regarding recital work, is of timely interest, especially at the opening of the busy fall and winter season:

Beyond a doubt, public recitals wherever tried have given the business an impetus and resulted in sales. However, the number of sales depends largely, if not entirely, on just how the recitals are conducted. This feature of the talking machine business, although showing some improvement, is still sadly neglected. This is an epoch of demonstration, therefore it behooves the dealer to inform the public of the great artists through the "talkers" and records. Whenever possible, give these recitals in your warerooms. Train the public to understand that your establishment is the abode of great artists' voices. If you rent a hall, aside from the extra expense, the surroundings are only usual, and you lose a valuable asset.

My idea of the recital feature is to eliminate commercialism. Don't advertise that "Smith & Brown Co." invite you to a recital; rather say the management of "Grand Opera Hall," "Victor Hall," "Edison Hall," or any other suggestive name, will present Caruso, Melba, Farrar, Sousa's Band, etc. Do not add that the "Victrola" will do the work. You arouse curiosity by not doing so.

The program must be arranged tactfully and tastefully. If you are not educated in music and have never studied the arrangement of programs, secure some musician to assist you, and you can also draw on local talent to aid you. In following this plan you secure gratuitous publicity through the society columns and music pages of the papers before and after the recitals. The Victrola advertisement should appear on the same page, and next to, if possible, the write-up of the recital.

The attendant at the machine should describe each record before it is played. Tell your audience where the number appears in the opera, or, if it is a ballad, give an outline of the composer; say when and where born, the prominent composi-

tions of the author, and then recite the poem that you are about to demonstrate. Also, mention the artist who renders the selection. This plan is much more effective than merely methodically playing one record after another in a sort of a mechanical manner. As to the attendance—request the presence of the leading musicians and society people, and provide them with reserved seats. You will find a fair percentage of those in attendance, although they may have attended from curiosity, will have developed into good customers.

One evening an old gentleman sat near the Victrola, very much interested. He shook hands with me on retiring, and remarked he hadn't expected to hear anything so grand. A few days later his daughters presented him with a Victrola, remarking to me that all he could think of since hearing the recital was grand opera.

Ascertain the studies in the public schools and search your catalogs for compositions by the authors they are studying, then invite the teachers to demonstrations. By so doing you will receive free announcements in the schools, with the request that the pupils attend. I invited the professor of music of the public schools of Dayton to spend an evening with me hearing grand opera. He grasped the possibilities of the talking machine as an educator and induced the superintendent to secure the purchase of a machine by the school board. Three other schools have since been supplied, and soon all of the schools of that city will possess a Victor.

A lady came in the other day and asked to see and hear a machine like the one used in the school, remarking that her children were becoming so familiar with classical music that she had herself become interested, and wanted a machine at home, so as further to develop her children's minds in good music.

Excellent results will be obtained in giving well devised recitals. David Bispham is on record as saying that a talking machine and player-piano should be used in every school. Other prominent educators are getting in line, and the question is, Will you be the dealer to profit in your locality?

WANAMAKER'S ADVERTISING ADVICE.

If there is one enterprise on earth that a "quitter" should leave severely alone it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins it that he must spend money—lots of it. Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

Advertising does not jerk; it pulls, said John Wanamaker on one occasion. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power.

TO RECORD INDIAN SONGS.

Miss Densmore Visits Leech Lake Reservation—Will Transcribe Music for Piano and Scientifically Analyze It.

As agent of the Bureau of Ethnology at Washington, Miss Frances Densmore has gone to the Leech Lake Indian reservation, in Minnesota, where she will make a special study of the music of the Chippewas, submitting her report on the Chippewas, after having visited the Red Lake, Mille Lacs and other reservations.

Several hundred of the tribal songs have been recorded on the phonograph and sent to the Smithsonian Institute for preservation and reference.

Miss Densmore has taken these records, transcribed them in piano score and analyzed them scientifically. She has also made a study of Filipino music, and thinks the Chippewa music is of a high grade and most excellent, occupying a higher plane than the few tones embraced in the music originating in our island possessions.

The voice of one of the leading chiefs of the northern Chippewas, Gemi-Urinac, is preserved in a phonograph record at Washington.

Of special interest to Miss Densmore will be the Indian celebration at the Leech Lake Agency. One of the features, furnishing her with rich material for study, will be the war and squaw dances of the Chippewas. One volume of Miss Densmore's researches is now in press, and will soon be ready for distribution. The second volume will appear in the near future.

FOR "THE MAN IN CHARGE."

I say to the man in charge, whether you're over two or a hundred and two, get together once a week and talk things over. It will simply amaze you the points that you and the rest will get by coming together. Away from the counter, men; loosen up! And this mutual loosening up is the very thing the business needs. Clerks keep things under their hats; there is no doubt about that. Can you blame them when they don't get a chance to shoot off? It isn't that they're sore; it isn't kicks they have—but it's "ideas," and you cannot afford to run your business without these ideas.

You, yourself, have your plans, your ideas, your selling system, your scheme of organization, and you ought to know that the most effective way to put these into operation is to have a heart-to-heart talk.

NO STANDING STILL.

There is no such thing as standing still. We are either going up the ladder or going down. In which class are you? The man who has not the courage to ask himself this question and to seek a correct answer is on dangerous ground. It is better to know the truth, even though it is against you, than to remain in a rut until it is too late to get out. It is not necessary to be a genius to be going the right way of the road. Patience, diligence, perseverance, regularity and economy of time will always win. These are qualities which all can possess, and the acquiring of them is a small price to pay for success.—Gage E. Tarbell.

JOINING THE COMMERCIAL FAMILY.

A trade paper, at a recent convention of the industry it exploited, stated: "We can harness competition and friendship, hitch them side by side to the chariot of Commercial Progress and drive them in a spirited manner on the Road to Success." The manufacturer, the jobber and the dealer are all one large commercial family, and among them should always exist the best of feeling and a genuine interest in the welfare of all. The possibilities of a united effort either for good or evil of an organization are wonderful and far reaching.

EASTERN CO. SERVICE

IS THE KIND THAT GETS THE GOODS INTO YOUR HANDS WHEN YOU WANT THEM

Popular Records in the height of their demand, not after your competitor has supplied the demand. Try Eastern Service. Once Tried, Always Used.

Write us for samples, descriptive circular and prices of

Grand Opera Needles

The best needle on the market. Packed in patent boxes, with two compartments in lots of 300, 500 and 1,000, and in boxes of 100. Prices Right, Quality the Best.

YOU SHOULD HAVE "DUST-OFF"

For Edison Records

RECORD CLEANERS

For Victor Records

The largest selling accessory ever put out. Write for circular and price list.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



VICTROLA XII
Mahogany, \$125



VICTROLA XVI
Circassian Walnut, \$250
Mahogany or Quartered Oak, \$200

The popularity of the Victrola means a greater business for you

Victor dealers everywhere are realizing as never before the splendid opportunities the Victrola offers them.

The Victrola is the greatest and most popular of all musical instruments. Music-lovers the country over have greeted it with unbounded enthusiasm and approval—and its popularity is increasing every day.

It is one of the greatest successes we have ever had. There is absolutely no other instrument like it—nothing else to compare with it in any way.

And Victrola buyers are good customers for Victor Red Seal Records, too.

If you haven't added the Victrola to your Victor line, by all means write to your distributor for one to-day.

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.
- Altoona, Pa. W. H. & L. C. Wolfe.
- Atlanta, Ga. Elyea-Austell Co.
Phillips & Crew Co.
- Austin, Tex. The Petmecky Supply Co.
- Baltimore, Md. Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
Wm. McCallister & Son.
- Bangor, Me. M. H. Andrews.
- Birmingham, Ala. E. E. Forbes Piano Co.
Talking Machine Co.
- Boston, Mass. Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Steinert & Sons Co.
- Brooklyn, N. Y. American Talking Machine Co.
- Buffalo, N. Y. W. D. Andrews.
Neal, Clark & Neal Co.
- Burlington, Vt. American Phonograph Co.
- Butte, Mont. Orton Brothers.
- Canton, O. The Klein & Hefelman Co.
- Chicago, Ill. Lyon & Healy.
The Rudolph Wurlitzer Co.
The Talking Machine Co.
- Cincinnati, O. The Rudolph Wurlitzer Co.
- Cleveland, O. W. H. Buescher & Son.
Collister & Sayle.
The Eclipse Musical Co.
- Columbus, O. Perry B. Whitsit Co.
- Denver, Colo. The Hext Music Co.
The Knight-Campbell Music Co.
- Des Moines, Iowa. Chase & West.
Harger & Blish, Inc.
- Detroit, Mich. Grinnell Bros.
- Dubuque, Iowa. Harger & Blish, Inc.
- Duluth, Minn. French & Bassett.

- Elmira, N. Y. Elmira Arms Co.
- El Paso, Tex. W. G. Walz Co.
- Galveston, Tex. Thos. Goggan & Bros.
- Grand Rapids, Mich. J. A. J. Friedrich.
- Honolulu, T. H. Bergstrom Music Co., Ltd.
- Indianapolis, Ind. Musical Echo Co.
Wulschner-Stewart Music Co.
- Jacksonville, Fla. Carter & Logan Brothers.
- Kansas City, Mo. J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
- Knoxville, Tenn. Knoxville Typewriter & Phonograph Co.
- Lincoln, Neb. Ross P. Curtice Co.
- Little Rock, Ark. O. K. Houck Piano Co.
- Los Angeles, Cal. Sherman, Clay & Co.
- Louisville, Ky. Montenegro-Riehm Music Co.
- Memphis, Tenn. E. E. Forbes Piano Co.
O. K. Houck Piano Co.
- Milwaukee, Wis. Lawrence McGreal.
- Minneapolis, Minn. Lawrence H. Lucker.
- Mobile, Ala. Wm. H. Reynolds.
- Montreal, Canada. Berliner Gramophone Co., Ltd.
- Nashville, Tenn. O. K. Houck Piano Co.
- Newark, N. J. Price Talking Machine Co.
- Newark, O. The Ball-Fintze Co.
- New Haven, Conn. Henry Horton.
- New Orleans, La. Nat'l Auto. Fire Alarm Co.
Phillip Werlein, Ltd.
- New York, N. Y. Blackman Talking Machine Co.
Sol Bloom, Inc.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Jacot Music Box Co.
Landy Brothers, Inc.
New York Talking Machine Co.
Silas E. Pearsall Co.
Benj. Switky.

- Omaha, Neb. A. Hospe Co.
Nebraska Cycle Co.
Piano Player Co.
- Peoria, Ill. Putnam-Page Co., Incorp.
- Philadelphia, Pa. Sol Bloom, Inc.
Louis Buchn & Brother.
J. E. Ditson & Co.
C. J. Hepp & Son.
Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc.
- Pittsburg, Pa. C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
- Portland, Me. Cressey & Allen.
- Portland, Ore. Sherman, Clay & Co.
- Richmond, Va. Cable Piano Co., Inc.
W. D. Moses & Co.
- Rochester, N. Y. E. J. Chapman.
The Talking Machine Co.
- Salt Lake City, Utah. Carstensen & Anson Co.
The Consolidated Music Co.
- San Antonio, Tex. Thos. Goggan & Bros.
- San Francisco, Cal. Sherman, Clay & Co.
- Savannah, Ga. Phillips & Crew Co.
- Seattle, Wash. Sherman, Clay & Co.
- Sioux Falls, S. D. Talking Machine Exchange.
- Spokane, Wash. Eilers Piano House.
Sherman, Clay & Co.
- St. Louis, Mo. Koerber-Brenner Music Co.
The Aeolian Company of Mo.
- St. Paul, Minn. W. J. Dyer & Bro.
Koehler & Hinrichs.
- Syracuse, N. Y. W. D. Andrews.
- Toledo, O. The Hayes Music Co.
The Whitney & Currier Co.
- Washington, D. C. E. F. Droop & Sons Co.
Robert C. Rogers Co.

**Don't be an ostrich. Keep your head
out of the sand and make comparisons
for the good of your Accounts Receivable,
as per pages 32 and 33 of this issue.**



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

MILWAUKEE'S NEWS BUDGET.

Trade Shows Improvement and Dealers Are Optimistic Regarding Fall Prospects—Victor Machines for Public Schools—Mrs. L. E. Clark, Supervisor of Music, Enthused Over the Use of Talking Machines as an Aid to Teaching—Chas. H. Schefft & Sons Co. with Capital of \$5,000 Succeed Eichholz & Schefft—What the Leading Dealers Report.

(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 8, 1910.

Milwaukee talking machine dealers are decidedly optimistic regarding the coming fall and winter trade and predictions are being made that business will reach a new mark. Wisconsin crops are turning out to be much better than was anticipated earlier in the season and this is expected to help business in all lines. The widespread drought was broken by many rains during the past two or three weeks and hopes are entertained that the corn crop, which is all important in Wisconsin, will be almost normal.

The local retail trade is showing more life now that the hot weather is past and people are returning to the city. Dealers say that it is remarkable how the demand for the higher priced machines is maintained in Milwaukee. The September records in all lines are selling well. Wholesalers say that dealers about the state are showing their confidence in the coming fall and winter trade by placing some very satisfactory orders in machines and records.

Collections are reported as somewhat quiet in both retail and jobbing lines, but this is a condition which is expected to be remedied with the general revival which is taking place in all lines of trade.

Lawrence McGreal, well-known talking machine jobber, accompanied by his wife and family and Miss Gannon, owner of the McGreal store, has returned from an automobile tour about Wisconsin. Mr. McGreal is well pleased with the prospects of a lively fall business.

William Hope, Wisconsin and Upper Michigan traveling representative of the National Phonograph Co., accompanied by his wife, was a recent Milwaukee visitor. Mr. Hope is now making his headquarters at Marinette instead of at Milwaukee.

A big increase in business is reported by Alfred Hille, manager of the talking machine and musical merchandise departments of the Joseph Flanner music house. The Flanner store is located on the east side of the river, generally regarded as a poor sales district in the talking machine line, but Mr. Hille is overcoming the disadvantages of location and is setting a new mark for his house.

During a recent competitive test, with twenty-two teachers as judges, the Victor talking machine was selected for use in the Twenty-second district school of Milwaukee. The contest was an exhaustive one.

L. C. Parker, manager of the talking machine department of Gimbel Bros., one of the Milwaukee representatives of the Victor, is meeting with excellent success in placing the Victor in the public schools of the city, the Twenty-second district

school being only one of the many which have been so equipped. The machines will be used in teaching music, for aid in chorus work and for concerts and other entertainments, which have become a part of the present day school life. Mr. Parker has been successful in placing the Victor in a majority of the seventy-five public schools of the city.

No appropriation has been made for talking machines by the board of school commissioners, but the money is raised by the teachers and pupils, who have come to see the advantage of having a talking machine in the buildings. Various ways were taken in some of the schools for raising the necessary funds for the machine and records. In some cases popular subscriptions were taken up, while in the majority of cases the money was obtained by giving entertainments for which an admission fee ranging from five to twenty-five cents was charged.

Mrs. Frances E. Clark, supervisor of music in the Milwaukee public schools and a prominent member of the music teachers' national organization, is enthusiastic over the results being obtained with the talking machine as an aid in music teaching. She says:

"The results obtained by using the Victor have convinced me that it is the most successful method to follow in teaching and developing musical appreciation, tone and voice culture, and in chorus singing. It gives an exact interpretation of all selections as rendered by grand opera stars."

"Business is picking up in excellent shape," said L. C. Parker, manager of the talking machine department of Gimbel Bros. "Although the summer months were rather slack, we are now getting all the business we can handle. It has been necessary for us to increase our working force and we will double the size of our stock during the next month."

Plans are being made to have the Milwaukee county board to commence legal proceedings against Joseph M. Carney, court reporter in Judge W. J. Turner's branch of the circuit court, to compel him to return to the county a phonograph and cylinder scraper, which he is using. This action will be taken as a result of a movement recently started to compel the court reporters to furnish their own material, the phonograph and scraper being among the apparatus necessary to carry on the work in that office.

The Charles H. Schefft & Sons Co., recently organized and incorporated, will carry on the talking machine business formerly conducted by Eichholz & Schefft at 839 Third street. The building is being remodeled and redecorated throughout and will be enlarged so that a larger stock may be carried. The company is capitalized at \$5,000, with Charles H. Schefft, of the Ross, Schefft & Weinman Piano Co., and his two sons, O. C. and Ernest, as incorporators. The business will be in charge of the two younger members of the concern, both of whom have had considerable experience in this line.

Milwaukee and the larger cities of Wisconsin will prove a good field for the business phonograph during the next few months, according to the statements of W. W. Quantrell, of the Edison

Business Phonograph Co., of New Jersey, and J. H. Becker, Jr., of the Hoeffler Manufacturing Co., of Milwaukee. These men recently started a campaign in behalf of this machine and report excellent results.

A practical demonstration was given before each person that was called upon and as a result, a number of trials and prospects have been secured. "Prospects for the business phonograph are 200 per cent. better at the present time than ever before," said Mr. Becker. "Taking the machine in his office for a direct demonstration is the most satisfactory manner of interesting the busy business man."

Large crowds are being attracted to the store of the Hoeffler Manufacturing Co. every Saturday evening to hear the concerts given on the Victor Auxetophone. The comic mirrors, which have been placed in the display windows of the store, are also attracting attention, with good results.

The September list of Victor records is an exceptionally popular one, according to the statements of the local dealers. Number 31794 is the greatest favorite, but the entire list is selling well.

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

The force at A. G. Kunde's Columbia store, 516 Grand avenue, will soon be increased as the result of the recent arrival of Miss Dorothy Kunde at the Kunde home, who will, no doubt, be taking full charge of the business before many years have passed.

The new B Z disc model Columbia will soon appear on the local market and Mr. Kunde is preparing for a good trade on the new design. Many inquiries have been received, but he expects the first shipment to be sufficient for immediate needs.

"The store with the revolving records in the window," is the name that is being applied to the downtown Columbia store as a result of A. G. Kunde's novel window display. Two indestructible records are attached with wires to an upright bar, shaped like a T. This is kept revolving continually and as the records are whirled about they strike against two bricks. The bricks are rapidly worn away, while the records show few signs of their hard usage.

Mr. Gibbs, of the Rudolf Wurlitzer Co., Chicago, visited in Milwaukee recently.

The plant of the New Idea Cabinet Co., recently opened in the McGreal building, is now in full operation. The New Idea disc record cabinet, invented by William Schmidt, traveling representative for Lawrence McGreal, the well-known talking machine jobber of Milwaukee, is finding a ready market, and a steadily increasing flow of orders is being received.

An Irish woman was in the store buying some sheet music for her daughter, and after she had bought what she wanted she started to leave the store, a subscription agent of The Philadelphia Record met her coming out of the store as he was about to enter it, and he said: "I beg your pardon, madam, but do you take the Philadelphia Record. The woman replied: "What the devil would I do with that record when I don't have a phonograph to play it on,"

IMPORTANT COPYRIGHT DECISION

Of Interest to the Talking Machine Trade Throughout the World, Particularly Those Having Relations with Mexico, Recently Handed Down by the Court of Cassation—Suit Brought Against J. Espinosa Who Represented the Columbia Phonograph Co.—Latter Defended Action and Are Entitled to Credit for Sweeping Victory Secured and Which Reverses Ruling of Appellate Court Which Fined Espinosa \$750 and Sentenced Him to 60 Days Imprisonment.

As the leading American manufacturers of records have established business relations of importance in Mexico, and this trade is growing with rapidity every year, the appended decision of the Court of Cassation will be of direct interest. European manufacturers will also be concerned in the opinion. The suit was brought against Joaquin Espinosa, manager of the Espinosa Phonograph Co., of the City of Mexico, who marketed the product and represented the Columbia Phonograph Co., General, New York, the latter really defending the action, and to whom credit is due for the victory gained.

The opinion of the court is very sweeping, reversing the Trial and Appellate Courts, which had fined Espinosa \$750 and sentenced him to sixty days' imprisonment, unless the fine was promptly paid or an appeal taken. There is no appeal from the decision of the Court of Cassation, and thus the criminal proceedings are brought to an end. The matter of whether or not there is any civil responsibility for the sale of copyrighted talking machine records in Mexico, without permission of the owners of the copyright, is now under consideration by the Supreme Court of the Nation, and a decision is looked for any day. The opinion in full follows:

Statement of Facts.

Considering Firstly: That as the appeal is limited to the first chapter of the complaint because the others have not been legally presented, it is only necessary to examine the judgment of the lower court as far as it condemns Espinosa to a real penalty, on the ground that he is responsible for the piracy of an artistic work under the terms of article 304 of the civil code; and decide whether that sentence made a correct application of the law or not, as affirmed by the appellant in presenting the grievance he complains of in the first chapter of his appeal.

Secondly: That the fourth division undoubtedly based its sentence on Espinosa on the accusation presented by the district attorney, who is charged by the law with criminal prosecutions and, as can be seen, it is conceived in the following terms: "Joaquin Espinosa is guilty of having traded in Mexico in the pirated works 'Machaquito' and 'Blanco y Negro,' property of Rafael Gascon." The division accepted this accusation, and held it proved (as stated in the second consideration) that the impression of the phonograph discs with the music of 'Machaquito' and 'Blanco y Negro' constitutes a real reproduction of those pieces, executed in this case without the consent of the author, and by a different process to that employed by him in the original; also, holding, as proved by the declaration of Espinosa, that he traded in discs and sold them in this city.

It concluded with the statement that the case comes fully within the provisions of article 1,204 of the civil code, and that under article 1,233, it is necessary to apply the penalty specified in article 432 of the penal code. These records of the prosecution, which decided the sentence, taken in connection with the pleas presented against them by the appellant in chapter 1 of his complaint, under revision, necessarily lead to a study of these two questions: First—Does the impression on phonograph discs constitute a reproduction of the musical pieces engraved thereon in such manner as to constitute piracy? Second—In such case, does the sale of those discs in itself render the vendor liable to punishment under the Penal Code?

Reproduction of Music Detined.

Thirdly: That the question raised with respect to the extent of the privileges enjoyed by the authors of literary or artistic works, has been much debated by authorities who treat of the subject, and has been the subject of much litigation when the copyright has been taken out; but this diversity of opinions must not call our attention, because it arises from the diversity of legal provisions, and in many cases from the silence or deficiencies in the laws which do not foresee the advance of the arts which might invade those rights; but in order to decide the concrete questions under debate, as studied by the Appeal Court and specified in the first consideration, it is necessary first to state exactly what is understood by reproduction. To begin with, it is to be noted that to reproduce, in the grammatical sense of the word, is to produce again, and this means that the reproduction must be equal to what is produced for the first time; otherwise, if a new or different thing is produced, there will be a new production but not reproduction.

Our law accepts this interpretation, as article 1,182 expressly provides that the proprietor of a literary work has the exclusive right to publish and reproduce, as often as he considers it desirable, the whole or part of the original work; and we at once see that, in such case, the reproduction is understood to be the new publication of the same original work, either wholly or in part. Article 1,145 provides that when an author has assigned his work, and afterwards makes substantial variation in the same, he can publish this corrected work without the proprietor of the original having any right to prevent him; and this proves that in the opinion of the law, there is no reproduction in such case, because the corrected work is not the original. Article 1,199 prohibits the author from producing, by a similar art, the work which he has executed and the ownership of which he has assigned to the person who ordered it made; which leads us to understand that the prohibition does not subsist if he executes it by a different art, and doubtless that is because in such case there is not a reproduction of the original work, in the true sense of the word.

A Record Not Strictly a Copy

Some foreign legislatures have adopted this view, as can be seen in volume 38 of the "Digest of Legislation," by Dalloz, in treating of literary and artistic copyrights; and where this author treats of the different opinions expressed and decisions given as to whether the translation of a work can be considered as piracy, he concludes, in paragraphs 352 and following, with an expression of his own opinion that, in spite of the fact that the translation is substantially the whole of the original work, from its title, its object, its plan, its doctrine and even its expression, that is to say, everything that really constitutes the work, as the language in which it is written is only an accident, it must not be considered a reproduction, and therefore, a piracy, because in the translation there is a new factor, which is the intelligence of the translator.

All this demonstrates that the word reproduction in this matter expresses the idea of a new publication of the original work; and, therefore, it may be fairly concluded that the impression of phonograph discs is not a reproduction of the pieces which are engraved; but, furthermore, it must be borne in mind that the impression is not made by copying the piece, but by fixing the sounds which are produced in the execution of the same. For this reason what the disc reproduces is the execution of the piece as it sounded when the impression was taken, and so true is this that if any note is substituted in the execution, any transposition is made or any irregularity, it is recorded on the disc, which for this reason can no longer be said to be an exact copy of the piece, but an exact reproduction of its execution.

Incorrect Application of the Law.

Fourthly: That according to this theory, articles 1,191 sub-clause IV, 1,196 and 1,201 sub-clause IV, of the civil code, as referred to in the second consideration of the sentence appealed from must be held incorrectly applied, because as the impression on the discs is not a reproduction of the pieces, they do not come within the provisions of those articles; but, as under our code and under the interpretation given by commentators to similar laws, every piracy implies a civil liability on the part of the person executing it, which resolves itself in the payment of loss and damages to the author whose rights have been infringed, as well as a criminal liability which is satisfied by the imposition of a real penalty, the lower court could apply those articles in support of the civil liability, which is not the subject of this decision, as well as of the penal liabilities, with which this decision exclusively deals. From this it results that the incorrect application here dealt with is that which has been given in the close connection which is claimed between them and articles 1,204 and 1,233 of the civil code, which are the real basis of the sentence.

Fifthly: That in its third consideration the Appeal Court says: "That by the confession of Joaquin Espinosa, manager of the Espinosa Phonograph Co., which fulfilled all the requisites of article 207 of the code of penal procedure, to the effect that he had traded in Mexico and sold phonograph discs which contain the pirated pieces 'Machaquito' and 'Blanco y Negro,' it has been fully proved that he committed the piracy which is referred to under article 1,204 of the civil code"; but as we have seen the engraving of the discs does not constitute piracy, the condition required under that article is wanting in this case, and, therefore, article 1,233 of the civil code and articles 432 and 218 of the penal code cannot be correctly applied to the case.

No Proof of Piracy Furnished.

Sixthly: That if the provisions invoked by the court below in imposing the penalty of a fine could not be correctly applied to the case, the result is that such penalty has been imposed contrary to the provisions of article 182 of the penal code, which, therefore, is violated, and gives a reason for the motion for cassation, in accordance with the

provisions of sub-clause IV of Article 514 of the code of penal procedure which has been invoked by the appellant.

Seventhly: That according to Article 535 of the last cited code when it is considered that cassation will lie, this division must constitute itself into a Court of Second Instance and pronounce the decision which is due; but, in order to comply with this duty in the present case, it is only necessary to take into account the different preceding considerations, by which it has been established. Firstly, that no proof has been furnished that the engraving of phonograph discs does constitute a piracy of the musical pieces so recorded, as there is no real reproduction; and secondly, that consequently the isolated fact of trading in those discs does not imply the liability specified in article 1,204 of the civil code, and still less one of a penal character, thus deciding the second question, but to this we must add that no proof has been given in the prosecution of an indispensable factor which would establish the penal liability of the vendor of the discs, and which is, that in making the sale he proceeded with malice, because besides proving the fact of the sale, it is also necessary to prove that it resulted in injury to the proprietor of the work, and that it was made with a full knowledge that it violated a right.

This requisite is indispensable, if we are to consider the act as punishable in the same way as a fraud is considered an offense, and it requires proof of all its factors. We cannot assume the existence of malice as specified in Article 9, because in the event of any infraction having been committed it would not come under a penal but under a civil law. As to the necessity of demonstrating malice in these cases we can refer to what is said by Dalloz in his work, page 493, paragraph 334, and by Carpentier in his work on French law, volume 31, page 891, paragraph 507, and following:

Sentence of Lower Court Reversed.

Eighthly: That if it has not been proved that the discs which were sold constituted, according to legal technicism, a pirated work, or that the sale was made with malice, the confession made by the manager of the Espinosa Phonograph Co. that he traded in such discs, is not enough to impose a penalty; because this, at the utmost, is the proof of an unimportant fact, and places the accused under the protection of Article 8 of the penal code as long as it is not proven that there were circumstances to bring him within the provisions of Article 1,233 of the civil code, and others relating thereto in the penal code, and, therefore, as long as such proofs are not rendered the accused must be acquitted in accordance with Article 203 of the code of penal procedure.

For these considerations, and on the grounds stated, it is declared:

1. That the sentence pronounced by the fourth division of this tribunal on the 14th of April, 1910, is hereby reversed only as to the penal part of that sentence, and to which the first chapter of the motion for cassation refers, or otherwise the first and third portions of that sentence.

2. The sentence of May of last year, pronounced by the second investigating judge, is hereby reversed, only in the penal part, in which Joaquin Espinosa, as manager of the Espinosa Phonograph Co. was condemned for the offense of fraud to the payment of a fine of \$750 and to a reprimand.

3. Joaquin Espinosa is acquitted from the charge made against him of having traded in pirated works, for which reason it was requested that the penalty for the offense of fraud should be applied to him.

Let it be notified and the records passed to the fourth division with a certified copy of this decision, for legal purposes and the present docket be in due time filed. It was so ruled by unanimous vote of the justices who formed the first division of the Superior Tribunal of Justice of the Federal District, and who subscribe:

Ang. Zavala—Julio Garcia—Arcadio Norma—Angel Zimbron—F. Lopez Roma—M. E. Mercado.



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.

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the instrument that renders the best of every character of entertainment from Grand Opera to Vaudeville, as it is rendered on the stage—the instrument that plays both Edison Standard and Amberol Records—

the instrument that has the permanent reproducing point that does not scratch or wear out the record and never needs changing—

the instrument on which they can make their own records at home—

the instrument that Thomas A. Edison invented and improved and brought to its present perfection as the greatest entertainer of any age—the Edison Phonograph.



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59 Lakeside Avenue, Orange, N. J.

The Edison Phonograph

is the *complete* sound-reproducing instrument. An instrument that only reproduces sound and on which records can *not* be made at home is only *half* an Edison.

The Edison offers your customers all that any other sound-reproducing instrument can offer, besides its own great features—Amberol Records, sapphire reproducing point and home recording.

It offers you all these big selling features that you have to fight against when you handle other lines—with the Edison all the arguments are *on your side*. Write your Edison jobber today.

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59 Lakeside Avenue, Orange, N. J.





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NEW YORK, SEPTEMBER 15, 1910.

THERE are a good many buyers in New York—buyers who to-day practically fill every hotel in New York, and, by their presence, a new impetus is given to business, and, broadly, there is hardly an unfavorable element in the situation.

There was a time awhile ago when the people were frightened by the bear clamor and were buying only from hand to mouth, but recently there has been a decidedly more optimistic feeling in financial, commercial and agricultural circles.

In spite of reports, it seems that some states will surpass all previous records in wheat raising.

The country is on a sound financial footing and the crops this season will be fully up to those of an average year.

So, it would seem that the business men should feel encouraged to go ahead and make their plans in a large way for early delivery of stock.

Talking machine men should show their confidence in the business future by placing their orders early.

Some of them know what trade they lost last year simply by holding back until a very late period in ordering stock.

Business will be conducted in a good substantial manner during the fall and winter months and the man who is in a state of preparedness is the one who will reap the fullest benefits from such a condition.

The man who waits until the last moment before ordering runs a great risk—a risk that it doesn't pay to take.

MANY piano dealers from time to time are taking on talking machines and some are meeting with splendid results.

A good many, however, do not understand the possibilities of this business and

they seem to feel that the mere securing of an agency for a leading talking machine should send the people to their establishments in throngs.

It is perfectly ridiculous to believe that a special business would be successful without special treatment.

The talking machine business is no different from any other.

It requires intelligent treatment through the application of sound business moves.

Simply to take on talking machines and store them away in the establishment and expect that the business will pay is absurd, to say the least.

Dealers should plan systematic campaigns and they should interest the people.

There are in this broad land millions of homes which it is possible to equip with talking machines, and, therefore, tremendous educational work should be carried on to interest people and acquaint them with the marvelous powers of the modern talking machine.

These wonderful creations have been admittedly powerful educators, in that they have carried a knowledge of classical music into the homes of people where such music would have been unprocurable save through the mediumship of the talking machine.

But the talking machine requires intelligent treatment just the same as any other special product.

In other words, there must be constant activity on the part of those interested to interest the people.

THE small talking machine man must wake up and inject a little ginger into his business methods, or he will lose in the game.

The talking machine man in the small town should not permit his local clients to get away from him and gravitate to the big cities, where they are won over by the glamour of some of the great talking machine emporiums, but the small merchant will surely lose a lot of trade which should naturally come to him if he does not become keenly alive to the demands of the local situation.

The home merchant is entitled to special consideration, and there is no reason why residents in the small towns should not patronize the home dealers for everything, and they will, but the small dealer must be just as active as the larger merchant.

The big houses have made fortunes by their up-to-date policy, and the small dealers can largely increase their income by studying the methods adopted by some of the big men of the country.

MEN all the time are appreciating more and more the value of publicity.

In truth, the growth of publicity in all forms indicates a high standard of social being and brings about ethical and moral progress as well as material advancement.

To desire better clothes, better houses, better food, is to improve our ethical condition and our moral standing as a nation.

To want the luxuries of yesterday—the necessities of to-day—is simply raising the standard of our moral and ethical being, so that intelligent publicity is a good investment

not materially alone, but morally and ethically.

But the average business man, however, does not always view it in this way.

He makes an investment, and publicity is an investment, with the object in view of securing direct returns.

In most cases he gets returns.

If it were not so the enormous avenues of publicity would have been clogged up with the flotsam and jetsam of the business world long ago.

THERE are many ways in which the small merchant can secure a much-needed local publicity.

If he does no more than get out a few invitations to people asking them to come and see the up-to-date talking machine on such a date he will be doing something, and the probability is, if he will try out this entertainment form two or three times, he will be surprised at the results won.

There are so many people who do not understand the modern talking machine—people who have not the remotest idea of its wonderful powers, who might be interested sufficiently to drop into the local warerooms just to satisfy their curiosity.

If the men and women in the great cities are interested sufficiently to oftentimes crowd the exhibition rooms when special entertainments are given, then certainly there should be enough people in the small towns who would respond to the invitation sent them by the local dealers in a sufficient number to make the proposition interesting at least.

ONE of the very excellent reasons why the financial showing made by certain stores compares poorly with that of their competitors is the lack of intelligence and training exhibited by sales people in those stores.

Inasmuch as the salesmen or saleswomen are a direct link between the firm and the public it is understood that the concerns in question devote little attention to the instruction and development of this important branch of the store's personnel.

We have seen salesmen in some stores exhibiting talking machines and records in the most unattractive and indifferent manner.

They were not doing justice to themselves or to their employers.

In fact, they were repelling trade rather than encouraging it.

Some of the great concerns have awakened fully to their needs in this particular line and they give special instructions to their salesmen.

They hold more or less frequent meetings with the staff at which talks are given by members of the firm, heads of departments, etc.

They combine in the maintenance of a school of salesmanship.

Now, systematic training is a good thing and will help everyone in the business.

There is unquestionably a great future for merchants who recognize the important part which tactful salesmen play in their business.

Tactful salesmen mean an increase in sales—a growth of business—an augmentation in profits—all of which is most desirable in the talking machine business.

TRADE ON THE PACIFIC COAST.

Business Has Shown a Marked Improvement During the Past Few Weeks, Particularly in San Francisco—Convention of Native Sons Will Bring Quite a Crowd to the City—Dealers Buying Conservatively—Pacific Phonograph Co. Developing Plans—Big Shipments of Victrolas Arrive at Sherman, Clay & Co.—W. S. Gray Visiting with Geo. W. Lyle—The News of the Month in Detail.

(Special to The Talking Machine World.)

San Francisco, Sept. 3, 1910.

Quite an improvement has been noted in the talking machine trade of the Pacific coast territory during the last few weeks, and while business is not exactly booming at the majority of places, there is a very satisfactory movement for so early in the season. The improvement has been especially noticeable in San Francisco, where retail business, which was very quiet for a time, is now fairly active. The prosperity of the outside communities now seems to be having its effect on the city, and local dealers look forward to an extremely busy fall. The convention of the Native Sons, to be held here September 8-10, will probably have an adverse effect in some lines, but it is believed that high-class records will have a large sale at that time. Country people will be here from all parts of the state, and as several local dealers are known to have very complete stocks on hand many will doubtless take the opportunity of getting records not usually carried in the smaller stores. A good many dealers will also be here at that time, and intend to visit the wholesale houses and place large orders for their fall supply. The Native Sons' celebration will probably open the fall season in the local retail trade, and if so the busy season will start considerably earlier than last year.

Outside dealers have been buying on a rather small scale for the last two months or more, but in view of the increasing demand they have felt lately they are now beginning to order on a larger scale. At the same time a few new stores are being started, and altogether the wholesale business is decidedly active. Arrangements for wholesale stocks were completed some time ago, and for the last month arrivals have been extremely large. It is safe to say that supplies of all lines of talking machine goods in the hands of distributors in this territory are now larger and more complete than ever before. While many orders have been received from the trade, deliveries from the jobbers have not yet commenced on a large scale, but shipments will increase rapidly for the next month. Stocks will be kept as complete as possible, and jobbers are prepared to handle an enormous volume of business, but from the way the season is opening stocks are likely to be badly depleted before the end of the year.

The Pacific Phonograph Co. have been extremely busy receiving and arranging their new stock, the shipments including a very large number of Amberolas. The company are having great success with this machine, which Mr. Pommier says is now being placed in many parts of the coast where high-priced machines have never before been salable. It seems likely that it will be very difficult to keep these machines in stock, as most of those recently received were required to fill orders. The company have about decided to take on another floor, as it is becoming evident that the space now occupied will be inadequate during the rush season. The company are keeping up their activity in the northern part of the territory, and have added several new accounts in that district within the last month.

Andrew G. McCarthy, who manages the wholesale Victor business of the coast for Sherman, Clay & Co., has been busy looking after the large arrivals of goods for the last few weeks, and states that the stock of machines is now complete. In view of the amount of goods ordered, and the arrangements made for prompt shipment, Mr. McCarthy believes he will be able to meet all requirements promptly from now until the end of the year, avoiding the delays which occurred at times last fall. Arrivals of Victrolas have been espe-

cially heavy, and for the first time this year there are more of these machines on hand than are needed for immediate delivery. Mr. McCarthy is highly gratified with the manner in which the season is opening, as there has been quite a rush in both wholesale and retail departments most of the month. Sherman, Clay & Co.'s retail department is keeping up its efforts with the Victrola, and is expected to sell more of these machines this fall than ever before.

Walter S. Gray, Pacific Coast manager for the Columbia Phonograph Co., left a couple of weeks ago for the North to meet George W. Lyle, general manager of the company. In company with Mr. Lyle he is now making a tour of inspection through Oregon and Washington, but is expected at the San Francisco office in a few days. They will probably continue the trip through southern California. The company's local distributing office is well supplied with goods at the moment, but is not likely to remain so very long, as heavy orders are coming in from the retail agents all over the state.

Wm. Stiedham, who has had charge of the company's business at Los Angeles for some time, made a visit to the San Francisco office last month. He is enthusiastic over the progress which Columbia goods are making in the southern part of the state, and looks for an enormous business in that district for the next few months. He is especially pleased with the growing demand for the new model Grafonola machines, which, notwithstanding the large demand for them here and in the North, are probably in greater demand in southern California than elsewhere.

R. M. Bird, who has been connected with the talking machine business in the East for several years, has taken a position under Mr. McCarthy in the wholesale department of Sherman, Clay & Co.

P. T. Bacigalupi, Jr., of Peter Bacigalupi & Sons, and Mr. Douglas, of the Victor Talking Machine Co., have been on a hunting trip in the mountains of Marin County.

Peter Bacigalupi & Son find their local retail business picking up considerably at present, though they say there is still plenty of room for improvement. They have been holding a special sale of 10-inch records, at which they cleaned out a large amount of old stock. They have so far been unable to dispose of their lease, but hope to do so in the near future, as with the opening of fall there is considerable inquiry for store space.

The Columbia talking machine department of Kohler & Chase is still covering the local retail business in good style, and has had a good run

for the past month. This company's branch at Sacramento has been discontinued. A new member of the selling force at the local store is T. W. Hindley, who was formerly with the Columbia Phonograph Co. in New York.

INFLUENCE OF THE WORLD.

Remarkable What Value Lies in Advertising in a Good Trade Paper

That The World wields a tremendous influence in all countries is well known to advertisers and we have on file many letters which we have received from clients in different parts of the country telling us of the splendid returns which they have received through the exploitation of their specialties in the columns of this publication.

The subjoined shows the way a temporary advertiser has been benefited by this publication:

New York, Sept. 1, 1910.

Edward Lyman Bill, Esq.,
New York City.

Dear Sir:—

Regarding our Ad. in the March issue of the Talking Machine World, we take pleasure to state that the one Ad. has brought us orders from all parts of the world.

Even from New Zealand, from Dunedin we had an order this morning. It is remarkable what value lies in advertising in a good trade paper.

We are going to have again an Ad. on a still bigger scale in the October issue, and trust to receive the same fair treatment as previous.

Wishing you success for your paper, we beg to remain,

Yours respectfully,
(Signed) The Int. Record Program Co.,
Maurice Lange.

ADVERTISING APHORISMS.

Any one can write an advertisement—but will the other fellow read it? That's the test.

Your business story is of interest to no one but yourself until you make it so—by interesting copy.

Not by salesmanship, but by service, will the advertising agent finally win.

Don't chuck your advertising into a hopper. There's a better way.

Good taste does not make advertising cost more—it makes it *worth* more.

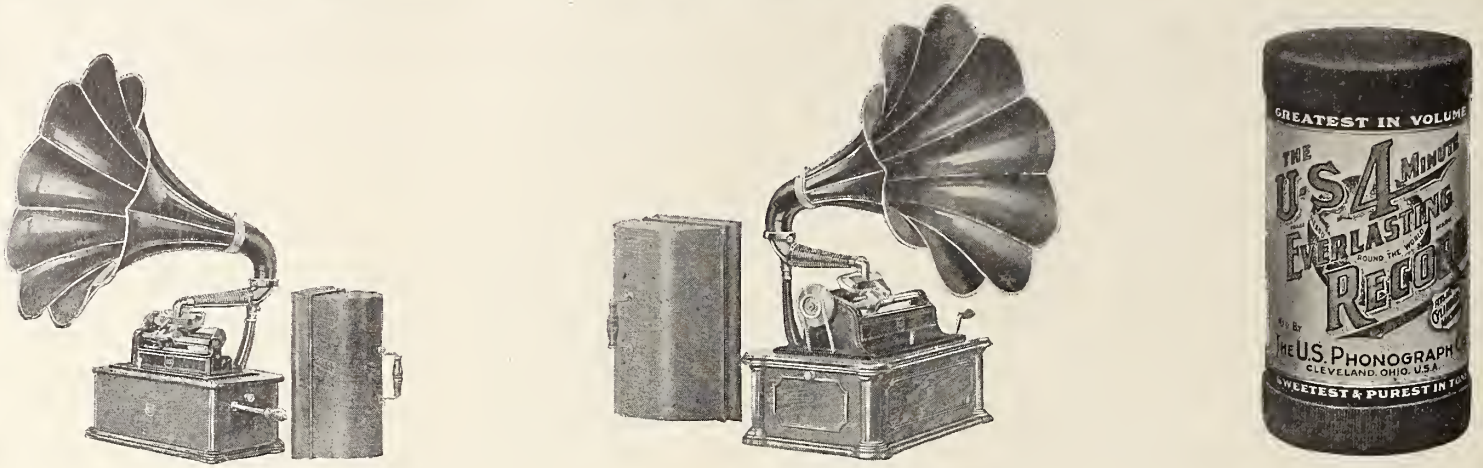
Advertising—of the right sort—should reduce—not increase—your selling costs.—Printer's Ink.

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 Chance For Every Phonograph Dealer to Grow **BIG**

*If you are looking for the **RIGHT** phonograph proposition,
with the **RIGHT** co-operation, investigate at once the*

U-S Combination Phonograph

During the past four months we have proved that a particularly opportune time has arrived for the introduction of a **practical** and **genuinely musical** phonograph. Our proof comes in the shape of letters from representative dealers in all parts of the country, who, after their experience with the ordinary phonographs now on the market, are not only interested, but really enthusiastic over the U-S Combination Phonograph and U-S Everlasting Records.

This enthusiasm results not only from the mechanical excellence of the line, but from the **big sales** and increased profits in plain sight of every dealer who handles the U-S.

These dealers—and they are, many of them, big dealers already—are interested in the **mechanical points of superiority** which the U-S maintains over any other line.

They speak with enthusiasm about the **AUTOMATIC CHANGE REPRODUCER CARRIAGE** by which a change is instantly and automatically made from a two-minute to a four-minute record, or vice versa, by a twist of a shift key.

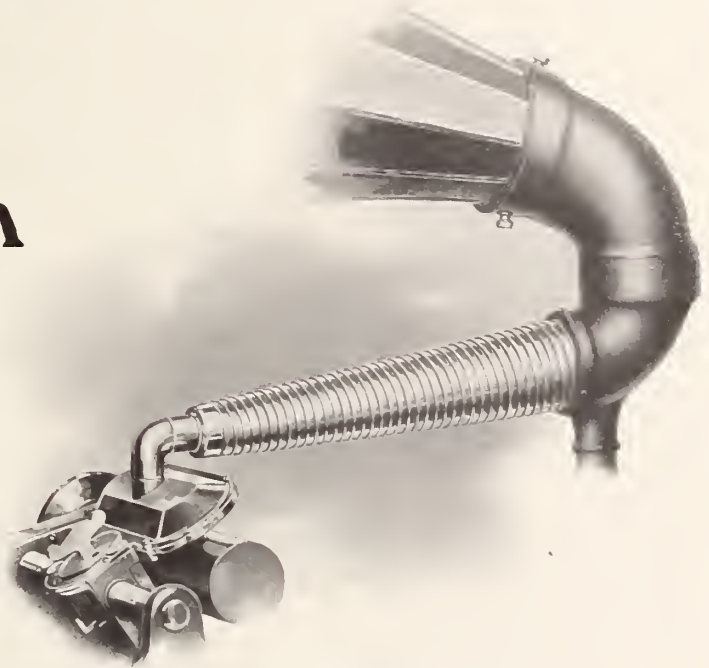
They endorse without qualification our claims for the **enlarged and sensitive diaphragm**, which gives the greatest possible musical detail, and the **Mandrel Pulley Balance-Wheel**, which keeps the reproduction always true to pitch.

They are enthusiastic, and rightly so. They are recognizing the possibilities for profit in this new line, and from this fact alone it would be obvious that the innovations we have introduced into the phonographic field are **BIG IMPROVEMENTS**—the very ones you and your customers have been waiting for.

IMPORTANT ANNOUNCEMENT ON THE NEXT PAGE



The New Flexible Tone-Arm Which Makes the U-S Still Better



The U-S Flexible Tone-Arm

Again the U-S scores—with an improvement which surpasses anything yet accomplished since the invention of the U-S Automatic Reproducer Carriage.

All U-S machines, from the lowest priced to the magnificent Peerless, are regularly equipped with the U-S Flexible Tone-Arm. By means of this device the reproducer carriage is given a free range of travel, and the bell of the horn may be turned to any desired angle while the machine is in operation. Not only this, but the Flexible Tone-Arm secures a **Greater Amplifying Radius** for the sound waves, and brings out the detail in a way that is truly remarkable. The U-S is the only phonograph which can be equipped with this device.

Taking this in connection with other U-S improvements, is there any doubt left in your mind that this is the proposition for you? Make the most of it by getting in touch with us at once. Understand that we are back of you at all times with the fairest and heartiest kind of co-operation—and with goods the like of which were never offered you before. Our plans are fully matured, and based on long experience. We are growing fast—this is a magnificent opportunity for the best dealers everywhere to grow with us. The U-S offers bigger profits than any other phonograph line.

Fill out the coupon and mail to-day.

U-S Phonograph Company

Cleveland, Ohio, U. S. A.

U-S
Phonograph Co.
1013 Oregon Ave.
CLEVELAND, O.

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

Name

Address

City

State

One Policy of the Columbia Phonograph Company is to take as much interest in filling orders as in getting them. We notice that the retail dealer is somewhat interested in that end of the business, too.



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

CLEVELAND'S BUDGET OF NEWS.

Following Close of Vacation Season Dealers Are Now Perfecting Plans for a Large Fall Trade—Activity with the U. S. Phonograph Co.—Their New Machines, of Which a Catalog Is Now in Printer's Hands, Continue to Grow in Favor—A. W. Robertson's Canadian Trip—De Luxe Grafonola Used by the D. & C. Navigation Co.—Good Victrola Sales at Buescher & Sons—Anderson Succeeds Kellogg at McMillins—Other Comments.

(Special to The Talking Machine World.)

Cleveland, O., September 8, 1910

The vacation season and the weather were responsible for a somewhat inactive talking machine trade during August, but in the aggregate a large volume of business was done. Dealers are now turning their attention to the fall trade, and a decided improvement is already manifest, as indicated in their optimistic talk. Distributors report orders are becoming more numerous from the outlying villages and cities, and September has opened up in the most satisfying manner. Reports locally and from outside territory are all of a general tenor regarding a favorable fall trade, and preparations are being made generally to meet it.

Mention was made of the Hays Stop in last month's World. It is an ingenious invention, intended to automatically stop any disc machine. It is being sold by the Cleveland dealers and is highly commended. The manufacturers announce in this issue they are ready to supply the trade.

Mr. Friedlander, of the Bailey Co., is nursing a talking machine invention which he says will be a winner when placed on the market.

O. E. Kellogg, for the past year manager of the piano and talking machine department of McMillin's music store, has resigned and accepted a position in the player-piano and talking machine department of the Meiklejohn Co., of Pawtucket, R. I. He has left many friends in musical circles in Cleveland.

Rev. A. F. Houser, known as the "fighting parson," of Erie, Pa., has accepted a call to Cleveland. Among other things Erie at first considered startling, Mr. Houser started a motion picture show of his own for the children of his church. He expects to start one here.

H. E. McMillin has returned from his vacation at his summer home up in Michigan, much improved in health.

E. E. Houshey, for the past three years in the piano department at McMillin's, has accepted a position with the Wilkins-Redmond Co., at Columbus, O.

Activity prevails at the headquarters of the U. S. Phonograph Co., and everybody connected with the concern is optimistic and grows more enthusiastic as time goes on. "We believed that our machines as they stood four months ago were the best on the market," said an officer of the company. "Equipped with the automatic shifting reproducer carriage and the mandrel pulley balance wheel, we got results from them which were astonishing. It seemed that we had reached the goal of perfection in phonograph construction. But now

we have added yet another improvement in the U. S. flexible tone arm, which insures a sound-proof flexible connection from the reproducer to the horn, yet allows the horn bell to be moved at will without interfering in any way with the music. Moreover, we get a greater amplifying radius than is possible with any other connection, and the quality of tone is still further improved. We are going to furnish this flexible tone arm with all styles of U. S. machines, and are confident that it will prove an important feature in our campaign."

A new catalog of U. S. machines is under way, and the company promises that it will be one of the finest phonograph catalogs ever issued. In its forty pages it will show the complete line of U. S. machines reproduced in their natural colors, and will present in forceful detailed form the various points of superiority the company claims for its products.

A. W. Robertson, of the G. J. Probeck Co., enjoyed his vacation amid scenes of his earlier days. He has returned browned and invigorated, and says he enjoyed every hour and breath of air while away. "On my little trip into Canada," he said, "there was no getting away from Columbia graphophones and records. In all the little country towns, and in the large ones, the graphophone was in evidence. In the smaller towns they are very much appreciated and help to fill in many an hour that otherwise would be dull and unprofitable owing to the lack of means and methods for entertainment. I was pleased, and with the other passengers delightfully entertained, on the steamer coming down the lakes, with the music furnished. The D. & C. Navigation Co. are using the De Luxe Grafonola on board their fine passenger vessels for the entertainment of their patrons. Our August business shows a substantial increase over that of the same month of last year. Record sales are very satisfactory, both of the disc and cylinder product. Grafonolas are moving well, especially the new 'Mignon' type selling at \$150."

Business was reported to have been rather quiet at McMillin's during August, but from the favorable increase in trade in the past few days a very optimistic feeling regarding the future was expressed.

The Eclipse Musical Co. report conditions very satisfactory. "Business is picking up," said Mr. Towell, "and we are laying in a large stock for the fall trade. Sales of machines and records are good and daily increasing, and I judge from all indications that we are going to have an extraordinarily large fall trade. At any rate, I am making arrangements to meet any demand in the wholesale line, and shall be disappointed if the talking machine business is not exceptionally good from now on."

The past month has been a fairly busy one with W. H. Buescher & Sons. They report sales of a number of Victrolas, including the Victrola XVI and Victrola XX, whose perfection of finish and mellow richness of tone at once captivate the would-be purchaser. They state the call is for the higher priced machines, and that they are having a good, large, steady trade in Red Seal and the

other higher grade records. Mr. Buescher expressed himself well satisfied with present conditions in the trade, and that the steady improvement since the first of September foretells a prosperous fall business.

Business was said to be fair all around at the Bailey Co.'s. Mr. Friedlander, manager of the talking machine department, talks very optimistically regarding prospects. He stated that Victrolas were selling well and that the demand for Red Seal records was exceptionally good. He thinks the future has great things in store for talking machine dealers.

Brown Bros. have an attractive and well-arranged talking machine department in their large furniture establishment, and give more than usual attention to it. They stated business was fair for Columbia graphophones and double disc records, both native and foreign.

H. L. Tinker, manager of the talking machine department of the May Co., is a very busy man these days in preparation for the removal to new and enlarged quarters now being fitted up. Mr. Tinker said: "Our trade for the month of August averaged about normal. Business is now perceptibly improving. The demand for Victrolas and Victor Vs is very good, as it is also for the Edison machines. There is an excellent and increasing demand for Zonophones and records, which we have just added to our stock, and are well pleased with results so far. We are having a fine record trade, and the Music Master horns are selling readily to all discriminating purchasers."

Anthony Samson, a jeweler at 6209 St. Clair avenue, states he is doing a most satisfactory business in Columbia machines and records.

Charles I. Davis, centrally located on Euclid avenue, is securing a large and increasing business in sheet music and novelties, and is well pleased with the success of his talking machine department. He handles the Victor and Edison goods, and states that sales of both machines and records are good.

J. J. Anderson has accepted the position at McMillin's music store vacated by Mr. Kellogg. Mr. Anderson has been with a local piano company for the past three years, and prior to that was for several years with A. C. Stiner at Johnstown, Pa. He has made many friends in Cleveland who will be glad to greet him in his new position.

The talking machine business at Collister & Sayles' during August was said to have been very slow, but that it was now improving, and that sales of both machines and records in both the retail and wholesale departments are more satisfactory. Manager Dorn anticipates a large fall trade.

"We are doing very well in our talking machine department," said Mr. Goodman, of the Goodman Piano Co., "and are garnering a great piano trade." It was stated trade hadn't been so lively, but that it had considerably improved since the 1st, and the prospects very encouraging.

John Reiling states that trade is fair and that the Columbia machines and records are growing in favor with West Siders. Robbins & Co., Fleischim & Smith, Gottdiner & Wicht, Aldrich-Harvey Co. and Coblitz Bros. all report trade fair with good prospects.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Trade in All Sections Shows Up in a Decidedly Satisfactory Form—Cylinder Records Selling Well but Discs Far Surpass Them—Growth in Export Trade—Give Tickets to Exhibition—Much Litigation—Money Paid to Singers—A Sherlock Holmes Advertisement—Gramophone Co.'s Plans—Something of the Latest Record Lists—Pope Pleased with Phonograph—New Hough 10" Double Disc—Hot Air Motor for Talkers—The "Register Office"—Awards at Japan-British Exposition—Columbia Co.'s Unique Offerings—Serious Work for the Talking Machine—Gramophone Causes Suit for Slander—Music by Wireless—Anent Foreign Trade—News from the Provinces—Gramophone Co.'s Plans—All the Live News of the Month.

(Special to The Talking Machine World.)

London, Eng., Sept. 7, 1910.

Optimism and satisfaction are the keynote of my reports from the chief centers of industry this month. Wherever I go, traders report steadily increasing sales of machines and records, principally discs. Cylinder products are, of course, going strong, but there is nevertheless much food for thought in the fact that while disc sales are progressive, cylinders are practically stagnant. I refer, naturally, to both sections of trade as a whole. Considered from the point of view of their relation to each other, and without entering upon the eternal controversy as to which is the most musical, one must admit that the majority of buyers favor the disc, on which a greater variety of titles is offered, not perhaps for that reason so much as the fact that the disc reproduction is more to their liking. Against about twenty disc records, there are only four cylinders on the market to-day, and the only one that really counts is the Edison. Amberol records have bolstered-up the cylinder trade, and will keep it going at a fair pace all the time. It has stemmed the tide, and I venture to predict the result this season will be reflected in the turnover of those enterprising factors and dealers who have not relaxed their efforts to maintain trade by reason of the steady development of the disc business.

Export orders also show great improvement. General trade is increasing to the extent of about £8,000,000 per month, and of this a proportionate share falls to this industry. Several large orders have been executed this month, one instance being the dispatch of 120,000 records to Australia.

Litigation has furnished material for much excitement amongst traders this last month or so, and after storm, a calm. It is a relief. Even the litigants are glad to rest on their oars for a time, and pending the appeals, business should continue

along smoothly and uninterruptedly for the season. It is well. The word "Gramophone" is now freely applied to machines and records, but so far no attempt has been made to use the direct-tapered tone arm, although, of course, the sectional arm remains unaffected pending the decision of the appeal court.

A Generous Little Scheme.

The British Pallas Manufacturing Co. have adopted a generous little scheme in the shape of invitation tickets, which carry entry to the Japan-British Exhibition, and incidentally the pleasure of hearing the Radiophone at the company's pavilion in the grounds, which, by the way, is now quite a rendezvous for talking machine men. Such is the popularity of the Radiophone concerts that they are now separately mentioned in the official guide and daily programmes as one of the attractions. Other exhibitions are merely listed.

How Singers Make Money.

It is well known, says a musical contributor in the Telegraph, that large sums are paid to popular artists, who sing into the gramophone. Indeed, it has been said, with what truth we know not, that there are a few stars in the operatic firmament who derive a bigger income from this source than from their actual appearances in public. It has lately been stated that Selma Kurz, the coloratura singer of the Vienna Court Opera, who was received so warmly by the London public when she appeared at Covent Garden a few seasons since, receives £83 for every song she supplies to the gramophone, with a royalty of 10d for each record sold, and that on an average she contributes ten numbers a year. But, in all probability, the royalties paid to the singer would amount to a very much larger sum than she receives for the records she furnishes. One or two more figures have been quoted; but they are not official, and the Gramophone company's representatives are very naturally unwilling to disclose any particulars relating to their contracts with artists. More than once it has been stated that Caruso derives something like £10,000 a year from this source. Very probably the estimate is not an exaggerated one, while the fees paid for their Gramophone records to artists like Melba and Tetrazzini would, if divulged, similarly make one's mouth water, and be calculated to turn in their graves those operatic celebrities of a past generation who lived before the Gramophone was added to the world's wonders.

New Double Sided Disc.

A new double-sided disc of 14 inches diameter will be placed on the market shortly by Messrs. Pathé Freses.

Another Mystery.

4-5. That is all. The riddle will not be solved until next month, when the Columbia Company promise to relieve our suspense. If this sort of thing goes on much longer we shall feel compelled

to consult Sherlock Holmes. It's really getting too tantalizing, isn't it?

Musical Warfare.

The first legal stage of what is known as the Ealing musical warfare took place at Brentford court the other day, when application was made on behalf of Mr. Knight for a summons for assault against Mr. Jenkins, both of Ealing, and also a summons against the domestic servant of Mr. Jenkins for using language calculated to provoke the ire of Miss M. Knight. The dispute has arisen out of complaints against the crowing of the cockerels of one of the parties and the piano-playing of the other. As a counterblast to the fowls, one side ultimately played an electric gramophone all night. Developments are anticipated!

Murdoch & Co.'s Latest Offer.

Encouraged by the success of their Columbia Indestructible standard-thread record, Messrs. Murdoch & Co. are now offering the trade up-to-date and popular selections on a new four minute or 200 thread cylinder at the price of one shilling and six pence. The standard record will in future be sold at the reduced price of one shilling. A real diamond point reproducer, which will play either record, is another new line from Murdoch's. The new products have created great interest in the trade, whose hearty support is sufficient recognition of the company's enterprise.

Gramophone Co's Plans.

Not the least of the Gramophone Co.'s plans for the season will be the establishment of stock rooms in different centers, and this, I am advised, is a particularly important event for the trade, as an entirely new range of machines of the hornless type are to be shown. These will be sold at a lower price than any other machines the company makes, and a big advertising scheme of a liberal nature is contemplated. The Gramophone Co. also announce a special concession to their dealers. Commencing with the September list, each month's records will be sent on approval, carriage paid, providing a minimum of 50 per cent. is retained, an offer which will surely appeal very strongly to business traders. Coming to the September impression, I find therein listed a really fine selection of titles comprising the following: "Lovely Paraphrase" (Josef Nesvadba); "Golden Legend," Evening Hymn (Sullivan); and "Folie Bergere" (Fletcher); The band of H. M. Coldstream Guards. "Phryne Waltz" (Yuleta); and "Dreamlight Waltz" (Benyon); Iff's Orchestra. "Midsummer Night's Dream," Scherzo (Mendelssohn), La Scala Symphony Orchestra. "Ailsa Mine" (Newton), John Harrison; "Son o' Mine" (Wallace), M. Stewart Gardner; "Tommy, Lad" (Margetson), Harry Dearth; "Spring, Her Lovely Charms Unfolding" (Haydn), Miss Perceval Allen and John Harrison; "The Long Day Closes" (Sullivan), Misses Perceval Allen and Edna Thornton, and

The Needle of To-day—The Needle of the Future



An all-British Needle of the finest tone-reproducing quality, discovered after exhaustive laboratory tests in combining the correct extreme in hardness and flexibility. The whole product is British Sheffield Steel throughout.

LOCKWOOD'S

Largest English Talking Machine and Record Factors
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SOLE SHIPPERS

CULLUM & BEST 91 Finsbury Pavement
London, E. C.

SAMPLES AS FOLLOWS

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15,000 Needles carefully packed by Parcel Post	} 18/-
India, Canada all Colonies except	
Australia, Rhodesia South America O. R. Colony and Elsewhere	} 20/-

Sterling Sterling

FROM OUR LONDON HEADQUARTERS—(Continued)

Messrs. John Harrison and Robert Radford; "Gems from The Belle of Brittany" (Howard Talbot), The Light Opera Company; "And His Day's Work Was Done" (T. W. Connor), Harry Carlton; "No News; or, What Killed the Dog?" (Talking), N. M. Wells; "Merry Widow" Waltz (Lehar), (Ocarina), Sig. Mosé Tapiero; and "Air From Concerto" (Goldmark), (Violin), Francis Macmillan and The New Symphony Orchestra.

New Radiophone Catalog.

An effectively printed catalog, containing nice illustrations of the various Radiophone models, reaches me from the British Pallas Manufacturing Co., Ltd., of 33 Goldhawk road, Shepherd's Bush, W. Against each instrument illustrated every particular as to dimensions, style of cabinet, motor and price is tabulated, thus ensuring a convenient and quick means of reference. It will be sent to any reputable dealer for the asking. Another little interesting booklet entitled "Appreciations" contains, as the name implies, a selection of testimonials from all parts of the world. The Radiophone sound box appears to have given universal satisfaction, not only to the regular user, but to many also who have hitherto regarded any kind of talking machine with great prejudice.

The Pope and the Phonograph.

His Holiness the Pope is evidently well pleased with the Idelia Phonograph presented to him on Mr. Edison's behalf, for he has commanded a further supply of records to be sent on. His Holiness also recognizes the advantages of the machine for correspondence uses.

Hough Co.'s New 10" Double-Disc.

Messrs. J. E. Hough, Ltd., will shortly have a new 10-inch double-disc ready. By reason of its beautiful surface it will be known as the Edison-Bell Velvet-Face record. The cut is said to be slightly finer than the standard thread, which enables 15 per cent. more music to be put on. From samples heard I would say that both the vocal and instrumental reproductions are excellent, and I certainly advise dealers to investigate the big business

possibilities the V-F undoubtedly offers.

Grenadier Guards Band in Canada.

For the second time (previously in 1904) the famous band of the Grenadier Guards is visiting Canada. Their tour will last five weeks—up to Sept. 15, upon which day they expect to embark for London. In Montreal, Canadian National Exhibition, and other chief centers throughout the Dominion, a series of concerts have been given and their advent has naturally created quite a furore. Canadian dealers will be glad to learn that Messrs. Barnett Samuel & Sons, Ltd., have no less than ninety-nine double Odeon records listed of selections by the Grenadier Band, and it is a certainty that wherever they perform those records will reach unprecedented sales. Here is an opportunity, then, that you will be wise not to miss.

A Most Ingenious Mechanism.

Perhaps the most ingenious mechanism ever put into a talking machine is the hot air motor, a patent controlled by Messrs. Craies & Stavridi, of this city. It is quite as silent as if not more so than the ordinary clockwork pattern, and there appears to be not the slightest risk of damage by fire or heat, since the whole of the case is lined with asbestos, thus ensuring perfect safety. Indeed, so excellently arranged are the works and the position of the spirit reservoir that the introduction of asbestos would almost seem to be but a concession to nervous people. One filling of spirit will keep this motor going continuously for 12 hours. Think of the possibilities and advantages of this time-saving invention for traders who are demonstrating records all the day. No longer will you need to keep customers waiting while you wind up the machine; all that is required to connect the turntable with a clutch on the revolving spindle being simply a touch on the connecting rod, and instantaneously you have the required speed for playing the record. Perhaps next month I shall be in a position to give further particulars of this wonderful instrument, which, undoubtedly, signalizes an upward trend in the development of talking machines.

Favorite Co.'s Latest List.

After a somewhat protracted period, due no doubt to the reorganization which has recently taken place, a list of new and up-to-date titles of the Favorite record will appear in September. In point of quality the old Favorites were always good, but under the new régime, an improvement, we are told, is to be expected. More anon.

An Incident of a Visit.

Upon the occasion of a recent call at the Peckham works of Messrs. G. E. Hough, Ltd., I was regaled with the story of an amusing event which befel a member of the staff while working late one evening recently. Apart from the scurrying of an occasional rat across the floor and the scratching of the pen as he diligently pursued his weary task, not a sound was to be heard in the eerie atmosphere of his den. Suddenly, upon the stillness of the night there arose the sound of a gentle rapping on the outer door; timid at first, it became insistently louder as he at last dragged himself to the window and peered forth. Two little boys! With a mind considerably relieved he opened the door and was greeted with the news that they had come, please sir, to register the baby! Register the baby! whatever do you mean, boys? Well, please sir, mother's just had a baby and she's sent us to register it. But this is not the registering office. Please sir, we've been all up and down the road and we thought that this must be the place when we saw on the door—Register office!

I Don't Know Why

But it reminds me to heartily congratulate W. T. Robbins, so long and honorably connected with the old Edison-Bell Company, and J. E. Hough, Ltd., upon his recent marriage. In the hope that his future may be blessed with great happiness, I raise my glass.

Beka Co.'s Latest Impressions.

Following upon the issue of a splendid list of titles in August, the Beka Co.'s September impressions would appear to be even better, but let it be said right here that there is a noticeable advance

ROYAL APPRECIATION

of the

GRAMOPHONE



To H. M. the KING
OF ITALY



BY APPOINTMENT
To H. M. the QUEEN MOTHER



To T. M. the KING and
QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEMIVE
OF EGYPT



To H. M. the SHAH
OF PERSIA

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EGYPT . . . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
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Appelbergsgatan 52, Stockholm

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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

FROM OUR LONDON HEADQUARTERS—(Continued.)

in the all round quality of Beka records all the time. Here are some of the selections: "La Cinquantaine" and "Mosquito Parade," by the Beka London Orchestra; "Meeting of the Waters," Irish song, and "Believe Me If All Those Endearing Young Charms," by Philip Ritte, tenor; "Will o' the Wisp" and "The Yarn of the Fiddler's Ghost," Harry Thornton, baritone; "Beauty's Eyes" and "The Bellringer," Alan Turner; "My Moon" and "Bobby, Dear," Miss Violet Essex; "Archibald! Certainly Not" (Geo. Robey), and "Oh, Joe! I Want to Go to the Picture Show," by Harry Bluff; and last but not least, two lovely violin solos, "Benedictus" and Mendelssohn's "Spring Song," by J. Jacobs.

Awards at Japan-British Exhibition.

At the Japan-British Exhibition, the examining committee have now completed their rounds and have made the following awards to talking machine exhibitors in the Palace of Music: Diploma for gold medal, the British Pallas Manufacturing Co., Ltd., 33 Goldhawk road, Shepherd's Bush. This company, by the way, had a separate pavilion in the grounds, where they displayed a series of their popular Radiaphones. Daily demonstrations were given, the audience at times extending far beyond the confines of the pavilion itself. Phonogrand, Ltd., of Oxford street, also secured a similar award. Holt, Lees & Co., Cheapside, were awarded diploma for silver medal.

Will Embody in One Supplement.

From the commencement of October the National Phonograph Co. announce that they will embody their monthly lists of records all in one supplement, instead of separate lists for Standard, Amberol and Grand Opera, as heretofore.

The first of the Amberol records by Mme. Sarah Bernhardt—"L'Aiglon-La Plaine de Wagram"—appears with the October supplement and the balance will be listed one each month so as to extend over the period covered by her coming American tour, which begins in Chicago Oct. 3. This is said to be the divine Sarah's farewell tour.

The advance list of Edison Records for October, just to hand, is as follows: "The Girl in the Train" (Fall), and "Invitation to the Waltz" (Weber), National Military Band; "Out on the Deep" (Lohr), Peter Dawson; "Don't Do Away with All the Peers" (Piers), (Weston, Barnes and Scott), Geo. D'Albert; "My Dear Soul" (Sanderson), Miss Violet Oppenshaw; "Lochaber No More" (arranged by Scott Skinner), J. Scott Skinner; "Private Atkins," Arthur Osmond; "On the Same Place Every Time" (Collins and Murphy), Miss Florrie Forde; "The Green Isle of Erin" (Roedel), Ernest Pike; "I Shall Sulk" (Murphy and Lipton), Jack Pleasants; "Boy o' Mine" (E. R. Ball), Frank C. Stanley; "When the Daisies Bloom" (Anita Owen), Miss Barbour and Mr. Anthony; "Jere Sanford's Yodling and Whistling Specialty," Jere Sanford; "Cupid's Appeal"—a Bells solo—(H. Engelmann), Charles Daab; "Auld Lang Syne," Miss Marie Narelle; "Hope Beyond" (C. A. White), Anthony and Harrison; "Mandy, How Do You Do?" (P. Wenrich), Miss Ada Jones and Billy Murray and chorus; "The Premier Polka"—cornet solo—(Edward Llewellyn), Arthur S. Whitcomb; "When the Robins Nest Again" (Frank Howard), Will Oakland and chorus, and "Temptation Rag" (Henry Lodge), New York Military Band.

Edison Amberol Grand Opera Records.

"Andrea Chenier—La Mamma Morta" (Giordano)—sung in Italian—Carmen Melis; "Gioconda—Voce do donna" (Ponchielli)—sung in Italian—Marie Delna; "Pescatori di Perle—Aria (Romanza). (Bizet)—sung in Italian—Giovanni Polese; and "Favorita—Una vergine" (Donizetti)—sung in Italian—Florencio Constantino.

Special Sacred List:—Catholic Hymns.—Amberol.

"Adeste Fideles" (Novello), Edison Mixed Quartette; "Mother, Dear, O! Pray for Me," Anthony and Harrison; "Gloria From 12th Mass" (Mozart), Edison Mixed Quartette. **Christian Science Hymns.**—"Shepherd Show Me How to Go" (W. L. Johnson), Anthony and Harrison; "O'er Waiting Harp-strings of the Mind" (W. L. Johnson), Frederick

Gunster; "Saw Ye My Saviour?" (Brockett), Edison Mixed Quartette; and—**Standard**—"Eternal Mind the Potter Is" (Sphor), Edison Mixed Quartette. Edison **Standard** Records.—"A Sergeant of the Line," March (Squire and Trotire), and "Kisnilt"—Hindoo Intermezzo (Markey), National Military Band; "Do What You Like with Me" (Rule and McGee), George D'Albert; "Long Live the King" (Bowker Andrews), Peter Dawson; "Chanson Trisle" (Tschaiakowsky), (Cello Solo). Jean Schwiller; "She's a Braw Lass" (Mills and Scott), Jack Lorimer; "I Wish I Were a Tiny Bird" (Lohr), Miss Amy Evans; "A Little Bit Here and There" (Conner), Ben Albert; "A Girl Who Was Never Used to It" (Harrington and Powell), Miss Florrie Forde; "May I Be Allowed to Suggest?" (St. John and Warwick), Arthur Osmond; "Sirenuous Life March" (J. G. Boehme), United States Marine Band; "The Bright Forever" (H. P. Main), Edison Mixed Quartette; "Cameo Polka" (D. Miller), (Xylophone Solo), Charles Daab; "I'll Await My Love" (F. Howard), Will Oakland; "The Mocking Bird" (Harp Solo), Roxy P. La Rocca; and "Oft in the Stilly Nite," Knickerbocker Quartette.

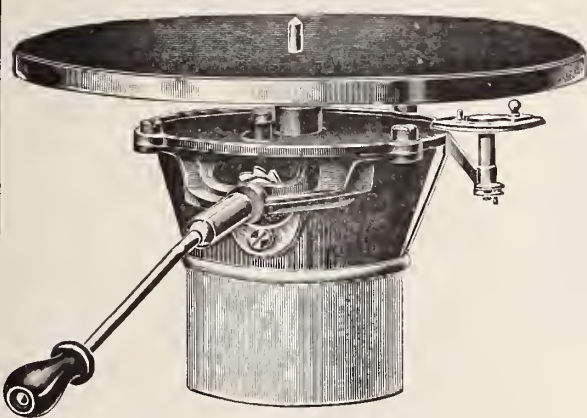
Some Unique Songs.

There is evidently going to be a boom in animal-effect songs, for we observe that the Columbia Co., who always appear to take time by the forelock, are issuing sundry records of this certainly unique type of song. Last month there was a jungle duet, "Underneath the Monkey Moon." This month there is a Columbia-Rena ten-inch double record of two such songs—"Moonlight in Jungleland" and "Zoo-Lou," sung by those inimitable comedians, Collins and Harlan.

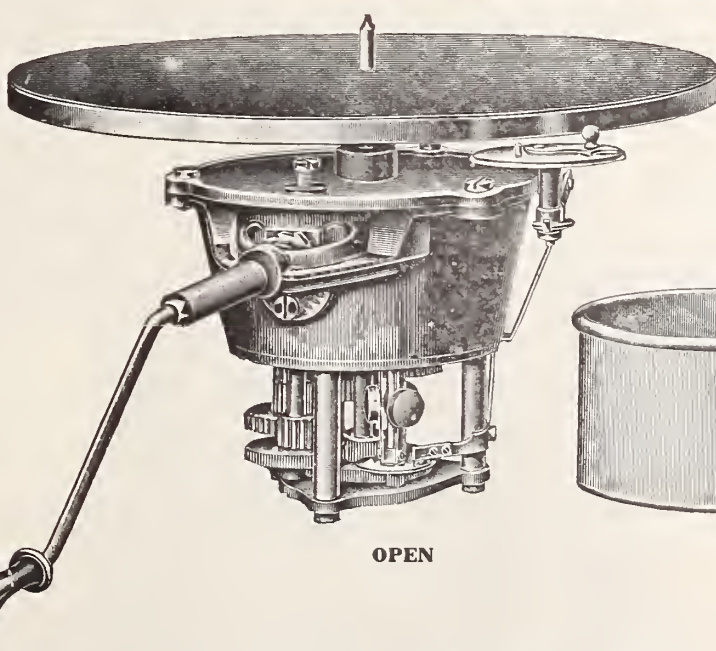
Higher Mission of the Phonograph.

When we hear of the adoption of "record" language study in the curriculum of our universities and public schools, it almost seems that the highest mission of the phonograph has been achieved. Yet it is not so. In many other directions the phono-

Sensation of the Season The "TRESOR" MOTOR



CLOSED



OPEN

Size No. 1, Runs 6 Minutes

"	"	2,	"	8	"
"	"	3,	"	12	"
"	"	4,	"	22	"
"	"	5,	"	30	"

THE ONLY PERFECT MOTOR

Obtainable Through all Leading Factors Throughout the World

Insist Upon Having Machines Fitted Only With This Motor

FROM OUR LONDON HEADQUARTERS—(Continued.)

graph has proved a useful friend to humanity, as no doubt the experiences of some of my readers can testify. I have before me an instance of a somewhat pathetic nature, but which nevertheless is evidence of the power of the phonograph to even span the dark abyss between life and death. The recent destructive fire at the Kelvin Hotel, Belfast, claimed many victims, and among those who succumbed to their injuries were the Rev. W. J. McCaughan and his wife. For many years pastor of the Third Presbyterian Church at Chicago, they returned in the autumn of 1907 to take charge of one of the largest congregations in Belfast. At the time Mr. McCaughan conceived the happy idea of sending a lasting message to his Chicago adherents, and with this object visited Thomas Edens Osborne's salon, at Donegal square, Belfast, where he dictated a suitable message into an Edison phonograph. The pleasure and interest with which the records were received by his old congregation in Chicago needs little imagination to picture. Commenting upon the matter the Chicago "Welcome" says: "It was interesting to note with what eager anticipation the crowds went in to hear the voices of our dear former pastor and his wife, and to see the intense expressions of longing that came over these faces as they left the room. Both records were good, etc." After painstaking experiments, Mr. Osborne has succeeded in successfully duplicating these records, and the editorial announcement in some of the Belfast newspapers has induced many of the late pastor's friends to call and hear again the voice of their beloved minister, so faithfully and humanly reproduced by the Edison phonograph as to bring a tear to many an eye. In response to urgent representations Mr. Osborne has consented to duplicate a limited number of the records at a nominal fee.

The foregoing marks another stage in the development of the phonograph in its usefulness to mankind.

Zonophone Specials.

A record of wonderful purity is the "Marche Hongroise," pianoforte solo by Chas. Goodall. It figures in the September list and is certainly one of the finest and most lifelike piano records yet issued. Madame Edna Thornton gives a superb rendering of "The Promise of Life," while other remarkably fine selections in the current impression are: Selections from "The Country Girl," by the Black Diamond Band; "The Girl in the Train" waltz, Peerless Orchestra; "Mrs. Sandy McIntyre," Jack Lorimer; and "I've Got Rings on My Fingers," by Miss Florrie Ford.

An Amusing Case in Hungary.

From Hungary comes the report of an amusing case in which a Mr. Schwarz was sued for slander uttered by one of his gramophones. It appears that Schwarz's afternoon sleep had been disturbed by the singing of girls in a dressmaker's workshop situated just opposite. He protested to the manageress, but in vain. One morning the girls were horrified to hear the most violent abuse and the strangest oaths of which the Hungarian language is capable trumpeted at them from the mouth of a gramophone. Neighbors of course heard it, too, so the girls brought an action for damages. Mr. Schwarz declared in court that he had been testing some new records he had just bought, as there was a demand for "swearing" selections to amuse parties! The judge, however, ordered the record in question to be played in court, and as Schwarz' own voice was recognizable, he was mulcted in damages of twenty shillings.

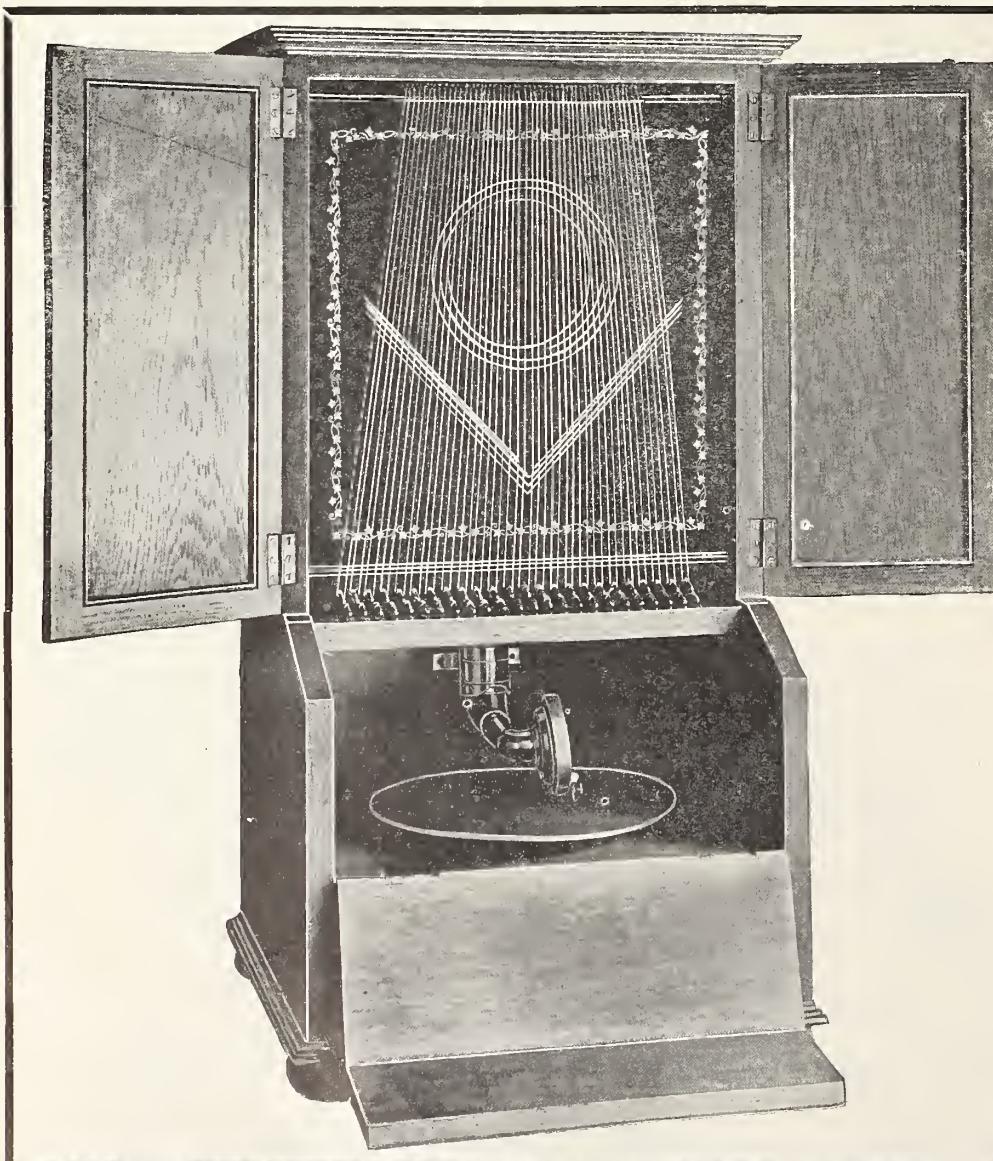
Right in Line with "Hits."

The Columbia Co. are actively pursuing a policy which must commend itself to all who like to be up-to-date. We refer to their obvious determination to be one of the first in the field with as large a number of the "latest hits" as possible. Their record in this direction during the past ten or twelve months has been a particularly striking one.

The new supplement of Columbia Rena records is no exception to the rule, the company pointing to no less than six popular "hits" which figure on records for the first time this month. These selections include Ella Shields' songs "Come By the Drum" and "I Don't Admire the Girl in White," sung by Molly Gray; "Chantecler," the big song from the Empire "Revue," and Lashwood's latest, "Mister Pat O'Hare," sung by Harry Fay; Hal Forde's latest, "It's My Night Out Tonight," and Winifred Ward's "I Can't Keep Away From the Girls," sung by Fred Mayne. It will be noticed that in this half-dozen songs the names of the original singers are quoted, a precaution taken to bear out the claim of the company that these are known "hits."

Tunes by Wireless.

A new system of telegraphy has been invented by Baron Von Lepel, which, according to the "Daily Mail," is capable of transmitting musical notes and wireless bugle calls, etc. Some very interesting experiments of a successful nature have just been conducted between Slough (near Windsor Castle) and Brussels and Paris. Two remarkable features of this new wireless system are that much less power is required to send messages over a long distance, and that the intense electric spark, so important but so noisy a feature of many other systems, is entirely absent. Many readers will be familiar with the dull buzz, buzz of the ordinary wireless telephonic signals, but Baron Lepel uses a clear musical note, which note can be changed at an instant's notice by merely depressing a key on what looks like a small piano keyboard. The simple transmitter sends an almost continuous train of small waves to the receiver, thus keeping up electrical disturbance with a minimum of power. This musical code is quite a novelty in wireless, and just by pressing the correct notes on the keyboard the tune "God Save the King" was sent to Brussels. A moment later came the reply: "Bien entendu;



KLINGSOR TALKING MACHINES

Undoubtedly the best Musical Instruments on the market.

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

vive l'entente cordiale!" The manner in which these musical notes is caused is very ingenious. The continuous train of waves is harnessed by means of a controlling effect produced when a key is depressed on the keyboard, the waves being alternately brought to great strength and diminished until quite feeble. Messages can be sent on eight notes, set to a true octave. The rate of transmission through the ether is said to be equal to 186,000 miles a second!

Trade with Argentina.

The report of Consul Mallet on the trade and commerce of Rosario in 1909 states that up to the present the United Kingdom has held first place in furnishing supplies to this district of Argentina, but a careful perusal of the tables shows that foreign competitors are gradually increasing the trade in some branches. For the information of British exporting firms who may desire to trade in this district (and the country certainly offers a splendid market) the consul states that the more important firms (there are several whose sales amount to several millions of dollars annually) have no time to attend to the large number of trade letters and circulars they receive from abroad by every post. Competition for trade is very keen and agents and travelers from abroad are constantly on the watch to meet requirements, and merchants, on account of the less trouble it gives them, frequently avail themselves of these opportunities to replenish their stock. To obtain practicable and profitable results it is necessary to get into direct touch with the local buyers. (One of the most direct routes being through the advertising columns of *The Talking Machine World*). Moreover, too much emphasis cannot be laid on the necessity of seeing, when orders have been obtained, that the article supplied is strictly of the class and quality required.

The Trade of Odessa.

Consul Smith's report is much on the same lines. Referring to the trade of Odessa in 1909, he points out that the success of the Germans and Ameri-

cans is not to be put down to the superior quality of their goods, but simply to their enterprise; the old way of doing business is played out, and they know it. They hunt up the buyer, try to meet him in all matters and strive to keep in touch with him, and they study his requirements, his prejudices and his idiosyncrasies. German commercial travelers are to be found everywhere and in all branches of trade, whereas anyone traveling here in the interests of British firms is quite a rara avis. It is this failure to keep in touch with the buyer that has been the cause of British firms losing the market.

An Important Klingsor Letter.

The Klingsor Works write me as follows under recent date: "Owing to the world wide value now attached to the name of Klingsor, we shall be glad if you will have noted in your next issue the fact that this name will now be associated with all our products. Therefore the description "Polyphon," applied to our new record, is now altered to "Klingsor," this being the protected trade mark in all the principal countries in the world. The high value and good quality of our Klingsor products will be extended to the records and we have no doubt that our colonial and foreign customers will appreciate the change of name.

With reference to the price of 2s., which you advertised in your last issue, we shall be glad if you will kindly advise readers that this was a printer's mistake; the correct price being the standard figure of 2s. 6d.

PROVINCIAL NOTES.

There is a strong current of optimism in the reports to hand this month from the centers of activity. Dealers and factors would seem to be finding things exceedingly satisfactory, time of year considered, and judging by the amount of machine and record sales during the month of August, their optimism is more than justified. General business is in an improving condition, employment is good and there appears little to disturb our expectations

of a really booming season. Around Manchester and Liverpool trade shows distinct signs of revival, and factors are now placing big orders for the season. In this connection the new portable Zonophone machine, the "Cinch," has evoked an enormous demand in Lancashire from both dealers and wholesalers. Other Zono instruments and records, Twins, Beka, Columbia and Edison, are selling well, while the advent of the "Favorite" new issues is eagerly looked for. In Lancashire, as also in Yorkshire, the new Klingsor models are gaining in popularity. Richardson's, the big Manchester factors, announce their determination to devote practically their whole resources to the development of the talking machine trade this season, specializing on the same lines as last year. Yorkshire traders advise a general improvement in sales and look forward to a big season. Newton, of Newcastle, has made extensive preparations for the handling of extra trade, and is making quite a specialty this season of the renowned "Cinch" and other Zonophone lines. In Newcastle, too, both Edison, Bell and Columbia-Renas are going well, and Edison phonograph goods sell freely.

By the way, Yorkshire dealers have a good selling line in the new Edison Bell records made by Tom Foy, the "Yorkshire Lad," as he is pleased to call himself. New to the talking machine, Mr. Foy will no doubt appear as an old friend to many, for he has won his spurs as a humorist on the London music hall stage. His first records are certainly very good.

The university officials of Aberdeen have installed a complete outfit of the Edison language records with excellent results.

In Ireland the talking machine trade, according to advices received, is not so satisfactory as it should be. Possibly the result of certain exciting moonlight rambles more interesting to the Irish provincials than wasting time playing over records. Such would my informant have me believe! In Belfast, though, things are really much improved Mr. Osborne making an excellent report.

The British Pallas Manufacturing Co., Ltd.

THE

RADIAPHONE

IS THE WORLD'S

Finest Talking Machine

GREAT MUSICIANS say it is

A MUSICAL INSTRUMENT

GREAT SINGERS say it reproduces their voices in a natural manner

OTHER TALKING MACHINES DON'T

GOLD MEDAL, Japan-British Exhibition, London, 1910

British Pallas Manufacturing Co., Ltd.

33 GOLD HAWK ROAD, LONDON, W.

Perfect Distribution of sound all round a room like daylight

Total elimination of the headache blast always present in all other machines

Highest notes are rich and full. Lowest notes are clear and have the true character of voice or instrument

THE RADIAPHONE SOUND-BOX can be attached to all Victor Machines and will improve the quality 200 per cent.

NATIONAL CO. SALESMEN MEET.

Confer with Department Heads at Factory and Outline Coming Business Campaign—Those in Attendance—Jobbers Entertained—Few Changes in Territorial Assignments.

For the past week, September 6 to 9, a part of the selling force has been at the factory of the National Phonograph Co., Orange, N. J., when the fall campaign was outlined, territories assigned, etc. The meetings were attended by the various officials and department heads, going over matters generally. The men started for their respective territories on the 10th.

On the 8th at noon a luncheon was tendered the salesmen at the Essex County Country Club, at which were present: F. L. Dyer, president; C. H. Wilson, general manager; E. J. Berggren, secretary and treasurer; F. K. Dolbeer, manager of sales; A. C. Ireton, assistant manager of sales; E. H. Philips, manager credit department; L. C. McClesney, manager advertising department; C. E. Goodwin, manager salesmen, and E. L. Aiken.

Salesmen—J. H. Allgaier, B. R. Barklow, C. A. Briggs, A. V. Chandler, H. D. Clark, A. H. Curry, F. E. Gage, F. E. Gressett, L. D. Hatfield, W. P. Hope, W. H. Hug, W. A. Idle, M. G. Kreusch, C. W. Phillips, G. A. Renner, H. R. Skelton, J. W. Scott, and J. F. Stanton.

The company had the pleasure also of entertaining at the same time Eugene Zimmerman, of the Peoria Phonograph Co., Peoria, Ill., and J. C. Stire, of the H. S. Sidles Phonograph Co., Lincoln, Neb., both concerns being jobbers of Edison goods, and H. P. Keely, one of the prominent dealers of Pittsburg, Pa. The same evening most of those mentioned attended a theatre party at the "Hippodrome," New York.

Very few changes have been reported in the territorial assignments of the traveling staff. While at the factory the salesmen busied themselves in inspecting and discussing details of the business with the various officials and heads of departments, and in exchanging views and experiences among themselves. At their daily sessions they were addressed

by the officials on matters of moment and given instruction in regard to present and future policies and intentions of the company. Not all the time was spent in business discussions, however, for the travelers—and a jolly lot of hustlers they are—took advantage of the attractions of the nearby metropolis. Coney Island was a favorite point of interest, especially for the Western contingent, most of whom could be found there most any evening. On September 7 the entire staff visited the Polo Grounds en masse, and rooted successfully for the New York Giants. One and all they are enthusiastic at the prospect of good business in the Edison line this fall and winter.

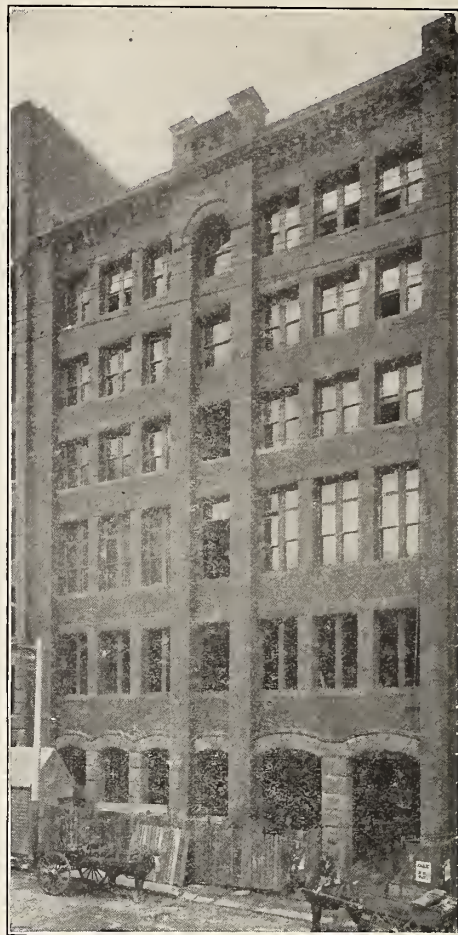
THE NATIONAL CO. IN AUSTRALIA.

Rapidly Growing Business in That Part of the World Necessitates Enlarged Quarters—Their New Building in Sydney, N. S. W.

An idea of the great trade of the National Phonograph Co., of Australia, Ltd., may be gained from the accompanying photograph. This building, now nearly completed, will shortly be occupied by the company. It is situated at 364 to 368 Kent street, Sydney, N. S. W., in one of the busiest centers of Australia.

The steadily increasing business of the National Phonograph Co. in that part of the world has necessitated their acquiring additional buildings from time to time, and they now occupy four. But in order to handle their present enormous business to best advantage, the new building was erected. It measures sixty-eight by eighty feet, is six stories high, and will be devoted entirely to the handling of Edison phonographs, records and other Edison products.

The enormous record stock will be stored in bins supported by a series of galleries, every record being within easy reach of the average sized individual. The offices, needless to say, leave nothing to be desired so far as light, ventilation and convenience are concerned, nor has the comfort of the office staff been overlooked. To cap it all, the flat roof will be used for recreation purposes during



NATIONAL CO.'S AUSTRALIAN HEADQUARTERS.

the noon hour, and is provided with lunch tables. W. W. Wyper, manager, who took charge some five years ago, is a man of very remarkable ability, and no little of the wonderful success of the National Phonograph Co of Australia, Ltd., is due to his tireless efforts, tact and good judgment.

BEKA RECORD

THE BEST DISC IN THE WORLD

The Largest and Most Comprehensive Repertoire in:

German
English
Welsh
French
Italian
Russian
Polish

Spanish
Portuguese
Hungarian
Dutch
Danish
Jewish
Roumanian

Swedish
Croatian
Bohemian
Greek
Arabian
Turkish

Chinese:
Swatow
Guakau
Pekinese
Shansinese
Kiangnanese
Cantonese

Japanese
Siamese
Abyssinian
Tamil
Malayan
Burmese

Hindustanee:
Urdu
Marathi
Gujarathi
Hindi
Tarel, and 15
other dialects.

REPertoire ALWAYS UP-TO-DATE

BEKAPHONE

THE BEST AND MOST POPULAR MACHINE

For catalogs, terms, etc., apply to

BEKA RECORD Limited, 35-6 BOUCHESTRASSE, BERLIN, S. O. 36
77 CITY ROAD, LONDON, E. C.

Sole Agents for Beka Records for British India, Ceylon and Burma.

THE TALKING MACHINE AND INDIAN RECORD COMPANY
HOMEJI STREET, CIRCLE, FORT, BOMBAY

TRADE NEWS FROM BOSTON.

Decided Improvement in Business with Beginning of Fall Season—Jobbers Laying in Stock and Preparing for Heavy Demands—Collections Rather Poor—Growth of the Needle Trade—The "Puritone" Product—What the Jobbers Report—Recent Trade Visitors—The Boston Cycle & Sundry Co.'s Line—The News of the Month Summarized.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 8, 1910.

The improvement noted by talking machine men since the advent of September offsets any possible thoughts other than a "bull market" for the fall season. Wholesale trade with the jobbers has made a marked jump, and there has been some gain in retail activity. Retail trade through the summer has held up very well, which is responsible for the small percentage of gain during the past week or two, in proportion to the wholesale increase.

Jobbers are laying in a stock of the higher priced machines, taking about all they can get of the popular styles, as they are confident that a widespread demand will deplete manufacturers' stocks and they will not be in the best position for the proper filling of orders.

Instalment collections have not been any too bright; nor has there been a generous response to jobbers from the dealers during the past eight weeks, but collections in all branches are gaining substantially and there will be little cause for anxiety from this source.

'Tis becoming quite a fad in Boston to push talking machine needles under one's own trade-mark. More needles are now sold here than ever before and with the announcement of a new disc machine, it is logical to assume that the consumption of needles will increase tremendously. "Grand Opera Needles" are being featured prominently by the Eastern Talking Machine Co., while "Meteor Needles," which are exclusively sold by the Oliver Ditson Co. likewise enjoy much publicity. M. Steinert & Sons Co. have recently added their own needles, naming them "Cleopatra Needles" and it is their intention to advertise this trade-mark heavily. Other houses are now considering the adoption of their own needles, and announcements of these may be expected any time.

Apropos to the foregoing paragraph on the needle question, there is one basic source of supply that for "quality, service and cost" is a money saver to the trade. That's the well known house of John M. Dean, formerly of Lowell, Mass., but now occupying their new factory at Putnam, Conn., which has a capacity of 2,000,000 needles a day. "Puritone" is their trademark and it represents a needle that has been designed for the

best of work, and that it has "accomplished its mission" is cited by the big business built by Mr. Dean.

It doesn't cost jobbers any more to have needles from the Dean factory put up in attractive envelopes and boxes bearing any printing matter desired, thus establishing a miniature needle business in their own locality. There are many advantages to this policy, also, and from observation appears to be a wise move for the distributor. Mr. Dean has a liberal package of samples and an interesting proposition to jobbers writing him. His address is simply: John M. Dean, Putnam, Ct.

H. R. Skelton, the traveling envoy of the Edison interests, reports that business is GOOD with capital letters, with everything pointing to prosperity for the Edison dealer that has confidence and loyalty. He also adds that Edison model "O" reproducer and wooden Music Master horn in their new model has been graciously welcomed by the receiving committees of the different houses. Mr. Skelton had a vacation allotted to him but used the time for Edison promotion, which shows his enthusiasm on his work.

B. Feinberg, special wholesale representative of the Columbia Phonograph Co., New York, was a visitor here recently, spending a couple of weeks between here and the Portland agency. Mr. Feinberg makes a trip through the West and South very soon, where he is planning to "do things."

E. F. Taft, general manager of the Eastern Talking Machine Co., anticipates and is planning for an unusual fall briskness. He has made a general observation of conditions at large, and in the New England field particularly, and the result of this is witnessed in his good fall predictions. Their new record library to hold 100,000 records is near completion and is expected to be installed shortly.

S. J. Freeman, manager Victor department, has returned from his vacation tour, while "Archie" Chamberlain has recovered from his fever of toying with air ships, without the expense of flowers. (The boys in the store will laugh again at this!). Trimmer (window) Fitzgerald has two corking windows this month; one with the elaborate Victor display and the other with the Edison Girl.

C. P. Trundy is now manager of the Victor department of George Lincoln Parker, the piano dealer who recently removed to the Colonial Building.

I. W. Norcross, the well known talking machine inventor, has given up his connection in Boston with the recently formed talking machine company and has returned to New York. Illness of his wife and her inability to stand this climate is the reason.

The only and genuine Max Landay, of Landay Bros., Inc., New York, was in our midst recently, leaving with a 99 per cent. conduct mark. He stole in, surreptitiously, so to speak; otherwise there would have been a delegation at the station to welcome him. Don't come in so quietly next time, Max!

The Boston Cycle & Sundry Co., exclusive Edison jobbers, are making some big efforts to capture the better class of dealers' trade, claiming to ship out every order on the following express, and this means a lot of hustle and extra expense to them while to the dealer it means "quickest service." Charles R. Cooper, manager of the talking machine department, says they aim to have the largest Edison stock in New England, and if it were possible to render faster service to dealers they would do so.

This company has an excellent proposition for any talking machine dealer as a side line, selling Regina Vacuum Cleaner. The Boston Cycle & Sundry Co. have these in a hand-operated model, and an electric type which can be attached to an electric light socket. The dealer makes over 100 per cent. on this line, and as the vacuum cleaner business is one of the "modern lines" it would undoubtedly be profitable for dealers to secure full particulars, which they can have by return mail by dropping a card to Mr. Cooper, care his house.

C. F. Spomer, the piano dealer of New Bedford has an excellent Edison display.

A. B. Connelly is the manager of the New Bedford Victor headquarters of M. Steinert & Sons Co.

M. B. Romain of the National Phonograph Co., Orange, N. J., was in Boston recently, as was F. E. Madison, of the "agreement department." It is understood that Mr. Madison had to suspend one dealer for violation of his contract.

Thomas A. Edison has taken an extensive space at the Mechanics' Exposition to be held here Oct. 3d to 29th, and will have a magnificent exhibit, together with the jobbers of the city.

Smith Bros., of 1211 Washington street, report a good talking machine business. This is one of the big furniture houses.

G. F. Kasmire holds the reins of the Victor department of the C. F. Wing Co., New Bedford, the largest department store there.

Henry Winkleman, the Victor manager of the Oliver Ditson Co., has returned from a brief recreative jaunt to Swan's Island, Maine.

COMMITTEES APPOINTED.

By President Whitsit to Act for the Ensuing Year—Many Western Men Represented.

President Perry B. Whitsit, of the National Association of Talking Jobbers announces the appointment of the following committees to act for the ensuing year:

Canadian Membership Committee—R. Shaw, Western Talking Machine Co., Winnipeg, Manitoba.

Membership Committee—Chairman, Mr. Michels, Nebraska Cycle Co., Omaha, Nebr.

Press Committee—Chairman, L. C. Wiswell, Lyon & Healy, Chicago; A. A. Trostler, Schmelzer Arms Co., Kansas City; R. Shaw, Western Talking Machine Co., Winnipeg; Herbert Royer, M. Steinert & Son, Boston; I. Davega, I. Davega, Jr., New York City.

Resolution Committee—Chairman, J. F. Bowers, Lyon & Healy, Chicago; L. McGreal, Milwaukee, Wis.; B. Pierce, J. W. Jenkins Sons Co., Kansas City.

Grievance Committee—Chairman, H. H. Blish, Harger & Blish, Dubuque, Iowa; I. S. Cohen, Cohen & Hughes, Baltimore, Md.; W. Bonhill, Penn Phono Co., Philadelphia, Pa.; G. A. Mairs, W. J. Dyer & Bro., St. Paul, Minn.; Max Strsburg, Grinnell Bros., Detroit, Mich.

Arrangement Committee—Chairman, Lawrence McGreal, Milwaukee, Wis.; Lawrence Lucker, Minneapolis, Minn.; L. C. Wiswell, Chicago, Ill.; Burton Pierce, J. W. Jenkins Sons Co., Kansas City, Mo.; H. A. Weymann, H. A. Weymann & Son, Philadelphia; J. N. Blackman, Blackman T. M. Co., New York; J. C. Roush, Standard Talking Machine Co., Pittsburg.

THOS. A. EDISON COMPLIMENTED

By Fellow Townsmen of Milan, O., During the Recent Home Coming Celebration.

The feature of the Milan (Ohio) Home Coming celebration on Aug. 17 and 18 was by popular consent the exhibit of the Norwalk Piano Co., Edison dealers of that city. In their exhibit was displayed every type of Edison phonograph, as well as a full line of accessories and Edison records. It was probably as fine and comprehensive a display of Edison goods as has ever been shown anywhere. The large tent in which the exhibit was shown was at all times the center of interest for the crowds which poured into Milan during the celebration.

Milan, as is well known, is the birthplace of Thomas A. Edison, and the exhibit of the Norwalk Piano Co. was conceived and arranged by the manager, Mr. Price, as a compliment to the foremost citizen of the city, who it was expected would be present during the celebration. Though prevented by urgent matters at the laboratory from attending, Mr. Edison fully appreciated the neatness of the compliment paid him by his Milan representatives

**FOREIGN PATENT RIGHTS
FOR THE
RESONATOR**

**Will Be Sold Outright or Operated
On a Company Basis.**

**The Resonator Is The Last Word In
Talking-Machine Reproduction.**

All Wood and Compact.

**Based On Scientific Principles Of
The Sound-Board.**

**Wonderful Success In The United
States.**

Illustrated on Page 35

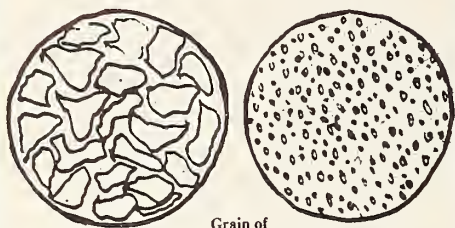
For Full Information Address

L. P. Valiquet

25 North 16th Street

East Orange, New Jersey, U. S. A.

Don't Buy Needles That Damage Records



Bad Needles

Condor 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 *Condor 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

NEW COLUMBIA DISC MACHINE.

New Type "BZ" a Perfect Columbia Machine in Every Detail—Has Columbia Tone-Arm and Plays Any Size Record—Some of the Chief Features.

A new disc Columbia graphophone, type "BZ," recently placed on the market by the Columbia Phonograph Co., General, to sell at \$17.50 list, is described as follows in their literature:

"The 'BZ' is an absolutely perfect Columbia graphophone, complete in every detail. Its reproducer is as scientifically correct, and as carefully assembled, as those used on the highest priced instruments. It insures a loud, clear and remark-



NEW COLUMBIA "BZ" DISC MACHINE.

ably brilliant and lifelike tone. The instrument is equipped with the famous Columbia tone-arm; its spring motor is silent and powerful and can be rewound while running. It plays the largest size disc records.

"The 'BZ' has a beautiful mahogany-finished cabinet, brilliantly varnished, measuring 5 $\frac{7}{8}$ inches high and 12 inches wide. The turntable has a nicked edge.

"The instrument is equipped with a red-shaded floral horn, of seven petals, gold trimmed, 20 inches long and 16 inches in diameter. This horn is swiveled at its connection with the tone-arm like all the highest grade Columbia graphophones, so that it can be swung around in any direction."

BERLINER PATENT AGAIN IN COURT.

Judge Lacombe Denies Application for Temporary Restraining Order on "Mechanical Feed" Machine.

In denying Aug. 15 the application of the Victor Talking Machine Co., Camden, N. J., to punish William H. Hoschke, vice-president and general manager of the Sonora Phonograph Co., New York, and others, and the petition for a preliminary injunction against the same concern Judge Lacombe, United States Circuit Court, Southern District of New York, said in part:

"The suits have been brought upon the Berliner patent, which has so often been before the courts (No. 534,543), and presents the old question whether or not the stylus is moved through the groove by the action of the groove itself; or whether it operates by means of a mechanical feed."

After quoting Judge Hough's opinion of the first machine, who held that "defendant's machine in every material feature is complainant's," Judge Lacombe said that "subsequently Hoschke, with others, incorporated the Sonora Phonograph Co.,

which makes a modification of the first machine." This the court describes and its operation, observing, among other things, in conclusion:

"As shown in a sample machine obtained by complainant, and under an exhibit there is considerable play given to the stylus point relatively to the free arm; more play than seems necessary to effect proper operation, if the machine acts as defendant contends. But if, for example, there are 96 threads to an inch on the rod and the same number of grooves to an inch on the disc, it would seem that the machine might fairly be found to act by 'mechanical feed.'

"The question is a close one and can better be determined at final hearing after further experiments have been made, notably, as suggested by the court upon the argument, one with the stylus fixed rigidly on the free arm. The motions are denied."

VISITS BRIDGEPORT PLANT.

L. Taylor, Representing Australian Agents for Columbia Phonograph Co., Spends Interesting Day Inspecting the Various Departments—The Situation in Australia.

August 30 L. Taylor, of Craven, Taylor & Co., Sydney, Australia, agents for the Columbia Phonograph Co. in that part of the world, and who arrived in New York Aug. 26, went to Bridgeport, Conn., with President Easton and H. A. Yerkes, manager of the wholesale department, in Mr. Easton's automobile. He spent a very interesting day at the Columbia Co.'s plant, visiting every department of the plant under the guidance of T. H. Macdonald, general manager.

Mr. Taylor, a typically progressive Australian, arrived via Vancouver, B. C., and it is his first visit to the United States in two years. It was his intention to sail for Liverpool, Eng., September 7 aboard the "Lusitania," of the Cunard line. Mr. Taylor will visit London and Paris and then go direct home.

When asked how trade was in Australia he said: "It was never better in three years, and this condition will prevail indefinitely. We have had magnificent crops of wheat and wool. You can also say for me that for population Australia is the greatest purchaser of talking machines in the world."

Harry F. Miller, private secretary to Thomas A. Edison, returned Aug. 29 with his wife and son from a vacation spent at Alberta, on Amherst Island, Bay of Tuscei, Lake Ontario. They made the return trip through the St. Lawrence, Lake Champlain and Lake George, stopping off at Catskill-on-the-Hudson for a day or two.

C. E. Goodwin, manager of salesmen for the National Co., enjoyed his vacation in afternoon visits to the golf links of the Essex County Country Club in West Orange. Mr. Goodwin expects through the medium of this form of exercise to restrain a pronounced tendency to avoidupois. No improvement, however, is as yet noticeable, but there is still hope.



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

A Real Captain of Industry

From a little shop 17 feet square to an establishment covering 15 acres of floor space; from an income of \$10 a week—when there happened to be \$10 in the firm—to the control of a company that does a business of \$30,000,000 a year: that is something of a record for twelve years' work. The man who made it is Eldridge Reeves Johnson, inventor and largely owner of the Victor talking machine.

Twelve or fifteen years ago the talking machine was a joke—interesting but ludicrous. To-day the greatest singers of the world draw a large part of their income from these same machines. This year Caruso will get royalties amounting to about \$70,000 from the Victor Co. All languages and dialects are recorded, every country's music is represented, and at the great works in Camden they can send out a machine a minute.

The Victor's growth is the story of an idea believed in persistently in the face of ridicule, of unceasing work that for years spelled failure; then success, financial, artistic, beyond even the dreamer's wildest dreams.

Eldridge Johnson is a Delaware man. Like most Delaware men born forty-three years ago, he found the times hard. His father could do nothing for him in the way of a college education, and the young man, having a gift for mechanics, went to Camden, N. J., put on overalls and went to work at a bench.

Fate took him to a phonograph shop. The invention was new then, and it was the joy of tourists at Coney Island and similar resorts to listen to the thing speaking out the "Star-Spangled Banner" or "A Hot Time in the Old Town To-night." It was wonderful to find the music even imperfectly reproduced, and it was funny to hear the wheezing and scratching that accompanied it. Everybody said it was an amusing and astonishing toy.

To young Johnson, however, it was not a toy. He made motors for his employer in the phonograph shop, and he improved on them. The firm said casually that his invention was good, and they would have taken it up had they not come to an untimely end just then. There was no more experimenting with talking machines for Johnson, but the idea stayed in his head. Perhaps it was more than an idea—one might call it a dream—for the young mechanic saw a good deal more than financial success in it.

Johnson went West—to Seattle or some such place—and had many adventures. Luck was against him and he decided that he would rather starve among his own folks than off in a new country, so he sent his tools back by freight and bought his own ticket. He reached Philadelphia with 50 cents in his pocket and the bill for freight unpaid.

Penniless and tool-less he called on a friend, the kind of friend to whom a man can safely turn on such occasions. Said the friend, struck with a bright idea as he gazed upon the financial wreck before him:

"What do you say to going into partnership, Johnson? Neither of us has any money, so it seems just the thing."

It was just the thing, too. They got the tools out of the freight depot and took seventeen square feet of shop in Camden, being too poor to aspire to the proud city across the Delaware. Then they began to do business—any sort of business connected with machines. Johnson was the acknowledged expert, his friend the financier. The expert got \$10 a week—if possible—and the financier took what was left—if anything. From a material point of view the firm was not a strong one, as captious critics may point out, but in one respect it couldn't be beaten. The partners believed in each other with a mighty belief, and it was sink or swim together in the seventeen-foot shop.

Sometimes they swam very well, and again frequently it would look as if they were sinking for

the last time. Johnson invented a wheat-cleaning machine, and his partner sold them. That did fairly well, and if they had had any idea how very good the machine was (they found out later,



ELDRIDGE R. JOHNSON.

when they did not need money) they might have stuck exclusively to that.

But they wandered from wheat-cleaning machines to oil burners, and came very near making a fortune. The burners sold like wildfire. Everybody said it was the greatest invention ever made for convenience and economy. Troubles seemed over for three happy months, and then buyers began to complain that the burners got out of repair. So they did, as the promoters sadly discovered. It worked well for a short time, but it was no good as a permanency. Finally, one customer singed off his eyebrows with the thing, and the language he used to the firm discouraged them from continuing the sales.

All this while the talking-machine idea was simmering back in Johnson's head. He told his partner about it and his partner, as usual, believed. That is, he believed Johnson's machine would be a better machine than any on the market, but when the inventor began to point out its great artistic possibilities, to enlarge on his conviction, that every great voice might in future be made immortal, that singers of to-day might thrill audiences a hundred years hence—then even the faithful partner shook his head.

"No, Johnson," he said. "You'll make a good machine and people will buy it because it's so curious. You'll never in this world get out the squeak—never. But if we can make and sell 500 or so, just as curious toys, why let's go ahead and do it."

The inventor worked day and night. He had a pretty good thing, but not what was singing in



Birth-place of the Victor

his brain. Then one day he seized his partner as he came in from selling the firm's wares.

"I've got it this time," he said.

When Johnson says he has a thing, he usually has, so the senior member shared the inventor's excitement. Together they turned to the machine, so often changed, so persistently and bafflingly inaccurate. Johnson put on a record and lo, from the thing came clear and almost speakless.

"I guess I'll go and telegraph my baby—"

Can you imagine the solemnity, the awe, with which the two men listened to those foolish words? It meant the realization of a dream, it meant wealth, everything. Johnson had "arrived."

It happened that the firm was prosperous at that time. They had a thousand dollars from a job of doing something to ballot boxes—a thousand dollars less what Johnson had spent to buy a gun for his partner. Partner loved to shoot and his gun had a fashion of sending the bullet more or less at right angles, so when this their first great success, came to them, Johnson had insisted on a new gun.

Perhaps he felt that \$10 a week had been too large a percentage of the net receipts for him to draw, and suspected his partner of too great self-abnegation. That was the kind of partnership it was, you see. But there was still money in the treasury and away to London went partner, while Johnson stayed and worked day and night to get further perfection.

The gramophone people in London listened to the ditty that he played, and then they said, briefly:

"We'll pay Mr. Johnson what he likes for the European rights of his invention."

And partner "guessed he'd go and cable" Johnson without delay. Since then the Victor people and the Gramophone Co. have controlled Mr. Johnson's inventions—two separate companies, allied for business purposes, so that even the great Victor success does not show all that Mr. Johnson has done in the talking-machine world.

That, briefly, is the story of how a man created an industry that sends its products all over the globe, that has recorded all the great voices of the day, and the songs and folk tales of fifty-nine different languages and dialects.

There are many incidental details that should be given to make a better picture of those early struggles. For instance, to-day the leading grand opera singers draw royalties from the Victor people of from \$5,000 to \$25,000 a year. Caruso draws more. For the last six years he has averaged \$50,000 annually from the talking-machine company, and this year it looks as if he would get in the neighborhood of \$70,000.

But twelve years ago things were otherwise. Not a singer of any reputation would touch the talking machine business. You were scratched off the list of the elect if you looked at one. Besides, the firm had little to offer in the way of remuneration.

"I remember," said one who worked with the inventor in the early days, "that we had no place for the singers to record in except a loft that you got to with a ladder. I would scurry around and get some poor devil to come and sing for a dollar in real money and then I'd push him up the ladder and try to get a record. Sometimes the voice would record and sometimes we would have nothing but failure.

"I sometimes think, as I watch Melba and Tetrazzini and Farrar singing in our laboratory, of a woman I got to sing for us once in the beginning. I can see her now, a stout, good-natured creature who had come in the rain without an umbrella to sing for a dollar or so. She had a long feather in her hat and it hung over one ear and dripped water on the floor of the loft.

"What a time I had getting her up the ladder, too. She was a kindly soul, for she enjoyed singing into the machine so much that she wanted to



Mr. Dealer!

You could not sell a piano with a Tin or Veneered Wood Sounding Board!

A Talking Machine Horn is nothing more or less than a Sounding Board.

Why not show your machines at their best by equipping them with

MUSIC MASTER HORNS

which are built of solid wood on Sounding Board principles.

In September we start our Fall Campaign of National Advertising in order to help educate Talking Machine Buyers in this principle.

Are you prepared to take care of the inquiries that will come to your store?

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, and if you are not entirely satisfied with the merits of the MUSIC MASTER you can return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

come back every day and work with us. And then there was a vaudeville chap, down and out, who wore a frock coat and a slouch hat on one side—he used to sing for us. Those were great days.

"There were times when everything went wrong. We could not rely on our machinery to give the proper effects unfailingly. We had to try and try again. Many a time it seemed as if I could not stand another thing. I would report failure to Mr. Johnson, and often if he had said not even a sharp word but something like, 'Well, it's your business to get the thing right.' I should have put on my hat and answered: 'It can be yours in future.' But he never did. There was never anything but sympathy and encouragement from him through all that time of struggle and disappointment."

One thing has of course boomed the Victor machine tremendously. That is the trade mark, the little dog with his head on one side listening to "his master's voice" and wondering why the beloved presence delays to come out of the horn.

Everybody knows the dog, and we all, when he first came out, stopped long enough before shop windows to give him a sympathetic smile and incidentally to read what was said about the Victor.

The story of the way in which the dog came into the Victor family is odd. The drawing was offered by a young artist to a great firm in London. The manager looked at it and observed somewhat wearily, that he didn't think much of it, but he would show it at the directors' meeting. The directors also eyed it in a bored fashion and said, no, they didn't want it. The manager, so reporting to the young artist, noticed that young man's disappointment and said kindly:

"There's a little firm round the corner you might like to see. They may feel it would do something for them."

The little firm was the London ally of the Victor people, and they did think the dog would "do something for them," and they were right, it did. It caught the popular fancy as few trade marks have done.

Nothing better illustrates the prompt triumph of

the machine the inventor so joyously christened "Victor" than the way the plant at Camden has grown. It is the most intricate, out-at-elbows, overgrown place imaginable. The company has bought all the land and buildings for several blocks, but the old concerns have not yet had time to move and the Victor factory shoots up amid smaller buildings bearing strange names. In a year or so all these will be down, but the demand for talking machines must be met meanwhile, and the firm enlarges as best it can.

Six months ago the old cabinet building became too small. The firm built a new shop, covering considerable ground and three stories high. This, they thought, would be enough. But before the three stories were up it was decided to build four. The four were no sooner completed than it seemed wise to put on a one-story addition on the rear. The one-story was not finished before it was seen that the addition would have to run up the entire four stories. But even as this was going up orders kept pouring in to such an extent that the management found it wisest to make both original building and addition not four but six stories. It is not yet finished, and that the six stories are needed is made manifest to anyone who has tried to worm a way through the piles of lumber.

The business has jumped this way: In 1901 the sales were \$3,000,000. In 1903 they had doubled. In 1905 they were again double, that is, \$12,000,000. In 1907 they were \$27,000,000. During the panic times they dropped 25 per cent., but in 1909 were back at \$27,000,000. This year they will far surpass that mark. The factory, they say, has a capacity of a machine a minute, and it is working full blast every day.

The Victor company does everything in its own shops, except make the horns for their machines. At present some cabinet work is done outside, pending the completion of the large shop. Apart from this every screw is made under the eyes of the management at Camden. Such a forest of workshops takes three hours to see in even the most casual fashion.

When the writer was taken through the shop chance brought about a quaint little incident. First there was the room where the shellac mixture, which is to be the disk, is made. The Victor company is the largest buyer of shellac in the world, which is easily believed when one sees the yards and yards of doughy stuff being kneaded in the cauldrons. It is pliant and thick, and is passed over the rollers just exactly as if it were a particularly black sort of dough.

When it has been kneaded enough it is put through a machine which flattens it out and cuts it into squares just large enough to make a record disk. It lies smoking and cooling, on a big rolling board for all the world like a singularly uninviting kind of cake. In a couple of minutes it has cooled enough to be touched and taken up to the room above.

There stand men before a heated copper table. The black cake is put on the table for a few seconds to get warm and pliant again (it is as hard as a rock when cold); then it is folded into a mold and put in a hydraulic press, with a pressure of 3,000 pounds to the square inch. In half a minute it is taken out, all ready except for a little trimming of the edges.

We took the little square we had followed, slipped it into a talking machine and the ugly black thing that five minutes before had been smoking in a cauldron had become "The Spring Song." It takes about five minutes, not more, to work this modern miracle.

To prepare for it, however, takes the skill of some two thousand men. In the machine shops queer little engines that one cannot call "almost human," because they are considerably more than human in their accuracy and swiftness, turn out bushels and bushels of screws—screws enough for the whole world, it would seem.

There is an electrotyping plant that has to turn out work 100 per cent. finer than the finest the government in Washington can do. There is a cabinet factory where a combination of machinery and skilled hand work puts together and smooths and carves rows of cabinets a mile long, more or less. There are engines and machines to run the

**Read the "questions and answers"
on pages 32 and 33. And if you don't yet
handle the complete Columbia line read
it twice.**



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

other engines and machines. There are the testing rooms, where every record and every part of the machinery has to be tested before it is sent out. There are acres of offices where the accounting is done. And then there is the heart of it all, the center of interest and mystery—the recording laboratory.

Here followed a most interesting description of the various processes attendant upon the making of Victor records. Continuing, the article says:

All over the globe the traveling recorders carry their apparatus and induce the Chinese, the Japanese, the Africans to sing into it. There is a great demand just now for Arabian records in Argentina. There are Arabs working there, and they want the songs of home. In the Orient wealthy Chinese and Japanese buy their native music as sung by their greatest singers. They do not yet, say the Victor people, buy the Western music, for our finest productions mean nothing to them, but they want their own, and are willing to pay for them.

Many have been the adventures of these traveling recorders. In Japan, for instance, music is taught especially to the blind, and they were the persons most wanted by the agents. They consented to sing, but it was found that they would not allow an "unclean white man" to touch them, and being blind they wandered all over the room, singing everywhere except into the horn, while the agents fumed furious and impotent. When half a dozen records had been spoiled a Japanese friend came to their assistance, and leading the proud singers gently by the arm drew them within range of the horn.

It is not uncommon now to find in camps of Italian laborers a talking machine with records of all the good old-fashioned operas that Italians love and others of the songs that make the Bay of Naples gay.

The laborers together buy the machine and some records. Then concerts are given, and after four or five numbers the hat is passed around with the word that if more songs are to be heard there must be money forthcoming for new records. This is getting to be quite a business for the Victor company. Not only the Italians, but the Hungarians, Bohemians, and other immigrants who come over and live huddled together in mining and lumber camps, call for the machine and records that will bring home near to them.

The "best seller" is Caruso, with Tetrassini, Farrar, Melba, and Scotti close seconds. Apropos of Tetrassini, the company tells a joke on itself. Some years ago, before she made her spectacular hit, she sang a number of records for a small company at \$30 a record. The Victor traveling agents were in Mexico and she passed through there. They wrote that she would sing twelve records for \$1,000, should they go ahead? The manager said no, it was too much. The year after she was the idol of New York and London and the company is paying her now \$25,000 or more annually for what it could have bought outright for one thousand dollars.

The company has done several operas entire—

"Faust," "Trovatore," "Ernani," and "Pagliacci." It has not yet found a way of making the whole record, so that it will be sung continuously, as on the stage. The disks have to be changed. And the company has not yet found a way of giving the full perfection of a great orchestra of ninety or one hundred pieces, but it is working for it. Mr. Johnson has a passion for perfection. They say in the office that if he saw a way of improving the machine, though it would not add a cent to his income, he would spend all he made in a year to bring it about. As it is, there is a small house given over to men at salaries of \$10,000 and \$12,000 a year, who experiment day in and day out, following the dream the young inventor saw fifteen years ago.

The whole business is in a peculiar way Johnson's. Not a mechanic works in the factory who does not know that his chief understands the work on which he is engaged better than he does himself. There is not a part of the machine he has not made with his own hands and the most delicate parts he has himself created.

The talking machine business is not a great concern built by rich men's capital on poor men's brains. Johnson made it, with the help of his loyal friends, out of nothing. And throughout the buildings they warn you, "Don't mention my name. This is Johnson's business. He made it and his is the only name that should be connected with it."

DYER & BRO. ANNIVERSARY.

St. Paul House Celebrate Fortieth Year in
Business During Lively Week in That City.

(Special to The Talking Machine World.)

St. Paul, Minn., Sept. 5, 1910.

W. J. Dyer & Bro., prominent in the talking machine trade as distributors of Edison and Victor talking machines and records, took occasion this week during the period of the National Conservation Congress, and the State Fair, to celebrate the fortieth anniversary of the establishment of their business, which was founded by W. J. Dyer in 1870. In commemoration of the event W. J. Dyer & Bro. have sent out to their patrons and friends a handsome engraving showing portraits of W. J. Dyer, the founder, and D. M. Dyer, the builder of the wholesale section, who joined the house in 1871. There is also shown the first location on the corner of Jackson street and Seventh street, their next stand on East Third street, and the present immense building, 25-27 West Fifth street. The growth of the Dyer business is well illustrated by the figures appearing at the head of the engraving—"Sales 1870, \$20,000; sales, 1910, \$1,000,000."

Many a lazy, careless clerk retains his position from the mere fact that the employer will not take the trouble to put him out. But were he once out, would he be put back again? Never! Then why keep him?

EMERGENCIES TEST OF ABILITY.

**It's the Man Who Does Not Falter When Load
of Responsibility Is Placed on His Shoulders
Who Advances—Save Reserve Energy for
Emergencies.**

A man with great mental reserve, with a finely balanced judgment, with poised character, does not waver or falter in great panic or emergencies where superficial men lose their heads, says a writer in Success.

Great merchants know very well that many men in their employ could probably run the business when times are flush and money easy, but that it takes a financial general, a long, shrewd, hard, level head to guide a great business through hard times or a panic, when men without great reserves go down.

It is not so much the knowledge, experience or power actually used in the transaction of business that distinguishes a great business man as the subtle reserve power which those who know him and deal with him feel he might exert in some great business stress or panic. This reserve power is to the man what money surplus, not usually drawn upon or used, is to a great banking institution.

One reason why so many men do such little things all their lives, when they might do greater things, is because they often lack this surplus force, this reserve power. They do not take time to prepare for anything very great or anything outside the usual routine.

The result is that they use all their resources as they go along in the ordinary transaction of business, and they have no great reserve of mental training, discipline or experience for emergencies, so that when anything uncommon occurs, when a crisis, hard times or a panic comes, they go to the wall.

NO TRUTH IN REPORT

The report that the Columbia Phonograph Co., General, New York, had practically discarded its cylinder records is without the slightest foundation in fact. When H. A. Yerkes, manager of the wholesale department, was asked as to its truth or falsity, he said: "We are pushing the sale of our cylinder records as hard as ever, and will continue to do so. The statement that we have discarded the cylinder product is made out of whole cloth. Of course, the sales of the cylinders do not compare with the disc records. Discs are the popular goods, both in the domestic and foreign trade." Another fib fastened.

HANDLE VICTORS EXCLUSIVELY.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 5, 1910.

The A. F. Mengel Music Co. opened their new store at 4300 Olive street on September 1. A feature of their store is the handsome talking machine department, which handles the Victor line exclusively.

ANNOUNCEMENT

We take this means of announcing, to all concerned, that the Victor Talking Machine Company, of Camden, N. J., have acquired and will hereafter control exclusively the Fibre Needle, formerly manufactured by us and known as the "B. & H." Fibre Needle.

All orders should be placed with the said Victor Talking Machine Co., Camden, N. J., who will notify you as to methods and policy to be adopted in the premises.

Respectfully

"B. & H." FIBRE MANUFACTURING CO.

CHICAGO, ILLINOIS

VICTOR RECORD CABINET CATALOG.

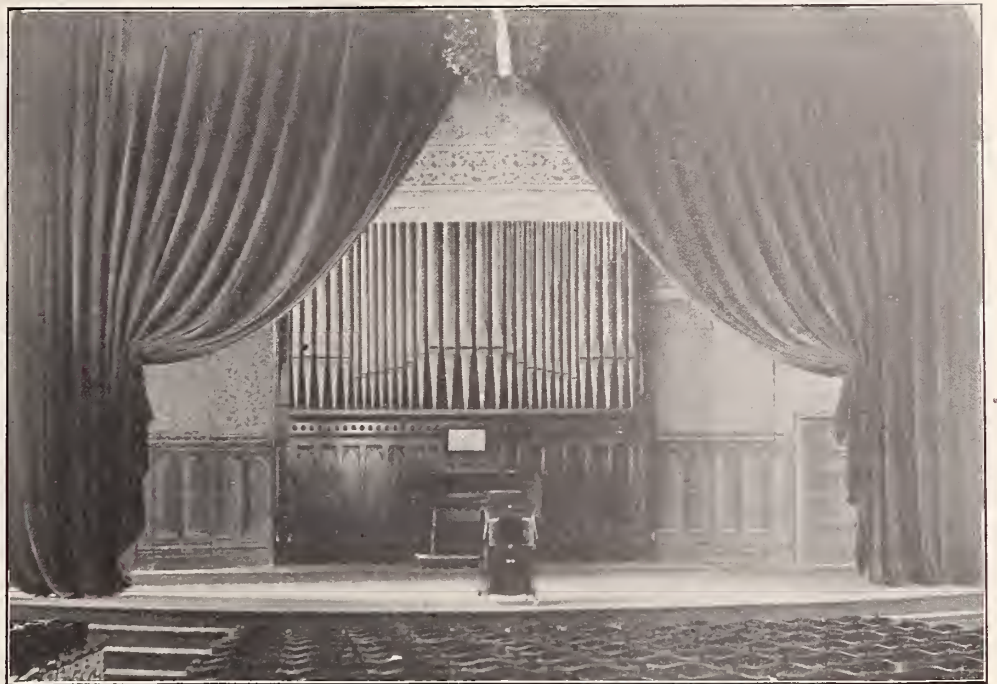
New Volume Well Arranged and Handsomely Illustrated Recently Sent Out to the Trade—Cabinets Designed to Harmonize with Every Type of Victor Machine—A Special Letter Regarding the Victor Wood Horns—Supplement to "Repair Part Catalog" Also Sent Out to the Victor Dealers.

During the past month the Victor Talking Machine Co., Camden, N. J., have placed before their dealers a new catalog of "Victor Record Cabinets." In arrangement, illustrations, printing, paper, etc., this dainty issue is of the high standard maintained by the company in all their publications. These cabinets, shown and described, include the new record album No. 51, a composite pattern designed to conform to all types of Victor machines; Victrola record cabinet, a mahogany cabinet to match the Victrola XII., and Nos. 150 and 151. All Victor cabinets are made in their own factory and under their personal supervision.

This company also transmitted a special letter on their wood horns, urging them on the attention of the dealer. In referring to their horn factory capacity and their tremendous business in connection with horns of this description they say: "Up to the present time, our capacity for the manufacture of wood horns has been unequal to the demand, and now, for the first time since December, 1906, are we in a position to recommend that our distributors and dealers make special efforts to sell Victor wood horns. During the year 1907 we sold 125 per cent. more wood horns than our capacity at that date. The year 1908 doubled the sales of 1907, and the year 1909 increased by 35 per cent. over the sales of 1908, and during the first six months of 1910 we have sold more than during the entire year of 1909."

A supplement to the Victor Co.'s "Repair Part Catalog" of April 1, 1910, was likewise mailed their distributors and dealers, a publication of some size in itself when the goods in detail are considered.

THE VICTROLA WITH AN ÆOLIAN ORGAN



The accompanying photograph is that of the Victrola shown in connection with an Aeolian organ in the auditorium of Miami University, Oxford, O. The occasion was a Victrola concert, attended by nearly a thousand students and professors of the university, July 28. Harry C. Meek, manager of the Aeolian Co.'s talking machine department in their branch house in Cincinnati, O., who had charge of this pleasing musical event, declared that he never saw an audience so delighted and enthusiastic over the Victor grand opera records. The program was carefully arranged, and through Mr. Meek's judicious selection of records

he subsequently received an order for a Victrola to be used in the music study of the college. This is a suggestion that other dealers should follow.

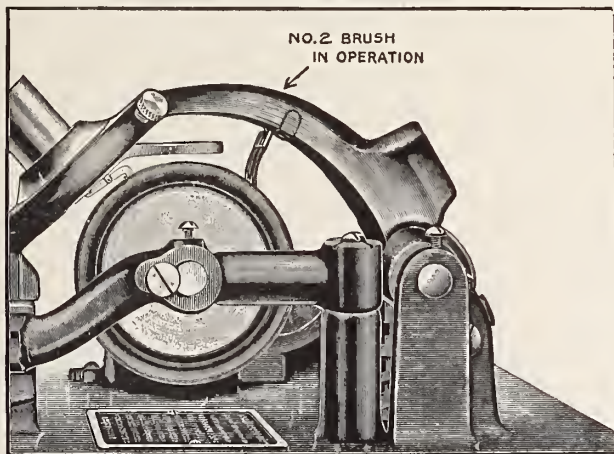
J. H. DODIN WITH GIMBEL BROS.

J. H. Dodin, an experienced and practical talking machine man, will be the assistant of C. P. Calderhead in Gimbel Bros.' department in their New York store.

An hour employed in brightening up your store is worth nine months cursing your hard luck and light sales.

SAVE THE LIFE OF YOUR RECORDS
BY USING THE PLACE AUTOMATIC RECORD BRUSH
FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED { September 25 and October 2, 1906
 and September 10, 1907.



NO. 2 BRUSH IN OPERATION



PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

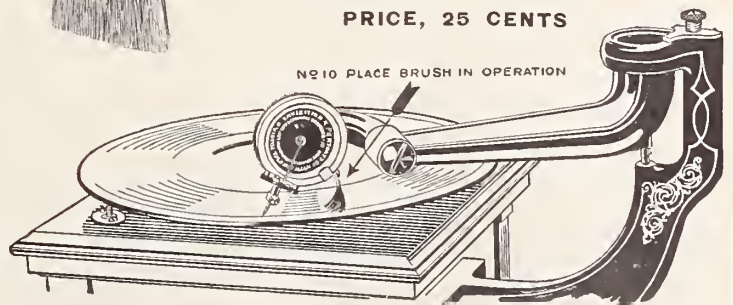
Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph No. 2 Standard and Home No. 3 Gem and Fireside



THE PLACE No. 10

DISK RECORD BRUSH
 FOR
VICTOR EXHIBITION SOUND BOX
 PRICE, 25 CENTS



NO. 10 PLACE BRUSH IN OPERATION

PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

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

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

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.
 97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
 President
 "The White Blackman"

Announcement



Victor Fibre Needles

The Victor Company announces having taken over the B. & H. Fibre Needle, formerly manufactured by the B. & H. Fibre Mfg. Co., of Chicago, Ill., the needle to be known in the future as the "Victor" Fibre Needle.

PRICE, \$5.00 per 1,000, subject to regular Victor discounts.

Manufactured in two styles

- No. 1 Standard length and thickness
- No. 2 Special—slightly shorter and heavier (more powerful)

Packing—for each style:

- 100 in envelope, with instructions and
- 250 in a carton, with instructions.

Ready for shipment on October 1st.

Old Sound Boxes will be altered, at a minimum charge, to accommodate the Victor Fibre Needle (thereby playing both fibre and steel).

Shipments from the factory of new Victor Machines and Sound Boxes equipped for Fibre Needles, will commence about Nov. 1st.

The qualities and advantages of the Victor Fibre Needle are already apparent to all who have used them.

Improved Victor Fibre Needle Cutter, for re-pointing fibre needles, price \$2.00. Ready for the market with the needles.

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

Berliner Gramophone Company, Montreal, Canadian Distributors.

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

TIMELY TALKS ON TIMELY TOPICS

After a search extending over two years Thomas A. Edison has almost given up hope of finding a collection of talking machine records of the voices of some of the most illustrious men of the nineteenth century. One of the missing records was a short message by the late King Edward. Another voice was a message to posterity given by Gladstone. Tolstoi and other famous men were represented in the collection. The records had been made by one of the National Phonograph Co.'s recorders during a European trip. He was killed in a railroad accident in New Jersey. After his death a search was made for the records, but they have disappeared so mysteriously that not a trace of them can be found. Of course, coming from a daily newspaper, the foregoing may be questioned as to its truthfulness. Perhaps Walter H. Miller, manager of the National Co.'s recording laboratory, could throw some light on the story.

Reports regarding business conditions in the European talking machine trade vary greatly, though the preponderance of testimony was of an optimistic tenor. The appended from the Music Trade Review would lead one to believe the situation is not so rosy as some travelers have said, at least in Germany, to wit: "A number of amalgamations have recently taken place in the talking machine business. First of all the Puppel machine factory and the Beka Record Co. joined hands, and now the Lindstrom Co., the largest German machine factory, has joined them. An amalgamation has also taken place in Leipzig, where the Kalliope Co., which manufactures automatic instruments and discs, has bought up the Sachsische Holzwarenfabrik Max Boehme & Co., a firm which builds only machines and was at the point of breaking down. The capital of the Boehme company was 1,200,000 marks, but the Kalliope Musikwerke A. G. were able to purchase the entire business for only 60,000 marks."

The improvements in record cabinets multiply, and each new design and method of storage seemingly adds to the convenience of handling, and ease of finding what is wanted. This means greater enjoyment of the marvelous entertaining qualities of all talking machines. The Victor record album is a sample of what is referred to in this remark. Of this mode of keeping disc records they say: "The owner of a Victor who takes care of Victor records by stacking them in a 'bunch' on a table, or on the window sill, is depriving himself of one of the real joys of a Victor, which is the satisfaction of hearing any one particular record just when you are in the mood for it. This is possible only when you have a place for every record and every record in its place." The progressive dealer knows this, or ought to; but the talking machine owner should also be familiar with this fact, and it is the seller of such goods whose duty it is to bring it to his attention that such an appliance will add to his comfort and pleasure. The rest will follow.

Elsewhere is printed the complete text of the Mexican Court of Cassation, the highest tribunal in the republic, reversing the sentence imposed by the lower court for an alleged infringement of the copyright law. The court of last resort in Mexico recognizes to the fullest extent the vast and marvelous progress made in the beautiful art of reproducing sound by means of the talking machine. In this opinion, which is unanimous, is displayed a spirit of legal interpretation worthy the highest standard of modern civilization. And by the way, Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, who was in the City of Mexico for a month or more giving his personal attention to the suit, is entitled to no small meed of praise for this important victory.

* * *

"In selling records," observed a particularly active dealer, "if more enthusiasm were displayed by a salesman larger sales would be made. I have gone into stores and looked on and listened while such a transaction was under way. To me, in a great many instances it has been disappointing. In the first place the salesman is not familiar with his stock, nor is he sufficiently informed as to the real character of the records he is running off trying to interest his customer. I do not pretend to know about every number in the catalog, especially of the latest popular songs; but I do know the standard favorites, and when I play them the performance has some snap and ginger in it. I have found, in my experience, that it takes very little to get a person interested or 'wound up,' if you please, and sales are doubled and often trebled by such tactics. My place is not so large, nor is it gorgeously furnished or equipped, but for my facilities I am willing to wager I sell twice the number of records of any of my competitors."

* * *

Strange as it may seem, a German trade paper (Der Sprechmaschine) says the concealed horn cabinet is disappointing, to express it mildly. But it is just as well to reproduce the exact language of an esteemed contemporary so the trade may judge for itself, which is apropos of the yearly fair at Leipzig: "The hornless apparatus have not fulfilled what they promised. At the last fair an extremely large variety of hornless apparatus were exhibited and it was generally expected that they would completely out rival the horn-apparatus. It is true, the hornless-apparatus have many great advantages. These advantages, however, do not seem great enough to be able to entirely beat those of the horn-apparatus. At the present fair the new types with horn greatly outnumber the hornless-apparatus and, contrary to the last fair, the manufacturers consider the trade in horn-apparatus better than that in hornless-apparatus."

When exaggerated or false statements are made about goods it is a human tongue that talks or a human hand that writes; it is not the merchandise that speaks—therefore it is not advertising.

SUCCESS OF BLUE LABEL RECORDS.

Latest Product of Columbia Phonograph Co. Becomes Popular with Both Dealers and Public—Some of the Hits in the New List.

The recently announced blue label records of the Columbia Phonograph Co., General, have made a hit with Columbia dealers, and with other goods in equal active demand a number of the factory departments at Bridgeport, Conn., are working overtime. The call for the Mignon Grafonola on order, according to headquarters reports, is running away from the company.

The first of the blue label series appeared in the October list that goes on sale September 25. November selections have also been sent the trade, and include the following titles: (Ten inch, double disc) "I Need Thee Every Hour," and "I Love to Tell the Story;" "Constantly" and "I'll Lend You Everything But My Wife" (Bert Williams); "The Soldier's Farewell" and "The Hunter's Farewell." (Twelve-inch double disc): "Paris and Helios" and "Humoresque;" "Anita's Dance" and "In the Hall of the Mountain King" (Grieg); "The Gypsy" and "O, Susanna," "The Mikado"—vocal gems and orchestra selections. The twelve-inch numbers are chiefly instrumental.

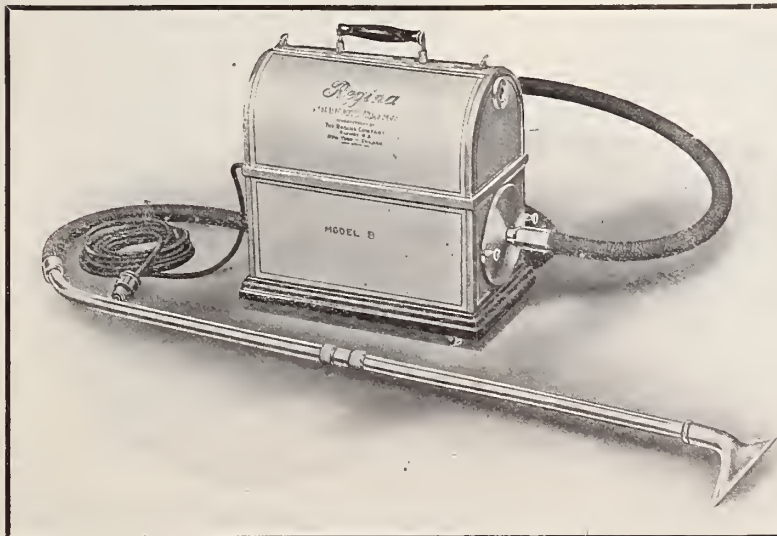
Owing to their popularity the following October records have been placed on sale immediately: (Ten-inch) No. A897, "Any Little Girl That's a Nice Little Girl is the Right Little Girl for Me," and "I've Got the Time, I've Got the Place, but It's Hard to Find the Girl." Also the two-minute indestructible of the first-named title. In the November list the following likewise have been put on sale at once as "big hits": (Ten-inch), A905, "Meet Me To-night in Dreamland" and "Tickle Toes;" A906, "Kiss Me" and "Come Along, My Mandy;" A894, "Every Little Movement" and "Heigh-Ho;" (Ten-inch blue label) A904, "Clap Hands" and "Does Anybody Here Know Nancy?"

AEOLIAN CO. DEPARTMENT READY.

Eighth Floor of Aeolian Hall Handsomely Fitted Up and Decorated—Large Stock Now on the Floor—O. A. Gressing's Good Work.

Work has been going steadily forward for weeks transforming the eighth floor of the Aeolian Co., New York, into their talking machine department. Since the arrival of O. A. Gressing, the manager, on the scene of action still more energy and activity has been displayed in order to have everything in readiness for the opening after Labor Day.

Painters, decorators and carpenters have been trying their utmost to get through, and while the demonstrating booths, record cabinets and other essentials have been finished by that time, considerable delay caused the postponement of the opening until Sept. 8. The new stock is on this floor, the handsome rugs adorn the place, and Mr. Gressing may be congratulated upon presiding over one of the most elegant departments of its kind in the country. Everything is right up to the minute and the most approved selling methods will prevail.



JUST OUT Electric REGINA Pneumatic Cleaner

(Also furnished as a hand-operating cleaner)

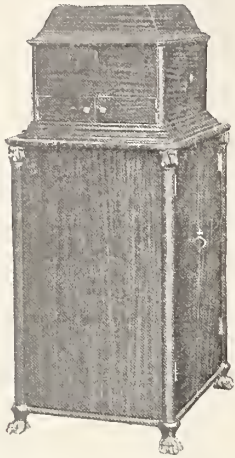
Talking machine dealers can make a big profit pushing Regina Cleaners; it is a business that is growing rapidly. Regina Cleaners are the most efficient vacuum cleaners in the world; very simple in construction. Send us your address and we will make a proposition that will be decidedly interesting. Why not write us now?

BOSTON CYCLE & SUNDRY CO.

J. M. LINSOTT, Manager

"Exclusive Edison Jobbers," Regina Vacuum Cleaner Distributors
48 HANOVER STREET BOSTON, MASS.

THE SALTER LINE EXCELS ALL OTHERS



No. 777 CLOSED for Victor 12 Machine



No. 782 CLOSED



No. 786 CLOSED

It is not only the outside of a cabinet that should be made and finished right, but the interior as well. Our new style of

SALTER CABINETS

which for the past two years have been the favorite among dealers on account of their superior quality to all makes, has kept our factory working overtime.

Our patent interior arrangement stands out in a class by itself.

The interiors of **Salter Disc Cabinets** have an individual compartment for each record.

The wood shelves are lined with soft green felt to prevent records from scratching.

Each shelf or record has a number which corresponds with index cards on door, so any record in cabinet may be located instantly.

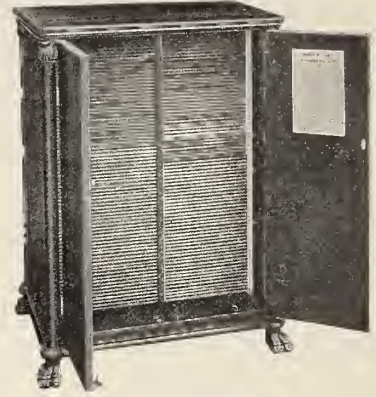
The Disc Records lie flat on the shelves, preventing them from warping.

The interiors of our Cylinder Record Cabinets are so arranged as to hold the records in their original carton boxes, thus protecting them from dust or from breakage in handling, or the records can be placed on the pegs in the old way, if desired.

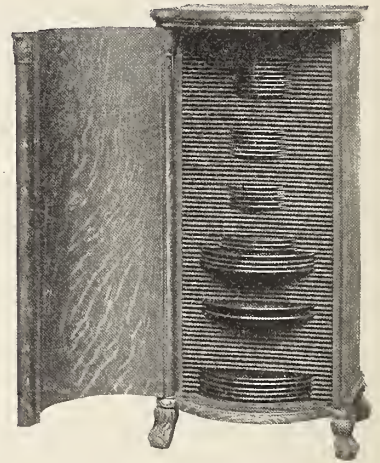
All our makes of cabinets are artistic in design and highly finished in any color, and securely packed.

Our latest catalogue will be mailed you free on application.

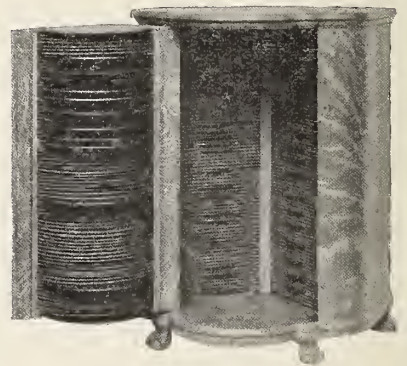
Salter Mfg. Co., 337-343 N. Oakley Avenue
CHICAGO, ILL.



No 777 OPEN for Victor 12 Machine or Columbia Elite



No. 782 OPEN



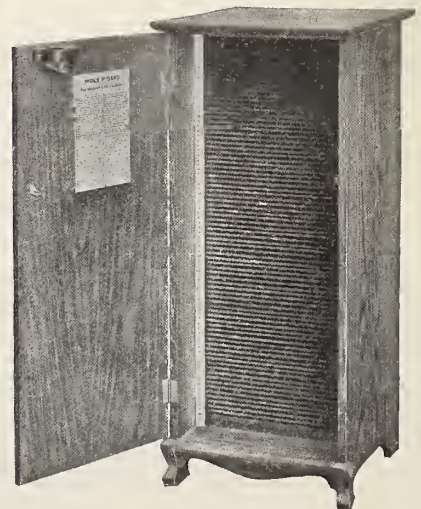
No. 786 OPEN



No. 778



No. 785 OPEN - For all makes of Cylinder Records



No. 779

PERFECTS TALKING PICTURES.

Thos. A. Edison Announces Success of His Efforts in That Direction and Demonstrates Machine Before Newspaper Men—How the Talking Pictures Work.

After several years of earnest work Thomas A. Edison recently announced that he had solved the problem of talking pictures, and the first demonstration, given before a body of newspaper men, indicated that he had met with complete success in his efforts.

The demonstration was given in the laboratory at the Edison plant in Orange.

The picture that was thrown on the screen explained itself, literally. The figure of a man stepped forward, bowed and then began to talk—the lips moving in perfect, unmistakable unison with the words that couldn't have come from them, and yet couldn't have come from any place else, it seemed.

The man dropped a croquet ball, its impact sounding instantly from the floor. He pounded the table with a little hammer, and there wasn't the fraction of a second between the sight and sound of the blow. He dropped a plate, and as the pieces flew the crack resounded. Finally an automobile horn was sounded, and the demonstration was at an end.

The phonograph from which the sound of the voice and that of the "business" came was behind the screen. The machine from which the pictures were projected was at the other end of the room, yet the synchronism was flawless. Wires attached to the projecting mechanism controlled the two, and their unity was as perfect as that with which the record of the one and the film of the other had been made.

"I'm going to put Metropolitan grand opera into the hamlets of Illinois in a couple of years," Mr. Edison said afterward. "I'm going to take John Drew into parts of Iowa he never heard of. Finally, I'm going to take Col. Roosevelt to the cabins of the prairies with his campaign speeches. We've got it now."

Two years have been spent in perfecting these talking pictures. The old devices of having actors talk behind the screens or of taking phonograph records after the pictures have been made have been done away with entirely. The records for eye and ear are made at the same time.

The great obstacle that Mr. Edison had to overcome was in getting a phonograph that could "hear" far enough. At the beginning of the experiments the actor had to talk directly into the horn, which made the right kind of pictures impossible to get. Bit by bit, however, a machine was perfected which could "hear" so well that the actor could move at his pleasure within a radius of twenty feet. That is the machine that is being used now.

A complete drama has already been "made" in these pictures, but only for experimental purposes. It will not be shown; nothing will be shown until the talking pictures can carry a Broadway production out with them.

"This isn't for nickelodeons," Mr. Edison explained. "This is a big, a serious thing, and I'm not going to put it out until I can put it out the way I want to. It's important enough, I think, to deserve to be put out in just that way."

There are really two machines, but they are so interrelated through electrical connection that they act as one in producing before the spectator both the acts and the voices of the people who are depicted on the screen, although as a matter of fact the picture producing part of the machine is, as usual, behind the spectators, while the sound producing section of the apparatus is placed behind the screen upon which the pictures are thrown.

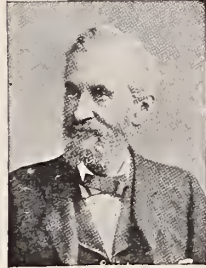
WILL DISPOSE OF FOREIGN RIGHTS.

L. P. Valiquet, the inventor of the Resonator, the new reproducing device for talking machines which was introduced to the trade at the Atlantic City convention, and which aroused a great amount of interest at that time, announces on another page of this issue his desire to dispose of the foreign

patent rights for this device. The patent rights will either be sold outright, or will be released upon a working agreement suitable to parties concerned. It might be added that Mr. Valiquet already has several propositions under consideration.

DEATH OF WILLIAM F. NYE.

Veteran Manufacturer of Fine Oils Dies in Fair Haven, Mass., in His 82d Year.



WM. F. NYE.

William F. Nye, a prominent citizen of Fair Haven, Mass., near New Bedford, died in that city on August 12th in his 87th year. In the business world Mr. Nye was chiefly known as the manufacturer of the well known product, Nyoil. The output of his factory on Fish Island went to practically every country in the civilized world, and the business continued to increase steadily.

Up to within a few weeks of his death Mr. Nye was remarkably active for one of his years and took a personal interest in his business affairs. While no definite arrangements have been made for continuing the manufacture of Nyoil and allied products, it is considered practically certain that Mr. Nye's son, Joseph K., who survives him, will look after the business.

SOME GOOD NEEDLES.

What a Good Needle Means to the Trade—The Success of the Blackman Talking Machine Co. "Playrite" and "Melotone" Needles.

There is hardly an accessory of the disc talking machine which is offered in such a variety as the needle. Since disc machines first made their appearance we have had announcements almost every month of some new needle for which great things were promised. A number of these needles proved very successful, others dropped out of sight and were heard of no more.

When the Blackman Talking Machine Co., however, put on the market their "Playrite" and "Melotone" needles they referred to them as "The best that money can buy." That they possess real merit was evidenced in the manner in which the jobbing trade and the dealers took them up and pushed them.

The majority of talking machine stores now carry "Playrite" and "Melotone" needles in their regular stock, and in practically every case are sending in increased orders each month. This growing demand in itself proves that the claims made for these needles are not in any sense fictitious. The names "Playrite" and "Melotone" were chosen by the manufacturer in the belief that the names in themselves express just what the needles were intended to do. Those who are unacquainted with the merits of these needles may obtain information and samples from the Blackman Talking Machine Co., 97 Chambers street, New York.

BUYS OUT COLUMBIA STORE.

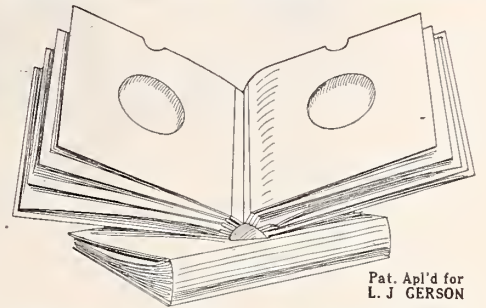
(Special to The Talking Machine World.)

Trenton, N. J., September 10, 1910.

M. Woodward, a bright, active and experienced talking machine man, has bought out the Columbia Phonograph Co.'s store in this city, and will take over the property on the 15th. Mr. Woodward has been an attache of the company here for several years and has been in the business nine years, starting with the Conroy Piano Co., St. Louis, Mo., and going through all the grades.

In chatting of business with The World Mr. Woodward said: "Of course, Trenton is between two of the great cities, but for all that we catch the people who seldom, if ever, visit New York or Philadelphia, and we get a very fair share of the trade. I am surprised how briskly business has opened up. Within a week or so I sold two Grafonolas. The Mignon is a dandy."

**“ECHO”
DOUBLE FACE RECORD ALBUMS**



Pat. Apl'd for L. J. GERSON

NEW STYLE! JUST OUT

Will Hold Both
**DOUBLE FACE and SINGLE FACE
TALKING MACHINE DISCS**
of any size and all makes.

“The New Way”

Echo Record Albums are being used by hundreds of Talking Machine owners, many of whom have classified their collections into groups—one or more albums to each group. The "Caruso" and "Tetrazzini" Albums, "Sousa's Marches," "Religious Music," "Harry Lauder," etc., all indicate how the volumes can be made up into a "Library of Music."

“The Old Way”

The records are played over and left under a table, on a window sill, or possibly pushed in the vertical racks of a Talking Machine Cabinet. Generally, no bags cover the records, and they are scratched while rubbing against one another, or else chipped or cracked by the contact. The pile gets heavy and some are dropped and broken—generally an expensive and especially fine record. Echo Record Albums prevent all this. The proper solution is to use Albums for all records, and when through playing, replace them in the albums which are kept away from dust in a Book Case or Cabinet.



THIS SHOWS THE POPULAR VICTOR ON A RECORD GLASS DOOR CABINET FILLED WITH SIXTEEN ECHO ALBUMS.

The Selections can be written on an Indexed Card which refers to particular volume and page of record wanted. Records may be kept this way like new and for a lifetime.

FALL RETAIL PRICES

Ten-inch Disc Albums . . . each \$1.25
Twelve-inch Disc Albums . . . " 1.50

"Echo" Record Albums preserve Disc Records against dust, careless handling, scratching or breakage.

Index in every album facilitates instant location of every Record. Enables classification in groups by an index.

Every Album is finely bound in brown cloth and holds one dozen Records in heavy paper pockets, with cut out holes, enabling titles of Records to be read.

They protect valuable Records from injury and breakage. Send for circular, samples and trade quotations.

**ORDER NOW FOR FALL
ECHO ALBUM COMPANY
926 CHERRY STREET,
PHILADELPHIA - - - PA.**

Questions



Do you ever stop to really consider whether or not you are drawing from the Columbia product every item of the immense profit and advantage it holds for every wideawake and progressive dealer, no matter what his location or circumstances? Does it ever occur to you how immeasurably superior is the Columbia proposition to all others in the talking machine field, not only in essentials, but also in the finer points of the game? A half-hour's real undivided consideration of the matter will pay you, and pay you well.

Are you aware and do you exploit the fact that we have the greatest orchestra and the greatest band ever gotten together and trained for talking machine work? We rely on no names or traditions or superstitions. Our orchestra and band records rest on quality of playing and recording alone, and no others of the same class made anywhere in the world can compare with them. Similarly, the orchestral parts of our vocal records are unmatched by those of any other company in existence. Columbia orchestra accompaniments round out a vocal performance in a way that renders Columbia vocal records the most thoroughly musical of any so far issued.

There are well-defined reasons why the Colum-

bia process of recording produces the greatest results in the finished product of any system now in use. For one thing, it is the first and original process, which fact would mean little, however, if it were not that the best and cleverest minds the industry has produced are everlastingly intent upon ways and means of improving this process to the last detail of perfection—even greater perfection than at present attained. The remarkable improvement during the past few months, due to the installation of new methods, commented upon by dealers and public everywhere, is sufficient proof of this.

The Columbia reproducer is the greatest piece of musical mechanism on earth, reproducing the human voice and instrumental tones with a faithfulness to the original such as it is impossible to find elsewhere. The Columbia reproducer is made upon the same principle as Columbia records; that is, the idea that people want to hear the voice or instrument as it is in nature, with every musical quality preserved as it originally went into the horn, without any tinkering or doctoring of the original tone. The music of Columbia Records and Columbia reproducers is the music itself, not our idea of what we can make the people think music ought to be.

COLUMBIA PHONOGRAPH

Dealers Wanted—Exclusive Selling Rights Grant

and answers!



But, after all, one of the main sources, if not the principal source of our strength is found in the Columbia catalogue. Have you ever made a real investigation of its resources? Do you appreciate the care that was given in selecting it in such a manner that you have practically everything in music your customers can desire or ask for, contemplated in the smallest possible number of records for you to carry in stock?

To take one instance, do you realize what an asset you have in the violin, flute and harp trios issued from time to time during the past two years? Compare the "Herd Girl's Dream" (A587) and "Scenes That Are Brightest" (A5159) with any instrumental combination ever put out by any other company.

Where can you find an orchestra record to compare with "Idilio" (A5140) or the "Barcarolle" from the "Tales of Hoffman" (A5116)? The only other orchestra records that can class with these are made by the Columbia.

Can you find greater band recordings than "Colt's Armory March" (A821), "Selections from Tannhauser" (A5139), or, in lines of popular music,

than "Temptation Rag," included in our September list?

Compare our flute record of the Russian Carnival by Marchall Lufsky (A841) in our August list. No flute solo ever before recorded by any company can approach it.

To be still more specific, why not compare "Fraidy Cat" (A797) by Ada Jones with the same selection by the same singer on a competitive list, and "Zoo Lou" (A797) by Collins and Harlan, with competitive product also by the same singers? No one not hopelessly prejudiced could admit that competitive recordings of these selections can stand up for a minute beside the Columbia.

Then take a look over our new operatic recordings lately announced; compare our record of "Caro Nome" from "Rigoletto," by Bronskaja, with any other record of the same selection; our "Soldiers' Chorus" from "Faust" with any other chorus on the market. Try our "Suoni la tromba" from "I Puritana," by Blanchart and Mardones, against any other of the same selection, or our "Sous le dome epais" from "Lakme," by Bronskaja and Freeman, with competitive recordings of the same. The difference in favor of the Columbia is too obvious for comment.

**COMPANY, Gen'l, Tribune Building,
NEW YORK**

and Where We Are Not Actively Represented

TRADE NEWS FROM CINCINNATI.

Changes Among the Managers—August Business Rather Light—Busy Fall in Prospect—Wurlitzer Co. Very Active—Pushing the Victor Line—Aeolian Co. Exhibit at Ohio Valley Exposition—New Columbia Machines Attract Much Attention—Other Items.

(Special to The Talking Machine World.)

Cincinnati, O., Sept. 9, 1910.

Several changes in the factors of the Cincinnati trade have taken place recently, Manager S. H. Nichols, of the Cincinnati office of the Columbia Phonograph Co. having been transferred to a similar position at Pittsburg. He was succeeded by R. J. Whelen, the former local assistant manager, whose promotion was the cause of Ben. L. Brown being elevated to Mr. Whelen's former position. Manager W. A. Timmerman, of the Milner Musical Co., which makes a specialty of phonographic goods in connection with a line of

pianos, has resigned. This becomes effective September 15, on which date he accepts an offer made by the St. Louis office of the Aeolian Co. Timmerman's successor is Raymond Stotler, formerly with the piano department of A. Steinkamp & Co.

The Cincinnati trade experienced little demand for goods during August, mainly on account of the absence from the city of the big buyers and due to the fact that the stay-at-homes were compelled to remain out of doors on account of the terrific heat. These conditions will disappear shortly, and the buyers will find the trade ready to meet all demands, the dealers having had plenty of time to prepare for this movement.

The Wurlitzer Co. are preparing for the big crowds of retail and wholesale visitors that the Ohio Valley Exposition will bring to Cincinnati. The beautiful six-story, white-tiled building, easily the most conspicuous on Fourth street, is very elaborately decorated for the occasion. Wheatley pottery window boxes filled with flowers, showing the official colors of the exposition, and, in addition, an elaborate electrical display, will prove one of the sights of Cincinnati after dark.

The Wurlitzer Co. have just received an order from the exposition officials to install an Aux-e-to-phone in their restaurant. This instrument will undoubtedly be one of the features of the exposition. That the exposition will bring many dealers to town is an assured fact. The Wurlitzer Co. extend them a warm welcome and are preparing to entertain them. The exposition furnishes a splendid opportunity for the central State talking machine dealers to do some missionary work on Victrolas.

The Wurlitzer Co. have notified their dealers that any retail prospects calling at their store, with a retail dealer's card or a letter of introduction, will be given every attention and will be shown a Victrola under the best possible conditions, and results reported on to the dealer sending in the prospect. Additional clerks have been secured especially for the entertainment of the visitors.

The vacation season is over, and with every employe on duty and a generous stock of goods at hand, the Wurlitzer company are preparing to handle any situation that the exposition may bring about.

Results in August were far above the average, and the sales are running up in a manner which, to say the least, is encouraging. A greatly increased retail business is in sight, as the cooler weather has arrived and has already brought a noticeable increase in record buying.

Mr. Browning, of the Victor company, stopped over in Cincinnati on his return from his vacation, and his many Cincinnati friends wish him even a greater success than he scored on his last trip through the State of Kentucky.

The Aeolian Co. occupy a large booth, centrally located in the Liberal Arts Building, at the Ohio Valley Exposition, where they are exhibiting their full line of Pianola pianos, which includes the Steinway Grand Pianola piano and Steinway Upright Pianola piano.

They also have a display of Victor machines, including one each of the following specials: A Moorish inlaid Victrola, a white and gold, a weathered oak and a Circassian walnut and several mahogany Victrolas. These machines have been placed so as to form a square, in the center of which is a beautiful palm. The lower end of the booth is occupied by one each of the smaller machines.

Daily concerts are given in the main hall, consisting of the Auxetophone accompanied by a full band.

Louis H. Ahans, who is in charge of the talking machine department and who is in command of the booth at the exposition, has arranged the Pianola pianos and Victor talking machines very artistically. The Aeolian Co. have the entire list of Red Seal Records in their booth at the exposition, and are in a position to play any record asked for.

The Columbia Phonograph Co. are showing two new styles of graphophones and one new style of Grafonola, the "Mignon"; these three new instruments are attracting great attention, and will undoubtedly be very popular with the trade.

Their business as a whole for the month of August will be 50 per cent. over the business of the corresponding month last year, and also shows a substantial increase over the past month. Retail and instalment business is good, and the same strong demand continues for the high grade Grafonolas and records.

The new grand opera records put on the market recently, consisting of over 100 different selections, have met with an enthusiastic reception from lovers of high-class music, and the daily grand opera concerts are enjoyed by many of their friends and customers.

The outlook for the wholesale business this fall is better than for years, and they predict that one of the largest businesses in the history of the Cincinnati office will be done this fall. The dealers are optimistic and are putting in a liberal stock, anticipating this large demand, of both machines and records.

The force of wholesale traveling salesmen will be increased to-morrow in order properly to take care of the territory of the Cincinnati office, which has been enlarged.

Manager Stever, of the Lyric Piano Co., who is about to install his "Talking Machine Shop" with Victor goods, is in receipt of a number of applications from persons anxious to take charge of this new department, which will be ready for operation before October 1.

Walter G. King, manager of the talking machine department of J. E. Poorman, Jr., on Main, near Seventh street, is back on deck after a two months' siege in a hospital. He was hurt while engaged in a game of baseball, and for a time it was thought the injury would result seriously. King is again as well as ever, after having gone through three operations.

THE GREAT LIRA ANTIOQUENA.

Famous Colombian Musical Organization Engaged to Make Records of Colombian Music Exclusively for Columbia Phonograph Co.

The enterprise of the Columbia Phonograph Co. has been again notably displayed in their recent engagement of the Lira Antioquena, a native orchestral organization of the Republic of Colombia, to make a series of records for the Columbia Phonograph Co.'s trade in South America—more particularly, of course, in the Colombian Republic.

The engagement involved such difficulties as are seldom met with even in the talking machine busi-



THE LIRA ANTIOQUENA.

ness. At the outset, it took a representative of the company thirty days, traveling on mule back and by canoes from the nearest port, to locate the orchestra; following that came negotiations for the work to be done, after which arrangements had to be made for the transportation of the men and their instruments to New York, where in the general laboratory of the Columbia Phonograph Co. all the recording was done.

The name "Antioquena" is derived from the Antioquena Indians, aborigines of Colombia, found in possession of the country by the Spaniards at the time of their first conquests in South America centuries ago. While the infusion of Spanish blood has changed the characteristics of the race to some extent, the people of the country in general still retain the type of the original Antioquenas.

SONORA

The Instrument of Quality

Highest
Talking
and



Class
Machines
Records



Style 0 Machine, With Style 1 Record Stand
PRICE COMPLETE - - \$35.00

Others at \$40, \$50, \$60, \$75, \$100 and \$200.

Magnificent Tone Quality and Design
Obtains the metallic sound of the regulation
Tone Moderator [machine
Invisible Horn
Only phonograph with Automatic Stop
No Scratch of the needle
Sapphire Attachment

Duplex Soundboxes
Elaborate Cases
Needsles of Highest Quality
Indestructible Sapphire Records
Elegant Record Cabinets
Distinctiveness in almost every detail

Sonora Phonograph Co.
78 Reade Street, New York

THREE NEW VICTROLAS.

Victrolas X, XI, and XIV, Selling at \$75, \$100 and \$150 Respectively Will Be Ready for Trade Next Month—Victrola XII Is Discontinued—Good Pre-Holiday News for Victor Dealers—Should Order Early.

Under date of September 10 the Victor Talking Machine Co. announce the placing on the market of their new styles of Victrolas, namely, X, XI and XIV, to sell at \$75, \$100 and \$150 respectively.

Since the Victrola was first introduced to the trade it has been the ambition of the Victor Co. to



NEW VICTROLA X.

present to the dealers modified forms of the original style, which could be offered at a lower price than the original machine, and would appeal to those who could not afford to purchase the more expensive styles. The three new Victrolas enable the Victor dealer to cater to practically every class of trade with the Victrola and to profit by the reputation enjoyed by that truly wonderful instrument. The announcement is especially welcome at this time, as the trade will thus be able to have suitable stocks on hand for the holiday trade.

Shipments in limited quantities of the Victrola X and XI will commence about October 1, and of the Victrola XIV about October 15, and as usual,



NEW VICTROLA XI.

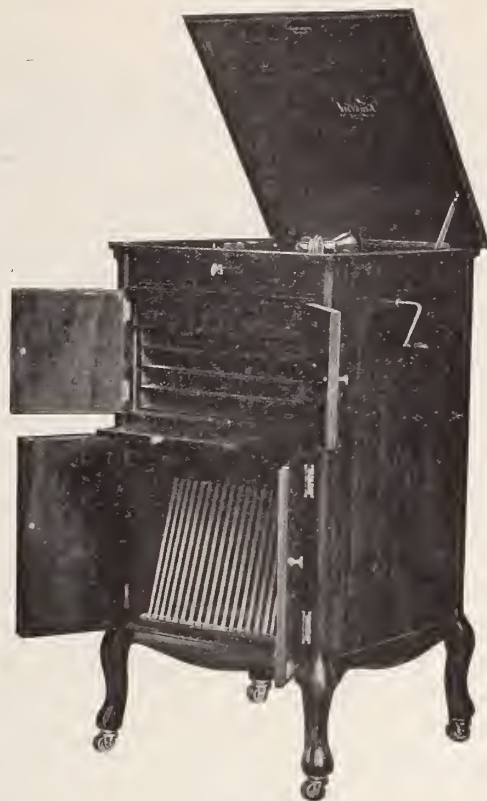
orders will be filled as received, so the dealers will do well to look after securing their stocks at an early date.

For the present the new instruments will be supplied in mahogany only. The Victrola X with parts nickel plated and XI and XIV with parts gold plated. After the holidays the instruments will also be supplied in various oak finishes.

On September 10 the Victrola XII, selling for \$125, was discontinued and dropped from the catalog. Orders on hand for Victrola XII have been canceled and dealers are requested to send revised

orders for the new styles as substitutes for the Victrola XII.

There can be no doubt that the introduction of the three new types of Victrolas marks a new step in the progress of the Victor Co. and makes for the



NEW VICTROLA XIV.

still further elevation of the talking machine trade in general. That there is a field for the new instruments goes without saying, and there is much cause for congratulation.

CONDITIONS IN SOUTH AMERICA.

Chas. F. Lightner, Who Represents the Victor Co. in Buenos Ayres, Reports Rapidly Growing Business in That Section.

Charles Ferree Lightner, who represents the Victor Talking Machine Co., Camden, N. J., with headquarters in Guenos Ayres, Argentine, S. A., last month arrived in this country. Of his trip he said:

"Yes, I got back home early in the month, going directly to Camden, and while here will probably divide my time between Philadelphia and New York. I am feeling much better now than at first, the climate here having a pronounced beneficial effect. The Victor business is growing rapidly in South America, and it is fairly good now. To be sure, trade there depends almost entirely upon the crops, the same as here, only more so. With our main offices in Buenos Ayres we can cover the South American countries with a corps of men traveling from that point. I shall remain in the States a couple of months, probably longer, and then again something may require my departure at an earlier date.

"Our Mr. Terry left for Mexico only about a week ago, and will hereafter devote his time to that country and the West Indies. At one time he traveled the west coast of South America, but I will continue to cover that territory as I have been doing for some time."

CHANGE OF COLUMBIA CO. MANAGERS.

(Special to The Talking Machine World.)

Cincinnati, O., Aug. 26, 1910.

A change has taken place in the management of the Middle West headquarters of the Columbia Phonograph Co., S. H. Nichols having been transferred to Pittsburg. His successor is R. J. Whelen, formerly the assistant manager, who is thoroughly familiar with local conditions. The latter's place has been taken by Ben L. Brown, who has been connected with the local agency some time.

**The Last Word
In Talking Machine
DEVELOPMENT**

The Resonator

NEW ORIGINAL PERFECT



Makes Possible the Perfect Reproduction of Talking Machine Music

Enthusiastically Received

AT JOBBERS CONVENTION AT ATLANTIC CITY BY ALL WHO HEARD IT THERE, AND WHEREVER EXHIBITED

The **SOUNDBOARD** is constructed in accordance with recognized acoustic principles, and does away with the barrel or megaphone tone of a horn, and has adopted the correct principles, old as the hills and applied in the finer musical instruments, such as Violin and Piano.

THAT which JARS is entirely ELIMINATED

In the case of orchestral music, the mass tone, echo or barrel sound of the horn is eliminated by a free radiation of soundwaves.

CUT SHOWS APPEARANCE ON MACHINE

It is ornamental, out of the way when not in use. Does not interfere with changing records and needles.

PRICED TO COMPETE WITH BETTER GRADE HORNS REGULAR TRADE DISCOUNTS

ENQUIRE OF YOUR JOBBER OR THE TALKING MACHINE SOUNDBOARD CO.

110 West 34th Street NEW YORK



PROFIT FOR YOU!

The Hays Stop For Disc Playing, Talking Machines JUST WHAT YOU'VE BEEN LOOKING FOR **SIMPLE - PRACTICAL - DURABLE** Your Jobber has them or write to List \$1.50 each **The HAYS SPECIALTY CO. Dept. B Cleveland, O.**



It looks like a big Columbia year coming. Are you on or just looking on?



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

RECORDS BY TABERNACLE CHOIR.

The Columbia Phonograph Co. Make a Number of Successful Records of the Choir and Organ of the Great Mormon Tabernacle.

(Special to The Talking Machine World.)

Salt Lake City, Utah, Sept. 8, 1910.

After many trials to make acceptable records of large bodies of singers, the Columbia Phonograph Co., General, New York, have been successful. In the celebrated Mormon Tabernacle of this city, on the evening of Sept. 1, the reproduction of twelve numbers, sung by the Tabernacle choir of 300, were secured within two hours by Expert Hausmann, of the Columbia recording laboratory, who came here from New York specially for that purpose.

No little difficulty was experienced in placing the amplifying horns, and for two hours Mr. Hausmann and his assistant experimented in the location of the horns. Finally they were suspended from a rope stretched across from gallery to gallery, the flaring bells of the two horns covering, one the sopranos and altos, and the other the tenors and basses. All the accompaniments on the grand organ were played double forte. Of course fine shading was out of the question, as massive efforts were desired.

The list of the numbers sung, with time occupied, follow: "We Thank Thee, O God, For a Prophet," Mrs. Norton's hymn, 2 minutes; anthem, "Let the Mountains Shout For Joy!" by Prof. Evan Stephens, 3 minutes 5 seconds; "Soldiers' Chorus," "Faust," 2 minutes 25 seconds; "Hallelujah Chorus," Handel, two plates, 2 minutes and 1 minute 50 seconds respectively; "Inflammatus," Rossini, 3 minutes 15 seconds, Mrs. Edward, soloist; "Gypsy Sweetheart," Horace Ensign, soloist, 2 minutes 43 seconds; "Hosannah!" temple dedication anthem, by Prof. Evan Stephens, 3 minutes; "Pilgrim's Chorus," "Il Lombardi," 2 minutes 52 seconds; "Light and Truth," famous Welsh march, 2 minutes 7 seconds; "America," "Star Spangled Banner," 2 minutes 3 seconds; hymn, "O My Father," 3 minutes 40 seconds; "Unfold Ye Portals," from Gounod's "Redemption," 3 minutes 35 seconds.

A DELICATE MISSION FOR NATIONAL CO.

In addition to furnishing its dealers with literature, electros, practical suggestions and advice for the most effective display and sale of goods, etc., the National Phonograph Co., Orange, N. J., are occasionally called upon for assistance in more serious matters, as the following letter from a far western dealer will prove. This particular epistle, from a California dealer, made the officials sit up and take notice and wonder for the moment whether they were conducting the biggest phonograph factory in the world or a plain matrimonial agency. It is quite evident that the dealer's confidence in the "wizard's" powers is so complete that he even believes him capable of furnishing a helpmate who will measure up to the rather sweeping specifications named in his letter:

"Dear Friends.—I received your kind letter Sunday inquiring about my stock of machines and records, and I delayed answering you for a day or so in order that I might take stock and give you the exact figures as per reply sheet enclosed herewith. Now, I desire to ask a favor of you and that is for you to send me a wife. I want one about 5 feet 3 inches in height; blonde; about 24 years old; a good Christian; a good cook; a neat housekeeper; must have a sweet and loving disposition; one who has a desire to make her home the pleasantest place on earth for her husband and family; one who will go to church and Sunday school regularly and be just as good as she can be.

"Now about myself: I am 46 years old; have blue eyes and gray hair; weigh 240 pounds; was married but am single now; am trying to be good, and if I had the right kind of a wife I know that I could be still better. I enclose stamp for a reply. N. B.—Would prefer an orphan as I am an orphan myself."

VICTOR CO.'S GREAT SUCCESS.

First Six Months of Present Year Best in Company's History—A Record Breaking July—Rush of Orders Necessitate Increased Facilities—Some Personal Items.

(Special to The Talking Machine World.)

Camden, N. J., Sept. 10, 1910.

The trade in general will no doubt be interested to hear of the wonderful business success the Victor Co. is enjoying. The first six months of the year were, when viewed from every standpoint, the most successful semester in their history. July surpassed July of 1907, which was the banner year. August sales surpassed August of 1907—the largest August—27 per cent in the domestic department alone.

Orders for both machines and records are coming in at an unparalleled rate, and it is very apparent that the Victor Co.'s capacity will not be nearly sufficient to take care of the business during the fall, if it keeps up at the present rate.

They are rushing forward extensions to the cabinet factory as rapidly as possible—125 per cent. is being added to its capacity. They are about moving into the new motor factory, and the addition of three stories to their office and laboratory building is progressing fairly well. One more floor is to be devoted to offices and the remaining two floors to the recording laboratories.

Eldridge R. Johnson, president of the company, and his family are still in Europe. Chas. K. Hadson, vice-president and treasurer, and his

family are spending the month of September abroad. L. F. Douglass and his family are in California, but the remaining directors—A. C. Middleton, A. W. Atkinson, B. G. Royal, W. J. Staats and Louis F. Geissler, general manager—are "on the job."

CHANCE FOR EXPERIENCED MAN.

Thoroughly experienced talking machine repair man wanted at once. Steady position. Standard Talking Machine Co., Pittsburg, Pa.

CABINET WANTED

Wanted—A cabinet of the type made by the International Correspondence School a few years ago, for the accommodation of an Edison machine and language records. Must be in first-class condition. Address "Cabinet," care The Talking Machine World, 1 Madison avenue, New York City.

LEARN WIRELESS AND R.R. TELEGRAPHY

Shortage of fully 10,000 operators on account of eight-hour law and extensive "wireless" developments. We operate under direct supervision of Telegraph Officials, and positively place all students, when qualified. Write for catalog. Nat'l Telegraph Inst., Cincinnati, Philadelphia, Memphis, Davenport, Ia.; Columbia, S. C.; Portland, Ore.

DISCS FOR SALE

For Sale—1160 single disc 10", 605 double 10", 105 single 12", 30 double 12", 20 red seal Victor records. All new, no cutouts. Also, 2 Victor II new machines and 2 Victor I shopworn machines. Will sell at 40% discount. J. C. Harding Co., Topeka, Kans.

WANTED MAN TO TAKE CHARGE

Wanted—Thoroughly experienced man to take charge of Wholesale Talking Machine Department. Must be a hustler; one who is willing to invest some money in the business preferred. Address "Wholesale Manager," care The Talking Machine World, 1 Madison avenue, New York City.

GREAT OPPORTUNITY

Liberal terms to hustler. A high-class Victor and Edison business; phono department separate store; reasonable rent in best block manufacturing city of wealth; best machines and Red Seal customers; your chance if personal attention given. Look into this if you mean business. Address "G. O.," care The Talking Machine World, 1 Madison avenue, New York City.

AN EXCEPTIONAL OPPORTUNITY FOR AN OUTSIDE WHOLESALE SALESMAN

To a man who now controls first class trade adjacent to Greater New York, we will offer a *most liberal* proposition. We are now prepared to *materially* increase our business, as we have one of the largest Victor, Edison and talking machine supply stocks in the United States.

S. B. DAVEGA CO., 126 University Place, NEW YORK CITY

THE SUCTION CLEANER SENSATION



Only Practical and Successful "One-Person" Suction Cleaner
Ever Devised

New, Unique, Original, Efficient, Substantial, Strong Suction,
Cleans Quickly and Thoroughly, and Easy to Operate

SELLS ON SIGHT

BIG PROFITS FOR JOBBERS AND DEALERS
WRITE FOR OUR PROPOSITION TO-DAY

Peerless Suction Cleaner Company

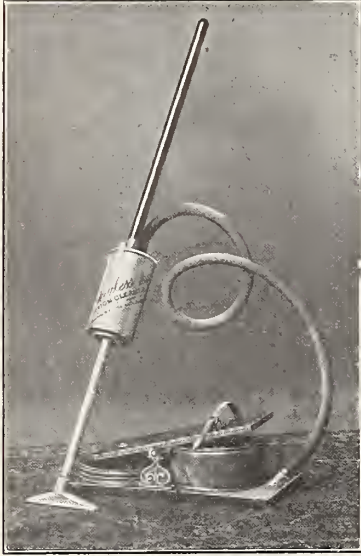
89 CHAMBERS STREET

NEW YORK

THE PEERLESS VACUUM CLEANER.

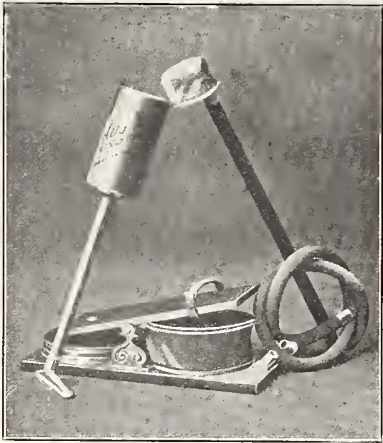
The New Peerless "Gem" Finds Instant Favor with Trade—A "One Person" Machine—Looks Like Busy Fall.

The absolutely new vacuum cleaner—the Peerless Gem—illustrated in the advertisement of the Peerless Vacuum Cleaner Co., 89 Chambers street,



New York, appearing on another page, is creating a sensation. The jobbers who have seen a sample pronounce it the very cleverest device yet conceived in the vacuum cleaner field. Without exception they have declared it will have the biggest sale of any cleaner ever placed on the market. The market is ripe for a successful "One-Person" machine and the Peerless Gem is the first and only practical and successful one-person machine ever devised.

In presenting this proposition to talking machine jobbers an unusual opportunity is offered. The



company want jobbers only. Their policy in this respect is well defined. They do not want the dealer nor will they accept retail business. In setting the list price on the new model Gem they have endeavored to arrange a scale which will give the jobber and the dealer a liberal margin of profit.

The Peerless Gem is going to be a perfect whirlwind in point of sales during the fall season.

AMBEROLA IN WILD MINING COUNTRY.

The Sunday Oregonian, of Portland, Ore., in its issue of July 31, introduced a half-page illustrated article describing the plant of the Washougal Gold and Copper Mining Co., in the following entertaining fashion:

"A lone prospector, wandering through the rugged hills near the headwaters of turbulent Shirt Creek in lower Skamania county, Wash., a few evenings ago, was startled to hear the soft, sweet strains of Verdi's classic 'Rigoletto' floating on the still twilight air. He paused and listened, for such sounds as these he had never heard in that untraveled region before. Spell-bound by the music, he waited a while, then started in the direction from which the sounds seemed to emanate. His trained feet and sturdy limbs quickly

carried him through the tangled underbrush and jagged rocks that lay between him and the source of the charming notes. Soon he stood at the entrance of a long, airy dining hall, brilliantly illuminated with electric incandescent lamps, and a square, upright box, whose highly polished sides shone brightly under the glare of the lights, standing in the center of the room. Around it was gathered a group of twenty or more bright-faced, horny-handed miners, clad in the picturesque garb of their profession. As soon as they spied him they bade him a hearty welcome.

"He was in the camp of the Washougal Gold and Copper Mining Co. The piece of furniture which had arrested his first attention was a mahogany Amberola, containing the finest instruments that can be placed in the manufacture of such a machine. This accounted for the music that he had heard far up on the hillside. 'What is the cause of all this?' he inquired. 'For an answer one of the men, with a jerk of his head, indicated a little, smooth-faced, ruddy-cheeked, gray-haired gentleman who stood with his arms folded complacently behind his back, his arms coatless, and with his brown telescope hat hanging jauntily on the side of his head in school-boy fashion. His face beamed his delight as he listened to the music. The stranger had not noticed him before.

"This is Mr. Mabec,' said one of the men who had acted as spokesman. Mr. Mabec, as he soon learned, is president of the Washougal Gold and Copper Mining Co., and general manager of its properties. F. A. Mabec is the way his name appears on his checks. That's the way it appeared on the check tendered to the Graves Music Co., Edison jobbers of Portland, Ore., in payment of the Amberola in question.

"The sale of this particular instrument was a 'rush' transaction. Mr. Mabec wanted an Edison phonograph and some records for his men—he wanted the best to be had—he wanted the outfit at once—and he wanted it shipped by express. He got it, just as it was ordered. After landing at the express office it was necessary to haul the goods about twenty-five miles up into the mountains, but they finally reached their destination O. K., and are now providing entertainment for the rugged miners in the Washington wilds.

ANENT BURCHARD NEEDLES.

Merits of the Different Styles of Talking Machine Needles Made by F. R. Reingruber—Their Original Features.

F. R. Reingruber, Schwabach, Bavaria, Germany, one of the most prominent manufacturers of needles in that country, markets his product



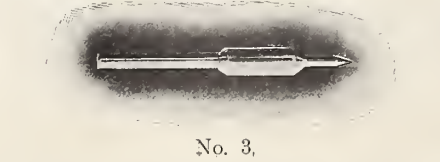
No. 1.

under the name Burchard, and in both the German and export fields Burchard needles are in a class by themselves. The needles are highly fin-



No. 2.

ished and tend to give long life to the records, it being claimed that each needle can be used six times without harm to any record.



No. 3.

The Burchard needles are made in three styles, which are illustrated herewith, and are designed as follows: No. 1, for soft playing; No. 2, for loud playing, and No. 3, for string tone music. Mr. Reingruber is prepared to establish sales agencies in the United States and other countries, and will forward a sample order of needles to those interested upon application.

A PRONOUNCING GAZETTEER.

One of the features of the newest Victor record lists is the condensed pronouncing gazetteer of musical terms for the benefit of both dealers and retail buyers. In addition to the pronunciation of the usual musical terms, such as Andante, Fortissimo, etc., there are included the names of the various well-known musical classics and grand operas of foreign origin, with the proper pronunciation attached. This feature should prove especially valuable to the dealer and his salesmen who are unfamiliar with musical terms, for their embarrassment is great when they are called upon to pronounce a name and make a flat failure of the attempt.

THORN NEEDLES POPULAR.

Both Trade and Public Realizing the Value of These New Needles—What Is Claimed for Them—Do Not Harm Records.

Among the talking machine needles that have won the favor of owners of disc machines are the Thorn needles, put on the market by the J. W. Jenkins' Sons Music Co., Kansas City, Mo. These needles are made from live thorns and possessing all the known toughness of that vegetable growth, produce excellent results in the talking machines. It is claimed for the thorn needles that, not being metallic, they eliminate all the scratch in playing records and are especially suitable in preserving the natural quality in vocal and stringed instrument records. Dealers are rapidly learning the value of the thorn needles in demonstrating, and as a result the demand for these needles is rapidly on the increase. They are priced at a reasonable figure and, it is said, will play several records satisfactorily without a chance of damaging the record grooves. The trade would do well to investigate the thorn needle proposition and secure samples with holder.

J. A. COLLINS' NEW CONNECTION.

J. A. Collins, formerly with the Universal Talking Machine Mfg. Co., Philadelphia, Pa., traveling the Middle West, is now sales manager of the Talking Machine Sounding Board Co., New York. Mr. Collins starts on a selling trip October 1 and will be on the road until December 20.

WHAT B. SWITKY REPORTS.

Benj. Switky, Victor and Edison jobber, New York, in a chat with The World, said: "Since moving to the Fifth Avenue building our business has bettered materially. For the first time we have not run behind during July and August. That is to say, always in those two months we did business at a loss, but this year we have come out even. We consider this a pretty good indication of what the fall will be."

HELPS RECORD SALES.

On account of recent publicity there is a big increase in the demand for Cavalieri records. "Sheriff Bob," however, is not a heavy purchaser, rumor sayeth.

EXPORT ASSOCIATION FORMED.

An organization, known as the American Manufacturers' Export Association, was perfected at the Hotel Imperial, New York, Sept. 12, to aid in the expansion of the foreign trade of the United States. About fifty of the leading manufacturers were present, including the Victor Talking Machine Co., Camden, N. J. Daniel P. Mitchell, manager of the Victor Co.'s export department, was elected second vice-president.

PURITONE

NEEDLES

are now made by an "IMPROVED PROCESS" which cannot be excelled, representing 100 per cent. quality in tonal power and record saving—a new standard for talking machine needles. ¶ "PURITONE" means just what it says—an absolutely PURE TONE whether you play voice or instrument music, or comedy specialties.

SOME OF OUR STYLES



LOUD TONE



EXHIBITION



IDEAL



SPEAR POINT

JOBBERS: Let us send you a special proposition covering your needle business, either in PURITONE envelopes or packed in envelopes with your own name, address, etc.

Prices for this service are very low on account of our modern manufacturing facilities.

DEALERS: Order a small quantity of PURITONE Needles from your jobber, and you will be surprised at their fast selling merit. PURITONE Needles actually create business for you.

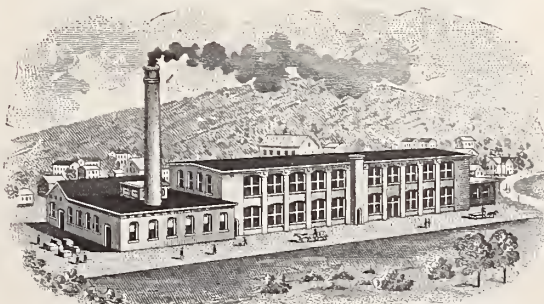
JOHN M. DEAN

PUTNAM - - CONNECTICUT

OUR NEW FACTORY

Daily Capacity . . . 2,000,000 Needles

WE SELL TO JOBBERS AND DISTRIBUTERS ONLY



SOME OF OUR STYLES



OPERA




SYMPHONY




SOFT TONE



MEDIUM



**Sit down a minute and compare
prices and discounts: advantages all
under the "Columbia" column, you
notice?**



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

QUAKER CITY TRADE NEWS.

Fall Business Starts Off with a Rush on September 1—A Review of Conditions—Working Off Old Stock—Penn Phonograph Co. Improvements—Heppe House Makes Good Report—Columbia Co. Business Excellent—L. Buehn & Bro. Make Big Shipment—Delay at Wanamaker's—Other News.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 5, 1910.

The talking machine business in Philadelphia is in a most flourishing condition with the beginning of September, the first fall month. Business in August was very good—it was considerably better than the dealers had expected, and it was the best August the trade has ever had. With the beginning of fall the prospects are very promising. All the dealers are in the best kind of spirits, and if hopes and enthusiasm could count for anything, the talking machine trade will round out a most satisfactory year.

The Philadelphia dealers, as much as possible, have been working off all their old stock, not only in machines, but in cabinets, etc. They start the fall campaign with everything new and they have made unusually heavy orders on the manufacturers. Improvements in the jobbing houses are to be noticed everywhere, and all available space will be utilized to make as much room as possible to conveniently handle the business.

The Penn Phonograph Co. are making extensive changes. They have doubled the size of their offices, and have entirely rearranged their booths, giving them at least one-third more working space. They are also going to have the entire first floor repapered and repainted and have rearranged their racks.

The Penn Co. report that August has been very much better than last year, and from present prospects they believe that their fall business is going to be big. They have already received a large number of fall orders. Their Mr. Stewart is now on the road covering the New Jersey territory. He is a new man, and has been doing remarkably satisfactory work. T. W. Barnhill has been spending a couple of weeks at Ocean City, and H. F. Miller has just returned from a holiday trip spent in Canada. John B. Miller went to Atlantic City the latter part of last week to be gone a few weeks.

The Penn Co. have a car load of cabinets on the way, a general assortment of the new styles. They have cleaned up pretty well on all the old stock.

The Heppes report that their talking machine business in August was very fine. They are changing about their record racks and are making room for the carrying of a much larger stock. They have now the largest stock of talking machines in their store that they have ever had since they have been in the talking machine business. Mr. O'Neill, the manager of the Heppe department says he believes they have a larger stock of Victrolas than have ever before been held in the store of a Philadelphia dealer. They expect to take on some new men very shortly in their

talking machine department. They will increase their selling force by at least three or four.

The Heppes report that they have been doing a very satisfactory business at both their Lancaster and Thompson street branches, both of which have been showing a big increase. They have very much improved their talking machine show window by raising it, so that it is now level with the window and the display is very much more easily seen. They are awaiting their new stock of cabinets. At present they are very short of cabinets, having in stock only between thirty and forty, where their usual supply on hand is about 200. They received from three dealers the other day advance orders for 108 machines, which shows the way the wind seems to be blowing in every direction. They have some very fine dealers on their list, one firm last year selling, from the 1st of September to the 1st of January 42 Victor talking machines, and he has this year placed a much larger order than last year.

The Heppe firm the past week sold a Victrola to a colored undertaker in Camden, who will use it at his funerals hereafter. He selected a number of religious records as well as several dead marches so that he will have a variety to suit all purposes.

T. K. Henderson, manager of the Columbia Phonograph Co., reports that his business in August was very good, and exceptionally so for August. Marion Dorian, treasurer of the company, was in Philadelphia last week, and Hayward Cleveland, manager of their Twenty-third street store, was in Philadelphia for a short visit on Saturday. G. L. Funnell, manager of the London factory of the company, was in Philadelphia for several days last week.

The Columbia Co. are having quite a number of demonstrations of the Grafonola Mignon of the new grand opera records. This Grafonola Mignon is a very good seller, and among the best of the records are the new grand opera selections made by Boninsegna, Mardones, Bronskaja, Freeman, Blanchard and Constantino. They are going to have their lighting system of the store improved this fall. Mr. Henderson just came back from trip up the state, and will take a little vacation this week and then start out again. They will give a fine series of concerts at their Philadelphia store this winter. They have a very able concert master in E. H. Bishop.

Louis Buehn & Bro. report that their business in August has surpassed all their expectations. "I have the August of last year skinned to death," is the way Louis Buehn is pleased to put it. The firm have been laying in a very heavy stock, and have placed large advance orders with both companies for machines. "I anticipate now," says Mr. Buehn, "closing up the biggest year's business we ever had." The firm have just closed up some very nice orders, and they were getting ready on Monday for shipment an order for \$1,000 worth of goods to one firm, one of the biggest orders the firm have ever taken. Edward Buehn returned on Monday from a very successful trip through the Cumberland Valley.

There is much annoying delay in the Wanamaker

building operation and it looks as if it would be several months before the talking machine department of that house would be moved into its permanent quarters. They have been finding the August business most satisfactory, and feel very badly the need of room, but they will do nothing to relieve this congestion until they get in their new quarters, which they expect will be in good time for the holiday trade. When they do move, they expect to have the finest department for talking machines that has ever been operated in this city.

It is reported that John J. O'Neill, manager of the talking machine department of the Heppe house, has resigned his position with that firm, to take effect almost immediately.

STANDS SALT WATER TEST.

High Quality of Material Used in Edison Machines and Records Proven by Experience of Dredge Engineer of Vancouver, B. C.

It has always been the proud boast of the National Phonograph Co., Orange, N. J., that none but the very best materials obtainable enter into the construction of Edison phonographs. If evidence were needed to substantiate that claim it is to be found in the experience of Jack McLaughlin, engineer of the dredge "Skookum," Vancouver, B. C., as related by him in a recent letter, as follows:

"I have in my possession one of your phonographs, No. 683354 D, which had the misfortune to be among the cargo of baggage of the S. S. "Ohio," passenger and cargo boat running from Seattle to Alaska, and which was wrecked in Carter Bay, off the British Columbia coast a little over a year ago. This machine was in the salt water for about eight months before being brought to the surface by one of the divers working on the wreck. We cleaned and dried it in our spare moments, and to our surprise succeeded in getting it to run first-class and without any repairs.

"We fished up a bunch of records and had some very good music. Some of the records were as good as new, and with one or two exceptions the balance were in very good condition. Now, I thought that perhaps you would like to have this phonograph to use as an advertisement, and if so, would ship it to you, to be replaced by you with a new one."

SOL. BLOOM'S LATEST VENTURE.

Sol. Bloom, who is well known in the talking machine field in this city, and who handles Victor machines and records at his two establishments, 336 Fifth avenue and 40 West 34th street, has leased the property at 236-242 West 42d street, adjoining the Liberty Theater, for twenty-one years, with renewal privilege. The rental agreed upon for the term of the lease is said to be \$500,000, and if Mr. Bloom erects the twelve-story building as planned the entire deal involves an expenditure of about a million dollars. The plot fronts 80 feet on 42d street, 98 feet 9 inches deep. Mr. Bloom expects to have the new building ready for occupancy by May 1, 1911.

RECORDS OF COLOMBIAN MUSIC

Made for Columbia Phonograph Co. by Emilio Murillo, the Prominent Composer and Musician of That South American Republic His Success in the Concert field in This Country—His Enthusiastic Letter Regarding the Records Made by Him.

Emilio Murillo, who recently has been making records of his entire repertory for the Columbia Phonograph Co., is one of the world's most gifted pianist-composers and a unique figure in the musical world of South America.

Señor Murillo is a native of the United States of Colombia and has undoubtedly done more for the cause of music in the Colombian republic than any other man in the history of the country, able as have undoubtedly been many other native exponents of Colombian music.

Murillo's career would seem to have been ideally planned for the development of his best gifts as a player and composer. Of independent fortune and inspired with a high patriotic zeal to extend the scope and knowledge of the music of his native



EMILIO MURILLO.

country, he has given practically all of his tireless energy and the immense enthusiasm of his nature to the furtherance of this object. Murillo is first of all a composer, and one of marvelous fertility and originality. Among his honors is that of having composed the Republican Hymn of Colombia, generally conceded to be one of the most inspiring and appropriate national airs ever written. His music throughout shows a wonderful fund of melodic resourcefulness, with richness of color and strong virility, and with fresh, unhackneyed and fascinating harmonies that attract the real appreciator of musical art wherever heard. In his capacity as professor in the Academy of Music at Bogota, Murillo has done magnificent work in furthering the cause of Colombian national music, and his present visit to the United States is a direct outcome of his determination and efforts to give the music of his native country a place of prominence in the music of the world. The importance of his mission is attested by the fact that on his departure from Colombia he was tended an official banquet by the government of his country, in the course of which he was warmly commended by the President of the Republic.

Murillo's success in America has been phenomenal so far and the successful result of his mission has never been in doubt. Apart from his exclusive engagement with the Columbia Phonograph Co., he has already appeared in several important concerts with most notable success, prominent among these being the great function recently arranged in Washington for the benefit of the Costa Rican earthquake sufferers. At this concert Murillo's playing was the event of the evening. While his fame as a composer is such as in gen-

eral to overbalance his interpretative reputation, Murillo is equally good in execution and in composition, his playing of the piano being remarkable for its fire and brilliancy and the absolutely perfect technic displayed.

Murillo has spent in all several weeks in the Columbia laboratory, in that time recording practically every important work composed by him, all solos, piano, flute and vocal, being executed by himself, and the band numbers being played by the Banda Española under Murillo's supervision. The piano solos in particular are said to be remarkable reproductions, a number of which will probably be listed by the Columbia Co. for its American trade.

Murillo is most highly enthusiastic over the Columbia process of recording and has listened to the records already through with the keenest delight. His feelings find expression in the following letter to the Columbia Co. giving them the exclusive right to record his compositions, and granting them also the sole right to all future recordings by himself:

May 28, 1910.

Columbia Phonograph Co., General, Tribune Building, New York City:

Gentlemen—After listening to the Columbia records of my own compositions recently made by me in your New York laboratory, I am convinced that your process of record making is unequalled by that of any other company. My flute solos are magnificently recorded, as are also my piano solos and vocal numbers. The original natural tone of the instrument is reproduced with absolutely perfect fidelity and with remarkable accuracy. Your records of my band compositions played by the Banda Española under my supervision are also splendid in every way. I have no hesitation in giving your company the exclusive right to record my compositions and shall confine my own record making exclusively to Columbia records.

With congratulations and best wishes, I remain,

Sincerely yours,

(Signed) EMILIO MURILLO.

EDISON-BELL PROPERTY SOLD

At Auction on Sept. 1 to Satisfy Judgment of Foreclosure and Sale—Does Not Affect Edison Interests in United States.

The sale in New York, September 1, at public auction, of the mortgaged property and all rights and franchises covered by a judgment of foreclosure and sale obtained by the Guaranty Trust Co., of that city, against the Edison-Bell Consolidated Phonograph Co., London, Eng., in no wise affects the National Phonograph Co., Orange, N. J., or any of the Edison interests in this country.

The property consisted of 5 per cent. debentures, having a par value of £27,260; 20 per cent. cumulative preference shares, having a par value of £4,322; ordinary shares with a par value of £1,261, and five deferred dividend warrants, each having a par value of £681 10s.

The Guaranty Trust Co. were the plaintiffs in the action, which was brought to satisfy a lien against the company for \$443,606, with interest at 6 per cent. from June 27, 1910, together with costs and allowances of \$350.

Included in the sale was the right, title and interest of the Edison United Phonograph Co. in the German company in Cologne, Germany, and to the proceeds of the sale of phonographs stored in the buds for the next gathering.

1866

1910

NYOIL
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.



city of New York; also 2,500 shares of the capital stock of the Edison United Phonograph Co., of the par value of \$250,000, and 45,000 shares of the International Graphophone Co., of the par value of \$4,500,000.

When C. M. Wilson, general manager of the National Phonograph Co., was asked in reference to the foregoing, he said: "We are not interested or concerned in the slightest. All I know about it is what I saw in the newspapers."

JAPANESE BUSINESS PRECEPTS.

Luck hovers around the house of smiles. There is no mercantile success without fine diplomacy.

The hard business machine works quicker when greased with the oil of humane and kindly consideration.

The best way to conduct a business is to follow the example of the traveler who, with a heavy burden upon his shoulders on a long journey, neither hurries nor stops, but slowly moves forward.

Sacrifice little losses to enjoy great gains.

A good speech is a short one—so is a letter.

When asked for the chisel, give the hammer also. Of all enemies, your own negligence is the very worst.

Wealth and happiness are the productions of effort.

To get a large return from men, overlook small faults in them.

One's business ability can be measured by one's borrowing capacity.

No risk, no prize; he who dare not go to the tiger's den cannot get a cub.

The sample, the advertisement and the sign over the store should tell the truth perfectly.

Make your rules and regulations simple and let your system stay unchanged, for it will inspire confidence.

When men borrow money they smile like Buddha; when men return money their attitude is plainly evil.

First, choose the right time, next the right place, and then unite your forces in harmonious operation.

Gather profit in business as if you were cropping the leaves from the tea plant, leaving the young buds for the next gathering.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC-PLAYERS

MADE BY

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

THE TRADE IN ST. LOUIS.

Business During August Very Good for Season of Year—Some Interesting Personal Items—Jobbers and Dealers Optimistic—Cabinet Machines Have the Call—News Summary.

(Special to The Talking Machine World.)

St. Louis, Mo., August 30, 1910.

Trade for the last month has been very fair for this season of the year, and the dealers seem to be well pleased with the results for that period.

C. L. Byars, assistant manager of the Columbia Phonograph Co., accompanied by his wife, returned recently from a two weeks' trip to Chicago and a trip on the Great Lakes.

W. C. Fuhri, district manager of the Columbia Phonograph Co., was a visitor here recently on his way to Chicago from Kansas City.

H. O. Hutton has accepted a position as salesman in the retail department of the Columbia Phonograph Co.

The following Columbia dealers were recent visitors here: W. W. Fisher, Murphysboro, Ill.; C. N. Lenhart, Mattoon, Ill.; M. F. Havlin, East St. Louis, Ill.; J. H. Lynch, Edwardsville, Ill.; George R. Long, Belleville, Ill.

The talking machine department of the Aeolian Co. reports that both the wholesale and retail business for the month of August was exceptionally fine. The demand for Victrolas and grand opera records has been exceptionally great for this season of the year.

All the talking machine staff of the Aeolian Co. have returned from their vacations and say that they are prepared to make the fall months "record-breakers."

L. A. Cummins, traveler for the talking machine department of the Aeolian Co., reports that the dealers throughout Missouri and Illinois are enthusiastic over the outlook for the coming fall.

Visiting dealers at Aeolian Co. during the past month were Mr. Peacock, of the Tiptonville Hardware and Furniture Co., Tiptonville, Tenn.; J. T. Welling, Germantown, Ill.; A. F. Davis

Farmington, Mo.; L. E. Wittenfield, Collinsville, Ill.; J. A. Kieselhorst, Alton, Ill.

F. Coleman, proprietor of the Wellston Talking Machine Co., one of St. Louis' most progressive talking machine dealers, reports that he has experienced the best August business in the history of the firm.

The Silverstone Talking Machine Co. report a good business on Amberola machines. Miss Elizabeth Vandeventer returned on August 20 from a three weeks' vacation, which was spent at the Eastern resorts.

D. K. Myers, the Zonophone jobber, reports his trade fair for the last month with good indications of an improvement from now on.

The Thiebes Piano Co. report their talking machine business to be fair with an excellent trade on records.

The talking machine department of the J. H. Buettner Furniture and Carpet Co. report a fair business with a good trade in records.

The Koerber-Brenner Music Co. report having had an active August, and look for a good fall business. H. G. Koerber, president of this concern, returned September 3 from a month's sojourn at the Wisconsin lake resorts.

STICK TO FAMILIAR BUSINESS.

Rarely Good Judgment to Change on Chance of Quick Advancement—Lack of Success Due to the Man, Not the Job.

Rarely is it good judgment for a man to change his business. It has been done successfully, but occasionally a lottery ticket wins, and then we forget the millions of dollars spent by the poor people that there might be that occasional winner.

We have yet to know the man who has been unsuccessful in one line of business to change into another line and succeed, although we have known many who failed utterly at first to win success later in the same business, profiting by that experience which constitutes life's lessons.

When a man doesn't succeed it is rarely due to

conditions; many men would have won out under the same and worse conditions. It is always up to the man. He can't be blamed. He has done his best, and "angels can do no more"; but it is time and labor lost to keep shifting one's business, as the fault that caused failure in the first business is with him in the second, and also a lack of knowledge that adds to the chances against him.

When a man has served several years in a business he must have attained some little knowledge of it, else his case is hopeless. That knowledge is capital, and for a man to change into another line is to throw away the capital he has accumulated.

We often hear men say: "I'm going to get out of the furniture business; there isn't any money in it." Admitting there are less returns than many other lines produce for the same expenditure of work, judgment and gray matter, yet it is unwise to destroy the accumulated capital and commence anew.

It is a good rule to hold that the man who is a successful furniture man can change his business with fairly good prospects of succeeding, but the man who hasn't accumulated capital in his business will be pursued by the same "hard luck" in any line.

One man said: "In spite of your assertions to the contrary, there is such a thing as 'hard luck.' I sold a factory to a standstill, and when the factory owed me two thousand dollars it failed. Don't you call that hard luck?" It wasn't hard luck; it was foolish. Rarely does a bolt of lightning come from a clear sky, and there should be some admonitions of danger before the blow, and had the man heeded the danger signals he would have "stepped from under," at least partially, before the crash. Neither would a wise man allow a concern to owe him such a considerable sum of money except it were strong as the Bank of England. In like manner, whatever the hard luck, we are mostly to blame for it ourselves, through lack of judgment or ability, or both.

If you don't put in a good word for some people they feel put out.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by
Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs
or Talking Machines

High Grade English Steel,
each Needle Warranted as
to Point and Finish

NEEDLES

We are Sole Agents for
the Largest Needle
Factory in EUROPE

put up in Lithographed Envelopes
and Tin Boxes in Cartons

SPECIALTIES

SPECIALTIES

BELTS

For Commercial Phonographs.
STITCHED.

SAPPHIRES

FOR DICTATING MACHINES
ALL MAKES

FEED NUTS

For All Makes, Made of
the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

Filling initial orders from 112 newly-signed Columbia dealers every month. Re-orders from the same trade increasing all the time. Quality of the product, and fairness of the policy!



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

GEO. W. LYLE'S COAST TRIP.

General Manager of Columbia Phonograph Co. on Four Weeks' Road Trip—Predicts Excellent Fall Business—Based Opinion on Reliable Reports—H. A. Yerkes Speaks of Great Increase in Columbia Co. Business.

George W. Lyle, general manager of the Columbia Phonograph Co., General, started Thursday, August 18, for his trip to the Coast. He will be away from New York four weeks. Before going, in a chat about business, he said:

"I have no reason to change my views about the excellent business we shall have this fall. The advices we have been receiving from our jobbers, dealers and managers bear this out, and I feel confident my trip to the Coast will also confirm these reports."

Following and in support of General Manager Lyle's optimistic opinion, H. A. Yerkes, in charge of the company's wholesale department, said: "I have been in consultation with our managers in New Orleans, Chicago, St. Louis, Cincinnati, Atlanta, Philadelphia, Providence, Detroit and Boston, and, judging from what they say, the sales of the Columbia Co. will make a new high record. As a matter of fact our business during the past year has gained, not 50, but 300 per cent. with all our products. Our Grafonola lines are the great hits with the trade, and this is especially true with the Mignon Grafonola. This covers not orders booked and the goods still awaiting delivery, but instruments actually sold. The factory has caught up pretty well with the demand, and our shipments are now going out on time, or with little delay."

MASTER'S REPORT CONFIRMED.

American Graphophone Co. Awarded Heavy Damages Against the Leeds & Catlin Co.

Judge Lacombe, Circuit Court of the United States, New York City, has confirmed the report of John A. Shields, special master, appointed to make usual accounting of profits and damages following the final decree against the Leeds & Catlin Co., bankrupts, New York, in the suit of the American Graphophone Co. The case involved the infringement of the Jones patent, controlling the present method of making disc records. The amount awarded by the master was \$81,250.85. On July 27 a motion was argued to confirm the report, the defense taking exceptions and leave was given them to file briefs until August 3. This supplemental effort proved unavailing, and Judge Lacombe took final action.

RECORDING STAFF ENJOY OUTING.

During the week of Aug. 8 the entire recording department staff of the National Phonograph Co., with the exception of one or two left in the studio to attend to urgent matters, took a well-earned rest. Because of the volume of work this summer it had been impracticable to follow the usual custom of allotting two weeks' vacations during the summer months, and as the staff was beginning to show the effects of the hard grind Manager

Miller decided to suspend all work for a week and get his force in good physical trim for the strenuous work of the fall and winter months.

GEO. METZGER AS A YACHTSMAN.

Aug. 15 George P. Metzger, manager of the Columbia Phonograph Co.'s advertising department, returned to business after two weeks of delightful cruising in his boat in Long Island Sound, with Block Island as his home harbor. Mr. Metzger's trim craft is not called *Columbia*, nor does it bear

the inseparable double music notes on the stern. Considering the effective use the clever publicity manager has made of the insignia it would not have been amiss if they had appeared on the mast-head flag.

TO HANDLE TALKERS EXCLUSIVELY.

The W. G. Walz Co., El Paso, Tex., have closed out their line of pianos and organs and will in future devote themselves entirely to the sale of talking machines.

SIMPLEX NEEDLE BOX

"FILLS A LONG-FELT WANT"

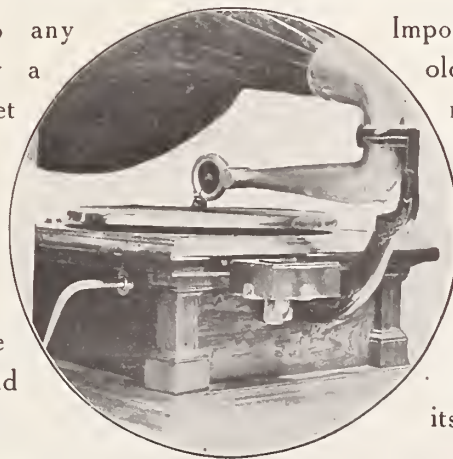
THE MOST USEFUL, CONVENIENT, NECESSARY ATTACHMENT MADE
OAK OR MAHOGANY FINISH TO MATCH ALL MACHINES

Attaches to any machine by a turn of the bracket arm screw.

RETAIL PRICE

50c.

A handy place for loud, soft and used needles.



Impossible to use old needles and ruin valuable records.

RETAIL PRICE

50c.

Only necessary to show—it sells itself.

MAGNETIC NEEDLES—OTHER DAVEGA SPECIALTIES—VICTROLA PROTECTORS

S. B. DAVEGA CO.

VICTOR DISTRIBUTORS EDISON JOBBERS
126 UNIVERSITY PLACE, NEW YORK, N. Y.

Fill out and mail now

S. B. DAVEGA CO., 126 University Place.

Enclosed herewith find 30c. in stamps, for which you may send me a sample of your new Simplex Needle Box, finish.

To identify myself as a Talking Machine Dealer, I am enclosing my card or letterhead.

YOUR NAME

ADDRESS

ADDRESS

YOUR DISTRIBUTOR'S NAME

FROM OUR CHICAGO HEADQUARTERS

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

Fall Trade as Far as Jobbers Are Concerned Now Under Way—Orders Plentiful—General Situation Looks Good After Summer Quiet—Pleased at Choice of Milwaukee as Convention City by Jobbers—Victor Co. Take Over B. & H. Fibre Needle—Mr. Hall's Statement—Wiswell Chairman of Press Committee—Talking Machine Co News—Interesting Personalities—Columbia Co. Brieflets—Recent Visitors—Summary of the Trade News of the Month from the Western Metropolis.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 10, 1910.

The fall trade, so far as the jobbers are concerned, may really be considered under way. September has opened up in a manner that is highly encouraging to the local jobbers and similar reports come from those in other western cities.

Last month, while quiet, yet made a rather stronger showing than July. Possibly the reason for this was that most of the salesmen of the Chicago jobbing houses took their vacations during July but were actively in the field during August. It was hard, uphill work, however, most of the month, as is usually the case in August, but the finish was strong, and the first ten days of September have shown a very material improvement all along the line. Orders are coming in from practically all sections covered by Chicago jobbers in good number and are beginning to show a stocking up tendency. August is generally reported as showing an improvement over the corresponding month of last year.

Generally, too, expectations of any dropping off of business because of crop shortage this fall have disappeared. Take it "by and large" the situation is all right in the territory worked by the Chicago jobbers. Dealers are generally looking forward to a good trade and jobbers believe that the balance of the year will more than maintain the increase over 1909 registered during the first eight months of the year.

Locally retail trade is also beginning to pick up to a considerable degree. Vacationers are rapidly returning and are getting settled to their usual avocations. The past fortnight has witnessed a steady improvement in trade and the fall business should be in pretty fair swing by the end of the month.

The air is full of rumors of new products to come on the market, the formation of new companies and new departures on the part of existing concerns. If half the talk is true there will be stirring times in the trade ere many months.

Pleased at Choice of Milwaukee.

The announcement that the vote taken by mail of the members of the National Talking Machine Jobbers' Association has resulted in the selection by a large majority of Milwaukee as the place for the next convention of the association to be held in July of next year, has caused no especial surprise out here. The convention was due the West, and barring Chicago, which was not in the running this time, it is conceded that a better place could hardly have been selected. Lawrence McGreal has been selected as chairman of the committee on arrangements for the convention and while he has able colleagues, the bulk of the work will naturally fall to the genial and energetic Milwaukeean. As he is the only Edison or Victor jobber in the city his work is certainly cut out for him but that he will shoulder the responsibility gladly and discharge it ably everybody knows.

Victor Co. Absorbs Fibre Needle.

The big news of the month, so far as Chicago is concerned, is found in the announcement that the Victor Talking Machine Co., of Camden, N. J., have acquired the fibre needle business of the B. & H. Fibre Mfg. Co., of this city. While no details are given out for publication at this end,

the transaction, which was completed early this week, is, it is understood, a very large one and may be taken as a manifestation of the recognition by the Victor Co. of the fibre needle as an important factor in the trade by the Victor Co., which will, it is understood, push the sale of the Victor Fibre needles as they will now be known, very vigorously.

The progress of the "B. & H." fibre needle in the three years since it was placed on the market has been remarkable. It has met and conquered all sorts of prejudice and has overcome obstacles which would long since have discouraged any man of a less determined nature than Fred. D. Hall, the inventor of the fibre needle and the President of the B. & H. Fibre Mfg. Co.

Mr. Hall was simply a talking machine owner when he invented the fibre needle. True, he was a successful—a very successful—real estate man, and a few other things, but from the viewpoint of the trade he was simply a talking machine owner and an unusually large buyer of high class records. He found out by experience that records would wear out in time and he conceived the idea that if he could discover a material of which needles could be made that would not wear the records and would yet produce a tone sufficient in volume for the home and of the right quality, it would be a mighty fine thing for him. That's as far as the idea went. He had no thought of creating a business. He experimented with all sorts of woods and substances, and finally hit upon bamboo as the ideal material, conquering the tendency of the fibre to bend by making the needle triangular in shape, so as to give the necessary support to the point.

The importunities of friends who visited his home and heard the needle in action finally induced him to put the needle on the market. Then came a period of further experimentation to make it commercial. Various methods of chemical treatment were experimented with to counteract the oil in the fibre, impart the quality of stiffness and finally to dry the fibre thoroughly. These problems were all solved in time and about three years ago, comprehensive patents were secured and the devising of special machinery for the production of the needles commenced.

The B. & H. Fibre Mfg. Co. was formed with ample capital and in a short time fibre needles were placed on the market. Progress was slow at first. With the exception of one or two foresighted concerns few dealers were at first disposed to take the time to educate their customers in the use of the fibre needles. There was quite a long period when the outlook was rather discouraging. But Mr. Hall and his associates never faltered but steadily plugged away, firm in the belief that they would ultimately win out. Then the trade began to gradually wake up. The immense sales of the fibre needle in Chicago and the faith shown in it by one of the largest wholesale and retail houses in the country, together with the vigorous publicity in The Talking Machine World, aroused the trade to the opportunities before them.

Constant improvement in product arising from the discovery of the species of bamboo particularly adapted for the purpose, more effective process of treatment, and constant advances made in the matter of machinery has enabled the company to bring the needle to a degree of perfection hardly dreamed of when the product was first placed on the market.

The past year the growth of the demand has been something remarkable. Many dealers and jobbers who have hitherto not handled the needle or only in a half hearted way have taken hold of it vigorously and found it of especial value as a means of developing the best class of trade in their locality.

In speaking of the deal this week, Mr. Hall said:

"I am naturally gratified that one of the biggest corporations in the world has recognized the merits of the fibre needle and the possibilities before it. The deal, of course, places behind the fibre needle the tremendous and worldwide distributive and publicity forces of the Victor Co. It is indeed a matter of satisfaction to me that my faith in the fibre needle has been realized."

Incidentally Mr. Hall called attention to the fact that outside of announcements in one or two issues of several popular periodicals when they first started, the company have done no advertising except in their monthly announcements in The Talking Machine World, and he considers this paper responsible in large measure for the building up of their business.

Wiswell Made Chairman Press Committee.

L. C. Wiswell, manager of the Talking Machine department of Lyon & Healy, has just received notice of his appointment as chairman of the press committee of the National Association of Talking Machine Jobbers by President Whitset. The other members of the committee are A. A. Trostler, J. F. Schmelzer & Sons Arms Co., Kansas City, Mo.; R. Shaw, Western Talking Machine Co., Winnipeg, Man.; Herbert Royer, M. Steinert & Sons Co., Boston, Mass.; I. Davega, Jr., New York.

Talking Machine Co. Items.

Arthur D. Geissler, general manager of the Talking Machine Co., is expected home from California early next week. According to all reports he has had an excellent time. The first part of his sojourn was spent at Ross, Marin County, with his wife and family. Later there was a hunting expedition with Leon F. Douglass, a glorious night at the Bohemian Jinks, a splendid automobile trip down state with Fred Sherman of Sherman, Clay & Co., and Mr. Geissler has also visited many of the coast dealers and will no doubt return loaded to the guards with good suggestions for the prosecution of the fall campaign.

The business of the Talking Machine Co., showed a marked increase as compared with last year. Orders are coming in in excellent shape and the outlook is for a big fall business. Furthermore they are prepared for it with a big stock on hand and ordered.

The advertisement of the Talking Machine Co. elsewhere in this issue illustrates some of the methods they use in co-operating with the dealer in helping the latter create business.

An Improving Tendency.

One large dealer was commenting the other day on tendencies looking towards the bettering of the business. "You may think I am making a mountain out of a mole hill," said he, "but as a matter of fact the discontinuance of the use of talking machines with song slides in the moving picture shows around town has been a boon to the trade. The live singers who have been substituted are by no means an improvement over the talking machine artists, but they seldom found a machine in one of these theatres in good order; the records were kept going the rounds until they were almost indistinguishable and the result was anything but good publicity for the talking machine. Even in the smaller towns the use of the machines inside the theatres is becoming a thing of the past and it's a good thing for the trade."

A. V. Chandler in the East.

A. V. Chandler, Illinois traveler for the National Phonograph Co., is at the factory at Orange, attending the annual ante-fall campaign powwow of the Edison travelers.

The Fall Outlook.

L. C. Wiswell, of Lyon & Healy, is enthusiastic about the fall trade. "The States here in the central west, which are those covered principally by the Chicago jobbers, are on a whole in fine condition," said he. "Illinois has pretty near a bumper crop. The big coal strike which has

A Story of Reciprocation

Mr. Traveling Man: Good Morning, Mr. Retail Dealer, allow me to introduce our mutual friend, Mrs. Prospect.

Mr. Retail Dealer: Good Morning, I am pleased to meet you, Madam.

Mrs. Prospect: Thank you. Yes, I think I want an Early English Victrola and Mr. Traveling Man says that you have one on your sales floor, so we ran out to see it.

Mr. Retail Dealer: That's good, here it is, right here.

Mrs. Prospect: I can't understand for the life of me why Mr. Traveling Man would not sell me one of these Machines when they have so many of them right in their Chicago stock. I answered a letter direct from his house in which they offered to put one of them in my home on a few days trial, through you as his local dealer, so we just ran out to select one.

Mr. Retail Dealer: Well, you see, he figures that the interests of his Retail Dealers are his own interests. The more business his Retail Dealers do, the more wholesale business he does with them. Isn't that right, Mr. Traveling Man?

Mr. Traveling Man: Just right. That is our strongest argument to our retail dealers in soliciting their trade—that we **Wholesale Exclusively**. Our best efforts are in creating retail prospects for our dealers. Besides being positive that they will get all their Victor goods in factory condition, it is a great consolation to them to know that when we are out, it is working for them.

Mrs. Prospect: Yes, I see very readily now how that is true.

Mr. Retail Dealer: Besides being "true", it is very practical. Since I have been giving Mr. Traveling Man my entire Victor business, my retail sales have increased as a result of the schemes his house has invented to get the people of my community interested in my Victor stock and getting them in my store.

Mrs. Prospect: Well, you can send that Victrola up to my house, and I suppose you will both be pleased with your respective profits on the sale.

Mr. Retail Dealer: Yes, I am pleased, of course, to make my retail profit.

Mr. Traveling Man: And we are satisfied with our wholesale profit.

Mrs. Prospect: Then, it seems that we are all well pleased and satisfied. When do I get my Victrola?

Mr. Retail Dealer: This afternoon, and I thank you very much. Come in and select your records from time to time; you will always find a complete stock.

Mrs. Prospect: All right, I shall. Well, good day. (Exit Mrs. Prospect.)

Mr. Retail Dealer (to Mr. Traveling Man): When you first explained to me the advantages of doing business with an **Exclusive Wholesaler** I was more or less incredulous, but from now on my entire Victor business goes to

The Talking Machine Company
72-74 Wabash Avenue, : : Chicago, Ill.



been something of a detriment, is rapidly coming to a close, a number of the miners having returned to work. With the exception of one or two localities crops of all kinds are big right now and I'm looking for a fine big trade."

The Edison and Victor concerts were resumed in the beautified and enlarged Victor Hall last month. The beautiful new machine sales rooms were occupied at the same time and have been the subject of admiring comment by every one who has visited them.

Columbia Co. Items.

The Dictaphone Department of the Chicago office of the Columbia Phonograph Co., in charge of W. W. and E. A. Parsons, now occupies larger quarters on the main floor of the company building. In the new quarters space is devoted to a training school for Dictaphone operators and is equipped with practically all the different makes of typewriter. The Parsons have been doing yeoman work since they returned to the service and the number of Dictaphone users in Chicago has been largely increased.

George W. Lyle, general manager of the Columbia company, spent several days at the Chicago offices the middle of last month on his way to the coast. He is now on his return and District Manager Fuhri expects to meet him at Kansas City, next Thursday. From Kansas City Mr. Lyle goes to St. Louis and thence home.

District Manager Fuhri, by the way, believes in hobbies. His particular fad is chickens and he has been taking a portion of his vacation at his country home at Bryn Mawr, building chicken coops and perusing the poultry magazines. He says that the simple life agrees with him immensely and that he is prouder of a brood of forty-two blooded chickens, which he proudly exhibits to visitors, than he would be of a flock of race horses or a covey of the finest bird dogs in existence.

Manager C. F. Baer, of the Columbia Co.'s Chicago branch, is proud of the showing made by them in July, when they stood first in the service in point of wholesale and retail sales and in cash receipts. Strenuous efforts were made to keep up the record in August and the reports from headquarters are eagerly awaited.

Wisconsin and Upper Michigan for the Chicago office won the prize offered by Mr. Baer to the traveler selling the largest number of Grafonolas from June 9 to September 1. The contest was a close one, W. A. Everly, who covers Illinois and Iowa, falling below Zerkle's record by but two machines. In the retail department F. A.

Cook won the prize for the largest individual sales in August.

The Chicago office showed a good increase last month in both wholesale and retail as compared with the corresponding month of last year. H. A. Schaeffer, exclusive Columbia dealer at Burlington, Iowa, was a recent visitor.

A. D. Herriman, retail manager, went up in Wisconsin early and cleaned up the Muskalonge crop. He started Friday on the second half of his vacation, which will be spent in Michigan cornering the pike market. Herriman is very enthusiastic over the new Symphony records made by the Boston Opera Co. forces and says that they are having excellent sales on them.

Among the Visitors.

A merry automobile party struck town Monday. It consisted of Lawrence McGreal, of Milwaukee, Miss Gertrude Gannon, in charge of the McGreal retail, her father and George Ornstein, manager of the Victor travelers, who had been spending his vacation with his brother at Green Bay but joined the McGreal party at Milwaukee. Ornstein left immediately for the East, but the rest of the party took in the ball game at the Sox park before returning home.

Among the recent visiting dealers were Mr. Clayton of the Talking Machine Co., Salt Lake City, Utah; H. T. Kitson, Bloomington, Ind.; Mr. Pickens, of the John Hoyt Piano Co., Davenport, Iowa; T. Williams, Burlington, Iowa, and A. V. Lyle, Janesville, Wis.

James I. Lyons, the talking machine jobber of this city, has the sympathy of the trade in the death of his father. The deceased was eighty-four years of age. He was a veteran of the civil war.

Richard S. Prybil, general representative for the Zonophone Co., was called suddenly from the road early in the month on account of the death of his father. The senior Mr. Prybil was a large real estate owner and leaves a considerable estate. He is survived by three children, two sons and a daughter.

VACATION NOTES.

Asbury Park and Ocean Grove, N. J., have been favorite vacation resorts for National Phonograph Co. officials and departmental heads this season. Among those who have enjoyed the pleasures of the two beaches during the month of August are: Sales Manager F. K. Dolbeer and Assistant Advertising Manager L. W. McChesney, Credit Manager, E. H. Philips, and Traffic manager, J. T.

Rogers. Walter H. Miller, manager of the recording laboratory, and family occupied their cottage at Bradley Beach, N. J., as usual this summer. Mr. Miller was a daily commuter to New York during June, July and August.

THE SALTER RECORD CABINETS.

How the Product of the Well-Known Chicago House Has Leaped to Success in a Short Time—Increased Facilities to Handle Fall Trade—The New Line of Disc Cabinets—An Extensive Showing.

(Special to The Talking Machine World.)

Chicago, Sept. 10, 1910.

The Salter Mfg. Co., of this city, are one of the pioneer manufacturers of talking machine cabinets of the country. They have always kept pace with the development of the industry and the product, from year to year, has shown constant improvement both in design and interior arrangement. The new line of Salter cabinets brought out a couple of years ago showed such a radical departure from former types as to mark a distinct epoch in this department of the extensive cabinet business of the company. Last season, in fact, the Improved Salter cabinets had gained such a strong hold on the trade that the demand was far beyond the company's expectations, and although the factory worked overtime all during the winter and spring months it was impossible to fill orders promptly.

During the summer months, however, arrangements have been made to remedy this condition. Space formerly occupied by other departments has been devoted to the record cabinet business, additional machinery has been added and extra storage space provided, and capacity for the production of Salter record cabinets has been increased fully forty per cent. Although the demand for cabinets during the summer months has been excellent, the company have been able to accumulate a fair stock and with the increased capacity are ready at the beginning of the active fall season to assure their trade prompt service.

The new Salter disc cabinet which appeared almost simultaneously with the advent of the double face record, was a distinct innovation in that it provided a separate horizontal compartment for each record, allowing the record to lie flat on the shelf, thus, it is claimed, preventing the record from warping. Each shelf is lined with soft green felt, which prevents the scratching of the face or faces of the record, and also presents an exceptionally attractive appearance when the cabinet is open. Another advantage claimed for the single record, felt lined compartment is that it makes it totally unnecessary to carry even the most expensive records in envelopes. Since the new line has been placed on the market, it has been augmented by additional designs and all of the cabinets this season show many improvements in matters of detail which will no doubt be appreciated by the company's customers. Several of the leading styles of the line are shown in the company's advertisement elsewhere in this issue. Style 777 is made for either the Victrola XII or the Columbia Elite machine and dealers ordering should specify for which machine it is desired.

The line of cylinder cabinets made by the company is also an excellent one. The latest style cabinet is so arranged that the records may be placed on the shelves either in the original cartons or on the pegs in the old way if desired.

The Salter line is an extensive one, embracing a wide range of styles and prices, thus enabling the dealer to meet the tastes and pocketbooks of all classes of his trade.

DEATH OF MRS. S. B. DAVEGA.

The World regrets to hear of the death of Mrs. S. B. Davega, wife of S. B. Davega, president of the S. B. Davega Co., New York, which sad event occurred last month, in the thirty-ninth year of her age. The many friends of Mr. Davega have heard this news with sincere regret and extend their deep sympathy.

Put One on Your Show Room Floor

AND WATCH THE INTEREST DISPLAYED IN THE

Monarch Midget



Jobbers can interest their dealers, and dealers their customers.

Talk Wire Racks and show them.

You can't sell a customer a rack if you don't have any.

SEND AN ORDER TO-DAY

A NEW DISC RACK IS READY. ASK ABOUT IT.

SYRACUSE WIRE WORKS

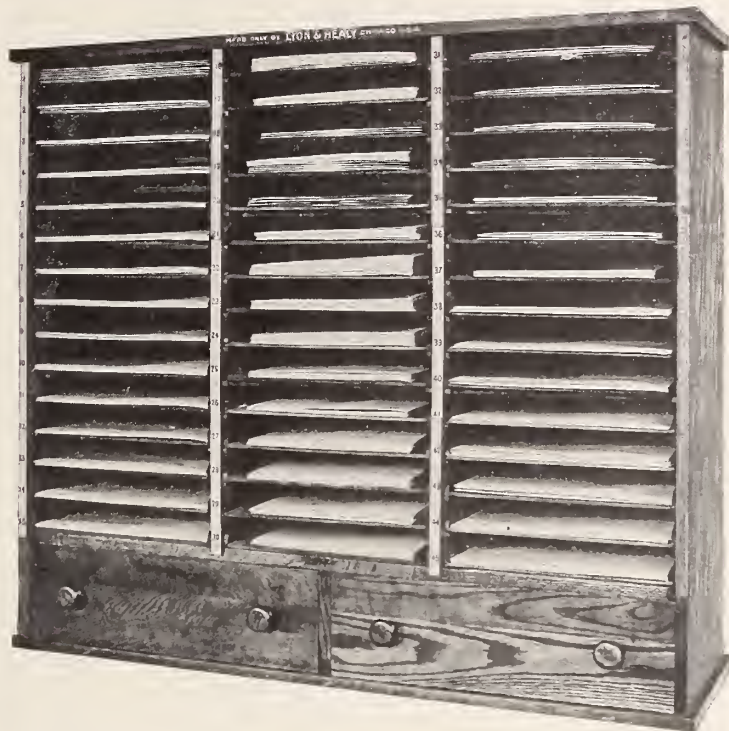
R. S. Williams & Sons Co.,

TORONTO AND WINNIPEG
Canadian Representatives

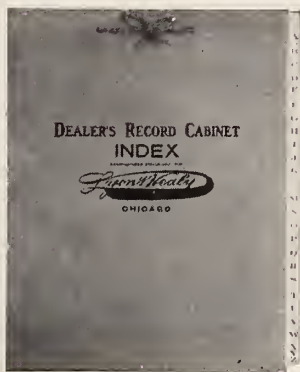
SYRACUSE, N. Y.

Lyon & Healy Offer Dealers A Perfect Cabinet for Disc Records

Every Dealer
Should
Have One



Made to Match
Your
Store Fixtures



The Result of Long Experience

The many years that we have been wholesaling and retailing talking machine records have made us particularly well informed as to the best methods of handling them. After an extensive period of study we have evolved The Lyon & Healy Dealers' Cabinet for disc records, which we believe will do more to eliminate dealers' record troubles than anything ever before offered. Designed to help the dealer, all complications have been left out. It works on a principle as simple as the alphabet, and automatically keeps your stock complete and in perfect order.

Description

The Lyon & Healy Dealers' Disc Record Cabinet is 38" high, 43" wide and 13" deep, holding 45 drawers, each drawer having a capacity of twelve 10 and 12" records. The drawers are numbered consecutively from 1 to 45, these numbers corresponding with records listed in the alphabetically arranged index book which is furnished with each cabinet. A sufficient number of special record envelopes are also provided, which keep accurate account of stock on hand and orders for stock to take the place of that sold. Two large drawers in base of cabinet make excellent receptacles for needle supplies, sound boxes and other small equipment.

Convenient

The Lyon & Healy Dealers' Disc Record Cabinet may be placed in any convenient location, back of or on top of a counter—in fact, wherever it can be reached to best advantage. It takes up so little room that it will not be in the way anywhere. When a customer calls for a certain record, and it is in stock, it is located quickly by referring to index showing drawer number. If record wanted is one not kept in stock, the index will show the fact immediately without looking in the case. If record had formerly been in stock and sold, the empty special envelope in drawer shows when new one was ordered, and your customer may be informed exactly when he may call for it.

Economical

Every dealer in disc records loses money every year through warping, scratching and otherwise spoiling of records. With a Lyon & Healy Dealers' Disc Record Cabinet in your store, all such waste is eliminated. To find a record which you always have means of knowing if in stock or not, there are only a dozen records to go through, and those are kept in orderly fashion. You can readily see how much more carefully you or your help will handle them than you would were it necessary to go through a disorderly mass of undesired records, searching for one which may not be in stock at all. Rough handling ruins records and means a loss to you.

Labor Saving

The Lyon & Healy Dealers' Disc Record Cabinet does away with every unnecessary movement in locating any record desired. You can tell your customer in two seconds whether or not you have a certain record, and if you have, secure it for him in less than half a minute. The Cabinet is easily cleaned, and your records are kept in perfect condition. No warping, scratching, cracking or breaking.

An Inexpensive Necessity—Price \$20.00 Net.

The Lyon & Healy Dealers' Cabinet was planned to aid dealers, and we want every dealer who handles disc records to have one. We have brought them within reach of all when we price them at \$20, complete, with special index and record envelopes. We have made these cabinets of the best material obtainable. We finish them as ordered by dealer, and every cabinet carries our quality guaranty.

America's Foremost
Distributors of
Victor Talking Machines
and
Edison Phonographs



(The World's Largest Music House)

Wabash Avenue and Adams Street
CHICAGO

Write to-day for our
Special Terms to
Dealers
on
Machines and Equipments

The one complete line. Exclusive selling rights. Quality of product. Protection. Co-operation. Complete stocks at convenient jobbing points. Liberal profit-margin. Only one name fits the description—COLUMBIA.



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

TWO MORE SPECIAL RECORD "HITS"

Issued by National Phonograph Co. on September 1.

About the first of September the National Co. began to ship to their jobbers Amberol records Nos. 548, "Any Little Girl That's a Nice Little Girl," etc., and 550, "Lucy Anna Lou," as special records "hits." These records appear in the November supplement, but following the recently adopted plan of the company the sale date has been advanced in order that the trade may take early advantage of the popularity of the songs. Instead of shipping to western jobbers first, as has previously been the practice of the company, in this instance shipment will be made to all jobbers in any one territory at the same time, the eastern, however, being served first, and after them, in the order named, central, southern and western jobbers. The reversal of the order is occasioned by the fact that the songs are popular now in the East, and shipments to western and southern points can very well be delayed in plenty of time to catch the drift of popularity in those directions. These records are to go on sale as soon as received. These two songs are the real "hits" of the summer season, and are now at the very height of their popularity. Special literature consisting of an attractive window hanger and a neat four-page folder will be shipped with the records.

This scheme of handling popular vocal and instrumental numbers by the National Phonograph Co. has met with universal approbation from the trade.

WIN BOWLING CHAMPIONSHIP.

(Special to The Talking Machine World.)

San Francisco, Cal, Sept. 3, 1910.

Sherman, Clay & Co., bowling team won the championship of the Musical League by defeating the Wiley B. Allen Club twice in succession. As these two series were to decide the championship the S. C. & Co. boys were determined to bring

home another championship, as they won the baseball honors also this year.

The score was in the first series of five games, of Duck Pins—S. C. & Co., 1954; W. B. A. Co., 1920.

The second series of five games of Duck Pins—S. C. & Co., 2061; W. B. A. Co., 2043.

The following players took part in the contest:

S. C. & Co.—Rothlin, R. Skinner, Mack, Beck.

W. B. A. Co.—Black, Houseman, Miller, Lindsay.

NEW EDISON REPRODUCER.

Model "O" a Combination Reproducer for Both Two and Four Minute Records—Replaces Models "C" and "H"—Some of the Special Features.

The Model "O" Edison Reproducer, recently put on the market by the National Phonograph Co., has met with instant success, and is considered by experts to be one of the most perfect reproducers on the market. The new reproducer is designed for use with the Triumph and Idelia machines, and takes the place of the Model "C" and "H" reproducers formerly supplied with those machines, being furnished with those types at no increased cost.

The new Model "O" is a combination reproducer and was evolved from the Model "M" designed for the Amberola, and produces a full, rich and natural tone, entirely eliminating the metallic tone often found in other reproducers. The new model will be supplied separately for Triumph and Idelia equipment on machines now playing both two and four minute records for \$10.00 in the United States and \$13.00 in Canada, while an allowance of \$4.00 is made on the exchange of the Model "C" and "H" reproducers.

The Model "O" will be supplied when so ordered with Triumph and Idelia attachments in place of the Model "C" reproducer now being supplied, the prices for the attachment, complete with the Model "O" reproducer being \$15.50 in the United States and \$20.00 in Canada. These same prices prevail on the exchange with an allowance of \$2.00 for the return of the Model "C" reproducer.

The diaphragm of the new reproducer is of larger diameter than that of the standard reproducers and consequently the sound-box is larger, making it necessary for the purchasers of this new reproducer to also have the new reproducer arm with an elbow connection in place of the former straight connection. The new reproducer arm is included in the price of the reproducer. Slight changes are also necessary when using the new reproducer with the Cygnet horn.

With the Model "O" reproducer it is only necessary to turn an index screw to throw either the two or four minute reproducer into position, the feeding being changed as heretofore.

VISITORS FROM THE SOUTH.

Among the recent visitors at the executive offices of the Columbia Phonograph Co., General, New York, was C. A. Ragan, manager of the New Orleans store, who was here for a week, when he started for the Crescent City. Westervelt Terhune, manager of the Atlanta, Ga., establishment, was also in New York at the same time. Mr. Terhune is considered one of the "live wires" of the company's staff.

VELVA-TONA

A New Word with Two Meanings
To you, Mr. Dealer, it means PROFITS
To the public, SATISFACTION
THE VELVA-TONA

is a device which is attached to the Victor Sound Box, eliminating the *scratch* and modifying the tone to a beautiful soft *velvet* quality. And, Mr. Dealer, remember it is not a *muffler*, but a *modifier*, a scientific principle properly applied, reducing the tone vibrations at the *point* of contact, thereby saving the softer tones for reproduction.

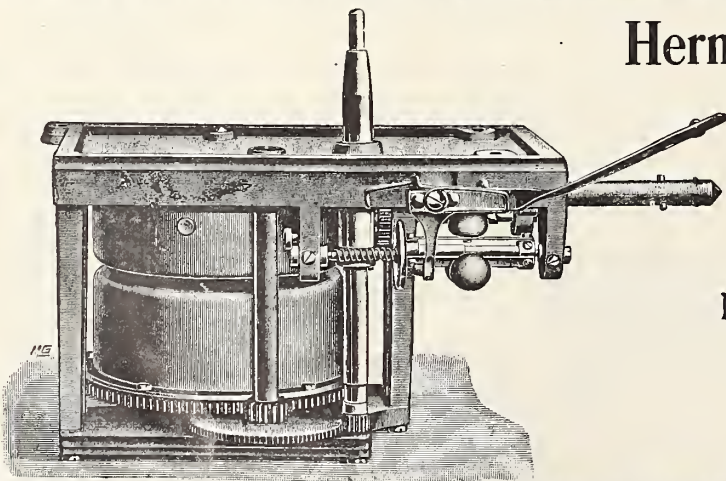
Order to-day. Now! It is a *Wonder*. Sells at sight.

The big selling *feature* of this modifier is that it can be modified from the most *delicate* to the very *loudest* tone and is *adjustable* while the machine is in motion.

Arranged on artistic display cards of one dozen. Price, 75 cents each; \$4.50 per dozen wholesale; 5% less in lots of 1/2 gross; 10% less in lots of 1 gross.

Address M. & M. NOVELTY CO., 472 11th St., Oakland, Cal.

P. S.—Outside men write. Exceptional inducements offered.



Hermann Thorens, St. Croix (Switzerland)

Talking Machine Works

Motors and Sound-Boxes a Specialty

Conceded to be the best manufactured.

OVER THIRTY DIFFERENT STYLES

Machines with or without Horns

First Quality Only

Novelties in Hornless Machines

Noiseless Motors

Highest Recommendations

Write for descriptive Booklet

SUCCESS OF THE ECHO ALBUM.

Has Solved the Problem of Keeping Collections of Disc Records in the Best Possible Manner—Heavy Demand for the Albums.

One of the bothersome problems confronting the owners of disc machines and records has been that of keeping the records in order at all times and out of the way. Various means have been adopted in an effort to solve the problem, but it was not until the "Echo" album was put on the market that a really satisfactory solution was at hand.

Up-to-date, progressive dealers who have adopted the "Echo" album declare that it is a "lifesaver" to the record business. This does not mean that it keeps the records hidden away in bags where the owner does not see them. On the contrary, by this method, he is enabled to put his hand on any particular record that he wants at any particular time. His record collection looms up to him as an asset of real worth and consequence. It partakes of the library idea, and can be likened unto a classified collection of musical numbers toward which he is adding records in the endeavor to standardize his collection.

The "Echo" album fulfills this very purpose, and the idea is illustrated in the advertisement appearing on page 31. The Echo album is strongly and neatly made of brown linen cloth and heavy paper-board. There is practically no wear to them, and they will give complete satisfaction for a lifetime.

The 12-inch size Echo album will accommodate both 10 and 12-inch disc records, and for uniformity's sake it is better to use the 12-inch exclusively if both sizes of records are in the collection. These new style Echo albums fit both double-face as well as single-face records, and the label can be read from both sides of the perforated pocket. The new Echo albums also are collapsible, when not filled, and therefore occupy much less space in shipping and packing.

A sample 12-inch, new style record album will be sent to any dealer on receipt of \$1.00 to cover trade price and mailing charges.

Enough orders have been received from John Wanamaker and other large talking machine distributors to keep the factory busy for the next sixty days. Jobbers will be wise to place their orders early, to insure delivery before the holidays.

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., Sept. 10, 1910.

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

AUGUST 22.

Berlin—20 pkgs., \$446; Buenos Ayres, 134 pkgs., \$7,380; 30 pkgs., \$2,544; Carignano, 3 pkgs., \$136; Colon, 13 pkgs., \$305; 25 pkgs., \$305; Demerara, 6 pkgs., \$202; Havana, 16 pkgs., \$641; Havre, 2 pkgs., \$987; London, 1 pkg., \$100; Porto Barrios, 4 pkgs., \$580; Rio de Janeiro, 3 pkgs., \$100; 123 pkgs., \$12,372; Shanghai, 1 pkg., \$100; St. Johns, 7 pkgs., \$144; Sydney, 1,193 pkgs., \$13,799; Tampico, 4 pkgs., \$174; 24 pkgs., \$1,042; Valparaiso, 5 pkgs., \$313; 7 pkgs., \$202; Vera Cruz, 194 pkgs., \$4,152; Yokohama, 8 pkgs., \$527.

AUGUST 29.

Algoa Bay, 22 pkgs., \$808; Bombay, 5 pkgs., \$128; Cartagena, 5 pkgs., \$312; 10 pkgs., \$862; Colon, 1 pkg., \$173; Guayaquil, 2 pkgs., \$237; Havana, 18 pkgs., \$1,060; Havre, 10 pkgs., \$215; Kingston, 10 pkgs., \$352; La Guayra, 12 pkgs., \$141; Liverpool, 3 pkgs., \$260; London, 3 pkgs., \$192; 4 pkgs., \$337; 112 pkgs., \$2,796; Manila, 55 pkgs., \$4,667; Mazatlan, 7 pkgs., \$240; Para, 5 pkgs., \$548; Rio de Janeiro, 24 pkgs., \$2,009; Sydney, 10 pkgs., \$923; Valparaiso, 15 pkgs., \$900; Vera Cruz, 29 pkgs., \$2,703; Yokohama, 5 pkgs., \$281.

SEPTEMBER 7.

Antofogasta—12 pkgs., \$1,160; Caibarien, 3 pkgs., \$153; Callao, 17 pkgs., \$1,194; Cartagena, 55 pkgs., \$4,167; Cienfuegos, 22 pkgs., \$220; Colon, 11 pkgs., \$559; Havana, 39 pkgs., \$1,559; London, 9 pkgs., \$722; 4 pkgs., \$305; 201 pkgs., \$4,698; Montevideo, 29 pkgs., \$2,722; Para, 41 pkgs., \$2,730; 15 pkgs., \$1,040; Santiago, 2 pkgs., \$102; Vera Cruz, 41 pkgs., \$869; Vienna, 56 pkgs., \$1,656.

SEPTEMBER 9.

Berlin—65 pkgs., \$1,126; Buenos Ayres, 1 pkg., \$3,900; Colon, 17 pkgs., \$913; Demerara, 3 pkgs., \$160; London, 123 pkgs., \$4,384; 11 pkgs., \$990; Manila, 1 pkg., \$124; Melbourne, 1,690 pkgs., \$28,870; Milan, 12 pkgs., \$1,002; Rio de Janeiro 7 pkgs., \$1,057; 20 pkgs., \$1,145; St. Kitts, 9 pkgs., \$207; Valparaiso, 11 pkgs., \$619; Vienna, 22 pkgs., \$595.

COLUMBIA AT HOUSEHOLD SHOW.

Full Line of Machines Shown to Advantage in Double Space and Excellent Results Obtained.

One of the features of the Household Show in Madison Square Garden, August 20-27, was the handsome exhibit made by the Columbia Phonograph Co., occupying two full spaces in one of the best locations in the Garden. The full line of machines was shown, including all styles of Grafonolas, and the Columbia Co. space was crowded continually during the progress of the show. The Grafonola Mignon at \$150, and the library style were especially featured and attracted a wonderful amount of attention. Advantage was taken of the occasion to distribute some convincing Columbia literature, prepared for the purpose by Advertising Manager Metzger, and on the whole the Columbia exhibit proved one of the most successful in the show.

A NEW S. B. DAVEGA CO. SPECIALTY.

The Simplex Needle Box Possesses Many Valuable Features That Should Interest Owners of Disc Machines—Does Away with Needle Handling Troubles.

One of the successful specialties of the S. B. Davega Co., the well-known and progressive New York distributors, is their new "Simplex Needle Box," which may be readily attached to any disc machine and which the box is held by an enamelled bracket in a convenient place on the back of the machine and presents a very neat appearance. The oak and mahogany finish boxes to match the machines, together with the ease with which the old needles are disposed of, tend to make the boxes an excellent side line for the dealer.

Altogether the "Simplex Needle Box" bids fair to equal in popularity the famous "Magnetic Needles," "Victrola Protectors" and other rapid-selling and profitable specialties created by the S. B. Davega Co., and all dealers would do well to take advantage without delay of the sample proposition as offered in their announcement in this issue.

CATALOG OF COLOMBIAN RECORDS.

A special Colombian catalog will be issued by the export department of the Columbia Phonograph Co., General, in about two weeks. It will contain the records of Murillo, which have scored a great success; Uribe Bros., Cabrei, Ochroa and other well known artists from Colombia, S. A.

When Edward N. Burns, manager of the Columbia Co.'s export department, returned to New York from his vacation after Labor Day, Edmond F. Sause, his very capable assistant, left on September 10 for a period of rest, recuperation and pleasure.

INSTALL SOUND-PROOF BOOTHS.

The Phillips & Crew Co., Savannah, Ga., have installed a number of sound-proof booths in their store for the demonstration of Victor machines. The booths are very attractive and are provided with double plate glass windows.



The jobber on the job

That's us.

We give you the kind of service a jobber ought to give his customers—the kind you should get from your jobber.

Hurry orders have no terrors for us. Every order we get is a rush order on our part—we ship all goods the same day the order reaches us.

It takes a large and complete stock to do that, but we are always equal to the task. Whatever's newest and best in accessories such as record cabinets, horns, needles, fiber cases and other specialties, you're sure to find here in addition to a full line of the Victor, Victrola, Victor Records, and repair parts.

This quick service doesn't cost you any more than you pay ordinarily, but it is worth a good deal to you. It gives you a decided advantage over neighboring dealers who are slower in filling orders and must necessarily keep customers waiting. It puts you in a better light with your customers and helps to mark you as the leading dealer in your locality.

Give us your next rush order and let us prove our case. See how quickly you get your goods, and remember that this quick service is given not once or twice, but always.

Why not write to-day for a copy of our latest catalog? We'll also send you our booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to

Victor Distributing and Export Co.

83 Chambers Street

New York





EDISON PRODUCTS EXHIBITED.

National Phonograph Co.'s Exclusive Display of Phonographs and Accessories at the Boston Mechanics' Exposition—A Splendid and Interesting Showing.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 12, 1910.

What is intended to be the most elaborate and comprehensive display of talking machine products ever attempted is being prepared by the National Phonograph Co., Orange, N. J., for the Boston Mechanics' Exposition, to be held in Mechanics' building, Boston, Mass., October 3 to 29, inclusive. It will not only eclipse any previous display of talking machines at an industrial exhibit, but it will surpass in completeness, size and attractiveness all other exhibits at the exposition. The exclusive privilege to exhibit Edison phonographs, as well as other laboratory products, was secured by the National Co. early in the present year, and as most of the details have been perfected it is possible at this time to present a fairly accurate idea of the plan of the display.

The Edison exhibit will be shown in Grand Hall, the largest of the eight halls comprised in the Mechanics' building, which, by the way, is the

largest permanent exposition building in America. An idea of its size will be gained from the statement that the seating capacity of Grand Hall alone is 10,000. Facing the main entrance of this hall is a huge stage 80 feet long by 40 deep. This stage, the most desirable and eagerly sought space in the exposition, the National Co. was fortunate in securing. It dominates the entire hall and can be seen from any one of the 2,500 seats in the gallery.

The entire stage will be inclosed by means of an ornamental front with plate glass windows and ends, in the manner illustrated by the accompanying cut, which was made from a pen and ink sketch and gives but a faint idea of the attractiveness of the scheme. The windows, which will be raised about two feet from the floor, will be used to display Edison phonographs exclusively. The inclosed floor space on the right will be utilized for the display of Edison business phonographs, while in the corresponding space on the left will be shown the new Edison storage and primary batteries, Edison projecting kinetoscopes and accessories and Bates automatic numbering machines. Thus from any angle of the mammoth hall an unobstructed view of a complete line of Edison laboratory products can be had.

Over the main stairway to the stage an oil painting of Thomas A. Edison, 25 inches by 39 inches,

the work of a noted Boston artist, will meet the gaze of visitors to the exposition. This entrance will be used for admission only, the two side entrances being reserved for purposes of exit. Above this main entrance and cleverly concealed in the decorative scheme will be placed a fireproof operator's booth, from which Edison motion pictures will be projected upon a screen at the rear of the stage. The stage, which will accommodate 600 persons, will be transformed into a cosy theater for this purpose, and seats will be provided for the accommodation of the National Co.'s guests. Light will be obtained from an enormous incandescent cluster suspended from the ceiling, and a special ventilation apparatus will be placed in the dome of the stage. Motion picture shows will be given at regular intervals daily and will no doubt help to make the Edison exhibit the most popular and frequented point of interest in the exposition.

A platform 28 inches wide and 3 feet high will run around the wall spaces of the stage and back of the plate glass windows and front, upon which every type of Edison phonographs from the Amberola to the Gem, phonograph accessories and records will be displayed and demonstrated. At the rear of the stage are three large rooms which have been turned over to the three Edison jobbers in Boston, namely—the Iver-Johnson Sporting Goods Co., the Boston Cycle & Sundry Co. and the Eastern Talking Machine Co.—who will each have an active sales force on hand to convince visitors of the superiority of the Edison line.

It will be seen from this description that the National Co. propose to conduct their exhibit on a scale of magnitude and lavishness unprecedented in the history of the talking machine industry. A large sum of money is being expended upon both the exterior and interior equipment and decoration of the stage which, when completed, promises to be the envy of the other exhibitors at the exposition.

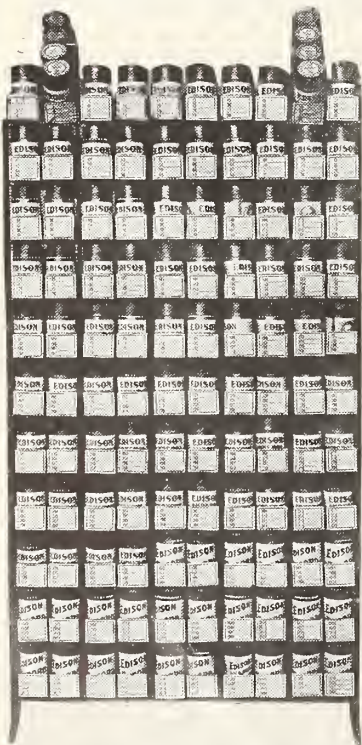
The far-reaching effect of this splendid appeal to publicity on the part of the National Co. will be appreciated when it is asserted that for the past five years the daily attendance at this annual Mechanics' Exposition has averaged twenty-five thousand, or an approximate attendance during the entire period of more than half a million. Within a radius of fifty miles from Boston is a population of over four million of people, and as all railroad lines running into Boston have offered special low excursion rates for the exposition the attendance this year is expected to break all previous records.

The National Co. have sent to all their New England dealers a supply of handsomely engraved invitations for the exposition, and the Boston jobbers have been supplied with liberal quantities for distribution among present and prospective customers. These invitations entitle the holder to free admission to the exposition. The exhibit will be under the immediate supervision of their energetic sales manager, F. K. Dolbeer, who will have a competent corps of assistants working with him. The other laboratory products will, of course, be demonstrated by representatives of their respective departments. The United States Marine Band, which has contributed many charming numbers to the Edison catalog, will furnish music from the balcony of Grand Hall for the first two weeks, and Canada's famous Seventy-fifth Regiment Band of Lunenburg, Nova Scotia, will be on hand for the last two weeks of the exposition.

TRADE AND "MUSIC MASTER" HORNS.

Orders for the "Music Master" horns, announced recently by the National Phonograph Co., Orange, N. J., as being ready for distribution, have been reaching the factory in such quantities as to leave no room for doubt that they will be a popular Edison accessory. They are being supplied both as extras and as parts of complete outfits, in four styles, oak, mahogany, spruce and inlaid pearl. There is no question but that present and future owners of Edison phonographs will take kindly to the horns, for in addition to being highly ornamental in appearance they are a distinct improvement from the standpoint of reproduction. Built of wood on sounding-board principles, they impart an agreeable mellowness of tone to the reproduction.

"In Edison Goods we have what you want when you want it"



Doesn't this attractive record arrangement appeal to you?

Think of what it will save in time (money) during a year; probably twice as much as its cost.

Write us for our liberal introductory offer; a postal will do.

BOSTON CYCLE & SUNDRY CO.

J. M. LINSKOTT, Manager

"Exclusive Edison Jobbers"

48 Hanover St. Boston, Mass.

We claim to have the largest and most complete Edison stock in New England. Orders are shipped on the first express after receipt, thus avoiding every possible delay.

As we *wholesale entirely*, we are in the best position to handle your orders.

Send us your next one; you'll be surprised at our quickness!

Pushed by the dealer, like any other merchandise—and with exclusive Columbia selling rights in the contract, there's more retail money in the business than there ever was before.



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

TO MEET IN MILWAUKEE NEXT YEAR.

Votes Taken Show a Desire on the Part of the Members of the National Association of Talking Machine Jobbers to Gather Next Year in the West—Some Important Matters Discussed by Executive Committee.

The National Association of Talking Machine Jobbers, through its Executive Committee, has been taking up for serious consideration some important matters affecting the welfare of the talking machine trade recently, and within the near future no doubt some important announcements will be made.

The secretary of the association, J. C. Roush, of The Standard Talking Machine Co., Pittsburg, Pa., recently remarked to The World:

"The members of the various committees are all hard workers, and the coming year should show a marked increase not only in the membership, but in the interest taken by the present members of the association.

"I would also ask you to announce the result of the vote taken for next year's convention, which resulted as follows: Members voting in favor of Milwaukee, seventy; in favor of Niagara Falls, eight, and in favor of Atlantic City, eleven, and two voting no choice, showing the total vote to be eighty-nine.

"In going over the entire vote we find that the vote was divided as follows: In favor of Milwaukee twenty-seven eastern jobbers and forty-three western jobbers; Niagara Falls, two western jobbers and six eastern jobbers; Atlantic City, seven eastern jobbers and four western jobbers. This vote has been carefully compiled and clearly shows that the next convention should be held in the West.

"Owing to the desire of many of our members to spend the Fourth of July with their families at home, it has practically been decided to hold our next convention the second week of July, either the 11th, 12th, 13th and 14th, or the 12th, 13th, 14th and 15th. This, however, has not been fully decided.

"Some very important matters have been discussed by the Executive Committee with the National and Victor factories recently, and some very important announcements will be made by both factories very shortly, which will be of great interest and benefit to all jobbers."

Mr. Roush is one of the hardest workers of the association, and his enthusiasm has been manifest in many ways.

The appointments made by President Whitsit are as follows:

Appointments for standing committees from September 15, 1910, to September 15, 1911:

Press Committee—L. C. Wiswell, Lyon & Healy, chairman; A. A. Trostler, Schmeltzer Arms Co.; R. Shaw, Western Talking Machine Co., Winnipeg, Canada; Herbert Royer, M. Steinert & Sons; I. Davega, I. Davega Co.

Resolution Committee—J. F. Bowers, Lyon & Healy, chairman; Lawrence McGreal; Burton Pierce, J. W. Jenkins' Sons Co.

Grievance Committee—H. H. Blish, Harger & Blish, chairman; I. S. Cohen, Cohen & Hughes; W. Bonhill, Penn Phonograph Co.; G. A. Mairs, W. J. Dyer & Bro.; Max Strasburg, Grinnell Bros.

Arrangement Committee—Lawrence McGreal, chairman; Lawrence Lucker, Minnesota Phonograph Co.; L. C. Wiswell, Lyon & Healy; Burton Pierce, J. W. Jenkins' Sons Co.; H. A. Weyman, H. A. Weyman & Sons; J. N. Blackman, Blackman Talking Machine Co.; J. C. Roush, Standard Talking Machine Co.

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

"HOW IS YOUR STOCK?"

Benefits from Being in a State of Preparedness—Suggestions Worth While.

A good many talking machine jobbers and dealers know what they lost last year by holding off their orders so long that they lost many sales. Along these lines The Talking Machine Co., of Chicago, has been sending out some excellent literature.

The letter addressed to their dealers for September is particularly good and we reproduce it herewith.

Such letters should be perused carefully because they not only have the tendency to awaken the dealer's interest, but they show how trade may be developed:

"The successes of to-day are built by avoiding the failures of yesterday.

"Last month may not have been what you would call a great 'success' from your personal standpoint, but speaking from the Victor standpoint, it was. The Victor Co.'s business for the first six months of 1910 was the largest in their history.

July was the biggest July they ever had and more than doubled the previous July. August was way ahead of last year, and at the present time they tell us they have orders in hand for over 103,000 Victor machines.

"These facts signal your 'success' in the next four months. The Victor Co.'s business is a safe barometer, foretelling the immediate future condition of Victor sales. Their orders on hand represent a strong public demand which means Victor business for you. How is your stock? The next four months will break all Victor sales records. Send us your orders early so as not to be disappointed in the prompt receipt of your goods. Our machine and record stocks are complete and we shall aim to keep them so, but your advance orders will greatly facilitate our being able to do this.

"If we impress nothing else upon you in this whole letter, we want you to fully appreciate the real, intrinsic value of the Victor ready-made lecture, 'The Songs of Other Days,' which they have recently issued for your benefit in bringing before the public of your community the educational, instructive and entertaining possibilities of the Victor. This is a 'ready-made' lecture to the minutest detail. Make arrangements with your school authorities to give this lecture in the school hall. The small admission charged to go for the purchase of a Victor for the school.

"Another thing we want to call your special attention to at this time is the new 'Sousa and Pryor' Victor Ready-Made Display Window No. 18. Send us your order for one of these at once. Remember 'your display window is the eye of your store' and the best pulling local advertisement you have."

RECORDS OF GREAT ORGAN.

Experts Now in Salt Lake City Securing Records of Great Pipe Organ and Choir in the Tabernacle.

(Special to The Talking Machine World.)

Salt Lake City, Utah, Sept. 5, 1910.

There is considerable interest manifested in the local trade and in fact among talking machine men all over the country regarding the proposition to make records of the great Tabernacle choir and organ in this city. A number of expert recorders have arrived here and are busily preparing to get as perfect records as it is possible to obtain.

While the idea of organ records is comparatively new, nevertheless several records have been made from small reed organs and at least one from a pipe organ with considerable success. If the records of the Tabernacle organ prove a success it will open a new field for talking machine experts.

MISSING WORLD COPIES.

A subscriber desires No. 12, Vol. 2, December, 1906; No. 1, Vol. 1, January, 1905, of The Talking Machine World. Anyone who has these papers on file for sale kindly advise The Talking Machine World.

TRADE NEWS FROM INDIANAPOLIS.

Judging from Demand for High Grade Machines Dealers Believe a New Era in The Talking Machine Trade Has Been Ushered in—Leading Jobbers and Dealers Make Most Encouraging Reports Regarding Present and Prospective Conditions in All Branches.

(Special to The Talking Machine World.)

Indianapolis, Ind., Sept. 8, 1910.

The talking machine business is opening up in pretty good shape for the fall trade, and dealers are unanimous in predicting lively sales for the next few months. The business seems to be running now more to the higher grade of instruments. This is explained by some dealers on the theory that the people who have money are just beginning to find out what is in the high grade machines in the way of entertainment. As an illustration some of the dealers have been successful in selling \$200 machines in homes where there is no piano. The fact that a talking machine of high grade takes precedence over a piano in some instances proves, the dealers believe, that the talking machine era has just begun.

The Musical Echo Co., which handle the Victor line, have been having a good sale on Victrolas and other high grade machines. The proprietors of this store have the fullest confidence in the outlook for the fall and winter months. The managers, according to their statements, like their new location in North Pennsylvania street better every day.

W. M. English has accepted a position on the road with the talking machine department of the Wulschner-Stewart Music Co., jobbers in Edisons and Victors. This company are also reinforcing their staff of city salesmen and are getting ready to make a clean up in the fall business.

"We are running as near our full capacity in the talking machine line as we ever have since we took up this line," said W. S. Barringer, manager of the talking machine department of the Wulschner-Stewart Co. "We have spent a lot of money to equip this department and will carry a complete stock in all branches and we believe the public will appreciate our efforts."

Mr. Barringer says that popular music is selling best now. "Has Anybody Here Seen Kelly?" had a good run in Indianapolis, and Mr. Barringer predicts an excellent sale for "Any Little Girl That's a Nice Little Girl is the Right Little Girl For Me." This piece proved popular at the national meeting of talking machine men recently.

Mr. Kreuzsch, of the National Phonograph Co.,

who has been looking after business in this territory for some time, makes good reports, and says he believes the prospects are excellent for a good fall trade.

Beginning September 1 the local Columbia Phonograph Co. store took over the Dictaphone, which until then had been handled by Warren M. Bird. There has been a good demand in Indiana for this line of instruments.

H. H. Myers, traveling representative of the Columbia Phonograph Co., was in the city last week. Mr. Myers reported that business at hand was rather quiet, but he said there were prospects for an excellent fall trade.

L. A. Mohler, manager of the Columbia Phonograph Co. store in Terre Haute, was in Indianapolis last week. Mr. Mohler is doing a nice business at Terre Haute, and is having a good demand for high grade machines.

Haugher's clothing house in Indianapolis has bought a Twentieth Century Columbia phonograph and will use it for advertising purposes.

Now that the Wulschner-Stewart Music Co., the Aeolian Co., and the Musical Echo Co. are side by side in North Pennsylvania street and all handling the Victor line, competition in this line is hotter than ever. All three companies are doing excellently with good prospects. The Aeolian Co. have refitted their talking machine department and now have one of the best equipped departments in the city.

The Columbia Phonograph Co. have just received their first shipment of the Mignon gramofones to sell at \$150 each. Manager Devine of the local store predicts a good demand for this machine. "I am more than pleased with it," he said, "and I believe it will be a winner."

The Kipp-Link Phonograph Co., who handle Edisons, have been having a nice business with good prospects.

Talking machine men are getting ready to do some extensive advertising during the State Fair.

SUCCESS OF NEW DEVICE.

Talking Machine Soundboard Co. Report Great Number of Sample Orders—Deliveries Soon.

The Talking Machine Soundboard Co., of New York, announce a heavy demand for samples of their new resonating device for talking machines, which is the invention of L. P. Valiquet, and which was illustrated and described in these columns recently. The sample orders already on file have served to convince the manufacturers more than ever of the great field for the improved re-

producer, and it is expected that when the deliveries are made some time this month, or the first of October, that the reorders will necessitate a greatly enlarged equipment. Illustrative descriptive matter, prices, etc., regarding the soundboard may be obtained by addressing the Talking Machine Soundboard Co., Room 1000, 110 West Thirty-fourth street, New York.

VICTOR CO. TRAVELERS PLAY BALL.

Teams Representing Eastern and Western Territories Cross Bats—Make Some Interesting Plays—Individual Feats Worth Noting.

Batting for the championship between the representative teams of the Victor Talking Machine Co., divided into two squads to represent the East and West, which took place on the morning of August 17 last, was decisively won by those traveling in the latter territory by the score of 17 to 10. Rapping Ripley for a number of two and three-base hits and a couple of home runs, Bennett's men piled up a lead of eight runs. Joe Gannon took up the burden for the East at the beginning of the sixth inning, but the "tenderfeet" were beaten before the eccentric northpaw entered the arena. Too much cannot be said regarding the good pitching done by "Slats" Dewar, and he, too, was elegantly supported by Backstop Woodward, who caught everything but a cold. Shortstop Goldsmith did himself proud by occasionally stopping a slow grounder, while Eddie Hipple insisted upon wearing a catcher's glove at third base and successfully accepting two chances out of eight.

The following was the lineup: West—H. L. Woodward, c.; W. M. Dawson, 1b.; D. B. Dewar, p.; Sam Goldsmith, ss.; W. H. Fiss, 2b.; H. C. Baish, cf.; E. E. Hipple, 3b.; C. K. Bennett, lf.; L. Burchfield, rf. East—J. Campbell, c.; J. Gately, 1b.; J. Gannon, 3b.; C. L. Price, ss.; L. H. Ripley, p.; I. M. Bame, lf.; T. F. Green, cf.; C. H. Womeldorff, 2b.; R. R. Gorham, rf.

The game was ably umpired by George D. Ornstein.

Gately's playing at first was excellent but for the fact that he insisted upon moving first base over about four yards nearer the pitcher, except when the East were at bat. It was discovered that he could put out a batter much easier by this method. The playing of Tom Green was worthy of the attention of Hughie Jennings. Green stopped everything that came his way—if he found it too swift for his hands he would turn around and stop it with his back. He had eleven errors and six wild throws chalked up for him.

TALKING MACHINE EXPORTS.

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

(Special to The Talking Machine World.)

Washington, D. C., Sept. 6, 1910.

In the summary of exports and imports of the commerce of the United States for the month of July (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:

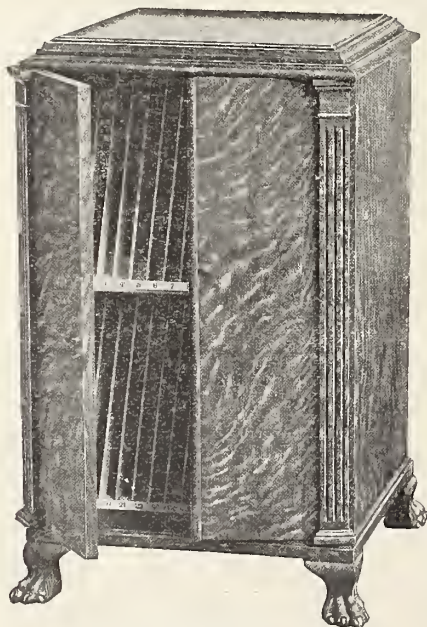
The total exports of talking machines, records and supplies for July, 1910, amounted to \$150,248, as compared with \$189,407 for the same month of the previous year. The seven months' exportations of talking machines, records and supplies amounted to \$1,335,592.

AMBEROL RECORDS AS COMMISSION.

The Talking Machine Co., of Louisville, Ky., of which A. Montenegro is general manager, are making a strong bid for business in the Edison line. They offer to any owner of an Edison machine who secures another customer for their house six new Amberol records free. In other words, they are willing to pay \$3 commission to every owner of a talking machine who can produce a new customer, no matter what price machine is purchased.

If you buy
Have inquiries for
The least bit interested in

Cabinets for
Disc and
Cylinder
Records



No. 445.—DISC RECORD CABINET.

Made in Mahogany or Golden Quartered Oak. Will hold 170 12-inch Disc Records in envelopes. Construction of Cabinet admits of changing the top for two different size boxes, 14 $\frac{1}{2}$ x 14 $\frac{1}{2}$ and 16 $\frac{1}{2}$ x 16 $\frac{1}{2}$.

Our Disc Record Cabinets can be had with either perpendicular or horizontal shelves.

All Cylinder Record Cabinets are made with drawers equipped with clamps in which to put the cylinders in the original flannel lined cartons.

Address

The Udell Works
INDIANAPOLIS, IND.

POINTERS ON SALESMANSHIP.

A Man Must Change His Tactics to Win—Experience Is the Best Teacher—Ideas That Count—Adhere to the Rule of Fair Dealing.

A salesman of experience realizes that ideas—practical methods of selling goods—are of the greatest value, and he also knows that it pays him to search for them.

He cannot successfully employ the same old way of doing things month after month, and year after year. He must be modern, up-to-date, as much or more so than men of other professions.

A physician or lawyer finds that to compete successfully, he is compelled to read, read all the time, in order that he may learn of advancement in treatment or in procedures.

Experience is the best teacher, but the road of the individual's experience is narrow and rugged, and it does not fall to each to have the same experience, or to have the same views of similar experiences.

If we learn from another that fire will burn us, it is not needed that we place our fingers in the fire to prove the truth of it. It is better to accept the statement and avoid the suffering.

How many times does the salesman fail to sell certain buyers, without knowing why? All his experience seems to count for nothing in some cases, and it may be some trifling matter, some apparently unimportant oversight which causes the trouble.

To discover the missing link in his method may and does mean much to the salesman.

How may he do this? By learning the experience of others, writes W. N. Ambuchon in *The Traveling Man*.

Every idea supplies a "missing link" in his chain of reasoning. Correct conclusions depend upon correct premises from which to reason. The more good ideas, the better the basis for good work.

A salesman who gets one idea which helps make a sale, from reading a copy of any publication dealing with salesmanship or business, can make enough from this one sale to pay him for the time devoted to reading.

A looker-on often sees more than gamblers. A man who has been shaved by a thousand barbers, knows more about different ways of doing it than any barber.

A man is duller in his own business than he is in the business of others, at least, he believes so and with good reason. In his own business he learns how much he does not know. The vastness of his ignorance appals him. Basing his action on the rule that the average man realizes that he does not know too much about even his own business, a salesman may proceed with more confidence.

The fear which paralyzes some salesmen is the fear which arises from undue reverence for the supposed greater knowledge of the buyer. Give a buyer credit for only such incomplete knowledge as it may be assumed every human being possesses, and you rise, in self-estimation to an equality.

In war it is more difficult to make a successful charge against forces whose position is on an elevation. Attempting to influence a buyer, who in your belief, is higher than you are, is like a charge up hill. A reverence for man is, with some human beings, greater than their reverence for divinity. It is false reverence in business, and detracts from business force.

Salesmanship consists of brain work, not brawn work. It is mind, not muscle, which does the business.

It is not that a man may not know certain things, but rather, that he does not realize their true value in practice, or utilize them. I learned why I did not interest a certain buyer by accidentally overhearing the remark of a six-year-old boy who happened to be in the store at the time. I then sold the merchant without serious difficulty.

The wish to establish confidence on the part of the buyer, with a consequent permanence as a customer, should not be allowed to overbalance the wisdom of taking the order to-day.

If one adheres to rules of fair dealing, confidence must come, but many salesmen neglect today in the hope of to-morrow. They should re-

member that their trade is with grown-up people, who do not relish nursing at the bottle and are better satisfied with solid food. Trade will grow faster if the salesman takes solid orders and gives solid values.

The consciences, so called, of many salesmen are too tender. I would call an extreme tenderness a symptom of ignorance rather than a virtue.

A salesman does not make permanent friends by yielding to demands for inside prices. It is a sign of weakness, and weakness excites pity rather than admiration.

It is a false idea of his profession which prompts a salesman to give cut prices at the expense of the house. Greater than all, he is false to himself.

Inferiority is a makeshift with no future; superiority is self-sustaining and its advantages are cumulative.

Once buyers learn that a salesman will yield to pressure and a lower price, that salesman will be caused to lead a miserable existence thereafter, and will get no orders without a struggle.

Misrepresentation on the part of buyers is not always intentional; sometimes adverse conditions are implied rather than stated, but generally it will be found that the whole trouble is in the imagination of the salesman.

SIDE LIGHTS ON PRICE CUTTING.

Little of It in the Talking Machine Field, but It Is Bad Business if Indulged in Any Branch.

I hear more or less complaint from managers of stores that it seems impossible to keep certain salesmen on their force from cutting prices. Surely the salesman who practises such methods as these does not take time to think of the demoralizing effect this has on the whole business or the hardship it works on the balance of the sales force, or he would make an engagement with himself, have a heart to heart talk, and cut such methods out.

But, sad to relate, few if any of them ever do. They go on blindly from day to day and year to year, not realizing the great disaster they are approaching. A salesman in such a fix is bound to lose out sooner or later, and when the end comes they are down and out forever.

To me, says J. E. Dye, it seems they have two things uppermost in their mind, and these are that they have no confidence in their employer's ability to mark goods at a legitimate profit and that he is trying to rob the many consumers for his own selfish benefit, or else they think it is the only way they can become popular with a large per cent. of the trade.

If I were in the employ of a man where such methods were resorted to by certain salesmen, I would register a kick, and make it good and strong, and if something wasn't done to remedy such things, I would seek employment elsewhere and leave it to the "boss" to battle with the price cutter.

It seems to me that the merchant in some cases is to blame for this, because he is slow in eradicating the evil for fear he will lose a good customer, as he sometimes argues with himself. But let me tell you that no one is your customer who can only be sold by such methods. They will not hesitate to leave your store and go somewhere where they can get goods a little cheaper.

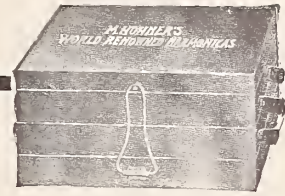
You had better have no customers at all than to sell goods at no profit.

Do you think a consumer would write to a mail order house and ask them to cut a price on any article they want to buy? Not much; for they know they would not only waste time but material and a two-cent stamp.

But when they come to your store it doesn't cost them anything to try it, and if you or your salesman are weak enough to fall into the trap set for you, the customer has made a gain of so much and the business in which you should all be vitally interested has suffered the loss of so many dollars.

All the world's a stage, on which every prominent character has a thousand understudies.

It's easy enough to make up your mind what you would do if you were some other fellow.



No. 400. Closed

Remarkable Harmonica Cabinet The C-D-C Device

The Hohner Collapsible Display Cabinet and Assortment is by far the greatest Harmonica-selling proposition that has ever been presented to the Trade. It comprises three trays of the best seasoned wood so ingeniously arranged and constructed as to permit the opening and closing of the entire cabinet in a moment's time. The cabinet is elaborately finished in a rich dark mahogany piano polish with attractive lettering on the cover. It is not a cheaply constructed affair, but is thoroughly and rigidly put together to stand hard usage and—IT COSTS YOU NOTHING. The cabinet, when open, presents a display of remarkable attractiveness, exhibiting its entire contents of 38 Harmonicas at one time. When the cabinet is closed it resembles a handsome jewel case, occupies less than a square foot of space, will enhance the appearance of your display counter, and increase your Harmonica sales 100 per cent.

Contained in the C-D-C Device is a specially selected assortment of 38 pieces of the very best selling

Hohner Harmonicas

assorted in 16 different styles, all keys, and can be retailed to return over 50 per cent. cash profit on your investment. This is the assortment:

16 pieces to retail at 25c., \$4.00
12 pieces to retail at 35c., 4.20
10 pieces to retail at 50c., 5.00

\$13.20

Your Investment

\$8.75 Per Cabinet
& Harmonica
Assortment

YOUR GAIN

Over 50%
Cash
Profit
and an
Elegant
Display
Cabinet



No. 400
Opened

Write to your jobber for this assortment and to us for an illustrated catalogue in colors

M. HOHNER, 475 BROADWAY
NEW YORK

Canadian Office
76 York Street
Toronto

Mexican Office
4a Calle de Tacuba No. 33
Mexico City

TRADE IN THE MONUMENTAL CITY.

Business Gradually Picking Up—Morris Silverstein Optimistic—W. C. White to Open Store—Eisenbrandt Sons in New Quarters.

(Special to The Talking Machine World.)

Baltimore, Md., Sept. 9, 1910.

The talking machine people have no complaints to make. Although the summer is still with us the trade finds that the demand for talking machines is gradually picking up. Mr. Laurie, of the Columbia Phonograph Co., says the outlook is fine, and that he is anticipating a splendid season.

Morris Silverstein, of Cohen & Hughes, is the really optimistic man among the trade. He is full of joy, for during August the firm doubled the business it did in the same month last year. In fact, great gains over last year have been noticeable every month so far of 1910. This firm recently succeeded in securing a contract from the Old Bay Line, running from this city to Norfolk and Old Point Comfort, for three Victrolas, which have been placed on the steamers for the entertainment of the passengers. Mr. Silverstein is highly elated with his success and hopes to maintain the good record.

William C. White, formerly of the talking machine department of H. R. Eisenbrandt Sons, will open a store for himself within a few days at 203 North Charles street, next door to the old location of this firm. He announces that he will carry a full line of Victor talking machines and records, and there is no doubt but he will build up a fine business.

H. R. Eisenbrandt Sons have moved from 201 North Charles street to 228-230 North Howard street, where they have a much larger and finer store than before. A new stock has been laid in, including a fine and complete line of talking machines.

An announcement that created a great deal of surprise among the trade was made Saturday when it became known that the old firm of George Willig & Co. had passed into the hands of Oliver C. Ziegfeld and John D. Farson. Hereafter the firm will be known as George Willig & Co., Ziegfeld & Farson, Successors. The house was established in 1794, and this is the first time in its history that the original name has been changed. Its operations have extended through the United States, Canada, Europe, South America, Mexico and Australia.

Mr. Ziegfeld has been connected with the firm for twenty-seven years, fourteen of which have been spent as manager. He comes of a musical

family, his uncle being Florenz Ziegfeld, Sr., president of the Chicago College of Music, the largest in the United States. He is also a cousin of Florenz Ziegfeld, Jr., the well-known theatrical manager and husband of Anna Held. Mr. Ziegfeld himself has also been connected with theatricals for a number of years. Mr. Farson is bandmaster of the Fourth Regiment and has conducted orchestras for a long number of years.

THE FALLACY OF PRICE-CUTTING.

The Price-Cutter's Piracy of Trade-Mark Reputation—Inconsistency of Spasmodic Cuts—Fairness to the Advertising Manufacturer—Prediction of the Illegality of Exploiting a Trade-Mark.

There are two kinds of price cutting. One is done by the dealer who consistently sells his goods on a certain basis of profit, and neither sells his goods at a loss nor at an extravagant profit, says W. R. Hotchkin, merchandise manager, John Wanamaker, New York, in Printer's Ink. The other case is where the dealer, with little regard to consistency in his percentage of profit, is willing to damage a manufacturer, as well as his competitors, by announcing at irregular intervals prices on trade-marked articles, or other well-known commodities, which are below a profitable retail selling price.

It is well known in the trade that John Wanamaker was the first bookseller to lower the prices of books and place them on a fixed selling basis at a reasonable profit. He was the originator of the \$1.08 price for new fiction when \$1.50 was the published price, and the selling price an indefinite quantity.

The position then taken met with such tremendous popular approval that the Wanamaker Store built up the largest retail book business in America and the entire book publishing business of the country had the greatest stimulus it has ever known, and the greatest epoch of prosperity.

But it is necessary to state that when this price was once fixed it was continuously maintained. It is also to be understood that this price gave a fair, legitimate profit.

The dealer who selects certain trade-marked articles of large demand and places them on sale for a day or two each month at a price on which there is no profit, and at times actual loss, has three reasons for his action:

First—To deceive the public as to his prices on other goods not so well known.

Second—To attempt to cast reflection upon the

prices of a competitor by taking a false position himself.

Third—To damage the market value of the trade-marked article.

If there is a better reason for such action, with an article that cannot be bought from the manufacturer at less than its regular price at any time, I would like to know it. If reason number one is analyzed to its bottom it is as damaging to the public as it would be to sell to the Government ten cases of goods in one case of which fair weights and measures were given, and a deal made with the inspector to examine only that one case, the other nine cases of goods being measured and weighed at thirty inches to the yard or twelve ounces to the pound.

In the first case the customer is able to measure the value of the trade-marked article, while being led to purchase an unknown number of other articles which are not so measured, with the belief that they are purchased on the same low basis of profit. Thus the purchaser is just as falsely misled as though an inspector was bribed to measure ten cases of merchandise upon the exaggerated basis of the case specially prepared for his examination.

The time will undoubtedly come, if honesty in business policy is to prevail, when it will be as much against the law to falsely exploit a standard article at a loss as it is to sell goods at a short pound or a short yard. It would seem that the time will come when it will be against the law for any storekeeper to maliciously use the manufacturer's product in a way that not only deceives the public, but does damage to the honest storekeeper, as well as the manufacturer of the article.

Certainly that public must be very ignorant which does not realize that when one line of goods is sold below cost another must be sold proportionately above it to make up the deficit.

THE VALUE OF CABINETS.

Add to Appearance of Stock and Profits of the Talking Machine Business—Something of the Udell Line.

Wherever occurs a gathering of up-to-date talking machine dealers there is raised the question of carrying cabinets, and invariably those who make talking machine cabinets a feature of their stock are loud in their support of this line. With machines mounted on suitable cabinets the attractiveness of the general stock is increased fully 50 per cent., and there is in addition the strong possibility of including the sale of the cabinet with that of the machine and at a goodly profit.

One of the most extensive and comprehensive lines of cabinets manufactured in the United States is that of the Udell Works, Indianapolis, Ind. There is not a machine in any of the leading lines that cannot be supplied with a cabinet that is perfectly in harmony with it, while the man who has a library of either disc or cylinder records can always find the cabinet that will just meet his needs, whether his records are few or many. Of the Udell quality nothing need be said; it has stood the test of time.

SUCCESS THROUGH PUBLICITY.

"If you have had any degree of success in Spokane it is because of the liberal use of printers' ink," declared the Rev. Dr. James W. Kramer, pastor of the First Baptist Church of that city.

"There is something worse than sensationalism. It is the inability of the church to produce life. The church that does not advertise is behind the times and is nursing empty pews, and he who rails against the minister for advertising is suffering for a congregation. I am not an advocate of rag-time methods or vulgar preaching, but I do plead for the church which is a humming plant of machinery, with live coals in the fire box, smoke curling from the stack and every belt, wheel and pulley going. I believe, too, that the people need instruction, and that a minister of the gospel is first, last and all the time a teacher. There must be life."

Some men never succeed because they only expect opportunity to knock at the door during business hours.

HAND COLORED

Local View Post Cards **MADE TO ORDER**



Made from any fair photo and delivered in 2 to 3 weeks.

\$7.20 for 1000

The Best Made in America

SEND FOR SAMPLES

Blue Delft (two colors) \$5.00 for 1000

Season, Floral, Comics, Greeting Cards, etc.,
Direct from Factory

NATIONAL COLORTYPE COMPANY
Department 9
CINCINNATI, OHIO

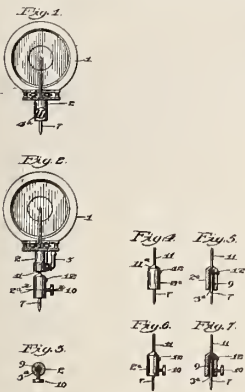
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Sept. 10, 1910.

SOUND-BOX FOR TALKING MACHINES. Luther T. Haile, Philadelphia, Pa. Patent No. 963,546.

This invention relates to sound-boxes for talking machines and has for its object the provision of means supplemental to and operatively detachable and replaceable from and to the usual needle-holder of the sound-box, without interference with the usual function and capacity of the latter to retain a needle removably in its longitudinal aperture by any known means; the invention means imparting to the sound-box and its needle-holder an additional function, namely, increasing its capacity to produce loud or soft tones from the same stylus or needle. Such result has never been heretofore effected, by any needle-holding means.

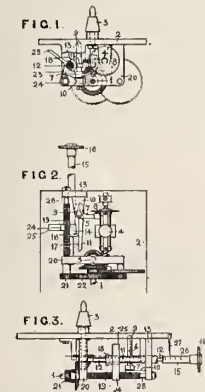
In the drawings illustrating the invention, Fig. 1 is a top view of a usual type of sound-box and needle-holder, on which an improvement is adapted to be employed; Fig. 2 is a like view, of the former



and of the improvement detachably attached thereto; Fig. 3 is a section on the line x-x of Fig. 2. Figs 4 and 5 are elevation and section of the supplemental needle-holder of Fig 2 detached from the primary needle-holder of Fig. 1, and Figs. 6 and 7 are like views as Figs. 4 and 5, but with the addition of a tone-modifying screw.

SPEED REGULATING DEVICE FOR SOUND RECORDING AND REPRODUCING MACHINES. George Oulton, Charles Ab'lett and William E. Lightfoot, Liverpool, Eng. Patent No. 964,684.

This invention relates to sound recording and reproducing machines employing disc records and particularly to such machines in which the speed of the motor can be continuously varied so that the relative linear speed between the record line and the stylus remains constant, or otherwise stated, the angular speed of the motor increases or decreases according to whether the record commences at the periphery or near to the center of rotation.



The object of this invention is to obtain the differential speed of the motor in a simple and efficient manner and dispense with any connection between the sound box or carrier thereof and the speed controlling device, providing means at the same time for indicating the proper position of the speed controlling device for records of different diameters.

The invention also provides that the motor can be run at a constant speed so that the ordinary or standard disc records can be used at will.

According to this invention, the sound box arm or carrier is quite independent of the speed controlling device, and a graduated scale and pointer is employed to indicate the proper starting speed for different sized records.

In Fig. 1 is represented an end elevation of the mechanism. Fig. 2 represents a plan of the same looking from underneath. Fig. 3 represents a side elevation omitting some of the parts for clearness' sake.

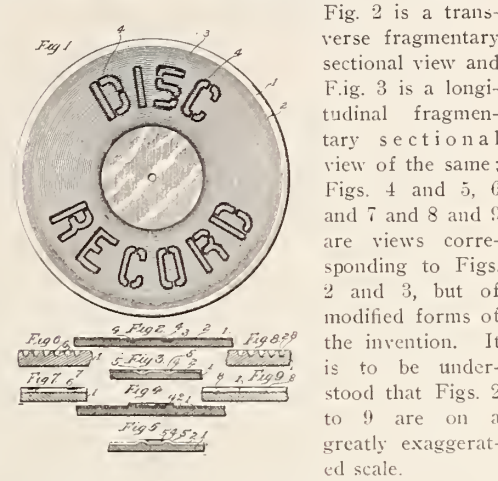
SOUND RECORD FOR TALKING MACHINES. James W. Owen, Philadelphia, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 964,685.

The object of this invention is to produce a commercial record which is difficult to duplicate

without impairing or interfering in any manner with the sound recorded thereon.

A further object is to incorporate into the record portion of a commercial sound record identification marks, words, descriptive matter or other distinguishing characters to designate either the source of origin of the record, or any other information which may be desired, in such a manner that it would be extremely difficult to remove or efface the same without injuring or destroying the record, and at the same time so to place such characters on the recording surface as not to interfere in any manner with the quality of the reproduction.

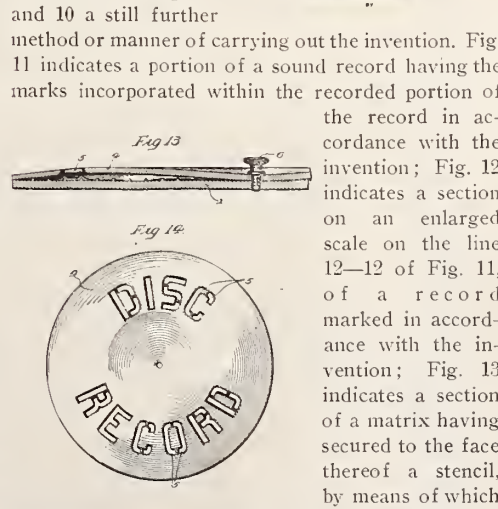
Fig. 1 represents a plan view of a disc record, having the sound waves recorded in laterally undulatory grooves of substantially even depth on the face thereof and embodying the invention;



METHOD OF MAKING SOUND RECORDS AND THE MATRICES FOR MAKING SOUND RECORDS. James W. Owen, Philadelphia, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 964,686.

The object of this invention is to produce a commercial sound record which cannot easily be duplicated or dubbed without impairing or injuring the sound record formed thereon, or incorporating into such duplicates the marks formed on the original records.

Figs. 1 to 3 indicate the various steps of one method of carrying out the invention; Figs. 4 to 6 indicate a modification of the invention; Figs. 7 and 8 indicate another modified manner or order of steps which may be employed in carrying out the invention; and Figs. 9 and 10 a still further method or manner of carrying out the invention. Fig. 11 indicates a portion of a sound record having the marks incorporated within the recorded portion of the record in accordance with the invention; Fig. 12 indicates a section on an enlarged scale on the line 12-12 of Fig. 11, of a record marked in accordance with the invention; Fig. 13 indicates a section of a matrix having secured to the face thereof a stencil, by means of which

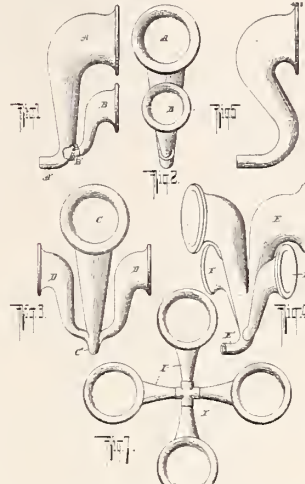


marks may be placed upon the matrix, and Fig. 14 is a plan view of such stencil.

SOUND HORN. Adolph G. Kaufman, New York,

assignor to American Callaphone Co., same place. Patent No. 962,574.

This invention relates to horns for amplifying, purifying and distributing sounds and is applicable to apparatus of various kinds for producing or reproducing sounds, such as musical instruments,



telephone receivers, talking machines, the telharmonium, and the horn is also capable of use directly as a megaphone. The device is also capable of use for the reverse function, that is to collect and receive sounds.

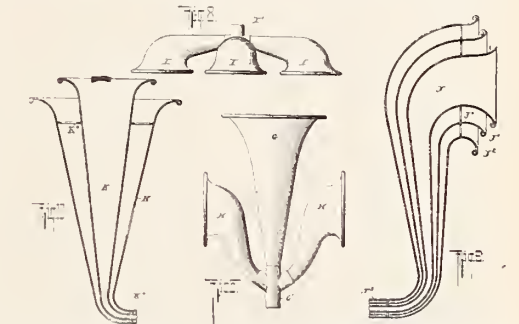


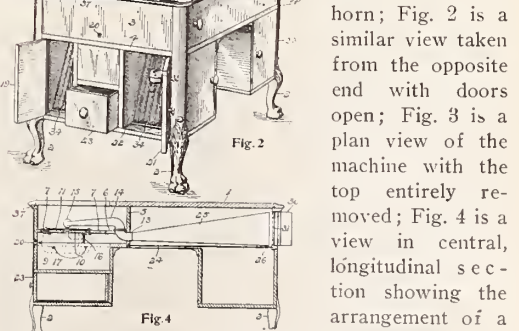
Fig. 1 is a side elevation, showing a double horn; Fig. 2 is a front elevation thereof; Fig. 3 is a front elevation of a triple horn; Fig. 4 is an elevation of a quadruple horn; Fig. 5 is a separate view of one of the horns, the same being given a peculiar S-shape, so as to occupy less space; Fig. 6 is a front view of a triple horn, differing from that shown in Fig. 3; Fig. 7 is a bottom view of another type of quadruple horn, and Fig. 8 is a side view of the horn shown in Fig. 7; Fig. 9 shows a nested triple horn, and Fig. 10 shows a nested double horn.

SOUND-REPRODUCING MACHINE. Stephen M. Wirts, Detroit, Mich. Patent No. 965,678.

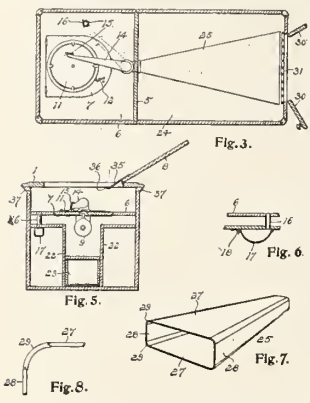
This invention relates to phonographs and like sound reproducing machines, it is desirable to eliminate as far as possible all noises arising from the movements of the motor and to amplify sound waves from the diaphragm without destroying their quality.

A further object of the invention is to provide an attractive exterior for the machine which makes it available as an ordinary article of furniture as well as a storage place for records and for the implements necessary in manipulating the phonograph proper.

In the drawings Fig. 1 is a view in perspective of a machine embodying features of the invention showing open doors at the mouth of the horn; Fig. 2 is a similar view taken from the opposite end with doors open; Fig. 3 is a plan view of the machine with the top entirely removed; Fig. 4 is a view in central, longitudinal section showing the arrangement of a phonograph horn



and sound board; Fig. 5 is a view in cross section through the table; Fig. 6 is a view in detail of a

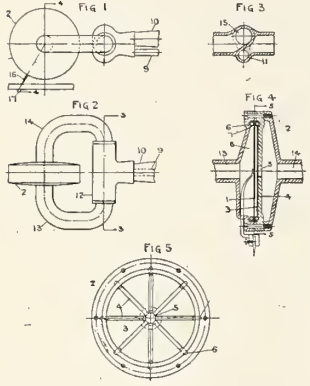


needle tray; Fig. 7 is a view in detail of a horn; and Fig. 9 is an enlarged sectional detail of a horn.

SOUND REPRODUCING MACHINE. Sydney I. Prescott, Camden, N. J. Patent No. 965,329.

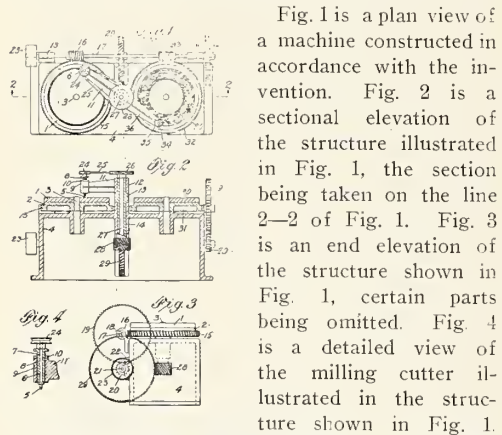
This invention relates to improvements in sound reproducing machines.

In the accompanying drawings which form a part of this specification, and in which like characters of reference indicate the same parts, Fig. 1 is a side elevation of a device constructed in accordance with the invention; Fig. 2 is a plan view of the structure illustrated in Fig. 1; Fig. 3 is a section on the line 3-3 of Fig. 2; Fig. 4 is a section on the line 4-4 of Fig. 1; and Fig. 5 is a detailed view.

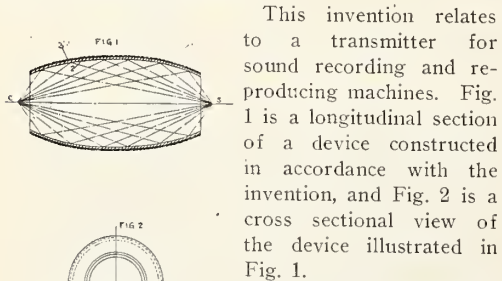


SOUND-RECORD-DUPLICATING APPARATUS. Sydney I. Prescott, Camden, N. J. Patent No. 965,330.

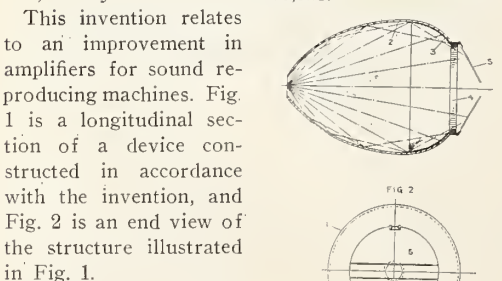
This invention relates to an improvement in sound record duplicating apparatus, particularly to that type of sound records known as "disc" records.



TRANSMITTER FOR SOUND RECORDING AND REPRODUCING MACHINES. Sydney I. Prescott, Camden, N. J. Patent No. 965,326.

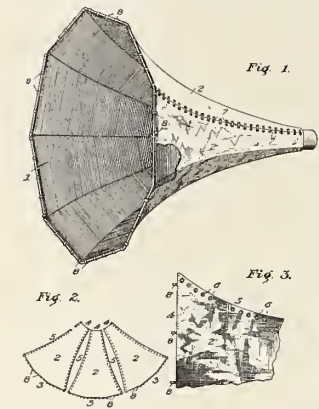


AMPLIFIER FOR SOUND REPRODUCING MACHINES. Sydney I. Prescott, Camden, N. J. Patent No. 965,328.



METAL HORN. Joseph Adelor Danis, Burlington, Vt. Patent No. 967,618.

This invention relates to horns or amplifiers for phonographic apparatus, and its object is to provide means for dampening the vibrations of said horn when made of metal, so that the tone of the instrument will be sweeter and smoother. The means used to accomplish this result comprise a cover for the horn made of textile fabric and detachably secured to said horn. To insure a good fit, the cover is made in sections, provided with means for lacing them together, and at its larger end said cover is also provided with hooks which catch over the edge of the metal horn and hold the cover tightly stretched, and in close contact with said horn.



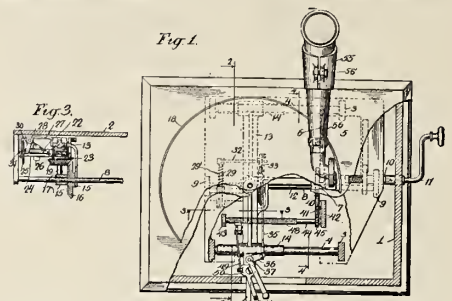
In the accompanying drawing, Fig. 1 is a perspective view of a metal horn or amplifier provided with improved cover. Fig. 2 shows the sections from which the cover is made, and Fig. 3 is a view on a larger scale of one corner of a section showing the eyelets and hooks with which it is provided.

TALKING MACHINE. Thomas Kraemer, Philadelphia, Pa., assignor to Hawthorne & Sheble Manufacturing Co., same place. Patent No. 968,483.

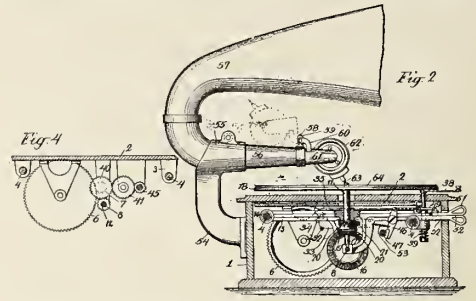
This invention relates to talking machines and is directed to the provision of a machine of an improved construction in which the relative movement of the sound-record and the reproducing mechanism necessary to permit the stylus of the reproducing mechanism to track in the record-groove throughout the several convolutions thereof is affected by moving the sound-record and the turntable on which it is supported bodily in the plane in which they lie.

In accordance with this invention, a turntable is provided for supporting a disc record and this is so mounted as to permit of rectilinear movement thereof in the plane in which it lies. A motor mechanism is employed for rotating the turntable on its axis and this motor mechanism may also be arranged to effect the lateral movement of the turntable. The reproducing mechanism is stationarily mounted with respect to the turntable so far as concerns movement of that mechanism radially of the turntable; if desired the reproducing mechanism may be so mounted as to permit of movement transverse to the plane of the turntable so that the stylus hereof may track faithfully in the record-groove and may be moved to an inoperative position while changing records.

The devices whereby the motor mechanism, in addition to rotating the turntable, effects the



rectilinear movement thereof, are so constructed as to move the turntable bodily as it is rotated at the speed necessary to enable the stylus of the reproducing mechanism to follow the record-groove properly. For this purpose the motor mechanism may be arranged to move with the turntable if desired, but it is preferred to mount the motor mechanism stationarily and connect it to the turntable by devices which will permit of the necessary relative



movement of these two parts while maintaining the operative connection between them, as for instance, a telescoping shaft or a spline.


The preferred embodiment of this invention is illustrated in the accompanying drawings in which—

Fig. 1 is a top view of a talking machine, broken away and sectioned in part, Fig. 2 is a sectional elevation of the same, the section being on line 2-2 of Fig. 1, and Figs. 3 and 4 are detail views in section on lines 3-3 and 4-4 of Fig. 1.

PERMANENT LOCATION AN ASSET.

There is a wonderful asset in keeping your store location permanently. Those firms who move around from one place to another are sure to lose out in the long run. Sometimes when the retail section of the city or town moves, as is the case quite frequently, one really feels justified in moving with it, but to our mind it is far better to keep your present position so live and so firmly implanted in the public memory that there will be no reason for this expansion.

Keep down the cobwebs. Dust off the shelves. See that the windows are washed at least every week. It pays.



THORN NEEDLES

Continue to grow in popularity. Slowly but surely they are winning favor with the trade, because dealers are learning that it is the **ONLY WOOD NEEDLE THAT THEY CAN DEMONSTRATE**

They Do Please the People and Are Easy to Sell

Many a Victrola sale has been made because the Thorn Needle was used in the demonstration. It eliminates all scratching, and no change is necessary in the Reproducer. Thorn Needles are easy to handle. They play several records, and positively do not wear out or injure a record.

THORN NEEDLES, Boxes of 100, RETAIL 35 CENTS
THORN NEEDLE HOLDERS, - EACH 25 CENTS
 Liberal Discounts to the Trade

Send 35c. in stamps for sample box of 100 Thorn Needles and Thorn Needle Holder.

J. W. JENKINS' SONS MUSIC CO.

VICTOR TALKING MACHINE DISTRIBUTORS **KANSAS CITY, MO.**

RECORD BULLETINS FOR OCTOBER, 1910

NEW EDISON AMBEROL RECORDS.

- 520 Medley Overture—Haviland's Song Hits..... Edison Concert Band
- 521 Boy o' Mine.....Frank C. Stanley
- 522 When the Daisies Bloom.....Miss Barbour and Mr. Anthony
- 523 Jere Sanford's Yodling and Whistling Specialty.....Jere Sanford
- 524 Cupid's Appeal.....Charles Daab
- 525 Auld Lang Syne.....Marie Narelle
- 526 Fading, Still Fading.....Knickerbocker Quartet
- 527 Humorous Transcriptions on a German Folk-Song.....Victor Herbert and his Orchestra
- 528 Gee! But There's Class to a Girl Like You.....Manuel Romain
- 529 "Mamma's Boy"—Descriptive.....Len Spencer and Company
- 530 Kerry Mill's Nantucket.....New York Military Band
- 531 Come Be My Sunshine, Dearie.....Billy Murray and Chorus
- 532 Hope Beyond.....Anthony and Harrison
- 533 Just for a Girl.....Edward M. Favor
- 534 You Are the Ideal of My Dreams.....W. H. Thompson
- 535 Mandy, How Do You Do?.....Ada Jones and Billy Murray and Chorus
- 536 The Premier Polka.....Arthur S. Witcomb
- 537 When the Robins Nest Again.....Will Oakland and Chorus
- 538 Trip to the County Fair.....Premier Quartet
- 539 Temptation Rag.....New York Military Band

NEW EDISON STANDARD RECORDS.

- 10426 Strenuous Life March.....U. S. Marine Band
- 10427 Sweet Italian Love.....Billy Murray
- 10428 The Bright Forever.....Edison Mixed Quartet
- 10429 I've Got the Time, I've Got the Place.....B. G. Harlan
- 10430 Cameo Polka.....Charles Daab
- 10431 I'll Await My Love.....Will Oakland
- 10432 Yucatan Man.....Collins and Harlan
- 10433 Play That Barber Shop Chord.....Edward Meeker
- 10434 The Mocking Bird.....Roxy P. La Rocca
- 10435 Oft in the Stilly Night.....Knickerbocker Quartet

NEW EDISON GRAND OPERA RECORDS.

- 40027 Andrea Chenier—La mamma morta (Giordano). Sung in Italian, Orch. Accomp.....Carmen Melis
- 40028 Faust—Cavatina, Salut! demeure (Gounod). Sung in French, Orch. Accomp.....Karl Jörn
- 40029 Gioconda—Voce di donna (Ponchielli). Sung in Italian, Orch. Accomp.....Marie Delna
- 40030 Pescatori di Perle—Aria (Romanza) (Bizet). Sung in Italian, Orch. Accomp.....Giovanni Polese
- 30029 Favorita—Una vergine (Donizetti). Sung in Italian, Orch. Accomp.....Florencio Constantino

AMBEROL RECORD BY SARAH BERNHARDT

- 35007 L'Aiglon—La Plaine de Wagram (Edward Rostand). Sung in French.....Sarah Bernhardt
- FOREIGN AMBEROL AND STANDARD RECORDS FOR OCTOBER, 1910.
- 7503 Tarantella Ciociara (Gambardella) Canto Popolare Italian—Amberol.....Francesco Daddi
 - 20608 Bolero D'Amore (R. Falvo) Neapolitan Song... Swedish—Amberol.....Giovanni Colamarino
 - 9401 Norrländingene hemlängtan (Hanna Brooman)... Swedish—Standard.....Arvid Asplund
 - 20551 Soldatvisa (Aug. Söderman).....Arvid Asplund

NEW VICTOR RECORDS.

- Arthur Pryor's Band.
- | | |
|--|------|
| No. | Size |
| 31796 Humorous Variations on a German Folk Song—"A Little Bird Came Flying"—according to Bach, Strauss, Gounod and Wagner..... | 12 |
| 5791 Mr. Rooster.....Lampe | 10 |
| 5792 Second Chasseurs March.....Victor Light Opera Co. (with Orch.). | 10 |
| 31795 Gems from "The Prince of Pilsen"; "Welcome," "Stein Song" (Heidelberg), "The Message of the Violet," "The Pretty City Widow," "Sweetheart, I'll Love You Ever".....Pixley-Luders | 12 |
| 5797 For You, Bright Eyes (From "Bright Eyes").....Hauerbach-Hoschna | 10 |
- AN INGRAHAM BALLAD BY A NEW VICTOR SINGER.
- | | |
|--|----|
| 5796 You are the Ideal of My Dreams.....Ingraham | 10 |
| 5793 Of Thee I'm Thinking, Margaretha (Dien gedens' ich, Margaretha).....Meyer-Helmund | 10 |
| 5794 The Rosary.....Nevin | 10 |

NEW RED SEAL RECORDS.

- | | |
|---|----|
| Fritz Kreisler, Violinist (accomp. by George Falkenstein). 64142 Chanson san paroles (Song without words).....Tschaiakowsky | 10 |
| 74180 Humoresque.....Dvorak | 12 |
| 74182 Meditation from "Thais" (Intermezzo Religieuse).....Massenet | 12 |
| 74184 Has Sorrow Thy Young Days Shaded.....Moore | 12 |
| 88249 Lucia—Tu che a Dio spiegasti l'ali (Thou Hast Spread Thy Wings to Heaven).....Donizetti | 12 |
- THREE NEW POWELL RECORDS.
- | | |
|--|----|
| 64143 Dixie.....Emmett | 10 |
| 74177 Ave Maria.....Schubert | 12 |
| 74183 Will-o'-the-Wisp (Farfalla).....Sauret | 12 |
- BALLADS IN FRENCH AND ITALIAN BY ALDA.
- | | |
|---|----|
| 87066 O si les fleurs avaient des yeux (Oh, if the Flowers had Eyes).....Massenet | 10 |
| 88248 Serenata.....Testi | 12 |
- TWO NEW HAMLIN RECORDS.
- | | |
|--|----|
| 64144 Sally in Our Alley.....Carey | 10 |
| 74185 Bohème—Racconto di Rodolfo (Rodolph's Narrative).....Puccini | 12 |

VICTOR DOUBLE-FACED RECORDS.

- | | |
|--|----|
| 16540 Down in Turkey Hollow.....Golden and Hughes | 10 |
| 16559 Anniversary March (Saenger).....Pryor's Band | 10 |
| 16560 My Prairie Song Bird (Drislane-Meyer).....Stanley and Burr | 10 |
| 16561 Robin Hood—Favorite Airs (De Koven).....Pryor's Band | 10 |
| 16562 Santiago Waltz (Corbin) (Guitar and handur.....Victor Sorlin | 10 |

- | | |
|---|----|
| rias).....Estudiantina Trio | 10 |
| 16563 The Turkish Patrol (Michaelis).....Wm. H. Rietz | 10 |
| 16580 Kleine Serenade (Grünfeld).....Vienna Quartet | 10 |
| 16581 Just for a Girl (Shields-Ball).....Edward M. Favor | 10 |
| 16608 That Italian Rag (Piantodosi).....Billy Murray | 10 |
| 16609 You're Gwine to Get Somethin' What You Don't Expect (Bryan-Williams).....Billy Murray | 10 |
| 35125 Prophete Fantasie (Meyerbeer).....Pryor's Band | 12 |
| 16582 Cupid Astray Waltz (Jacobs) (For dancing).....Victor Dance Orchestra | 10 |
| Garden of Dreams Waltz (Stimson) (For dancing).....Victor Dance Orchestra | 10 |

VICTOR PURPLE LABEL RECORDS.

- | | |
|---|----|
| 60024 Nora Malone.....Von Tilzer-McCree | 10 |
| 60025 Top o' the Morning.....Hobart Hein | 10 |
| 70021 Le Roi d'Ys—Vainment ma bien aimee! (In Vain, My Beloved!).....Lalo | 12 |

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- | | |
|---|----|
| A894 The Echo—Heigh-Ho—Nat. D. Croyer, Tenor Solo, Orch. Accomp.....Frederick V. Bowers | 10 |
| A897 I've Got the Time, I've Got the Place, but It's Hard to Find the Girl—S. R. Henry, Tenor Solo, Orch. Accomp.....Walter Van Brunt | 10 |
| A896 Swingin' in de Sky—Edith Kingsley, Baritone and Tenor Duet, Orch. Accomp.....Collins and Harlan | 10 |
| A895 When the Bloom is on the Heather—Wm. Gould, Vocal Quartet, male voices, Orch. Accomp.....Columbia Quartet | 10 |
| A898 Forging the Anchor—Paul Rodney, Bass Solo, Orch. Accomp.....Frederick Gunther | 10 |
| A899 Good-Bye, Sweet Day—Kate Vannah, Contralto Solo, Orch. Accomp.....Miss Merle Tillotson | 10 |
| A900 The Home Over There—Tullius C. O'Kane, Vocal Quartet, Mixed Voices, Orch. Accomp.....Columbia Mixed Quartet | 10 |
| A901 I'm Alabama Bound—Robt. Hoffman, Prince's Orchestra | 10 |

COLUMBIA 10-INCH DOUBLE-DISC BLUE LABEL RECORDS.

- | | |
|---|----|
| A902 High Life (Two-Step)—Emilio Murillo, Piano-forte Solo.....Emilio Murillo | 10 |
| A903 Juanita—Mrs. Norton, Vocal Quartet, Male Voices, Unaccomp.....Archibald Brothers Quartet | 10 |
| A904 Clap Hands—Seymore Furth, Mezzo-Soprano Solo, Orch. Accomp.....Miss Grace La Rue | 10 |

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- | | |
|--|----|
| A5222 Marie (Nocturne)—Brinley Richards, Violin, Flute and Harp Trio, Stehl, Lufsky and Schuetze Adoration—Felix Borowski, Violoncello Solo, Orch. Accomp.....Hans Kronold | 12 |
| A5223 Lucia di Lammermoor—Selections—Donizetti.....Prince's Military Band | 12 |
| A5224 (a) Old Negro Song "Scandalize My Name!" (b) Two "Play Songs"—"Sat'dy Night," "Georgia Buck".....Kitty Cheatham | 12 |
| A5221 Mamma mia che vo'sape—E. Nutile, Tenor Solo, in Neapolitan, Orch. Accomp.....F. Daddi | 12 |

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- | | |
|---|----|
| 1402 Blaze of Glory—Holzman.....Band | 10 |
| 1403 I'm Bugs About You—Meyer, Smalley and Drislane, Soprano Solo, Orch. Accomp.....Ada Jones | 10 |
| 1404 Yucatan Man—Henry and Rosenfeld, Baritone and Tenor Duet, Orch. Accomp.....Collins and Harlan | 10 |
| 1405 Sweet and Low—Barnby, Instrumental Quartet.....Brass Quartet | 10 |
| 1406 Life in the Alps. Yodle Song, Orch. Accomp.....Geo. P. Watson | 10 |
| 1407 Any Little Girl, That's a Nice Little Girl, Is the Right Little Girl for Me—Fisher and Gray, Tenor Solo, Orch. Accomp.....Walter Van Brunt | 10 |

Edison dealers in cities and manufacturing towns where extensive business correspondence is carried on, who are not handling

The Edison Business Phonograph

are overlooking the "business end" of the Phonograph business.

See our exhibit at the 12th Annual Business Show, Madison Square Garden, New York, October 22 to 29, 1910. Space 125 in the center of main floor. Edison Night October 26, 1910, including Annual Transcribing Contest and special entertainment in the Concert Room.

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 Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
 We Fill Orders Complete Give us a Trial

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the October list.

- 1408 Honeysuckle—Albert Von Tilzer.....Orchestra
- 1409 Sweet Italian Love—Irving Berlin, Baritone Solo, Orch. Accomp.....Bob Roberts
- 1410 That Fussy Rag—Victor H. Smalley, Vocal Quartet, Male Voices, Orch. Accomp.....Male Quartet
- 1411 Curly Head—Gumble and McKenna, Tenor Solo, Orch. Accomp.....Byron G. Harlan
- 1412 Siamese Patrol (Siamesische Wachtparade)—Lincke.....Band
- 1413 Silver Bell—Wenrich and Madden, Baritone and Tenor Duet, Orch. Accomp.....Stanley and Burr
- 1414 You'll Come Back—Meyer and Drislane, Mezzo Soprano Solo, Orch. Accomp.....Elida Morris
- 1415 When You Marry a Girl for Looks—Harry D. Kerr, Baritone Solo, Orch. Accomp.....Fred Duprez
- 1416 Under the Tent—Daniels.....Band

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 3130 Ragtime Medley No. 1—Arranged by Varela, introducing "Wild Cherries," "Dill Pickles," "Fussy Rag," "Nobody," and "Lovin' Rag"...Band
- 3131 Forever and Forever—Tosti and Fane, Baritone Solo, Orch. Accomp.....Stanley Kirkby
- 3132 Swingin' in de Sky—Edith Kingsley, Baritone and Tenor Duet, Orch. Accomp.....Collins and Harlan
- 3133 Safest o' the Family—Harry Lauder, Comic Scotch Song, Orch. Accomp.....Sandy McGregor
- 3134 Rondo Capriccioso, Piano Solo.....Albert Ketelbey
- 3135 Hope Beyond—G. A. White, Tenor and Baritone Duet, Orch. Accomp.....Anthony and Harrison
- 3136 I'll Lend You Everything I've Got, Except My Wife—Von Tilzer and Hayes, Baritone Solo, Orch. Accomp.....Arthur Collins
- 3137 Softly Unawares—Paul Lincke.....Band
- 3138 Carolina Minstrels, No. 3, Minstrels, Orch. Accomp. (b) Snyder, Does Your Mother Know
- 3139 (a) Sleep, Baby, Sleep, Yodel Song, Orch. Accomp.....Quartet
 Your Out? Yodel Song, Orch. Accomp.....Geo. P. Watson
- 3140 Off to Philadelphia—Hynes and Temple, Baritone Solo, Orch. Accomp.....Harry Thornton
- 3141 Hearts and Flowers—Tobani, Violin Solo, Orch. Accomp.....Stroud Haxton
- 3142 Dear, Delightful Women—Rubens, Tenor and Soprano Duet, Orch. Accomp.....Jack Charman and Ida Hamilton
- 3143 Lasea—Frank Desprez, Dramatic Recitation, Orch. Accomp.....Edgar L. Davenport
- 3144 Humoresque on Comin' Thro' the Rye—Herman Bellstedt.....Band

THE TWO BOSSES.

And Two Ways of Doing It—A Story of Comparisons.

I went into a store last week, says Oliver P. Perkins in Buck's Shot, which I have always considered one of the best in Indiana, but it looked so much brighter and every clerk and every one was so cheerful that when I walked into the office I said:

"Well, old man, what card have you been pulling from your sleeve this time?"

He said, "Why do you ask?"

"Because the store arrangement is so new and every one I come in contact with looks good and acts prosperous."

"Am right glad you noticed it," he said; "the story isn't very long, and I don't mind giving it to you.

"One afternoon last week I invited every one connected with the store to meet me in this office at 7 p. m. sharp. When we were all seated I said: 'Well, what would you say if I told you that I had disposed of this old store and would take

charge of a new one?' No one answered for a long time, then one man said, 'I hope that you will take me to the new store.' 'You are to go,' I answered, 'and so are all the rest, and the making of this new store is up to every one here. The new store will be conducted in the present building, and while I'm to be manager you must come to be more and more as if you were my partners. I want your advice and suggestions. When you leave this store to-night I want you to begin thinking on how to make it bigger and better and give me your ideas.' It is working much better than I ever dreamed, and the ginger that is being put into this really new store—well, you noticed it, and that's enough for me.

ABOUT BOSS NUMBER TWO.

The next day I met a man "on the road" whom I have known for a long time. He was in the hardware business as a clerk and proprietor for more than thirty years. He is now over fifty years and is doing his first work as a traveling salesman. "The very hardest thing for me to do," he said, "is to get the price my house demands for the goods. You see, when I was in business I argued that a sale lost was a dollar lost and I always cut the price a little, or as much as was necessary to make the sale, and now it's mighty hard to get the price I ask, for I was never accustomed to doing business that way.

"When my clerks would come and say that Mr. Blank liked a certain range or cornplanter, but would not pay the price and had made an offer, I would say, 'Split the difference if you can; if not, do the best you can.'"

His former reasoning is the real reason that he's traveling to-day.

BIG SHIPMENTS TO COAST.

Pacific Phonograph Co. Get 60,000 Records at a Clip—Also Get 50 Amberolas in One Lot—May Need More Space.

The Pacific Phonograph Co., 818 Mission street, San Francisco, Cal., came very near to breaking records recently when they received 60,000 records in a single shipment, and at a little later date 50 Amberolas. In fact, this company are receiving stock at such a rapid rate, it is a question in the minds of the management whether or not to take over a new floor, thus expanding the storage space.

SUCCESSFUL TALKER CONCERTS.

The Vaughn Music Co., of Norfolk, Va., have been giving daily talking machine concerts which have resulted in appreciable increase in their trade. The concerts last from 8 to 10 p. m., and as they are somewhat of a novelty in that city large audiences are always on hand. Handsome programs, booklets, etc., are given out to all those who attend for perusal at their leisure.

TO EXTEND OFFER TO CANADA.

National Phonograph Co. May Shortly Announce Extension of Proposition to Become Effective Across the Border.

It now looks as though the National Phonograph Co., Orange, N. J., will shortly be able to announce the extension of their combination attachment proposition into Canada. The matter is at present in the hands of the Canadian customs authorities. While it may not be possible for them to ship the packages of ten special records, for use with attachments at present in the hands of dealers or machine owners, at the same prices at which they are billed to the United States trade, they do not expect that the same condition will obtain with complete outfits consisting of attachments and ten special records. The same conditions and restrictions obtain with the Canadian as with the domestic trade, and the same special literature will be shipped with the records. Jobbers will be in a position to fill dealers' orders shortly after Sept. 15.

CHINESE EDISON RECORDS.

The National Phonograph Co., Orange, N. J., have prepared a four-page folder containing a list of 110 Chinese Amberol records of 15 songs—a complete list of all their four-minute records in the Chinese language to date. These records are extracts from well-known Chinese plays and were made by the most popular Chinese actors in the country. While it is not expected that the demand for these records will be large, still it is thought that there must be a considerable field for them wherever a Chinese colony of any respectable size is to be found, for the Chinese are good patrons of native theaters and fond of their national music.

The jobber's salesman is quick to report to his house whether your store is well kept, or filled from floor to ceiling with an indescribable mass.

60 YEARS' EXPERIENCE

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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

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 Machines, Records and Supplies.
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 All Foreign Records in Stock
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Exclusive Columbia Jobbers

We have the full Columbia line, and job Columbia Products exclusively. All orders promptly filled. Exclusive territory assigned.

KIRK, GEARY & CO., Sacramento, Cal.

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VICTOR EDISON

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.
Des Moines IOWA Dubuque

Hollenberg Talking Machine Co.
 MEMPHIS, TENN.

We assign exclusive territory to progressive dealers for the sale of
Columbia Double-Disc and Indestructible Cylinder Records and Columbia Disc and Cylinder Graphophones
 Write for offer. All orders filled the very day received

EXCLUSIVE COLUMBIA JOBBERS

STANDARD TALKING MACHINE COMPANY EDISON PITTSBURG, PA. VICTOR

"If it's made we ship it the same day order is received"

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Mira and Stella Music Boxes.
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 Eighth Street, between Walnut and Locust
DES MOINES, IA.
Victor Distributors
 Talking Machines, Records and Supplies.
 Everything in stock all the time.
 The best service in **IOWA**

Exclusive Columbia Jobbers
 Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money.
Phillips & Buttorff Mfg. Co.
 NASHVILLE, TENN.

Try Our Hurry-Up Service
 on **VICTOR, EDISON and REGINA.**
 We make a specialty of getting the order out on time—every time.
The Rudolph Wurlitzer Co.
 Cincinnati and Chicago
 Two points of supply; order from the nearer

Columbia Jobbers
 We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disc and Indestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.
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Mr. Dealer
 WE ARE
COLUMBIA JOBBERS
 We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices and complete information upon request.
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 Send your orders to us and you are always sure of quick action.
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Exclusive Columbia Jobbers
 We handle the full line of Columbia Double-Disc and Indestructible Cylinder Records; Disc and Cylinder Graphophones.

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order
Victor Machines and Records
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 Our Motto: Quick Service and a Saving in Transportation Charges

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The ROBT. C. ROGERS CO.

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EXCLUSIVE EDISON JOBBERS
 TRY OUR "Special Summer Service"
 48 Hanover St. BOSTON

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the October list.

EDISON

Even without the name Edison, the Edison Phonograph would have enough points of superiority over other sound-reproducing instruments to make it the biggest seller and the one most profitable for you to handle **and push**—the fact that it plays both Standard and Amberol Records, that it is the instrument upon which records can be made at home, that it has the permanent sapphire reproducing point that does not scratch or wear out the records and never needs changing. And **with** the name Edison, the name of the greatest inventor America has ever produced, you have the biggest selling asset you could ask for—every Edison Phonograph you handle is half sold before it enters your store.



Do your part, push it, advertise it, give concerts—let the crowd know you carry the instrument they want—the Edison Phonograph. Write your jobber today.



National Phonograph Company

59 LAKESIDE AVENUE, ORANGE, N. J.

The **TALKING**
MACHINE
WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, October 15, 1910



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.

THE PLEASURE
DOUBLED

THE COST
REDUCED



10 inch 65c. **DOUBLE RECORD DISCS** 12 inch \$1.00

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

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.

The price appeals to the masses, the quality to the classes, making them indeed a popular record at a popular price.

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded. 10 inch, 50 cents, 12 inch, 75 cents.

Resolve yourself, Mr. Dealer, into a committee of one and investigate these claims. Consider, criticize, compare. ZON-O-PHONE RECORDS will stand the test. A trial will verify all that we say.

Universal Talking Machine Mfg. Co.

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Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

Vol. 6. No. 10.

New York, October 15, 1910.

Price Ten Cents

TALKING MACHINES IN NAVY.

With the Enlisted Men of All Grades Sound-Reproducing Instruments Have Become a Virtual Necessity—Great Purchasers of Records—A Special Fund Created for This Purpose—No Old Records Kept in Stock Here—Some Interesting Facts.

By Waldon Fawcett.

There is probably no sphere of our national life where the phonograph or talking machine is a greater factor in the securing of entertainment than in the United States Navy. With officers and enlisted men of all grades sound-reproducing instruments have become a virtual necessity. Such instruments may be found in all navy yards, camps, etc., but as may readily be surmised it is on shipboard that the talking machine has attained its acme of value and usefulness. Indeed, it has become more influential than any other factor—not even excepting the player-piano and the moving picture machine—in amusing and diverting Uncle Sam's sea fighters on their long cruises, and in port and



GETTING OUT RECORDS ON BOARD U. S. WARSHIP.

at sea has proven the prime antidote for monotony and homesickness.

There is probably not one vessel of any size in the United States Navy that has not on board at least one phonograph or talking machine. In some cases the instruments have been donated to the crew, as in the case of the handsome Symphony Graphophone presented to the cruiser Salem by the city of Salem, Mass., but in most instances the instruments have been purchased by officers and seamen by subscription. And because there are many to contribute and because Jack is a liberal spender the ships usually boast the best in this line. On most of the battleships, such as the New Jersey, Vermont, etc., there are Victrolas, and where, as in the case of our newest and finest battleship, the Delaware, we find instead the highest priced horn machine it is not because of a lower purchase price, but because the boys prefer a more readily portable instrument that can be moved up on deck for a concert in fair weather.

As every dealer knows who has succeeded in getting a line on their trade, the bluejackets are splendid customers for records. Collectively the tars show the most catholic taste as to selections, but they do not hesitate at the price of any record that particularly pleases them. Most of the ships have a regular system for purchasing new records from a common fund raised by regular assessment for the purpose, and these records in due course find their way into an exchange system that secures the rotation of the records among all the ships of the fleet. However, any bluejacket on shore liberty

may purchase any record that pleases his fancy, and contributions of this kind come to the record library almost daily. Indeed on some ships so many records are brought aboard by the jackies that it becomes necessary every now and then to toss an accumulation of records overboard simply because there is no room to store them. It appears like wanton waste to a visitor to see perfect records—sometimes hardly worn at all—heaved overboard as food for the fishes, but there is no room to spare on a modern warship, and when the hard and fast limitations of space are reached there is nothing for it but to discard some of the older or less liked selections, even though they are in perfect condition.

THE VALUE OF COURTESY.

Big and Successful Men Realize Importance of Being Courteous at All Times.

Have you ever noticed that the fellows who run most of the big concerns of the country are the ones who always return courteous answers?

If you address the president of a railroad he will listen attentively and make a decent reply. But ask a civil question of a cub at the depot in a country town and you will get a smart and flip-pant reply.

Go into a big city store and ask for the manager; he will talk pleasantly and give you the desired information. But happen to get in the way of the bright young fellow who is washing a window and he will hand you a package that will make your blood boil. Drop around twenty years later and the cub in the depot may have advanced until he is a brakeman on the local freight and the window washer will likely

be driving one of the delivery wagons for the store.

The presidents of railroads and the managers of big concerns are the fellows who in the flowery days of their youth acquired the habit of returning soft and courteous answers. That is one of the reasons they become railroad presidents and managers of big concerns. The cub who knows more than the president and the window washer will still be polishing glass in the Autumn time of his life.

LANGUAGE BY PHONOGRAPH.

Doctor Rosenthal Urges Use of System in the Schools—His Present Method a Success.

Dr. Richard S. Rosenthal, the originator and author of the "Rosenthal Common Sense Method of Practical Linguistry," who has long used the phonograph in his method of teaching languages, says that by his language-phone method he presents the most scientific and practical method of language learning thus far invented.

Doctor Rosenthal protests against the methods used in the teaching of languages in the schools and colleges of this country. He declares that the object of such teaching should be to teach students to converse in foreign languages, and makes the charge that no such training is given. He urges that the phonograph enter the high schools and colleges, and give a speaking knowledge of modern languages to students in return for the

years of effort they expend upon their mastery.

"I hold," declares Doctor Rosenthal, "that a complete mastery of a foreign tongue can be obtained only by training the eye, ear, tongue and memory at one and the same time; the ear, by giving the sound and intonation of every word; the eye, by seeing the spelling; the tongue, by imitating and uttering the words heard, and the memory, by such continuous repetition of the foreign sounds that they will become second nature to the student, so that he no longer thinks about them but in them."

RECORD FACTORY FOR BIRMINGHAM.

New Industry for Alabama City If Plans of Nashville Man Are Developed—Holds Rights for Commercial Output.

(Special to The Talking Machine World.)

Birmingham, Ala., Oct. 1, 1910.

It is probable that a phonograph record factory will be located in this city at an early date. D. T. Blakey, of Nashville, who has several rights in connection with commercial phonographs, arrived in Birmingham recently and was in consultation with real estate men.

Mr. Blakey stated that none of the many details of his work had been completed yet and pending their culmination he would not care to make any definite statement.

"I was en route to Atlanta when I stopped over here," said Mr. Blakey. "I am planning to erect a factory for the manufacture of phonograph records and I am very nearly decided to start in this city. We have several valuable rights and have sufficient money with which to build our plant. We would construct a fine and highly valuable plant and have a very good output. I will confer with some local real estate men and may make a statement of interest within a short time."

VAUGHAN MUSIC CO GIVES RECITAL

Well-Known Norfolk, (Va.) Music House Holding Series of Evening Concerts Which Are Largely Patronized—Getting Results.

The Vaughan Music Co., who handle the Victor and Edison lines of machines and records in Norfolk, Va., have been giving a series of evening concerts which have been largely patronized by Norfolk's leading people. Special programmes, booklets, etc., are given to those who attend and all who have heard these concerts have expressed themselves in a most enthusiastic fashion. This is a splendid means of educating the public to the value of the talking machine, and as a result of their publicity the Vaughan Co. have been steadily increasing their business.

PHONOGRAPH REPLACES FOGHORN.

H. L. Tibbals, Jr., manager of the Union wharf at Port Townsend, near Baltimore, Md., has hit upon an aid to navigation serviceable when the waters are obscured with smoke from burning forests. Mr. Tibbals is using a phonograph to help pilots bring their vessels to the landing. The usual thing is a foghorn, but to-day foghorns were tooted on a dozen vessels lying at anchor near by. The phonograph was highly successful. It is planned to have special records made to belch warning cries over the waters. To-day's warnings consisted of the strains of "Has Any One Here Seen Kelly?"

TO HANDLE ONLY COLUMBIA CO. LINE.

The Will A. Watkin Co., Dallas, Tex., have issued a circular announcing that hereafter they will handle exclusively only the talking machines and records manufactured by the Columbia Phonograph Co., General.

MILWAUKEE TRADE NEWS.

Decided Improvement Reported by Both Jobbers and Dealers—Everyone Seems Satisfied—Stocks Becoming Very Much Depleted—Wisconsin Talking Machine Men Jubilant Over the News That the Jobbers' Convention in 1911 Has Been Secured for Milwaukee—Lawrence McGreal Nominated for Sheriff by Democrat—Talking Machines Installed in Music Department of the University of Wisconsin—Roosevelt Visits McGreal Store—Personal Items Worth Recording—Latest Victor Co. Announcements Please Trade—Grafonolas Much in Demand—Other Lines That Are Drawing Business.

(Special to The Talking Machine World.)

Milwaukee, Wis., Oct. 9, 1910.

Genuine improvement in both wholesale and retail talking machine lines is the report everywhere in Milwaukee. The usual fall revival is taking place in earnest and dealers are more than satisfied. It was feared that because of the depression existing in some lines, that perhaps talking machine sales would not reach the high mark hoped for this fall, but present business is setting all fears at rest.

Practically every retail dealer in the city, as well as the few heard from about the State, say that trade in both machines and records is at least 50 per cent. better than a month ago and decidedly better than at the same time a year ago. The feature of the local trade is the strong demand for high-grade machines, a situation that has long been noticed in Milwaukee. The new October records are proving good sellers.

Jobbers report a most satisfactory trade. Retail stocks all over the State seem to be unusually low and dealers are finding themselves forced to place good orders for the fall trade and later holiday business. An especially good business is looked for in all of the smaller cities and towns of the State from now on because of the fact that Wisconsin crops are turning out to be away ahead of all expectations made earlier in the season.

Talking machine dealers all over Wisconsin are jubilant over the news that the 1911 convention of the National Association of Talking Machine Jobbers will be held in Milwaukee. Leading dealers and jobbers say that every effort will be made to make the gathering a complete success and that Milwaukee's reputation as a convention city will be upheld. When Frank A. Cannon, secretary of the Citizens' Business League of Milwaukee, was notified of the decision of the association to hold its next meeting in Milwaukee, local talking machine men immediately decided to leave no stone unturned in the effort to offer something unusual in the way of entertainment features for the gathering.

At the last convention at Atlantic City, the selection of next year's convention city was left to a postal card referendum vote of the members. Among the cities in the field for the gathering were Atlantic City, Kansas City and Rochester. Milwaukee men have been notified that this city was chosen by a decisive vote. Dealers are giving much credit to Lawrence McGreal, Milwaukee's leading jobber, for landing the event for Milwaukee.

Lorenzo Lambeck, a talking machine dealer of Beaver Dam, Wis., was in Milwaukee recently to attend the funeral of his father, Herman Lambeck, Sr., who passed away at his home in this city.

Lawrence McGreal, Milwaukee's well-known talking machine jobber, was nominated for sheriff of Milwaukee county on the Democratic ticket with flying colors at the recent primaries. The nomination came to Mr. McGreal entirely unsolicited and this fact, together with his great popularity, augurs well for his election this fall. Mr. McGreal figures that his strongest opponent is the Social Democrat candidate, who, of course, will receive the support of the undivided Socialist vote, which means a great deal, considering the fact that Milwaukee now has a Social Democratic administration. It is believed that all this will be offset by the fact that Mr. McGreal is widely and popularly known as one of the most successful business men in Milwaukee, while his integrity is unquestioned.

On several of Mr. McGreal's campaign cards, his face is pictured in the horn of an Edison machine, while he is referred to as "the talking machine man." On the rear of one of the cards a full length picture of Mr. McGreal is given, while underneath is this vote-attracting sentence: "A progressive business man. Not a professional office seeker."

William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., was in Milwaukee recently. Mr. Hope is now working the wagon proposition, offered to dealers by the company, and reports that dealers all over Wisconsin are enthusiastic over this plan, whereby with each order of forty machines they are supplied with a wagon at a nominal rental.

The extension division of the University of Wisconsin, which is accomplishing much by its courses offered about the State, recognizes the value of the talking machine as an aid in teaching music. Two courses in music are now being offered to correspondence students by the extension division, each course consisting of sixteen lessons. The development of an intelligent understanding and appreciation of the best music is the purpose of the first course. How to listen to a concert, how to judge of the merits of the music, and how to pass an opinion on the general performance are the three things receiving special attention in this course and in this connection, the department of music at the university suggests the use of the talking machine wherever possible. The teaching of public school music and the preparation of teachers for this work is the subject of the second course and here, too, the use of the talking machine is advanced where it may be found desirable.

A rapidly increasing demand for Grafonolas is reported by A. G. Kunde, Milwaukee's hustling Columbia dealer. An especially good business is being experienced by Mr. Kunde at this time.

"Our Columbia business is very good, prospects are fine and we are looking for the best fall business in the Columbia's history in Milwaukee," said Mr. Kunde.

Indications are that two new Columbia dealers will be located in Milwaukee during the present month for the purpose of caring for much of the outlying business.

Mrs. A. G. Kunde is again assisting her husband at their retail Columbia store, at 516 Grand avenue. Mr. Kunde was in Chicago this week calling upon the Chicago offices of the Columbia.

The factory plant of the New Idea Cabinet Co. has been moved to larger and more adequate quar-

ters in a building owned by the Milwaukee Journal, on Fourth street, between Grand avenue and Wells street. Two floors are occupied here and a full line of new equipment has been installed. Manufacturing operations are now under way and Lawrence McGreal, one of the members of the company, announces that the company will be ready to ship the new cabinets by Oct. 10. Supt. Jollis is in charge of the new plant and now has a good-sized force of men working under him. Expectations are that the cabinets will be turned out at the rate of 200 each month.

"We have made several improvements upon the New Idea cabinet," said William Schmidt, inventor of the cabinet. "While we are following our original plans, we have made several valuable changes. We are turning out cabinets for all styles of Victor machines, including the new styles, 10 and 11. Demand is strong for the new cabinet and there is every indication that it is going to be a big seller."

George D. Ornstein, manager-salesman of the Victor Talking Machine Co., is in Milwaukee visiting his sister, whose health is very poor at the present time.

Albert G. Kunde, well-known Columbia dealer, 516 Grand avenue, was made the subject of an interesting sketch recently in a series of portraits published by the Evening Wisconsin of prominent Milwaukee business and professional men.

Although Col. Theodore Roosevelt was a busy man when he was in Milwaukee last month as the guest of the Milwaukee Press Club, he found time to visit for a few minutes the talking machine establishment of Lawrence McGreal. The Roosevelt party in automobiles, was passing through the city when the colonel's attention was attracted by the McGreal store and he expressed a wish to inspect the place. The entire party was taken into the retail establishment, now conducted by Miss Gertrude Gannon, sister-in-law to Mr. McGreal, and the colonel expressed himself as delighted many times as he listened to several grand opera records on both the Victor and Edison machines.

L. C. Parker, manager of the Victor talking machine department of Gimbel Bros.' Milwaukee store, is placing all of his orders through the new New York store, considered the largest in the world. This same practice is also being followed by the manager of the talking machine department of the Philadelphia store.

Business conditions are very good, according to Mr. Parker's views, and future prospects are exceptionally bright. He is planning an extensive advertising campaign as a means of bringing his

We Are In Readiness for the FALL and WINTER RUSH ? ARE YOU?

Prepare now to be in a position to deliver the goods and take the profits. Don't delay.

You know what it means to say to your customer "I haven't it in stock, but will get it for you"—the other fellow gets the order. Our stocks of VICTOR and EDISON GOODS mean quick deliveries to you, and profits to both of us.

If you don't know what EASTERN CO. SERVICE is, you don't know what makes the Talking Machine Business a good Business. *Try Us.*

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



Opportunity

Our advertisements in the magazines, newspapers and farm papers tell the public how good Victors and Victor Records are.

Your advertising in your local newspapers should tell the people that you have the Victor—invite them to come in and hear it.

You are missing a splendid opportunity if you don't say to your townspeople "Here are the Victors and Victor Records you see advertised so extensively".

The sooner you start the better for you.

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.
 Altoona, Pa. W. H. & L. C. Wolfe.
 Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex. The Petmecky Supply Co.
 Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Wm. McCallister & Son.
 Bangor, Me. M. H. Andrews.
 Birmingham, Ala. E. E. Forbes Piano Co.
 Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Canton, O. The Klein & Heffelman Co.
 Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. W. H. Buescher & Son.
 Collister & Sayle.
 The Eclipse Musical Co.
 Perry B. Whitsit Co.
 Columbus, O. Perry B. Whitsit Co.
 Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music Co.
 Des Moines, Iowa. Chase & West.
 Harger & Blish, Inc.
 Detroit, Mich. Grinnell Bros.
 Dubuque, Iowa. Harger & Blish, Inc.
 Duluth, Minn. French & Bassett.

Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walz Co.
 Galveston, Tex. Thos. Goggan & Bros.
 Grand Rapids, Mich. J. A. J. Friedrich.
 Honolulu, T. H. Bergstrom Music Co., Ltd.
 Indianapolis, Ind. Musical Echo Co.
 Wulschner-Stewart Music Co.
 Jacksonville, Fla. Carter & Logan Brothers.
 Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Knoxville, Tenn. Knoxville Typewriter & Phonograph Co.
 Lincoln, Neb. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Louisville, Ky. Montenegro-Richm Music Co.
 Memphis, Tenn. E. E. Forbes Piano Co.
 O. K. Houck Piano Co.
 Milwaukee, Wis. Lawrence McGreal.
 Minneapolis, Minn. Lawrence H. Lucker.
 Mobile, Ala. Wm. H. Reynolds.
 Montreal, Canada. Berliner Gramophone Co., Ltd.
 Nashville, Tenn. O. K. Houck Piano Co.
 Newark, N. J. Price Talking Machine Co.
 Newark, O. The Ball-Fintze Co.
 New Haven, Conn. Henry Horton.
 New Orleans, La. Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Machine Co.
 Sol Bloom, Inc.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Jacot Music Box Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Omaha, Neb. A. Hospe Co.
 Nebraska Cycle Co.
 Piano Player Co.
 Peoria, Ill. Putnam-Page Co., Incorp.
 Philadelphia, Pa. Sol Bloom, Inc.
 Louis Buchn & Brother.
 J. E. Ditson & Co.
 C. J. Heppe & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburg, Pa. C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me. Cressey & Allen.
 Portland, Ore. Sherman, Clay & Co.
 Richmond, Va. Cable Piano Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, Utah. Carstensen & Anson Co.
 The Consolidated Music Co.
 San Antonio, Tex. Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Phillips & Crew Co.
 Seattle, Wash. Sherman, Clay & Co.
 Sioux Falls, S. D. Talking Machine Exchange.
 Spokane, Wash. Eilers Piano House.
 Sherman, Clay & Co.
 St. Louis, Mo. Koerber-Brenner Music Co.
 The Aeolian Company of Mo.
 St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinriehs.
 Syracuse, N. Y. W. D. Andrews.
 Toledo, O. The Hayes Music Co.
 The Whitney & Currier Co.
 Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.

**With "the one complete line" and
Columbia exclusive selling rights you
can tune the talking machine business
in your district up to any key-note you
like the sound of.**



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

wares before the public eye. The work of installing talking machines in the public schools of the city is being continued with much success. The latest school to be so equipped is the West Division high school, the third high school of the city to purchase a Victor.

According to Milwaukee dealers, the move made by the Victor company in taking up the fibre needle business is one of the best which has been made for some time. Excellent sales are being made of these needles, which are proving exceedingly popular.

"I am looking forward to making some splendid sales in the new hornless Victors, which are being gotten out, and which will sell at \$75 and \$150," said J. H. Becker, manager of the talking machine department of the Hoeffler Manufacturing Co. "These machines will find a ready market, as there are a large number of persons willing to pay at least \$200 for a talking machine outfit, including records."

Mr. Becker recently entertained a number of friends at his home and during the evening seven numbers by Caruso, Melba and Schumann-Heink were given on his Victrola. As a result of this little entertainment Mr. Becker has received numerous inquiries from his friends as to the prices and particulars of the machine. Several sales will undoubtedly be made.

With prospects showing up so brightly, the local dealers are preparing for an unusually heavy run on the high-priced machines. Milwaukeeans seem to realize the great difference between the high grade and cheaper machines and are confining their purchases largely to the expensive instruments.

Several of the local houses are receiving a large amount of mail order business from different points throughout the State and in some cases from far parts of the country. The mail order business is highly profitable and steps are being taken by several of the dealers to extend their operations in this line.

I. J. Kitch, representing the Talking Machine Co. of Chicago, visited the Milwaukee trade recently.

PROMPTNESS IN BUSINESS.

The merchant who develops the faculty of cleaning up each matter which comes before him for attention and getting it off his mind at once enjoys a big advantage over the one who has permitted himself to become accustomed to putting off matters from time to time in the belief that to-morrow he will have more time to attend to things than he has to-day. It is not always possible to take final action promptly on the various problems which arise in the life of every business man, but in the majority of cases a decision can be arrived at on most points now as well as to-morrow or next week. If you have never made any determined effort to acquire the excellent habit of taking definite and prompt action on each matter which comes up in the regular routine of business, it will be well worth your while to give some thought to the question now.

WITH THE TRADE IN CINCINNATI.

General Revival of Business Noted During September—Talking Machine Dealers Well Satisfied with the Outlook—Aeolian Co.'s Exhibit at the Ohio Valley Exposition—Some Handsome Victrolas—"Paoletta" Artists Entertained—Interesting Personalities—Liberal Orders for Columbia Machines and Records—Activities of the Various Dealers—Summary of the Month's News.

(Special to The Talking Machine World.)

Cincinnati, O., Oct. 3, 1910.

There appears to have been a revival of business during September which left the talking machine people in this section of the country in a very good humor with the close of the month. In some instances the dealers found themselves with an inadequate supply of help, this being particularly true with the coming of the Edison list for October, which was placed on sale September 24.

Packed four or five deep in the north aisle of the Liberal Arts building, of the Ohio Valley Exposition, which recently closed in this city, might have been found, from early morning till night on any day, a dense throng of music-lovers who stopped to hear the concerts which were given at the Aeolian Co.'s booth, which contained what is, perhaps, the most complete and finished display of automatically played musical instruments ever shown in Cincinnati.

The Steinway grand Pianola piano was without doubt the most interesting of all the instruments shown, for it was the first Steinway Grand with a player mechanism installed in its case ever exhibited in Cincinnati, having been sent here from the Aeolian factory in New York for the express purpose of being displayed at the exposition. In addition to the Steinway grand Pianola piano and Steinway upright Pianola piano, there were to be seen the Weber grand and upright Pianola piano, the popular-priced Technola player and quite a number of the latest Victrolas.

The Victrola, in a case made from Moorish design, inlaid with thousands of pieces of silver, pearl and ivory was an object of a great deal of interest. Other Victrolas were in mahogany, Circassian walnut, oak, and, to cap the climax, there was one in pure white, trimmed in gold striping, which was very much admired.

W. O. Black, manager of the Cincinnati branch of the Aeolian Co., with his corps of able assistants expended their entire days explaining the instruments to the exposition visitors.

The Rudolph Wurlitzer Co. so far have secured some nice orders for the new style Victrolas from their various dealers, and indications are that they will be popular.

Prof. Gautvoort, of the College of Music, entertained the artists who took part in the opera "Paoletta," the remarkable production given during the entire time of the Ohio Valley Exposition, with an evening with the Victrola. Such singers as Bispham, Nielson, Carl Gautvoort and others were present, who unanimously voted the Victrola not only a most exquisite entertainer, but of great usefulness to the student.

The many friends of Joseph H. Dittrich, manager of the Wurlitzer talking machine department, will be sorry to hear that he has been ill and unable to report for work for the past several weeks. Thurse Sigman is in charge during Mr. Dittrich's illness.

Manager R. J. Whelen, of the Columbia Phonograph Co., is highly pleased with the way Fall business has started in, and reports a general increase of business in all departments. He made the following statement:

"The dealers are ordering liberally for their Fall trade of both machines and records and, as predicted, the Grafonola 'Mignon,' also the BNWM and BZ graphophones, have sold beyond our supply and we are awaiting shipments from our factory to fill our orders. Dealers are sending in their orders ahead of time, anticipating their demand, so they will be sure to get what they want and have it when they want it.

"The new records by the 'Archibald Brothers Quartette' are attracting much attention and many purchasers pronounce them the best quartette records they have ever heard.

"Retail and installment business are holding their own satisfactorily, and we show a substantial increase over September of last year.

"Taking business as a whole, it is good, and we predict as the Fall comes on it will be better and a record breaking business will be done in all departments."

The new firm of Krolage & Groene intend to reduce their supply of talking machine goods to that of a retail dealer. It found that the Groene Co. carried a wholesaler's lot, which is unnecessary in view of the plans of the company.

Geo. P. Gross, Main and Woodward streets, who has a supply of talking machine goods, found but little demand during September, which he claims is due to his having devoted most of his time to the sale of pianos.

John Arnold, of Fifth and Elm streets, is enthused over the September results. He had a rush business during the entire month, particularly during the latter part, when the new Edison list made its entrance. He has many prospects in sight and looks forward to an ideal business this Fall.

J. E. Poorman, Jr., of Main street, experienced a quiet September, but has not lost hopes.

The Miner Musical Co., West Sixth street, which is now in charge of Raymond Stotler, have made some minor changes in their selling forces and are preparing for a busy Fall season.

The Lyric Piano Co.'s "talking machine shop" ought to have been in operation before this, but Manager Stever has had some difficulty in making the necessary changes. He now has a sound-proof booth, 12 by 35 feet, and expects to be ready for business before October 15.

Keeping the stock in good condition is a very important asset. Plenty of "elbow grease" behind the broom, the duster and the cleaning cloth will do wonders towards bettering the appearance of things, consequently more sales, as the clean stock will help sell itself.

ESTABLISHED 1870

W. H. BAGSHAW

LOWELL, MASS.

U. S. A.



- ☞ We were the *first makers* of DISC TALKING MACHINE NEEDLES in the world.
- ☞ We are now and always have been the *largest manufacturers*.
- ☞ There's a reason!
- ☞ Longer experience together with larger production has given us this pre-eminent position in the Needle Trade.
- ☞ Our products include ALL STYLES, SHAPES and SIZES.

JOBBERS AND DISTRIBUTERS ONLY SUPPLIED

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JOBBER AND DISTRIBUTERS ONLY SUPPLIED

"GOOD THINGS BEAR REPETITION"

TRADE NEWS FROM THE QUAKER CITY

Talking Machine Business in Healthy Condition—Proves Best Month of the Year—What the Various Houses Report—L. Buehn & Bro. Lease Adjoining Store—National Co.'s Plan for a Phonograph Store on Wheels—Busy Times at Columbia Headquarters—Increase in Sale of Cavalieri Records—Penn Phonograph Co. Enlarge Office and Rearrange Store—Some Recent Trade Visitors—News of the Travelers—Other Items.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 10, 1910.

The talking machine trade of Philadelphia is in the most healthy condition at the end of September. All the dealers, without any exception, affirm that it has been the best month they have had this year, and one of the best they have ever had, with the prospects for the remaining three years as most encouraging. There has not alone been a most satisfactory volume of business, but the class of business has also been of the encouraging character, the style of the instrument being of the higher grades, higher on the whole than during any previous year.

Louis Buehn & Bro. report that their business has been fine. Mr. Buehn says: "I have about doubled the business of last September, and I look for a big business from now on until the end of the year, thereby making a record-breaker. The sales seem to be on the higher priced machines. We have sold quite a few Victrolas this month, as well as several Edison Amberolas, and quite a few of the new Model E, Edison Triumphs, a Triumph machine with the new equipment.

"Our business has been so good that I have rented the store next door and will entirely rearrange our business." A large archway is being cut between the stores, and this will give the firm double their present space. They will rearrange their present first floor and turn it into a retail salesroom entirely. They will bring their business phonograph headquarters from Walnut street to the present building, where they can give it their close attention. The offices of the firm will be in the new building and the basement of the two stores will be used for storage purposes. The numbers after the first of October of the Buehn store will be 41 to 45 North Ninth street. By the 15th of the month they expected to be entirely finished with all their improvements.

Edmund Buehn is going away in a day or so for a trip through the southern part of the State, and R. J. Dungan left on Monday to go over the territory of the house in the Lehigh Valley.

Frank Stanton, of the National Co., has been in Philadelphia on a special wagon proposition for his company. Mr. Buehn is of the opinion that he presents a very clever scheme for the selling of Edison machines. Briefly, the scheme is that the Edison Co. supply a dealer with a wagon thoroughly equipped for the selling of phonographs and records. It is leased to the dealer at \$4 a month, and the dealer, accepting the proposition, has to go and hustle for business from the wagon every clear day except Sunday for a period of six months, and in order to obligate the "taker" to work he must purchase an initial quantity of forty machines. It simply creates a phonograph store on wheels. "To my mind," says Mr. Buehn, "it is going to be a big business producer."

Since writing the above I have just heard that Mr. Stanton succeeded in interesting in his scheme for the National Co., three Philadelphia firms Messrs. Louis Buehn & Bro., the Penn Phonograph Co. and H. A. Weymann & Sons

Harry C. Lansell, the new outside manager of the Heppie talking machine department, arrived in Philadelphia on the 26th of September, and after briefly looking things over started out on a trip through the southern territory of the firm, going as far south as Washington. Mr. Elwell, who is in charge, says that the Heppie talking machine business in September was fine. They have no kick coming whatever. They considerably exceeded their September business of 1909. The Heppies

have made many improvements in their record business of late and have it now so arranged that there is never any possibility of complaint from customers as to imperfections or marks on the records sent out.

The Victor Co. announce that between the 1st and 15th of the month they will put three styles of Victrolas on the market. They have had two heretofore. The new styles will be Nos. 10, 11 and 14. They will retain the old style, No. 16.

Manager Henderson, of the Columbia Phonograph Co., had a busy week last week visiting in the various counties of the State where county fairs were being held. He reports that business was very good in September and that it showed a very handsome increase over last year, and a very handsome increase over every month since March. George C. Jell, secretary of the product department of the Columbia, was in Philadelphia last Monday for the purpose of listening to a new singer with whom they are negotiating. John A. Wuchter, of Egypt, had a very fine exhibition of the Columbia records at the Allentown fair last week, and Mr. Henderson was up assisting him. Their Reading agents, Messrs. W. S. Hollenbach & Co., had a fine exhibit at Reading Fair. Robert B. Robinson, of the Columbia road force, is on the road at present through the State and has been doing a very fine business, and Mr. Henderson expects to spend several days this week in Harrisburg, where their representative, Joseph Goldsmith, will have a very fine opening of a Columbia phonograph department on the 6th of this month.

Since the recent Cavalieri-Chanler affair, the Columbia Co. note a large increase on the Cavalieri records. The firm gave a fine concert the other day for the Philadelphia Chapter of the American Institute of Banking at the American Baptist Publication Co.'s building, and they are negotiating for a number of other concerts. O. C. Dorian, the assistant manager in Philadelphia, paid a visit to the factory at Bridgeport, Conn., last week in company of L. L. Goodwin, of this city, with whom the Columbia Co. have just closed a large order.

He has a very fine establishment at 327 Girard avenue.

H. A. Weymann & Sons have the same report as given by the other dealers—that they had no kick coming whatever regarding their business in September, and that October has opened up in a most encouraging way. They have rearranged their record stock and have all of it enveloped now. They are patiently waiting a consignment of a carload of brand new cabinets now on the way from Michigan, and expect very good results in the new styles of Victrolas, which are due almost any day. Norbet Whitely left last Monday to cover his southern Pennsylvania trade for the house, and W. H. Doerr will leave at the end of this week for his first October trip through New Jersey.

The Penn Phonograph Co. have considerably enlarged their offices and otherwise improved their place, including the rearrangement of their booth. Now they are waiting patiently for the paper hangers and painters to finish their work and make their warerooms as fine as anything in this city. They report that their business was very fair in September—much better than it was last year. T. W. Barnhill is taking his southern trip for the firm; L. T. Stewart is calling on the trade up the State, and Ralph Clarke leaves this week for a trip up the State.

E. E. FORBES CO.'S GOOD TRADE.

Enjoy Heavy Business in Victor Line in Montgomery, Ala.—Some Recent Sales.

The E. E. Forbes Piano Co., of Montgomery, Ala., are doing a splendid trade in Victor machines, and recently disposed of a handsome Victrola to James Hickey, of the Exchange Hotel, for use in that hostelry, and a Victor Auxetophone to the Lyric Theater, which will be used as a means of entertaining the audience and thus replacing the orchestra to a large extent. C. T. Turner, manager of the talking machine department, is making a great success of this branch of the business.



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.

Thomas A. Edison invented and perfected the Edison Phonograph and 90,000,000 people know it—
Think what that means to you!

IF THERE were not another thing to talk about, the fact that Edison invented it would stand as absolute assurance to 90,000,000 people that a better sound reproducing instrument could not be produced.



That fact alone is as big a selling point as you could have. Bigger than any other sound reproducing instrument can offer.

If you are not pushing the Edison to its utmost you are overlooking generous profits on your share of the 90,000,000.

National Phonograph Co., 59 Lakeside Ave., Orange, N. J.

As the 90,000,000 people would naturally expect, Thomas A. Edison's instrument gives twice the entertainment of any other

for it is the instrument that not only reproduces the best of every character of entertainment, from vaudeville to Grand Opera, from the shortest selections to the longest, as originally meant to be rendered, on both Edison Standard and the long playing Amberol Records—but it is the one instrument on which records can be made at home—the greatest entertainment that a talking machine has to offer.



If you are not working this home recording feature of the Edison Phonograph, you are playing the game with one eye shut. Write your Edison jobber to-day.

National Phonograph Co., 59 Lakeside Ave., Orange, N. J.



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69 Basinghall St., E. C. **W. LIONEL STURDY, Manager.**

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

NEW YORK, OCTOBER 15, 1910.

BUSINESS conditions in all sections of the country have shown a gratifying improvement during the past month, and the outlook for the fall and holiday trade is excellent.

Good crops and the general employment of labor have resulted in plenty of money being in circulation, and it is now up to the talking machine dealer to get his share of it.

The most essential requisite in this connection is having sufficient stock in hand to meet trade demands.

Dealers should not allow themselves to be caught short as they were last year and the year before.

It is impossible to expect manufacturers to carry sufficient stock to meet holiday demands unless they are apprised at an early date, in the way of orders, as to expected demands.

KEEP in mind that the holidays are not far away and that no other instrument on the market will win the favor of the purchasing public around that period as will the talking machine.

The prospects at the present time incline one to the belief that the high priced talking machine will continue to be a great favorite and there evidently will be some large sales in the special designs.

The dealer is wise who has stocked up early. In this respect he is fair to himself and fair to the manufacturers.

On the other hand, the dealer who has not made preparations for a big season's business is indifferent to, or negligent of, his interests. Such a man is evidently not in touch with the trade or its requirements.

Little wonder that trade passes his doors and goes to the live, energetic dealer a block

away, who has taken pains to increase public interest in talking machines by concerts, advertising and other methods of concentrating attention on his enterprise.

BUSINESS is not like backing horses. The man who wins in business wins because he has deserved to win; the man who loses, does so because he deserves to lose.

This truth may not always be obvious, but it is none the less the truth. Of course, the unsuccessful man won't admit it. It would be better for him if he did, for then he would seek for the deficiency in himself which brought about his failure and strive to eliminate it.

It is the old principle of the survival of the fittest. The fittest is the man of pluck, with strong belief in his own powers and a keen energy to seize every chance.

The man who believes in luck would probably be more profitably employed in backing horses, where his peculiar talents would have more play.

MANUFACTURERS to-day are doing their utmost through a liberal use of all the public mediums to interest the public in talking machines and the dealers themselves should supplement this work by aggressive local advertising and other means of publicity.

It will pay to place emphasis on the talking machine as a holiday factor.

But, as before remarked, all the advertising in the world amounts to nothing unless you have the stock. And you cannot have the stock unless you order early. Therefore, do not be caught napping.

The holiday trade for 1910 will be a record breaker in many respects because an increasing interest is manifested in the talking machine, which to-day is one of the most wonderful creations of the century.

A GREAT many talking machine stores are continually changing help, the reason being, presumably, that it is difficult to obtain satisfactory sales people.

In a great many instances the reason for this condition lies with the management.

In the first place the business policies which employes are supposed to carry out are not thoroughly explained to them.

No special pains are taken to impress the details upon the minds of the sales people. Their co-operation is not asked, and it is hardly possible to expect them to know these things instinctively.

The sales force cannot interest the public in the goods which they are selling unless they themselves are interested. Therefore, they should know everything possible about them.

THE literature which manufacturers send out at great expense should be passed around with a request to read and digest instead of, as in many instances, being consigned to the waste basket.

Articles of interest in The Talking Machine World might be marked and passed around for the benefit of the sales force. In

other words too much cannot be done to add to the knowledge of the sales staff so as to make them interested in the products which they are selling. The strong points of every instrument handled should be explained. And the same applies to records.

The necessity of a salesman asking questions of somebody higher up regarding machines or records is undoubtedly a sign of weakness, and doesn't add to the reputation of the store.

People are always anxious to do business with houses where it is "easy to shop," where the sales force are intelligent, well informed and courteous.

HAS it occurred to you how much easier a great many proprietors of stores can effect a sale than some of the salesmen? The reason is obvious—they know what they are talking about.

There is no question but that a methodical, careful instruction of the sales force cannot fail to augment sales and prove helpful in many ways.

It is an important adjunct to the policy of publicity.

And while advertising may bring people to your store, an incompetent sales force may drive them away; therefore, the progressive dealer should make it a point to get his entire working staff together at stated periods, when an interchange of views may take place, all bearing upon the business and with the common end in view of welding the sales force into an harmonious whole.

In this way the young men are able to absorb a great many valuable ideas from the veterans of the business. Their mental scope is broadened and they become worth more to their employer as well as incidentally increasing their earning capacity.

IT will pay to make every customer that comes into your store feel that his presence, as well as the business that he does with you, is necessary to your success. Enthuse him with cheerfulness and bright prospects for the future, and at all times see that he receives attention and courteous treatment. Gain his confidence and never betray it. Remember that it is the man behind the gun, and not the gun, that wins the battle.

GOODS and prices are not all that go to make up a successful business.

People nowadays like to trade at a store that is up to date in business methods; one that has a system of arranging and displaying goods artistically; a store that has a reputation for being strictly honest and honorable in all its dealings, and a store whose reputation and character stands for something more than dollars and cents.

PLUCK wins! It always wins! Though days be slow, and nights be dark 'twixt days that come and go. Still pluck will win; it's average is sure; he gains the prize who will the most endure; who faces issues; he who never shirks; who waits and watches, and who always works.

DEVELOPMENT OF THE EXPORT TRADE

How the Various Talking Machine Manufacturers of the United States Are Reaching Out Into New Fields and Gaining Recognition for American Machines and Records in all Parts of the World—Special Attention Being Paid to South America—Some Interesting Phases of the Foreign Business Illustrated—Enterprise and Ability of Those Sent Upon Recording Expeditions to Distant Lands—Talking Machine Enthusiasts Found in the Wilderness.

The various manufacturing companies are giving a great deal of time and attention through special departments to the development of the export trade. The European business is covered by local companies or by mutually beneficial trade arrangements so far as American goods are concerned, and the foreign department of The World reports the current news of the trade as events occur. What is of direct interest here is the expansion of business in other parts of the world, particularly in the Spanish-American countries.



HAWAIIANS DANCING ONE OF THEIR ANCIENT TRIBAL DANCES TO THE MUSIC OF A VICTOR.

A great deal has appeared in these columns respecting the introduction and permanent endorsement of the talking machine in Mexico, where the National Phonograph Co., Columbia Phonograph Co., Victor Talking Machine Co. and the Universal Talking Machine Mfg. Co. are established on a substantial basis, with yearly increasing quantities of machines, records, etc., being shipped. The same is also true of the Central and South American countries. A great deal of enterprise and ability of a high order is shown in looking after the growing trade. The masterly recording of native talent, a close study of local conditions, desires and de-

mands, with travelers of experience to visit the leading cities, call on jobbers and dealers and introduce their goods with finesse and exploit them with energy by the creation and maintenance of adequate representation, are a few of the means by which the American manufacturers are gaining a foothold in this section of the globe. The same methods are also pursued in the Orient.

To be sure, the competition of German, French and English manufacturers is met, but the quality of the goods differs so materially that the American products have no great difficulty in holding their own against all comers, excepting sole consideration, where price is the factor. Indeed, it is very gratifying to record that the merchandise originating in the States stands deservedly high in the estimation of the Spanish-American dealers and the public at large. This is due to the great pains taken and the use of the best material in the manufacture of the goods.

An article on the "Marriage of Modern Music and Mechanics," appearing in the August issue of America, a handsome monthly published in the Spanish language and issued in New York to further the export interests of the United States in Latin America, and which is written for the consumer and in no technical vein, but more as an appreciation, says in part:

"The slowest of all the arts to admit of change, to accept the new, to adapt itself to the modern conditions which surround it, is music. Thus, no matter how scornfully the musician of yesterday laughed at the mechanical contrivances devised to broaden and make permanent his art, no matter how vigorously the devotees of older schools ridiculed the talking machine in its early days of imperfection, we are already watching the dawn of the day when the talking machine shall become as inseparable a part of art as the violin, the piano, the orchestras or the vocal efforts of the great operatic artists. The talking machine is here to stay against a storm of opposition from musicians, against an apathy on the part of the general public even harder to overcome. It has struggled past its own difficulties, has crossed the obstacles placed needlessly in its path by those who might gain the greatest benefit from it, and has won a place in



THE VICTOR REPLACING THE PRAYER WHEEL IN THIBET, ASIA, WHERE PRAYERS ARE CONVENIENTLY SAID BY MACHINERY.

the world which no amount of conservatism, militant or otherwise, can ever take from it.

"The talking machine, since its first invention, has passed through many vicissitudes. Mechanical imperfections in the crude original devices produced a harsh, unpleasant sound, a nasal or metallic twang, which very naturally shocked the trained, discriminating ear; but these defects were only mechanical, and were easily overcome by purely mechanical means. Indeed, in its essentials the device of to-day is identical with that with which Edison first astonished the world so many years ago. Of course, improvement after improvement has been added to the original machine, and all the power of money and science has been brought to aid in the elimination of the defects which characterized it, so that to-day it may be stated as axiomatic that between the original rendition of a song and its reproduction on the finest grades of records there is practically no choice.

"The talking machine has done for vocal and instrumental music even more than the player-piano has accomplished for that instrument; for it presents in combination the song of the singer and each individual note of the huge orchestra precisely as they were originally rendered, permitting of combinations which are, of course, impossible to the mechanical player of the piano itself. Moreover, the talking machine is so exceedingly low in price that it is within the reach of even the poorest household, satisfying the artistic hunger of the souls of the poor as nothing else could accomplish that end.

"One of the men most intimately familiar with the talking machine in its various stages of development, and who has done as much, perhaps, as any other person toward its introduction all over the world, told the writer not long ago of an incident of his personal experience. He was traveling through the foothills of the Chilean Andes, and in the course of his wanderings stopped over night with a poor farmer of the vicinity, whose privations were evident at a glance, and who lacked most of the ordinary comforts of the modern home. By some means or other, however, the scanty resources of the household had been stretched to admit of the purchase of a crude talking machine, with one or two records of good music, to which



ORCHESTRA USED BY THE COLUMBIA PHONOGRAPH CO IN THEIR RECENT RECORDING WORK IN HONG KONG, CHINA—THIS COMPANY HAVE ALSO MADE AN EXTENSIVE LIST OF CHINESE RECORDS IN SWATOW AND AMOY DIALECTS—PHOTOGRAPH SHOWS HARRY L. MARKER, THE RECORDING EXPERT, AND JOHN H. DORIAN, WHO IS REPRESENTING THE COLUMBIA PHONOGRAPH CO. IN THE ORIENT—FURNISHED EXCLUSIVELY TO THE WORLD.



Remember
The U-S
is Complete

THE U-S Line is an all 'round Phonograph proposition. It will pay you an unusual profit on your sales of machines, and the record sales will prove a continual source of further profit.

You cannot estimate the great advantage to be reaped from the various mechanical improvements which stamp the

U-S Combination Phonograph

with the order of highest merit.

Consider the **Automatic-Change Reproducer Carriage**, which, by its instant adaptability to a two or four-minute record, makes this machine by far the most convenient to operate, and by its **enlarged diaphragms** and **accurately fitted sapphires**, gives music detail and definition unapproached by any other phonograph.

Consider the **Mandrel Pulley Balance-Wheel**, which automatically corrects every variation in speed of the motor, and which is the only means yet developed of obtaining a reproduction true to pitch.

And last, but by no means least, consider the **Flexible Tone-Arm**, the most important improvement in phonograph construction since the introduction of the U-S Automatic Reproducer Carriage. Remember that you can get these improvements **only on U-S machines**.

Remember, too, that there is a U-S Phonograph to fit every pocketbook. There are low-priced U-S Phonographs, as well as more expensive models.

The U-S line is complete, and the profits are waiting for you.

U-S PHONOGRAPH CO.



Remember!
U-S Line
Complete



U-S Everlasting Records

sound so much better than other records, even when played on an ordinary phonograph, that they are invariably preferred to any others. Moreover, they will not break, nor crack, nor wear out with continued playing. This gives you a market with every phonograph owner in your locality.

But—the improvement is so much the more marked when U-S Records are played on the U-S Machine, that your customers—who want the best—will want to own U-S machines.

Thus our proposition works both ways—to the dealer's advantage every time.

Can you conceive of a better balanced proposition than this? Or one which will give you a like opportunity to build a big business for yourself?

Sign the coupon and get in touch with us at once. Do it to-day.

O., Cleveland, O., U. S. A.

U-S
Phonograph
Co.

1013 Oregon Ave.
CLEVELAND

OCT. 20,
Gentlemen:

Please send full particulars concerning the U-S Line of Phonographs and Records.

Name

Address

City

State

Columbia Grafonolas, Columbia Graphophones, Columbia Double-Disc Records, and Columbia Indestructible Cylinder Records, with Columbia exclusive selling rights, take you out of the "also-ran" list and give you the distinction of being the only starter.



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

the family listened with never ending delight. The man of whom I speak was touched at this evidence of artistic sensibilities and desires amid such unfavorable surroundings, and upon his departure insisted on paying extremely liberally for his accommodation. The farmer at first was exceedingly unwilling to accept any remuneration whatever for the hospitality which he had so willingly given, but was finally prevailed upon to take what the traveler offered. Some weeks later it happened that the traveler returned to the same vicinity, and although he did not intend to repeat his visit, he happened

of the soul, to echo round and round the world, instead of being confined to some small hall or a few favored individuals.

"The telegraph, the telephone, the railroad, the steamship, and soon the airship, have welded the nations of the world together in a political fraternity impossible under the old conditions of isolation and misunderstanding. When people know one another they do not quarrel, and when nations speak continually with one another, when they meet and mingle on a common footing, war must disappear.

"What these inventions have done for political progress the talking machine and the player-piano are doing to-day for art, enabling the peoples of the world to understand and appreciate the genius of the great men of each."

The accompanying photographs, unique in their character, were furnished America originally by the Victor Talking Machine Co., to whose courtesy *The World* is indebted

for the cuts. They illustrate most graphically the fact that the talking machine is known in the uttermost parts of the world, and among the savages and half-civilized races it is regarded with a degree of veneration, of wonder and even awe approaching the religious.

BETTER IN BUSINESS.

Merchant of To-day Has Fewer Bad Habits During Business Hours Than Predecessors.

A merchant who has been in business in New York for many years declares that he must commend the present generation of business men as being in a number of ways an improvement on their predecessors.

"They do not drink in business hours," said he. "They do not keep a bottle in the cupboard with which to treat their out-of-town customers, as was done when I was a boy. Nor do they go across the street to see a man three or four times a day, as was the almost general custom once. They do not chew tobacco, and smoking in business hours is not nearly so universal. Nor do they wear long whiskers, and this I consider one of the greatest improvements of all."

The Barrows Phonograph Co. have opened an up-to-date establishment at 144 Orange street, New Haven, Conn., and will feature the Edison line of phonographs and records. A number of sound-proof booths have been arranged for the convenience of their customers.

P. H. CROMELIN SAILS FOR ENGLAND.

Vice-President of Columbia Phonograph Co., Leaves on Short Notice to Watch the Progress of the New Copyright Bill That Has Been Framed Up by the British Government—How Mr. Cromelin Regards the Matter—His Good Work in Mexico.

In view of the fact that a new copyright bill has been framed by the British Government to be introduced into Parliament on its reassembling, Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, sailed October 4 for Europe, on short notice, aboard the "Kaiser Wilhelm II," of the North German Lloyd line, to watch the progress of the measure. He may be away only for a short time, and again may stay abroad indefinitely.

In speaking of this trip previously to *The World* Mr. Cromelin said: "I had not the slightest idea of going abroad, but the company suddenly decided that I should go at once so as to be in London at an early day, and be on the ground pending the introduction of the new British copyright bill, which has been prepared and will be introduced into Parliament in November as a government measure. The bill is broadly inequitable to the talking machine and automatic instrument manufacturers. No compulsory license is provided, although the acts passed by the Congress of the United States and the German Reichstag included this provision, and it was believed Great Britain would follow their lead.

"I shall watch the progress of the bill, and do what I can to secure such privileges as we deem we have a right to in view of the great development of the talking machine business as a valuable addition to the spread of intelligence and its great educational value, especially from a musical point of view. Therefore, if I can accomplish what I am after in a short time I may be in London possibly a couple of weeks only. If not I shall probably remain there until the passage of the bill.

"Though Great Britain was a signatory of the Berlin convention, no country was bound by the agreement entered into there by the governmental participants until it was formally and officially recognized by the various powers. This required the passage of a law for this purpose, and as yet Great Britain has not done this, although the convention was supposed to go into effect July 1, 1910, or as soon thereafter as each government affirmed its approval."

Mr. Cromelin, it will be remembered, was in Berlin, Germany, during the sessions of the copyright convention, though in an unofficial capacity, but as representing the Columbia Co., and incidentally the American talking machine trade. He accomplished a great deal. Recently Mr. Cromelin was in the City of Mexico, where he also gained a signal victory in a copyright case of interest to the talking machine trade of the entire world.

The Forbes Talking Machine Co. have opened a store at No. 409 Fifth street, Sioux City, Ia., in charge of Lawton Wyckoff as manager. They will handle the Edison and Victor machines.



THE VICTOR IN THE SANDWICH ISLANDS.

upon the farmer, his former host, at the nearest railway station. With the money which had been given him this unlettered farmer had gone to Santiago and there purchased as many records for his machine as the sum would allow, and he insisted upon the traveler returning with him to his home to share in the pleasure of the family at hearing the first repetitions of these additions to their repertoire.

"The scornful critics of the talking machine may say what they will against it, when through its means in the great art centers of the world and in small mountain cottages ten thousand leagues away from them, the great heart of the race throbs under the echoed strains of some divine melody. In the great hotels of London, Paris and New York huge phonographs have been installed to render splendid music for the diners. Often shrewd critics are deceived at the first experiment, and start up in wonder as the well-known voices of famous artists seem to come from behind the screen of potted plants, and there are many cases in which these skilled judges have refused to admit that the talking machine was what they had heard, and insisted that by some shrewd deception the artist himself was present, and that it was his voice they had heard.

"The world moves on, and to-morrow what we admit to-day reluctantly and against our innate conservatism will be accepted as a matter of course; and perhaps our children will smile over the absurd idea that it ever appeared necessary to call attention to the value and wonder of the devices which have made it possible for music, that solace

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Trade Conditions Improving Steadily in Every Line—All Grades of Machines Find Favor—Labor Troubles Have Little Effect on Business—Thos. Graf's Visit to Orange, N. J.—What the Various Record Lists Have to Offer for the Month—Hope for Visit from Edison—The New "Colonial" Record—W. B. Manson's Son Honored—J. E. Hough's New Disc Record—Another New Disc in Preparation—Geo. Robey Co., Ltd., the Latest—J. G. Murdock & Co.'s Large Line—A Visitor from Africa—The 120,000 Record Order—Record Nightingale's Song—Details of the Speaking Arc—Columbia Co. to War on Price Cutting—Pathephone Concert in Theatres—Entire Opera of Faust in Gramophone Records—Edison's Talking Pictures Arouse Interest—News of the Month From the Provinces.

(Special to The Talking Machine World.)

London, Eng., Oct. 6, 1910.

Trade conditions in this city continue to show a steadily increasing improvement along every line, and unless the unforeseen happens we are in for a real good season. Dealers are now stocking-up on the lines they will handle, and the factors are very busy executing these orders. As a direct consequence most of the manufacturers are wearing the famous "smile that won't come off," for nothing pleases one so much as to be kept busy acknowledging the receipt of orders. While the higher price goods are holding their own well, there certainly seems to be an extra rush on cheap stuff. I do not mean to imply by this that it is rubbish. Quite the contrary, in fact, for there are a large number of really very satisfactory instruments sold in this country from 25s. to 30s. wholesale. The medium priced article, of course, leads the way, and it is to the advantage of dealers to bend their energies in this direction.

We do not expect to feel any adverse effects from the labor troubles now rampant in a few provincial centers, since they are but local affairs and will not be likely to cause any disturbance of talking machine trade in this city.

Another welcome feature is the expansion of our export business. Manufacturers would seem to be paying greater attention to the cultivation of such markets as Australia, New Zealand, India, South Africa, etc., to which countries especially the dispatch of repeat orders is of daily occurrence. These fields offer enormous scope for the development of trade in goods from this country, and there are yet ample opportunities for enterprising houses to build up a large connection with these oversea markets.

Big Things Coming from the National Co.

If the departure of the mails coincided with our convenience I should have had time to interview the European director of the National Phonograph Co., Thos. Graf, and post the result for publication in our last issue. As it was, the force of circumstances under which, etc., compelled me to reserve the good news until now. Perhaps I had better explain that the whole point centers around Mr. Graf's recent visit to Orange, N. J., and the outcome thereof. Lengthy were the consultations with the Edison officials on your side, not to mention the great wizard himself, for there are startling developments afoot, of which, however, I am precluded from discussing pending the completion of certain minor touches to several new things Mr. Edison has brought forward. But they won't be long, depend upon it, for he gets there every time. Let it suffice then for the present to say that the company have in hand not only important improvements, but entirely new and original products also, one of which, I am permitted to say, is a new tone amplifying device constructed along lines enabling it to be easily attached to every existing model of the Edison phonograph. The device is said to increase the volume of a record almost to any extent desired, without sacrificing the quality, and in Mr. Graf's own words, "no one could desire anything louder or more natural than this device accomplishes."

Although not definitely settled, Mr. Graf was able to impart the welcome news that Mr. Edison will probably pay a visit to these shores next year, in which event, let me add, one can imagine the stir the presence of the great inventor himself in our midst will cause. And with that let us "wait a little bit," as Prime Minister Asquith would say.

Gramophone List for October.

The October supplementary list of Gramophone Records is a specially fine one, and includes two new records by Caruso—"Studenti Udite" and "Non Chiuder," two gems from Baron Franchetti's "Germania," magnificently rendered, as usual. Other splendid selections in this list are as follows: "Cornelius March" (Mendelssohn); "Fanfare and March of the Silver Trumpets" (Viviani); "Crown Diamonds Overture" (Auber), and (a) "Serenata" (Moskowski), and (b) "Pastorale" ("Philemon et Baucis"), (Gounod), by the band of H. M. Coldstream Guards; "Irish King March" (Pryor), Black Diamonds Band; "My Lagan Love," John McCormack; "Your Eyes Have Told Me So" (Carr Hardy), Evan Williams; "It Is of the Lord's Great Mercies" ("Abraham"), (Moliqne), duet by Messrs. Evan Williams and Robert Radford; "I Seek for Thee in Every Flower" (Ganz), and "Take a Pair of Sparkling Eyes" (Sullivan), John Harrison; "Love Could I Only Tell Thee" (Capel), Robert Radford; "The

Lowland Sea" (Eric Coates), Harry Dearth; "How Lovely Are Thy Dwellings" (Liddle), Miss Perceval Allen; "Should He Upbraid" (Bishop), Mme. Jones-Hudson; "The Sailor Sighs" (Balfe), Miss Edna Thornton and John Harrison; "O, Who Will O'er the Downs So Free" (Pearsall), Miss Perceval Allen, Miss Edna Thornton, Messrs. John Harrison and Robert Radford; "Up She Goes" (Mills and Bennett Scott), Whit Cunliffe; "Salalatto Caprice" (A. Randegger, Jr.), (violin), Francis Macmillan; "Novelette, op. 21, No. 7 in E major" (Schumann), Herr Backhaus, and "Fun in a Barber's Shop" (banjo), (Winne), Vess Ossman.

In addition to the foregoing, other current impressions listed this month include four new records by the great American tenor, Evan Williams. These are: "Cujus Animam" ("Stabat Mater"), (Rossini); "I'll Sing Thee Songs of Araby" (Clay); "Murmuring Zephyr" (Jensen), and "The Arab's Farewell to His Steed" (J. Blockley), and it must be admitted that they have been sung and recorded in a manner superior, if it is possible, to Mr. Williams' previous high standard.

The "Colonial Record."

As the name suggests, the above has been specially introduced to meet the requirements of our oversea markets for a record bearing only known "hits," by which is meant titles that have been proved by actual experience to be in the greatest demand. The Colonial Record is a 10-inch double-sided disc, and represents just the proverbial want long felt by traders abroad, who wish to stock selling titles only. As the makers point out, double records usually bear one good title, while the other is comparatively unknown, or alternately, its demand is but local to Great Britain. Every title on the "Colonial Record" will, we are told, be a known gem, and therefore Colonial dealers can place their orders with the confidence that it is not a speculation. Having tested songs and instrumental selections, I am able to recommend the "Colonial Record" as being of good reproduction from the point of view of tone, the quality thereof and volume, and bearing the impressions, as they do, of only the best selling titles, it is manifest to me that they have a big future before them in every sense of the word. Generous terms are offered to traders abroad, who should apply for all particulars to the sole shippers, Messrs. Cullum & Best, 91 Finsbury Pavement, London.

Royal Favors for Manager Manson's Son.

Her Majesty Queen Alexandra has recently presented each boy in the choir at Chapel Royal with a beautiful gold watch, embossed on the back with the crown and E. R. monogram. W. B. Manson, son of W. Manson (manager of the British Zonophone Co.), as senior boy, was called upon to undertake the somewhat delicate task of returning

COLONIAL RECORD



Wherever English is spoken the Colonial Record *must* be the leading seller. It contains on *each* side, *only* the most popular leading titles selling all the time in England. All rubbish is eliminated—you have no waste stock. Your Customers will buy *every one*. 69 numbers (138 titles) for complete set up to Xmas, 1910. Sample Order by Express Service.



CULLUM & BEST

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91, FINSBURY PAVEMENT

LONDON, E. C.

Cables: "Ritardando, London," A. B. C. Code.

thanks, from which he emerged with flying colors. In reply to a letter of thanks from Mr. Manson, Her Majesty was pleased to express her great interest in the boys' welfare, etc., and, needless to say, this letter will remain a cherished heirloom in the Manson family.

Messrs. Hough & Co.'s New Disc.

One is always glad to give due publicity to anything new, and perhaps more so when it is of the nature of an improvement upon existing methods, for in such lies the development and future progress of this industry. In this connection I have to confine myself to disc records and their surface. I venture to say that no one member of the talking machine trade will dispute the statement that the scratchy emery paper surface of many discs is not only a bar to their sale, but to the sale of machines also, inasmuch as these foreign noises in the reproduction of a song or instrumental piece are the peg upon which hang all the sneers and gibes of the prejudiced. It is so, and recognizing this fact, Messrs. J. E. Hough, Ltd., have spent much time and labor, not to mention expense, in making tests, and conducting experiments with a view to producing a record which shall be entirely free from the objectionable scratch, hitherto inseparable from the disc record of to-day. That their ambition has been attained is sufficiently manifest in the production of a new Edison Bell 10-inch double-sided disc known under the appropriate name of the "velvet face" record. Last month I was only able to make a brief reference to the matter, and I will therefore take advantage of this opportunity to give my readers further details, which are assuredly of great interest, having in view the stimulating sales-influence that the V. F. will exert this season. Firstly then, it is of the needle cut type, and is said to contain about 15 per cent. more music than the average cut, by reason of the adoption of a slight finer thread. As the name implies, the surface is smooth and velvety, without the least suspicion of grating, or other objectionable noise, and I say this after having tested a number of sample records under varying conditions. The V. F. will bear the impres-

sion of only the best selections, and in a word, they will stand as records of quality. Dealers are invited to trade direct with the company, who offer a really good profit on this record—to be retailed at 3s. A repertoire of selected gems from the world of music is in course of preparation, and by the time these lines appear the first list of titles will be ready. Mellow and beautifully clear in every detail were the concertina selections—"Austria March" and "The Lost Chord," played as only Alex. Prince can play them. Excellent, too, were the renderings of the "Miserere" ("Il Trovatore") duet, and the "Miner's Dream of Home," while the redoubtable Will Evans has risen to the occasion by presenting two of his latest hits.

Altogether the Edison-Bell Velvet Face disc marks a big step on the road to perfection, and I can recommend it to dealers the world over with the utmost confidence.

Yet Another New Disc!

In addition to the manufacture of needle-cut discs and cylinder records, Messrs. J. E. Hough, Ltd., will shortly introduce upon the market "The Little Champion," a new 9-inch double-sided phonocut record to retail at the remarkable price of 1s. 3d. It is made of hard unbreakable material, called "vitaloid." In disc and cylinder machines and records this firm are now in a position to meet the requirements of the trade in every direction.

Gramophone Co. New Shareholders.

An indication of the healthy condition of trade is shown in the Gramophone Co.'s recent announcement to their shareholders. It reads as follows: "Such of the yearly accounts as have come to hand indicate that the trading profit of the past financial year is sufficient to justify the payment of a bonus of 10 per cent. For the current year the directors are prepared to recommend that interior quarterly dividends be paid at the rate of 10 per cent. per annum, less income tax, commencing October 15."

New Company Organized.

George Robey, Ltd., of Coventry, manufacturers of and dealers in all kinds of musical instruments,

including talking machines. Capital £100 in £1 shares. Private company.

Sell Dr. Crippen's Gramophone.

The sale of "Dr." Crippen's furniture and effects attracted many would-be buyers, but prices ruled low. Among the lot was a Gramophone, and a number of records, which, together, fetched £2 12s. 6d.

Extensive Line of John G. Murdoch & Co.

It may be said, I think without question, that the house of John G. Murdoch & Co., Ltd., is the largest purely wholesale emporium in the United Kingdom, for they handle almost every make of record, machine, etc., and exclusively control the sale of the celebrated series of "Tournaphone" disc machines, "Excelsior" disc and cylinder instruments, Indestructible 100 and 200-thread cylinder records and the popular Petmecky multi-toned needles; four of the best selling lines it is possible to obtain. And in addition they hold huge stocks of every known accessory to the talking machine—of "Tournaphones" something like 30 models are listed; 22 being the ordinary horn type; the remainder of the hornless style. With the exception of the "Baby" model, they are all fitted with good tone arms, strong and accurately assembled motors of various strengths, cabinets of tasteful design, English finish, and many of the models are constructed to take either a combination sound box, or the new Tournaphone sapphire box, to play both the needle and phonocut discs. Prices retail range from 11s. 9d. to 12 guineas. Tournaphones are eminently suitable for Colonial markets. Excelsior machines are too well known to call for much comment here, but it may be as well to say that the Excelsior motors favorably compare with the finest on this market. They are silent in action, durable, and embody the very latest scientific principles of construction; materials and workmanship being of the best obtainable. Murdoch's Indestructible cylinders should, too, find a place in your stock. It is a real selling line, and affords you ample profit to develop a big trade in your particular locality. Their surface is as smooth as glass, and any sapphire reproducer

ROYAL APPRECIATION

of the

GRAMOPHONE



To H. M. the KING
OF ITALY



BY APPOINTMENT
To H. M. the QUEEN MOTHER



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

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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, Frihavnens, Copenhagen
Appelbergsgatan 52, Stockholm

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

FROM OUR LONDON HEADQUARTERS—(Continued)

may be used without fear of damage. General quality—tone and volume—are all that could be desired, and titles are kept up-to-date all the time. Dealers should certainly obtain from Messrs. Murdoch, 91 and 93 Farringdon road, London, E. C., their several catalogs and particulars of trading terms, etc.

An African Klingsor Enthusiast.

One of the latest Klingsor enthusiasts is a dusky monarch, who hails from the West Coast of Africa. He recently paid a very interesting visit to the Klingsor works in Tabernacle street, and was evidently so much impressed with the beautiful effects produced by the company's instruments that before departing he left with H. E. Heyder a substantial order for several different models and a large quantity of records.

Alexander Prince as a Humorist.

Usually one of the most retiring and bashful of men, Alexander Prince, the famous concertina player, has suddenly blossomed into a cynical humorist, judging by a significant announcement in a recent issue of the "Era." Briefly, the fact of the matter is this: Mr. Prince being now on his way to Australia to fill important engagements in Brisbane, Sydney, Melbourne, etc., at the time of publication of the "Era," expected to be crossing the Bay of Biscay, so he caused the advertising card to read: Alexander Prince, Premier concertina player, Bay of Biscay.

Anent the 120,000 Record Order.

Apropos my remarks in last issue that an order from Australia for 120,000 cylinder records had been executed, I am requested by Messrs. J. E. Hough, Ltd., to explain that these were ordered in four lots of 30,000 each, the last dispatch being this month. Such orders in these days are not common, but they certainly indicate very clearly that the cylinder trade is by no means a thing of the past.

Fire in Pianoforte Factory.

The recent fire at the Kentish Iron Works of Messrs. Keith, Prowse & Co., pianoforte manufacturers and talking machine dealers, we are glad to learn, was happily confined to the ground floor, the contents of which suffered considerably from the effects of heat, fire and water.

Nightingale's Song Recorded.

Following upon the production of a real gramophone record of the song of the nightingale, a captive bird owned by a German gentleman, some of the London newspapers have circulated a report that Oliver G. Pike, F. Z. S., F. R. S., has succeeded, after many attempts, in actually taking a record of the nightingale song early one morning in that delightful retreat—Winchmore Hill woods. It will be heard on the gramophone, says the Evening News, but our contemporary is evidently at fault here, for upon inquiry at the offices of the Gramophone Co., Ltd., I was informed that they know nothing of the matter. It would be more reasonable to assume that the record was taken by means of the Edison phonograph, in which case a comparison of the two will certainly be highly interesting.

Beka Records for October.

The October supplement of Beka Records is full-up with just the right sort of titles, that are good both from the quality and selling point of view. Here are some examples: "The Girl in the Train" (selection from), part I and II; "Ginger Two Step" and "Moonstruck, Two Step," excellently played by the Beka London Orchestra, under the direction of Julian Jones; "Oft in the Stilly Night" and "The Harp That Once," two old favorites, by Philip Ritti; "Blow, Blow, Thou Winter Wind" and "Revenge," by G. M. Reid; "The Arrow and the Song" and "She Is Far From the Land," by Harry Thornton; "Flanagan" and "Top o' the Morning," by Harry Bluff, and "Excelsior," a fine cornet and trombone duet, by

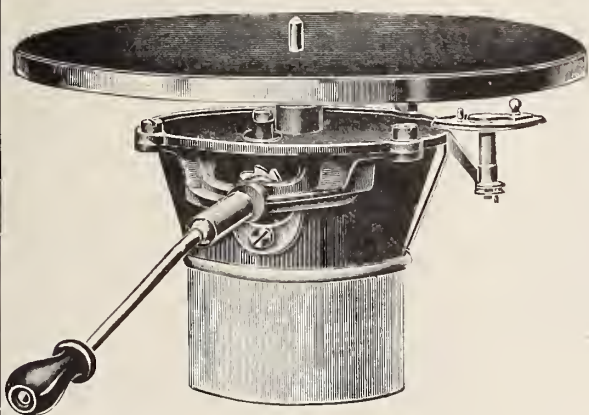
Messrs. Donovan and Chattaway, on the reverse side being a fine banjo selection—"Dinah's Wedding," coon dance, by J. Pidoux.

Details of the Speaking Arc.

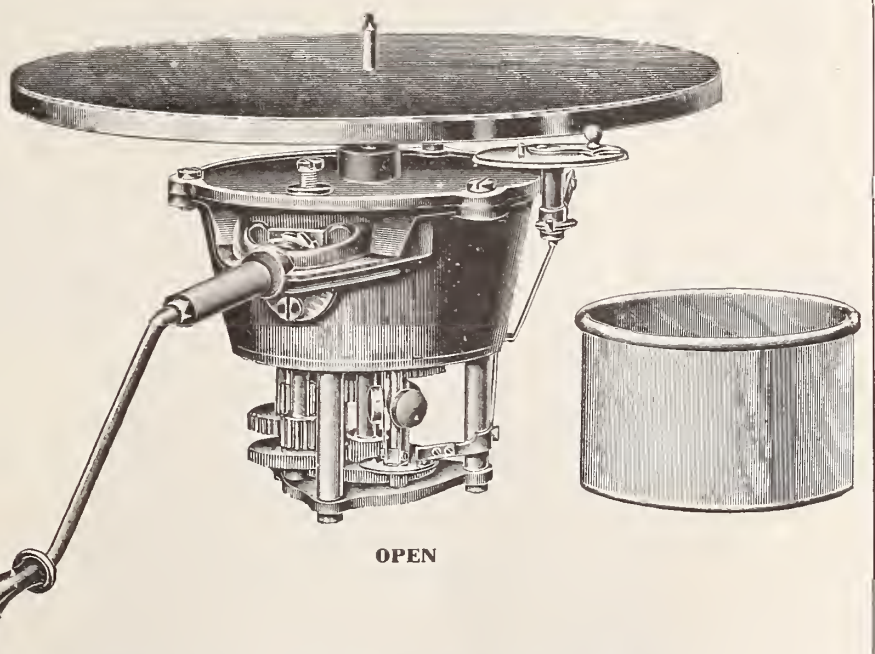
Discussing wireless telephony in the Telegraph, a correspondent gives some particulars of a remarkable invention known as the Photographophone. A "speaking arc" of light is made to fall on an apparatus containing a cinematograph film. The latter is driven at a constant speed by means of a small motor. On speaking into the transmitter the resulting fluctuations in the arc are recorded on the film as bands varying in darkness. The film is developed and fixed in the ordinary way, and can, of course, be kept for an indefinite time. When it is required to reproduce the sounds the film is moved by a motor in front of an arc light arranged this time to give a perfectly steady light. The light passing through the film faces on a sensitive selenium cell arranged as for wireless telephony. The dark bands on the film produce variation in light, which causes the speech to be reproduced. This method is said to give results equal to that produced by the very best telephones, and superior in every way to the clearness of an ordinary phonograph. The slightly harsh metallic sound which distinguishes the very best phonographic reproduction is quite absent.

The really extraordinary number of phenomena involved in this invention should be noted. Vibrations of the atmosphere produced by the voice cause mechanical vibrations of the transmitter disc; these are transformed to electrical vibrations, which in turn produce variations in light, or, more strictly speaking, actinic rays. These set up chemical action which is still further continued by the developer, etc., used in fixing the image on the film. During reproduction the whole series is reversed. The bands on the film produce variations in light; these set up electrical vibrations in the selenium receiver circuit, and these

Sensation of the Season The "TRESOR" MOTOR



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THE ONLY PERFECT MOTOR

Obtainable Through all Leading Factors Throughout the World

Insist Upon Having Machines Fitted Only With This Motor

FROM OUR LONDON HEADQUARTERS—(Continued.)

in turn reproduce the original sounds by causing vibrations of the receiver disc. That it should be possible to so exactly reproduce the original sounds after such a complicated series of changes must be looked upon as a truly remarkable achievement.

Klingsor Catalog.

Decidedly the most complete catalog issued in the talking machine trade for some months past is that devoted to the large range of Polyphon disc machines, controlled by the Klingsor Works of Tabernacle street, this city. It is composed of no less than 82 pages, wherein are set forth particulars and illustrations of almost 60 different models of cabinet machines, hornless and the ordinary style. A complete description of each instrument is given in four languages. There are a number of automatic machines with extra large trumpets, which make them suitable for use in clubs, amusement saloons, hotels and such like places, and dealers will find in this line plenty of scope for doing splendid business. Original in design and construction and thoroughly reliable in every way, the Klingsor hornless models may also be recommended. The company offer a wide choice of beautifully designed cabinet instruments, and a large variety of the ordinary horn pattern. Prices rule very moderate and the trade discount is liberal, in view of which dealers are well advised to write the company for this catalog and all necessary information.

Important Columbia Co. Announcement.

The Columbia Phonograph Co. have taken advantage of the opening of the season to make an important statement in respect to price-cutting. They maintain that a sale below the authorized list price by any one factor or dealer, not only tends to destroy the profits of other dealers and factors, but prevents them from freely handling Columbia goods, and causes demoralization in the trade. Therefore the company intend to protect

their dealers by pursuing all the price-cutting delinquents who come under their notice. A worthy example which merits the attention of other manufacturers to this trade-disturbing evil of price-cutting.

Pathephone Concert at "Dollar Princess" Anniversary.

Upon the occasion of the first anniversary of the "Dollar Princess" at Daly's Theater, London, Messrs. Pathe Freres gave a grand Pathephone concert during the long wait between 5 o'clock, when the doors were opened, and 7.30, when the play commenced. Being souvenir night, many enthusiasts had been waiting since very early in the morning, and it can therefore be easily imagined with what delight they took their seats and listened to some of Pathe's most entertaining records. Quite a number of records were encored, and when the 20-inch "Dollar Princess" selection was played the applause was simply terrific. Thos. Courtly, the acting manager of Daly's, has sent, under date Sept. 26, a most appreciative letter to S. P. Turner, to thank his firm for the very efficient manner in which the concert was carried out. Dealers the world over can beneficially follow this example by approaching their local theater managers with an offer to keep the audience in good temper until such time as the curtain rises. The practice is not uncommon in England, but could be cultivated with advantage much more extensively. Be sure, though, to use a good machine, and exercise discrimination in the selection of records. You should, of course, do it gratuitously, relying upon a free announcement at the head of the theater program, which would prove sufficiently profitable to more than compensate you for the time spent.

The Current Zonophone Record List.

The current Zonophone list contains many fine selections of a pleasing character, those to hand being the following: Twelve-inch, "Coronation

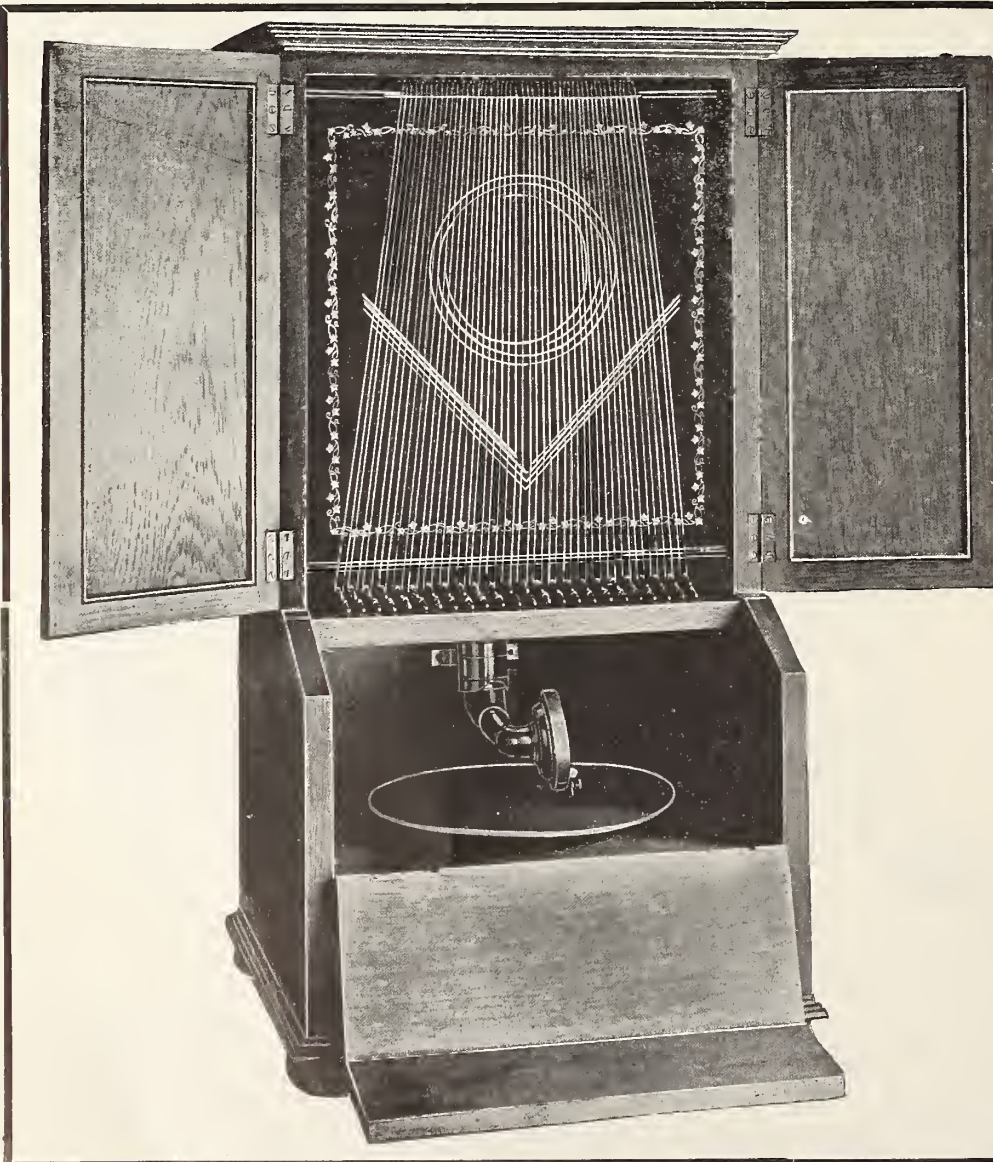
March" ("The Prophet"), exquisitely rendered by the Black Diamond Band; 10-inch, "Since First I Saw Your Face," by the Zonophone Concert Quartette; "Macgregor, I'm Him," by Jack Lorimer; "You Don't Know You're Alive," by Mark Sheridan; "Floating Along," well played and recorded by the Black Diamond Band, and "Edelweiss," a fine selection by the Peerless Orchestra. Volume and tone purity, these records compare very favorably with the high standard of recording always maintained by the British Zonophon Co.

Edison's Latest Feat Arouses Interest.

The announcement of Mr. Edison's latest invention, the "Kinetophone," by means of which the combined action of the cinematograph and phonograph, are as one, would seem to have created enormous interest here judging by the numerous and lengthy reports in the newspapers and technical journals. It has long been the ambition of inventors to produce a perfect synchronization between the two instruments, and while many partially successful attempts have been made here, the news that Mr. Edison has at last solved the problem but furnishes yet another proof of the seemingly inexhaustible reserve of ingenuity possessed by the Wizard of the West. All honor to the man to whom we owe so much.

Gramophone Records of Entire Opera Faust.

The Gramophone Co. are taking large spaces in the daily press to make known the most sensational announcement of recent years, which is the publication by a star cast of all the great concerted numbers and solos from Gounod's "Faust." The set has been divided into three parts of six records each, which are sold in a special album. The part of Faust is in the hands of Signor Caruso; the Marguerite is Miss Geraldine Farrar; Signor Scotti takes the part of Valentine, while in the "Salve Dimora" (scene VIII) John McCormack is ideal. Never before in the history of this



KLINGSOR TALKING MACHINES

Undoubtedly the best Musical Instruments on the market.

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

England's Largest Factors!



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

TOURNAPHONES

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

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

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

EXCELSIOR

The Perfect Singing Machines

14 models from £2/2. to £16/16. retail.

PETMECKY MULTI-TONE NEEDLES

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

Telegrams "Putiel London,"

Special shipping terms.

Catalogues and samples mailed free.

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

trade has so complete a set of operatic records been made by so imposing an array of artists as is here presented. In order to do justice to this important "Faust" issue, a book has been specially written by the well known musical critic, Frank Merry, and every record has been illustrated by W. E. Webster, whose pictures are so popular at the Royal Academy. The original sketches were actually made in Covent Garden Opera House during performances of "Faust," so that their interest is indeed unique. The book is given free to every purchaser of one or more records. In issuing this remarkable "Faust" series at the commencement of the season, the Gramophone Co. are assuring increased sales facilities to their dealers, and by their advertisements in the newspapers are stimulating public interest, not only in these particular records, but in the business generally. Certainly the company have achieved a veritable triumph, demanding the congratulations and whole-hearted support of every Gramophone trader, and we would emphasize that expression of our opinion by recognizing the uplifting power such productions exert for the general benefit of this industry. Dealers will be glad to know that the Twin Record Co. have just issued a complete catalog containing over 600 titles. It will be sent free upon request to 11 Christopher street, E. C.

Fine List of Edison Records.

We are reminded that Christmas is not far ahead by the announcement that a special Christmas list of titles will be sent to Edison dealers this month. It contains both Amberol and Standard selections. The National Phonograph Co. are also issuing a most artistic window bill, printed in no less than eleven colors. The size is 20 by 25, and it is perhaps the most striking and effective poster the company have ever issued to their dealers. Coming to records, I learn that the French, German, Hebrew and Italian selections are in great demand, not only in those particular countries, but in this also.

The usual monthly lists of English titles are indeed excellent, as may be seen by the following: Amberol Records—"Overture to Zampa" (Herold), National Military Band; "A Sergeant of the Line" (Squire), Stanley Kirkby; "Mother's Had a Row With Father" (Harrington, Collins and Godfrey), Miss Florrie Forde; "Simple Aven" (Thorne), Jean Schwiller; "We'll Treat You Like One of Our Own" (Murphy and Lipton), Jack Pleasants; "Anchored" (Watson), Peter Dawson; "In the Land Where the Heather Grows" (Godfrey and D'Albert), Jack Lorimer; "The Bay of Biscay" (Davy), Ernest Pike; "My Reputation" (Barnes and Weston), Tom Woottwell; "Carmen," selection (Bizet), National Military Band; "The Ghosts Dance" (Dunkels), National Military Band; "The Singer Was Irish" (Murphy and Castling), Peter Dawson; "The Choristers Waltz" (Phelps), Alhambra Orchestra; "O, Holy Night" (Christmas song), (Adams), David Brazell; "The Church's One Foundation" (arranged by E. W. Seymour), National Military Band; "Marche Tartare" (Louis Ganne), Sousa's Band; "Red Wing" (Kerry

Mills), Frederic H. Potter, chorus and New York Military Band; "For You, Bright Eyes" (Karl Hoschna), Miss Barbour and Mr. Anthony; "Serenade" (Schubert), Venetian Instrumental Trio; "Any Little Girl, That's a Nice Little Girl, Is the Right Little Girl for Me" (F. Fischer), Miss Ada Jones and chorus; "When the Autumn Turns the Forest Leaves to Gold" (N. W. Cocroft), Manuel Romain; "The Fairest Rose" Waltz (xylophone solo), (H. Englemann), Charles Daab; "My Old Lady" (Gus Edwards), Will Oakland; "Shipwreck and Rescue," descriptive (A. Campbell), Peerless Quartette, and "The Enterprise March" (J. B. Lampe), New York Military Band. Standard Records—"The Yule Log" (processional Christmas march), (Sullivan), National Military Band; "Flanagan" (Murphy and Letters), Stanley Kirkby; "I Want to Come Home to Killarney" (Lawrence and Gifford), Ernest Pike; "If I Tell Yer" (Wincott and Weston), Tom Woottwell; "Belphégor March" (Brepant), Alexander Prince; "Don, Don" (Haines and Meher), Miss Florrie Forde; "Non-Stops" (Osborne), Ben Albert; "When the Sun Goes Down in Splendor" (Smith), Peter Dawson; "I Don't Care What Becomes of Me" (Fred Mayo), Arthur Osmond; "The Blarney Stone," two step (Englemann), National Military Band; "Merry Maiden March" (C. D'Albert), New York Military Band; "I Wonder How the Old Folks Are at Home" (F. W. Vandenoort), Will Oakland; "Softly Now the Light of Day" (G. M. von Weber), Anthony and Harrison; "Nobody Seems to Love Me Now," Joe Maxwell, and "Wood and Shaw Galop" (xylophone solo), (J. Ringleben), Charles Daab. Amberol Record, by Sarah Bernhardt—"Phèdre La-Declaration" (Jean Racine). Grand Opera Records—"Stradella-Serenade" (Flotow), (sung in German), Leo Slezak; "Favorita-Spirit Gentil" (Donizetti), (sung in Italian), Aristodemo Giorgini; "Manon Lescaut-In quelle trine morbide" (Puccini), (sung in Italian), Lucrezio Bori; "Madama Butterfly-Un bel di verdrenio" (Puccini), (sung in Italian), Carolina Longone-White, and "Lucia di Lammermoor—Aria del follia" (Donizetti), (in Italian), Selma Kurz.

PROVINCIAL NOTES.

Despite the sudden uprising of strikes and other labor disturbances in several provincial districts this last week or so, business conditions, as far as can be judged at the present time, have fortunately remained practically unaffected in the talking machine field. But of the future, prospects of a real bumper season's trade are not quite so bright as would seem to have been the case when I last wrote. Briefly, the position of affairs is this. As soon as one trouble has been settled in the cotton industry another crops up and disturbs the security of the markets. With the threat of a great strike ahead, talking machine dealers, especially in Lancashire, the center of the cotton industry, are naturally thrown into a state of great nervousness. They are in consequence withholding certain or-

ders pending a settlement of the disputes. That the situation is serious cannot be denied, having in view the possibility of some hundreds of thousands of employes being thrown idle, but there is, fortunately, a ray of sunshine in the latest report to hand, that every endeavor is being made to avoid the possibility of a lock-out.

Lock-Out Hurts Business.

On the northeast coast and particularly in Newcastle, talking machine sales have received a slight set-back by reason of the shipyard lock-out, involving the unemployment of a large number of skilled artisans and others. At the time of writing an early settlement is not expected. In the midlands good business is being done and the season's prospects are excellent. The chief provincial factors are doing a little desultory advertising, but not to any great extent.

Gramophone Co. Branches Active.

The Gramophone Co. advise me that their stock rooms are now in full swing throughout the country, and the new models on show have won much favor in provincial trade circles. These goods will, however, not be ready for delivery for some time. Amberola and other Edison goods, Zonophones, Columbia, Pathe, Twin and Becca products would seem to be selling well in Manchester, Liverpool, Leeds, Birmingham and other centers.

A Change in Management.

The old established talking machine business carried on by K. Wagenhaus in Stretford Road, Manchester, has been taken over by Christian Duwe, one of the enterprising factors of that city.

Heavy Demand for "Cinch" Machines.

In all my reports particular mention is made of the extraordinary demand for the "Cinch," the

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.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR
in U. S. A. to their sole representatives

OLIVER DITSON CO.
150 Tremont Street BOSTON
NEW YORK and PHILADELPHIA

FROM OUR LONDON HEADQUARTERS—(Continued.)

new Zonophone hornless machine. It is selling in such large quantities that the company are simply unable to keep deliveries ahead, despite day and night work at their huge factory.

Prospects Bright in Wales and Ireland.

Trade prospects for the season are particularly bright in Wales, and now that the miners have settled their difficulties, business is progressive all the time. Columbia, Zonophone and Edison goods are selling well.

Over the water trade in the Emerald Isle shows signs of a satisfactory awakening. Business is steadily improving, especially in the products of Messrs. Pathe Frere's, which is obviously the result of their talking machine concerts, given in the principal towns under the direction of Butler & Sons, of Dublin.

T. Edens Osborne in Evidence.

In the Belfast papers Thos. Edens Osborne I notice is continuing his chatty little advertising talks. Gramophone and Edison sales are in consequence developing rapidly and Mr. Osborne anticipates a real good season.

THE COLUMBIA IN AUSTRALIA.

L. Taylor, of Craven, Taylor & Co., Prominent importers of Sidney, N. S. W., During Visit to This Country, States That His House Does Large Business in American Products—Confers with Columbia Phonograph Co.—Places Orders for Prompt Shipment—Entertained at Dinner.

Among the distinguished trade visitors from abroad the past month was L. Taylor, of Messrs. Craven, Taylor & Co., the prominent importers, with headquarters in the Hopkins Buildings, Spring Street, Sydney. Mr. Taylor's house handles American products with great success throughout Australasia, and apart from placing

some big orders with American manufacturers he journeyed to this country largely for the purpose of conferring with the Columbia Phonograph Co. relative to representing their products throughout Australia. He was successful in his negotiations, and hereafter Craven, Taylor & Co. will act as sole agents in Australia and New Zealand for the Columbia Phonograph Co., General.

In this connection E. D. Easton, president of the company, has issued the following circular addressed to Australian dealers:

"In order to secure you the very best of service, we have made arrangements whereby Messrs. Craven, Taylor & Co., brokers of Sydney, become our sole representatives for Australasia and New Zealand. They will trade as the Columbia Phonograph Co.

"We know that local representation such as this, with complete stocks of Columbia disc and cylinder machines and records, will enable you to do a larger and more profitable Columbia business.

"Mr. Taylor is now in New York arranging for the prompt shipment of all goods necessary to enable them to fill orders without delay. They are planning for a particularly large stock of disc machines and double-disc records. The immense popularity of this type of machine and records in the United States will undoubtedly be duplicated in Australia. There is more money and a better class of business to be had with disc than cylinders.

"Our line of Grafonolas—hornless disc machines—has opened a vast new field. There isn't a home in Australia which has a piano but should have a Grafonola also. Push your sales of Grafonolas. People who are interested in them have good money to spend, not only for the machine but lots more for the high-priced records, such as our new series Grand Opera records.

"If you have observed the trade publications of the United States during the past few months you

already know that the four types of Grafonolas and the new Grand Opera records have completely revolutionized the talking machine business.

"This splendid series was only recently made. The records include the most famous solo, duet, trio, quartette and sextette passages in all opera, sung by artists of the highest rank. In surface tone and artistic rendition, by both the artist and the accompanying orchestra, they have never been approached by any records made up to the present time.

"These records and Grafonolas represent a distinct advance in the talking machine art. You should make yourself acquainted with them at once. Special descriptive booklets can be had for the asking.

"We thank you for the patronage you have given us in the past and ask that you continue it in greater measure with new representatives."

On Monday evening, September 26, Mr. Taylor was entertained at dinner by Geo. W. Lyle and Edward N. Burns, of the Columbia Phonograph Co., at one of our leading hostelrys prior to his departure for Europe on the "Lusitania" on the following Wednesday. After visiting London, Paris and Berlin Mr. Taylor will leave for his home in the Antipodes.

BEST METHODS OF PUBLICITY.

Man Succeeds Only When He Is Entirely Wrapped Up in Business—Half-Hearted Interest Combined with Advertising Will Not Accomplish the Result.

A man succeeds not because he advertises his business, but because he lives it; because he eats it, sleeps it, dreams it, builds air castles about it.

The man who never builds air castles never builds castles of any kind.

The great motive power of any business is the strenuous personal faith of the man back of it.

Put your name to the front; your own personality. This is a tremendous force in advertising. People like to know individuals. They like to feel that they are being served by men; not simply getting their goods out of the hopper of a treadmill. And if people have any kicking to do—and the American people enjoy kicking—they prefer to kick individuals. It is mighty unsatisfactory, for instance, to kick an express company or a railroad, or Brown, Smith & Co. One can't hit the bull's eye.

Breathe the breath of life into your advertisements. It is safe to say that nine out of every ten advertisements which we see are as dead as Egyptian mummies. They are beautifully decorated; twined around with fine linen; draped and boxed for burial. They have eyes and nose and mouth, but they neither see nor speak. Their faces are either made of putty or are chiseled out of beautiful marble. There is no throbbing pulse, as Seymour Eaton in Printer's Ink.

Advertising isn't grammar; it isn't pictures; it isn't type; it isn't top of page position. It is something far more real than these things. These are merely accessories. Advertising is making the proper telepathic connection between you and the customer. It is the art of making the type speak.

SMILING.

When the weather suits you not,
Try smiling.

When your coffee isn't hot,
Try smiling.

When your neighbor don't do right
Or your relatives all fight,
Sure it's hard, but then you might
Try smiling.

But it cannot make them worse—
Just smiling.

And it seems to help your case,
Brightens up a gloomy place;

Then it sort of rests your face—
Just smiling. —Exchange.

A MONEY-MAKER FOR THE TRADE**L'IMPRIMEUR DE CARTES**

est une machine automatique, fonctionnant par des pièces de monnaie, qui imprime votre nom sur des cartes de visite. Elle est fabriquée en deux modèles—l'un de cinq centimes qui imprime, cinq cartes pour cinq centimes, et l'autre de dix centimes qui imprime douze cartes pour dix centimes. Elle est construite aussi pour le fonctionnement avec la monnaie étrangère.

Le travail est de la première classe dans tous les détails.

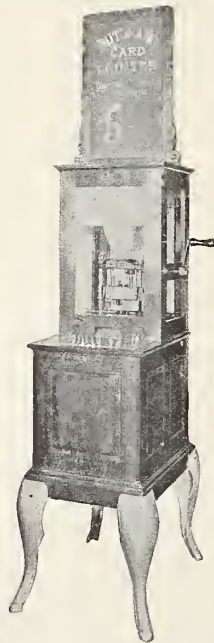
TOUTE MACHINE EST GARANTIE POUR UN AN

Ce n'est pas une nouveauté non-éprouvée, mais une machine pourvoyant aux besoins publics.

Elle rapporte net de Soutes les dépenses 100% par an.

PRIX, \$250.00

Références et attestations seront fournies sur demande.

**Se Solicitan Agentes PARA La Maquina de Imprimir Tarjetas**

Esta es una máquina automática y accionada por monedas. Imprime nombres en las tarjetas de visita. Se construye de dos estilos corrientes la máquina de cinco centavos imprime cinco tarjetas por cinco centavos, y la de diez centavos, doce tarjetas por diez centavos. También se construyen para el uso con monedas de cualquier país.

La mano de obra es de primer orden por todos conceptos.

TODAS LAS MAQUINAS SE GERANTIZAN PLENAMENTE PAR UN ANO

No son una novedad sin probar, sino una máquina que llena una necesidad pública.

Produce una utilidad de 100% al año.

PRECIO, \$250.00 ORO

Pidaare referencias y certificaciones.

The Card Printer is an automatic coin-controlled device that prints your name on five cards for one cent or 12 cards for five cents. It is built in two styles. The five-cent machines are intended for the better class hotels, department stores, etc. The workmanship is of the highest class in every detail. The case is of quartered oak and the works are nickel-plated and enameled.

It is more popular to-day than when first put on the market.

It has stood the test of public use and abuse for over four years. It is not an untried novelty, but a machine supplying a public want.

In order to maintain the reputation of the Card Printer, insure its accurate operation and guarantee a uniform quality of card, it is required that all paper and ink be purchased of The Card Printer Co.

Patents pending and allowed in the United States and foreign countries. **PRICE, \$250.**

Price of paper rolls, 10 rolls, \$20, net. 50 rolls, \$75, net.

Write for Terms and Full Particulars. Manufactured by

THE CARD PRINTER COMPANY 79 East 130th Street
NEW YORK CITY

NEW RECORD EXCHANGE PLAN

Formulated by the National Phonograph Co.
Sure to Prove Popular.

What will undoubtedly prove a most acceptable substitute for the present two-for-one record exchange plan, adopted as a temporary substitute for the original arrangement on June 17, 1910, and which was the subject for considerable discussion at the convention of the National Association of Talking Machine Jobbers last July, was introduced to the Edison trade on September 15, 1910. Accompanying the sales department bulletin outlining the new proposition was a letter from Frank L. Dyer, president of the National Phonograph Co., which gives a concise history of the reasons leading up to the abolition of the old and the adoption of the new plan, and appears below.

A careful analysis of the new exchange proposition will prove that it is admirably conceived to work to the common interest of all concerned—manufacturer, jobber, dealer and public. It gives the public a chance to return worn or undesirable records; permits the trade to work off its surplus of slow sellers; revives the interest of machine owners and makes them steady customers for the new product and saves the manufacturers the heavy losses which they were compelled to bear under a plan which proved unsatisfactory generally. The salient points in part are as follows:

The two-for-one plan now in effect terminates December 31, 1910. The list of 500 standard records used to inaugurate the plan comprises the slowest selling but by no means the least desirable numbers in the Edison catalog.

Dealers are authorized to sell any records from this list at the regular price of 35 cents each and accept in payment 20 cents in cash and any two used records. Any used records, irrespective of type, may be accepted—except such numbers as appear in this list.

In case of question as to count or eligibility of any of the records returned for credit the decision of the jobber is final. Moreover, if all the

terms, conditions and stipulations contained in the proposition are not fully agreed to and carried out by the dealer, the jobber has the right to reject any and all records returned.

The records contained in this list of 500 are not returnable under the present two-for-one exchange. As a further plan for disposing of records shown on the special list of 500, dealers are permitted to present to the owner of an Edison phonograph who induces a sale of an Edison phonograph, any nine records from this special list in lieu of six special Amberol under the conditions outlined in the National Phonograph Co.'s promotion plan.

Special literature, a catalog containing the 500 records, etc., will be in the hands of jobbers shortly after October 1. The proposition has not yet been extended to the Canadian trade.

PRESIDENT DYER'S LETTER.

"To the United States Trade:

"The exchange proposition on two minute records, heretofore in force and which was modified by our circular letter of June 17, 1910, was found to be impracticable because of the enormous losses forced upon us in carrying it out. To a much smaller degree, losses were also incurred by jobbers and dealers owing to the tying up of capital and the cost of packing and transportation. Furthermore, the plan of the old exchange proposition permitted the trade to order records indiscriminately and in unlimited quantities, for the reason that those remaining unsold could be eventually returned for full credit when cut out, which was practically equivalent to a consignment business. It is not necessary for us to say that such a result was never contemplated when this exchange proposition was originally put into effect. The old method also involved the destruction of an enormous number of absolutely new records which it would be most desirable to get into the hands of the public, if possible.

"The modified exchange proposition, as outlined in our circular letter of June 17, 1910, was intended as a temporary or compromise arrange-

ment, which was to remain in effect only until some definite and comprehensive plan could be devised. We, therefore, take this occasion to notify the trade that this exchange proposition on the two-for-one basis will be terminated Dec. 31, 1910, and to urge upon dealers the necessity of returning before that date any cut-out records on list heretofore issued. At this time, we also wish to express to the trade our thanks for the fair and loyal manner in which our circular of June 17, 1910, was received.

"We have now evolved a new plan, effective Sept. 15, 1910, which, if successful, will take the place of an exchange proposition. The plan as described is the result of many discussions with jobbers and dealers throughout the country, and we believe that if thoroughly understood by the trade it will meet a hearty reception from them all. The following are the principal advantages of the plan:

"First—The losses heretofore forced upon the factory will be eliminated. This is not entirely one-sided, because jobbers and dealers who are familiar with the methods of the National Phonograph Co. know that as the factory prospers, corresponding advantages are extended to the trade.

"Second—Instead of cutting out a certain number of records from our catalogue, as heretofore, we have selected 500 records (see list enclosed), which will be included in a special catalogue to be issued as soon as possible, with the understanding that all records in this special list will be removed from the regular catalogue and the manufacture thereof discontinued one year from the date the special list is issued, or September, 1911. These records, instead of being returned to us on an exchange proposition and absolutely destroyed, are, under this new plan, disposed of to the public under an arrangement whereby, if two old records are returned, an allowance of 15 cents for both will be permitted against the purchase of one new record from the special list at 35 cents, making the cash expenditure to the customer 20 cents.

The Newest Development
All have striven for but never attained it—until the issue of the new
EDISON BELL

VELVET
Gramophone

Fine and smooth
as velvet.

Free from all
grashy or grind
sounds.



FACE
Records

Not a single click
or crackling sound
from the first to the
last recorded note.

THE ONLY—PURE MUSIC—RECORD

Its fine close cut velvety lines contain 10% to 20% more music than is on any other manufacture of gramophone type record.

It is a Double side Record Price 3/—and the first catalogue is now ready—not extensive now, but will be constantly added to. *Send for a copy.*

THEY ARE ALL GEMS

J. E. HOUGH, Ltd., Edison Bell Works

Glenjall Road, London, S. E.

"Third—We are informed that there are thousands of phonographs at present in the hands of owners that are not being operated, because their owners have such large stocks of records at their homes that they do not feel that more money should be invested in new records, or the old records are not played because they are worn or their owners are tired of them. Under this new plan, every time a phonograph user buys a record from the special list, he may return two of his old records, for which he receives 15 cents credit, and in this way his stock of old records will be reduced, a stock of new records will be gradually built up, and his interest in the phonograph revived.

"Fourth—By bringing old customers into the stores of jobbers and dealers under the present plan, they can be interested in the new Edison products, such as the combination phonograph and attachments, the Amberol record, the Cygnet horn and the Amberola, and in this way the dealers' lists of active customers will be increased.

"Fifth—Under this plan, dealers will be able to reduce their stocks of slow selling records (heretofore handled through cut-out lists) not only without loss to them, but at an actual profit.

"As a further plan for reducing stocks of slow selling records contained in the special list, we have also decided to permit jobbers and dealers to present nine two-minute records from this special list in lieu of six special Amberol records as a bonus to any owner of an Edison phonograph effecting the sale of a new Edison phonograph.

"We might say, in conclusion, that it is an admitted fact that the reason why many stock records are slow sellers is not because of any inferiority of the records themselves, but solely because adequate efforts are not made by the trade to sell them, most of their efforts being apparently directed to the sale of current or new records, and we believe that this plan, properly circularized with special printed matter, which we will furnish, will cause a revival of the sale of these particular records and that they will give equally good satisfaction to the user of the latest ones.

L. A. CUMMINS ADVANCE AGENT.

Well-Known Traveler for the Aeolian Co., St. Louis, Keeps His Trade Posted As to When He Will Call on Them—Bears Reputation as a Hustler and Deserves It.

L. A. Cummins, wholesale traveler for the talking machine department of the Aeolian Co. in St.

the St. Louis Talking Machine Co., in which position he continues with the Aeolian Co., successors to the St. Louis Talking Machine Co.

Mr. Cummins enjoys an enviable reputation as a hustler and a hard man to compete with in his territory. He claims the record in the Middle West for creating more new dealers than any of his competitors. His faith in the Victor and in the future of the business generally is unbounded.

DEAR SIR:
Cummins is coming
on or about

St. Louis _____ 19____
_____ 19____



MOTTO:
No order too large or too small to receive my personal attention.



HIS MASTER'S VOICE.

L. A. Cummins

L. A. CUMMINS' NOVEL ADVANCE CARD.

Louis, Mo., believes that an advance agent is just as useful to a salesman as to a theatrical company, hence he covers the route ahead of time with the post cards similar to the one here illustrated.

They say that Mr. Cummins has been in the talking machine business for nine years and for the past four has been the traveling representative of

A LIVE TOLEDO CONCERN.

The Toledo Equipment Co., Toledo, O., are carrying on a lively campaign in their territory in the interests of the Edison and Victor lines of talking machines and records, making a special feature of the new Edison record exchange proposition.

BEKA RECORD

THE BEST DISC IN THE WORLD

The Largest and Most Comprehensive Repertoire in:

- | | | | | | |
|---------|------------|----------|------------|------------|-----------------|
| German | Spanish | Swedish | Chinese: | Japanese | Hindustanee: |
| English | Portuguese | Croatian | Swatow | Siamese | Urdu |
| Welsh | Hungarian | Bohemian | Guakau | Abyssinian | Marathi |
| French | Dutch | Grecian | Pekinese | Tamil | Gujarathi |
| Italian | Danish | Arabian | Shansnese | Malayan | Hindi |
| Russian | Jewish | Turkish | Kiangnanes | Burmese | Tarel, and 15 |
| Polish | Roumanian | | Cantonese | | other dialects. |

REPertoire ALWAYS UP-TO-DATE

BEKAPHONE

THE BEST AND MOST POPULAR MACHINE

For catalogs, terms, etc., apply to

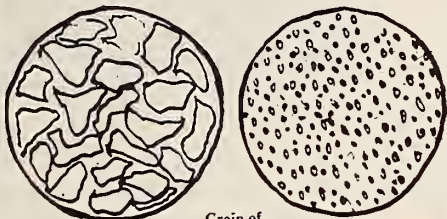
**BEKA RECORD Limited, 35-6 BOUCHESTRASSE, BERLIN, S. O. 36
77 CITY ROAD, LONDON, E. C.**

Sole Agents for Beka Records for British India, Ceylon and Burma.

**THE TALKING MACHINE AND INDIAN RECORD COMPANY
HOMEJI STREET, CIRCLE, FORT, BOMBAY**

Don't Buy Needles That Damage

Records



Bad Needles

Condor 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 *Condor 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

WITH THE TRADE IN THE "HUB."

Jobber Sending Dealer's Literature to Retail Customer Causes Misunderstanding—Wholesale Business Excellent—Retail Only Fair—H. F. Miller & Sons Co., Move Victor Department—The Linscott Sporting Goods Co.—Succeeds Boston Cycle & Sundry Co.—Good Columbia Co. Report—A Big Shipment—The News of the Month.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 6, 1910.

When making a social call recently the subject of talking machines came up, and after a brief discussion my host made the startling statement that he was "in right" and that he was going to get the dealer's discount on the machine he expected to purchase. It seems that he had in his possession a dealer's discount sheet, dealer's agreement blanks and all other data for the inauguration of a new dealer and was congratulating himself on his good luck. The writer asked how he happened to get that literature and he said: "Sometime ago I sent a postal card to the home office of a talking machine company, merely saying, 'Please send me a catalog and oblige.' They answered, saying they had referred it to a house in Boston for attention. Shortly thereafter I received a letter from the Boston company, saying they had forwarded catalog, dealer's discount and contract and would be pleased to have my order. In this letter they forgot to enclose the discount sheet, and this I received the next day with an apology for omitting it. I thought that was a new way of getting business and assumed that every one got the same offer."

This party lived within ten miles of Boston, and no doubt it was through error that the wholesale price was sent him, but it shows what a lot of trouble might be caused if these were sent out even occasionally. A personal call on nearby inquiries would obviate this, with extreme care when sending out advertising literature.

Trade in Boston at this writing is peculiar. Wholesale business is very good, while retail trade is but fair. The latter is due to the extremely hot weather and the backward season for the return of city people from their country homes. Wholesale trade, of course, goes all over the States, and in many of the smaller cities the dealers' retail business is brisk. In retail circles the higher-priced machines lead the sales sheets, as the demand for that class of talkers is steadily growing.

Henry F. Miller & Sons Piano Co. have moved their Victor department to the second floor of their warerooms, where enlarged facilities will enable them to feature this business prominently. Green is the color scheme for the decorations, even the record envelopes being green, which gives the rooms a most artistic appearance. C. Alfred Wagner, manager, is outlining a campaign that ought to make a rapid sales growth for this department.

There's a cordial invitation to the dealers of New England, appearing elsewhere in this paper, given by the Linscott Sporting Goods Co. to visit the Edison exhibit at Mechanics Building. But fifteen days more are available to witness one of the greatest Edison displays ever made, and it would be worth while for every dealer to see it. Manager Charles R. Cooper will meet guests at the trains, at the company's headquarters, 48 Hanover Street, or at Mechanics Building.

Linscott Sporting Goods Co. is the new name of the Boston Cycle & Sundry Co. The latter name is familiar to the entire trade of the country, and it will only be a little while before the new name—Linscott Sporting Goods Co.—will be as well known. The company reports a very satisfactory opening of the fall season.

Under the able directing of Harry Bennett, their new manager, the talking machine business of the Henry Siegel Co. is making rapid strides. They feature Columbia goods. Mr. Bennett is quite an artist, judging from the paintings that adorn the walls of his department.

Arthur C. Erisman, manager of the Boston headquarters of the Columbia Phonograph Co., gave out a most encouraging report of Columbia sales for September, saying: "The past month's business exceeded the September of 1909 by 60 per cent." Nearly a doubling of Columbia trade, and it's certainly an excellent testimonial of Mr. Erisman's business building ability. He adds: "My honest opinion of the Columbia outlook for this year is it will be the largest it has ever known in the city of Boston, and by letters from our general manager I have every reason to believe it will be the same all over the country."

The Columbia company have just completed the mailing of their new grand opera record brochure to their local mailing list, the number sent out being in the five figures class. It is a beautiful example of the printer's art, with front cover embossed in gold and black.

Frank E. Flightner is the new Columbia wholesale representative covering the territory of Vermont.

Sixty-seven boxes and eleven crates of Columbia talking machine goods were shipped recently to the Chas. F. Wing Co., New Bedford, on one order, which shows the way this company intends to push the exclusive Columbia agency. G. F. Kasmire is the manager of this department.

Theo. Barr, press agent of the Boston Opera House, was so pleased with his Columbia library table that he bought another one and sent it to his brother at Budapest. Mr. Barr says that talk-

FOREIGN PATENT RIGHTS FOR THE RESONATOR

Will Be Sold Outright or Operated
On a Company Basis.

The Resonator Is The Last Word In
Talking-Machine Reproduction.

All Wood and Compact.

Based On Scientific Principles Of
The Sound-Board.

Wonderful Success In The United
States.

Illustrated on Page 47

For Full Information Address

L. P. Valiquet

25 North 16th Street

Last Orange, New Jersey, U. S. A.



MR. RECORDER, do you know my WAX "P,"

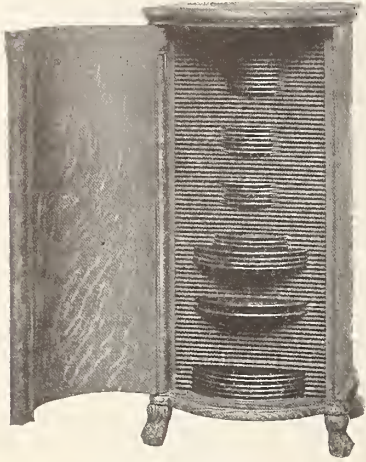
the best existing recording material for Berliner- (Gramophone-) cut? If not, write for free sample to

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

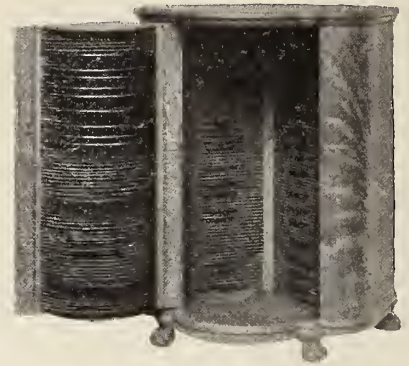
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph



No. 782 OPEN



No. 785 OPEN - For all makes of Cylinder Records



No. 786 OPEN

The Finest Record Cabinets on the Market —And You'll Find They Sell the Easiest!

The Salter line of Talking Machine Record Cabinets excel all others. During the past two years, so great has been the demand for these cabinets, our factory has worked overtime almost continuously.

Salter Cabinets have a patent interior arrangement which stands in a class by itself. No other cabinets are so neat or so nicely arranged.

The interior of Salter Disc Cabinets have an individual compartment for each record. The wood shelves are lined with soft green felt, and it is impossible for the record to become scratched or otherwise damaged.

Each shelf or record has a number. By referring to the corresponding number on the card index attached to the door, any record in the cabinet can be named or located instantly.

The Disc Records lie flat on the shelves, they cannot become bent or warped. These cabinets are artistic in design and are handsomely finished in any desired color. They are made right, look right, and in comparison with any others, sell almost on sight!

The Salter Cylinder Record Cabinets are so arranged as to hold the records in their original carton boxes, if desired. This has the advantage of protecting them from dust, or from breakage in handling.

When preferred, the cabinets can be arranged so as to place the records on pegs, in the old way.

Every Salter Cabinet, of whatever style, is finished handsomely. The natural beauty of the wood is enhanced by perfect finishing, and the designs of the cabinets are pleasing, artistic and original.

We pack the cabinets for shipment in such a way that breakage is almost absolutely prevented. Your cabinets reach you safely, in good condition to display and sell.

Every one of your customers has need for a Record Cabinet. Our line comprises all styles, and has cabinets at all prices!

Our latest catalogue will be mailed promptly on receipt of your request.

Write for it to-day.

Salter Manufacturing Company

337-343 N. Oakley Ave.

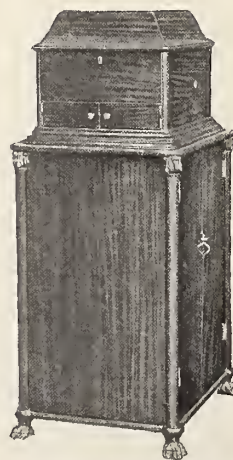
CHICAGO, ILL.



No. 782 CLOSED



No. 777 OPEN—for Victor No. 11 and 12 Machines or Columbia Elite



No. 777 CLOSED



No. 786 CLOSED

Columbia Double-Disc Records!
Double-Discs, double value, double wear,
double everything except price!



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

ing machines have done more to promote grand opera than grand opera itself.

Wm. D. Blossfield is the energetic manager of the Victor department of M. Steinert & Sons Co., Providence, R. I., and they are doing an excellent business there. Two new demonstration booths are being built and plans are in process for a brisk fall.

The M. Steinert & Sons Co.'s talking machine headquarters in Lowell are ably pushing Victor goods in that territory. J. H. Caldwell is the local manager.

E. F. Taft, general manager of the Eastern Talking Machine Co., is very optimistic at this season's possibilities and is making every preparation for a heavy business. No one follows the subject of business conditions more closely than Mr. Taft, and when he predicts a good season he has basic reasons for his faith.

The new Victor record cabinet of the Eastern company has been built and it has a capacity of 120,000 records. It resembles a miniature Congressional Library, and the company claims it is one of the largest, if not the largest, library in the country.

Here is an illustration of their quick service: An order was received from a New England dealer at 5 o'clock. It was loaded on the team at 5:20, and at 5:25 the dealer received a 'phone call saying the order was on the way. The phrase "going some" is an apt one for this case.

The management will tender a dinner to the members of E. T. M. Associates at their next meeting.

Herewith appears a photograph of the company's Victrola and Amberola room. Although not evident in the picture, every style of those machines is on exhibition.

At the Outlet Co., Providence, R. I., is a big talking machine department that is managed by two versatile talking machine men, Messrs. Viel and Wonderlitz. The Outlet Co. operate one of the largest stores in Providence, and the talking machine end is surely conducted in an up-to-date manner.

F. S. Boyd, manager of the Iver Johnson Co.'s talking machine department, reports a large business on Edison machines with the new reproducers and Music Master horns.

The destinies of the Shepard Co.'s talking machine department at Providence, R. I., are ruled by Manager Baldwin, who has a neat display room.

Blue is a suitable color to display the products of the long-established talking machine needle house of W. H. Bagshaw, Lowell, Mass., as it is a needle concern to deserve the blue ribbon. The nearest to it in this issue is their Blue Supplement, which in every way represents the strength and dignity of the house, the officers and of their needle output, the factors of quality and number duly considered.

Two Providence, R. I., piano houses to handle talking machines are the Meiklejohn Co., with the Victor and Columbia lines, and the Kelley Piano Co., who recently put in the Victor representation.

CHANGES IN EXECUTIVE STAFF.

Several changes were made last week in the executive staff and offices of the Columbia Phonograph Co., General, New York. C. W. Woodrop, formerly the business manager of the recording laboratory, was elected assistant treasurer and secretary, and is now filling that office. He entered the service of the company about a year

ago, taking charge of the collection department, and subsequently going to the laboratory. Mr. Woodrop will also fill the same position for the American Graphophone Co., and is occupying the office formerly used by the wholesale department, Mr. Yerkes going into the room recently used by E. A. Rockwood, and overlooking the East River and Brooklyn Bridge. Marion Dorian, auditor of the company, will be in the same office with Mr. Yerkes. Merwin E. Lyle takes Mr. Woodrop's place at the laboratory.

BONCI IN CONCERT.

Columbia Clientele Notified So That He May Be Featured Wherever He Appears.

The Columbia Phonograph Co., General, have notified their clientele that commencing with November 17, in Brooklyn, N. Y., Bonci, the famous grand opera tenor, will make a concert tour through the United States and Canada, and which will close February 22 in Columbus, Miss. Their advice to jobbers in this connection follows:

"When he arrives in your city be sure you have a window display which is appropriate, and that you do not lose the value of the publicity he is getting. Sell all the Bonci records you can—display your stock of all Columbia Fonotopia records, and when they are gone order an additional supply, but don't order more than you can sell promptly. In cities in your territory where Bonci appears, where we have a dealer, be sure to have your dealer do some advertising on his own account and put in a good window."

E. H. HICKMAN RETURNS.

(Special to The Talking Machine World.)

Nashville, Tenn., Oct. 10, 1910.

After an absence of two months, E. H. Hickman, manager of the talking machine department of the Phillips & Butteroff Manufacturing Co., of this city, returned to business this morning. He had been ill with a severe attack of typhoid fever and had been traveling around, going as far as Oklahoma City, endeavoring to regain his health and strength, which he says has been finally accomplished.

WANAMAKER TO THE DEALERS.

An important announcement appears elsewhere in this issue from the Wanamaker house which should interest the talking machine trade. There are few dealers who do not know of the extent of the talking machine departments conducted by John Wanamaker in New York and Philadelphia, the prominent feature of which is a most complete stock of both Victor and Edison machines and records. Dealers desiring a quick delivery of goods in their line can be accommodated promptly at this establishment.

The Consolidated Phonograph Record Co., Newark, N. J., having their registered office at 763 Broad street, filed articles of incorporation in the office of the county clerk last week. The authorized capital is \$125,000, of which \$1,000 is paid up.



THE EASTERN TALKING MACHINE CO.'S VICTROLA AND AMBEROLA ROOM.

TRADE IN SOUTHERN CALIFORNIA.

September Trade Very Satisfactory on the Average—Wiley B. Allen Co., Improve Arrangement of Warerooms in Los Angeles—Sherman, Clay & Co., Preparing for Heavy Holiday Business in Victor Goods—Southern California Music Co. Have Record Edison Business During the Summer—Various Other Houses Also Very Active—Expansion Seems to Be the Order of the Day.

(Special to The Talking Machine World.)

Los Angeles, Cal., Sept. 30, 1910.

The later days of September find retail trade not quite as brisk as the first, although the jobbers have seen no lull, which is a splendid indication of confidence on the part of the dealers in a heavy fall and holiday trade. Many of the dealers have improved their trade-handling facilities as well as beautified their departments.

The Wiley B. Allen Co. have added a number of glass-partitioned demonstrating rooms which make their department one of the largest in the city. A very clever system of ventilation is employed, which keeps the various rooms supplied with fresh air and is regulated to suit climatic conditions, either cool or warm. Their Victor business has greatly increased since the new additions have been made. H. H. Clubb, the manager of the department, is justly proud of his effort. Miss Irene Johnston, who was formerly with the Fitzgerald Co., has taken a position with the Wiley B. Allen Co.

Sherman, Clay & Co. are preparing for a great holiday Victor business. The new style Victrolas are receiving much attention from the trade, and it is believed by all that they will soon displace the horn type machines. W. R. J. Campbell, who has been with Sherman, Clay & Co. for many years, has gone on a trip to Dundas, Prince Edward Island, to visit some of his relatives, whom he has not seen for several years.

The Southern California Music Co. have seen the busiest summer yet in Edison goods. The new style Triumph, with model "O" reproducer and Music Master Cygnet horn, is considered by all the largest improvement made in the Edison line for years. The third floor retail department of the Southern California Music Co. has been completely remodeled and now presents a handsome appearance and allows the customers every convenience. Albert D. Wayne, manager, has put into effect some splendid ideas, for which he deserves credit. E. S. Dible has been appointed manager of the talking machine department at

San Diego. The business phonograph department is now employing S. H. Womble, who is meeting with success.

The Columbia Phonograph Co. has shared the busy summer in a very satisfactory manner. The Grafonola Mignon and the new \$17.50 graphophone have been delivered to the trade throughout this section.

S. C. Purser, owner of the talking machine department of S. A. Brown & Co.'s new store, is one of the new dealers who met with great success. Mr. Purser has increased his storeroom already since opening about five months ago, and says he intends to make further additions before the holidays, which speaks well for so young an enterprise.

The Kennedy Phonograph Co., on West Fourth street, formerly the Fiske Phonograph Co., report a very good summer trade. Mr. Kennedy is one of the live Edison dealers of the city.

Irving Andrews, of Andrews & Son, with the Holmes Music Co., Broadway, has extended his recently established department to a considerable extent. Mr. Andrews is a man of splendid standing in the trade, being one of the old-timers and having been connected with several prominent concerns in this city, as well as being a junior partner in the firm of Andrews & Son, of Phoenix, Ariz., prior to his coming to Los Angeles eight years ago.

The Phonograph Record Exchange are doing considerable advertising of various kinds. They are located at 224 South Spring street, room 311.

George P. Austin, of Oxnard, has purchased the Southern California Music Co.'s retail business in that city, where he has managed their store for several years past. This is looked upon by the trade as a very important transaction, as Oxnard is one of the new and rapidly-growing beet sugar towns.

At Fresno, K. H. Nishkian has had a considerable increase in his Edison business. Mr. Nishkian, together with his family, visited Los Angeles for a few weeks during the summer.

F. L. Rochefort, of Holtville, Cal. made a short stay in Los Angeles last month.

The Wiley B. Allen Co., of San Diego, have given their regular recitals as usual through the summer months and have been very successful with them.

The Southern California Music Co. have just completed alterations which gave them a fine new demonstrating room for all sizes of machines. The stocks of small goods and sheet music were closed out entirely and the entire store remodeled. Manager Morse is especially proud of the talking ma-

chine department, which is now as complete as is required for up-to-date business methods. An early advertising campaign for holiday trade has been launched.

The Thearle Music Co. have received a large shipment of Victor goods, which is the first instalment of their holiday stock.

Q. G. Farquharson, traveling representative of the Columbia Phonograph Co., visited San Diego last month, as well as all the other busy sections of this county. Many other prominent people of the trade have visited San Diego, some on business, others for pleasure. Fred Morton, of Sherman, Clay & Co.; F. C. Carnes, Southern California Music Co., Los Angeles; John M. Miller, of Miller-Sterling Co., Phoenix, Ariz., and Irving Andrews, of Andrews & Son, were a few who made their presence known to the trade.

Some of the other prominent persons of the trade who have returned from late vacations are: Chas. S. Ruggles, manager Sherman, Clay & Co., Los Angeles; C. H. Rundel, of Southern California Music Co., who, after a trip to several northern towns, has a better opinion of Southern California than ever. O. A. Lovejoy, Southern California Music Co., in company of Geo. Austin, got the limit in doves on a hunting trip; A. Graham Cook, of George J. Birkel Co., had a fine trip through Yosemite Valley, and W. F. Stidham, with Mrs. Stidham, had a splendid time at the beach.

Many out-of-town callers are reported to have been in Los Angeles lately, among whom are W. C. Hauser, of Dinuba, Cal.; Wm. Berryhill, of the Berryhill Co., Phoenix, Ariz.; Jas. M. Gulley, Sherman, Cal.; W. R. Harper, Ontario, Cal.; O. J. Tullis, Santa Monica, Cal.; George Clark, of Clark Bros., Upland, Cal.

The Pasadena Business College, 346 North Fair-oaks avenue, are using the business phonograph in their business courses.

BLACKMAN CO. BUSY.

Well Satisfied with Manner in Which Fall Trade Has Developed—New Features Help Business—The Blackman Specialties in Demand—Trays, Needles and Brushes Find Great Favor with Trade.

A visit to the store of the Blackman Talking Machine Co., 97 Chambers street, reveals the entire staff from President J. Newcomb Blackman down, putting forth their best efforts to meet the demands for stock from their dealers. According to Mr. Blackman, the present season has opened up in a most satisfactory manner. The various new styles of machines and special propositions of the company designed to stimulate sales have done their work well; and, unless something unexpected happens, the indications are that the present Fall season will be a record one. The dealer, too, must not forget the specialties marketed by the Blackman Co., viz.: the Blackman folding record tray with Rapke label, the Playrite and Mello-tone needles and the Place record brushes for disc and cylinder machines. Regarding these specialties, there is little that can be added to what has already been said in their favor. The Blackman trays may be found on jobbers' and dealers' shelves in all sections of the country. The Place record brushes are in a class by themselves. It is claimed for the needles that they do what their name implies. Further information is always obtainable from the Blackman Talking Machine Co.

Linscott Sporting Goods Co.

(Formerly Boston Cycle & Sundry Co.)

48 HANOVER STREET

BOSTON, MASS.

New England dealers!

Come to Boston and visit the Edison Exhibit as our guests. You will secure a fund of information that will aid you wonderfully in selling Edison machines, thus adding greatly to your profits.

And we'll also show you the magnificent equipment of our establishment—the largest and most complete Edison stock in New England.

Systematized shipping facilities and a knowledge of every express and freight service plus a full stock are the units that have given us the widespread reputation of QUICK SHIPPING.

But two weeks more of the Edison display at Mechanics Building. Come!

Linscott Sporting Goods Co.

(Formerly Boston Cycle & Sundry Co.)

48 HANOVER STREET

BOSTON, MASS.



**PROFIT
FOR
YOU!**

The Hays Stop For Disc Playing, Talking Machines
JUST WHAT YOU'VE BEEN LOOKING FOR
SIMPLE - PRACTICAL - DURABLE
Your Jobber has them or write to List \$1.50 each
The HAYS SPECIALTY CO. Dept. B Cleveland, O.

TRADE IN THE SAINTLY CITY.

Business Shows Steady Improvement—Good Demand for Columbia Co., Goods—Interesting Personal Notes—Some Recent Visitors—Excellent Report Made by Talking Machine Department of the Aeolian Co.—Activities of the Various Other Jobbers and Dealers—Other News of Timely Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 4, 1910.

Trade in the talking machine business for the past month has been improving steadily, and the fall demand is now very good, with every indication of increasing activity.

Manager Walthall, of the Columbia Phonograph Co., reports a nice volume of business for the past month and that the fall trade is good.

He recently furnished one of their Grafonola Regents with a selection of their best records to the Skinner & Kennedy Stationery Co. for the four days of their business show. Thousands of people visited the show and heard this fine machine. Mr. Butterfield, one of their best salesmen, operated the machine and secured a quantity of prospects.

E. S. True, formerly credit manager here for the St. Louis Talking Machine Co., has been appointed manager of the Columbia Phonograph Co. at Louisville, Ky., and left for that point on September 26.

H. T. Boxley, in charge of the collection department of the Columbia Phonograph Co., returned recently from a two weeks' vacation spent at Sedalia, Mo.

Chas. Kauffmann, traveler for this concern, was in town a few days recently and reports a big revival in trade in Illinois on account of the settlement of the coal miners' strike.

Wm. Standke, manager of the Columbia Phonograph Co., Denver, Col., spent a day here recently on his way home.

Mr. Grasby, a member of the firm of the Winnipeg Music Co., Winnipeg, Man. spent a day here recently as the guest of General Manager Lyle and District Manager Fuhri, of the Columbia Phonograph Co. The Winnipeg Music Co. are jobbers of the Columbia in Canada.

Mr. Lyle was accompanied by his son Harold, and he was returning from a five weeks' trip visiting the branch stores of the company in the West. He considers conditions very favorable for a good fall and winter trade.

Reports from the talking machine department of the Aeolian Co. show that more than the usual fall increase in business has been experienced by them during the past month. The retail trade has been exceptionally fine, and now that the majority of their customers have returned from their summer trips, a great demand is being made for the selections that were issued during their absence from the city.

The wholesale Victor department of the Aeolian Co. report that their order files are fast becoming filled with orders from dealers, to be delivered during the months of October, November and December. The dealers are realizing more than ever the fact that the earlier they get their orders in to their jobber the greater the assurance of getting the goods when they want them, and judging from the size of the orders already on file, it is a certainty that "the greatest fall in the history of the Victor business" will be experienced this year.

The Aeolian Co. will, in the very near future, announce to the trade a new line of record cabinets for which they have secured jobber's selling rights.

The repairs and redecorating of the show window of the Aeolian Co. have been completed. The pillars and woodwork have been finished in ivory white, and with handsome portieres to match and the concealed lighting arrangement the effects are most beautiful. The first display in this new window consisted of the Victor "Pryor and Sousa" display and was classed by local window dressing authorities as very beautiful.

H. C. Brown, advertising manager of the Victor Co., spent a few hours in St. Louis recently. L. F. Geissler, general manager, and W. J. Staats, chief accountant, of the Victor Co., were visitors at Aeolian Co. during September.

W. C. Weager, formerly manager of the W. F. Roehr Music Co. in Manhattan, Kan., is now connected with the retail Victor department of the Aeolian Co.

Visiting dealers at Aeolian Hall during the past month were F. Cochran, manager Piggott Music & Novelty Co., Piggott, Ark.; L. Birger, Glen Carbon, Ill.; E. Hagler, East St. Louis, Ill., and W. W. Fisher, Murphysboro, Ill.

The Koerber-Brenner Music Co. report that their business has been good for September and it is improving right along.

W. A. Brenner, secretary of the company, returned October 10 from a two weeks' Northern business trip.

A. M. Page has accepted a position as traveler for this firm and is now on a long trip through the West and Southwest.

The Silverstone Talking Machine Co. reports having a good trade for September, with improving conditions.

D. K. Myers, the Zonophone jobber, reports fair trade for September, with improving signs.

A. J. Robinson, of the talking machine department of the Thiebes Piano Co., states that their September trade has been good. He reports the sale of a number of Victrolas and that he has had quite a few customers who have traded in their pianos in exchange for Victrolas.

C. N. Lenhart, Mattoon, Ill.; M. F. Havlen, East St. Louis, Ill., and J. H. Martin, Red Bud, Ill., were recent Columbia dealers in town.

Practically every man you call lucky because he has succeeded in building up a good business, is lucky because he is observant and energetic. You can be observant and energetic. You can cultivate those qualities even if they are not natural.

C. H. Hawk, Grand Fork, Ill.; W. A. Phipps, Moore & Phipps, Cowden, Ill., and Louis P. De Rousse, Waterloo, Ill., were recent Edison dealers in the city.

J. K. Savage, traveler for the Silverstone Talking Machine Co., returned October 7 from a two weeks' business trip in an auto to northern Missouri.

The Bollman Bros. Piano Co. opened their new Victor talking machine department on September 10. It is located on their first floor and very handsomely equipped. It consists of three very fine sound rooms, arranged in a perfect manner. The manager of this department has not yet been selected.

Miss M. E. Lazarus, formerly with Pope's Piano Co., Little Rock, Ark., has charge of the record department.

The O. K. Houck Piano Co., W. C. Crouse, manager, will soon open a Victor talking machine department.

EDISON AT THE BUSINESS SHOW.

The Edison Business Phonograph Co., Orange, N. J., will have an exhibit at the Business Show which opens at Madison Square Garden Oct. 22-29. Nelson C. Durand, vice-president and general manager, and C. S. Osborne, his assistant, will be on hand to welcome callers.

WHAT JC'SH BILLINGS SAID.

Josh Billings says he "admires a rooster for two things. one is the crow that is in him, and the other the spurs that he has on him to back up his crow." This can be applied to the man. We admire him for the noise that he can make, if he is capable and has the business ability and personality to back up this noise.

HOW DO YOU ORDER DINNER?

You don't order part of your meal in one Restaurant, because they serve that portion to suit you, and the balance in another.

YOU EAT YOUR ENTIRE MEAL IN ONE PLACE

You select a Restaurant that will serve your entire meal to your taste and satisfaction. It is there you give your entire order.

BLACKMAN DOES NOT RUN A RESTAURANT

No; but BLACKMAN fills orders for the particular Dealers and serves them with EDISON and VICTOR goods as they want the order assorted, and the service is the best.

HOW DO YOU ORDER EDISON AND VICTOR GOODS?

Are you ordering EDISON from one jobber and VICTOR from another, waiting for TWO shipments and paying TWO expressages? Stop it.

BE ECONOMICAL—ORDER FROM BLACKMAN

BLACKMAN keeps a FULL LINE of all EDISON and VICTOR goods, therefore SAVES YOU MONEY, for you need only make out ONE order, pay ONE expressage. Send in a trial order NOW and let BLACKMAN take care of your holiday requirements.

There is no worry on BLACKMAN'S part about "MAKING GOOD," and there will be none on your part after a trial, for "Satisfaction at Blackman's costs no more than dissatisfaction elsewhere."

YOURS FOR THE GOODS

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

"THE WHITE BLACKMAN"

97 CHAMBERS STREET

NEW YORK

EVERYTHING FOR EDISON OR VICTOR

ROYAL PATRONS OF LANDAY BROS.

Duke de Montpensier Buys a Victrola and a Supply of Red Seal Records to Accompany Him on His Hunting Trip to India.

Distinguished people are not uncommon visitors at the store of Landay Bros., 400 Fifth avenue, New York. The latest caller was the Duke de Montpensier, a brother of the Queen Mother of Portugal, whose recent sad experiences in connection with the establishment of a republic in that country every newspaper reader is familiar

DEALERS' ASSOCIATION MEETING.

Regular Quarterly Session Held at New Grand Hotel on Wednesday—President Storck Reports on Visit to Factories—Many Matters of Trade Interest Discussed—Next Meeting, November 9, 1910.

The regular quarterly meeting of the Eastern States Talking Machine Dealers' Association was held on Wednesday morning at the New Grand Hotel and, although the attendance was rather slim, owing to the holiday, some matters of great

that the full membership of the association will be in attendance.

It might be stated here that the privilege of joining in the discussions regarding the best methods of conducting a retail talking machine business and the benefits gained therefrom are well worth the cost of membership in the association and the time devoted to attending the meetings.

ANOTHER VICTORY FOR THE VICTOR DOG

Though the fame of the Victor dog has gone around the world, it seems there are other honors coming his way besides the celebrity accruing from being the best known trade-mark. The very much alive specimens of the canine species are now recognizing him as a friend and brother in the most approved dog fashion.

At the entrance of Sol Bloom's place on Fifth avenue, New York, is placed a plaster cast—familiar to the trade—of the Victor dog, so that it appears to be peering around the corner and looking down the street. The other day a lady was strolling up the avenue with a cocky little Pommeranian in leash. As they approached Mr. Bloom's store the Pommeranian spied the Victor dog, and with a bound was up in front of the plaster animal, going through the usual performances, barking furiously and extending the "right hand of fellowship."

The mistress of the Pommeranian, beside herself with laughter, drew away her "own precious darling," but with the utmost difficulty and for a block her pet kept up a series of barks, dancing around energetically in his efforts to get back to the Victor trade-mark, who stood silent and stolid, indifferent to the fussy antics of his brother in the flesh, and on the old job of listening to "His Master's Voice."

VICTOR CO.'S ALPHABETICAL CATALOG.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 3, 1910.

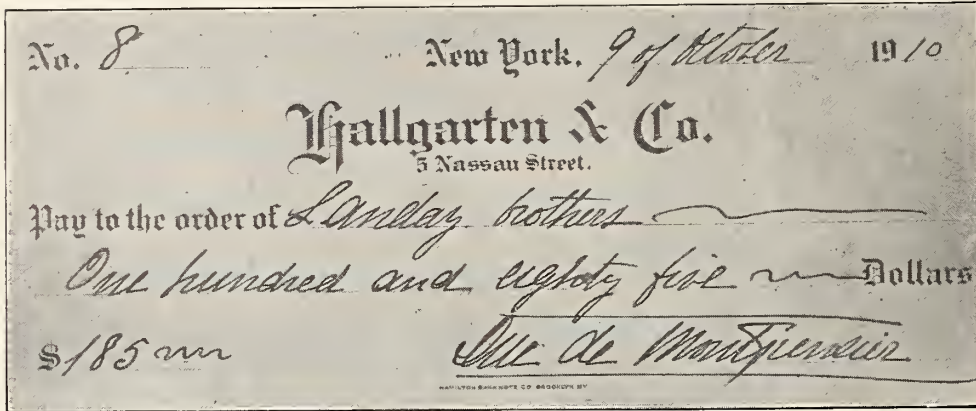
After an unavoidable delay, caused by the manufacturer holding them up for six weeks, the Victor Talking Machine Co., Camden, N. J., has forwarded the trade alphabetical and numerical catalogs, with thumb indices (something new). In connection therewith they say: "While these catalogs are not what we expected they would be, they are the best the manufacturer could turn out, and we assure you that the next ones, coming out November 1, will not only be cut properly, but will reach you within a reasonable date; that is, within a few days of November 1."

Subsequently the company sent out a special supplement for twelve double-faced Bohemian records by the Ceské Trio, z Prahy, the famous Bohemian organization now touring America. These records were specially recorded to meet the growing demand for records of this class, and those who know tell us they are the best Bohemian instrumental records ever issued.

LIGHTNER OFF TO SOUTH AMERICA.

Charles Ferree Lightner, who represents the export department of the Victor Talking Machine Co., Camden, N. J., with headquarters in Buenos Ayres, Argentina, sailed for that part of the world again September 21, on the "Mauretania," of the Cunard line. Mr. Lightner has been home since August 3, and his departure for his foreign field of activity is in the nature of a surprise to many friends in the trade. His journey via Europe expedites reaching his destination by a week or more, going direct or traveling down the coast by the so-called American line that flies the British flag and is owned by European capitalists.

In the export department of the Columbia Phonograph Co., General, Edward N. Burns, general manager, said that Harry L. Marks, of the recording laboratory corps, who has been in Asia co-operating with J. H. Dorian, the Columbia's representative in that part of the world, obtaining Chinese, Japanese and other native records, had sailed from Hong Kong, China. He arrived in New York on October 5.



DUKE DE MONTPENSIER'S CHECK TO LANDAY BROS.

with. The Duke, who was stopping at the Hotel Knickerbocker, is en route to India, via San Francisco, on a hunting expedition, and, desiring to take along something in the form of musical entertainment to while away the tedium of the camp, purchased a Victrola XII, for ease of transportation, and a quantity of Red Seal records.

After sending to Landay Bros. for a Victor catalog from the hotel, the Duke called in person, selected the Victrola and the records, thanked Max Landay for the courtesy with which he had been treated and drew his check, a fac-simile of which is herewith reproduced, for the amount of the purchase. Max is now looking for the uncle of the Chinese Emperor to drop in any day, as the firm are now up on royalty stunts.

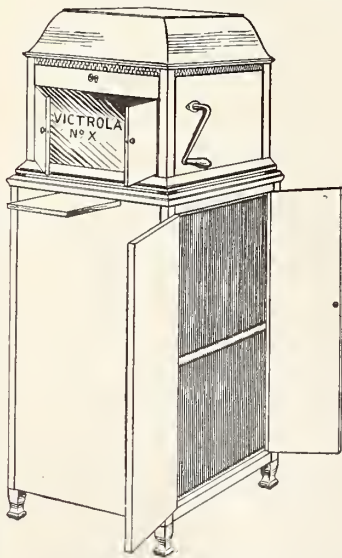
L. C. McChesney, advertising manager of the National Phonograph Co., returned September 21 from a trip to Detroit, Toronto and Montreal. Mr. McChesney speaks enthusiastically of the prospect of trade in Edison goods throughout the Dominion this fall and winter.

interest to the association were discussed at length and settled to the satisfaction of those present. The members were particularly interested in ways and means of providing for a system of relieving the dealer of a large surplus stock of records, which would be favorable to both the dealer and the manufacturer and yet would not inflict heavy loss on either party. Plans now in force or under consideration, while satisfactory in a general way, it was said, were rather confusing to the public and numerous suggestions were made by those present as to means for improvement.

President Storck, of the association, made a report as to what he accomplished upon his recent visits to the plants of the National and Victor Cos., wherein he stated that progress had been made and that the suggestions put forth in accordance with the resolutions passed by the association had received the consideration of the officials of both companies.

Following the final disposal of a number of routine matters, the meeting was adjourned until the second Wednesday in November in the hope

UDELL Cabinets for Victrolas No. 10 and No. 11



CABINET No. 451½

Mahogany or Oak.
Holds 160 12-inch Disc Records. This Cabinet fits New No. X Victrola Box.

No sooner did we hear that The Victor Talking Machine Company had brought out Victrolas Nos. 10 and 11 than we made drawings and photos.

The point we want you to realize is that we have designed our Cabinets to harmonize perfectly with the Victrolas and have put rims around the top of the cabinets in which the Victrola can be set and it looks like one piece. Now Udell Cabinets for Disc Records can be had with 3 kinds of interiors, upright wooden partitions, 6 Discs to the partition; flat wooden shelves, 6 Discs to the division; upright cardboard divisions, 1 Disc to the division. We want you to write us for Blueprints and prices. Of course our line of Cabinets for Disc and Cylinder Records is very complete and you should have illustrations of every Udell Cabinet. This is the harvest time for Cabinet Sales and time spent in pushing Cabinets will result in fine profits.

Write while you read to

THE UDELL WORKS, Indianapolis, Indiana

LANDAY BROS.' NEW WINDOW FRONT.

Arrangements Consummated for Complete Remodeling of Premises, 400 Fifth Avenue.

An entirely new front is to replace the one on the building occupied by Landay Bros., 400 Fifth avenue, New York. The architecture will be of an ornate character, yet along good lines. The interior will also be remodeled, rearranged to suit the business and handsomely refitted and decorated. Plate glass mirrors will line the hallway, and a beautiful stairway, after the style followed in the Cafe de l'Opera restaurant, this city, will be the piece de resistance of the rebuilt establishment. There will be no suspension of business while the changes are being made. At present each demonstrating booth in the place has an individual telephone, so that visitors are at liberty to make calls at their convenience while listening to the records. Other improvements will be added that will further contribute to the comfort and pleasure of customers. The space devoted to the executive offices will also be materially enlarged.

DEATH OF M. M. JOSLYN.

Superintendent of Stamping and Roll Department of Nipponophone Co., Tokyo, Japan, Passes Away in That City—J. C. Prescott, Manager of Company.

After a brief illness, Marshall M. Joslyn, superintendent of the stamping and roll department of the Nipponophone Co., manufacturers of machines and records, Tokyo, Japan, died in the general hospital at Yokohama, September 8, of cerebro-spinal meningitis. He had been stricken only four days and he received the best medical attention, but without avail.

The deceased had been in the employ of the Nipponophone Co. for nearly a year, having come from America for that purpose. He was about thirty-eight years old and is survived by a wife and son at Springfield, Mass. Mr. Joslyn was considered by the directors of his company as one of their most valued employes and his death is felt as a very big loss by them.

The body was cremated and shipped to his home in the United States, previous to which funeral services, according to the Masonic rites, of which order Mr. Joslyn was a member, were held on the day following his death. Mr. Joslyn was formerly in charge of the pressing plant of the American Record Co., defunct, at Springfield, Mass.

J. O. Prescott, also with the same company, as manager of the American Record Co.'s recording laboratory in New York, and one of the clever men of the business, is general manager of the Nipponophone Co., going to Japan a couple of years ago to assume that position.

THE "SIMPLEX" A HIT.

Judging from the manner in which the trade has taken to the "Simplex Needle Box" its success is a foregone conclusion. The S. B. Davega Co., who introduced the "Simplex," say: "Although our new Simplex needle box is now on the market but one month, it has met with a very cordial reception that has entirely exceeded our expectations. Over 90 per cent. of all the dealers to whom it has been shown have placed orders for it, and the orders received on the strength of samples requested in reply to our "ad" in The Talking Machine World are indeed very encouraging. We firmly believe that if the dealers use a little effort they can sell many dozens." Look up the "Simplex" ad in this issue.

The advance sale of the new Victrolas—X, XI and XIV—fully described and adequately illustrated in the September issue of The World, is reported to have more than trebled the original estimates. Since this announcement the distributors have been adding to their orders accordingly. Deliveries are said to be about due.

The Talking Machine Supply Co., 400 Fifth avenue, New York, received this week a shipment of 25,000,000 needles from their German factory. Others will follow to meet the growing demand for this specialty of the company.

O'NEILL WITH DROOP & SONS CO.

Daniel O'Neill, late on the traveling staff of the Victor Talking Machine Co., Camden, N. J., has resigned to take charge of the talking machine department of the E. F. Droop & Sons Co., the leading music house of Washington, D. C.

GREETINGS FOR WESTERNERS.

Sunday night last the Hotel Knickerbocker, New York, witnessed a notable gathering of talking machine men, who called to pay their respects to L. C. Wiswell, manager of the talking machine department of Lyon & Healy, Chicago, and Lawrence H. Lucker, of the Minnesota Phonograph Co., Minneapolis, Minn., who were putting up there. The party included C. H. Wilson, general manager, and F. K. Dolbeer, sales manager, of the National Phonograph Co., Orange, N. J.; C. G. Child, manager of the recording laboratory, and George D. Ornstein, manager of the traveling staff of the Victor Talking Machine Co., Camden,

N. J.; O. A. Gressing, manager of the talking machine department of the Aeolian Co., New York; and Harry Macdonough, of the "talent." It was a pleasant evening all around and everybody present was a good "mixer."

BARKLOW RESIGNS.

B. R. Barklow, who has been with the National Phonograph Co., Orange, N. J., for a number of years, looking after the trade in the metropolitan district, has resigned. It is his intention, however, to stay in the trade, and he will probably "hook up" with the—well, that would be telling trade secrets.

The Aeolian Co., New York, are displaying a fine sample of the Victrola XVI, mahogany, in their beautifully remodeled show windows. It is a striking exhibit, alongside an elegant Weber grand in the same wood.

No one is safe who concludes his work for the unnecessary waste of energy. We should have force enough for what we need.

The Special Wanamaker Jobbing Service for the TALKING MACHINE TRADE

The Wanamaker Stores, by reason of their very large retail delivery, are able to offer unusually prompt service, without cost, to talking machine dealers in their neighborhoods. This includes a very large territory surrounding both the New York and Philadelphia Stores.

Edison Phonographs, Victor Talking Machines, also Records and Supplies, will be sold at wholesale and delivered direct to your place of business by the regular Wanamaker Wagon Service, if within the regular free delivery district of either store.

As contracts are necessary from dealers in Edison or Victor goods, they should be executed with us now, before the Fall business becomes too strenuous. A trial order will illustrate the benefit.

Quick service

No substitution

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JOHN WANAMAKER

Talking Machine Section

Astor Place
NEW YORK

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PHILADELPHIA



Get the
Exclusive
Columbia
Selling Rights



- LINA CAVALIERI**,
the world-famous dramatic soprano,
- CONSTANTINO**,
the celebrated Spanish tenor,
- BRONSKAJA**,
the famous Russian coloratura soprano,
- BONINSEGNA**,
the great Italian soprano,
- MARDONES**,
basso of the Boston Opera Company,
- BLANCHART**,
baritone of La Scala Theatre, Milan,
- BETTINA FREEMAN**,
the noted young American mezzo-soprano,
- CAMPANARI**,
baritone of the Metropolitan Opera,
- DAVID BISPHAM**,
the most distinguished vocal artist America has ever produced,
- DADDI**,
the celebrated operatic buffo tenor,
- TRENTINI**,
soprano of the Manhattan Opera,
- GINA CIAPARELLI**,
soprano of the Metropolitan Opera,
- TAURINO PARVIS**,
operatic tenor,
- MARCEL JOURNET**,
the operatic basso,
- KITTY CHEATHAM**,
interpreter of childhood's moods and songs,
- GEORGE STEHL**,
violin soloist,
- MARSHALL P. LUFISKY**,
flute soloist,
- CARL SCHUETZE**,
solo harpist of the Metropolitan Opera,
- HANS KRONOLD**,
the distinguished New York 'cellist,
- VICTOR SORLIN**,
'cello soloist,
- VESS L. OSSMAN**,
the "banjo king,"
- CHARLES D'ALMAINE**,
violin soloist,
- EMILIO MURILLO**,
the celebrator composer-pianist,
- VINCENT A. BUONO**,
cornetist,
- JULES LEVY**,
cornetist,
- KOCIAN**,
the famous Bohemian violinist,
- CHARLES A. PRINCE**,
conductor of Prince's Band,
- MRS. HOLT**,
contralto,
- INEZ BARBOUR**,
soprano,
- REED MILLER**,
concert tenor,
- MERLE TILLOTSON**,
contralto,
- WILLIAM McDONALD**,
"The Wandering Blacksmith,"
- FRANK COOMBS**,
counter-tenor,
- HENRY BURR**,
the foremost of all popular tenor record singers,
- FRANK C. STANLEY**,
the equally popular baritone,
- HARVEY HINDERMEYER**,
the well-known concert tenor,
- CARROL CLARK**,
singer of plantation melodies,

JOHN YOUNG,
 the prominent New York tenor,
ADA JONES,
 the best-known popular soprano in America,
FREDERICK V. BOWERS,
 the vaudeville baritone,
HARRY TALLY,
 tenor,
COLLINS AND HARLAN,
 the inimitable comedy team,
HARRISON AND ANTHONY,
 whose sacred duets have no equal in recorded music,
GYPSY SMITH,
 the world's greatest evangelist,
ARCHIBALD BROTHERS QUARTETTE,
 the best-balanced organization of its kind,
BERT WILLIAMS,
 the world-famous comedian,
RAYMOND HITCHCOCK,
 whose song-monologues are in a class by themselves,
GRACE LA RUE
 light opera comedienne,
GEORGE LASHWOOD,
 "The Vaudeville Beau Brummel,"
LEW DOCKSTADER,
 the cleverest minstrel in the country,
CAL STEWART,
 the inimitable "Uncle Josh,"
GEORGE P. WATSON,
 singer of yodel songs,
EDGAR L. DAVENPORT,
 dramatic reciter,
ED. MORTON,
 vaudeville baritone,
WALTER VAN BRUNT,
 popular-song tenor,
BILLY MURRAY,
BOB ROBERTS,
ED. M. FAVOR,
ALBERT CAMPBELL,
HARRY FAY,
FRED DUPREZ,
WILL F. DENNY,
BILLY GOLDEN,
JACK CHARMAN,
JOSIE SADLER,
STEVE PORTER,
LEN SPENCER,
ELISE STEVENSON,
SANDY SHAW,
FREDERICK WHEELER,
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CLAUDE CUNNINGHAM,
HORATIA CONNELL,
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W. FRANCIS FIRTH,
FREDERICK MARTIN,
CORINNE MORGAN,
DANIEL and PETER WYPER,
 the well-known English accordion soloists,
JEAN SCHWILLER,
 'cellist
THOMAS MILLS,
 xylophone soloist,
EDWARD F. RUBSAM,
 orchestra bells soloist,
And Many Others!



Most of these
 Columbia
 "headliners"
 are *exclusive*
 Columbia
 artists



GEO. W. LYLE DISCUSSES SITUATION

**Upon Return from Extended Western Trip—
Reports Business Conditions to Be Most Re-
assuring—The Growth of the Columbia Co.
Business—Policy of Exclusive Selling Rights.**

George W. Lyle, general manager of the Columbia Phonograph Co., returned recently from a trip to the Pacific Coast, during which he visited all the principal cities of the country, including Pittsburg, Chicago, Minneapolis, Livingston, Mont.; Spokane, Seattle, Portland, San Francisco, Los Angeles, Salt Lake City, Denver, Kansas City and St. Louis.

In an interview with The World Mr. Lyle said: "Business was most assuring. Pretty good business is general everywhere. The graphophone business is a lot better than pretty good. The confidence of the trade in the future of a high grade instrument is most encouraging, and the prospects were never more promising."

Mr. Lyle stated that the Columbia business so far this season has been remarkable; in fact, even now, so early in the fall, the Columbia output is no less than 90 per cent. ahead of the corresponding period of last year—and with an average of 112 new Columbia dealers stocking up every month, and established dealers confidently re-ordering, a shortage of product may be inevitable a little later on, and the dealer who looks ahead over six weeks should get out his order book. Mr. Lyle said that in spite of increased facilities at the Columbia factories and a large addition to their mechanical force, this possibility of shortage is unavoidable, which means that dealers who delay ordering their middle-winter stock will be right up against it. "Dealers have come to realize," said Mr. Lyle,



GEO. W. LYLE.

"that to work the business thoroughly they must have a complete stock—not necessarily a heavy one—in order to be prepared at least for the business that comes to their doors. I might mention that a good deal of business will walk into Columbia doors this coming season. Our widespread advertising is having a decided influence, and as the

lines will be spread out yet further, it is difficult to estimate the outside limit of the coming increase.

"The working out of the Columbia policy of exclusive selling rights, which forms such a prominent feature of the Columbia trade paper advertising, has been very much before my notice on this trip. Our dealers are most enthusiastic in expressing themselves on this phase of the Columbia policy—especially so in the case of those dealers who have been signed up with us some time.

"They appreciate the fact that the capital and energy they have devoted to working up and developing their territory is secure from the ever-ready claim-jumper. They can go to sleep at night without any thought of waking up in the morning and finding a new competitor opening up with the same line of goods and planning to build on the foundation they have established. Columbia exclusive selling rights are proving more and more a real tangible inducement to responsible business-like dealers. Its endorsement as a Columbia policy has been exactly what we predicted to ourselves and to the trade.

"Outside of the Columbia exclusive selling rights offer, the question before the dealer is just this: Big business is going to be done this season. Is he going to be certain of doing his share by getting his stock in early, or will he take put luck? You can depend on our doing our utmost to take care of our dealers' orders, but there never was a time when promptness in ordering could be made to earn more certain profit."

No man is as stupid as he who is unsuccessful and stubbornly persists in holding to the methods that make him so, refusing to try up-to-date methods because he "does not believe in them."

SAVE 33¹/₃% ON CABINETS

Entire Stock of the Herzog Art Furniture Co. Closed out to Neal, Clark & Neal Co., Buffalo

Dealers can greatly increase their record sales and thus increase their profits by selling each of their customers a cabinet on the \$1 per week plan. Sell cabinet at cost if necessary. Your customers will call weekly to pay and will begin to buy records again because they have a place to put them. Hundreds of dealers are making money this way. Why not you? All cabinets are mahogany finish except No. 724.

Cabinets hold following records: No. 700, 100; No. 701, 96; No. 704, 120; No. 714, 216; No. 718, 252; No. 724, 215; No. 703, 100; No. 702, 120; No. 706, 150; No. 715, 150; No. 719, 150; No. 712, 216; No. 713, 216; No. 717, 252; No. 720, 294; No. 722, 294; No. 708, 150; No. 707, 150.

 No. 700. Dealers, \$7.25 Per 10.. 4.83 " 5.. 5.25 " 2.. 5.80	 No. 703. Dealers, \$7.25 Per 10.. 4.83 " 5.. 5.25 " 2.. 5.80	 No. 702. Dealers, \$8.75 Per 10.. 5.83 " 5.. 6.37 " 2.. 7.00	 No. 704. Dealers, \$8.75 Per 10.. 5.83 " 5.. 6.37 " 2.. 7.00	 No. 706. Dealers, \$10.00 Per 10.. 6.67 " 5.. 7.25 " 2.. 8.00	 No. 708. Dealers, \$10.00 Per 10.. 6.67 " 5.. 7.25 " 2.. 8.00	 No. 707. Dealers, \$15.75 Per 10.. 9.17 " 5.. 9.97 " 1.. 11.00	 No. 715. Dealers, \$12.50 Per 10.. 8.33 " 5.. 9.06 " 1.. 10.00
 No. 713. Dealers, \$17.00 Per 10.. 11.33 " 5.. 12.33 " 1.. 13.60	 No. 714. Dealers, \$13.00 Per 10.. 8.67 " 5.. 9.43 " 1.. 10.40	 No. 716. Dealers, \$14.00 Per 10.. 9.33 " 5.. 10.25 " 1.. 11.20	 No. 724. Dealers, \$23.50 Per 5.. \$17.04 Per 10.. 15.67 " 1.. 18.80	 No. 717. Dealers, \$20.75 Per 10.. 13.83 " 5.. 15.04 " 1.. 16.60	 No. 718. Dealers, \$15.50 Per 10.. 10.33 " 5.. 11.24 " 1.. 12.40	 No. 701. Dealers, \$5.50 Per 10.. 3.67 " 5.. 3.98 " 2.. 4.40	
 No. 720. Dealers, \$18.00 Per 10.. 12.00 " 5.. 13.05 " 1.. 14.40	 No. 712. Dealers, \$12.25 Per 10.. 8.16 " 5.. 8.90 " 1.. 9.80	 No. 722. Dealers, \$15.00 Per 10.. 13.00 " 5.. 14.14 " 1.. 15.60	 No. 719. Dealers, \$15.00 Per 10.. 10.00 " 5.. 10.87 " 1.. 12.00				

Neal, Clark & Neal Co.

643-645 Main St., BUFFALO, N.Y., 632-634-636 Washington St.

EDISON and VICTOR JOBBERS

TIMELY TALKS ON TIMELY TOPICS

Another leading—in fact, one of the most prominent—piano firms in New York City may shortly follow the excellent example of the Aeolian Co. and put in a line of talking machines. The matter has doubtless been seriously considered for some time and has about reached that stage where the salesman of the manufacturer of the records and machines in question has his fountain pen in hand ready to write the order. When it is entered it will represent a good round sum, and the gentleman who landed the prize may be warmly congratulated on his finesse and success as a gilt-edge crackjack in his line.

This house is especially favorable in their location, and when a sample of the talking machine company's high-price line is displayed in the window it will compare very handsomely with the choice products of the piano maker's art standing alongside. It may also be added that just what

For Sale Quick at a Bargain.

Three Universal Edison Business Phonographs, 1 Spring motor Edison Business Phonograph, 1 Edison hand-power shaving machine. All have been used for demonstrating purposes except spring motor machine. Address "W. M. G.," care Talking Machine World, 1 Madison avenue, New York.

Will Exchange.

300 Amberol Records, 1,900 2-minute Edison Records; no cut-outs; 900 single Disc Victor Records; one Edison Triumph Machine; 4 Edison Home Machines. The lot or half of the lot for exchange on any type of Victor machines for Victor 1 to Victrola XVI, or Aux-e-to-phone direct current, or willing to exchange same lot for any of the late types of Columbia Disc machines from the BN to Grafonola. We guarantee these goods to be in first-class shape. If interested, address "EXCHANGE," care of Talking Machine World, 1 Madison Ave., New York City.

Experienced Man Wanted.

Experienced small goods and phonograph man for retail store in Middle West town of 45,000. Must be good salesman and come well recommended. "P. C. R.," care Talking Machine World, 1 Madison avenue, New York City.

Stock Keeper Wanted.

Stock Keeper Wanted—Young man to take charge of Victor Record stock. Proper reward for good service. John Wanamaker, New York City.

Open For a Position.

I am open for a position as a salesman or manager with a foreign or domestic firm; thoroughly acquainted with all jobbers and dealers east of the Mississippi; 12 years' experience. Address Salesman or Manager, care Talking Machine World, 1 Madison avenue, New York City.

A Great Business Opportunity

Edison dealer in large Western town, having a fine retail trade desires to retire from business on account of outside matters. A splendid opportunity for one or two young men to secure an established business on a very satisfactory basis. A special discount of 20% will be allowed on inventory list. Do not miss this opportunity. Write and obtain particulars.

Address W. A. M., care The Talking Machine World, 1 Madison Avenue, New York.

space will be assigned to the new department is now under consideration. They have not only plenty of room, but the kind that will lend itself kindly to the display of talking machines and the installation of several liberal size demonstrating booths. As the assistant manager of Wanamaker's talking machine department truly said the other day: "I believe the time will come when every first-class piano house will have a full-fledged annex of this kind. The talking machine line is not only a very pleasing and satisfactory one to handle, but also profitable besides."

The departure of Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, for England, last week, as reported elsewhere in the news columns of *The World*, arouses interest again in the copyright question from the British point of view. The American record manufacturers are directly concerned in legislation bearing on copyright matters in every country of the world, and especially when the laws of the English-speaking people have a bearing. As stated, the copyright bill prepared to be introduced into Parliament when it convenes is inimical to the makers of records, hence the anxiety relative to its ultimate enactment in its present form.

As will be recalled, Frank L. Dyer, president of the National Phonograph Co., Orange, N. J., appeared before the British Board of Trade in July of last year to give his views of the copyright situation from the standpoint of the American talking machine trade. As reported in *The World* on his return, Mr. Dyer was satisfied the Copyright Committee of the Board of Trade were antagonistic to the interests of the business of which he is so distinguished a representative. E. Trevor Williams, president of the Gramophone Co., London, was a member of the committee itself, and while signing the report with his colleagues, some of the most eminent men in Great Britain, ventured to "dissent from some of their conclusions," and made a supplementary statement in connection therewith. Among other questions considered by Mr. Williams, he conceded "that the authors of musical works should have protection against the adaptation of their works to instruments which can reproduce them mechanically," but submitted that the "vested interests involved can only be properly or even adequately preserved under any new legislation . . . by providing for some form of compulsory license for the future." In the new bill favored by the British Government no provision is made for compulsory license of royalty charge, and therefore Mr. Cromelin is now in London to look after this serious omission or fault, if you please, which is a grave injustice to the trade.

SUCCESS OF THE EDISON DISPLAY

At the Boston Mechanics' Exhibition—Seating Capacity of the Booth Taxed at All Times—Those in Charge—Numerous Trade Visitors—Local Jobbers Interested.

(Special to *The Talking Machine World*.)

Boston, Mass., Oct. 11, 1910.

The display of the National Phonograph Co., in connection with the exhibit of Edison Laboratory Products at the Boston Mechanics' Exhibition, which opened on October 1, is proving one of the most successful features of the exhibition. The arrangement of the booth, which was illustrated and described at length in last month's *World*, could hardly be improved upon, and the displays of moving pictures and demonstrations of the phonograph alternating serve to tax the seating capacity of the booth, given at 300, to its capacity throughout the hours during which the show is open.

In response to invitations sent out to the New England trade by the National Co., and several of the local jobbers, a large number of dealers have attended the exhibit and have been enthusiastic in their praise of the method of attracting the attention of the public to the Edison products.

H. R. Skelton, their indefatigable worker in the East, is managing the exposition, and the best evidence of its success is the actual sales transacted in the hall.

Two local Edison jobbers affiliated with the display are the Linscott Sporting Goods Co. (formerly the Boston Cycle & Sundry Co.) and the Iver Johnson Co. The Linscott Sporting Goods Co., under the direction of Charles R. Cooper, manager, have fitted up an elegant apartment and are running hourly concerts. F. S. Boyd, the I. J. talking machine manager, has charge of their exhibit. Both concerns report retail sales as well as wholesale bookings.

Manager Skelton is certainly the busiest of the busy, being on the floor at 8.30 and remaining there till 11 at night. He is handling the public with great skill, and the exposition itself, plus the many sales made, stamps this the most successful exhibit ever held for the promotion of Edison products.

SONORA

The Instrument of Quality

Highest Talking and Class Machines Records



Style B.

In Sonora Talking Machines there is embodied every desirable feature that is known in the construction, the appearance, and the tone that any market's best product presents—then, there are many which are distinctively Sonora's own, and which help to remove the phonograph from being the toy that it once was. At other times, we have enumerated Sonora's various special features in these columns—and we shall again—but today let us point mainly to the **Tone Moderator**—a simple, unobtrusive contrivance which has endeared itself to everyone who owns a machine thus equipped. All our instruments from \$50. up have that attachment.

Sonora Machines list at \$25, \$40, \$50, \$60, \$75, \$100, \$200, and every style represents surprising value.

Record Stands and Cabinets at \$10, \$30, \$50.

And as to deliveries, Mr. Dealer,—Just make a noise like an order, and watch the echo—from

Sonora Phonograph Co.
78 Reade Street, New York

**“The one complete line” includes
the only cylinder line worth while:
Columbia Indestructible Records—
2-minute and 4-minute.**



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

PROMINENT WESTERN VISITORS.

L. C. Wiswell and L. H. Lucker Call on Local Jobbers and Visit National and Victor Factories—Report Excellent Business.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, Chicago, and Lawrence H. Lucker, head of the Minnesota Phonograph Co., Minneapolis, Minn., were among the trade visitors to the metropolis this week. They visited the factory of the National Phonograph Co. in Orange, N. J., on Monday and, after calling upon J. N. Blackman and other New York jobbers, left for Camden on Tuesday to call at the Victor Co. factory.

Both Mr. Lucker and Mr. Wiswell expressed themselves as being well satisfied with the present condition of their trade and were decidedly enthusiastic regarding the outlook for the coming months. The new Victrola models and the propositions offered to the public by the National Co. are stimulating talking machine business in great shape in the West.

Previous to starting from New York for home, on the 11th inst., Mr. Lucker said to *The World*: “Both Mr. Wiswell and myself came East purposely to see about getting more goods from both the National and Victor Cos., and you know we visited each of the factories. Neither Lyon & Healy nor the Minnesota Phonograph Co. are obtaining what we want, particularly for the holiday trade. The Victrolas are selling so fast that our company are unable to keep up with orders. Notwithstanding I had already placed a good order with the Victor Co. my stock is fading away, and when in Camden I ordered 200 Victrolas more and I expect a carload next week. The Victor plant is simply overwhelmed with business, and while Mr. Geissler was offered some very handsome Victrola orders if he would give them the preference or guarantee their delivery, he declined to accept them, stating as his reason that the company would treat everybody alike as regards shipments and would play no favorites.

“Our business,” continued Mr. Lucker, “is now starting up and I feel assured it will be excellent from now on. In fact, in my conversation with other jobbers they all say trade is opening up in fine shape and no fear need be felt as to the outcome of the holiday sales. We have had poor crops in Minnesota, but, notwithstanding, this will not affect our business. The awful fires in the northern part of the State will not influence either. While the immense tracts of timber have been burned off, very few people lived in the tract destroyed.

“Incidentally I may mention that our company is getting to be quite a matrimonial bureau. Three of our men are about to be married—that is to say, on the 18th of this month. The three lucky fellows are Ralph Crolius, business manager of the phonograph department; Emil Steinnitz and Milton Lowy. February next my brother and partner, William A. Lucker, also becomes a benedict. Why don't I follow suit? Well, I cannot find any body. My mother and sister were in New

York a couple of weeks ago and they had a very enjoyable time, and in great measure I am indebted to Max Landay for extending them not a few courtesies.

“I leave to-night for the West, picking up Mr. Wiswell in Philadelphia, and we will travel together. I will also stop in Pittsburg and Chicago, visit Lawrence McGreal in Milwaukee and then home.”

BAGSHAW, THE NEEDLE INVENTOR.

Established Present Business in 1870 and Has Steadily Forged to the Front—How He Started to Make Talking Machine Needles.

(Special to *The Talking Machine World*.)

Lowell, Mass., Oct. 9, 1910.

Herewith appears an excellent likeness of the late W. H. Bagshaw, who in 1870 established the



W. H. BAGSHAW.

needle business bearing his name. Not only is he reputed to be the first maker of disc talking machine needles in the world, but the present executives claim that the house of Bagshaw is now and always has been the largest manufacturer.

To have the honor of making the first needles in the trade is indeed worthy of comment. At the very beginning of the talking machine industry the late W. H. Bagshaw received an order for a peculiar kind of needle from a man who refused to divulge what he wanted to use it for. Although handicapped by the lack of this information, he created a needle that answered the buyer's purpose, and while ordered in immense quantities for that time, same would be considered but small orders now. After a lapse of about a year, when talking machines began to be known, the late Mr. Bagshaw discovered for what purpose his needles

were being used, and by making a study of conditions so perfected a needle that with minor changes is being sold all over the world to-day.

Mr. Bagshaw's business developed with the trade, not only in magnitude but with the many needle varieties that are required for the successful interpretation of the many kinds of talking machine subjects. In fact, all styles, shapes and sizes are made, with no order being too small to have careful attention and no order too large for the facilities of their plant.

THE PLEASURE OF WORK.

Some Views of H. G. Selfridge on This Subject—Most Interesting of Games to Play—Well Worth While.

“Business is by far the most interesting game that we can play, unless, indeed, the game of life is considered, in which case business forms only a part, but a most important part of that greater game of life. “Sir Thomas Lipton has in his office a caption: ‘The greatest fun is work’; and I myself thoroughly agree with this sentiment if the work is accompanied by thought and interest.

“Life should certainly be given up to some accomplishment, and without it, it really becomes a serious question as to whether Mr. Mallock's ‘Is life worth living?’ should be answered in the positive or not. But with an object with a well thought out, intelligent, carefully planned object sufficiently far ahead so that one cannot overtake it too quickly, with the daily progress toward the accomplishment of this object imminent, with the ability to replace the target farther away, and again strive to reach it—with all these things as the daily occupation of the mind and body, life certainly is worth living.

“It would have been a much simpler thing for me to have remained a retired business man than to have come to London to play this game, but in one case life would have been extremely prosaic, while on the other hand it is filled with interest, excitement and pleasure, and I may say with a carefully thought out plan daily reaching nearer its object.”

A successful business man thinks out his business and then works out his thoughts. He does not sit down and wait for business to come to him, but thinks and devises means by which to draw trade. He is constantly planning and scheming to attract people to his store, and is also on the lookout for up-to-date methods in advertising, in selling goods, in store system, and in everything that will assist him to satisfy his customers and get results.

The ideal long entertained by the talking machine trade has been realized.

THE PERMANENT JEWEL NEEDLE

A permanent disc needle has been invented, patented, and is ready for the market.

For All Disc Talking Machines

NOT AN EXPERIMENT—THOROUGHLY TESTED

Protected by U. S. Patents

No more changing of Needles. No sharpening. No bother. Simply insert the Shank in the Needle Arm. That's all! But the permanency is only one feature of this remarkable Needle.

It does not wear the record.

It secures perfect reproductions.

It gets a full, round, beautiful tone.

Made in loud, soft and medium tone. The soft tone Needle, in particular, is a revelation. It gets the full efficiency of the voices of the great singers, with the volume modified for the home. It's the artist's Needle. The medium and loud tone Needles are equally meritorious.

There are big sales opportunities in this Needle.

Every owner of a talking machine in your section will want a Permanent Jewel the minute he hears it. Some will buy three—loud, medium and soft.

Be a progressive and stock these Needles Now.

RETAIL PRICE, \$2 EACH

Subject to Regular Trade Discount

Every owner of a disc machine in your section will want one on sight (and hearing).

THE PERMANENT NEEDLE SALES CO.

14 State St.

Chicago, Ill.

The Permanent Jewel needle consists of a small, highly polished garnet firmly set in a metal shank.

LYON & HEALY'S TALKING MACHINE SALESROOMS

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 8, 1910.

Frequent references have been made in this paper to the enlarged, remodeled and redecorated talking machine salesrooms of Lyon & Healy, which, with Victor Hall, now occupy the entire Adams street side of the big store, and in the two

It should be emphasized that these extensive quarters are devoted entirely to machine sales. The record department, with its twelve spacious testing rooms, is being located on the fifth floor. The machine salesrooms, therefore, in addition to their artistic beauty, claim distinction on account of the space occupied. Figuring in Victor Hall,



VIEW OF LYON & HEALY'S NEW RETAIL MACHINE SALESROOMS.

months since they were completed many visiting dealers have admired their artistic beauty and the perfection of their appointments.

This month it is possible to reproduce several photographs which, while they give some idea of the arrangement and the design of the decorations, fail, of course, to convey any conception of the artistic effect arising from the exquisite color scheme.

which is a vital factor in the sale of machines and can be instantly converted into a salesroom, something that is usually done in the busy holiday season, this department covers about three thousand feet of floor space.

Five years ago there was but one very small salesroom in addition to Victor Hall. Now, although the recital hall has been enlarged by a third, there are five commodious rooms, permit-



LYON & HEALY'S RETAIL MACHINE SALES DEPARTMENT—VICTOR HALL.

ting the caring for of a number of customers simultaneously and to excellent advantage. These rooms are connected by folding glass doors and can therefore be thrown practically into one, as shown in the illustration, or can be closed off, enabling the salesman to wait on his customers undisturbed by groups in adjoining rooms. When thus closed off the rooms are sound proof.

The whole decorative scheme, distinctly art nouveau, is simply superb in plan and treatment. The walls and ceiling are treated throughout in varying shades of browns and tans. Any tendency to monotony is relieved by the warm and yet subdued colors of the friezes and dados which, while original in design, are somewhat suggestive of the Egyptian in effect. The beautiful draperies harmonize exquisitely with the general scheme, and were especially designed and made by one of the most celebrated houses in the country. The woodwork is of antique oak, with chairs and settees to match. The hardwood floors are covered with rugs in quiet brown tones.

The whole effect is indescribably rich and artistic, without being in the least ostentatious. The homelikeness of the "parlors," a term one feels constrained to use in speaking of the salesrooms, is very marked. There is no glaring display of color anywhere, yet there is not the slightest suggestion of sombreness. The effect is at once cheerful, soothing and restful. Clusters of tungsten lamps spread a softened radiance over all. The air is kept pure by ventilators in the ceiling, through which the impure air is drawn by means of concealed fans.

The scene in Victor Hall is a typical one, observable almost any hour in the day. In the morning Edison concerts are given, while the Victor recitals commence at 12 m. and continue until 5 p. m., with ten minute intermissions. The concerts last fifty minutes, a different program being rendered each hour during the day. The programs for the entire day are printed in a handsome booklet. While operatic and classical music predominate in these concerts, there is a liberal sprinkling of the popular. There is no question but that Victor Hall has been largely instrumental in building up Lyon & Healy's immense local retail business, and has been the means of interesting many people in the better class of music. An unique feature of the recitals, which never fails to elicit applause from the audiences, is the occasional playing of an accompaniment on a grand piano to Caruso, or one of the other Red Seal artists, by Mr. Russell, who has charge of the concert room.

Passing through Victor Hall one enters a room devoted to the I. C. S. language course and Edison machines. Adjoining is another Edison room, where Amberolas are shown, and it is in this room which appears in the foreground of the photograph giving a general view of the salesroom. Then follow three Victor rooms, the last one being devoted entirely to Victrolas, the beautiful instruments being displayed in all the different styles and finishes.

Mr. Wiswell, who is the manager of the Lyon & Healy talking machine department; Mr. Vacey, who has charge of the retail machine sales, and his assistant, Mr. Otto, are all very enthusiastic regarding the new salesrooms and the effect of the artistic surroundings and the remarkable display of goods, on the minds of prospective patrons.

NEW SONORA CATALOG.

The catalog of the Sonora Phonograph Co., 78 Reade street, New York, illustrates and describes their full line of records and machines, together with motors, needles, stands, cabinets and other accessories. The styles presented are O and P, A, B, C and D, F and G, each a separate cabinet design in various woods and finishes. A detailed description of the mechanical parts, an interesting statement in itself, is also supplied. The records, of which a complete list is now being prepared for the trade, are the vertical cut, with the sapphire as the reproducing point, the musical results being considered not only pleasing by experts, but, as the company's trade-mark says, "clear as a bell."

Columbia Grafonolas and Columbia Grand Opera Records make the surest possible combination to fill up the blank pages in your bank book.



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

NEW CONCERN IN DETROIT.

Henry S. Doran Phonograph Co., Recently Incorporated to Act as Distributers in Michigan for U. S. Phonograph Co.

(Special to The Talking Machine World.)

Detroit, Mich., Oct. 11, 1910.

The Henry S. Doran Phonograph Co. has been incorporated with a capital of \$20,000, of which \$10,000 is paid in. The officers are: President, Henry S. Doran; vice-president, Bruce Carpenter; secretary and treasurer, Charles A. Bush; general manager, James J. Bennett. The foregoing, with John C. Garvey, James Carmichael and James J. Bennett, are the directors. The Doran Phonograph Co. recently purchased the entire stock of the Mazer Phonograph Co. on Michigan avenue, and will conduct an exclusive talking machine business at the same location.

The Doran Phonograph Co. will in the future be the distributing agents in Michigan for the United States Phonograph Co., of Cleveland, and it will also handle all standard machines and records.

Mr. Bennett and Mr. Carpenter have long been identified with the talking machine trade as salesmen with the American Phonograph Co. Mr. Bennett will personally look after the trade in the State, and expects to make a trip in a short time to appoint agents to handle their line of talking machines.

NEW RECORD COMPANY IN NEW YORK.

Imperial Record Co., New York, to Market an Indestructible Cylinder Record to Retail for Fifteen Cents—Plant Now in Operation.

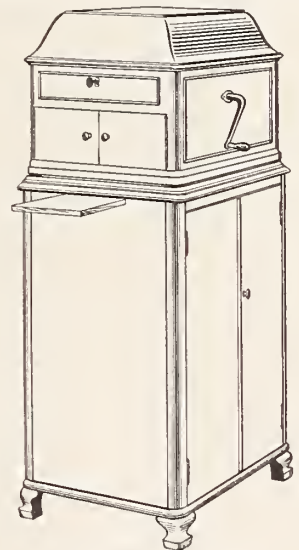
Another arrival in the field is the Imperial Record Co., New York, who propose putting on the market an indestructible cylinder record, which it is proposed to retail for fifteen cents. They will not make a machine. George Emerson, formerly connected with the recording laboratory of the Columbia Phonograph Co., and a brother of Victor H. Emerson, the manager of the latter department, with I. H. Whitman, at one time interested in the Cameraphone Co., a synchronous moving picture proposition, now defunct, are officers of the Imperial Co. Mr. Emerson was also associated with Mr. Whitman in the same enterprise. A recording and manufacturing plant is now in operation. It is also proposed to issue a list of six records weekly, confined to popular selections, and the records will be ready for delivery within four days of completing the master.

Industry and commerce are simply supplying one another's wants or needs, and it does not consist in getting all you can and in giving as little as possible in return, which is dishonest because it is unscientific, and unscientific because it is dishonest.

TWO NEW UDELL CABINETS.

Designed to Hold the New Styles X and XI Victrolas—Finished in Either Mahogany or Oak, and with Special Rim on Top.

With their customary progressiveness, the Udell Works, Indianapolis, Ind., have announced two new record cabinet numbers, 451 $\frac{1}{4}$ and 442, designed to hold the new Victrolas X and XI and to harmonize perfectly with the casework of those machines. The cabinet illustrated herewith



NEW UDELL STYLE 442.

is No. 442. It comes in either mahogany or oak and has a capacity of 190 12-inch disc records. There is a rim around the top of the cabinet within which the machine case fits perfectly, making both machine and record cabinet look like one piece. This new announcement of the Udell Works, coming as it does at practically the same time that the new Victrola is placed on the market, will be greatly appreciated by progressive dealers, who are already familiar with the undisputed merit of the Udell line of cabinets.

The Frisbee Piano House, Wilkes-Barre, Pa., is a new Columbia dealer and has placed a substantial order for the entire line.

Another new Columbia dealer is Samuel Nittinger, Philadelphia, Pa.



LYON & HEALY'S RETAIL MACHINE SALES DEPARTMENT—THE VICTROLA ROOM.

WHY DON'T YOU USE LABELS

on every article going out of your store? Then you'll get repeat orders. It's worth doing when we sell

2,000 2x1 in. Gummed Labels printed to order, blue ink, red border, **\$1.20**

Delivered postpaid. Cash with order:

Write for Style Folder showing 413 Label Sizes and Styles

O. K. LABEL CO.

Room 1012 178a Tremont St., Boston, Mass.

FROM OUR CHICAGO HEADQUARTERS

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

Volume of September Business Satisfactory to Chicago Jobbers and Dealers—Some Large Deals Put Through—Active Preparations for Heavy Holiday Trade—New Styles of Victrolas Make a Hit with Western Trade—Recent Visitors of Note—What the Representatives of the Manufacturers Report—Geo. H. White Invents New Stringed Horn—News of the Travelers—Lyon & Healy Record Cabinets Prove Popular—Recital Hall for Wurlitzer Co.—Changes Among Managers and Salesmen—A Jobbers' Association Announcement—Uses 'Phone to Demonstrate Records—Aeolian Co. Department a Scene of Activity—Summary of the Month's Trade News.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 8, 1910.

September gave a decidedly satisfactory account of itself from the viewpoint of Chicago jobbers. In a couple of instances it is reported to have been a record breaker for the first Fall month. This was possibly owing in great measure to individual deals of particularly noticeable size, to the placing of orders by some of the more important accounts carried by Chicago jobbers and established within the past year, and to incursions into territory not hitherto cultivated with especial earnestness by the local houses. Nevertheless it also reflects a good, brisk demand from practically all the middle western States, which constitute the principal boundary of the Chicago jobbers.

The dealers in the smaller towns and cities while not, as a rule, placing heavy stock orders, are at the same time buying with a frequency that shows they are having a good business, and a growing tendency to anticipate their wants is noted.

September a Good Month.

Business has been growing steadily in strength and volume since the first of September. The second half of last month was immeasurably better than the first, and October is showing a still further quickening of trade. Local retail business is characterized in most quarters as good. It has developed particularly in the past fortnight and the showing made by several of the leading houses so early in the season is taken to be indicative of particularly good things later on. Everyone is looking for a great holiday trade and preparations are making for it.

New Victrolas Please Trade.

The announcement of the three new Victrola styles by the Victor Co. has been the subject of extended comment in the trade, and that heard by your representative has been invariably of the most favorable nature. According to the jobbers, dealers have already shown their interest by the placing of orders for the new types, reaching large numbers in the aggregate. The commencement of shipments is eagerly awaited. Advices received within the past day or two are to the effect that limited shipments of the X and XI will be made by October 15, and of the XIV by November 1.

Naturally the effect of the new machines on the other Victor types is a matter of interested discussion. That it will be very easy to work up a large proportion of retail customers from the Victor IV \$60 outfit and the Victor V outfits to the Victrola X (\$75) and the Victrola XI (\$100) is generally believed. The Victrola XI is expected to very largely replace the Victor VI.

The Victrola XIV at \$150 will, it is believed, find awaiting for it a good patronage from people who have not heretofore been Victrola buyers, but at the same time the general opinion seems to be that it will not materially affect the Victrola XI styles.

Philip T. Clay a Visitor.

Philip T. Clay, of Sherman, Clay & Co., the great Pacific Coast Victor distributors, spent a day in Chicago last week on his return from the East, where he went in the interest of the great World's Fair to be held in 1915, in celebration of the com-

pletion of the Panama Canal. New Orleans and Frisco are rival claimants for the great exposition, but Mr. Clay, who is the chairman of the Frisco organization, is very confident that the Coast city will secure the plum.

Wiley B. Allen Co. Manager on Tour.

James G. Black, treasurer of the Wiley B. Allen Co., of San Francisco, and manager of the company's talking machine department, spent several days in Chicago recently. He was on his return from an eastern trip. He says that business is steadily improving in Frisco and that the outlook is for an excellent business in both pianos and talking machines. The company do an immense talking machine business from their San Francisco store and various branches in Coast cities.

Edison Jobbers Enthusiastic.

Edison jobbers are very enthusiastic over the new O reproducer. The demand for the Triumph machine, equipped with the O reproducer and the wooden Cygnet horn, is considered one of the most attractive outfits ever placed on the market by the National Co., and the approval of the dealers is being manifested in a very practical way.

Judging from reports that reach Chicago, quite a number of Edison jobbers all over the West are taking advantage of the National Co.'s liberal offer to provide at a nominal charge a specially made wagon equipped for carrying a stock of Edison machines and records and are using the same to excellent advantage, especially in working the country trade. The Amberola, from all reports, is steadily advancing in popularity. Dealers who have taken pains to exploit the Amberola to the best class of their trade are evidently reaping the full results of their enterprise.

Distinguished Columbia Visitors.

President E. D. Easton and General Manager George W. Lyle, of the Columbia Phonograph Co., were visitors at the Chicago office of the company on Thursday and Friday of last week, returning to New York on Friday evening. They were both very enthusiastic regarding the trade outlook from the Columbia viewpoint. They stated that the business showed an improvement for the first nine months of the year of 60 per cent, as compared with the corresponding period of 1909, while September made a gain of 70 per cent.

The new list of Symphony grand opera records are meeting with remarkable success. The Chicago office is having difficulty in supplying the demand from this territory for the Columbia concealed horn machines. The library table type is proving a phenomenal seller in Chicago, as elsewhere, and the dainty Mignon is also scoring a decided success.

Chicagoan Invents Horn.

George H. White, of 715 North Pine avenue, Chicago, has been granted a patent on a new talking machine horn, for which peculiar advantages are claimed. The horn is equipped with thirteen strings, constituting the chromatic scale, the purpose of which is to amplify the corresponding tones of the record. The effect of these strings, together with the special construction of the horn itself, is said to be the amplifying of the tones of the record and at the same time the elimination of echoes. Mr. White claims that one of the great merits of his horn is found in the naturalness with which the high tones of soprano singers are reproduced.

Geo. W. Salter's Successful Trip.

George W. Salter, president of the Salter Manufacturing Co., manufacturers of talking machine cabinets, returned a few days ago from a three weeks' outing spent with a company of prominent Chicago business men near New Auburn, in the Ferndale Waters district of northern Wisconsin. He is an expert Waltonian and holds the world's diamond medal for distance and accuracy in casting, won at the international contest under the auspices of the Chicago Fly Casting Club. He gave renewed evidence of his skill this year and bagged a number of muskalonge, besides a host of "scrappy" bass.

On his return Mr. Salter found Sales Manager Mortenson had been establishing new high marks on sales of disc and cylinder cabinets. The advance orders secured on the Salter horizontal felt lined shelf cabinet—a shelf for every record—have been unusually large. The company will shortly have ready for the trade a new disc cabinet for dealers' use.

Victor Traveler Calls on Jobber.

George Ornstein, manager of traveling salesmen for the Victor Co., called on the local jobbers here the other day. Sam Goldsmith, the district manager, and Mr. Fitzpatrick, who covers Michigan, were also here, turning their visit in order to confer with Mr. Ornstein.

L. & H. Record Stocking Cabinets.

Lyon & Healy are having remarkable success with their new cabinets for dealers' use, which are fully described and illustrated elsewhere in this issue. The system of keeping track of stock with these cabinets is one worked out as a result of years of experience. With each cabinet is furnished record envelopes, special index book, etc. The cabinets are beautifully finished and constitute handsome store furniture, being furnished in finishes to match the store fixtures.

L. C. Wiswell's Successful Trip.

L. C. Wiswell, the manager of Lyon & Healy's talking machine department, recently made a trip which included St. Louis, Kansas City and Des Moines, during which he visited the local jobbers and posted himself regarding conditions. Incidentally he took a number of orders from the jobbers for the new cabinets. Earlier in the month H. B. Hopkins, Mr. Wiswell's assistant in the wholesale department, went East on his first visit to the Victor and Edison factories. He took occasion to visit a number of the Eastern jobbers and took a great many orders for the new cabinets. Consequently the Lyon & Healy dealers' cabinets seem destined to a country-wide distribution.

Arranging for Recital Hall.

The Rudolph Wurlitzer Co. are remodeling the store adjoining their main warerooms on the south and which has heretofore been used as a piano salesroom exclusively, so that it may be used for a recital hall, seating 500 people, when desired. The entrance from the street will be closed and the front converted into a show window. The room will be redecorated to harmonize with the handsome interior of the main store.

Doing Some Good Advertising.

The Talking Machine Shops at 169 Michigan avenue and 43 Jackson boulevard are doing some mighty effective advertising in the dailies. Usually a stock heading is used, consisting of the words "Talking Machine Talk" on a musical staff, and the talk straight to the point and most convincing.

Frank L. Hough, who represents the Edison Manufacturing Co. in this territory, has gone to Boston to attend the Mechanics' Exposition, where the Edison interests have a magnificent exhibit.

Columbia Managerial Changes.

E. W. Guttenberger, manager of the Louisville office of the Columbia Phonograph Co., has been transferred to the Denver office on his own request because of impaired health. He will travel for the company in Colorado and adjoining States. Mr. Guttenberger takes with him to the Golden West as his bride one of Louisville's fair daughters. Mr. Guttenberger was for a time in charge of the retail department of the Chicago office.

D. S. Ramsdell, who was recently made assistant to Manager C. F. Baer, of the Chicago office of the Columbia Co., has fitted into his new duties admirably. He is glad to get back to the old town and to the service after an absence of some years.

Mr. Standke, the manager of the Columbia office of the Columbia Phonograph Co., spent several days in Chicago, the guest of District Manager W. C. Fuhri.

Jobbers' Association Announcement.

L. C. Wiswell, chairman of the Press Committee of the National Association of Talking Machine Jobbers, has sent out the following announcement:



Young fellows, that's right, but running an old business!

The Talking Machine Company is probably the oldest talking machine jobbing house in America. It started years ago at 107 Madison Street. Some of the most illustrious names in the talking machine world received their start there.

The last five years has seen it change from the old methods of handling several makes of machines in both a jobbing and retail way, to the newer method of devoting all its energies to one line—the VICTOR—and in an exclusively wholesale fashion.

THE BIGGEST, MOST ESSENTIAL AND NECESSARY FACT FOR YOU TO GRASP NOW IS THAT THE FALL SEASON IS COMING ON—THE HARVEST TIME FOR VICTOR GOODS.

In our entire history there has never been a winter during which there did not exist an acute shortage of Victor goods—notwithstanding the ever increasing capacity and output of the factory. In times of shortage, our service counts.

Our stock is not depleted by any retail demand made upon it—every dollar's worth of it is at your command. Wholesale, WHOLESALÉ, Jobbers in every sense of the word.

We are the best people in America to handle your Victor business and we can prove it.

THE TALKING MACHINE COMPANY

72-74 Wabash Avenue
Chicago, Ill.



The attention of the trade is called to the fact that the 1911 convention of the National Association of Talking Machine Jobbers will be held in Milwaukee, Wis., July 10, 11, 12 and 13.

It will be noticed that the dates for the convention have been changed so as to permit the members to spend the "Glorious Fourth" at their homes, something that was impossible last year, when the convention opened on July 5.

Secretary J. C. Roush, of Pittsburg, has just issued a strong letter to non-members in which he outlines a few of the things which have been accomplished by our organization.

It is strongly urged that all members, not merely the State commissioners and members of the membership committee, supplement this good work by bringing their personal influence to bear on non-members, both through letter and word of mouth.

Let us all co-operate in making next year's convention the biggest and most resultful in the history of our association and let us begin now.

Pushing the Victor Line.

Henry A. Stone, who recently opened a fine piano store at Vandalia, Ill., is making a specialty of his talking machine department and is pushing the Victor line very vigorously through aggressive advertising and excellent window display.

News of Changes Among Dealers.

A. F. Liess, a well known dealer of Kokomo, Ind., has bought the talking machine stock of George L. Evans, of that city, and will hereafter conduct two stores, one devoted to talking machines and sewing machines and the other to pianos and talking machines.

George Fegans, of Joliet, Ill., one of the largest jewelers in the Middle West, will add talking machines, having purchased the Victor stock of the Wilkins Music Store, of that city. The new department will occupy well arranged quarters in the basement, which are now being prepared. There will be two large demonstration booths.

Cal Stewart, the famous maker of Uncle Josh records, recently presented Kerry C. Meagher, of this city, one of the managers of the Western Vaudeville Association, with a talking machine and a complete set of his own records.

Demonstrates Records Over 'Phone.

George A. Stemm, the piano and talking machine dealer of Freeport, Ill., has met with considerable success in demonstrating records over the phone. Whenever he gets in the new monthly records or specials, he calls up his customers, tells them of the records he thinks will especially please them, and in case they are too busy to come down to the store, plays the records right then and there. He almost invariably takes orders at the end of a telephone demonstration, as he makes a particular study of the tastes of his customers and plays only such records as he is convinced will win them at once. Mr. Stemm says that he makes many sales in this way that he would not make if he depended on the customers visiting the store. Some of his trade are actually getting into the habit of calling him up and asking to hear such and such a record on the phone.

Aeolian Co. Department Busy.

The Aeolian Co. are pushing the Victor department of the local Aeolian Hall very vigorously. Manager Thomas Fletcher is very highly pleased with the manner in which the business is developing, and E. H. Searles, who has charge of the Victor department is very happy as a result of the vigorous support he is getting. Every one of the large general Aeolian advertisements appearing in the dailies contains a swift little talk on the Victor department, and whenever the Victor Co. use space in the dailies the Aeolian Co. are pretty sure to be found using space adjoining, telling why Aeolian Hall is "the best place in Chicago" to buy Victor goods. Of their Victor department they say "It is quiet and restful. The roar and crash of the elevated and surface cars cannot annoy you here. You may listen to all the latest records, grand opera as well as all the latest successes in popular music, amidst airy and comfortable surroundings and with the advantage of courteous and personal service—Aeolian service."

The Victor department, which occupies the entire mezzanine floor of Aeolian Hall, is to be entirely remodeled and redecorated. The present

booths, two in number, are to be taken out and four new booths built, extending along the south side of the room. The woodwork will be in white enamel, but the booths will be practically all glass, similar to those in the Indianapolis branch and the New York Aeolian Hall. The record shelving, which will be greatly extended, will be back of the booths along the south wall.

The company inaugurate this week a regular series of Tuesday afternoon concerts in Music Hall in the Fine Arts building in which the services of the best known vocal artists in Chicago are utilized, the accompaniments, of course, being played on the Pianola piano. Later on, it is understood, the Victor will also be a feature of these concerts, and the red seal artists being accompanied by the Pianola.

Udell Traveler Plans Trip.

Daniel G. Williams, the well known representative of the Udell Works of Indianapolis, Ind., will shortly leave on an extended Eastern trip in the interest of their handsome line of disc and cylinder record cabinets.

A New Columbia Co. Manager.

R. P. Bartlett, who for the past four years has occupied the position of order clerk in the Chicago office of the Columbia Phonograph Co., has been promoted by District Manager W. C. Fuhri to the management of the Columbia branch at Des Moines, Iowa, and has already assumed charge. Mr. Bartlett is an exceedingly competent, well posted man, and his associates of the Chicago office expect that he will make good in a very large way in his new field of labor.

A Lyon & Healy Publicity Stunt.

An excellent plan has been adopted by Lyon & Healy to assure that visitors to their retail department are well supplied with Victor literature. Every one is presented with an envelope bearing a cut of their record department, and containing a complete Victor record catalog, the machine catalog and the monthly bulletin.

Erecting New Building.

Kornell Kominicke, piano dealer in the thriving industrial city of Gary, Ind., is erecting a new building for his business, and will open a complete Victor department. He was a recent visitor of the Talking Machine Co. and placed a liberal opening stock order.

LEVIN'S PERMANENT NEEDLE

For Talking Machines Perfected and Now Ready for the Market—What is Claimed for the New Needle—To Be Exploited by Permanent Needle Sales Co.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 8, 1910.

The permanent needle for disc talking machines invented by Samuel Levin, of Highland Park, Ill., is now ready for the market.

This announcement will be read with interest by the trade, who have expressed much interest in the new needle, since the brief news items printed in The World a few months ago made their appearance.

Briefly, the permanent jewel needle, as it is called, consists of a small garnet specially ground and highly polished, set firmly in a metal shank which fits into the needle arm of any disc machine in the same manner as an ordinary needle.

The life of this needle is, it is claimed, practically unlimited. It is sold under a liberal guarantee for one year, but with ordinary care, the company state, it will "last forever."

Mr. Levin has needles in his possession which have been used in playing from three to four thousand records and are exactly as good, even better, he declares, than at the start. Furthermore, the needles have been tested in the homes of a number of talking machine owners for months and are giving excellent satisfaction. In addition to its permanency, the claim is made that this needle does not injure the record.

"The Permanent Jewel" needle, which is made in loud, medium and soft tone, is manufactured by the Permanent Jewel Needle Co., of Highland Park, Ill., of which Mr. Levin is the head. It will be marketed exclusively by the Permanent Needle Sales Co., of 14 State street, Chicago, to whom all

inquiries should be addressed. This company has been organized by Charles S. Rosenthal, a well known Chicago business man, who has had long experience in the planning of successful sales campaigns. Under his management the sale of the needle will be energetically pushed. He states that it will be vigorously advertised in the leading popular periodicals. The Permanent needle was patented on May 14 of this year.

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., Oct. 8, 1910.

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

SEPTEMBER 12.

Cartagena, 21 pkgs., \$108; Havana, 18 pkgs., \$1,470; Kingston 2 pkgs., \$157; Liverpool, 2 pkgs., \$150; London, 2 pkgs., \$108; 7 pkgs., \$235; Mombassa, 4 pkgs., \$165; Sydney, 1 pkg., \$100; Valparaiso, 19 pkgs., \$734; Vera Cruz, 339 pkgs., \$9,471.

SEPTEMBER 19.

Berlin, 15 pkgs., \$930; 45 pkgs., \$814; 16 pkgs., \$319; Buenos Ayres, 14 pkgs., \$244; Christiana, 9 pkgs., \$180; Hamburg, 1 pkg., \$150; Havana, 10 pkgs., \$432; Havre, 1 pkg., \$207; La Guayra, 8 pkgs., \$256; London, 189 pkgs., \$6,086; 5 pkgs., \$312; Para, 23 pkgs., \$1,883; Prague, 7 pkgs., \$475; Rio de Janeiro, 27 pkgs., \$1,530; Savanilla, 12 pkgs., \$381; Valparaiso, 8 pkgs., \$979; Vienna, 42 pkgs., \$1,075; 19 pkgs., \$560.

SEPTEMBER 26.

Antigua, 10 pkgs., \$182; Callao, 7 pkgs., \$323; Colon, 4 pkgs., \$256; Glasgow, 3 pkgs., \$180; Havana, 9 pkgs., \$513; Kingston, 5 pkgs., \$286; Limon, 2 pkgs., \$344; London, 100 pkgs., \$3,379; 4 pkgs., \$350; Puerto Barrios, 7 pkgs., \$126; Sydney, 132 pkgs., \$5,871; Tampico, 27 pkgs., \$1,167; Valparaiso, 3 pkgs., \$250; Vera Cruz, 58 pkgs., \$3,024; Vienna, 17 pkgs., \$280.

OCTOBER 1.

Acajutla—2 pkgs., \$470; Berlin, 12 pkgs., \$262; Cape Town, 28 pkgs., \$1,189; Gothenberg, 8 pkgs., \$210; Grenada, 3 pkgs., \$158; Havana, 9 pkgs., \$375; London, 2 pkgs., \$104; 224 pkgs., \$6,911; Manchester, 2 pkgs., \$176; Melbourne, 1,088 pkgs., \$13,296; Para, 21 pkgs., \$1,184; Rio de Janeiro, 12 pkgs., \$996; 26 pkgs., \$1,127; Savanilla, 34 pkgs., \$1,121; Vienna, 10 pkgs., \$296.

OCTOBER 8.

Amapala, 7 pkgs., \$143; Bombay, 1 pkg., \$199; Buenos Ayres, 189 pkgs., \$10,053; Callao, 5 pkgs., \$624; 4 pkgs., \$150; Guayaquil, 4 pkgs., \$109; Havana, 3 pkgs., \$227; Limon, 10 pkgs., \$252; London, 640 pkgs., \$7,967; 8 pkgs., \$749; Manila, 135 pkgs., \$8,157; Maracaibo, 38 pkgs., \$772; Melbourne, 23 pkgs., \$1,154; Rio de Janeiro, 15 pkgs., \$1,163; 2 pkgs., \$165; Smyrna, 1 pkg., \$144; St. Petersburg, 5 pkgs., \$147; Valparaiso, 8 pkgs., \$361; Vera Cruz, 53 pkgs., \$1,808.

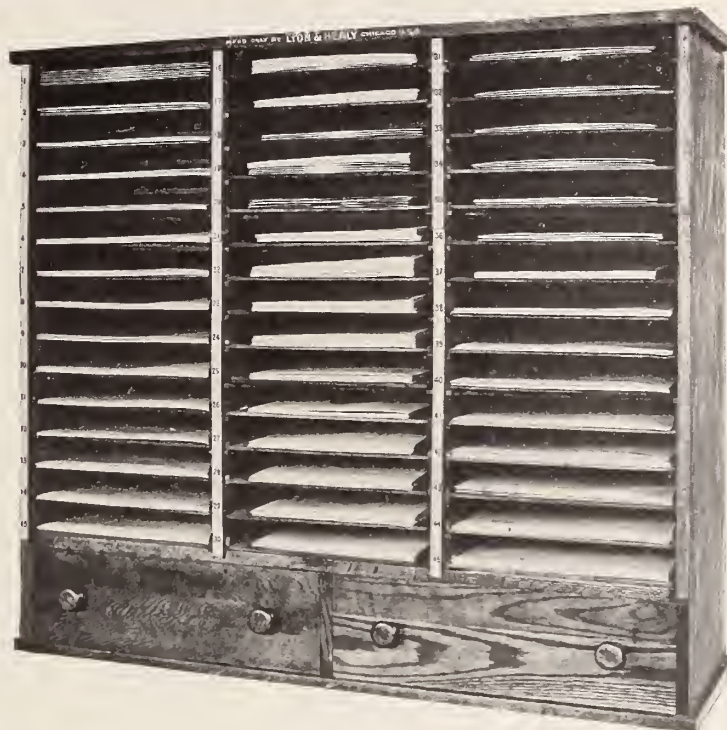
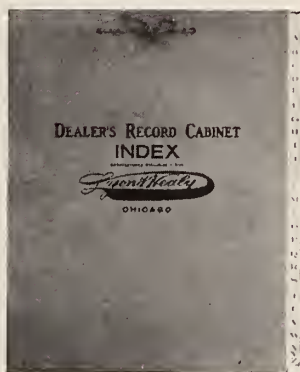
DOING ONLY WHAT ONE IS PAID FOR.

May Prevent Being Imposed Upon, But at the Same Time Has Some Mighty Serious Drawbacks—Where Non-Observance of the Rule Landed a Good Job.

Doing only what one is paid for may be a good way to keep one from being "imposed upon," but we believe most successful men regard it as having serious drawbacks. In a certain establishment the dictionary is covered with heavy manila paper. From time to time this paper wears out and is renewed. This wearing out and renewal have been going on for a dozen years or so. Although many besides the head of the department consult the dictionary, no one else ever put a paper cover on the book—with one exception. The exception was a former office boy, who had risen to a clerical position, and while still hardly more than a lad he stepped into a position to which a \$1,500 salary was attached. He was not paid to put a paper cover on the dictionary, but he saw that a new one was needed and rose to the occasion. That's all.

Lyon & Healy Offer Dealers A Perfect Cabinet for Disc Records

Every Dealer
Should
Have One



Made to Match
Your
Store Fixtures



The Result of Long Experience

The many years that we have been wholesaling and retailing talking machine records have made us particularly well informed as to the best methods of handling them. After an extensive period of study we have evolved The Lyon & Healy Dealers' Cabinet for disc records, which we believe will do more to eliminate dealers' record troubles than anything ever before offered. Designed to help the dealer, all complications have been left out. It works on a principle as simple as the alphabet, and automatically keeps your stock complete and in perfect order.

Description

The Lyon & Healy Dealers' Disc Record Cabinet is 38" high, 43" wide and 13" deep, holding 45 drawers, each drawer having a capacity of twelve 10 and 12" records. The drawers are numbered consecutively from 1 to 45, these numbers corresponding with records listed in the alphabetically arranged index book which is furnished with each cabinet. A sufficient number of special record envelopes are also provided, which keep accurate account of stock on hand and orders for stock to take the place of that sold. Two large drawers in base of cabinet make excellent receptacles for needle supplies, sound boxes and other small equipment.

Convenient

The Lyon & Healy Dealers' Disc Record Cabinet may be placed in any convenient location, back of or on top of a counter—in fact, wherever it can be reached to best advantage. It takes up so little room that it will not be in the way anywhere. When a customer calls for a certain record, and it is in stock, it is located quickly by referring to index showing drawer number. If record wanted is one not kept in stock, the index will show the fact immediately without looking in the case. If record had formerly been in stock and sold, the empty special envelope in drawer shows when new one was ordered, and your customer may be informed exactly when he may call for it.

Economical

Every dealer in disc records loses money every year through warping, scratching and otherwise spoiling of records. With a Lyon & Healy Dealers' Disc Record Cabinet in your store, all such waste is eliminated. To find a record which you always have means of knowing if in stock or not, there are only a dozen records to go through, and those are kept in orderly fashion. You can readily see how much more carefully you or your help will handle them than you would were it necessary to go through a disorderly mass of undesired records, searching for one which may not be in stock at all. Rough handling ruins records and means a loss to you.

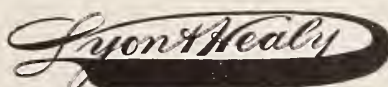
Labor Saving

The Lyon & Healy Dealers' Disc Record Cabinet does away with every unnecessary movement in locating any record desired. You can tell your customer in two seconds whether or not you have a certain record, and if you have, secure it for him in less than half a minute. The Cabinet is easily cleaned, and your records are kept in perfect condition. No warping, scratching, cracking or breaking.

An Inexpensive Necessity—Price \$20.00 Net.

The Lyon & Healy Dealers' Cabinet was planned to aid dealers, and we want every dealer who handles disc records to have one. We have brought them within reach of all when we price them at \$20, complete, with special index and record envelopes. We have made these cabinets of the best material obtainable. We finish them as ordered by dealer, and every cabinet carries our quality guaranty.

America's Foremost
Distributors of
Victor Talking Machines
and
Edison Phonographs



(The World's Largest Music House)

Wabash Avenue and Adams Street
CHICAGO

Write to-day for our
Special Terms to
Dealers
on
Machines and Equipments

GEISSLER DISCUSSES CALIFORNIA.

The General Manager of The Talking Machine Co. Speaks Enthusiastically of Victor Business on the Pacific Coast—Guest of William Horton Blake at the Bohemian Club Jinks—Some Startling Athletic Stunts.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 8, 1910.

Arthur D. Geissler, general manager of the Talking Machine Co., of this city, recently returned from a two months' sojourn in his native State, California. In a chat with *The World*, he indulged in some interesting observations regarding the talking machine business on the Coast, and also told of the wonderful Bohemian Jinks festivities, of which he was a witness.

"I think that without doubt more Victor talking machines are sold in California, in proportion to the population, than in any other section of the country," said Mr. Geissler. "The distributors out there have certainly developed a most extraordinary business. I am reliably informed that one concern alone, which has a series of branch stores, pays the local distributors over one hundred thousand dollars per year.

"The principal music houses all carry Victors



ARTHUR GEISSLER IN HIS CAMP.

and feature them as strongly as they do their leading pianos. The departments are models in point of arrangement and equipment. The trade runs very strongly to Victrolas and high priced machines. Red Seal records sell in greater proportion, I believe, than in the Eastern States. One concern in Los Angeles has at least ten customers who have regular talking machine studios in their homes, with record selections comprising two thousand five hundred to three thousand titles.

"My trip in a business way was a distinct success, with particular reference to the Cabinets That Match, for which orders were taken in large quantities, including liberal advance orders for cabinets matching the new Victrolas X and XI. However, business was not the principal object of my trip, this being the first time I felt that the organization of our business was such as to permit of my taking an extended vacation. In fact," Mr. Geissler continued jocularly, "the results achieved in a business way during my absence were such as to make me seriously consider spending the greater part of my time away from the office. It was better than during the preceding months and showed a very marked increase over the corresponding months of last year."

Mr. Geissler was a guest of Frederick Sherman, Phillip Clay and Andrew McCarthy, of Sherman, Clay & Co., during the Family Club Jinks. This is an unique organization, which each year gives its play in the beautiful Redwood Grove, situated in the foothills just outside of Redwood City. The



POSING AS "ANNETTE KELLERMAN."

trip was made with Mr. Clay in his big Lozier car and, incidentally, Mr. Geissler says that the distinguished San Franciscan is "some chauffeur," for when they were hitting a clip of about forty-five miles an hour Mr. Clay calmly volunteered the information that he had not yet "slipped it into high."

The big event of the Summer is the Bohemian Club Jinks, held in the great Bohemian Club Grove, ninety miles from Frisco, on the Russian River. There Mr. Geissler was the guest of William Horton Blake, late national bridge whist champion. They went a week ahead of time and enjoyed the grove before the crowd started to come. One of the illustrations shown in this connection portrays the approach to their camp of "Never Again." The name, of course, was suggested by the resolve made under the spell of the glorious scenery never again to return to the busy haunts of trade.

"According to all reports, the Passion Play at Oberammergau is the only production that rivals the grove play of the Bohemian Club," said Mr. Geissler. "This year the play was the Cave Man, book by Charles K. Fields, music by McCoy. It is simply impossible to give any description of this wonderful production, as it is staged right out in the open among the giant redwood trees, with innumerable natural entrances and exits. One of the characters made a particularly striking exit, wending his way up the side of the mountain, carrying a torch, invisible at times, and finally disappearing at a point about four or five hundred feet above the spectators.

"The audience, consisting of about eight hundred members and guests, were seated upon immense redwood logs. It was quite a rare privilege to be a guest, as none but non-residents of the State are allowed to be invited.

"All the members have their own private camps, but eat in a huge, open air dining room. To wait upon this assembly it is necessary to have between two hundred and three hundred servants. The swimming pool, located in a cove of the Russian River, with all the necessary attendants, bath houses, etc., is, perhaps, one of the greatest features of the grove."

Although he did not expect it, a picture of the swimming pool referred to by Mr. Geissler, is shown for the benefit of World readers. The pool is absolutely incidental, however, to the graceful figure that is posed preparatory to a dive into the liquid depths. Mr. Geissler may have brought one of these photographs to Chicago, but if so, he did not include it in the fine collection he showed his friends. Its existence was learned of and by securing the cooperation of the San Francisco correspondent, the copy was obtained, likewise the story that goes with it.

On the day of the athletic stunts at the swimming pool an audience of five hundred men witnessed various and thrilling natatorial feats. The man in charge of the events announced that the finale would be something quite unusual. For this occasion only, he declared, the rules of the

club, which prohibited absolutely the admission of women to the grove, would be waived, and the members and their guests given an opportunity to witness an exhibition of diving and fancy swimming by Annette Kellerman, the famous professional, then appearing in San Francisco.

There was a hush when "Annette" appeared and gave her bath robe into the hands of an attendant. The Chicago talking machine man is the possessor of generous curves, his make-up was excellent and it was some little time before many of those in the audience, who had not seen Miss Kellerman, perceived that a hoax had been perpetrated. It was not so much of a joke after all, however, as Mr. Geissler is really an aquatic expert, and gave a very creditable imitation of six of Miss Kellerman's most difficult dives.

Out on the Coast they are still talking about the *piece de resistance* of the Bohemian Club's aquatic carnival.

NEW RECORD FILING SYSTEMS.

Prepared by Talking Machine Co.—Convenient and Inexpensive—How the Systems are Arranged—Of Interest to Dealers.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 9, 1910.

The Talking Machine Co. have prepared three very inexpensive systems of record filing for their customers, which they declare constitute not only the most convenient and inexpensive methods of handling disc records, but also a complete inventory, sales and order system.

System A consists of sectional cases, permitting the records to either lie flat or stand upright, according to the position in which the sections are placed. Each shelf accommodates eight records in stock envelopes. System B utilizes the same sectional record cases as in System A, but every other shelf is pulled out and cardboard boxes similar to those used in stocking sheet music are utilized, thus absolutely protecting the records contained therein. Each section is complete in itself, so that as many or as few may be used as necessary. Each case comes unfinished, so as many or as few may be used as necessary. System C consists of sectional drawers on the order of letter files, with adjustable backs to keep the records firmly upright.

In each system the records are carried in stock envelopes, each envelope being numbered in one corner, according to the number of the record enclosed. When a record is sold the empty envelope is placed aside and the record delivered to the customer in the regular Victor envelope, the empty envelopes showing the records sold each day, and reorders being made by copying down the numbers of the empty envelopes. A complete index of records carried in stock is obtained by checking a numerical catalog and running the records numerically in the cabinets.

**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.

Don't wait until the other man does. Stake out your claim while there is land available: With the Columbia line and exclusive selling rights you can develop all there is in it, and no one can ever "jump" it.



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

TO OCCUPY NEW PREMISES.

The New York Talking Machine Co. Will Take Possession of 81 Chambers Street on October 15—Will Be Handsomely Fitted Up.

The new premises of the New York Talking Machine Co., 81 Chambers street, New York, now being remodeled, rearranged and decorated, will be occupied within a week or so. The quarters at 83, next door, will be given up when the new place is completed. The store floor runs through the block to Reade street, and the front half, which will be handsomely fitted up with booths and other essential equipment, will be used for demonstrating purposes, with a fine display of Victor goods in a roomy show window. The rear half will be occupied by the company's office and the clerical force of the wholesale department. A basement and sub-basement will accommodate the repair and shipping departments and be used for the storage of stock, both being especially suitable for this purpose.

This is the first time the company have been in a store floor or been on the street, heretofore their premises being in upper lofts. With the entrance of the New York Talking Machine Co. as a retail proposition as well as wholesale, it will make the third concern on the block between Broadway and Church street, the others being the Columbia Phonograph Co. at 89, and the Blackman Talking Machine Co. at 97.

EQUIPPED WITH NEW REPRODUCERS

The National Co., Orange, N. J., Are Now Equipping the Balmoral and Alva Phonographs with the New Model "O" Reproducer.

The model "O," which it was recently announced would hereafter be part of the Triumph and Idelia equipments, has been well received by the trade everywhere, and orders for Triumph and Idelia machines and attachments equipped with the new speaker, as also separate orders for the reproducer, are coming in such numbers as to almost swamp the speaker department of the company's plant.

The prices for the reproducer when sold separately are the same as was announced in the bulletin issued on the subject of Triumph and Idelia equipment. These prices include a special arm and special parts. The same allowance for the return of the models "C" and "H" reproducers in exchange also apply.

GIMBELS HAVE THE VICTOR

In Their Talking Machine Department—Handling Buegeleisen & Jacobson's Small Goods Line.

The talking machine department of Gimbel Bros., whose New York store was opened to the public for the first time Thursday of last week, is on the fourth floor and occupies a space about 70 x 25 feet, entirely inclosed, near the center, in connection with the small goods and sheet music

section. The Victor line is handled exclusively. Three demonstrating booths, with birdseye maple, white and gold and Circassian walnut trimmings, respectively, are provided, with Victrolas to match. The resonator of the Talking Machine Soundboard Co. is also conspicuously featured. I. H. Dodin, assistant to E. P. Calderhead, the buyer, is in immediate charge of the three departments and said they were doing a fine business, especially in

Victrolas. They carry the full Victor catalog in stock, two of each record.

The small goods, in which Buegeleisen & Jacobson's Durro line is the feature, are displayed in dust proof show cases and the electric lighting effects in connection therewith are perfect. Miss Florence Silverman, formerly with M. Weinstein, in the Flatiron building, has charge of the sheet music end.

SIMPLEX NEEDLE BOX

"FILLS A LONG-FELT WANT"

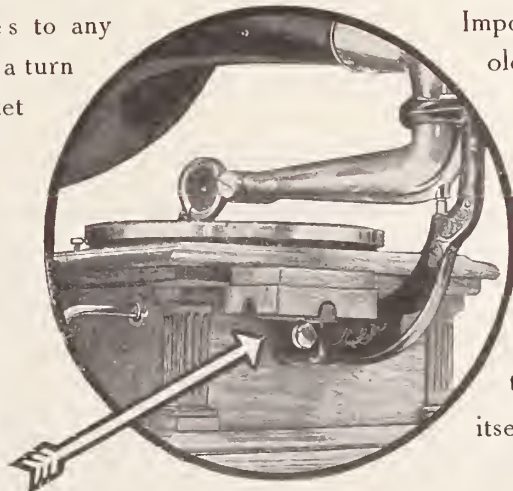
THE MOST USEFUL, CONVENIENT, NECESSARY ATTACHMENT MADE OF OAK OR MAHOGANY FINISH TO MATCH ALL MACHINES

Attaches to any machine by a turn of the bracket arm screw.

RETAIL PRICE

50c.

A handy place for loud, soft and used needles.



Impossible to use old needles and ruin valuable records.

RETAIL PRICE

50c.

Only necessary to show—it sells itself.

MAGNETIC NEEDLES—OTHER SPECIALTIES—VICTROLA PROTECTORS
 VICTOR DISTRIBUTORS **S. B. DAVEGA CO.** EDISON JOBBERS
 126 UNIVERSITY PLACE, NEW YORK, N. Y.

Fill out and mail now

S. B. DAVEGA CO., 126 University Place.

Enclosed herewith find 30c. in stamps, for which you may send me a sample of your new Simplex Needle Box, finish.

To identify myself as a Talking Machine Dealer, I am enclosing my card or letterhead.

YOUR NAME _____
 ADDRESS _____
 ADDRESS _____
 YOUR DISTRIBUTOR'S NAME _____

Wherever there is a discerning public and a progressive dealer the Columbia Grafonola "arrives," invariably accompanied by a strong detachment of Columbia Grand Opera Records,—with more of the same following right along.



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

BALTIMORE'S NEWS BUDGET.

Indications That Fall and Winter Will Produce Immense Business in Both Wholesale and Retail Fields—What the Various Houses Are Doing—Interesting Personalities—Martin & Co. Open Retail Store.

(Special to The Talking Machine World.)

Baltimore, Md., October 6, 1910.

Should all the expectations of the Baltimore dealers be realized this fall and winter, the season will be one of the most prosperous ever experienced by those engaged in the business. There never was a more optimistic crowd than those who are selling the machines and records in Baltimore. While during the summer there have been those who always had an encouraging word to say about business, there were others who complained that business was not what they would like to see it be and they would not say what they expected when the cool weather set in, but now that October has rolled around and most all Baltimoreans are back from the summer resorts things have changed decidedly for the better.

The improved conditions do not apply alone to the retail trade, but have been quite apparent among the jobbers and with the wholesale dealers as well. In addition to having larger orders from the retailers, the wholesalers report that several new dealers have entered the local field, while in the counties of Maryland and throughout those sections of the South which are handled from Baltimore similar reports are made.

D. D. O'Neill, formerly of C. J. Heppe & Sons, of Philadelphia, has taken charge of the talking machine department of Cohen & Hughes, who handle Victors and Edisons. The firm have been

busy rearranging and extending their talking machine department. In addition to the sales department and demonstrating rooms on the first floor, arrangements have been made for a Victrola room exclusively in the front of the second floor, while next to the Victrola room is the place for Victors and Edisons. Back of this room there is an exclusive department for the small Victors. In the rear are the record rooms and repair shops, while on the fifth floor is the wholesale department. Mr. O'Neill believes that the new Victrolas will mean an increase of 25 per cent. of the business in the Victor line over that what would ordinarily be done with only the \$125 machine in existence. Other dealers are of the same opinion.

Martin & Co. have opened up a retail store at 325 North Howard Street, with a full line of Edison machines and records.

D. J. Crowley, now located at 214 West Saratoga Street, has a good word to say about the local retail business, while William McCallister & Sons, Baltimore Street near Howard, report the Victor and Edison business to be in a flourishing condition.

William C. White, who was manager of the talking machine department of H. R. Eisenbrandt Sons for a number of years, has opened up on his own hook at 205 North Charles Street, with a full line of Victor machines and records. He has a cozy little store, and from all appearances has made a good start. All of his friends wish him success in his new venture.

Eisenbrandt Sons are thoroughly established in their new home on North Howard street near Saratoga, with a full line of Victors. They have their talking machine department nicely arranged, while buyers and prospective buyers are attracted by the neat window displays.

Manager Roberts, of E. F. Droop & Sons Co., who handle Victors and Edisons, states that September was an excellent month and that there is every indication that the present fall and winter will prove something of record breakers. He believes that the holiday sales will even surpass the excellent showing of last December.

Similar cheering reports come from Manager Albert Bowden, of the talking machine department of Sanders & Stayman. Mr. Bowden declares that the demand for the Victor and Columbia machines and records has been far above expectations, while he thinks that the new Victrolas will meet the demand of many buyers who have heretofore held off from purchasing a talking machine.

The Columbia machines and records are also whooping things up, according to Manager Laurie, of the local branch store of the Columbia Phonograph Co. The retail department has made a good showing and holds excellent prospects, while the reports from the wholesale districts are extremely gratifying.

TALKING MACHINE EXPORTS.

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

(Special to The Talking Machine World.)

Washington, D. C., Oct. 6, 1910.

In the summary of exports and imports of the commerce of the United States for the month of August (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 August, 1910, amounted to \$316,816, as compared with \$158,739 for the same month of the previous year. The eight months' exportations of talking machines, records and supplies amounted to \$1,652,408.

A PROGRESSIVE SEATTLE DEALER.

The Ballard Music Co., 5411 Twentieth Avenue, N. W., Seattle, Wash., have recently rearranged their establishment, converting the rear of their store into a handsome Edison phonograph parlor, with special soundproof rooms, neatly arranged, as a feature, so that customers can receive the best of attention. In addition to the Edison, the Ballard Music House handle the Victor and Columbia disc machines.

A. F. Brosche, proprietor of the Ballard Music House, was a recently called at The World sanctum and spoke very enthusiastically about business conditions in his territory. He is a firm believer in advertising and the value of the show window, and in this respect he is a close reader of The Talking Machine World.

During his stay in the East he visited the factories of the National Phonograph Co. and the Victor Talking Machine Co., and after a very enjoyable and profitable sojourn he left for home on October 1.

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

NEW OFFICERS ELECTED

By Eastern Talking Machine Co. Associates—
A. W. Chamberlain, President for Coming Year—An Able Man Selected.

(Special to The Talking Machine World.)
Boston, Mass., Oct. 5, 1910.

At the tenth regular monthly meeting of the Eastern Talking Machine Co.'s Associates the following officers were elected for the year 1910-1911: A. W. Chamberlain, president; George T. Waldron, vice-president; S. H. Brown, secretary, and W. J. Fitzgerald, treasurer.

In his address President Chamberlain spoke in a very optimistic way anent the future of the associates and predicted an even greater success for the coming year. He also spoke in enthusiastic terms about the capacity to "do things" and the



A. W. CHAMBERLAIN.

ability of the officers who were elected with him to carry on the good work.

The associates in turn are to be congratulated on having so able an executive at their head. Mr. Chamberlain has been able to make a very favorable impression upon the trade throughout New England. He has had a very successful career in the talking machine business and is one of the most experienced men on the subject of talkers in these States. His early experience dates back to 1903, when he first became associated with the Iver Johnson Sporting Goods Co. as department manager. Later on he became identified with the Zonophone interests, when in 1905 he became assistant general manager, including the managership of the wholesale department of the Eastern Talking Machine Co. These positions he has fulfilled to the utmost satisfaction of the management and with great credit to himself.

THE LIMIT.

Thomas A. Edison recently returned from a trip in the South. A few nights ago he was talking with a New York Times reporter about the food of the future.

"A kitchen," said the great inventor, "is really only a chemical laboratory. And I want to tell you they've got some mighty poor chemists down South. I had beefsteak served to me that was so tough I couldn't stick a fork into the gravy."

THE POSITION AND THE MAN.

Plenty of Excellent Openings for the Men Who Can Really Qualify—Few of General Run of Subordinates Found Fit When Manager Is Wanted.

"The man at the front is the man who bears the brunt of the fight. Don't be in a hurry to get there until you are fit for the position."

Ambition is a splendid attribute. It lifts a man out of the stratum in which he was born and helps him to achieve the greatest heights of which he is capable. Unfortunately, the incapables aspire to positions they haven't the ability to fill, and the firms who "try out" this raw material get weary in their search for able men.

Too many men in all trades are "drifters." Look over the field and note the men who have built reputations that are grounded on meritorious work.

There should be associations for men in all these lines where they can systematically acquire a knowledge that will make them of increasing value to their firms, but the instances are rare where the employees work over hours to increase their knowledge and their value to the firm they serve. This work can't be done in clubs, nor in bowling, nor at picnics, all good in their way, but boys have some problems to solve, and the sooner they begin the work the earlier will dawn the day when they will be recognized as successful men, and it takes more than mere money to be scored a successful man.

TALKING MACHINES IN SCIENCE.

Vienna Academy of Sciences Possesses One of the Largest Collections of Records in the World—To Secure Records of all Dialects—Talking Machine as Acoustic Microscope.

The Vienna Academy of Sciences has one of the largest, if not the largest collection of phonographic records in the world, and is enlarging it rapidly. One of its main objects is to secure a complete collection of dialects, for which purpose expeditions are being constantly sent out, the latest being to Nubia. Original work has been done in making use of the phonograph as a sort of acoustic microscope, sections of the records being enlarged a thousandfold, with results most helpful in recognizing differences in sound. The croaking of the frog, on being thus magnified, was found to differ from the utterance of a human vowel in not being a continuous sound, but one with minute interruptions.

If you are satisfied that you have a better selected stock than your competitor, if you know the goods you sell are more satisfactory and of better quality, if you are capable of serving your trade in a better and more satisfactory manner than the other fellow, don't hesitate to tell about it.

If there is such a thing as a philosopher's stone, that stone is nothing more or less than the knowledge of how to spend less than you get.

The Resonator

The Last Word
IN TALKING MACHINE Development

(Fully Protected by U. S. Patent)



Reproduces Perfectly all Records, Preserving Tone Quality of Original Production

DEALERS sell more Records when demonstrated with this device.

A wit, observing this, likened it to the boy after giving up short pants for a season. He would not put them on again. All marked improvements are adopted as a right of growth and development.

We adopt the subway the second trip as if we always used it.

Convenience may be seen from above cut. Less space taken up in store and no horn in way when changing record and needles.

TONE QUALITY ITS CHIEF CLAIM

PRICED TO COMPETE WITH BETTER GRADE OF HORN

INQUIRE OF YOUR JOBBER OR
**THE TALKING MACHINE
SOUNDBOARD CO.**

110 West 34th Street NEW YORK

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC-PLAYERS

MADE BY

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequaled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

1866

1910

NYOIL

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.



MORE WINDOW LOGIC.

Just How the Value of the Show Window May Be Figured Out in Dollars and Cents—A Point Lost Sight of by Many Dealers.

From time to time The Talking Machine World has emphasized the value of the window as a trade stimulator and business getter. Too many dealers overlook this important factor. To appreciate its value you should do a little figuring. How many people pass your store in a day? If the average is 10 a minute, in the eight busiest hours of the day, 4,800 people would pass your window. This number, 4,800, represents what in newspaper parlance is called "daily circulation." Now, your show window occupies say 100 square

feet surface space, and in it you can display attractively quite a line of goods, changing the display as often as you wish. In a daily newspaper with an actual circulation of 4,800, 100 square inches (not square feet) would cost approximately \$10 per day, and in this space you can put only cuts of the articles themselves, and as a rule the cuts but imperfectly represent those articles. Now, your window space presents a surface 144 times as great as your \$10 newspaper space, has depth in addition to surface, and in it can be displayed the articles themselves, true to life as to color, size, shape and everything, and, furthermore, they are seen at the entrance to your store, inside of which a salesman stands ready to give additional information and exercise his ability in making a sale. This window space is yours every day and all day; it presents wonderful possibilities as an advertising medium, and it's up to you to get those possibilities out of it. If newspaper space properly used is worth its cost (and we are firmly convinced it is) how important it is that so valuable an advertising medium as the show window should not be neglected.

ORDERS AT THE EDISON FACTORY.

The National Phonograph Co., Orange, N. J., report that orders for machines of all types, as well as accessories, are increasing in such volume as clearly to indicate that their jobbers and dealers are making early preparations for the holiday trade. This is particularly true of the Amberola orders, which have taken a heavy spurt within the last two weeks and are daily growing in volume.

It is very probable that the Edison trade has not forgotten the experience of last year when the factory found it impossible to supply the holiday demand for Amberolas because of an unavoidable hold-up in the delivery of cabinets by the manufacturer. The National Company state they have made ample provision for holiday orders this year, and there is little danger of a repetition of the shortage.

NOW IS THE TIME TO STOCK UP.

Important Letter from the Victor Talking Machine Co. Warning Dealers That Now Is the Time to Act.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 1, 1910.

Monday of last week the Victor Talking Machine Co., Camden, N. J., addressed their dealers on the very suggestive topic of the Fall season and the ordering of records for the holidays, so as to insure their delivery. The circular in part follows:

"It can easily be said, without fear of contradiction, that Sept. 28, the opening day for the sale of the October records, is the opening day of the Fall season. There are thousands and thousands of people who are going to buy Victors between now and Christmas, and it is up to every dealer to take advantage of the opening day and get these customers coming to his store and placing their order for Christmas delivery.

"Taking the volume of business that reaches us every day as the best possible proof, there can be no doubt about 1910 holiday Victor business breaking all previous records. You know what this means. Every year there has been a demand greater than could be supplied and it is the dealer who actually has Victors and Victor records right in stock that gathers the real Victor profits. You should not wait another minute. Place your holiday order with your distributor at once and get the goods into your store as quickly as you can.

"Remember, Christmas comes only once a year and it is the one real big season for unlimited Victor sales. Go after this big holiday business now. It's never too early to start."

Every clerk ought to be on the watch to distribute all leaflets, catalogues and envelope stuffers, also he should keep up with the newspaper ads., so as to concentrate all the power on one article at one time.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by
Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs
or Talking Machines

High Grade English Steel,
each Needle Warranted as
to Point and Finish

NEEDLES

We are Sole Agents for
the Largest Needle
Factory in EUROPE

SPECIALTIES

put up in Lithographed Envelopes
and Tin Boxes in Cartons

SPECIALTIES

BELTS

SAPPHIRES

FEED NUTS

For Commercial Phonographs. STITCHED.

FOR DICTATING MACHINES
ALL MAKES

For All Makes, Made of
the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

TRADE GOOD IN CLEVELAND.

Business for First Nine Months of Year Very Satisfactory—Increasing Activity Now Manifest—Boom in Record Sales—Talking Machines at Lectures in Schools—Personal Items—Talking Machine Co. Succeeds B. L. Robbins & Co.—Interesting Stories in Which Talking Machines Figure—May Co. in New Quarters—How Jobbers and Dealers View the Present Trade Conditions.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 8, 1910.

Business in Cleveland during the past nine months of the year, while it did not in all instances meet expectations, has been most satisfactory. Various helpful propositions from the manufacturers, together with their extensive campaign of publicity, have largely aided the dealers in creating more trade, and have been an incentive to strenuous exertions in giving added life to the business.

Increasing activity has been manifest during the past two weeks, and a number of sales of the highest grade machines have been made, and large numbers of inquiries are reported. All indications point to a large fall trade, and for which the dealers are making more extended preparation than ever heretofore.

The record trade, in both discs and cylinders, increasing from month to month, is cause for congratulation with all the dealers, and affords unquestioned evidence of the strong hold this line of entertainment has taken with the masses.

Phonograph musical selections will enliven the lectures given before the Cleveland schools the coming winter. The Board of Education committee on social center work have planned to make lectures on tuberculosis and dental troubles popular by adding Caruso, Celestina Boninsegna, Marie Dressler, Blanche Ring and others to the program. A series of talks on industrial service will be given. Mrs. Florence Kelly, of New York, will talk on "Opportunities of Childhood," and interspersed with the proceedings concerts will be given.

An unaccountable condition in the talking machine trade in Cleveland is that the National Phonograph Co. have no distributor of the Edison products here. Dealers have to send to Chicago and other points for their supplies, which is injurious alike to the manufacturers and dealers in the city and contiguous territory.

Judging from the large receipts of Victor Victrolas of the various kinds, and Columbia Graphophones and Grafonolas by the various dealers, they are evidently preparing to meet a larger than usual season's demand.

B. L. Robbins, of B. L. Robbins & Co., who have just sold their store, has accepted a position with the Eclipse Musical Co. He is the oldest talking machine dealer in the city, having started in business here in its earliest inception, and with his large experience will prove a valuable assistant to the staff of the Eclipse Co.

Audley Riesinger, formerly with the W. J. Roberts, Jr., Co., is now engaged with W. H. Buescher & Sons. There are very few more thoroughly posted talking machine men in the country.

Thomas F. Green, representative of the Victor Talking Machine Co., in his Ohio itinerary, was a recent visitor in Cleveland. He stated the talking machine dealers in all the towns he had visited were prospering, and all were optimistic regarding the future.

Fred Silverbach, who for a number of years was the Middle West representative of the Columbia Phonograph Co., is now engaged with the Olds-Oakland Automobile Co. He keeps in touch with his old friends in the talking machine business and is generating among them the auto habit.

Columbia dealers were disappointed that George W. Lyle did not include Cleveland in his recent Western trip.

The most prominent member and director of the family of W. MacGlashen, of the Winton Motor Co., is the four-year-old daughter, Kathryn. The family revel in the luxury of a phonograph, operated at the pleasure of Miss Kathryn. More particularly popular with her is the comic song, "When



Mr. Dealer!

You could not sell a piano with a Tin or Veneered Wood Sounding Board!

A Talking Machine Horn is nothing more or less than a Sounding Board.

Why not show your machines at their best by equipping them with

MUSIC MASTER HORNS

which are built of solid wood on Sounding Board principles.

In September we start our Fall Campaign of National Advertising in order to help educate Talking Machine Buyers in this principle.

Are you prepared to take care of the inquiries that will come to your store?

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, and if you are not entirely satisfied with the merits of the MUSIC MASTER you can return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

Willie Gets His Pay." She has worn it to a frazzle, but in exchange has perfectly memorized the words and music. Recently she entered the kindergarten class of her church Sunday-school and was asked if she could sing a song. Without hesitation she arose and sang her favorite lyric from beginning to end. Her teacher is still laughing over the episode, and Kathryn is the most popular child in the class.

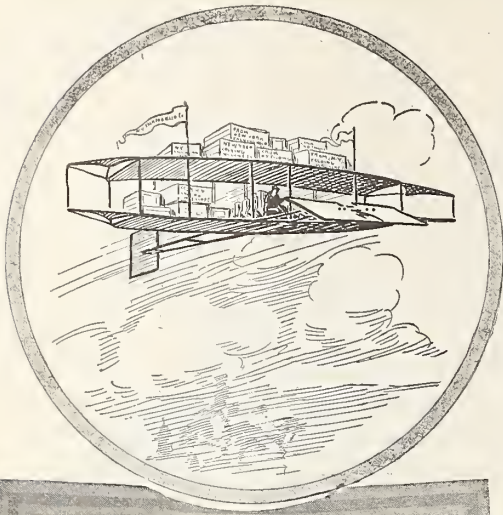
The Talking Machine Co., a new corporation, has purchased the store of B. L. Robbins & Co., and under the management of S. A. Mintz will continue the business at the old stand. Mr. Mintz has had several years' experience and is thoroughly posted in the talking machine business. The location of the store, on the ground floor, midway between the Euclid avenue and Superior avenue entrances of the Arcade, makes it one of the most desirable in the city. Business is reported good and prospects of the most promising character.

Residents in one of the closely-inhabited sections of the city have recently felt very spooky on ac-

count of a series of inexplicable sounds emanating from the block wherein, among a dozen other stores, is housed a Chinese laundry. All fears, however, were dispelled when it was discovered that the Chinamen had installed a graphophone and were playing records in their native tongue. The uninitiated denizens assert that the records give forth sounds much as if a number of cats and human beings were being strangled. Thus does ignorance of the Confucian tongue play upon the imagination.

One of the most unique and attractive things in the talking machine line is a birch bark horn attached to a Columbia graphophone on display in the window of the G. J. Probeck Co. The horn was constructed by Dr. Henry Burns, of this city, at his summer home at Stoney Lake, Canada. He has used it for two seasons. It gives out a clear, mellow sound, and "up in the woods," the doctor says, "it is a thing of beauty."

Flesheim & Smith are making daily sales of Zonophone machines and records. Business with



Quick service

A great thing for a dealer, and every dealer ought to get it from his jobber or know the reason why. Repeated delays are dangerous to the carrying on of any business.

Quick service is one of the inducements we hold out for your trade and it's no mere will-o'-the-wisp. We mean it—quick service.

How quick? Shipments made the same day order is received. Could anything be quicker, or more satisfactory to you and your customers?

Quick service means not only that we are quick in sending out orders, but we have the right kind of goods in the first place—just the things you want and plenty of them.

There isn't a thing you can mention in Victors, Victrolas, Victor Records, record cabinets, fiber cases, horns, needles, repair parts and other accessories that we haven't in stock ready to send you right now.

Try us and see. That's our challenge and, if what we say is true, it's worth your time to get in touch with us.

Write to-day for our latest catalog and our booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.
83 Chambers Street New York



them is good and improving, and they look for an unusually fine fall trade.

The new annex of the May Co. is completed and the talking machine department is now installed in quarters adjoining the piano department; in fact, the two have been merged. The new quarters are much larger than the old, and with twelve good-sized demonstration rooms, tastily fitted up and furnished, afford ample room and adequate facilities for the transaction of business. The records are shelved in the rear of the demonstration rooms, into which are openings sufficiently large to contain a machine for demonstrating purposes. Separate rooms have been set apart for the different machines, Victors, Edisons, and Zonophones, and for cabinets and horns. The management report business excellent and improving.

W. H. Buescher & Sons are having a fine trade in Victor goods exclusively. "Results in September were very satisfactory, being much above the average, while sales so far this month have been surprisingly good," said Mr. Buescher, "and they are increasing in a manner highly encouraging. Our sales now are almost exclusively of Victrolas and the higher-grade Victor machines and records. The close of the vacation season and the cooler weather are visibly favorably affecting record sales. Prospects for fall trade are certainly very bright, and with the three new Victrolas just on the market, we anticipate a phenomenal business."

Quiet optimism dominates the office of the U-S Phonograph Co. Not the optimism, apparently, which expects miracles to happen, and a national business to instantaneously spring into existence, but the resourceful belief in the merits of the U-S line and the realization that it takes time to accomplish great things. "Steady progress from day to day," seems to be the watchword of the company. "We are going ahead," said an officer, "steadily and very rapidly, when one considers the magnitude of the problems to be solved and the organization which must be perfected. The rate of production, both of U-S machines and everlasting records, is steadily rising, the sales department is keeping pace with the factory, and in our advertising department plans are maturing for the campaign which is to cover the country. In all four divisions of the business our progress is certain, steady and rapid." The growth of the business of the company has already necessitated more space, and none being available in the building occupied by the factory and offices, a part of an adjoining building has been secured, where the record department has been installed. The company contemplate soon erecting a factory wherein to house their entire plant.

J. J. Anderson, who succeeded O. E. Kellogg as manager of the talking machine department at H. E. McMillin's, reports business is very satisfactory. "It is especially good," said Mr. Anderson, "for Edison machines and records, for which there is a large demand. We are also having a fine trade in Victor goods, and the new Victrolas, ranging in price from \$75 to \$150, will prove without a doubt to be the best sellers the Victor Co. have ever put out."

Activity and an optimistic feeling prevail at the store of the G. J. Probeck Co., as are manifest in the daily receipt of new goods and local and out-of-town shipments. Mr. Robertson says: "There is every indication that conditions are shaping toward a very active fall and winter season in our line. Our summer business shows a marked improvement over that of a year ago. The Grafonola and grand opera division shows up well in the general results of our summer season, and judging from the large number of inquiries received, this is going to be a Grafonola year. The new series of Columbia grand opera records and the Blue Label records are selling well and users in general are enthusiastic in their praise of the new products. Columbia Indestructible cylinder records are actively increasing in demand among all classes of cylinder machine owners."

Business in both the retail and wholesale talking machine departments of Collister & Sayle shows increasing activity as the sporting season draws to a close. During the summer automobile, motorcycle, baseball and demands for other sporting

goods has been given attention at the expense of the talking machine. But now the latter are coming to the front and one of the large show windows is given to a fine display of Victrolas, Victor records and the latest in cabinets. Mr. Dorn said business was fairly good and daily showing improvement. He spoke in the highest terms of the excellence of the October records, and said they were meeting with the hearty approval of their many customers.

Continued increase in the volume of business is reported by the Eclipse Musical Co. "Good orders are coming in," said the manager, "from dealers throughout this section for machines, cabinets and records, and trade is good and improving. The demand for Victor goods is especially fine and the prospects are very flattering."

A very favorable month's trade in the talking machine department of the Goodman Piano Co. was said to have continued throughout the past month. "Machines are selling well and we have a good record trade, which is increasing continually," said the manager. Mr. Goodman said their piano trade was fully up to expectations and that they were doing a fine business.

John Reiling has built up a substantial, growing business in Columbia goods in the business center of the West Side. He states that trade is good and steadily improving. Owing to age and ill-health he wishes to dispose of the business, and says that it is a fine opening for a young man with some means.

TRADE NEWS FROM THE TWIN CITIES.

Having a Talking Machine Business in the Northwest Compared to Owning a Gold Mine—Business During September Double That for the Previous Month—Minnesota Phonograph Co.'s New Catalog.

(Special to The Talking Machine World.)

St. Paul and Minneapolis, Oct. 8, 1910.

Selling talking machines in St. Paul and Minneapolis is much like owning a gold mine if the dealers are to be relied upon, and they are. Trade is good—better than it was last season, better than it was a year ago—and the dealers are justified in being enthusiastic over conditions.

"Our retail trade for September was just about double in volume over the corresponding month of last year," said Lawrence H. Lucker, president of the Minnesota Phonograph Co. "Our jobbing trade is very much larger, having grown constantly since we branched out into wholesaling, and is on a satisfactory basis."

The company have recently put out an artistic catalog devoted largely to Victrolas. The venture cost \$2,500, but will prove profitable. The new orders alone call for three carloads of Victrolas. The house is doing a fine business with the Edison machines and records, and on Monday ordered a carload of goods to keep up the stock. Mr. Lucker left Wednesday (October 5) for New York and the East to look over the talking machine field.

The Columbia Phonograph Co. have placed H. R. Peterson in charge of the Dictaphone department in the St. Paul branch. He has had good success. The machines are fitly established in both cities as office necessities.

C. A. Carlson, manager of the talking machine department of the New England Furniture Co., finds the retail business entirely satisfactory. The demand for records has been particularly strong, and this is well. The prospects for a good fall business in the best classes of Victor and Edison instruments are excellent.

There never has been a time when there was not an opportunity for every man who was willing to take advantage of it, and the opportunity of doing a good business never was better than at the present time. The thing to do is to take advantage of this opportunity and make every effort count in getting every dollar's worth of business that you can at a profit.

All things work for your good when you are running in harmony with your house and in line with your house.

There is no gamble-guessing about the possible profit in handling Columbia Grafonolas. You can rattle it around in gold coin even if you only lay out a few dollars in getting started with a "Mignon."



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

TRADE ON THE PACIFIC COAST.

Business Shows Steady Improvement with Both the Dealers and Jobbers—Many New Stores and Departments Started—Novel Electrical Reproducer—Pacific Phonograph Co., Add Another Floor—Some Personalities—New Styles of Victrolas Please the Coast Trade—Columbia Co., Activities—General Summary of the Month's News.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 3, 1910.

Trade has been steadily picking up in the Coast district, and with the beginning of fall, conditions in general are much better than at any time since last Christmas. The retail stores in this city are getting at least a satisfactory volume of business, the talking machine department being considerably busier than most lines of musical goods. The wholesale trade, however, is in an especially flourishing condition. Supplies have been largely increased during the last month at the local distributing houses, and deliveries to the outside trade are growing to large proportions. The rush will come within the next month or two. Retailers all over the country have placed their fall orders earlier than usual, buying for delivery in the latter part of October and November, but new business is still coming in. Many new stores or departments are being started all over the Coast, and there has been a particularly strong tendency among small stores in country towns to put in this class of goods. The new dealers are starting in in an energetic manner, placing liberal initial orders, and there seems to be plenty of money everywhere. New developments in the way of accessories and high-class machines are receiving a great deal of attention, and the better class of records are gaining steadily.

A novel electrical reproducer, invented by local people, was displayed at the Pacific Coast Electrical Exposition in this city last month by the Decker Electric Co. The device was used in connection with a No. 5 Victor machine furnished by the Wiley B. Allen Co., and will transmit the sound any reasonable distance, reproducing it almost as loudly and distinctly as the largest and most expensive machines. It is designed especially for use in connection with moving picture shows, a large number of which have opened here recently.

The Pacific Phonograph Co. have acted upon the proposition recently made to take on another floor and are now fitting up the fourth floor of the Bass Hueter Building on Mission street, where it will keep an additional supply of records, horns and cabinets. The goods are to be arranged in the same convenient manner as in the present quarters on the fifth floor, and the space will be more than double that occupied during the summer. This will give the company about the largest establishment in the West devoted to this class of business. The company have just received one of the largest shipments of machines that ever came to the Coast, a straight carload of Edison machines, and supplies have been arriving rapidly all

month. Among the new arrivals is the new reproducer for the Triumph machine, which is very well received by the trade. This company's outside men have been giving a good account of themselves the last month, particularly in northern California and Oregon, where they have put in a number of new stocks, and orders are on the books for later shipments to all parts of the State. J. McCracken has been spending most of his time in Oregon and is now in Portland. G. M. Jones is getting ready to start on the road within a few days and will go as far south as San Diego. This company have taken the agency for the Music Master wooden horn for the State of California.

James Black, manager of the talking machine department of the Wiley B. Allen Co., who has been East for some time in company with Mrs. Allen, is expected here about October 5. He has been on a visit to the Victor factory, to take a look at the new types of machines.

Andrew G. McCarty, of Sherman, Clay & Co., is well pleased by the announcement of the new style Victrolas, which this company expect to have in stock within the next three weeks. He believes that the prices on the new goods will be a great attraction, and will bring in a large amount of business that was not touched by this class of goods in the past. He has already received a large number of advance orders for these machines. He says the Victor business in general is keeping up in fine style, the retail sales of Victrolas having increased about 25 per cent. over the same time last year.

Mr. Grob, of Benj. Curtaz & Son, reports a material improvement in the talking machine department, with a number of Victrola sales in the last few weeks. He is also well satisfied with the present volume of sheet music business.

E. W. Scott, local manager for the Columbia Phonograph Co., has returned from Sacramento, where he went to look after the company's interests at the State Fair.

Walter S. Gray, Coast manager for the Columbia Phonograph Co., completed his tour of the Coast in company with General Manager Geo. W. Lyle early in September, returning to the San Francisco office about the middle of the month, and Mr. Lyle went east from Los Angeles. They spent a few days in San Francisco during the Native Sons' celebration, but most of their attention was given to the outside territory, which is developing more rapidly than ever before in the talking machine line. Mr. Gray says the strong advertising campaign conducted for the last few years by the Columbia Phonograph Co. are now beginning to bring good results, even in the most out-of-the-way places, and that these machines are coming into strong demand in all parts of the country. He is very enthusiastic over the outlook all over the Coast, and especially in the South, where Columbia goods now have a very strong foothold. In Los Angeles, he says Broadway is now becoming quite a talking machine row, and he found the Grafonola Regent displayed in the window of every store on that street which handles talking machine goods. He reports

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 great increase in the general volume of business over a year ago.

W. S. Storms, traveling for the Columbia in central California, has just returned from the San Joaquin valley. He says it was the best trip he has had for eight months, and that the country is in excellent condition, crop returns are coming in, and everybody has plenty of money. On this trip he sold Columbia goods to five new stores, which will handle this line exclusively.

A. G. Farquharson, who covers southern California and Arizona for the Columbia Phonograph Co., is getting a reputation as one of the most popular road men on the Coast, and is making a fine record in the matter of sales as well. He is just starting from his Los Angeles office on his regular fall trip.

The Wiley B. Allen Co., who recently moved their Sacramento branch into the quarters vacated by Kohler & Chase, has fallen heir to the Columbia business at that place, which has been conducted without interruption at the same location.

TALKERS IN THE EVERGLADES.

Alanson Skinner Discusses Visit to Survivors of Seminoles in Florida Wilderness—Finds They Appreciate Possession of Up-to-Date Talking Machine Outfits.

Alanson Skinner, who with three companions in two canoes passed completely through the Florida Everglades as an expedition for the American Museum of Natural History, has just returned to New York from what he describes as the land of the free and the home of the brave. The Seminole Indians, who inhabit the little hummocks in the watery waste of the interior of southern Florida, are truly the free men of this continent. They are neither citizens nor wards of this or any other government. Indeed, they have no government of their own beyond a sort of tacit understanding that the elemental virtues shall be enforced among the remnant of the once powerful nation, which numbers at the present time 300. Nevertheless, in their swamp islands, the Seminoles have phonographs and thus have made provision for their amusement and instruction. Although nominally outcasts, they recognize the value and influence of the talking machine.

SOME IMPORTANT SUGGESTIONS.

A successful retailer in the Southwest has thrown out the following suggestions, which are well worthy of passing along:

"You should always know what you owe, and when it becomes due.

"You should always know what is due you, and when it is to be paid.

"You should know your ability for paying before buying.

"You should also know the way of collecting before selling.

"You should watch your percentage of profit, and by means know what portion of your profit goes for expenses to keep your business up to the standard."

MONTH'S DOINGS IN INDIANAPOLIS.

Dealers Much Encouraged at Way Fall Business Has Opened Up—Reports from Individual Stores—Grafonola Used to Advantage in Theater—Placing a Large Number of Edison Business Phonographs—Rapid Growth of the Victor Department of the Aeolian Co.—Other News of Interest,

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 8, 1910.

The talking machine business in Indianapolis was fairly good during the month of September and the trade was such as to encourage the dealers in preparing for the fall season.

Stuart G. Barrett has joined the local force of the Columbia Phonograph Co. and will care for the Dictaphone business of the company. Mr. Barrett's first week in the business was successful. He secured orders for several machines.

Mr. Haugher, of Haugher's clothing store, is well pleased with the way his new talking machine advertising plan is working. He uses a Columbia Twentieth Century graphophone in his store with specially prepared records calling attention to his stock. The innovation was started during the State Fair and was so successful that it was made a regular feature.

The Majestic Theater, which is now used by a stock company, is using a talking machine to good advantage. In its new line of plays, the theater had no use for the calcium light and its place has been taken by a Grafonola Regent, which is played during intermission and for cues. Such as stringed effect records are used and the results have been very good, as the audiences have been kept guessing as to where the music was coming from.

The Hampton Printing Co., in West Maryland street, are handling the Edison business phonograph, and have succeeded in placing a number of

machines. This branch of the business is in the hands of the young Mr. Hampton of the firm.

W. W. English, who until recently had been doing road work for the Kipp-Link Co., Edison jobbers, is now with the Wulshner-Stewart Co. talking machine department, and is meeting with excellent success. He is going after the business vigorously.

W. W. Kipp, of the Kipp-Link Co., has been keeping in touch with his agencies and finds much encouragement in the outlook.

W. S. Barringer, manager of the talking machine department of the Wulshner-Stewart Music Co., has been selling a few talking machines himself just to keep his hand in the game. The Victrola business of this company is good. He has also been ordering his stock in preparation for a good fall and winter business.

"We have been doing better than we had expected we would be doing at this time," said Mr. Barringer. "The store is getting established and people are beginning to understand that we are in the business for keeps. I increased my order for new Victrolas Nos. 10, 11 and 14. I have sold about all that were ordered. I believe these machines are going to be winners."

The Wulshner-Stewart Co. handle Edisons and Victors, doing a big jobbing business.

The Musical Echo Co., who handle Victor machines, report a nice business for September, with a good record sale.

P. J. Stockton, formerly with the Wulshner-Stewart Co., has entered the stocks and bonds business in Indianapolis.

Warren E. Bird, who formerly had the Dictaphone business in Indiana, is thinking of going to Chicago to enter the advertising field.

The Victor department of the Aeolian Co. grew so rapidly in September that the company felt justified in engaging Miss Irene Traub to take care of the customers for records. Miss Traub had had several years' talking machine experience in Anderson, Ind. With her employment Mr. Jones, who has charge of the department, will have more time for the Victrola prospects. All of the talking machine booths in Aeolian Hall have been well arranged and everything is ready for an active season.

The Wulshner-Stewart talking machine department, according to letters that are being sent out, tried an experiment in August that proved successful. Twenty-four Victor talking machines, each with several records, were sent to the homes of people who had refused even to consider buying talking machines. At the end of thirty days seventeen of the machines had been sold.

OFFER COPY OF INTERESTING DECISION.

A verbatim report of the evidence and the judgment in the case of the Gramophone Co. vs. the Registrar of Trade-marks, in which the applicants sought to register as a trade-mark the word "Gramophone"—the application being dismissed with costs by the judge—has been published by the Phono Trader Printing & Publishing Co., Ltd., 1 and 2 Whitfield street, Finsbury, London, E. C., from whom it may be obtained post free for seven stamps.

A. RAYMOND & CO. SUCCEEDED.

A. Raymond & Co., 129 Fulton street, New York, who some twelve months ago took over the Snyder Sporting Goods Co., are building up an excellent business and constantly broadening out their lines, and in this connection state they find The Talking Machine World most helpful.

POINTERS ON AVOIDING LOSSES.

Said a merchant: "Our remedies in avoiding losses are chiefly as follows: Do not carry too many of your business eggs in one basket. Consider character and ability before capital. If we take a large risk, it is based on character more than capital. We have had cases where we have given credit for nearly three times the amount of responsible capital, and not lost a penny. But in such cases the very inside of character must be known."

HAND COLORED

Local View Post Cards **MADE TO ORDER**



Made from any fair photo and delivered in 2 to 3 weeks. **\$7.20** for 1000

The Best Made in America

SEND FOR SAMPLES

Blue Delft (two colors) **\$5.00** for 1000

Season, Floral, Comics, Greeting Cards, etc.,
Direct from Factory

NATIONAL COLORTYPE COMPANY

Department 9

CINCINNATI, OHIO

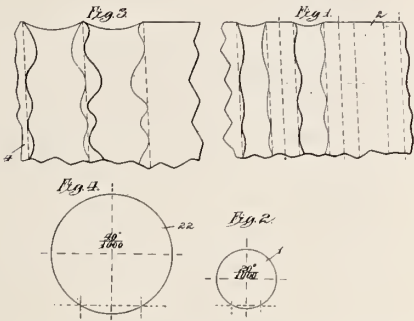
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

Specially Prepared for The Talking Machine World.

Washington, D. C., Oct. 8, 1910.

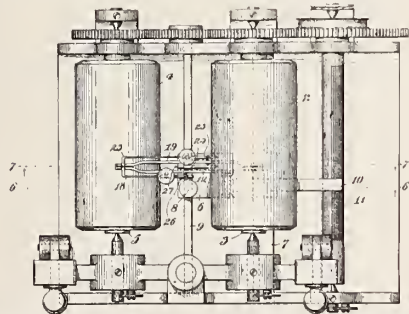
METHOD AND APPARATUS FOR MAKING SOUND RECORDS. Thomas A. Edison, Llewellyn Park, Orange, N. J. Patent No. 970,615.

This invention relates to an improved apparatus for making phonograph or other talking machine records, and the object is to secure a sound record which shall be of practically exact quality, and at the same time very loud. Such a record when secured may be used directly on the phonograph or other sound reproducing machine, but it is preferably employed as a master from which copies are obtained by any approved process of duplication, as, for example, by a molding operation.



The invention is practicable for use not only for the production of phonograph records, but also for the production of so-called gramophone records, wherein the record exists as a sinuous groove of substantially uniform depth.

In making a sound record of either of the types referred to there are certain factors which enter into the operations and by reason of which the quality of the recorded sounds is affected so that the record is not truly representative of the original sounds. The most objectionable of these disturbing influences encountered in experiments in phonographic recording is due to the inertia and momentum of the diaphragm and the recording devices, carried by or connected with the same. As a result, when the diaphragm is subjected to vibrations of considerable amplitude the momentum of the parts causes the recording knife to cut to a



disproportionately great depth, and this aberration is manifested in the succeeding vibrations. Consequently it is found that the quality of the recorded sounds is in inverse ratio to the loudness thereof, so that when the attempt is made to make a very deep record, or a record of great amplitude, the louder notes are generally of poor quality and are out of proportion to the notes of less amplitude. Another disturbing influence which is encountered in experiments with the phonograph, and by which the quality of the records is affected, is due to the fact that the horns heretofore used have been responsive to certain tones, either fundamental or secondary, within the range of ordinary music, and in consequence such tones are greatly emphasized and become objectionably distorted in the reproduction. Obviously, the tones which may thus become unduly amplified depend upon the length of the horn used, but since it has been heretofore necessary to employ horns of considerable length, say from 18 to 36 inches, in order that the sounds may be properly collected to make the record loud enough for practical pur-

poses, the tones to which they may be responsive, either fundamental or secondary, will always exist in the range of ordinary music. It is not certain that these objections have ever been successfully overcome, and heretofore the volume of a phonograph, or other sound record has been largely restricted because of the same. The object of the invention is to overcome these objections.

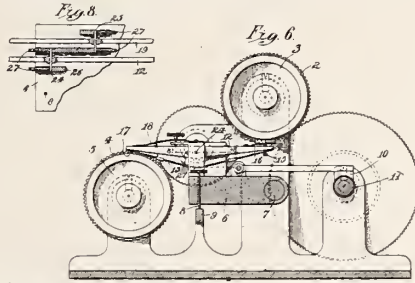
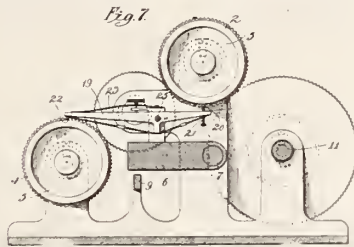


Figure 1 is a diagrammatic view showing a portion of the original master, or metallic copy thereof. Fig. 2 is a cross-sectional view through the original recording style, showing a recorder .020 of an inch in diameter, the scale being one-half that of Fig. 1; Fig. 3, a diagrammatic view



of the amplified duplicate record: Fig. 4, a cross-sectional view through the recorder used in cutting the amplified duplicate, illustrating the same cutting to its full depth, the scale being one-half that of Fig. 3; Fig. 5, a plan view of a preferred embodiment of the mechanical duplicating apparatus; Fig. 6, a cross-sectional view showing the shaving knife for trimming the blank to the exact shape and size of the original record; Fig. 7, a corresponding view showing the mechanism for securing the amplified copy of the original record, and Fig. 8, a sectional view on the line 8-8 of Fig. 6. In all of the above views corresponding parts are represented by the same numerals of reference.

PHONOGRAPH-REPRODUCER. Anthony Urbahns, Minden, Ia. Patent No. 970,142.

This invention relates to phonograph reproducers and has for its object to enable the loudness of the sound to be varied as may be desirable, in view of the size of the room in which the phonograph is operated, or in accordance with the character of the music or other matter played. For this purpose there is provided a certain novel construction of a variable connection between the vibrating diaphragm and the record-engaging point or jewel.

Figure 1 is a perspective view showing the improvement applied to the reproducer of a Columbia cylinder phonograph; Fig. 2 is a separate view of the reproducer lever, with parts in section, to disclose the improved construction of this part, and Fig. 3 is a cross-section on the line 3-3 of Fig. 2, showing also, in dotted lines, the fulcrum of the reproducer lever.

RECORD-EJECTOR FOR PHONOGRAPHS. Elam Gilbert, Portland, Ore.; Mattie R. Gilbert. Patent No. 969,946.

The present invention relates to a new and useful device whereby the record of a phonograph or graphophone may be automatically ejected from the record cylinder without injury to the wax surface of the said record, thereby obviating mutila-

tion of the record by being required to loosen and draw the record from the record cylinder by hand.

Figure 1 is a detail front view in elevation, partly broken away, illustrating the position of the ejector when thrown to eject the record from the record cylinder; Fig. 2 is a front view illustrating the position of the ejector when the record is inward its full distance; Fig. 3 is a top plan view of the mechanism disclosed by Fig. 2 of the drawings, the record and the record cylinder being partly broken, and Fig. 4 is an end view in elevation, the record being broken away.

PHONOGRAPH, GRAPHOPHONE AND LIKE INSTRUMENT. Emil G. H. Stein, New York. Patent No. 969,917.

The object of this invention is to do away with the harsh and metallic sounds usually produced by talking machines, and this object is accomplished by means of an improved resonance box attachment which is substituted for the usual delivery horn, and may be attached to or used in connection with machines of the class specified without in any way changing or interfering with the construction of the machine or the box thereof.

Figure 1 is a side view of an ordinary graphophone and showing improved resonance box applied thereto, said box and its attachments or connections being shown in sections; Fig. 2, a plan view of the device as shown in Fig. 1; Fig. 3, a front view of the device looking in the direction of the arrow x in Fig. 1; Fig. 4, a partial section on the line 4-4 of Fig. 3, and Fig. 5 a partial section on the line 5-5 of Fig. 3.

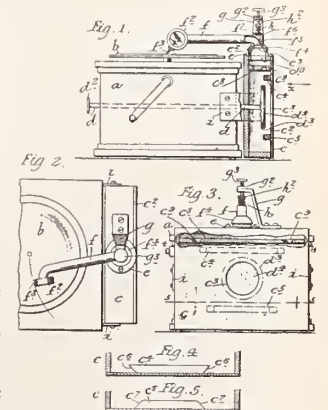
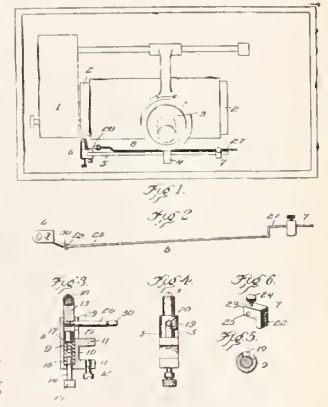
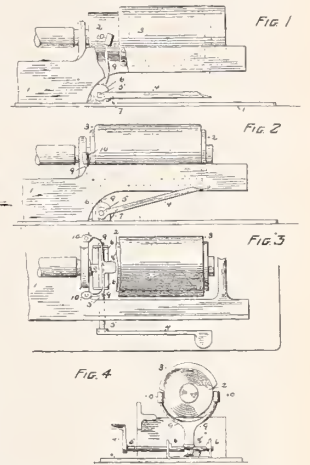
PHONOGRAPH. John D. Bowers and Leon Mayhew, Salt Lake City, Utah. Patent No. 968,530.

The present invention relates to phonographs, and particularly to attachments for automatically stopping the machine when the record has been played.

Figure 1 is a plan view of a phonograph machine showing the invention applied; Fig. 2 is a view of the invention detached from the machine; Fig. 3 is a vertical sectional view of Fig. 4, on the line 3-3; Fig. 4 is an elevation of the braking device; Fig. 5 is a sectional view on the line 5-5 of Fig. 4, and Fig. 6 is a detail view of the trip detached.

TALKING-MACHINE. Max Oscar Arnold, Neustadt, near Coburg, Germany. Patent No. 969,239.

The present invention has reference to improvements in talking machines and relates more especially to that class of talking machines known as phonographs, in which the recorder and reproducer travel longitudinally of the revolving cylindrical



record, and the invention more particularly has for its object certain improvements in this type of machine, which render it readily adaptable to be arranged within a relatively small space, as, for instance, within the body of a doll or the like. The construction is simple, of small dimensions, light of weight, yet strong and not liable to become disordered or broken. The reproducer is limited in its lateral displacements, so that one-sided overbalancing of the containing body is obviated, which in the constructions now in use is apt to cause toppling over of the doll upon the recorder reaching one of its end positions. And, lastly, are provided means whereby the main spring cannot wholly run down or be over-wound, so that the reproducer travels with a constant velocity, thereby assuring correct and even reproduction of the phonogram.

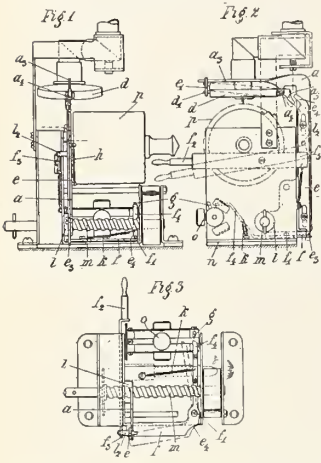


Figure 1 represents a rear view of a machine embodying the essential parts of the invention; Fig. 2 shows a side elevation, and Fig. 3 a horizontal section, just above the driving spindle.

SOUND-REPRODUCING DEVICE FOR TALKING MACHINES. Lumen Griffith, Hudson, Mich. Patent No. 971,442.

This invention relates to a sound reproducing device for talking machines and has for its principal object to provide a novel supporting means for the record needle or stylus and to so operatively connect such needle with the diaphragm of the sound-box that a superior reproduction of sounds is possible.

Another object of the invention is to provide an extremely simple, practical and durable device of this character of such design that the parts are interchangeable and are so delicately adjusted and positioned that the records can be made finer in vibrating lines and perfect natural tones reproduced, and at the same time the weight borne by the record from the stylus or needle will be lessened, with the result that the scratching sounds will be practically eliminated.

In the accompanying drawing, which illustrates one embodiment of the invention, Figure 1 is a plan view of the sound reproducing device; Fig. 2 is a side view thereof, and Fig. 3 is a section on line 3-3, Fig. 1.

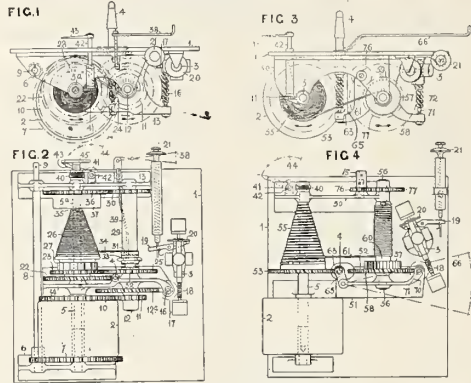
SOUND RECORDING AND REPRODUCING MACHINE. George Oulton, Charles Ablett and William Lightfoot, Liverpool, Eng. Patent No. 971,068.

This invention relates to improvements in or connected with machines for recording and reproducing sounds on flat discs.

The improvements refer to such machines in which the relative surface speed between the stylus and the spiral record line is intended to remain constant so that a symmetrically progressive angular speed of the table in machines in which the record commences at the periphery of the disc and a symmetrically retrogressive angular speed when the record commences near to the center of the disc is necessary. Hitherto in machines characterized as above stated the differential speed of the table has been obtained by continuously varying the speed of the centrifugal governor through a friction device or brake in some cases and in others by using a variable speed friction driving gear with a constant speed motor. Neither of these methods have given satisfactory results in

practice for a reasonable length of time, owing chiefly perhaps to the tendency of surfaces in frictional contact only to slip, especially as they become worn.

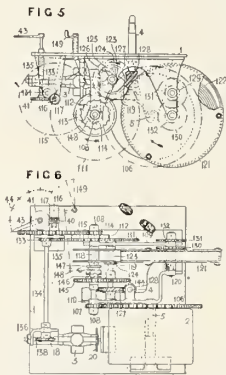
The object of this invention is to overcome the defects of machines in which friction is relied upon to obtain differential driving. As machines both for recording and reproducing only require to work without stopping for a period of time equal to that which is necessary for the longest record, we take advantage of this fact and employ a method of driving which would be unsuitable if the machine had to be continuously driven for an indefinite time without stopping. According to this invention the number of turns of the table and the speed thereof are governed by the length and surface speed of a flexible driving band fixed at one end of a shaft controlled to turn at a constant angular speed and wound thereon with convolutions of symmetrically increasing sizes, the surface speed and motion of the band when being



wound on or off the constant speed shaft being transmitted to another shaft, which turns the table directly or through gearing.

The accompanying drawings show the improvements embodied in three differently constructed machines for reproducing purposes, the machines being provided with spring motors of the usual kind. Alternately an electric motor may be used. The attachment for recording purposes is not shown in the drawings, as it does not form part of the invention.

Figures 1 and 2 of the drawings represent in elevation and plan looking from underneath, respectively, the mechanism of a sound reproducing machine embodying the improvements. Figs. 3 and 4 represent similar views of a modified construction of the improved machine. Figs. 5 and 6 also represent similar views

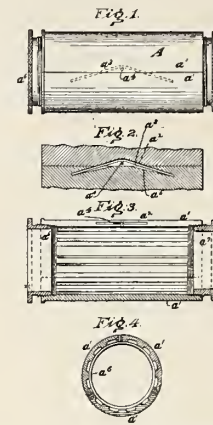


of another modified construction of the improved machine.

MANDREL-SLEEVE FOR PHONOGRAPH RECORDS. Walter C. Runge, Camden, N. J., assignor to Royal Phone and Phonogram Co., Boston, Mass. Patent No. 966,771.

Some phonographs are provided with tubular mandrel sleeves which may be slipped on and off the arbor of a phonograph and have phonograph records tubularly engaged with them.

This invention relates to such a mandrel sleeve made capable of expanding and contracting for the purpose of respectively securing and releasing a phonograph record.



In the accompanying drawings: Fig. 1 is a side view of a mandrel sleeve embodying the improvement. Fig. 2 is a section through a portion of the circumference to illustrate the means of connecting segments which are comprised in the mandrel sleeve. Fig. 3 is a central longitudinal section of the mandrel sleeve. Fig. 4 is a transverse section of the mandrel sleeve.

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Who—forget it!

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And encouragement you'll find
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And good things will come to you;
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They Do Please the People and Are Easy to Sell



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RECORD BULLETINS FOR NOVEMBER, 1910

NEW VICTOR RECORDS.

5798 Falcon March (Chambers). Arthur Pryor's Band	10
31798 Symphony in B Minor (Unfinished) (Schubert). First Movement, Allegro Moderato.....	12
5795 Night Brings the Stars and You (Lamb-Henry). Tenor Solo by George M. Carré (with Orchestra)	10
5799 Play That Barber Shop Chord (Muir).....	10
Billy Murray and American Quartet (with Orchestra)	12
31797 Gems From "Martha" (Flotow). Chorus of Ser- vants—Quartet, "Swains So Shy," "Last Rose of Summer," "Good Night Quartet," "May Dreams Transport Thee," Finale, "Ah, May Heaven Forgive Thee".....	12

NEW PURPLE LABEL RECORDS.

Scotch Specialties by HARRY LAUDER (with Orchestra).	Size.
60010 Queen Among the Heather.....	10
60006 A Trip to Inverary.....	10
Flute Solos by JOHN LEMMON.	
60026 The Spinning Wheel (Spindler).....	10
70023 By the Brook—Idyll (accompanied by Mme. Melha) (Paul Wetzger).....	12

NEW RED SEAL RECORDS.

MME. MELBA, Soprano (with Orchestra Accompaniment).	12 inch.
88064 Traviata—Ah, Fors e Lui (The One of Whom I Dreamed). Italian.....	Verdi
88065 Good-Bye. English.....	Tosti
88066 Faust—Air des Bijoux (Jewel Song). French. Gounod	
88067 Noze di Figaro—Voi Che Sapete (What Is This Feeling). Italian.....	Mozart
88068 Sweet Bird, That Shunn't the Noise of Folly, from "Il Penseroso" (Flute Ohhligato). Eng- lish.....	Handel
88071 Lucia—Scent Della Pazzia (Mad Scene) (Flute Ohhligato by John Lemmon). Italian.....	Donizetti
88072 Boheme—Addio (Farewell). Italian.....	Puccini
88073 Lo, Here the Gentle Lark! (Flute Ohhligato by John Lemmon). English.....	Bishop
88074 Bohème—Mi Chiamano Mimi (My Name Is Mimi). Italian.....	Puccini
88075 Tosca—Vissi d'Arte (Love and Music). Italian. Puccini	
88076 Se Saran Rose (When Bloom the Roses) (Melba Waltz). Italian.....	Arditi
88148 Otello—Salce, Salce (Willow Song). Italian.....	Verdi
88149 Otello—Ave Maria (Hail, Mary). Italian.....	Verdi
88182 Oh, Lovely Night. English.....	Ronald
88250 Le Roi d'Ys—Vainement, Ma Bien Aimee! (In Vain My Beloved). French.....	Lalo
88251 Hamlet—Scène et Air d'Ophélie (Mad Scene of Ophelia). French.....	Thomas
88252 Don Caesar de Bazan—Sevilliana. French.....	Massenet

NEW VICTOR DOUBLE-FACED RECORDS.

16646 Silver Bell (Wenrich-Madden).....	Peerless Quartet	10
In the Gloaming (Harrison).....	Peerless Quartet	10
16647 Bridal Song (from Rustic Wedding Symphony) (Goldmark).....	Pryor's Band	10
16648 Let George Do It (Pianissimo). Eddie Morton	10	
16649 Conversations (Redmond).....	Edward M. Favor	10
16649 Hiding in Thee (Cushing-Sankey).....	Anthony and Harrison	10

Little Boy Blue (Eugene Fields).....	10
16651 Gilmore's Triumphal March (Broke).....	10
Major Fereé March....Banda Pabellon de Rosas	10
16652 "Giroflé-Girofla" Selection (Lecocq).....	10
Cirihirihin (Pestalozza). Waltz Song.....	10
16653 You'll Come Back (Drislane-Meyer).....	10
"Jin" the Church.....Golden and Hughes	10
16654 Moonlight in the Forest (Le Thiere) (Dance of the Nymphs).....Pryor's Band	10
16727 I've Got the Time, I've Got the Place, But It's Hard to Find the Girl (Henry-Macdonald).....	10
The Railroad Section Gang (Introducing "Drill Ye Tarrriers").....Peerless Quartet	10
16728 The Barn Dance (Kerry Mills).....	10
The Duhlin Rag (Atteridge-Schwartz).....	10
16729 Pretty Black Eyed Susan (Seltzer). Song and Dance.....Pryor's Band	10
Yucatan Man (Rosenfeld-Henry).....	10
35126 Luna Walzes (from "Frau Luna") (Lincke). In slow waltz time.....Pryor's Band	12
When the Robins Nest Agsin (Frank Howard).....	12
35132 Bohème Fantasic (Puccini) ('Cello).....	12
"Calm Sea and Happy Voyage" Overture (Men- delssohn).....Pryor's Band	12
35147 Lohengrin Selction, No. 2 (Wagner).....	12
Meditation from "Thäis" (Massenet). Inter- mezzo Religieuse. Piano Accompaniment.....	12

COLUMBIA 10-INCH DOUBLE DISC RECORDS.

A905 Mect Me To-Night in Dreamland (Leo Freid- man). Tenor Solo, Orchestra Accompaniment, Henry Burr Tickle-Toes (Herbert Spencer). Soprano Solo and Quartet, Orch. Accomp.....	10
(Two sides copyrighted, additional price, 4c.)	
A906 Kiss Me (Ted Snyder). Contralto Solo, Orch. Accomp.....Miss Elida Morris	10
Come Along, My Mandy (Mellor, Lawrence and Gifford). Soprano and Tenor Duet, Orch. Accomp.....Miss Ada Jones and Walter Van Brunt	10
(Two sides copyrighted, additional price, 4c.)	
A907 Ogalalla (Ted Snyder). Baritone and Tenor Duet, Orch. Accomp.....Stanley and Burr	10
Casey Jones (E. Newton). Baritone and Tenor Duet, Orch. Accomp.....Collins and Harlan	10
(One side copyrighted, additional price, 2c.)	
A908 If This Rose Told You All It Knows (Theo. Merse). Tenor Solo, Orch. Accomp.....Henry Burr	10
Daddy (A. H. Behrend). Contralto Solo, Orch. Accomp.....Miss Merle Tillotson	10
(One side copyrighted, additional price, 2c.)	
A909 Is There Anything Else I Can Do For You? (Ted Snyder). Soprano Solo, Orch. Accomp. Miss Ada Jones	10
Mary, You're a Big Girl Now (Heath and Bank- hart). Tenor Solo, Orch. Accomp.....	10
Frederick V. Bowers	
(Two sides copyrighted, additional price, 4c.)	
A910 Hiding in Thee (Ira D. Sankey). Baritone and Tenor Duet, Orch. Accomp.....Harrison and Anthony	10

In Thee, O, God, Do I Put My Trust (Max Spicker). Mezzo-Soprano, Orch. Accomp.....	10
A911 Forest Birds (S. Mayr). Piccolo Duet, Orch. Accomp.....	10
Marshall P. Lufsky and Carmine Stanzone Original Jigs and Reels, Introducing "The Chicken Reel" (D. S. Godfrey). Violin Solo, Orch. Accomp.....George Stehl	10
A912 Honeysuckle—Intermezzo (Albert Von Tilzer). Prince's Orchestra	10
Narcissus (Ethelbert Nevin).....Prince's Orchestra	10
A913 Bell Brandon (Francis Woolcott). Counter- Tenor Solo, Orch. Accomp.....Frank Combs	10
The Vacant Chair (George F. Root). Counter- Tenor Solo, Orch. Accomp.....Frank Combs	10

COLUMBIA 10-INCH DOUBLE DISC BLUE LABEL RECORDS.

A914 I Need Thee Every Hour (Annie S. Hawks). Vocal Quartet, Male Voices, Unaccomp.....	10
Archibald Brothers Quartet	
I Love to Tell the Story (Catherine Hanks). Vocal Quartet, Male Voices, Unaccomp.....	10
Archibald Brothers Quartet	
A915 Constantly (Bert Williams). Baritone Solo, Orch. Accomp.....Bert Williams	10
I'll Lend You Everything I've Got, Except My Wife (Harry Von Tilzer). Baritone Solo, Orch. Accomp.....Bert Williams	10
A916 The Soldier's Farewell (J. Kinken). Vocal Quartet, Male Voices, Unaccomp.....	10
Archibald Brothers Quartet	
The Hunter's Farewell. Vocal Quartet, Male Voices, Unaccomp.....Archibald Brothers Quartet	10

COLUMBIA 12-INCH DOUBLE DISC RECORDS.

A5226 Paris and Helena—Gavotte (Christoph Von Gluck). Instrumental Quartet, Stehl String Quartet Humoresque (Dvorak). Violin Solo, Orch. Accomp.....George Steh	12
A5227 Peer Gynt Suite No. 1 (Part III, Anita's Dance) (Edward Grieg). Prince's String Orchestra Peer Gynt Suite No. 1 (Part IV, In the Hall the Mountain King) (Edward Grieg).....	12
Prince's Orchestra	
A5228 The Gypsy (Three-Step) (Louis Ganne). Dance Music.....Prince's Orchestra	12
O, Susanna (Schottische) (J. Hirsch). Dance Music.....Prince's Orchestra	12
A5229 The Mikado (Vocal Gems) (Gilbert and Sulli- van). Chorus, Orch. Accomp.....	12
Columbia Light Opera Company The Mikado (Selections) (Gilbert and Sulli- van).....Prince's Orchestra	12

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

1417 Persian March (Strauss).....	Band
1418 Top o' the Morning (Bridget McCue) (Sterling and H. Von Tilzer). Soprano Solo, Orch. Accomp.....Ada Jones	10
1419 All That I Ask of You is Love (Selden and Ingraham). Tenor Solo, Orch. Accomp.....	10
Henry Burr	
1420 I Know a Lovely Garden (Teschemacher and D'Hardelot). Tenor Solo, Orch. Accomp.....	10
Thomas Jackson	
1421 Kerry Dance (Molloy).....	Brass Quartet
1422 When the Bloom is on the Heather (William Gould). Vocal Quartet, Male Voices, Orch. Accomp.....	10
Quartet	
1423 Snyder, Does Your Mother Know You're Out? Yodle Song, Orch. Accomp.....George P. Watson	10
1424 That Beautiful Rag (Berlin and Snyder). Bari- tone and Tenor Duet, Orch. Accomp.....	10
Collins and Harlan	
1425 Hungarian Dance No. 5 in G Minor (Brahms). Orchestra	10
1426 Meet Me To-night in Dreamland (Whitson and Friedman). Tenor Solo, Orch. Accomp.....	10
Walter Van Brunt	
1427 The Grandmother Song (Grossmutterchen) (Langer).....Instrumental Trio	10
1428 Indian Summer (Niel Moret).....	Band
1429 Softly Now the Light of Day (Weber and Sey- mour). Tenor and Baritone Duet, Orch. Accomp.....Anthony and Harrison	10
1430 Play That Barber Shop Chord (Tracy and Muir). Baritone Solo, Orch. Accomp.....Arthur Collins	10
1431 The Coquette (Souza).....	Band

COLUMBIA—4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

3145 The Balkan Princess (Selection) (Rubens)....	Band
3146 Father O'Flynn (Graves and Stanford). Orch. Accomp.....Robert Howe	10
3147 Honey I Will Wait for You (Longhake and Ed. Edwards). Baritone and Tenor Duet, Orch. Accomp.....Stanley and Burr	10
3148 Annie Laurie. Orch. Accomp.....Archie Anderson	10
3149 Intermezzo Johnson. Violin Solo.....Stroud Haxton	10
3150 I Apologize (Brokman and Fitzgibbons). Bari- tone Solo, Orch. Accomp.....Arthur Collins	10
3151 In Happy Moments (Bunn and Wallace). Bari- tone Solo, Orch. Accomp.....Stanley Kirkhy	10
3152 Sing, Smile and Slumber (Gounod). Instrumental Trio Sweet Spirit, Hear My Prayer (Wallace). Orch. Accomp.....Wilfred Platt	10
3154 Amoretten Tanze Waltz (Gung'l).....	Band
3155 The Arcadians (My Motter) (Winperis and Talhot). Baritone Solo, Orch. Accomp.....Harry Fay	10
3156 Queen Among the Heather (Lauder). Comic Scotch Song, Orch. Accomp.....Sandy McGregor	10
3157 The Watermelon Fete (Thurhan).....Orchestra	10
3158 (a) Hi-le-hi-lo. Yodle Song.....George P. Watson	10
(b) Hush-a-hye Bahy. Yodle Song.....George P. Watson	10
3159 The Arcadians (Selections) (Monckton and Talhot).....	Band

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541 Red Wing.....	10
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542 For You Bright Eyes. Miss Barbour and Mr. Anthony	10
543 Way Down in Cotton Town.....	10
Billy Murray and Chorus	
544 Serenade (Schubert).....	Venetian Instrumental Trio
545 Dear Little Shamrock.....	Marie Narelle
546 Comic Epitaphs.....	Golden and Hughes

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- 548 Any Little Girl, That's a Nice Little Girl, Is the Right Little Girl for Me.....Ada Jones and Chorus
- 549 O, Morning Land.....Stanley and Gillette
- 550 Lucy Anna Lou.....Collins and Harlan
- 551 When the Autumn Turns the Forest Leaves to Gold.....Manuel Romain
- 552 A Cowboy Romance.....Len Spencer and Company
- 553 Buck Dance Medley.....John Kimble
- 554 My Heart Has Learned to Love You, Now Do Not Say Good-bye.....Joe Maxwell
- 555 Coronation and Doxology.....Edison Mixed Quartet
- 556 The Fairest Rose Waltz.....Charles Daab
- 557 My Old Lady.....Will Oakland
- 558 Shipwreck and Rescue—Descriptive.....Peerless Quartet
- 559 The Enterpriser March.....New York Military Band

EDISON STANDARD RECORDS.

- 10436 Merry Maiden March.....New York Military Band
- 10437 Nix on the Glow-Worm, Lena.....Billy Murray
- 10438 That Beautiful Rag, Stella Mayhew and Billie Taylor
- 10439 I Wonder How the Old Folks Are at Home.....Will Oakland
- 10440 Highland Whiskey and Craig's Reel.....William Craig
- 10441 I'd Love to, But I Won't.....Bessie Wynn
- 10442 Softly Now the Light of Day.....Anthony and Harrison
- 10443 Nobody Seems to Love Me Now.....Joe Maxwell
- 10444 Angel Eyes.....Premier Quartet
- 10445 Wood and Straw Galop.....Charles Daab

EDISON GRAND OPERA RECORDS.

- 40031 Stradella—Serenade (Flotow). Sung in German. Orchestra Accompaniment.....Leo Slezak
- 30030 Favorita—Spirito Gentil (Donizetti). Sung in Italian. Orchestra Accompaniment.....Aristodemo Giorgini
- 40033 Madama Butterfly—Un Bel di Vedremo (Puccini). Sung in Italian. Orchestra Accompaniment.....Lucrezia Bori
- 4033 Madama Butterfly—Un Bel di Vedremo (Puccini). Sung in Italian. Orchestra Accompaniment.....Carolina Longone
- 35009 Lucia di Lammermoor—Aria del Pollia (Donizetti). Sung in Italian. Orchestra Accompaniment.....Selma Kurz

AMBEROL RECORD BY BERNHARDT.

- 35008 Phèdre-La Declaration (Jean Racine).....Sarah Bernhardt

FOREIGN AMBEROL AND STANDARD RECORDS.

- BOHEMIAN—Standard.
- 16539 Ztracené Stéti (Scarlat). Soprano Solo with Orchestra Accompaniment.....Frances Masopust
- BOHEMIAN—Amberol.
- 9800 Opustěná (Kohoutka). Soprano Solo with Orchestra Accompaniment.....Frances Masopust
- NORWEGIAN—Standard.
- 19900 Nu Fylkes vi Nordnaend (Teilman). Baritone Solo with Orchestra Accompaniment.....Otto Clausen
- NORWEGIAN—Amberol.
- 9200 Den Store, Hvide Flok (Grieg). Sacred. Baritone Solo with Orchestra Accompaniment.....Otto Clausen

ZON-O-PHONE DOUBLE RECORD DISCS.

- 10-INCH ZON-O-PHONE CONCERT BAND.
- 5654 A—Sir Nigel.
- B—La Corona.
- 5655 A—King Radium March.
- B—S. K. Henry Barn Dance.
- ZON-O-PHONE ORCHESTRA.
- 5656 A—The Arcadians. Two-Step.
- B—Arcadian's Waltz.
- 5657 A—Visions of Salome. Valse Oriental.
- B—Songe D'Automne. Valse (Dream of Autumn).
- VOCAL SELECTIONS WITH ORCH. ACCOMP.
- Frank C. Stanley and Henry Burr.
- 5658 A—Singing Bird.
- B—There'll Come a Day.
- Arthur Collins and Byron G. Harlan.

- 5659 A—Barn Dance.
- B—That Mesmerizing Mendelssohn Tune.
- Arthur Collins.
- 5660 A—If He Comes In, I'm Goin' Out.
- B—I'm So Tired of Livin' That I Don't Care When I Die.
- Byron G. Harlan.
- 5661 A—I've Got the Time, I've Got the Place, But It's Hard to Find the Girl.
- B—Don't Forget to Drop a Line to Mother.
- Henry Burr.
- 5662 A—Sweet Julienne.
- B—Where the River Shannon Flows.
- MISCELLANEOUS VOCAL SELECTIONS, ORCH. AC.
- 5663 A—Any Little Girl That's a Nice Little Girl, Is the Right Little Girl for Me.....Billy Murray
- B—Contribution Box.....Arthur Collins
- 5664 A—The Girl With a Brogue.....Ada Jones
- B—The Morning After the Night Before.....Billy Murray
- 5665 A—My Soul Is Athirst for God.....Wm. Wheeler
- B—When I Know That Thou Art Near Me.....Mr. and Mrs. Wheeler

MUSICAL SPEED INDICATOR.

Instrument Shows How Velocity Is Measured by Various Musical Tones—Series of Tuning Forks Employed for This Purpose.

A new speed indicator that shows, by different musical tones, the velocity to be measured, is described by a writer in La Nature, Paris. Its principle is not a new one, but it has only recently been adapted to practical use.

The Frahm speed indicator has been known to specialists for some time, but the great public is generally ignorant of the device, which is, nevertheless, remarkably ingenious and simple. It is based on the principle of mechanical resonance, having a series of tuning forks, each adapted to a number of vibrations of definite period. As soon as the fork tuned to these vibrations is set in motion all the others remain immovable. It is known how many vibrations it makes per second, and this is sensibly equal to that of the object whose speed is to be measured.

The application of this principle to the measurement of the speed of a rotating machine is simple enough. A rotating machine, no matter how perfectly balanced, always presents defects of centering that cause slight shocks at each revolution—slight, but always enough to influence the indicator. Again, if these vibrations, due to the non-coincidence of the axes of rotation and of inertia of the rotating piece, are found to be too feeble, nothing is easier than to amplify them for transmission to the indicator. In general, the speed indicator is mounted directly on the axis whose speed of rotation is to be measured, without any mechanical intermediary. The use of these indicators is beginning to spread rapidly.

TRAVELING MEN AS BOOSTERS.

The Denver Chamber of Commerce has formulated a list of talking points relative to the advantages of that city and the resources of the State, which will be distributed to the commercial travelers of Denver and Colorado.

GOOD ADVERTISING.

Proper Stock the Basis—Various Successful Methods of Approaching the Prospect.

The groundwork of advertising is a well-selected, clean, properly arranged stock of goods, such as will supply the wants of the purchaser.

One legitimate method of advertising is by addressing the customer direct by letter, catalog, or in the form of a circular; the other method is through newspaper advertising, with or without illustrations, and changed at frequent intervals.

Billboards, frames for cards in hotels, and public places, are only valuable to the man who has arrived at a point where he is a recognized leader. The average dealer gets little or nothing from such forms of advertising.

THE SATISFIED MAN.

The man who is satisfied with what comes to him unsolicited answers few knocks at the door. The stay-at-home misses daily opportunities that pass at the next corner. Get away from the desk—get out of the chair tilting class. Opportunities are in perpetual motion. Get after them. Don't let custom dictate the boundaries of your business—don't let convention hold you down. Lay out a plan, a campaign for new business—then go after it. Exhaust every source, swing every prospect into line. Don't be satisfied with the business that you have—get more.

MAKE FIRST RECORD.

The Columbia Light Opera Co., recently organized by the Columbia Phonograph Co., General, has made its first record, which is made a special and goes on sale immediately. The record is A5229, double disc, with the vocal gems of "Mikado" on one side and the orchestral selections on the other. This record is in the "Blue Label" series.

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.

Leading Jobbers of Talking Machines in America



Dealers who buy these **NEEDLES** are assured of a **Good Profit**
Correspond with us.
OLIVER DITSON COMPANY
150 Tremont Street BOSTON, MASS.
CHAS. H. DITSON & Co. Nos. 8, 10, 12 E. 34th St. New York, N. Y.
J. E. DITSON & Co. No. 1632 Chestnut St. Philadelphia, Pa.

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Edison Phonograph Distributors
for the **SOUTHWEST**
All Foreign Records in Stock
Houston Phonograph Co., HOUSTON, TEXAS

Exclusive Columbia Jobbers

We have the full Columbia line, and job Columbia Products exclusively. All orders promptly filled. Exclusive territory assigned.

KIRK, GEARY & CO., Sacramento, Cal.

HARGER & BLISH
JOBBER
VICTOR EDISON

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Des Moines **IOWA** Dubuque

Hollenberg Talking Machine Co.
MEMPHIS, TENN.

We assign exclusive territory to progressive dealers for the sale of

Columbia Double-Disc and Indestructible Cylinder Records and Columbia Disc and Cylinder Graphophones

Write for offer. All orders filled the very day received

EXCLUSIVE COLUMBIA JOBBERS

STANDARD TALKING MACHINE COMPANY

EDISON PITTSBURG, PA. VICTOR

"If it's made we ship it the same day order is received"

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

Jacot Music Box Co.,
25 W. 35th St., New York
Mira and Stella Music Boxes.
Edison and Victor Machines
and Records

CHASE & WEST

Eighth Street, between Walnut and Locust

DES MOINES, IA.

Victor Distributors

Talking Machines, Records and Supplies.
Everything in stock all the time.

The best service in **IOWA**

Exclusive Columbia Jobbers

Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money.

Phillips & Buttorff Mfg. Co.
NASHVILLE, TENN.

Try Our Hurry-Up Service



on **VICTOR, EDISON and REGINA.**

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.

Cincinnati and Chicago

Two points of supply; order from the nearer

Columbia Jobbers

We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disc and Indestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.

Scheuber Drug Company
LIVINGSTON, MONT.

Mr. Dealer

WE ARE

COLUMBIA JOBBERS

We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices and complete information upon request.

Hollenberg Talking Machine Co.
LITTLE ROCK, ARK.

F. M. ATWOOD
123 MONROE AVENUE
MEMPHIS, TENN.
EDISON JOBBER

Daynes-Beebe Music Co.
45 Main Street
Salt Lake City, Utah

Send your orders to us and you are always sure of quick action. We are

Exclusive Columbia Jobbers

We handle the full line of Columbia Double-Disc and Indestructible Cylinder Records; Disc and Cylinder Graphophones.

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order

Victor Machines and Records

...of...
JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving in Transportation Charges

VICTOR DISTRIBUTORS

WASHINGTON, D. C.

The ROBT. C. ROGERS CO.

Linscott Sporting Goods Co.

(Formerly Boston Cycle & Sundry Co.)

48 HANOVER STREET BOSTON, MASS.

Exclusive Edison Jobbers with the biggest and most complete stock in New England

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the November list.



When Thomas A. Edison
invented the

EDISON PHONOGRAPH

he opened up your field of business. Play the game with both eyes open—give a **full** money's worth in the instruments you handle and take your **full** profit. See our double page advertisement on pages 10 and 11.



National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, November 15, 1910



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.

THE PLEASURE
DOUBLED

THE COST
REDUCED



10 inch 65c. **DOUBLE RECORD DISCS** 12 inch \$1.00

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

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.

The price appeals to the masses, the quality to the classes, making them indeed a popular record at a popular price.

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded. 10 inch, 50 cents, 12 inch, 75 cents.

Resolve yourself, Mr. Dealer, into a committee of one and investigate these claims. Consider, criticize, compare. ZON-O-PHONE RECORDS will stand the test. A trial will verify all that we say.

Universal Talking Machine Mfg. Co.

Fourth and Race Streets

Philadelphia, Pa.

Distributors of Zon-o-phone Goods:

ARKANSAS

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

CONNECTICUT

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

FLORIDA

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

ILLINOIS

Chicago..... Benj. Allea & Co., 181-141 Wabash Ave.
Chicago..... B. Olshansky, 515 So. Jefferson St.
Chicago..... W. H. Sajewski, 1011 Milwaukee Ave.
Chicago..... Tresch, Fearn & Co., 78 Fifth Ave.

IOWA

Des Moines..... Harger & Blish, 707 Locust St.
Dubuque..... Harger & Blish, Security Bldg.

KANSAS

Topeka..... Emahizer-Spielman Furn. Co., 517-519 Kansas Ave.

MARYLAND

Annapolia..... Globe House Furn. Co.
Baltimore..... C. S. Smith & Co., 441 W. Baltimore St.
Baltimore..... Louis Maxer, 1433 E. Pratt St.

MINNESOTA

St. Paul..... W. J. Dyer & Bro., 31-33 W. 5th St.

MICHIGAN

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

MISSOURI

Kansas City..... Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield..... Morton Lines, 325 Boonville St.
St. Louis..... Knight Mercantile Co., 211 N. 13th St.
St. Louis..... D. K. Myers, 3329 Finney Ave.

NEBRASKA

Omaha..... Piano Player Company, 16th and Douglas Sts.

NEW JERSEY

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

NEW YORK

Brooklyn..... B. G. Warner, 1218 Bedford Ave.
New York..... I. Davega, Jr., Inc., 125 West 125th St.

NORTH DAKOTA

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

OHIO

Akron..... Geo. S. Dales Co., 138 S. Main St.
Cincinnati..... J. E. Poorman, Jr., 629 Main St.
Cleveland..... The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny..... H. A. Becker, 601 Ohio St.
Harriaburg..... J. H. Troup Music House, 15 So. Market Sq.
Philadelphia..... Harmonia Talking Machine Co., 1291 Arch St.
Philadelphia..... H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh..... C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

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

WISCONSIN

Milwaukee..... G. H. Eichholz, 1840 Fond du Lac Ave.
Milwaukee..... Hoefler Mfg. Co., 306 W. Water St.
Superior..... Russell Bros.

CANADA

Toronto..... Whaley, Royce & Co., Ltd., 153 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

Vol. 6. No. 11.

New York, November 15, 1910.

Price Ten Cents

IMPORTANCE OF EDUCATING THE CUSTOMER

Some Remarks on How It Will Pay Dealers to Push Records of the Better Grade Music Side by Side with the Popular Productions—The Popular Stuff Comes and Goes but the Standard Compositions Remain Forever.

Over 90 per cent. at least of the industries of the world have been built up through educational campaigns and stimulated demand. This can best be illustrated by comparing the savage, say the present day inhabitant of the African wilderness, with one of the frequenters of the boulevards in our great cities. A breech-clout, a spear, a small thatched hut and perhaps half a dozen crude platters serve to satisfy all his needs. Then the white trader comes along; a demonstration of a gun causes the spear to be consigned to the waste heap. Trousers and a shirt and oftentimes a silk hat immediately become grave necessities. Further education brings the savage up to a point where in his daily life he needs practically everything that the highly civilized man needs.

This system of education applies to every line of business and especially to the talking machine trade. So long as the dealer rests content to let the customer decide just what he wants, just so long will his business be confined to narrow channels. When he introduces the customer to new machines, new records and new accessories, then he begins to broaden out and show an understanding of the principles of merchandizing. At the present time every means that will serve to widen the scope of the talking machine must be adopted, if success is ever to be the portion of the dealer. Take for instance the talking machine owner who comes in month after month and buys, say, half a dozen of the popular hits of the day, records selling at from thirty-five to seventy-five cents each. That man will continue in the same path for years, or until he gets tired of his machine, unless he is introduced to something new in the record line. The proper thing is to secure his attention for a short time before or after he has made his purchase and demonstrate some of the higher class records, those bearing standard or classical selections and selling at a goodly price. Perhaps for the first or second time he will simply listen without purchasing; but it will not be long before he must realize what such records will mean in his library, and so will purchase a few. Once

on the right path and the dealer may be assured that he has made a new convert to the doctrine of good music.

There is another purely business side to this question. A popular song is purchased in record form generally after it has taken its place among the "hits." By the time it has been played over a dozen times or so and the owner has heard the tune murdered by street whistlers, hand organs, etc., that record becomes a decided annoyance, and is put aside. The better grade of music, on the contrary, never becomes tiresome. A standard piece well rendered is as fresh and holds the interest as securely upon the thousandth rendition as upon the first, and the interest in that record lasts as long and longer than the record itself. One sale of such a record means the sale of many more and a continued and permanent interest in the talking machine outfit.

The manufacturers and more progressive dealers throughout the country have long realized the truth of this and have made special efforts to interest the retail customers in the better grade of music, chiefly by means of recitals of a more or less elaborate character. In another part of *The World* this month appears a description of a miniature theatre which the Victor Co. have tried out in Columbus, Ohio, with great success. This theatre is used to depict various well-known singers in grand opera who are enfolded to the gaze of the audience at the same time as a Victrola reproduces certain well known selections from that particular opera. The combination is in charge of an expert talking machine man with a thorough knowledge of musical history, who gives a short talk before each number, thereby arousing more personal interest in the different selections. This is the only one of the many plans for the uplift of the talking machine owner as a musical enthusiast. As a result the trade in general benefits both in an artistic and commercial sense. Educational work in the field of better music means long life and permanence to the talking machine trade, and lifts it far out of the field of short-lived fads. Its importance cannot be questioned.

and to hear the various machines demonstrated.

"Too many dealers overlook this important factor in modern business. The attractively arranged showrooms and neatly displayed windows are factors of great moment in modern business success—at least in the talking machine field. The houses that are losing ground are those who are overlooking the value of attractive stores and well-arranged advertising. These two last factors combined with frequent recitals are to-day, in my opinion, the most important means of attracting business, and, as I have just stated, the stores that are employing these methods are moving ahead by leaps and bounds.

"Regarding our own business, I may say that I never had a better trip. At all points visited jobbers were profuse in their compliments for the merits of the Music Master Horn. At the present time we are swamped with orders, and we are working night and day in an effort to fill them. Our facilities, which a year ago were thought ample for many years to come, have long since proved inadequate, and, although we have increased our space considerably in the last year, yet we are compelled to work nights, as we shall be for many months to come, in order to make any headway in filling the orders on our books."

NEW DISC REPRODUCER

Just Placed on the Market by the Columbia Phonograph Co. and Entitled the Columbia Concert Grand.

As a result of a series of experiments extending over a long period of time, the Columbia Phonograph Co., General, have put on the market an entirely new disc reproducer, which will be designated the Columbia Concert Grand. It is, with one exception, as stated below, usable on any instrument which takes the Columbia grand reproducer. The latter will continue to be furnished. The principal characteristics of the new reproducer are great volume and detail in reproduction. It is, however, a larger reproducer than the Columbia Grand, and the tone is different. The list price of the Columbia Concert Grand reproducer is \$5.

In this connection the Columbia Co. state: "The following instruments will, at purchaser's option, be equipped with the Columbia Concert Grand reproducer, instead of the Columbia Grand, without extra charge. The Columbia Grand reproducer will, however, be furnished with these instruments, unless the Columbia concert grand is specified: BNW Grafonola Elite (new style, retail price \$100); BNWM Grafonola Mignon, BII; Grafonola Regent, BY; Grafonola De Luxe A, BD; Grafonola de Luxe B, BT, BU. The Columbia Concert Grand reproducer is not usable on the old-style Grafonola Elite, the remainder of which are being closed out at \$7.50 retail.

"An allowance of \$2 retail may be made for a Columbia Grand reproducer on account of a Columbia Concert Grand; and the same allowance may be made for a Columbia Concert Grand reproducer on account of a Columbia Grand. On wholesale business the same discount must be deducted on the \$2 as is given on the new reproducer. The number of reproducers returned, in any one transaction, must not exceed the number of new reproducers purchased."

The company expects to have an adequate supply of the Columbia Concert Grand reproducers by this week.

INCORPORATED.

The Indestructible Phonographic Record Co., Incorporated, of New York, was incorporated last week by the Secretary of State at Albany, with a capital of \$50,000, for the purpose of manufacturing talking machine records, etc. The incorporators are: B. F. Philpot, F. W. Matthews and R. W. Wheeler, of Brooklyn.

TALKING MACHINE EVOLUTION.

H. N. McMenimen Chats Interestingly of Impressions Gleaned During Recent Trip—The Talking Machine no Longer a Toy, but a Distinctive Musical Instrument—Some Reasons Why—The Progressive Dealer Is Alive to the Value of Attractive Showrooms, Recitals and Publicity—Music Master Horns Popular.

H. N. McMenimen, of Sheip & Vandegrift, Inc., Philadelphia, Pa., who returned recently from one of the most extended and successful trips in his career—having visited practically every jobber in the United States and Canada—expressed himself most enthusiastically regarding business conditions in the talking machine trade, in a chat with *The World* the other day:

"What pleased me most on my trip," said Mr. McMenimen, "was to find that the trade at large are beginning to have a better idea of the established mission and position of the talking machine to-day. In other words, they are getting over the idea that the talking machine is merely a toy, and are now coming to consider it as a distinctive musical instrument.

"There are a great many dealers, as well as an army of purchasers, who are yet to be educated along these lines, but it is on this platform that the talking machine men of the future will win new victories.

"It is a mistake to think that we have reached the acme of perfection in talking machine invention at the present time. The great inventive minds who have developed this instrument to its present standing are not going to stand still. They are going to make the talking machine a still greater instrument, whereby the great pianists, the great singers and the great artists in all lines of musical effort can be heard in the home just as satisfactorily as if the individuals were there themselves. When we stop to consider that the science of recording is not known, it brings to us the realization of what the future will bring forth.

"We are getting away every day from the old-fashioned idea of the established purpose and function of the talking machine, and the new era will recognize it as a musical instrument pure and simple. The developments to-day are along these lines, and if the jobbers and dealers co-operate in their publicity and in their general line of selling arguments they can elevate the business and the general idea of the instrument to such an extent that it will win a new prestige—thus helping themselves and the manufacturers.

"Another feature of my trip that impressed me greatly was the fact that the jobbers and dealers who are expanding commercially and financially are those who are fully alive to the importance of having their store attractively arranged so that the general public find it a pleasing place to visit

CAUSES OF LOST HOLIDAY PROFIT.

The Situation Defined and Remedies Suggested
—The "Regular Dealer" vs. "Floater."

Almost without exception there has been a scarcity of certain goods, either Edison or Victor, during the holidays for the past several years, resulting in some dealers losing considerable profit on account of their inability to get the goods. In discussing this situation, J. Newcomb Blackman, president of the Blackman Talking Machine Co., of New York City, said:

"Opinions vary as to the cause of this condition but there is no doubt, in my mind, but that it is largely the fault of the factory, jobber and dealer combined. Many dealers make it difficult for jobbers to accurately determine their requirements, because they buy from a large number of jobbers.

"For example, one of these dealers has a sale for a certain machine; he buys from four jobbers and because that particular machine is temporarily scarce only one of the four jobbers could fill the order. There was an apparent demand for four machines, whereas only one was needed. This case multiplied many times makes a temporary shortage produce an inflated demand. Jobbers may place orders accordingly and the factory not knowing the real situation uses unnecessary effort at the expense of other machines.

"The dealer who has a regular jobber and gives him all his business, if he can handle it, is entitled to first consideration, at least from my standpoint. A second source of supply should only be necessary as a substitute and two jobbers should be able to supply the wants of any ordinary dealer.

"We have been criticized by, and made ourselves unpopular with, certain dealers during the holiday season, because they wanted goods that they could not get from the jobber whom they ordinarily patronized.

"Our policy has been that when there is a scarcity of goods we apply the 'Golden Rule,' defined as follows: Those dealers who patronize us during the dull season are entitled to recognition and first consideration when they need us to give them the goods that are scarce. Whatever prestige we lose among the type of dealer which might be classed as a 'floater' will be more than offset by the esteem of the regular dealer, whose loyalty has resulted in him being served first.

"Then another reason why the dealer should not be a 'floater' is because he may find it necessary to ask leniency in the payment of his account. If he is a loyal dealer and buys but from one or two jobbers his chances of help, under such circumstances, are certainly more favorable.

"The talking machine business is no different than any other, as far as business principles are concerned, and if the dealers will take the necessary time to determine what jobber they should give their business to and then stick to him, as long as he makes good, their patronage would insure their getting the goods at times when the demand exceeds the supply.

"It is difficult for the factories to determine the holiday demand, but they hold the key to the situation, because they have the power to determine what their line will be during the holidays, what changes, if any, are to be made, and when they will occur.

"The restricted price causes most dealers to refuse any machine that is not strictly up-to-date, thus the jobber sometimes cannot dispose of all the stock, because of a slight change is placed at a disadvantage and the situation is remedied at the inconvenience of somebody.

"Under ordinary conditions it would seem to me advisable to decide on a fixed policy and line of goods in the summer, with no change until at least February 1. This would enable the jobber to feel confident that the stock of machines he puts in before the holidays would be up to date then.

"The situation would also be improved if a large number of dealers, who make a practice of waiting until the last minute to carry a representative line of machines, would realize the importance of having at least a complete sample line during

October, November and December. They could advertise the fact and get prospects which would produce real sales for them. Sales are often lost by dealers who expect the customer to obligate himself to the extent of authorizing that the dealer get for 'his approval' a machine he thinks he wants.

"Why should a customer agree to any such plan and patronize a dealer who has not at least a sample of the different machines, when there are a number of his competitors who offer that service and it entails no obligation?

"Summing up, it appears to me important for the factory jobber and dealer to get together three or four months before the holiday season, for we always seem to be long on demand and short on supply during the month of December. Some dealers want the money in their hands before they put in the stock, but jobbers' terms with the factory prohibit their consigning goods and their profit would not make such plan profitable, so that the preparation which should be evident is halted and the tidal wave of demand cannot be met at the last moment.

"It is not too late now for some dealers to get out of the 'floating' class and narrow their patronage down to one, or not more than two jobbers. I think they will find it pays and produces better results."

35 CENT RECORD EARNS \$404.44.

This Splendid Showing Was Made by a U-S Everlasting Record Which Was Used from March Until December in a Penny Arcade in Cleveland.

(Special to The Talking Machine World.)

Cleveland, O., Nov. 9, 1910.

What would you think of an investment that would yield over 115,000 per cent.? Wouldn't it look good to you. The following isn't a bait for "get-rich-quickers," nor an advertisement of gold bricks, but the sober recital of facts about a U-S Everlasting Record, No. 223, Peter Piper March (xylophone), by Albert Benzler.

This record was placed in a penny arcade last March, where it remained on a machine equipped with an ordinary reproducing sapphire until the middle of October. During that time it was played 40,444 times by automatic count, and earned for the proprietor of the arcade the sum of \$404.44. The record cost 35 cents.

The U. S. Phonograph Co. have the record now on exhibition at their general offices in Cleveland,

where it is played in comparison with new records of the same selection and from the same matrix. They are confident in asserting that absolutely no difference can be detected in the reproductions, and that a microscope fails to reveal any traces of wear on the surface of the record, which had such a long "run." It is in perfect condition, the company claims, to be played 50,000 times more and, judging from the number of interested phonograph men who drop in for a test, this bids fair to be accomplished. Persons of a statistical turn of mind will be interested in a few figures regarding this record. A run of 40,444 playings is equivalent to continuous running day and night for 56 days. The sapphire on the reproducer travels 194.8 feet to play this record once. In playing it 40,444 times the sapphire traveled 7,878,491 feet, or 14,921.3 miles. Anyone can calculate for himself the number of foot pounds generated by the motor during the period or the energy which would have been necessary to wind a spring motor for that number of playings.

The U. S. Phonograph Co. names its records "Everlasting," and the foregoing would seem to indicate that the name fits.

NATIONAL CO.'S ROSTER OF SALESMEN.

The following is an official list of the salesmen of the National Phonograph Co., Orange, N. J., and the territory assigned to each, as published in the Edison Phonograph Monthly:

J. H. Allgaier, Missouri and Southern half of Illinois; L. W. Ballou, New Hampshire, Vermont and North Eastern New York; C. A. Briggs, Kansas and Kansas City, Mo.; A. V. Chandler, city of Chicago and Northern half of State of Illinois; A. H. Curry, Oklahoma and Arkansas; John de Angeli, Ontario, Alberta, Saskatchewan and Manitoba, Canada; F. E. Gage, Connecticut; F. E. Gressett, Louisiana, Mississippi and Texas; L. D. Hatfield, Nova Scotia, Quebec, New Brunswick, Canada; H. G. Hinkley, Iowa; W. P. Hope, Wisconsin; W. H. Hug, Ohio; M. G. Kreuzsch, Indiana; C. E. Lyons, Washington and Oregon; E. A. Neff, Michigan; C. W. Phillips, North Carolina, South Carolina, Georgia and Florida; G. A. Renner, Nebraska, Colorado, Northern New Mexico and Southern Wyoming; H. R. Sackett, Western New York; H. R. Skelton, Massachusetts and Rhode Island; J. W. Scott, Maine; J. B. Sims, Central and Western New York; J. F. Stanton, Pennsylvania; W. A. Voltz, California, Arizona, Nevada and Southern New Mexico.

We Are In Readiness for the FALL and WINTER RUSH ? ARE YOU?

Prepare now to be in a position to deliver the goods and take the profits. Don't delay.

You know what it means to say to your customer "I haven't it in stock, but will get it for you"—the other fellow gets the order. Our stocks of VICTOR and EDISON GOODS mean quick deliveries to you, and profits to both of us.

If you don't know what EASTERN CO. SERVICE is, you don't know what makes the Talking Machine Business a good Business. *Try Us.*

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



The dealers who get the biggest returns

from the Victor business are those who stick to the Victor "quality" idea.

These dealers emphasize the Victor's fine musical qualities at every turn. They provide elaborate and appropriate surroundings for the Victor; they give frequent high-class concerts, and they speak of the Victor and advertise the Victor as a musical instrument.

Victor "quality" means money to them.

If you have not fully grasped the Victor quality idea you are not getting your full share of Victor business.

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.
 Altoona, Pa. W. H. & L. C. Wolfe.
 Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex. The Petmecky Supply Co.
 Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Wm. McCallister & Son.
 Bangor, Me. M. H. Andrews.
 Birmingham, Ala. E. E. Forhes Piano Co.
 Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Canton, O. The Klein & Heffelman Co.
 Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. W. H. Buescher & Son.
 Collister & Sayle.
 The Eclipse Musical Co.
 Columbus, O. Perry B. Whitsit Co.
 Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music
 Co.
 Des Moines, Iowa. Chase & West.
 Harger & Blish, Inc.
 Detroit, Mich. Grinnell Bros.
 Dubuque, Iowa. Harger & Blish, Inc.
 Duluth, Minn. French & Bassett.

Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walz Co.
 Galveston, Tex. Thos. Goggan & Bros.
 Grand Rapids, Mich. J. A. J. Friedrich.
 Honolulu, T. H. Bergstrom Music Co., Ltd.
 Indianapolis, Ind. Musical Echo Co.
 Wulschner-Stewart Music Co.
 Jacksonville, Fla. Carter & Logan Brothers.
 Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Knoxville, Tenn. Knoxville Typewriter & Phono-
 graph Co.
 Lincoln, Neb. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Louisville, Ky. Montenegro-Richm Music Co.
 Memphis, Tenn. E. E. Forhes Piano Co.
 O. K. Houck Piano Co.
 Milwaukee, Wis. Lawrence McGreal.
 Minneapolis, Minn. Lawrence H. Lucker.
 Mobile, Ala. Wm. H. Reynolds.
 Montreal, Canada. Berliner Gramophone Co., Ltd.
 Nashville, Tenn. O. K. Houck Piano Co.
 Newark, N. J. Price Talking Machine Co.
 Newark, O. The Ball-Fintze Co.
 New Haven, Conn. Henry Horton.
 New Orleans, La. Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Machine Co.
 Sol Bloom, Inc.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Jacot Music Box Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Omaha, Neb. A. Hoaspe Co.
 Nebraska Cycle Co.
 Piano Player Co.
 Peoria, Ill. Putnam-Page Co., Incorp.
 Philadelphia, Pa. Sol Bloom, Inc.
 Louis Buchn & Brother.
 J. E. Ditson & Co.
 C. J. Heppe & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburg, Pa. C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me. Cressey & Allen.
 Portland, Ore. Sherman, Clay & Co.
 Richmond, Va. Cable Piano Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, Utah. Carstensen & Anson Co.
 The Consolidated Music Co.
 San Antonio, Tex. Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Phillips & Crew Co.
 Seattle, Wash. Sherman, Clay & Co.
 Sioux Falls, S. D. Talking Machine Exchange.
 Spokane, Wash. Eilers Piano House.
 Sherman, Clay & Co.
 St. Louis, Mo. Koerber-Brenner Music Co.
 The Aeolian Company of Mo.
 St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinrichs.
 Syracuse, N. Y. W. D. Andrews.
 Toledo, O. The Hayes Music Co.
 The Whitney & Currier Co.
 Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.

A Columbia Christmas is a good climax to a year's Columbia business and also gives a new dealer a good start on his first year with the Columbia line. Don't hesitate—start right and right now.



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

NEWS FROM THE SAINTLY CITY.

Business Shows an Upward Trend, with Excellent Holiday Prospects — Grafonola Popularity—F. G. Smith Piano Co. to Handle the Columbia Line—Aeolian Co.'s Big Victor Business—Thiebes Piano Co.'s Satisfactory Trade—Some Recent Visitors.

(Special to The Talking Machine World.)

St. Louis, Mo., November 1, 1910.

The talking machine business is having a good upward trend, and all reports are good, with prospects for a splendid fall and winter season's trade.

E. B. Walthall, manager of the Columbia Phonograph Co., reports both wholesale and retail trade very good and the line of Grafonolas is proving very popular with the demand for the Regent having the lead.

Manager Walthall has just closed a big deal with the F. G. Smith Piano Co., who will carry the Columbia disc line complete. This concern is one of our piano houses here, and their prominence in the trade will add very materially to the prestige of the Columbia in this market.

B. Feinberg, southern traveler for the Columbia Phonograph Co., was a recent visitor here

Among the recent Columbia visitors here were W. W. Fisher, Murphysboro, Ill.; C. N. Lanher, Mattoon, Ill.; W. L. McAllister, Moberly, Mo., and Mr. Schell, of the Schell Music and Novelty Co., Jefferson City, Mo.

The talking machine department of the Aeolian Co., report that October finished up with a rush. The "headliners" of the month were Victrolas, particularly the styles X and XI, which have made a decided hit with the Aeolian trade.

L. A. Cummins, traveler for the Aeolian Co., returned recently from an extended trip through Illinois and Indiana. His order book was full of healthy orders, and he himself was full of enthusiastic reports regarding the fall and holiday business.

O. A. Gressing, manager of the Victor departments of the Aeolian Co., spent a few days at Aeolian Hall last week. Needless to say, he was a very welcome visitor, and the only regret was that his sojourn in St. Louis was of such short duration.

The Hawkins Music House, Decatur, Ill., held their formal opening Oct. 22. This store is one of the finest equipped establishments in Illinois. Sound-proof demonstrating rooms have been installed, and the interior finishes are ivory white of the finest construction.

D. K. Myers, the well known Zonophone jobber, reports October as having been quite an active month with him, and good prospects ahead.

J. K. Savage, who is traveling for Mr. Myers, has been sending in some nice business.

Miss Elizabeth Vandeventer, formerly in charge of the retail department of the Silverstone Talking Machine Co., has accepted the position as manager of the talking machine department of the Bollman Bros. Piano Co.

She is succeeded at the Silverstone Talking Machine Co. by Miss Bertha Hirsch.

Manager Robinson, of the talking machine department of the Thiebes Piano Co., reports business good. They sold eight Victrolas and two Reginaphones in one week recently.

Miss Sadie Rosenblatt, manager of the talking machine department of May, Stern & Co., reports trade growing better.

NEW VICTOR PUBLICITY PLAN.

Use Miniature Theater in Connection with Victrola in Endeavor to Create Greater Public Interest in Operatic Music and to Stimulate Sales—How the Idea Has Been Worked Out Successfully in Columbus, O.

(Special to The Talking Machine World.)

Columbus, O., Nov. 7, 1910.

Talking machine dealers and jobbers in Columbus and vicinity are much interested in the latest idea of the Victor Talking Machine Co. for creating greater public interest in operatic music and in that way stimulating the sale of their machines and records of the better grade.

The new scheme, which has been tried out very successfully in this city, is distinctly novel and is carried out in a thoroughly comprehensive manner in keeping with the previous publicity stunts of the Camden concern.

The new scheme embraces a miniature theater, complete in all its details and exquisite in its furnishings, which is used in conjunction with the Victor Victrola, for the demonstration of operatic records. This theater complete occupies a space of 9 x 11 feet, the proscenium arch being approximately four feet across. The scenery for it has been painted by an artist of repute, which is self-evident upon even a hasty examination. It is as completely equipped in the matter of lighting effects as a real playhouse.

On entering the recital room the audience sees nothing of the theater—merely a well proportioned drapery of dark green plush. This is surmounted by a cornice of dull gold from which hangs a valence of the same material as the curtain. On this is embroidered in gold "Victor-Victrola" and at each end is a Napoleon wreath with a letter "V" in the center of each. Before the plush curtains are two Victrolas. Souvenir programs, with specially designed cover appropriate type, half-tones and so forth, are distributed, together with leaflets bearing translations and the original verse of operatic arias.

The recitals begin with one of the famous overtures. This may be followed by a standard song, the record being accompanied by a piano. The next number is usually chosen from opera. The room is darkened as the accompaniment begins. With the first notes of the singer's voice the heavy curtains draw apart and before one's eyes, with all the beauty of color, light and perspective, is the scene in which the selection is sung in grand opera. Not one but several such scenes are shown during each recital.

The Victor Co. have wisely selected for this work its special representative, Ernest John, who talks music and opera in the manner of the man

who knows his subject, and, moreover, he is able to talk convincingly to any class of audience.

A running comment on the numbers in the program, the story of each operatic aria and its relation to the whole, is given in advance of each selection. With such an introduction operatic numbers, even for those whose acquaintance with the subject is limited, are no longer fanciful uncertainties but something to understand and enjoy. Mr. John's idea is that "one is much more apt to understand and sympathize with poor Pagliacci when one knows the reason and the circumstances of his poignant grief," and the correctness of this view has been demonstrated.

In connection with the new educational campaign Perry B. Whitsit, president of the Perry B. Whitsit Co., said: "The recitals in Columbus compelled the attention of the best class of trade, called forth enthusiastic praise from the musical critics of the papers and made operatic music an open book to many for whom it had hitherto had no significance and no vital interest. Of this last we had ample evidence in our sales. In my experience no such co-operation as this has been attempted by any manufacturer of musical instruments, nor do I know of any so well calculated to produce results.

"It is a matter of common knowledge that people grow more appreciative of classical music as their acquaintance with it grows and their understanding of it increases. Convert 'classical music' into the commercially equivalent phrase 'high priced records' and the magnitude of the Victor Co.'s project becomes apparent."

BURTON PIERCE A BASEBALL EXPERT.

Burton Pierce, manager of the talking machine department of the J. W. Jenkins Sons Music Co., Kansas City, Mo., who participated in the famous game of baseball given by jobbers at Atlantic City last July, is keenly interested in athletics as well as baseball. He is a member of the Kansas City Athletic Club and also an active member of the local amateur baseball team which won the championship this year. His specialty is first base. It is now easy to understand why he displayed so much skill at Atlantic City.

AN OMINOUS MOVE.

C. C. Roush, brother of R. C. Roush, president of the Standard Talking Machine Co., and secretary of the National Talking Machine Jobbers' Association, has built a very cosy bungalow about twelve miles from Pittsburg. In view of the fact that he is a bachelor this move is significant.

COLUMBIAS FOR U. S. WARSHIPS.

The Columbia Phonograph Co., of Boston, Mass., on the 7th inst. sold a cash outfit to the "U. S. S. Celtic," stationed at the Charlestown Navy Yard. Some time ago the Columbia dealer at Quincy, Mass., sold a BKT cylinder machine to the engineer on the United States submarine boat "Holland."

NEWS FROM THE PACIFIC COAST.

Dealers Looking Forward to Large Holiday Trade—High-Priced Machines and Records in Demand—W. S. Storms Takes Charge of the Spokane Columbia Branch—Other Columbia Changes—Business with This Concern Excellent—A. G. McCarthy Reports Lively Victor Business at Southern Points, Where He Recently Visited—Dealers Awaiting Larger Supply of New Style Victor Victrolas—Kohler & Chase's Active Columbia Business—Other News of General Interest.

(Special to the Talking Machine World.)

San Francisco, Cal., Oct. 29, 1910.

A few of the local retailers say that the October business has hardly been up to that of September, which was unusually active, but nobody is inclined to make any complaint, and judging by the majority of reports, the month seems to have been fully as good as September, and possibly better. At any rate, no anxiety is felt regarding the holiday trade. With the approach of Thanksgiving and Christmas a more liberal spirit is already becoming apparent, more people are shopping, and money is coming out much more freely than during the early fall. High-grade records are in excellent demand, and the new lines of improved machines are gaining ground all the time. Many people have been waiting to see the new Victrolas, which will undoubtedly fill a long-felt want, and a large number of sales will be closed as soon as these machines can be placed in stock by the retail stores.

With the jobbers the past month has been a record breaker. They are well satisfied with their local sales, but are giving most of their attention to the outside trade, in which they find ground for the highest hopes. Many more new stores have been started this month, and while a large amount of promising new territory is being opened up, a remarkable growth is taking place at the same time in districts which have been covered fairly well in the past. Shipments have been going forward at a rate which would already have depleted the stocks carried in former years, but, owing to the precautions taken early in the season, and the constant arrival of large quantities of new goods, stocks in the local warehouses are kept in unusually good condition. The advantage of this becomes more apparent as the season advances, and the outside retailers send in hurry orders for all sorts of goods of which they are running short.

The growth of the Columbia Phonograph Co.'s business on the Coast has caused a number of changes in the organization in the last year or two, and a new shifting of positions has just taken place. Willis S. Storms, who has distinguished himself by his efficient work in covering the outside district in this State, has been promoted to the position of manager of the Spokane, Wash., branch. That city is the commercial center of a large and prosperous district known as the Inland Empire, and its business has grown to large proportions of late necessitating a strengthening of the store there. Arrangements have been made whereby Mr. Storms' former territory will be looked after, for the present at least, by E. W. Cyrus. Mr. Cyrus traveled for the Columbia Phonograph Co. for several years in the past, and has for the last year handled their line in the northern part of California for Kirk, Geary & Co., their distributing agents at Sacramento. He will continue his work for that house, in addition to handling the country, both coast and interior, from San Francisco south, for the Columbia Phonograph Co. Mr. Storms leaves his territory in first class condition, having placed Columbia agents in every town of any importance. He left for the North about the middle of the month, and is now familiarizing himself with his new position. Mr. Cyrus will make his first trip about the middle of November. Mr. Scott reports a busier season for the holidays than ever before, the sales being increased by the opening of a number of new agencies during the month. He notes an extremely large demand for the new \$17.50 machine put out by this company. Wm. Hurst has been calling at the local office this month.

The Pacific Phonograph Co. have about completed their stock, the large arrivals of the last few weeks filling up the space recently added to its establishment, in addition to supplying material for current orders. This company are living up to their promise to keep a full stock of Edison goods on hand at all times, though it is by no means easy to do so. This company are making a strong feature of the Music Master horn, the agency for which was taken on a few weeks ago, and are already getting a substantial volume of business in this line. C. M. Jones returned from his Southern trip a couple of weeks ago, and reports a very successful business, with favorable conditions everywhere he went.

Andrew G. McCarthy, of Sherman, Clay & Co., made a visit to Southern California recently, spending several days at the company's distributing branch for Victor goods in that city. He found the southern business in a highly satisfactory condition, with a keen interest in Victor goods, and especially in the new Victrolas, which are expected to be a tremendous success there. Samples of these machines have been on hand at the San Francisco store for some time, but the arrival of goods for distribution has been somewhat delayed. The goods are expected within a very few days, however, and every effort will be made to fill the orders on hand, though it may be several weeks before the demand can be fully supplied. It is believed that by the end of the month sufficient stock will be coming in to take care of the holiday requirements. It might be supposed that the anticipation of the new models would interfere with the sale of those on hand, but they are still in good demand and moving off rapidly.

Peter Bacigalupi & Sons, the pioneer talking machine dealers of San Francisco, have moved their store to the second story, directly above the place formerly occupied. They have installed practically the same fixtures as before, and have additional display room for the machines, with plenty of light. Mr. Bacigalupi says that since the confusion of moving has quieted down business

has been fully as good as before, and believes that the gain in display room, etc., more than offsets the disadvantage of being on the second floor, while he is especially pleased at the great saving in expense.

James Black, of the Wiley B. Allen Co., reports only a moderate business for the past month, but is making preparations for a big holiday season. He is anxiously awaiting the new Victrola, which he recently inspected at the factory, and which he believes will be one of the most attractive features ever offered, appealing to a large class of trade which was formerly difficult to reach. It is just about a year since this department was launched, and during that time it has built up a very successful business in Victor machines. Mr. Black is very optimistic concerning the future and is confident that the second year will bring a great advance over the first.

The local retail business in Columbia goods conducted by Kohler & Chase has been very satisfactory this month, though no record-breaker. This house is increasing its efforts on this line, making frequent displays of the Grafonola machines on the ground floor, which was formerly entirely devoted to pianos.

WOULD YOU BE A SALESMAN?

Would you be a salesman? Then make up your mind that you *will* be a salesman, and set about becoming one, and no man shall stop you. Will power is greater than the greatest obstacle. Study people. Study your customers. Study yourself. The greatest study for the man who is to handle people is people. The only way to succeed with this study is to keep at it until success does come, until what in others seemed at first to be hypnotism becomes merely the knowledge of how to lead the mind opposed to you.

The harder you make it for the buyer to be cold and distant, the easier you make it to sell him goods. Get him warmed up to a point where he must take an interest in spite of himself, and the sale is pretty well sprouted.



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.

See our big ad on the back cover of the Saturday Evening Post, November 12th, about



Making Records
at home on the

EDISON

This ad reached over
5,000,000 readers
in 1,750,000 homes

ARE you stocked up with Edison Recording Equipment to take care of your share of the vast business which this great feature and this great advertising campaign is creating for every dealer who handles the Edison line? Write your Edison jobber to-day.

National Phonograph Co.
59 Lakeside Ave., Orange, N. J.



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W. LIONEL STURDY, Manager.

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

NEW YORK, NOVEMBER 15, 1910.

THE demand for high-priced talking machines is growing all the time.

In fact, the demand exceeds the physical ability of the manufacturers to supply the stock.

While it is not pleasing to the manufacturers to keep the trade waiting for stock, yet it is well known that warning was given early in the year that there was bound to be a shortage of goods for the holiday trade unless orders were placed sufficiently far ahead so that preparations could be made to take care of the trade.

Jobbers recollect well the condition which existed last year, and naturally the experience was a costly one, for no one enjoys witnessing a loss of trade and profit, which might come to them provided they had stock on hand.

Some of them are bound to be confronted by unpleasant conditions regarding the supply of stock again this year.

It is certain that some jobbers must give evidence of greater confidence in the business than they have in the past.

Even if a man has to borrow money and pay good round interest he will be still ahead if he is piling up a stock of machines for which there will be a demand later on in the season.

He cannot make money any faster or any easier, and confidence is the one thing which is necessary in trade to win out.

EVERYWHERE the value of system becomes more and more apparent.

The owner of one of the largest and most complex of enterprises arranges his day's work on a schedule as exact as a railway time-table.

In no other way could he keep in touch

with the manifold details of his great enterprise—take care of the day's raw material for a dozen plants in half as many markets—direct an organization of thousands—sell and deliver his products for the world's market as well as supervise the whole tremendous fabric.

It will be readily seen that such a business must be systematized and each department thereby have its hour and quarter hour of the daily program when big problems are to be considered.

Of course, the schedule may be flexible, yet system, exactness and thoroughness are factors which are inseparable for the success of a great enterprise.

Men understand that thoroughly.

NEW ideas, provided they are good ones, are desirable in all lines of trade and originality counts for something, and one of the cleverest plans for the exploitation of a special product which we have known in recent years is that originated by the National Phonograph Co., which is colloquially termed the "The Edison Wagon Plan."

It is interesting to note how this new campaign for the selling of phonographs has captured the country.

So great a hold has this plan taken on the trade that the producing corporation has been unable to supply the wagons as rapidly as desired and several large dealers remarked to us that it has given their trade an impetus such as it has not had for years.

This plan has pumped life into the business such as it enjoyed in the halcyon days of old.

It is surprising to find the number of people in rural communities who do not know of the entertaining powers of the phonograph, and when it is presented to them in such a forceful and interesting way as it is by the wagon campaign, it is easy to make sales.

Men are fascinated over the plan and the surface is only scratched.

It is going to help out the business very materially and everything looks good all around.

And, so it goes. The value of an idea!

The phonograph business has been quiet.

There is no disputing that and this new wagon campaign has given it an impetus which is appreciated by every Edison man in the country.

WE are doing to-day a splendid export business in talking machines.

In fact, it is surprising to see when we study the different trades how the talking machine export trade has grown.

Compared with an old industry like piano making it seems almost ridiculous to say that the export trade in talking machine compares in dollars and cents with that of pianos, which, of course, is old established and America to-day is the greatest producing country in the piano line, and yet we are sending more talking machines to foreign countries in dollar values than we are pianos.

Speaking of export trade a representative of one of the large export houses remarked recently:

"American manufacturers are reaching

more and more after the export trade. They are better equipped and have a better understanding of the essential conditions for competing in the foreign field, having gained more experience in the export line than they had a few years ago, when many even of the larger houses did not know how to set about meeting foreign rivals. Many manufacturers, satisfied with the great home markets, were reluctant to compete and did not do so because they were not pressed in certain lines. But now there is a greater desire to enter the foreign trade as an alternative to the fluctuations of the home trade. This is not merely to get rid of surplus production—but it arises from the necessity of a legitimate foreign trade based on the merits of American skill and ingenuity in manufactures."

THE catalog houses are far and away the best advertisers on deck to-day.

Why? Take their book and read. You will find a description that describes; a picture that shows "how the thing looks"; a price that tells how much it costs. That is the sum and substance of their advertising—and it gets the business. The local newspaper is the best advertising medium on earth for the local merchant—if he will only use it. He is on the ground. He has the goods. If he is out of an article he can get it quicker than the customer—if he can't, he had better try another house. He stands behind his goods. He is there to-morrow to rectify the error of to-day. But he must get the attention of the buyer—and he must get that attention before the catalog man does. The most effective way is through the columns of the local newspaper.

GOODS and prices are not all that go to make up a successful business. People nowadays like to trade at a store that is up-to-date in business methods; one that has a system of arranging and displaying goods artistically; a store that has a reputation for being strictly honest and honorable in all its dealings, and a store whose reputation and character stand for something more than dollars and cents.

MAKE every customer that comes into your store feel that his presence, as well as the business that he does with you, is necessary to your success. Enthuse him with cheerfulness and bright prospects for the future, and at all times see that he receives attention and courteous treatment. Gain his confidence and never betray it. Remember that it is the man behind the gun and not the gun that wins the battle.

PERSONALITY is the greatest asset that any retail business man can have. He may have the goods, the price, the location, but he must have the personal magnetism in order to have business success. Every man stands for something in his own business, and represents ideas of his own. You will find upon investigation that the heads of our largest financial institutions are men of wonderful personality, who have injected this personality into their business until it is felt in every department.

A WHIRLWIND SUCCESS

☞ THE TRADE OF THE COUNTRY IS WELCOMING THE PERMANENT JEWEL NEEDLE

☞ THE RECEIPT OF SAMPLES IS IMMEDIATELY FOLLOWED BY LIBERAL ORDERS

☞ SIMPLY SHOWS WE'VE HIT THE BULL'S-EYE FIRST SHOT

The Permanent Jewel Needle

FOR ALL DISC TALKING MACHINES

**No Changing Needles. No Sharpening.
No Bother. Does not Injure the Record.
Gets Perfect Reproductions. Simply
Superb in Tone.**

MADE in LOUD, MEDIUM and SOFT TONE.

☞ THERE'S ALWAYS A BIG ADVANTAGE IN BEING *FIRST*. GET IN ON THE GROUND FLOOR. BE THE FIRST IN YOUR LOCALITY (IF POSSIBLE) TO STOCK THE PERMANENT JEWEL NEEDLE

☞ WE ARE ADVERTISING THE 'PERMANENT JEWEL'

☞ BE PREPARED FOR THE DEMAND

Retail Price, \$2.00 Each

Guaranteed For One Year

REGULAR TRADE DISCOUNT

THE PERMANENT NEEDLE SALES CO.

14 STATE STREET, CHICAGO, ILL.

TOLEDO DEALERS ORGANIZE.

Talking Machine Dealers of That City Form an Association, One of the Chief Objects of Which is to Enforce an Agreement Among the Members Calling for an Additional Charge of 10 Per Cent. on Instalment Sales.

(Special to The Talking Machine World.)

Toledo, O., Nov. 7, 1910.

The talking machine dealers of this city have organized the Toledo Talking Machine Dealers' Association for the purpose of improving conditions in the trade in this city and announce as one of their chief objects the regulation of prices on time sales in order to provide for a better profit for the dealer.

The members of the association, believing that there should be a difference between the prices on cash and time sales, have agreed to make an additional charge of 10 per cent. on all instalment sales. The agreement binds practically every dealer in the city.

Apart from putting the instalment business upon a better paying basis, the new plan enables the dealer to impress the customer with the advantage of purchasing for cash and is therefore expected to increase that class of sales.

NATIONAL TRAVELING ASSIGNMENTS.

B. P. Rhineberger has been appointed to travel New Jersey, Delaware, Maryland and the District of Columbia as salesman for the National Phonograph Co., Orange, N. J., in place of H. D. Clark, who will hereafter be connected in a special capacity with the company's legal department.

John H. Gill has returned to his old love after an absence of about a year, during which time he acted as traveling representative of the Edison Storage Battery Co., and has been entrusted with the mission of stirring things up in Oklahoma for a starter. Those who are acquainted with John's forceful tactics have no doubt that the "stir" will follow very shortly after his arrival at his post.

FANNIE J. CROSBY TO EDISON.

The Famous Blind Poetess Sent an Appreciative Letter and Poem on Receipt of an Edison Home Phonograph.

The following letter and poem, dedicated to Thomas A. Edison, were sent to B. P. Rhineberger, formerly a representative of the Century store, Edison dealers at Bridgeport, Conn., by Fanny J. Crosby, the famous blind poetess and hymn writer, many of whose beautiful compositions are to be found in the Edison catalogs, and were inspired by gratitude for the pleasure which the installation of an Edison Home phonograph brought to her home:

"Esteemed Friend—Through your kindness and that of the Century Co., whom you so faithfully represent, I have the honor of stating publicly my views in relation to the Edison phonograph and of proving its inestimable worth. It was you who so generously placed it within the circle of my home, thus affording to each one of its members a rare treat which I assure you will never be forgotten. Its clear, silver tones, its sweet classical melodies, beautifully and artistically rendered, have held us captive, not only to the productions of the old masters, but also to the music of distinguished modern authors. In a word, we hail the Edison phonograph and we venerate the genius of him by whom it was invented—a genius whose deep research and unwearied perseverance have made him the wonder and admiration of a progressive and literary world.

"O Edison! through thy electric power
New stars appear and shed their glories forth;
The hill of science thou has nobly climbed,
And on its very summit thou dost stand,
Crowned with the laurels of immortal fame.
God give thee health for each revolving day,
And spare thee still to work for years to come."

HANDLING THE CLERKS.

An experienced retail dealer who has handled a great many young men in his time, and has made

good business men out of a lot of them, says that he can bunch them all into several classes:

"Those whom I am glad to encourage, promote and pay better. Those whom I am glad to say good by to, and wish them good luck in some other line of trade. Those whom I would like to see coaxed away from me by a competitor whom I dislike. And a few whom I would like to take out and drown."

OPENS NEW STORE IN TOLEDO.

F. C. Gunning, Formerly a Traveler for the Perry B. Whitsit Co. Opens "The Talking Machine Shop"—Handles Edison and Victor.

(Special to The Talking Machine World.)

Toledo, O., Nov. 10, 1910.

F. C. Gunning, formerly a traveler for the Perry B. Whitsit Co., Columbus, O., has given up that position to enter the retail talking machine field, having opened "The Talking Machine Shop" in this city. He is occupying the store formerly occupied by the Klien & Heffelman Co. at 340 Superior street, which he has fitted up with appropriate furniture and with soundproof demonstration booths. He handles both the Victor and Edison lines and has adopted the slogan "At the Sign of the Dog."

Manager Terry, of the Grand Opera House, Atlanta, Ga., has arranged with the Columbia Phonograph Co., of the same city, to place in the lobby a \$200 Grafonola Regent on Monday, Tuesday and Wednesday of each week. An operator will be provided by the company, with a select repertoire of the finest records, and the machine will be played two hours in the morning and two in the afternoon of each of the three days.

The Ross P. Curtice Co., of Lincoln, Neb., are now handling small goods in addition to talking machines.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by
Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs
or Talking Machines

High Grade English Steel,
each Needle Warranted as
to Point and Finish

NEEDLES

We are Sole Agents for
the Largest Needle
Factory in EUROPE

SPECIALTIES

put up in Lithographed Envelopes
and Tin Boxes in Cartons

SPECIALTIES

BELTS

SAPPHIRES

FEED NUTS

For Commercial Phono-
graphs. STITCHED.

FOR DICTATING MACHINES
ALL MAKES

For All Makes, Made of
the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Volume of Talking Machine Business Exceeding Expectations—Preparations for a Very Lively Holiday Trade—Delay in Supplying New Models and the Prevalence of Price-Cutting Only Clouds in the Horizon—Opportunities for Extending the Export Trade in Talking Machines and Records—Regarding Tournaphone Prices—Success of the "Flex" Diaphragm—Wireless Magic—Aids for the Dealer—A New Edison Reproducer—A Live Selling Scheme—Van Allen Shields on Copyright Question—Reviews of Latest Record Lists—The Cinematograph in Science—Columbia Special Christmas Records—Possibilities of the Amberola—Klingsor Records Popular—First Disc Record Factory in Russia—What is Exploited in the New Catalogs—Phonographs at the Business Exhibition—Better American Mail Service—Gramophone Company Will Not Appeal Decision—The Month's News.

(Special to The Talking Machine World.)

London, Eng., Nov. 9, 1910.

"Quite beyond our expectations" is the verdict pronounced by all engaged in the manufacture or the selling of talking machine goods. Even the dealers have nothing but satisfaction to express, for the public now seem only in their glory when buying records, or maybe a new machine. And from now onward trade will steadily increase until it reaches the zenith of its greatness—during the few weeks prior to Christmas. Seasonable lists of titles are already in the hands of traders and preparations generally are well advanced to cope with the expected volume of business, which many assert will this season outrival the boom year of 1906. The delay in issuing to dealers the new machine models, however, has been the cause of some little annoyance, through the actions of a few of the manufacturers advertising to the public before dealers have had a chance to stock up on the new models. The reason is transparent enough. But how can the dealers be expected to shift the old models in stock, when they are handicapped by inquiries for the very latest—advertised prematurely by the makers? There's bound to be a fly in the ointment somewhere. And in this regard a disturbing factor of the otherwise bright situation is the prevalence of price-cutters. They are to be found in almost every trading center, and particularly in London; 9d., 10d., one can even buy a disc record for 6½d., and where, is told in the large advertisement space taken by some of the great London stores in newspapers, magazines, etc. But they are not by any means the worst delinquents. The most glaring example of price cutting within recent years emanates from a certain firm

located near Cheapside, London. They advertise records at half price, and even conduct a special house organ which may be bought from the guttermen for twopence. I have no knowledge of how many are sold, but my attention was recently directed to an issue wherein a dealer's stock of records of several well-known makes is offered to the public at—in some instances—less than dealer's prices. And being a dealer's stock, the records cannot be considered as second-hand! Machines, too, may be had at about half the selling price, and many are said to be perfectly new. Cannot the manufacturers do something to stop this growing evil?

At the present time industrial conditions throughout the country seem to be fairly peaceful, there is a better feeling of security, and talking machine business generally is in a state of greater stability than has been the case for some months past.

Anent Promotion of Foreign Trade.

The amount of export trade we must consider to be tolerably good, all things considered. Nevertheless, proportionate to the progress of Continental concerns, our manufacturers are very much behindhand. Official assistance in the promotion of British trade with our colonies and foreign countries is by no means lacking in thoroughness, as is manifest by the many consular reports of information regarding local conditions and requirements of trading; and this apart from our own humble endeavors in that respect. Yet there are not wanting signs of apathy on the part of our manufacturers, who, either deliberately or otherwise, fail to grasp and study sensible and reasonable advice from the man on the spot. With few exceptions no particular, let alone special, attempt is made to meet the very natural demands of colonial and foreign traders in the way of submitting the designs and construction of machines likely to meet the taste, climatic and other conditions of the various countries. In these days of keen competition, surely it is reasonable to expect manufacturers to study the demands of oversea buyers, and go out of their way, if necessary, so to do. Expectation and practice in this case, though, are indeed very wide apart. It should not be so. Another, and perhaps the most important feature, of our but slowly progressive export trade is the total disregard of all advantageous opportunities to get into touch with foreign markets. How many of our manufacturers make use of such mediums as governmental trade commissioners, consulates, and the inquiry bureaus established in various parts of the world? Very few. Customs duties, regulations, trading conditions, competition and a mine of other information of great interest to all talking machine merchants can be obtained for the asking from the Board of Trade, Commercial Inquiry Branch, located in Basinghall street, London, E. C. Export business can be done safely and on advantageous

terms if due care is exercised and a careful regard paid to the correct compilation of publicity literature printed in foreign languages. These points are reiterated in almost every consular report which reaches this country. The British manufacturers seem quite incapable of appreciating this valuable advice. One of the first essentials in cultivating foreign trade is to offer a man something that he can read or understand. On that ground alone much trade is lost, and until we wake up and act upon these facts, so surely will the cream of the business remain in the hands of our enterprising friends over the water, who, it must be admitted, regard the studying of foreign local conditions as an elementary step to success. The Board of Trade will direct and advise traders of commercial opportunities in our colonies, and can provide information respecting the trading regulations and conditions in foreign countries. In addition to other representatives located in various parts of the world, the following trade commissioners were appointed some time ago: Canada, Richard Grigg, 120 Board of Trade building, Montreal; Australia, C. Hamilton Wickes, Equitable building, Melbourne; New Zealand, G. H. F. Rolleston, P. O. Box 369, Wellington; South Africa, R. Sothern Holland, P. O. Box 1346, Cape Town.

The consul at Buenos Ayres points out that the retail trade there is almost entirely in the hands of foreigners, and among the nationalities represented the British are conspicuous by their small number. It is said that twenty-five years ago both the import and retail trades were in the hands of the British. Apparently, however, the number of British retailers has not grown with the increase of business.

"Tournaphone" Disc Machine Prices.

On the last day, when all the printer-compositors of this world come up for judgment, what a lot they will have to answer for! Their misinterpretation of advertisement copy is often more amusing than serious, but of the correction which I have to make this much may be said without fear, I hope, of wounding their very natural feelings, that under pressure of work they do strange things. And having made that very transparent excuse, I will endeavor, with their assistance, to point out the error of their ways. In the advertisement on page 21 of our last issue the prices of Messrs. Murdoch's series of "Tournaphone" disc machines were given as from 11/9d. to 12/12d. retail. The omission of this sign (/) after the last 12 was no doubt very obvious to our intelligent readers, but as this journal circulates to the uttermost parts of the world, to lands of strange tongue, where perhaps European signs and figures are not read without some little difficulty, let me give the correct reading of the "Tournaphone" price, i. e., 11/9d. to £12 12/. And having absorbed that, the next best thing dealers can do is to write Messrs. Murdoch for

COLONIAL RECORD



Wherever English is spoken the Colonial Record *must* be the leading seller. It contains on *each* side, *only* the most popular leading titles selling all the time in England. All rubbish is eliminated—you have no waste stock. Your Customers will buy *every one*. 69 numbers (138 titles) for complete set up to Xmas, 1910. Sample Order by Express Service.



CULLUM & BEST

SOLE SHIPPERS

91, FINSBURY PAVEMENT

LONDON, E. C.

Cables: "Ritardando, London," A. B. C. Code.

FROM OUR LONDON HEADQUARTERS—(Continued.)

catalogs and terms of trading, for there are wonderful sale possibilities in these instruments, of which, by the way, no less than 27 distinct models are listed!

Alex. Hesse Optimistic Over Business.

A short, interesting chat recently with Alex Hesse, one of J. E. Hough's several travelers, revealed this fact—that despite trade disputes, labor troubles, etc., talking machine business is remarkably healthy throughout the country. Modestly discounting any credit due to himself, Mr. Hesse reports that Edison-Bell goods are very popular with dealers, because they sell on merit alone. He is particularly optimistic of the results of his recent visit to Newcastle, Liverpool, Manchester, Leeds, Bradford, Halifax, Birmingham, Staffs, etc., in which towns some nice orders were secured.

The Qualities of the "Flex" Diaphragm.

Considered from every point of view the "Flex" diaphragm is certainly one of the most satisfactory lines a dealer can handle this season. Its tone quality is powerful and sweet, and it sells at a reasonable price, providing, too, good profit to the dealer. The "Flex" is well and favorably known in England, while in foreign countries it is regarded very favorably. Daws Clarke is prepared to receive applications for agencies where not represented, and being assured that the "Flex" is one of those selling lines of least resistance, my readers should certainly take advantage of this opportunity. The latest Indian recruit is Sen & Sen, who, I am told, are doing a very good trade with "Flex" diaphragms throughout the chief centers of that Empire.

Wireless Lighting.

From Copenhagen comes a report of Valdemar Poulsen's successful experiment of his latest startling discovery—wireless lighting. While his assistant stood in one room holding two incandescent lamps the inventor went to another room and placed his transmitting apparatus in position. On pressing the two contacts the lamps were lighted

and extinguished as by magic, for there was no connection of any kind between the apparatus and the lamps.

How the Dealer Is Helped.

The dealer is a much pampered man these days. Not only do the manufacturers (some of them) spend large amounts of money in advertising to the public, all for the benefit of the dealer—creating his trade, in fact—supply liberal quantities of publicity literature, show cards, etc., and arrange and pay for concerts, but must even now relieve him of all worry and responsibility in regard to devising ideas and selling schemes! Really, Mr. Dealer, you are of a privileged class. Nothing to do but take the money, and in that, perhaps, you'll soon want some assistance. No? Well, I believe you. But seriously, despite such valuable assistance, there is much you can do locally in the direction of advertising and other means of getting into touch with the prospective buyers of your immediate neighborhood. If only the healthful and enterprising example of such firms as the Gramophone Co. can rouse and stimulate your activity and enthusiasm in the direction of making a special effort this season to create a record turnover, then such liberality of press advertising, and such helpful assistance as they offer you, will not have been made in vain.

New Edison Amplifying Reproducer.

One of the coming Edison innovations is a new amplifying reproducer having a somewhat larger diaphragm than the present model. It will play both the 100 and 200-thread records, and is said to increase the volume without loss of detail and sweetness of tone. More anon.

An Enterprising Sales Scheme.

One of the most enterprising sales schemes I have heard of came under my notice recently. Keys, the well-known North London dealers, are out to push Edison goods all the time, and their latest publicity idea is certainly worthy of mention here, because, apart from its example to other dealers, it represents a degree of merit and origi-

nality seldom met with this side of the water, anyway. Their plan was to stock up a cartload of Edison "Fireside" instruments and plenty of nice records, and deliver an outfit to good-class residents in various districts. No charge or obligation to purchase was made, and the goods were collected after three days' trial. Backed with good literature, etc., the scheme proved very satisfactory. And you may be certain those who did not purchase will receive an appropriately worded letter in due course. A very commendable idea!

Van Allen Shields on Copyright Question.

Over the name of Mr. Van Allen Shields, of the Columbia Co., a very interesting letter upon the copyright question recently appeared in the Times newspaper. After dealing very exhaustively with the pros and cons of the situation, Mr. Shields' letter winds up with the following: "Compulsory license' is only one of the thorny problems that crop up when this question of musical copyright as applicable to mechanical players, is considered. The amount of royalty to be paid, the manner of its collection, the prevention of double royalties on records exported, the right to use the text when words and music are reproduced, and the right of adapting compositions for reproduction are some others. It is to be hoped that when Parliament comes to deal with the subject it will give full and careful consideration to all these matters. The evidence taken by the copyright committee should be of material assistance. Nevertheless the bill introduced just before the adjournment is silent on the point of 'compulsory license,' and apparently leaves much to be desired so far as direct and illuminating references to the other knotty questions of a difficult subject are concerned."

In view of the near reassembling of Parliament and the influential character of the Times newspaper, Mr. Shields' timely letter is almost certain to have come under the notice of the Parliamentary promoters of the bill, and it is perhaps not too much to expect that his reasonable remarks may exert some influence upon the situation.

ROYAL APPRECIATION

of the

GRAMOPHONE



To H. M. the KING OF ITALY

BY APPOINTMENT
To H. M. the QUEEN MOTHERTo 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, Frihavnen, 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

FROM OUR LONDON HEADQUARTERS—(Continued)

Some Notable Favorite Records.

Not so very far back the recording of selections by such a combination of star musicians as the bands of H. M. Life Guards, Scots Guards, Irish Guards, and such leading artists as the soloists and grand chorus from the Berlin, Vienna and Paris opera houses, on a double disc selling at 2s. 6d. would have been regarded as amazing. We are now getting quite used to it here, but out abroad such value is still looked upon more or less with great enthusiasm, and my readers will therefore appreciate the recent issue of Favorite records—14 titles from "Faust," excellently rendered by leading continental artists from the above-named opera houses. The quality of the recording reaches a very high standard, and the enterprise of the Favorite Record Co. will assuredly receive just recognition in the shape of substantial orders. Application to 45 City Road, London, E. C., should be made for particulars of trading terms, etc.

Doesn't Pay to Fool with the Auctioneer.

An amusing story of a riot in an auction room was told in the courts recently. Just after plaintiff's sale had commenced, defendant, somewhat inebriated, appeared on the scene and created an uproar, which terminated in a miniature riot. Under examination as to alleged inflated reserve prices, plaintiff was asked: "A grand piano, in splendid mahogany case, is £5 too high for that?" "Yes, 10s. would be enough; only the case was worth anything." "£2 for a harmonium in case?" Plaintiff—"Too dear; there was no sound in it." "Cabinet piano by Collard, 30s.?" "Oh, decidedly too high; there was no music in it; only the shell." (Laughter.) For the defense—Defendant said that on the day of the sale he had about a dozen drops of "Scotch" with the plaintiff, and he doubted if either of them knew much about what they said. (Laughter.) The fact remained that plaintiff started the sale before defendant had put his reserve prices on, and when he heard of it he went and stopped the sale. Verdict—£72 odd damages for plaintiff.

National Phonograph Co.'s Recent Issues.

In addition to the usual monthly high-grade list of titles the National Phonograph Co. have now issued a special catalog of titles suitable for Christmas. There are fourteen splendid Amberol selections and about 36 Standard, of great variety. The December issues are as follows: Grand opera records—"Lenz" (Hildach), sung in German, Leo Slezak; "Boheme—Mi Chiamano Mimi" (Puccini), sung in Italian, Lucrezia Bora; "Manon—Ah! dispar vision" (Massenet), sung in Italian, Aristodemo Giorgini; "Rigoletto—Caro Nome" (Verdi), sung in Italian, Selma Kurz. Record by Sarah Bernhardt—"Les Bouffons"—"La Brise" Conte (Yamacois), in French. Amberol records—"The Boys of the Old Brigade," march (Barri and Myddleton), National Military Band; "Yip-I-Addy-I-Ay" (Flynn), Stanley Kirkby; "I Beg Your Pardon" (Tours), Maurice Farkoa; "Hop Scotch—Barn Dance" (Rose), concertina solo, Alexander Prince; "Good-bye, Sweetheart, Good-bye" (Hatton), Ernest Pike; "A Most Delightful Evening" (David and Lee), Arthur Osmond; "'Tis a Faded Picture" (Darewski), Miss Florrie Forde; "They All Love Jack" (Stephen Adams), Peter Dawson; "Put on Your Kilt, My Sandy" (Godfrey and D'Albert), Jack Lorimer; "Our Miss Gibbs," selection (Caryll and Monckton), National Military Band; "Bells of Christmas" (I. H. Meredith), Edison Concert Band and Chorus; "Sweet Spirit, Hear My Prayer" (William V. Wallace), Miss Marie Narelle; "The Mocking Bird," fantasia (Winner-Strobbe), Charles Daab, xylophone solo; "My Old Girl" (J. R. Shannon), Manuel Romain; "My Wild Irish Rose" (Chauncey Olcott), Oakland and Thompson; "By the Light of the Silvery Moon Medley" (J. B. Lampe), New York Military Band; "The Birthday of a King" (W. H. Neidlinger), James F. Harrison and chorus; "Silver Bell" (P. Wenrich), Miss Ada Jones and Billy Murray; "Every Little Movement," intermezzo from "Madame Sherry" (Karl Hoschna), American Standard Orchestra; and "Manila Waltz" (S.

Chafre), United States Marine Band. Edison Standard records—"The Lion of St. Mark's," march (Fabiani), National Military Band; "I've Got Rings on My Fingers" (Scott), Stanley Kirkby; "U-li-i-a-tee" (Glover Kind), Miss Florrie Forde; "Not To-day," Arthur Osmond; "A Sprig o' Shillelagh" (Helf), concertina solo, Alexander Prince; "The Angel's Song" (R. Parker), Edison Concert Band and Chorus; "There's a Clock Upon the Mantel Striking One, Two, Three" (J. M. Reilly), Will Oakland; "Curly Head" (A. Gumble), Byron G. Harlan; "Sweetness" (T. Lemonier), Peerless Quartet; and "Blaze of Glory," march (A. Holzmann), New York Military Band.

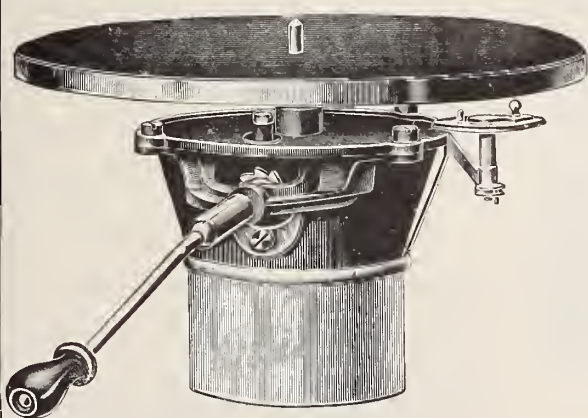
Pathe's Micro-Cinematography.

A notable illustration of how the cinematograph seems destined to be pressed increasingly into the service of science was afforded at King's College Hospital recently when the first exhibition of its kind to take place in this country was given of micro-cinematography. What is ordinarily viewed by the eye of successive single observers looking through a particular microscope was thrown upon the screen and rendered visible simultaneously to all the members of a large audience. Several hundred people were thus enabled to observe at the same time the progress of the disease of sleeping sickness as illustrated by the changes taking place in the blood of the inoculated rat, from the moment of inoculation until death, the appearance presented by the stomach of a human patient being examined under X-rays, and many other phenomena of pathological and bacteriological interest. The beauty of the slides roused frequent applause, and at the conclusion of the exhibition a vote of thanks to Messrs. Pathé Frères, by whose courtesy the films were shown, was cordially adopted.

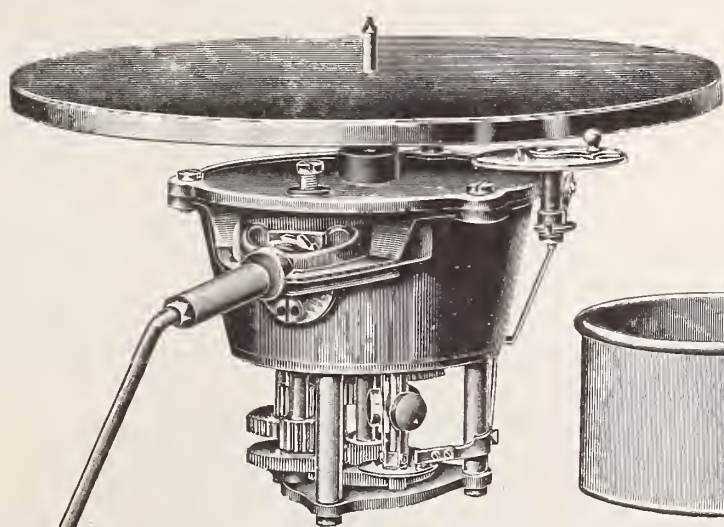
Columbia Co.'s Christmas Records.

Tastefully printed in two colors, the Columbia Co.'s Christmas list of records—one of the first issued, by the way—is replete with all the old and

Sensation of the Season The "TRESOR" MOTOR



CLOSED



OPEN

Size No. 1, Runs 6 Minutes

"	"	2,	"	8	"
"	"	3,	"	12	"
"	"	4,	"	22	"
"	"	5,	"	30	"

THE ONLY PERFECT MOTOR

Obtainable Through all Leading Factors Throughout the World

Insist Upon Having Machines Fitted Only With This Motor

FROM OUR LONDON HEADQUARTERS—(Continued)

some new titles of a truly seasonable character, calculated to warm the hearts of even the Scrooges this Christmastide.

Possibilities in Pushing Amberolas.

The National Phonograph Co. draw the special attention of their dealers to the fine trade possibilities offered in the Amberola this season. It is an expensive machine, and for that reason alone should be featured by all enterprising dealers located in good-class neighborhoods, because the time when the public will not hesitate to spend money, and plenty of it, too, is near at hand. Always remember, too, that an Amberola sale usually carries with it substantial orders for records all the time. One dealer of my acquaintance this last few weeks has sold four of these splendid instruments, and he receives from one customer alone about £3 worth of orders for records each month, apart from the initial order of £5 worth with the machine sale. It certainly demonstrates very forcibly that the market for high-priced goods is not confined to the disc!

Ever Mindful of a Good Cause.

In response to the appeal for the Prince Francis of Teck Memorial Endowment Fund I notice in the list of donations a sum of £100 by the Gramophone Co., Ltd.

New Cable Between England and France.

The new cable recently laid between this country and France is now in operation, and telephone users now have the advantage of three distinct lines, enabling six conversations to be carried on at one and the same time. With this and wireless telegraphy, who shall say that we are not indeed very near neighbors!

Columbia Records by Scots Guards Band.

The first new records made after the signing of the contract under which the Scots Guards Band plays exclusively for Columbia-Rena records, were of a series of marches and new dances. These marches have just been issued in a special Scots Guards supplement, embellished, by the way, with a capital portrait of their popular bandmaster, F.

W. Wood. We learn that the records themselves have made a big hit, the dash and spirit with which they are played being unusually brilliant.

Billy Merson has just made records of his big songs, "The Lighthouse Keeper," which has a burlesque pathetic poem, "A Dark and Stormy Night," as patter, and "I Know There's Someone Waiting," for the Columbia Rena, the first being out this month.

Recent Zonophone Records.

A well-selected list of titles appear in the November impression of Zonophone records, some choice examples being the following: "The Lands o' Dee" (F. Clay), Mme. Edna Thornton; "Beautiful Garden of Roses" (Schmid), Ernest Pike and chorus; "Veronique," selection (A. Messenger), the Black Diamonds Band; "Long Live the King" (Bowker Andrews), Peter Dawson; "Follow Me, Girls" (Weston, Barnes and Scott), Whit Cunliffe, and "A Dusky Belle" (banjo solo), Olly Oakley.

In Lighter Vein.

The following anecdote from the States is amusing: At the house of a very nouveau riche the band was playing rather loudly while dinner was being served. The host, becoming somewhat irritated, at length approached the performer on the cornet and asked him to moderate his energy. The musician protested. "It is marked forte," he exclaimed. "Then make it thirty-five," was the peremptory rejoinder of the founder of the feast.

Strange Offerings.

At a recent vestry meeting the church warden announced that since he devised a scheme for having garments sewn on to the large quantity of buttons found in the collection bag, the supply had diminished to a solitary one, and that badly damaged by being run over—evidently by a tramcar. Pieces of flint had now taken the place of buttons!

Is There Room for Another Disc?

It almost seems impossible—incredible even—and yet if we are to believe dame rumor, another

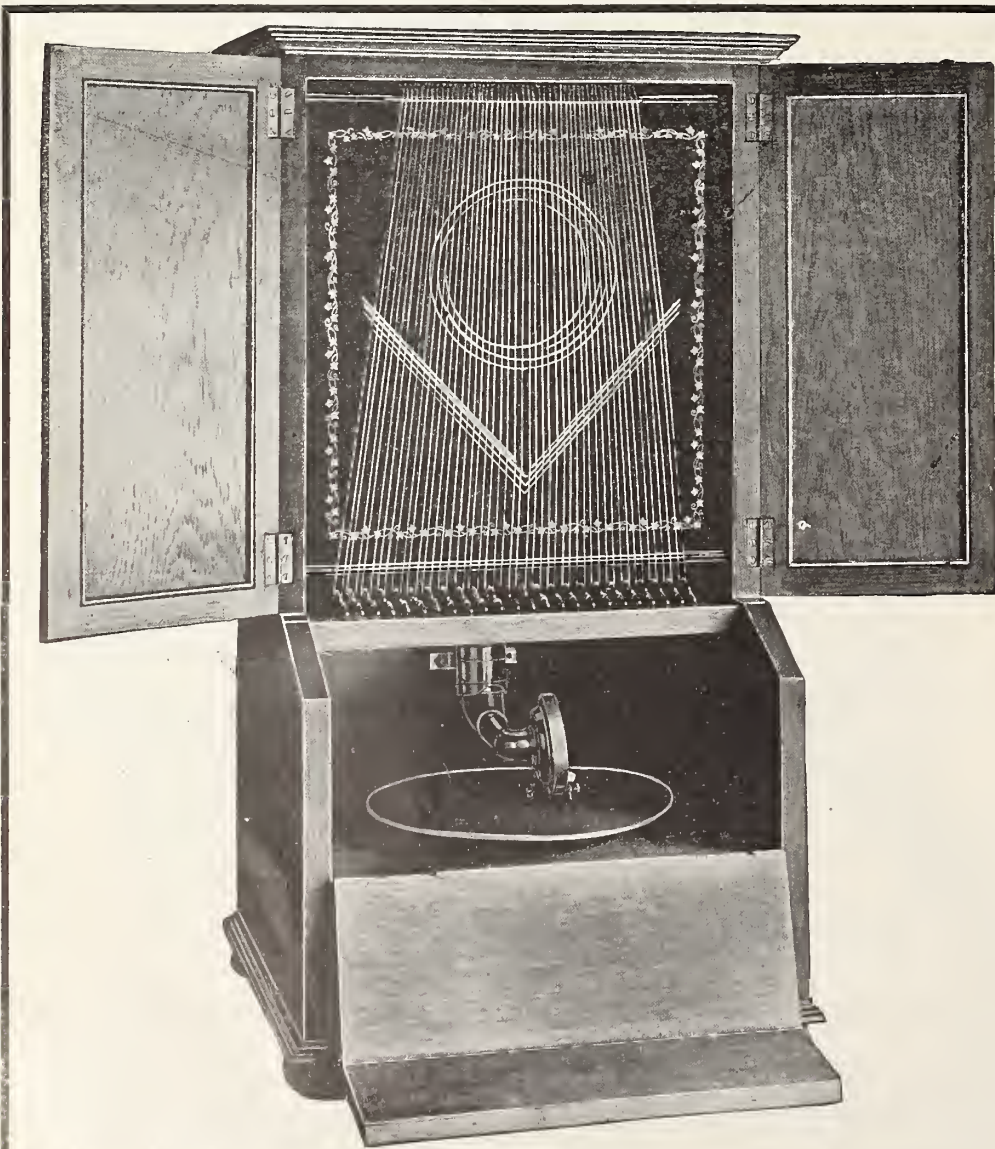
needle-disc record will shortly swell the ranks of this already overcrowded market. Like all new records it is to be something very special! May I even express a hope that we shall not be disappointed?

Some Pleasing Selections.

The current supplementary catalog of Gramophone records is a very strong list, containing many pleasing selections, the majority of which should prove big sellers, especially having regard to the general high quality of recording and noticeably improved surface of the discs themselves. The titles are as follows: "Oberon," overture (Weber), and "Sweet Briar," entr'acte (Squire), by the band of H. M. Coldstream Guards; "Gaiety Two-Step," "Yip, I-Addy, I-Ay," and "Bertie the Bounder," the Black Diamonds Band; "Pecheur Napolitain et Napolitaine" (Rubinstein), and "Esquisses de Crimee," air de danse (Spendiarow), Russian Orchestra; "Stars of Normandie" (S. Adams), John Harrison; "Echo Song" (Lord H. Somerset), and "Four-Leaf Clover" (Browniel), Evan Williams; "The Old Superb" (Stanford), Stewart Gardner; "All Through the Night" (traditional), Kennerley Rumford; "Light" (Barnby), Miss Perceval Allen; "Barcarolle, Lovely Night" ("Tales of Hoffmann") (Offenbach), Miss Perceval Allen and Mme. Edna Thornton; "Ring o' Roses" ("Dollar Princess"), Miss Lucy Marsh and H. Macdonough; "Gems" from "The Balkan Princess" (Rubens), and "Gems" from "The Girl in the Train" (Fall), the Light Opera Co.; "Breakfast in Bed" (Lauder), Harry Lauder; "Knocking at Every Door," Whit Cunliffe; "My Bungalow in Bond Street" (T. C. Sterndale Bennett), Harry Carlton; "Unter ihren Fenster" (Hubay), violin, Joska Szigeti; "Etude in G Flat" (Mozzkowski), Mark Hambourg; "Danse Arliquia" (Oakley), banjo, Olly Oakley; and "Sarabande" (Bach), Renard Trio.

Klingsor Record Popularity.

The rapidity with which the Klingsor record is finding its way to popularity is not a little due to



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

FROM OUR LONDON HEADQUARTERS—(Continued)

ENGLAND'S LARGEST FACTORS!



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

EXCELSIOR

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

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

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

Telegrams "Putiel London,"

Special shipping terms.

TOURNAPHONES

The Ideal Disc Machines

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

PETMECKY MULTI-TONE NEEDLES

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

Catalogues and samples mailed free.

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

the exercise of a wise discretion in regard to titles on the part of those who pay the piper. Recording has been in full swing this week, and a new list of titles will be ready by the time these lines appear. Such well-known artists as Harry Bluff, Paul Kelvin, Guy Linton, Harry Trevor, Harold Wilson, The Big Four Quartet, Miss Bessie Abelson, Balalaika Band, and the famous band of H. M. Irish Guards, contribute with up-to-date comic and coming pantomime hits, selections from the latest musical comedy, "The Chocolate Soldier," and several Yiddish records from the program of the Yiddish Comedy Pavilion, London. The company are determined to maintain a high standard of quality all the time, and who can say otherwise than that so far they have succeeded, and right well, too!

The Awakening of Russia!

Is near at hand. The first purely disc record factory is to be established there. Preparations are well advanced for the erection of substantial buildings at Apriloffka, near Moscow, by a firm trading as Moll, Vogt & Kybarth, Ltd. The factory will be in working order soon, and it is the company's intention to utilize native talent, and primarily to devote their energies to the cultivation of local trade. I suppose they will occasionally be forced to entertain some of the intelligent representatives of the law?

Publicity Expenditures.

During the month of October the Gramophone Co.'s expenditures upon press advertising must have run well into four figures, judging by the liberal spaces occupied in some of the chief daily and weekly newspapers, magazines and illustrated weeklies. No wonder Gramophones are booming, both from a sales point of view, and shares—now quoted on the exchange at 40s.

New Machine Brochures.

The new machine brochures to hand demonstrate once again that our manufacturers recognize the power and influence of high grade productions for distribution through their agents to

the prospective purchaser. Apart from the subject matter, good printing on good paper, effective type setting and general attractiveness of appearance, induce one to study a catalog, where otherwise it would perhaps be consigned to the waste paper basket.

Such pleasing attributes in these publicity matters have a direct bearing upon sales, and therefore a little extra expenditure in that connection is more than justified by results. One of the nicest machine catalogs I have seen reaches me from the Gramophone Co., Ltd. It is beautifully arranged, most attractively designed throughout and contains illustrations and particulars of all the models for this season, quite a number being of the portable hornless type. Another very neatly gotten-up catalog of Edison goods has just been produced by the National Phonograph Co., Ltd., and in which the wonderful Amberola takes a prominent place. Messrs. Barnett, Samuels & Sons' new machine brochure is beautifully illustrated in colors natural to each instrument. It is certainly a most handsome production. A noticeable feature of the new "Dulciphones" is their equipment with a direct-tapered tone-arm in one piece from the elbow to the sound box. The Columbia Co.'s catalog of new models is also characterized throughout by effective arrangement of good types and strong argumentative text of the kill-hesitancy order. It is full of good selling points, and should prove a valuable postal ambassador for every Columbia dealer. For the same reason retailers will also welcome Messrs. Pathé Freres new issue, containing illustration and details of this season's Pathéphone models. Lockwoods, too, show enterprise and careful attention to arrangement in their 1910-11 machine catalog, a perusal of which dealers will find is time profitably spent. Other catalogs include Andre Bros. list of "Harmony" instruments, the Gramophone Co.'s complete and alphabetically arranged record lists, and the "Jumbo" complete list of titles from Barnett, Samuel & Sons, Ltd.

Shown at Business Exhibition.

At the recent Business Exhibition at Olympia, both the "Dictaphone" and Edison business phonograph were much in evidence. Large stands, located in prominent positions, furnished ample space for effective demonstration of the utility of these correspondence systems as a time and trouble saver for commercial men, and almost needless to say, the operators were kept pretty busy all the time. I understand that the selling results were highly satisfactory.

Pictures and Music.

The "News of the World" touring car carries a fine advertisement for Messrs. Pathé Freres around the chief cities of this country. Nightly performances on the Bioscope are enlivened with excellent musical selections on the Pathéphone, and the innovation has proved a great success. It should result in additional trade for Pathé dealers, who take advantage of the presence of the newspaper car in their town to distribute hand bills among the audience.

A Strong Beka Record List.

Up-to-date in every respect, the November list of Beka records is a particularly strong one. Of twenty-two titles the following are especially of interest to all lovers of good things and dealers should act accordingly: Selections from "The Bohemian Girl," Parts I and II; Barcarolle, from "Tales of Hoffman," and "Menuet," by the Beka London Orchestra; "Mary," from "Our Miss Gibbs," and "In Yorkshire," by Miss Violet Essea; "Hi, Hi, Hi, Mister Mc, Kie," and "Come and Be My Little Teddy Bear," by Miss Rosie Carlyle; "Billy Whitlock at the Zoo" and "Merriest Man Alive," by Billy Whitlock, and "The Islander March" and "Erin's Pride, Irish Jigs," xylophone solos, by Max Witte.

More Rapid American Mail Service.

An acceleration of the American mail service has been arranged with the Cunard Co. and the London & North Western Railway Co., which will enable the time of transit between London and Queenstown to be shortened by about two hours, and will thus, through the earlier departure of the Cunarders, admit of the mails for New York being frequently delivered on the Thursday evening, instead of on the Friday morning. The arrangement will also accelerate the mails for places beyond New York. The time of posting throughout London will be the same as heretofore. It may not be generally known that failing to catch the G. P. O. clearance at 3.15 p. m., a letter may be posted in the box in the train at Euston at 4.05 p. m. for a late fee of 2d.

Suit to Be Heard.

Gramophone Co. vs. Ruhl. In the matter of

The FLEX Patent



DIAPHRAGM

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.

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.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street BOSTON

NEW YORK and PHILADELPHIA

FROM OUR LONDON HEADQUARTERS—(Continued.)

the tone-arm action, the plaintiff company's appeal will most probably have been heard by the time these lines appear.

A New Pathé 14-Inch Record.

Messrs. Pathé Freres are placing on the market this month a new sized record which measures 14 inches in diameter, called the "Classik," whereon will appear only the very highest class selections by the best artists. This record is double-sided and retails at 6s. Such eminent artists as Madame Gleeson-White, prima donna of the Royal English Opera, Covent Garden, 1909; Miss Phyllis Lett, contralto of the principal London and Provincial choral societies and concerts, and John Coates, the famous tenor of the Royal Opera House, Covent Garden, and the Beecham Opera, London, contribute towards the first list. These records are good examples of the art of recording; the reproduction being lifelike, while the volume is greater than with the smaller sized records.

The Pathe November Record List.

The Pathé November list contains some very excellent records in the 11 inch size and also some artists new to the talking machine world, such as Signorina Gorona, soprano of the Royal Italian Opera House, who has a magnificent voice, also Joseph Cheetham, Andre Kaya and George Baker. There is a splendid record by the London Imperial Vocal Quartette. The 10 inch Pathé list for November is, as usual, right up to date, containing splendid records by Miss Madge Temple, the popular comedy queen; Will Evans, London's eccentric comedian, Sammy Shields, the football comedian, etc., etc.

Gramophone Co. Not to Appeal.

Apropos the gramophone trade mark action I have received the following interesting letter:

Dear Sir—We have decided not to proceed with the appeal against the decision given in regard to our trade mark application to register the word "gramophone" as a registered mark under the

act. We have carefully watched to see the effect which that decision would have upon the interests of our dealers as well as our customers.

Our prompt action in giving greater prominence to our famous trade mark, "His Master's Voice," and the enthusiastic support of our friends in the trade, backed by the high reputation for quality our product holds, has only served to strengthen our position, and we have abundant evidence from the trade throughout the country that, much as it sympathizes with us over losing our case, no ill effects have been experienced through the adverse judgment.

We think it not inappropriate to take this opportunity of expressing to all our accredited dealers our appreciation of the quiet, determined way in which they met the situation when first created, and to congratulate them on the total absence of scare on first hearing of the judgment.

We are advised that the grounds on which our application failed are partly of a technical and, in any case, of a limited character, and leave our remedies for any infraction of our common law rights untouched. We shall be as zealous in the future as we have been in the past to protect these whenever necessary.

Yours faithfully,

The Gramophone Co., Ltd.,
James C. Goff, Manager.

PROVINCIAL NOTES.

Information and advices from the chief centers of activity throughout the country indicate a satisfactory improvement of talking machine sales all along the line. While, however, the factors are very busy with the dealers' stock orders, retailers are only just experiencing what might be termed a real start of the season's business. In many districts the recent trade disturbances may partly account for this, but for all that talking machine trade is now well on the move. All the leading

makes of machines and records are in good demand, and in a week or so the provincial dealers expect to be in the thick of the season's rush. Manchester and Liverpool factors would appear to be just about as busy as they can be. Edison goods, Gramophone, Twin, Pathé, Columbia, Edison-Bell and Zonophone records and machines are going strong, while Klingsor, Favorite, Beka and other lines seem to be gaining in popularity with the dealers round about. Messrs. Richardson report that the season's trade is opening up very well. They are featuring the Amberola, which has been the object of much praise from the dealers, to whom it has been demonstrated. Crane & Sons, Ltd., have just issued an effective trade catalog, containing particulars of Edison goods and the many other lines which they handle.

Christian Duwe has also issued his season's catalog, from the contents of which I should say that he is determined to secure the custom of every class of trade. The firm's Sheffield branch, by the way, has been removed to Castle street, where premises of a more commodious character have been taken.

Newton's, of Newcastle, are making a special feature of Zonophone goods, especially the wonderful "Cinch," which has enjoyed a demand quite beyond their expectations. Edison goods and other lines are selling freely.

Over the border, Andrew White, of Glasgow, has recently called a meeting of creditors. From a statement of claims submitted the deficiency is estimated at £59 odd. A resolution was passed accepting a composition of 15s. on the pound, payable by four equal instalments quarterly.

In Edinburgh business is not quite up to the expectations of the local traders, but future prospects are said to be bright.

Larg & Son, of Dundee, are now in the thick of the season's trade, which they report to be of a steadily progressive nature.

Throughout Yorkshire business appears to be very satisfactory. Beka, Columbia, Zonophone,

The Newest Development

All have striven for but never attained it—until the issue of the new
EDISON BELL

VELVET
Gramophone

Fine and smooth
as velvet.

Free from all
grashy or grind
sounds.



FACE
Records

Not a single click
or crackling sound
from the first to the
last recorded note.

THE ONLY—PURE MUSIC—RECORD

Its fine close cut velvety lines contain 10% to 20% more music than is on any other manufacture of gramophone type record.

It is a Double side Record—and the first catalogue is now ready—not extensive now, but will be constantly added to. *Send for a copy.*

THEY ARE ALL GEMS

J. E. HOUGH, Ltd., Edison Bell Works

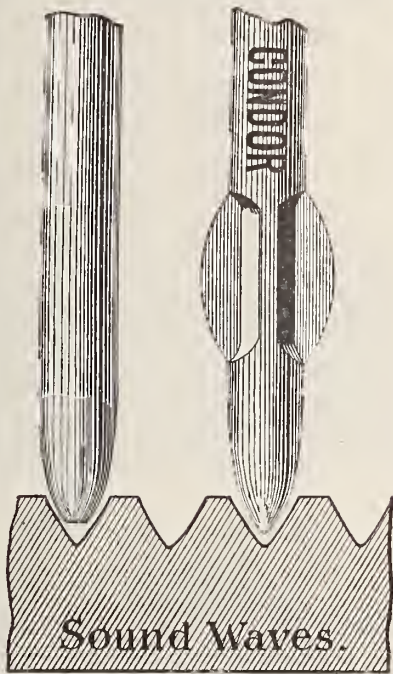
Glengall Road, London, S. E.

About Needles

One of the most important matters in connection with the development of the talking machine business to-day is the sale of a talking machine needle that is correctly made—made by the greatest authority in the world—a needle, the POINT of which is warranted and which insures the best reproduction for each individual quality of tone—a needle that doesn't wear out the record; that preserves its life, and always gives forth the very best quality of tone that is contained in the record. Such a needle is the

CONDOR

It has the highest and most perfect finish, the smoothest grain, and gives unexcelled satisfaction.



Why not get the customer who purchases a high-grade and a high-priced talking machine to buy needles of the highest quality, such as the Condor?

One cannot be satisfactory without the other.

We shall be pleased to give the fullest information to all interested. Address

Sole Manufacturer

Jos. Zimmermann

Needle and Pin Works

AACHEN

GERMANY

Edison are in good demand, and some of the factors are running the Amberola. The Parker Phone Co., of Bradford, have sold one or two, and they expect to handle quite a number during the season. T. Dyson, Ltd., have issued from their Bradford depot a price list of accessories in talking machine goods that they will stock this season, and they report a pleasing trade activity in the leading lines.

Gertie Gitana's two great songs, "Sweet Caroline" and "Queen of the Cannibal Isle," with which she has been delighting the natives of Liverpool, Birmingham and other northern and midland towns, are listed this month on Columbia records. They are excellently rendered by Jack Charman.

A feature of this season's trade with the Colmore Depot, of Birmingham will be a special line of disc machines fitted to play both types of records, and they anticipate a roaring trade.

A report reaches me of a motor car collision at Longton, Staffs., in which Eli Hudson (whose many piccolo records are admired by all music lovers) met with a serious accident. In addition to other minor injuries Mr. Hudson unfortunately sustained a broken collar-bone. However, we are glad to know he is making satisfactory progress toward recovery.

In Belfast, Edens Osborne has been busy with his local newspaper advertisements, which in point of originality and style are very praiseworthy. At the co-operative exhibition he entertained a large audience with a selection of popular songs and orchestral pieces on the Auxetophone, described by the local reporters as a wonderful reproducer of sound. The concert was much appreciated and many of the items were encored.

Carl Wagenhaus, of Manchester, desiring to make clear some recent business moves on his part, writes as follows: "I have transferred to Christian Duwe the Edison factorship only. Mr. Duwe at the same time taking over the bulk of my Edison stock. I am still a factor for several disc lines and still carry on business as a dealer in Edison goods and others, besides my extensive piano and musical instrument business at both my establishments, viz., 279-281 Stretford road and 60 Gile street, Manchester."

WHAT LOYALTY IN BUSINESS MEANS.

Just How Much the Buyer Should Be Bound by Obligations to the Houses He Buys From—Should the Employee Be Loyal to the Employer with Dishonest Methods?—An Interesting Question.

Frequently we hear traveling men talk of the loyalty of dealers and buyers. This generally means that the dealers and buyers in the section covered by that salesman buy the goods he represents continuously and in satisfactory quantities. To him that demonstrates loyalty, but what about the intelligence of the buyer when a competing salesman enters the field with better values? Must the buyer, under such conditions, lose his reputation for loyalty in following the dictates of his intelligence and buying the new line?

In the retail end of business what is the meaning of loyalty? Does it mean that the employes are to stand pat for their employers' methods when they know they are not honest methods? We trow not. We believe all humanity, employes and employers alike, should have only one standard of loyalty, and Shakespeare laid down the grandest as well as the only law when he wrote, "To thine own self be true, and it must follow as the night the day thou canst not then be false to any man." That magnificent paragraph really covers the whole question of loyalty. It makes one standard for all, and employes who change their employers do not have to change their standard of

loyalty. They continue true to their own ideals and that makes disloyalty in any form impossible.

When our public servants, from the president up to the people whom he serves, attain genuine loyalty within themselves, there will be fewer trials of grafters, fewer "respectable" men of social prominence in our prisons and suffering humanity will come into its own because real loyalty will be the axis on which all service will turn without friction.

The employe who is true to himself will not betray the confidence of his employer after he leaves him to enter the service of another. He can't do it and be true to himself. If an employe disproves of methods used by his employer, he should seek another position, even at less compensation. His work will be better, his advance faster, if he works under conditions that do not create mental friction. The primary loss will be balanced by an intellectual freedom that should work out its own recompense from a purely constructive standpoint.

We close with the same advice we used in opening the article, "To thine own self be true."

AN ANNOYING PUBLICITY SCHEME.

An Instance Where Too Great Originality Was Not Appreciated.

An enterprising advertising scheme was recently brought to light in Washington, D. C., when a man entered the office of the Comptroller of the Currency thoroughly angry because he had received a check for five cents to his order, drawn on a real bank for real money. He wanted to know if there wasn't "some way to stop this thing," but the officers told him there was not; that anybody who had money in a bank had a right to draw checks against it payable to anybody at his pleasure.

The bank on which the check was drawn was fairly buried under literally bushels of other checks of the same sort which people brought in to be cashed. The man who drew the checks has a large account with the bank, and the checks, which were for five cents each, were mailed to hundreds of Washington people with a request to "spend this nickel for carfare" and visit the giver's place of business.

WALTER STEVENS OFF TO MEXICO.

Walter Stevens, manager of the National Phonograph Co.'s export department, left October 17 on an overland trip to Mexico City. He will be absent about six weeks, during which time he will devote himself to matters of company interest in that and other cities of the Mexican States. In his absence the duties of managing the department devolve upon his able assistant, Louis Reichert.

The Talking Machine Company, of Birmingham, Ala., are now devoting more space to talking machines—in other words they have been compelled to owing to the growth of their business.



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

"EDISON, HIS LIFE AND INVENTIONS."

Two Handsome Volumes Bearing on the Achievements of the Great American, Written by Frank L. Dyer and Thomas Commerford Martin, and Published by Harper & Brothers—Will Interest People the World Over, and Particularly Those Who Are Following the Progress of Sound Producing Devices and Notable Inventions of All Kinds.

The authorized and definitive biography of Thomas A. Edison, something for which the world has waited this long time, is at last completed. At the hands of his old-time friends and associates, Frank L. Dyer and Thomas Commerford Martin, and practically under his constant supervision, there have been produced two handsome volumes containing about 1,000 pages, packed everywhere with interesting and valuable detail. Written by men who have had the best possible opportunities to know whereof they speak, and formally approved by Edison himself, this biography will, of course, be accepted for the future as entirely authentic, and as indicating the particular presentation of the inventor's life which he himself considers accurate. It is thus a work of the highest interest, not alone because the subject matter is in itself so extraordinarily fascinating, but equally for the reason that, to a large extent, it is the voice of Edison himself.

Thomas Alva Edison was born at Milan, Ohio, on February 11, 1847. His family was descended from Hollander ancestors who settled in New Jersey, where the great inventor's interests were ultimately to be established, about the year 1730. His early struggles as train-boy, telegraph operator and general worker in mechanical improvement are copiously described by his biographers, while his earlier inventions, such as the stock ticker, duplex and quadruplex telegraphy, the telephone and the incandescent electric light, are described with much interesting detail. But, to the readers of *The Talking Machine World*, the most interesting part of the biography is undoubtedly that which refers to the invention of the phonograph. Speaking of the many stories which have gained currency as to the genesis of the invention, the biographers have this to say:

Discovery of the Phonograph.

"Its invention has been frequently attributed to the discovery that a point attached to a telephone diaphragm would, under the effect of sound waves, vibrate with sufficient force to prick the finger. The story, though interesting, is not founded on fact; but if true it is difficult to see how the discovery in question could have contributed materially to the ultimate accomplishment. To a man of Edison's perception it is absurd to suppose that the effect of the so-called discovery would not have been made as a matter of deduction long before the physical sensation was experienced. As a matter of fact the invention was the result of pure reason."

To justify this statement the biography contains what is called "Mr. Edison's own account" of the invention of the phonograph. His words, as quoted, are as follows:

"I was experimenting on an automatic method of recording telegraphic messages on a disc of paper laid on a revolving platen, exactly the same as the disc talking machine of to-day. The platen had a spiral groove on its surface like the disc. Over this was placed a circular disc of paper; an electromagnet with the embossing point connected to an arm traveled over the disc; and any signals given through the magnets were embossed on the paper. If this disc was removed from the machine and put on a similar machine provided with a contact point, the embossed record would cause the signals to be repeated into another wire.

* * * From my experiments on the telephone I knew of the power of a diaphragm to take up sound vibrations, as I had made a little toy which, when you recited loudly in the funnel, would work a pawl connected to the diaphragm, and this, engaging a ratchet wheel, served to give continuous rotation to a pulley. This pulley was connected by a cord to a little paper toy representing a man sawing wood. Hence, if one shouted 'Mary had a little lamb,' etc., the paper man would start sawing wood. I reached the conclusion that if I could record the movements of the diaphragm properly I could cause such a record to reproduce

the original movements imparted to the diaphragm by the voice, and thus succeed in recording and reproducing the human voice.

Details of the Great Invention.

"Instead of using a disc I designed a little machine using a cylinder provided with grooves around the surface. Over this was to be placed tin-foil, which easily received and recorded the movements of the diaphragm.

"I did not have much faith that it would work, expecting that I might possibly hear a word or so that would give hope of a future for the idea. Kruesi (an assistant, who was making the model) when he had nearly finished it, asked what it was for. I told him I was going to record talking and then have the machine talk back. He thought it absurd. However, it was finished, the foil was put on; I then shouted 'Mary had a little lamb,' etc. I adjusted the reproducer and the machine reproduced it perfectly."

Such was the genesis of the phonograph. The original machine is now in the South Kensington Museum, London. Patent No. 200,521, issued on December 15, 1877, was the first protection granted to Edison on this revolutionary device.

Edison's biographers have taken care to keep out of any controversial argument regarding the later progress of talking machines, although the immediately subsequent history of the invention is touched on. Nothing more of precise interest to readers of this paper can be said on that subject here.

The work done by Edison in telephony, in the development of incandescent electric lamps, in the magnetic separation of low-grade ore, in the refinement of electric generators and in other fields of mechanical endeavor is very broadly treated, and this part of the biography teems with interesting and fascinating detail.

Advent of the Motion Pictures.

When we approach the year 1889, however, we come again upon a feature which is of almost equal importance with the phonograph, and which, by co-operation with the latter, is destined, without a doubt, entirely to revolutionize the practice of dramatic representation. An interesting description is given in plain and non-technical language of the optical principles involved in the

motion picture, and many details, both scientifically valuable and generally amusing, are included.

Such later matters as the developments of the Edison storage battery, the molded concrete house, and so on, are naturally treated with some elaboration, but their interest is general and not specific.

The second volume of the biography contains a number of appendices, giving more exact descriptions, with illustrative drawings, of such in-



EDISON IN CHARACTERISTIC POSE.

ventions as the stock ticker, the telegraphic improvements, the incandescent lamp, the phonograph, etc. A complete list of the Edison patents is also appended, both the domestic and foreign issues being included. More than twenty-five hundred inventions have been thus patented and the number of foreign patents is 1,239. There is also an excellent and compendious index.

The chapters on "The Social Side of Edison," "Edison in Commerce and Manufacture" and "The Value of Edison's Inventions to the World," are in the nature of relief to the more serious parts of the biography and should be read carefully by all who are interested in the human side of an unusual and striking character.

The price of the two volumes is \$4. They are well gotten up as regards press work, paper and binding. The publishers are Harper & Brothers.

James Cowan, the exclusive Columbia dealer in Richmond, Va., has just placed a large order for holiday goods.

When you have found out what a big help

The Edison Business Phonograph

is in your own office you will realize why it is being adopted by foremost firms in every branch of industry today—and why it is a great selling proposition for you.

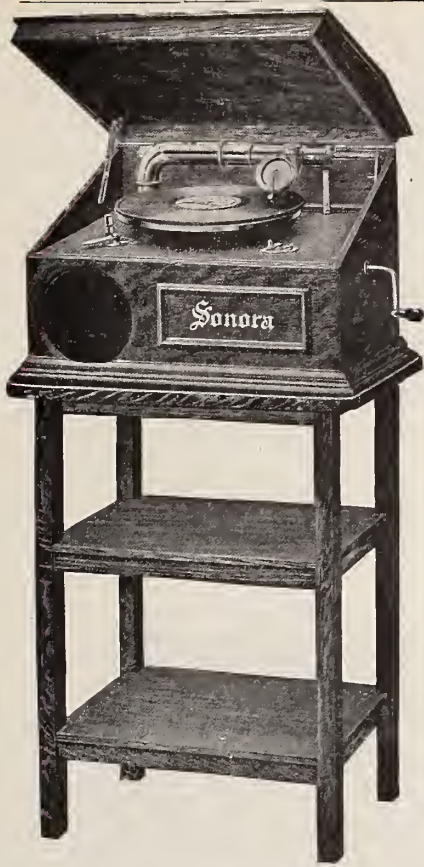
The Edison Business Phonograph actually doubles the efficiency of every employe on the correspondence staff—doubles the productive capacity of the dictator as well as that of the transcriber

and cuts the cost of business correspondence in two.

It will prove these things to you on your own work in your own office—and you will prove them to the liveliest market in the world, the field of business.

Write us to-day for full particulars.

Edison Business Phonograph Company, 207 Lakeside Avenue, Orange, N. J.



Style O Machine, \$25.
With Style I Record Stand, \$10.
(Also furnished in Birch Mahogany at same price.)

SONORA

"The Instrument of Quality"
Highest Class

TALKING
MACHINES



AND
RECORDS

To Be Used with Either
Sapphire or Needle

THE DAWN OF A NEW RECORD.

We have long waited for its appearance. It has been slow in rising, but the warmth of its rays will be the more glorious.



Style A Machine, \$40,
and Style I Record Stand, \$10.



Style B, Birch Mahogany Case, \$50.
Showing Soundbox in Position for Sapphire.



Let other suns look to their splendor. There may be eclipses.

Will you be with us in the early morn—to mark
THE RECORD OF A NEW DAWN.

- Invisible Horn for Beauty and Comfort.
- Tone Modifier for Variety of Tone.
- Automatic Stop for Convenience.
- Covered Cases to Eliminate the Scratch of the Needle.
- Sapphire Soundboxes for Perpetual Needle.
- Sapphire Records for Tenfold Wear.

SONORA PHONOGRAPH COMPANY

78 Reade Street
NEW YORK, N. Y.



Style C, Quartered Oak Case, \$60.
Style D, Solid Mahogany, Special Finish, \$75.
Showing Soundbox in Position for Needle.



RECORD CABINETS

Style 3.	Oak	\$30.00
" 4.	Birch Mahogany	30.00
" 5.	Mahogany	50.00



Style F Machine, \$100,
and Style 5 Record Cabinet, \$50.
Our Record Cabinets are equipped with a remarkably convenient, simple and comprehensive system of Record Envelopes and Index.

THE SALE OF RECORDS.

The Victor Talking Machine Co. Urge on Dealers the Advisability of Caring for and Pushing the Sale of Records.

Regarding the sale of records, the Victor Talking Machine Co., Camden, N. J., say: "You must impress on purchasers the importance of properly caring for their records. Bear in mind that the customer who takes good care of his records, and files and indexes them so that he can play any selection almost on the instant, whenever in the mood, is going to buy more than the Victor owner who keeps them in bunches on the table, chairs and window sills, where he must look through the whole lot to find the record he wants to hear. They will do this a few times, and a very few times only. Remember that if a customer files and indexes his records he places his hand right on the selection to be played at once without handling the others, but if he has a collection of, say, fifty or more records and handles them all every time he wants to hear one, he not only damages them through constant handling and rubbing, but is often impressed with the amount of money he has invested in a lot of records he has tired of and don't want to hear. If he has them filed, he only thinks of the record he wants to hear—not of the dead ones.

"The real Victor dealers, those who are making the real big successes, go after the record business just as though their very existence depended on increasing their record sales each succeeding month. And why shouldn't they increase each month? Every Victor sold means new record buyers, and these live dealers don't allow any owner to lose his interest in the Victor through any neglect on their part. They realize the im-

portance of selling them new records and never let up their educational work on a single customer.

"Remember that when you sell a Victor, in a majority of cases, it goes into a home where little is known and less understood of music. This should impress on you the fact that you are a most important part of a great work—the education of a great people to the real and true love of music, and you cater to their taste with the greatest musical instrument on earth, with the most extensive repertoire in existence and a galaxy of talent unequaled in any musical center under the sun."

THE TRUTH ALWAYS TRIUMPHS.

Truth is something that no one can get around, over, under, back or on top of. It has neither height, breadth nor thickness, it is universal. That man is ahead in business who has but one price, and that a fair one, one story, and that a truthful one. He does not have to keep awake nights worrying about the outcome, nor try to remember the lie he told one fellow so as to be able to tell some other fellow the same lie, or tax his wits to keep the first man from comparing stories with the second. He saves his time and his customer's time, and he isn't afraid when called upon to prove up.

"MONEY TALKS."

Money talks, so stop yer playin';
Better find out what he's sayin'!

It may be yer time and chance,
If he gingles, rise and dance!

Dance yer best the long night through;
Money pays the fiddler, too.

\$50 FOR A HORNLESS COLUMBIA!

Rock-Bottom List Price Established on a New Columbia Grafonola—The "Favorite."

The evolution of the talking machine toward the enclosed type is one of the most interesting features of the industry. The Columbia Phonograph Co. has just announced a new Grafonola, the "Favorite," at \$50 list. The Columbia Phonograph Co. state that the demand for Grafonolas not only at \$200, but at the lower prices, has been so increasingly large that it is very clear that a great many people who have never owned or cared to own a horn machine are only too ready to pay \$50 for an enclosed horn machine of such quality as this new Grafonola "Favorite."

The substance of the Columbia Co.'s statement to the representative of The World is as follows: "In order to establish beyond question our pres-



THE GRAFONOLA FAVORITE.

ent admitted lead in the introduction of hornless machines to the music loving public of the United States, we decided to design and construct an instrument that could be sold for \$50 at retail with profit, and yet embody every possible attractiveness of design and perfection of reproduction.

"This is only following out the merchandising policy of the Columbia Phonograph Co. which has already proven so effective in the marketing of such an absolute novelty as the combination library table and Grafonola in the form of the 'Regent' and in the recognition of the certainty of a demand for a Grafonola of 'grade' and quality at \$150 in the form of the 'Mignon' and in the production of the first hornless machine at \$100 in the form of the 'Elite,' which has recently been so greatly improved.

"We have a much broader purpose than being merely first in the field with a \$50 hornless machine—although this in itself is reason enough. In this Grafonola 'Favorite' at \$50 we have set an entirely new valuation on musical instruments. The tendency is unmistakably more and more toward the hornless machine, in spite of the fact that for years there will undoubtedly be an enormous market for the regular horn graphophones. Our purpose is not only to establish beforehand the first hornless machine of any sort to be offered at \$50, but to place on the market the best possible hornless machine that can ever, as far as it is possible to see now, be constructed and sold for \$50.

"At a considerably higher price this Grafonola 'Favorite' would have been an unquestionable winner. At \$50 it is bound to make a clean sweep. It is a beautifully designed instrument, and a wonder in its tone capacity. It has a polished quartered oak cabinet, 13 inches high, 18 3/4 inches wide and 18 3/4 inches from front to back. It has the Columbia universal 3-spring motor and a 12-inch turntable."

A GREAT LINE OF STORES.

The Aeolian Co., New York, have not only Victor talking machine departments in their branch houses in Chicago, Cincinnati, Indianapolis, Dayton and Fort Wayne, but also in Middletown, O., and Huntington, W. Va.

Max Landay, of Landay Bros., 400 Fifth avenue, New York, said this week that while the patronage of dukes was always welcome, he was now about to secure an order for Victor goods from a prince, now sojourning in the city.

INSURE YOUR HOLIDAY PROFIT

YOU CARRY FIRE INSURANCE—DON'T YOU?

☐ Most people do, and yet they don't expect or want a fire.

HOLIDAY BUSINESS IS A CERTAINTY.

☐ Are you INSURED against losing GOOD PROFIT through not being able to GET THE GOODS your customers want during the holidays.

ARE YOUR EGGS ALL IN ONE BASKET?

☐ The "basket" represents your jobber, the "eggs" your orders. Will the "basket" stand the strain of Holiday requirements? - If not, who suffers?

YOU MAY NEED TWO POLICIES.

☐ That will depend on "past performances" and the reputation of the "basket" to meet such requirements.

NOW TO THE POINT. THESE ARE FACTS.

☐ You cannot place "additional insurance after the fire has started and collect your insurance." Can you expect to call on an extra jobber AT THE LAST MINUTE and be sure of getting the goods.

INSURE WITH BLACKMAN NOW AND BE PROTECTED

☐ We cannot recall a single case where a "Blackman dealer" lost a "real sale" last year, because we could not deliver the goods. When we say a "regular dealer" that doesn't mean the fellow who came to us at the last moment after FAILING to get the goods from his "regular jobber."

BE A "REGULAR BLACKMAN DEALER" NOW.

☐ That means we will PREPARE FOR YOU, as we do for "OUR DEALERS." Call on us at the last minute, if necessary, and we will do the best we can, but the "Blackman policy" is to recognize the obligation to fill the requirements of regular dealers first. We call this "fair dealing" and it is appreciated by our dealers.

NOW IS THE TIME TO TAKE OUT THAT POLICY.

☐ Start giving, at least a share of your business, to Blackman and you will feel easy about your Holiday profits.

THE PLACE TO GET THE GOODS—EDISON AND VICTOR



Blackman
TALKING
MACHINE CO.
97 CHAMBERS ST. NEW YORK



EVERYWHERE EDISON OR VICTOR WHOLESALERS OR RETAIL

THE COLUMBIA COMPANY'S OPERA PROGRAM.

Henry Russell, Director of the Boston Opera Co., Associated with the Columbia Phonograph Co. as Operatic Advisor—An important Move.

Just before going to press with the current issue of The World the Columbia Phonograph Co. made the appended important announcement:

"In the wonderful progress of the American nation no aspect of it is more interesting than the long-delayed but now thoroughly established appreciation of opera. It is very clear that the principal factors in bringing about this appreciation have been the masterly enterprise and artistic far-sightedness of such impresarios as Henry Russell, director of the Boston Opera Co., and the recent development in the art of recording the human voice as exemplified in the notable recordings recently catalogued by the Columbia Phonograph Co.

"This last factor is already so well recognized that for the first time an official and publicly-announced relationship between a director of grand opera and a manufacturer of records has come to pass. Henry Russell, who was wise enough to see that the music loving people of Boston and the East were entirely ready to support a grand opera house and a grand opera company hardly equaled in Europe or America, and who also possessed executive ability in such a marked degree as to bring about, in one triumphant season, a complete realization of his dearest ambition, has just now accepted an appointment as consulting director of opera for the Columbia Phonograph Co.

"Mr. Russell, as director of the Boston Opera Co. and an associate of the Metropolitan Opera in New York, has taken a large part in the extension of opera into the other great cities of the country—Chicago, Philadelphia, Baltimore, New Orleans, Atlanta, St. Louis—and nothing in the world is more characteristic of the man than his ambition to see its further extension, not only in those great cities where the personal presentation of opera is possible, but into every community. And he has come to realize, it is said, that the only way in which he can see this wish realized is through the medium of such an organization as the Columbia Phonograph Co., with its agents in

many towns and its owners of graphophones in every neighborhood.

"The aims of the Columbia Phonograph Co. in this connection, while purely commercial, are, we believe, no less worthy and no less far-seeing.



HENRY RUSSELL.

This is not a new field for the Columbia Phonograph Co. So far from this, in fact, that not only was the Columbia Phonograph Co. the first company to manufacture talking machines of any kind and the first company to manufacture records, either disc or cylinder, but the first to attempt the recording of the voices of the great

singers of opera. Years ago the first records ever made by opera singers were made in the Columbia laboratory by Madame Sembrich, Edouard De Reszke, Madame Schumann-Heink, Antonio Scotti and several others. The process of recording, as everybody in the trade knows, has undergone a dozen revolutions since that time and at this present minute we believe we can state without any fear of successful contradiction, and certainly without any refutation which depends upon comparisons and tests, that the Columbia grand opera records issued during the season of 1910 have for the most part absolutely no equal in the field—either in the perfection and naturalness of the recording of the voice, or in the incidental but hardly less important balance and musicianly correctness and beautiful smoothness of the orchestral accompaniments.

"These records, more particularly those sung by Constantino, Blanchart, Mardones, Boninsegna and Bronskaja, extraordinary as they are in every way, are merely the forerunners of a list of recordings which, by its intrinsic quality as well as by virtue of the names of the artists, will be no less extraordinary. Through Mr. Russell's advice we have reason to count on being able to offer the trade, in the near future, the first of a most remarkable additional series. After a consultation with Mr. Russell, we have only this week completed an exclusive contract with Alice Nielsen—and other interesting announcements are fairly sure to follow within a month or two.

"We are not ready at this moment to announce the names, but exclusive contracts have already been signed with certain grand opera stars whose names and voices are alike familiar and famous. Through this sort of co-operation we shall not only be equipped to further Mr. Russell's desire to extend the music of the great operas throughout the country, but to present to the music loving public everywhere records of the highest possible quality, sung by artists who might never otherwise be heard outside of the three or four great opera houses of the world.

"Altogether we believe that this announcement of the official association of Henry Russell, in a permanent advisory capacity with the Columbia Phonograph Co., is about the one most important announcement that has reached the trade in years."

BRIDGING THE GAP FOR CUSTOMERS.

How One Firm Adds to Business by Making Telephone and Telegraph a Part of Order Getting Equipment—Special Men Detailed to Handle Such Orders.

In getting orders in from the field the long distance telephone and telegraph have been made part of the firm's equipment. To handle these telephone orders, both city and out of town, men whose knowledge of stock on hand and selling prices is more minute, perhaps, than any other members of the organization, are always "on the job." They are specialists in memorizing and quick thinking. As their pencils record the order, they say whether it can be filled, and whether a satisfactory substitute can be offered.

The mechanical side of their work, too, has been perfected. Half a dozen order pads, with carbons in place, are always on their desks. Finishing one order, a man can push the pad to the messenger on guard and seize another pad for the next order. Calls for specialties are taken by the man in charge of that particular branch of the business. To banish the noise which would interfere with swift and accurate order-taking, all typewriters except the billing machines for requisitions in store and work-order are banished to a special room where stenographers transcribe their notes.

SOMETHING OF OFFICE LEAKAGE.

What the Little Items of Waste Really Amount to in the Long Run.

Just because the loss in an individual instance is small, most managers let little items of office waste get by them. They forget that a one-tenth

of a cent leak contributed to three times a day by 100 employes, means a loss at the end of the year of \$100. Any business man would drop his work and institute a rapid search if you told him that a \$100 bill had been dropped out of his cash drawer this morning into the sweepings. But just because this hundred dollars is dropping out in dribbles of one-tenth of a cent he lets it pass, even though the stopping of the leak is easy.

Saving and scheming on big and little things is just as possible and profitable in the office as in the factory. In fact, the progress in office appliances and methods is so reducing office costs that the record-keeping end of a business is fast changing from an expensive department, considered non-productive, to an earning department.

Nearly every office executive has devised some little scheme for cutting expense; the aggregate, if you could know them and apply them in your business, would make a noticeable difference in your monthly statement.

DON'TS FOR SALESMEN.

Some Live and Valuable Suggestions by John Trainer in The American Salesman That Apply to the Talking Machine Man as Well as All Others.

Don't expect your customer to know more about your goods than you do.

Don't load on a man more goods than he needs—oversupply often means a loss of future sales.

Don't hope to win confidence in a day. A business that is built up in a hurry is often pulled down as quickly.

"Don't tell your troubles in business. Hardships are not considered a business asset.

Don't be afraid to try new ventures; a risk is often a gain.

Don't talk about yourself, but your goods, unless your talents are the merchandise wanted.

Don't be afraid to try. Struggle may not boost you, but it won't pull you down.

Don't bank on your friends. They have social value, but should not make your business.

Don't be afraid to place confidence in your employer. His interests are often yours.

Don't brood over harsh remarks. Pleasant words often sound harsh in business.

Don't rely on chance, but on effort; the latter has more lasting value.

Don't get discouraged by one failure; many failures often make a grand success.

Don't forget that the failures of last year may bring this year's best successes.

Don't borrow trouble until it knocks at your door. Many troubles are more imaginary than real.

Don't be afraid to give your employer the best you have. That is what he is looking for and should receive.

Don't expect others to carry your burdens. By shifting responsibilities the trial is often made heavier.

A SALESMAN WANTED

AN EXPERIENCED MAN who understands the retail trade and is thoroughly familiar with the Victor line of goods; must have experience in Greater New York; none but a first-class man need apply; no out-of-town men desired; applicant must be ready to take the position immediately.

LANDAY BROTHERS
400 FIFTH AVE., NEW YORK

REGINA MUSIC BOXES

make ideal Christmas gifts, and will be greatly in demand during the fast approaching holiday season. They are now being advertised for the benefit of the trade in magazines whose combined circulation is in excess of four million copies per month.

We have just issued a new catalogue which may be had for the asking, and we are now prepared to make an unusually attractive proposition to live dealers in places where we are not already represented. You can get your share of the holiday trade in Reginas by going after it.



Broadway and Seventeenth Street, NEW YORK

215 Wabash Avenue, CHICAGO

TIMELY TALKS ON TIMELY TOPICS

Elsewhere is printed an account of how the talking machine departments of the John Wanamaker's stores in New York and Philadelphia discover prospects by means of their magnificent recitals. It is true, the advantages of such establishments as the Wanamaker's institutions in both cities are not possessed by every dealer, but they could make the most of their opportunities. How many stores are wasting much good room that could be easily made available for record demonstrations in the form of recitals. A program is easily arranged from the numerous selections in the catalogs of the different manufacturers. At Wanamaker's Louis J. Gerson, the versatile manager, has made the regular record day, namely, the 28th of the month, a time for playing over the entire bulletin, and owners of machines are invited to be present. The details of this bit of enterprise appear in the story above mentioned,

Do You Want

To start to manufacture cylinder or disc records for \$100? I will teach you all about the old and new process. A. Schramnik, 416 East 77th street, New York City.

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.

Manager Wanted.

Wanted—Manager for our Talking Machine Department; young man about twenty-eight or thirty years of age preferred; experience necessary; large trade already established in town of 50,000; reference required. Address "F. P. C.," care Talking Machine World, 1 Madison ave., N. Y. City.

Edison Gold Molded Records for Sale.

For Sale—10,000 Edison Gold Molded Records covering the entire catalog. Will sell whole or part to any bona fide Edison dealer. Address A. J. Deninger, 345 North street, Rochester, N. Y.

Situation Wanted.

Shipping and stock clerk, fully experienced in both Edison and Victor lines; five years with New York's largest distributor; a hustler with best of references. Address "Sobriety," care Talking Machine World, 1 Madison avenue, New York City.

Store for Sale

For Sale—"Small goods" Music Store (Mandolins, Guitars, Violins, Banjos, Sheet Music, etc.) with good sized Talking Machine Department of Victor and Edison. Established 17 years. Fixtures new. Stock clean and up to date. Reason for selling, illness. Located in an Ohio city of 175,000 and doing a business of \$25,000 per year. Full information and references upon request. Address "Music Store," care Talking Machine World, No. 1 Madison Avenue, New York.

and it should not only be read for the general information conveyed, but the suggestions offered are worthy of close study. The manner of handling records and the means of taking orders at these concerts should not be lost on the wide-awake dealer.

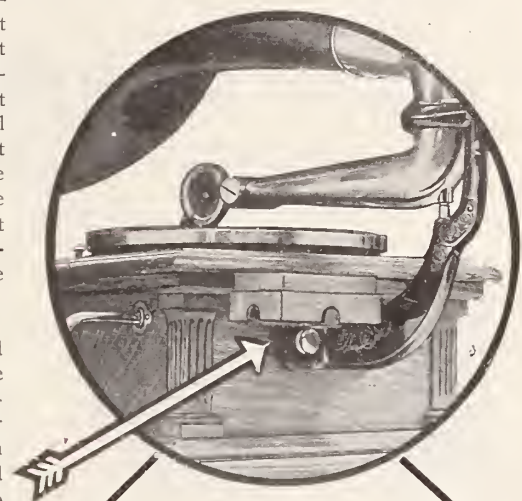
Of course, the talking machine trade is, or ought to be, thoroughly familiar with the question of the protected selling price. The manufacturing companies have enforced the rule, through the courts to be sure, against both signed and unsigned dealers who have attempted to cut prices. Some of these cases have been strongly contested on the part of the defendants, but the Federal courts have always upheld the rule originally established by a talking machine manufacturer. Other lines of trade are following the policy also, and in reply to many the Jewelers' Circular-Weekly enlightens its readers in the subjoined clear and comprehensive summing up of the situation: "For the sake of many who are in doubt on this subject, it should be stated in brief that the courts have decided that a manufacturer making an article under a patent has an absolute right to determine the price at which the article should be sold, and he can make a contract to this effect a part and parcel of the license he grants to use the patented device over which he has an absolute and legal monopoly. He can treat those who cut the price in the same manner that he can treat infringers of his patent or those who sell his article without a license.

"As far as unpatented articles are concerned the manufacturer thereof has no such absolute right, the selling price in these cases being protected by a special contract with the jobber or retailer. Such protected sale contracts have been upheld by the courts of many States as legal, and the courts of one State have gone so far as to issue an injunction against a price cutter, who was directly or indirectly a party to one of these contracts. In these instances it is the special contract between the parties that binds and not the absolute monopoly of the maker, as in the case of patented articles. As a rule, with unpatented articles, the manufacturer's remedy is simply to refuse to sell to those who will not abide by the agreement, and he can do so whether he be an individual or corporation, provided he does this of his own volition and not as the result of an agreement or conspiracy with others. The point should be clearly borne in mind that though a manufacturer or dealer is a free agent and may lawfully do certain things alone and of his own volition (such as choosing the customers to whom he sells), there are conditions wherein he may not exercise these lawful rights where he acts in conjunction with others."

The Talking Machine & Indian Record Co., Bombay, India, have issued the full proceedings in the matter of the application by the Gramophone Co., Ltd., London, Eng., to register the word "Gramophone," in connection with the British trade-marks act of 1905, for talking machines and accessories. As is well known, the application was disallowed. The word gramophone is seldom heard in the American trade, excepting in law suits or as used by writers in magazines and newspapers who are not informed properly as to the technical terms used here. It is a book of 175 pages and as a work of reference in connection with this celebrated case should be preserved. In connection with this commendable enterprise on the part of the Bombay firm, it is interesting to learn what a variety of records they handle, as follows: Gujarati, Maharati, Hindustan, Urdu, Bengali, Tamil, Kanause, Telangu, Burmese, Egyptian and Chinese. That is going some, to say the least.

Perhaps not every dealer realizes in its fullest import what the twenty-eighth of every month—"record day"—should mean to him. The Victor Talking Machine Co. truly and forcibly expresses

it in one of their valuable circulars to the trade thusly: "We are doing everything we possibly can to make the twenty-eighth an important event to every Victor dealer. For years we have advertised the fact that new records are on sale the twenty-eighth of every month, and on this date the list of new records is advertised 'on sale to-day' throughout the United States, and it is only your own fault if you have not an established and ever increasing business on the new records as often as they are issued." In conclusion they add: "Whether you take full advantage of this exceptional opportunity is a question that you alone can answer." The progressive dealer, who is invariably successful, has always been impressed with this fact, and acts accordingly; and it would be well if every dealer everywhere would have a like conception of his duty in the premises, as it means a constantly growing business for him and proper representation of the company. The truth of these observations is equally applicable to all dealers, no matter what line or lines of records he may handle.



**SIMPLEX
NEEDLE BOXES**

**MAGNETIC
NEEDLES**

**VICTROLA
PROTECTORS**

Every dealer needs them all.
Write to-day for samples,
descriptions and prices.

S. B. DAVEGA CO.
126 University Place
NEW YORK CITY

Victor Distributors Edison Jobbers

64% DISCOUNT

(IN LOTS OF TEN OR MORE)

NEARLY 200% PROFIT ON CABINETS IF YOU BUY NOW
Greatest Cabinet Sale Ever Known










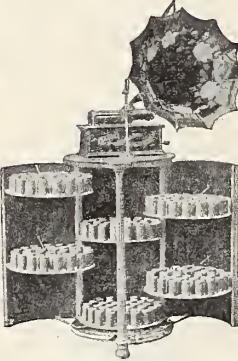





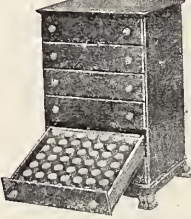


ENTIRE STOCK OF HERZOG ART FURNITURE CO.
 CLOSED OUT TO NEAL, CLARK & NEAL CO.

90 Per Cent. of all Phonograph Cabinets Have Been Built by this Well-Known Company

INCREASE YOUR **CHRISTMAS BUSINESS** BY A CABINET SALE

RECORD SALES ARE DOUBLED when your customer has a Cabinet

This has been proven in thousands of cases. All cabinets mahogany finish except No. 724 which is oak.

<p>No. 701.</p>  <p>96 Records Regular \$12.00 Per 10.. 5.67 " 5.. 3.98 " 2.. 4.40</p>	<p>No. 700.</p>  <p>100 Records Regular \$13.25 Per 10.. 4.83 " 5.. 5.25 " 2.. 5.80</p>	<p>No. 703.</p>  <p>100 Records Regular \$13.25 Per 10.. 4.83 " 5.. 5.25 " 2.. 5.80</p>	<p>No. 702.</p>  <p>120 Records Regular \$16.25 Per 10.. 5.83 " 5.. 6.37 " 2.. 7.00</p>	<p>No. 704.</p>  <p>120 Records Regular \$16.25 Per 10.. 5.83 " 5.. 6.37 " 2.. 7.00</p>	<p>No. 706.</p>  <p>150 Records Regular \$18.50 Per 10.. 6.67 " 5.. 7.25 " 2.. 8.00</p>
<p>No. 708.</p>  <p>150 Records Regular \$20.00 Per 10.. 6.67 " 5.. 7.25 " 2.. 8.00</p>	<p>No. 712.</p>  <p>216 Records Regular \$22.75 Per 10.. 8.16 " 5.. 8.90 " 1.. 9.80</p>	<p>No. 715.</p>  <p>150 Records Regular \$24.50 Per 10.. 8.33 " 5.. 9.06 " 1.. 10.00</p>	<p>No. 724.</p>  <p>216 Records Regular \$43.25 Per 10.. 15.67 " 5.. 17.04 " 1.. 18.80</p>	<p>No. 714.</p>  <p>216 Records Regular \$26.00 Per 10.. 8.67 " 5.. 9.43 " 1.. 10.40</p>	<p>No. 707.</p>  <p>150 Records Regular \$26.50 Per 10.. 9.17 " 5.. 9.97 " 1.. 11.00</p>
<p>No. 719.</p>  <p>150 Records Regular \$28.50 Per 10.. 10.00 " 5.. 10.87 " 1.. 12.00</p>	<p>No. 718.</p>  <p>252 Records Regular \$28.75 Per 10.. 10.33 " 5.. 11.24 " 1.. 12.40</p>	<p>No. 713.</p>  <p>216 Records Regular \$32.50 Per 10.. 11.33 " 5.. 12.33 " 1.. 13.60</p>	<p>No. 720.</p>  <p>294 Records Regular \$35.50 Per 10.. 12.00 " 5.. 13.05 " 1.. 14.40</p>	<p>No. 722.</p>  <p>294 Records Regular \$35.00 Per 10.. 13.00 " 5.. 14.14 " 1.. 15.60</p>	<p>No. 717.</p>  <p>252 Records Regular \$38.50 Per 10.. 13.83 " 5.. 15.04 " 1.. 16.60</p>

It is not necessary to select 10 or 5 of one style. Any assortment will get the lowest prices.

TRY OUR IMPROVED SERVICE

NEAL, CLARK & NEAL CO. 643-645 Main St., Buffalo, N. Y.
 Edison & Victor Jobbers

Columbia Double-Disc and Columbia Indestructible Cylinder Records provide the steady sales that fill in the gaps, bring up the averages, and make the talking machine business continually profitable.



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

OUTLOOK IN WESTERN CANADA.

Robert Shaw, Managing Director of Western Talking Machine Co., Winnipeg, Man., Makes Some Interesting Points Regarding the Development of the Talking Machine Business in Canada—Some Facts Concerning the Inclination of Canadian Settlers to Purchase Talking Machine Outfits.

(Special to The Talking Machine World.)

Winnipeg, Man., Nov. 1, 1910.

I know that your readers will be interested in business conditions in this part of the country and I have followed out your special instructions to interview one of the best-posted men in talking machines in this section, Robert Shaw, managing director of the Western Talking Machine Co., of this city.

Mr. Shaw has been appointed Canadian Commissioner of the National Association of Talking Machine Jobbers. This office, I believe, was created specially for him.

Mr. Shaw's early training gave him an insight into the piano business, and when I asked him regarding the prospects of trade development in Western Canada, he replied:

"I secured this line on its first entrance into Canada many years ago. My previous training had been under that veteran piano man—my father—Henry J. Shaw, who introduced the Weber (in the days of Albert Weber), the Vose, the Hale and other old-time pianos into Canada in the '60s and '70s. To be thrown out the front door and run around and in the back to sell a piano is not at all a bad training for the task of 'the making' of a 'Victor trade' in Canada, but I can assure you that the discouragements met in my early days were as nothing to the proposition of overcoming the prejudice of the musical people against all classes of tone reproducers, Victor Gramophones not excepted.

"And really there was some warrant for it in those early days when 'There's a Hot Time in the Old Town' and 'Turkey in the Straw' were classics, and the vaudeville went from there down.

"Those early days I spent in the work of organizing as treasurer of the Canadian company, but soon a change came in the character of the records obtainable, and I took the road as Canadian sales manager, and my work began.

"I visited every town and village (almost) in Canada, from the Klondyke to Newfoundland, preaching the gospel of 'Education versus Entertainment,' and praying for the time when the Victor Gramophone should come into its own and take its place as one of the world's greatest musical educators.

"It is not strange, then, with this training and holding this attitude to the Victor Gramophone, that I should have done what I have done in so short a space of time.

"I believe that a company which can, in the 12 years of its existence, reach a volume of business equal to one-tenth of the entire piano industry on this continent, must have something that the people need—that the people want—and it has.

"Nowhere is this more keenly felt than in these Western Canadian wheat prairies, where it is my privilege to work.

"Most of the people—I think I am safe in saying 80 per cent. of the people in my section of Canada—were not born here; they came from the four corners of the earth, many from the old country, where music and musical culture abound.

"Many of these people who at home might not have been seriously interested in music, away from home—and more especially on these sparsely settled Western prairies—feel their utter need of it.

"These people turn to the Victor, for it supplies that musical environment they so much miss—it brings into their lonely homes the old-time familiar



ROBERT SHAW.

classics and many, indeed, of the great artists themselves, whom they have heard at home.

"This operation of the law of demand and supply has greatly added to my success.

"Then another important thing is that these people have been able to buy what they want, for they are eminently prosperous—perhaps a few figures along this line will interest you.

"I don't think in the three Canadian provinces (or States) that I am serving there are in all a quarter million farmers, certainly not 300,000, and these people divided among them \$182,368,595 for grain crop alone during the year 1909, with a wheat crop failure. In all this North American Continent they will have about 115,000,000 bushels of wheat alone for sale, and they will get close on a dollar a bushel for it.

"I say they have the money for what they want, and as they make money easier than the average farmer, they spend it much more freely than the average farmer.

"They all need Victrolas—many of them want Victrolas—and they will all get Victrolas if I have my health and a few more years up here.

"The wheat crop failure in this section of the country has not been serious, and it comes on the top of a run of many years of good crops, and I foresee plenty of money as a consequence."

Mr. Shaw for two and a half years has been a distributor of Victor goods in Western Canada. Before he took hold of the business only a small market existed.

He has built up a volume of trade equal to one-third of the entire Canadian output, and therefore when The World asked me to interview a man regarding trade conditions, I believe that it will be seen that Mr. Shaw is at once an authority upon the subject of special business.

Anyhow, it would seem that Western Canada will be an important point of distribution of musical merchandise for many years to come.

IN THEIR NEW QUARTERS.

The New York Talking Machine Co. Are Now Well "at Home" in Splendidly Arranged and Equipped Quarters.

The New York Talking Machine Co. are now in their new quarters at 81 Chambers street, New York. The removal of the stock, fixtures, etc., has taken the greater part of the week, but there was no interruption of business. The premises, including the street floor, running through to Reade street, with a high basement and sub-basement, are admirably suited for the business, and G. T. Williams, the general manager, is greatly pleased with the place and its many advantages over his former location.

THIS LOOKS LIKE BUSINESS.

Of the extent of stock the wholesale department of the Columbia Phonograph Co., 89 Chambers street, New York, is ordering in from the factory, last Friday 77 cases were received; Monday, 68 cases, with another load due Wednesday. R. F. Bolton, the manager, said that he was preparing for a brisk and active trade in his territory.

It strengthens the probability of a sale to display price cards conspicuously on all goods. That convinces the customer that no partiality is shown to any patron of the store and helps out the clerk, who should have the advantage in any argument that arises over the quality of the goods.

WHY DON'T YOU USE LABELS

on every article going out of your store? Then you'll get repeat orders. It's worth doing when we sell

2,000 2x1 in. Gummed Labels printed to order, blue ink, red border. **\$1.20**

Delivered postpaid. Cash with order:

Write for Style Folder showing 413 Label Sizes and Styles

O. K. LABEL CO.

Room 1012 178a Tremont St., Boston, Mass.

The Talking Machine Trade in New England

A GREAT NEEDLE FACTORY.

Plant of W. H. Bagshaw Working at Capacity and Shipping Millions of Needles Weekly—What C. H. Bagshaw Has to Say.

(Special to The Talking Machine World.)

Lowell, Mass., Nov. 6, 1910.

The huge factory of W. H. Bagshaw, needle manufacturer, is working on a full-time schedule, as they have been right through the year, and are shipping millions of needles every week. C. H. Bagshaw, of this house, commenting on the needle business, said to The World: "American-made needles to-day are growing rapidly in demand. When the trade was younger than it is now, an idea used to exist that other needles might be better, but, considering all phases, I believe that America holds the needle manufacturing supremacy, like it does many other things. And to go further, Lowell is the home of the needle business, because the origin of needles goes to the credit of Lowell, with the House of Bagshaw making the first talking machine needles for the trade. In American goods you get the quality, you get the delivery, and the prices allow a good margin of profit, and the satisfactory results that users enjoy with Bagshaw-American-made needles is known all over the country."

CLOSING OUT STOCK.

(Special to The Talking Machine World.)

Webster, Mass., Nov. 7, 1910.

Racicot Brothers, house furnishers, report that they are closing out their stock of talking machine goods because they cannot make it profitable. The firm is composed of Arthur H. Racicot and Alexander N. Racicot and is the biggest furniture

house here. They handle the Edison and Columbia lines.

A LIVE NEW ENGLAND DEALER.

(Special to The Talking Machine World.)

Webster, Mass., Nov. 9, 1910.

One of the biggest live talking machine men in this territory is Emil Roemer, who has been in the business eleven years. He is selling Edison phonographs and Victor talking machines, and the report here is that business is excellent. F. H. Cooper is one of his outside salesmen.

M. R. CALDWELL MAKES A CHANGE.

(Special to The Talking Machine World.)

Lowell, Mass., Nov. 5, 1910.

M. R. Caldwell has resigned his position as manager of the talking machine department of M. Steinert & Sons, to accept a similar position with the Henry Siegel Co., Boston, Mass.

OPENS NEW STORE IN EAST BOSTON.

(Special to The Talking Machine World.)

East Boston, Mass., Nov. 7, 1910.

Harry Bennett has opened a new store, handling the entire Columbia graphophone line. He is already meeting with success, as he is a capable and energetic trade member. Mr. Bennett is also selling a full stock of musical merchandise and sheet music.

TO FEATURE COLUMBIA GOODS.

(Special to The Talking Machine World.)

Clinton, Mass., Nov. 8, 1910.

Fred G. DuBois announces the exclusive representation of the Columbia line, which he will feature prominently.

TRADE GOOD IN WORCESTER.

Higher Grade Machines in Demand—Records Selling Well—What the Various Houses Are Doing with the Different Lines.

(Special to The Talking Machine World.)

Worcester, Mass., Nov. 7, 1910.

Talking machine business is classed by the trade as "very good." A number of the higher-priced machines are being sold weekly, with the demand for records excellent. This briskness in the face of a sub-normal local manufacturing condition is phenomenal.

C. B. Gorham is the manager of the talking machine department of Denholm-McKay Co., the large department store. They handle Columbia goods.

M. Steinert & Sons Co. report a large Victor business, particularly so with the latest models of Victrolas.

Edison goods are selling exceedingly well with the Iver Johnson Co.

The various stores look for a good holiday business and all are in optimistic mood.

GETS AGENCY FOR COLUMBIA LINE.

(Special to The Talking Machine World.)

Florence, Mass., Nov. 6, 1910.

The exclusive Columbia representation for this city has been placed with E. C. Addis, who has purchased a large initial shipment.

"Trade moves fast nowadays," says a merchant, "and improvements come along so rapidly that if there is any delay in seizing on them, they may pass and become obsolete in a very short time."

LINSCOTT

SPORTING GOODS COMPANY
BOSTON

STANDARD POLICY

Life-Indemnity
Sales Disability

"EDISON
SERVICE"

No. 2264

ISSUED TO

Mr. New England Dealer

Dated November, 15, 1910

Premium \$0,000

48 HANOVER STREET - BOSTON

Have You the Linscott Policy?

HERE'S THE WAY IT READS:

In Consideration of your Edison business, we guarantee to insure you for life against the possibility of losing profits by the use of modern shipping facilities plus a complete Edison Stock, covered by the two following conditions:

SHIPPING QUICKNESS: A two minute slip-up may cause hours of delay and untold financial loss. *LINSCOTT* shipments are "double checked". There are no slip-ups. Our slogan aptly fits here: "You get what Edison goods you want when you want them."

STOCK COMPLETENESS: To comply with this is easy, as we have now and always will have the largest stock of Edison goods in New England. Whether you want a record or an Amberola, *LINSCOTT* has it.

LET US SEND YOU A "SPECIMEN POLICY". The premium is nothing and it will mean a great deal of convenience to you, and a whole lot of profits.

LINSCOTT SPORTING GOODS COMPANY

(FORMERLY BOSTON CYCLE & SUNDRY CO.)

48 HANOVER STREET

BOSTON, MASSACHUSETTS

FROM OUR BOSTON HEADQUARTERS

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

(Special to The Talking Machine World.)

Boston, Mass., Nov. 7, 1910.

"Let us hear it" is the slogan that meets the selling end of the talking machine industry now as against the former way of 'I have so much money and want to buy a machine.' Many of the trade can remember when a \$40 machine could be easily sold to a man with that amount, and if he had \$20 more he would buy a \$60 machine. He wouldn't at that time buy the \$60 machine because the tone was better; in fact, he couldn't tell the difference in tone; he bought it just because the additional money was in his pocket.

"In this era of talking machine business the public are educated to the difference in tone; they know what a human voice is when it comes forth from the machine, and as natural with any product, the voice is better on the higher-priced machines.

"What is the reason for this change? Simply that the talking machine industry is an absolute business of itself; it is just as much of a business as any other commodity, and is growing rapidly. The factors figuring in this growth are the big houses who have made a specialty of the business or have given it special attention and the general promotion work of the main companies. A 'talker' salesman to-day must be versed in his own line thoroughly, and on a comparative basis with the other products in the country."

The foregoing pertinent paragraphs were combined in a reply by E. F. Taft, general manager of the Eastern Talking Machine Co., when the writer happened to mention about a concern who are attempting to sell numerous articles and find their talking machine department unprofitable. Continuing, Mr. Taft said:

"The time has gone by when you could array a line of machines and someone would walk in and say, 'I'll take that one; wrap it up.' The machines must be played, the different features explained; the person is shown the entertainment afforded, and just as intelligent a 'talk' must be rendered by a talking machine salesman as by an automobile salesman.

"This house you mention undoubtedly put in machines on the same basis as their other lines; anyone who 'happened' to be around talked to people who 'happened' in, and their actual results were nil. And until they revise their selling policy there will be no improvement. Talking machines must be sold along scientific lines; the idiosyncratic features must be understood, and when some of the people kill the idea that talking machines are a 'side line' they will then perceive what a wonderful business it is with contingent large profits."

Opera Helps Business.

There was some class to that company which Arthur Erisman, manager of the Columbia Phonograph Co., found himself in at the rehearsal of "Mefistofele" at the Boston Opera House last Saturday. There were operatic stars and artists galore, as the event was for the directors of the Opera House. Arthur got in as a "special guest."

Among the prominent officials of the Columbia Phonograph Co., New York, to visit the Boston headquarters recently were: George W. Lyle, general manager, and H. A. Yerkes, sales manager.

The local headquarters of the Columbia Phonograph Co. report a very gratifying past month's business, and Arthur Erisman, manager, says the outlook for the coming month is great. The opening of the Opera House means a great increase in operatic records.

Constantino, the world-noted singer, and the star of the Boston Opera House, now singing under exclusive contract with the Columbia Co., has leased apartments at 114 Hemenway street, this city.

An Enthusiastic Edison Man.

The World is pleased to present a likeness of Charles R. Cooper, manager of the Edison talking machine department of the Linscott Sporting Goods Co. (formerly Boston Cycle & Sundry Co.),

Boston. Mr. Cooper has been associated with this company for twelve years, being in the trade ever since the inception of the phonograph industry. He has enjoyed a remarkable training in the business and is familiar with the practical department, and without question is one of the best versed men in the business on matters phonographical. His enthusiasm for Edison products is



CHAS. R. COOPER.

boundless, and through his efforts the company is rapidly building an Edison jobbing business in New England that totals an enormous monthly volume. Mr. Cooper says that the dealers thoroughly appreciate "getting Edison goods when they want them," and adds that they will always have the largest and most complete Edison stock in New England, with the quickest delivery system.

Here's a joke It also shows what an absent-

minded man will do under certain conditions. A local "talker" man vouches for the veracity. At a local railroad station stood one of the machines which automatically weighs a person and mechanically "talks" out the weight. A man stepped on the machine, dropped in his coin, and the machine "hollered"—one hundred and seventy pounds. "What's that you say?" asked the man inadvertently, and then seeing the smile on a bystander's face, the humor of his trying to talk back to a machine dawned on him, and the incident closed with the man "buying."

Booming the Victor.

Henry F. Miller & Sons Piano Co. are using a great amount of space advertising Victor talking machines, and "the Miller plan for securing one." This is their offer: "Select an outfit. We will deliver it to your home. Any instrument you wish and your own choice of records. Use the outfit for three days. Then decide whether you want to buy it or not. If, after trial, you decide not to purchase the outfit, write or telephone us to remove it. This is your only obligation. If you want to own it, you may purchase for cash, or open charge account, or by our unique gradual payment plan." C. Alfred Wagner, manager, says they are transacting a remarkable Victor business.

Guy R. Coner, formerly with the Iver Johnson Co., is now associated with the Linscott Sporting Goods Co., exclusive Edison jobbers. Mr. Coner is meeting with deserved success at his new post.

Geo. T. Waldron Honored.

George T. Waldron, known as "Pop," was recently elected to the vice-presidency of the Eastern Talking Machine Associates, which honor he is filling creditably. "Pop" is one of the longest-time men in the business, claiming twenty-one years of experience in the slot and talking machine business. He was formerly with the old New England Phonograph Co. He has had experience as an Edison dealer, as a dealer of commercial instruments, inventor of one of the first nickel slot machines, and for the past seven years has been with the Eastern Talking Machine Co. He bears a remarkable likeness to Thomas A. Edison.

The Oliver Ditson Co. are using some good advertising that is filling their parlors with customers. One ad. runs like this: "Tone Pictures.

Some Facts Anent the Needle Factories of W. H. BAGSHAW, Lowell, Mass., U. S. A.

1. World's first makers of talking machine needles.
2. Largest producers of needles on the continent.
3. Factory equipment modernized to the minute.
4. Every size, shape and style of needle manufactured.

RESULT:—Experience means that our raw materials are of the highest merit, and the enormous quantity used insures a low cost. These times a minimum production expense equals the best quality of Needles at the right price. Now you have the secret of our immense permanent patronage.

(Jobbers and distributors only supplied.)

W. H. BAGSHAW, Lowell, Mass., U. S. A.

(Established 1870)

Interpretations by the most prominent operatic stars known in the world of music to-day. Each singer's peculiarities. Each singer's phrasing. Each singer's beauties of intonation. And their methods of vocalization and color work is at the command of students, teachers and professionals, who will listen to renditions on the Victor talking machine at the reception rooms of the Oliver Ditson Co." Henry A. Winkleman says business is "Good" with capital letters and a double underscore.

Would you think \$600 worth of talking machine business, transacted on one day by a fair-sized department of a local retail store a good indication of business brightness? It certainly sounds good, but the writer happened to see the carbon copies in their regular order book, and for a retail store it's certainly great work. The hustling house is the C. E. Osgood Co., and this achievement was the result of Manager Sylvester's energetic work. Good work, Mr. Sylvester! Keep it up!

Mr. Francis, manager of the Iver Johnson Co., has moved into his new home.

Members of the Eastern Talking Machine Co. Associates were the guests of Manager E. F. Taft at a complimentary dinner October 28.

F. E. Mayo, New England traveler for the Eastern Talking Machine Co., has joined the army of Benedicts. At the recent Associates meeting he was presented with a cut glass serving set by the body, which shows how well regarded he is by his fellow-workers. Mr. Mayo has been with the Eastern Co. for about six years, prior to which he was associated with the Columbia Phonograph Co., and in the early days as manager of the talking machine department of Dame, Stoddard & Kendall. Here's wishing you luck, Mr. Mayo!

S. J. Freeman, manager of the publicity department of the Eastern Talking Machine Co., gave out the following business expression to-day: "Business with us is entirely satisfactory to the management. Our wholesale business is increasing with leaps and bounds and we feel it must be due to the absolutely satisfactory service and also to the loyalty of the dealers. Retail business is on a par with previous good years and the outlook is decidedly encouraging for a voluminous holiday trade."

Harger & Blish, Des Moines, Ia., are now giving over their entire store to talking machines exclusively, and it is one of the most attractively arranged establishments in that section of the country.

EDISON MEN AT MECHANICS FAIR.

A Group of Those Whose Efforts Were Largely Responsible for the Success of the Company's Exhibit at the Boston Show Last Month—Edison Jobbers Benefited.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 9, 1910.

This photograph shows the Edison staff, which was responsible for the successful exhibit at the

as the main attraction was the Edison Exposition, practically the entire number learned more about the merits of Edison phonographs than they ever dreamed about.

H. R. Skelton, traveling ambassador for the National Phonograph Co. in Massachusetts and Rhode Island, cared for the success of this display, and he did it "manu forti." A number of displays of Edison moving pictures were given daily, and at every performance the seating ca-



REPRESENTATIVES OF THE NATIONAL PHONOGRAPH CO. AT THE MECHANICS' FAIR, BOSTON.

recent Mechanics' Fair, held during the month of October in this city. In the front row is F. J. Hough and H. R. Skelton, manager of the exhibit. In the back row from left to right are Messrs. Holden, Lauckman, Devine and L. D. Dexheimer, the business phonograph man.

Over half a million people visited the Fair, and,

capacity of the hall was filled. In addition were concerts by Edison machines.

Mr. Skelton says that the Edison jobbers co-exhibiting with the company secured a good amount of business and that they secured hundreds of retail prospects, a number of which have subsequently been developed into retail customers by their retail departments.

CELEBRATED ON ELECTION NIGHT.

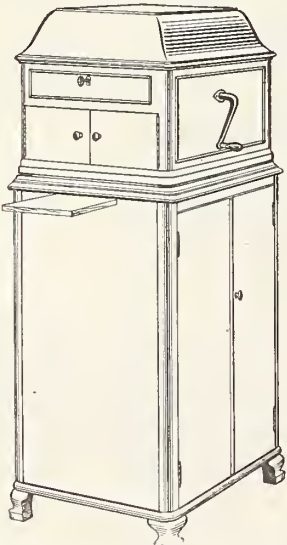
The Washington, D. C., Chamber of Commerce held its regular monthly meeting election night. At intervals during the evening the energetic secretary, Thomas H. Grant, projected the election returns on a large screen and at the same time entertained the three or four hundred members present with selections on the Grafonola Regent. Mr. Grant made up an unique program consisting of a number of grand opera selections, but as the returns came in and there appeared to be a Democratic landslide, the Grafonola played "It Looks Like a Big Night To-Night," "The Vacant Chair," "Did He Run," "When You Haven't Any Money You Needn't Come Around." The Regent made a most decided hit.

A GOOD TIME TO QUIT.

The "indispensable man" in the store is so only so long as he does not know it. The moment he discovers that he is indispensable, it is a good time to dispense with him. Some concerns make this a rule; they do not wait until his head has grown so large as to make him unfit for his job. No matter how good a man is, there is always some one to take his place. George Washington was a great president, but the country has managed to get along without him for a number of years.

Keep prices on everything in the store, for it is annoying to have clerks asking every few minutes, "what is this worth?"

Within the week we shipped one dealer (186) one hundred and eighty-six Cabinets for Disc Records, ranging from \$6.00 to \$18.00. On to-day's mail we got an order for (40) forty Cabinets to go with the New Victrola No. 10.



No. 442, with Victrola No. 11 on Top.
Mahogany or Oak.
Holds 190 12-inch Disc Records.

Just stop and analyze these statements. Your conclusion must necessarily be that Cabinets are playing a very important part in the Talking Machine game, and that The Udell Works must have the Prices and Patterns. The whole point is to realize that a Talking Machine Outfit is not complete without the Cabinet and then cast about for the manufacturer of Cabinets who offers you the most.

We don't want an initial order and then not get the repeaters.

Our success in the Cabinet field can be summed up in this fact. We get repeat orders because the initial order was satisfactory.

The dealer sold the cabinet at a profit and made a satisfied customer.

We have New Cabinets for Victrolas No. 10 and 11. Get in the Cabinet swim and write us for Booklet and Prices.

THE UDELL WORKS, Indianapolis, Indiana

This is the season of Grand Opera and every opera now being staged is blazing the way for Columbia Grand Opera Records. Grand Opera at the opera house awakens interest in opera at home. And that is where the Columbia dealer comes in: Both together they enable you to inaugurate a brilliant and profitable season of opera in your store.



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

WITH THE TRADE IN MILWAUKEE.

Both Jobbers and Dealers Well Satisfied with Present Business Conditions—Collections Good—Retailers Stocking Up for Holidays—McGreal's Eastern Trip—Recent Visitors—Personal Items of Interest—Speaks of Talking Machine Development Before Wisconsin Teachers' Association—Popularity of the Grafonolas—General Summary of the Doings of the Month Herein Recorded.

(Special to the Talking Machine World.)

Milwaukee, Wis., November 9, 1910.

Milwaukee talking machine dealers, wholesale and retail, are highly satisfied with the business that was received during October, and predictions are made everywhere that the month of November will produce far more trade than the same month a year ago. In fact, dealers are looking for a steadily increasing business from now until after the holiday period.

Conditions in general are highly favorable. Despite the unsatisfactory outlook during the summer, a bumper crop was harvested in all lines in Wisconsin. This has meant plenty of money in circulation, and talking machine dealers say that they are determined to get their share. Reports from the smaller cities and towns of the State would indicate that the dealers' ambitions are being realized.

Collections seem to be showing much improvement in all parts of the state, a condition of affairs that might be expected, considering the brighter state of financial affairs. It had been a noticeable fact in many lines of business throughout the summer that collections were far from satisfactory. Local bankers report that bank clearings are large in volume and showing steady improvement, and this is taken as a most hopeful sign.

Judging from the free manner in which retail dealers are ordering machines, records and supplies, it would seem that they fully realize the importance of buying their stock as early as possible before the winter rush sets in. One leading local dealer says that the retailer who stocks up early is fair to himself as well as fair to the manufacturer and to the trade in general.

The New Idea Cabinet Co., manufacturing the New Idea Cabinet, are busy, and Mr. McGreal, one of the officials of the company, reports many orders on hand. Several new cabinets are being turned out to match the latest styles of Victor machines. A new Cylinder cabinet is now being turned out and is meeting with much approval.

Lawrence McGreal has returned from the East, where he visited both the Edison and Victor plants. He is highly pleased with the manner in which the fall trade in the wholesale field is opening up. Miss Gertrude Cannon, owner of the McGreal retail store, reports an excellent business and says that demand for high priced machines was never better than at the present time.

George Ornstein, manager of salesmen for the Victor Talking Machine Co., was in Milwaukee recently visiting relatives.

Carl C. Kemmerer has been made manager of

the Edison business phonograph department of the Hoefler Manufacturing Co.

J. H. Becker, Jr., manager of the talking machine department of the Hoefler Manufacturing Co., reports having received the new styles of Victrolas, XXI and XIV, which are appealing to a really large class of trade. We had the machines on display in our windows prior to and after the visit of Melba to Milwaukee," said Mr. Becker, "so we included in the display a life-sized poster of the great songstress illuminated by electric flashlights. You would be surprised to see how people were attracted to this exhibit."

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

W. C. Fuhri, western district manager of the Columbia Phonograph Co., at Chicago, called at the Milwaukee store recently. Mr. Fuhri is optimistic in his views of trade conditions throughout the country and says that indications point to a record breaking season for the talking machine trade.

A. G. Kunde, well known Columbia dealer, 516 Grand avenue, expects the arrival of the Grafonola Favorite, the hornless Columbia, in Milwaukee within a short time. He reports several orders having already been booked for these instruments. "Business has been increasing steadily during the past two months," said Mr. Kunde, "and I look for a continued growth up to the holiday season. Milwaukee as a market for talking machines is constantly improving, the call for high class machines being more noticeable than that for the cheaper ones."

William P. Hope, Wisconsin and Upper Michigan representative of the National Phonograph Co., accompanied by his wife, was in Milwaukee recently. Mr. Hope is now spending considerable time in looking after the Edison wagon dealers and is meeting with the best of results.

The use of the talking machine in the schools of Milwaukee is becoming widespread, and L. C. Parker, manager of the talking machine department of Gimbel Brothers' store, says, "I expect to have a machine installed in every school in the city before the end of the year."

Mrs. F. E. Clark, supervisor of music in the Milwaukee schools and a prominent member of the Teachers' National Association, in an address given before the Wisconsin State Teachers' Association, held recently in Milwaukee, spoke on the development of the talking machine as an educational factor in the schools, and she spoke on the same subject at the meeting of the St. Cecilia Musical Society at Grand Rapids, Mich., during October. Before she had left the city, a subscription list had been started for buying machines and records to be installed in the schools of Grand Rapids. Musical clubs have for a long time been trying to develop a sense of musical appreciation among the people of to-day, says Mr. Clark, and they have recognized that the only successful manner in which this may be accomplished is through the children and through the schools. Their work has been halted, however, by the fact that it was impossible to secure talent to go into the schools, or to instruct the teachers successfully. This con-

dition has all been overcome by means of the talking machine, she continued.

"Our business was three times as large during the month of October as it was for the preceding three months," said Mr. Parker of Gimbel Brothers. "Indications are very bright and I am looking forward to a splendid business between now and the holidays. Competition, of course, is brisk, but that only tends to make one put forth greater efforts, and if our efforts are put in the right directions, results are sure to come."

Senor Constantino, leading tenor of the Boston Opera Co., has presented a Grafonola de luxe, with a complete set of his Columbia disc records, to the Massachusetts Homoeopathic Hospital. The order was placed with the Boston Columbia store.

W. G. Walz, of El Paso, Tex., a veteran in the music business, will retire around the first of the year from active business, which will be turned over to his two sons, bright and accomplished men. The Walz house has recently given up their piano line and are devoting themselves entirely to talking machines, sporting goods and photograph supplies.

E. A. Tompkins, Pittsfield, Mass., states his October sales were five times as great as for the same month last year.

PHONOGRAPH BUYERS

ARE JUST THE CLASS OF PEOPLE WHO WOULD BE INTERESTED IN



Icy-Hot BOTTLES

especially now that the HOLIDAY SEASON is at hand. ☞ Dealers should send their orders now and take advantage of a SPECIAL OFFER we are making to the talking machine trade in order to induce the dealers to take up the line. ☞ PROFITS are large and this special offer will make the profits larger. Write today and find out about this special offer.

The ICY-HOT BOTTLE COMPANY
207 Longworth Street :: CINCINNATI, O.

FROM OUR CHICAGO HEADQUARTERS

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

Business During the Month of October Shows Substantial Gains Over Last Year—Some Arguments of the Retailers—Victor Talking Machine Co. Obtain Injunctions Against Dealers—Columbia Phonograph Co. Close Long Lease for Commodious New Quarters—New Store in Excellent Location and Will be Handsomely Fitted Up—A Romance of Lyon & Healy's—Talking Machine Shop Renews Lease—Interesting Personals—Aeolian Co. Activities—Big Demand for Salter Cabinets—C. E. Barnes Starts New Order—Permanent Needles Meeting with Success—O. A. Greeting in Town—Dorian Tells of the Development of the Commercial Machine—New Victor Department for P. A. Starck Piano Co.—Compares Bible to Phonograph—L. F. Geissler a Local Visitor—Other Live Notes of Interest.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 7, 1910.

October made a fairly satisfactory showing with the Chicago talking machine trade. The month showed a good increase as compared with October of last year, and a measurable gain as over the previous month of this year. It did not show as marked a gain over September as was expected, however, or as is usually experienced. This was undoubtedly due in large degree to the unseasonably warm weather. A temperature of 84 during the middle of the second fall month is not exactly a trade stimulant. Trade currents quickened the latter part of the month, however, and November has made a remarkably fine opening. Even the smaller dealers are coming to the front now with orders of a nature which shows that they are doing business, and the larger merchants are coming up with substantial stock orders and are evidently preparing for a big holiday trade. Of course, any reference to business extending over any considerable territory must necessarily be in the way of generalization. Some sections are responding much better than others, but as a whole the territory principally worked by Chicago jobbers is in excellent condition from a talking machine standpoint, judging from the business being received by the jobbers.

Local retail business last month was of fair proportions. It made a fine start and a somewhat brilliant finish, but there was something over two weeks of decidedly dull business, owing, no doubt, to the warm weather. The past fortnight has been good. Everyone looks for a good holiday trade, and from the vigorous advertising now being indulged in and planned shows a lively realization of the fact that there is going to be a bigger fight for business than ever. Never in the history of the trade have there been so many concerns in the Loop district going aggressively after the festive talking machine prospect as this fall.

It is amusing to notice the arguments indulged in by the new-comers and the comparatively new-comers, to get business away from the older houses. One house lays stress on the fact that their warehouses are away from the bustle and noise of the elevated and surface roads. Another recently laid stress on the fact that their entire talking machine department, by gum! was located on the ground floor, and still another capped the climax last week by using considerable space in the dailies to advertise the fact that they do not give concerts, but that all their efforts are reserved for the use of those who appreciate personal interest in their questions and wishes. That was certainly a "peach" of an "ad." It is apparent that we are creating a school of negation in advertising in Chicago, as a considerable proportion of the trade seems more intent on telling the people what they have not rather than what they have.

Victor Co. Gets Injunction.

The Victor Talking Machine Co., of Camden, N. J., have secured a preliminary injunction, be-

fore Judge Carpenter, in the United States Circuit Court, restraining Frank Holub, a talking machine dealer at Kedzie avenue and Twenty-second street, this city, from selling certain imported disc records which the Victor Co. claim are infringements of the patents owned and controlled by them. Mr. Holub, it is claimed, imported about 400 "Vini, Vidi, Vici" and "Favorite" records through the firm of Joseph Vrba & Spol, of Prague, and has been selling them at low prices. Mr. Holub denies that he has any knowledge that his action was in violation of the Victor Co.'s rights. The Victor Co., it is understood, have also recently obtained injunctions against dealers in several large Eastern cities who were handling the same makes of records. In the course of the prosecutions in the East the agents of the company were enabled to trace a number of the records to Chicago, and George C. Case, of the Victor Co.'s legal department, came to Chicago and worked up the evidence which resulted in the institution of proceedings by Belt & Linticum, who have represented the Victor Co. in previous cases here.

Columbia Co.'s New Quarters.

The Columbia Phonograph Co. have just closed an eight-year lease for the large store and basement at the northeast corner of Wabash avenue and Washington street. It is being extensively remodeled and fitted up for the company's purposes and will be ready for occupancy about November 22. The company will, however, retain the present store as a branch retail establishment until January 1, and, in all probability, until May 1 of next year, when their lease expires. At any rate, the Columbia will have two stores during the holiday trade this year, and that will certainly help some.

The new store is only two doors north of No. 88 Wabash avenue, which was the company's Chicago headquarters for ten years prior to the removal to the present location a year ago last May. It will therefore seem like a return to the old "home" to the local staff and the Columbia dealers in this territory. The company will have far more room in the new location than in the present one, and will be able to conduct their business with greater convenience, as the growth of the business compelled them to secure extra storage room at 302 Wabash avenue a few months ago.

The new store has a frontage of 27 feet on Wabash avenue and about 170 feet on Washington street. The basement is 40 feet in width, as it extends under the Washington street sidewalk. The retail department and the general offices will occupy the main floor, while the entire wholesale machine and record stock will be kept in the commodious basement, thus divorcing the wholesale and retail stocks as thoroughly as if they were in separate buildings. An electric elevator will be installed for carrying stock from the basement to the shipping room in the rear of the main floor.

There are large display windows on either side of the entrance on Wabash avenue and also extending for 50 feet on Washington street, giving such an opportunity for Graphophone display as has never been hitherto enjoyed in Chicago. The present front and corner windows are very attractive, with art glass backgrounds and canopies, but this arrangement will probably be changed very shortly, the windows deepened, and artistic hardwood backgrounds constructed.

The front of the store will be fitted up as an attractive reception room with rugs, comfortable divans and many conveniences for customers. Along the north side of the store will be the machine and record demonstration booths, five of which will be 8 x 13 feet in size, and two 16 x 13 feet, the latter being used for Grafonola rooms. The booths will be of handsome architectural design and constructed of mahogany and plate glass, with the exception of the dividing walls between the booths, which will be of "Beaver" pulp board,

said to be particularly soundproof. The booths will have cork flooring and will be well lighted and ventilated.

In the center of the booth structure will be an open space devoted to the retail record department. On the aisle will be a counter with stools for customers and where those who do not care to have records demonstrated can make their purchases. Here the salespeople can get the records for demonstrating over the counter, avoiding confusion caused by a number of people crowding around the record stock shelving, the disarrangement of stock, etc.

C. F. Baer, local manager, will have his private office in the center of the Washington street side, where he will have the advantage of three large windows. In the rear of the floor, back of the booth structure, will be located the order department and the offices of Mr. Ramdell, assistant manager; Frank Cass, credit manager, and others of the staff.

District Manager W. C. Fuhri will have a commodious private office on the large mezzanine floor extending over the rear portion of the store, and from which, in comparative seclusion, he can direct the affairs of the extensive Western and Southern territory under his control. On this floor also will be located the counting rooms and the offices and school of the Dictaphone department, in charge of W. W. and E. A. Parsons.

In the new location not only will the facilities for handling the wholesale business be far better than at present, but from a retail viewpoint the neighborhood has vastly improved since the company was at No. 88. More high-grade retail stores are in the block, there is a much greater transient traffic, and the Wabash avenue cars now "loop" at Washington street instead of at Madison street, as formerly, making the corner one of the busiest on the street. The great Marshal Field retail establishment, directly across the way, attracts an immense amount of automobile trade to the vicinity. It will be by far the finest store the company has ever had in Chicago and one of the finest in the service.

Congratulations.

It is pleasant indeed to see employes of the same house working together in peace and unity, and still more gratifying when a warmer feeling exists between them. A nice little romance culminated on Monday of last week in the marriage of Louis Glover, head of the repair department at Lyon & Healy's, and Miss Mabel Breckenridge, one of the firm's galaxy of fair record sellers. The wedding occurred at the home of the bride's parents at Saugatuck, Mich. Mr. and Mrs. L. C. Wiswell were among the guests. Among the gifts was a handsome clock from friends at the store.

Returns to Mexico.

Mrs. George M. Nisbett, wife of the popular erstwhile Chicagoan, now in charge of the interest of the National Phonograph Co. in Mexico, returned to the City of Mexico a few days ago after a visit of some weeks' duration with friends in this city.

Walter Roach Promoted.

Walter Roach, for several years in the talking machine stock at Lyon & Healy's, has been promoted to the sales force and is visiting city and outlying trade for them.

Renew Lease.

George and Cecil Davidson, proprietors of the Talking Machine Shop, have just renewed the lease on the store at 169 Michigan avenue for a period of five years. There was considerable skepticism as to the success of the venture at the start, but it has evidently proved a profitable investment. The new branch opened at 43 Jackson Boulevard a few months ago also gives promise of success equal to that of the parent store.

A Busy Jobbing House.

The Talking Machine Co. report that both September and October showed big increases over

“A Bumper Crop of Victor Sales”

awaits the Dealer with any amount of
“GET UP AND GIT”

If our sales are any criterion of how dealers are preparing for the Winter business, then listen to this:

September, the biggest September we ever had by **23%**
October, the biggest October we ever had by **39%**

We are working night and day to fill orders. Every nickel's worth of our enormous stock is being carried for you, Mr. Dealer—
Not a penny at retail.

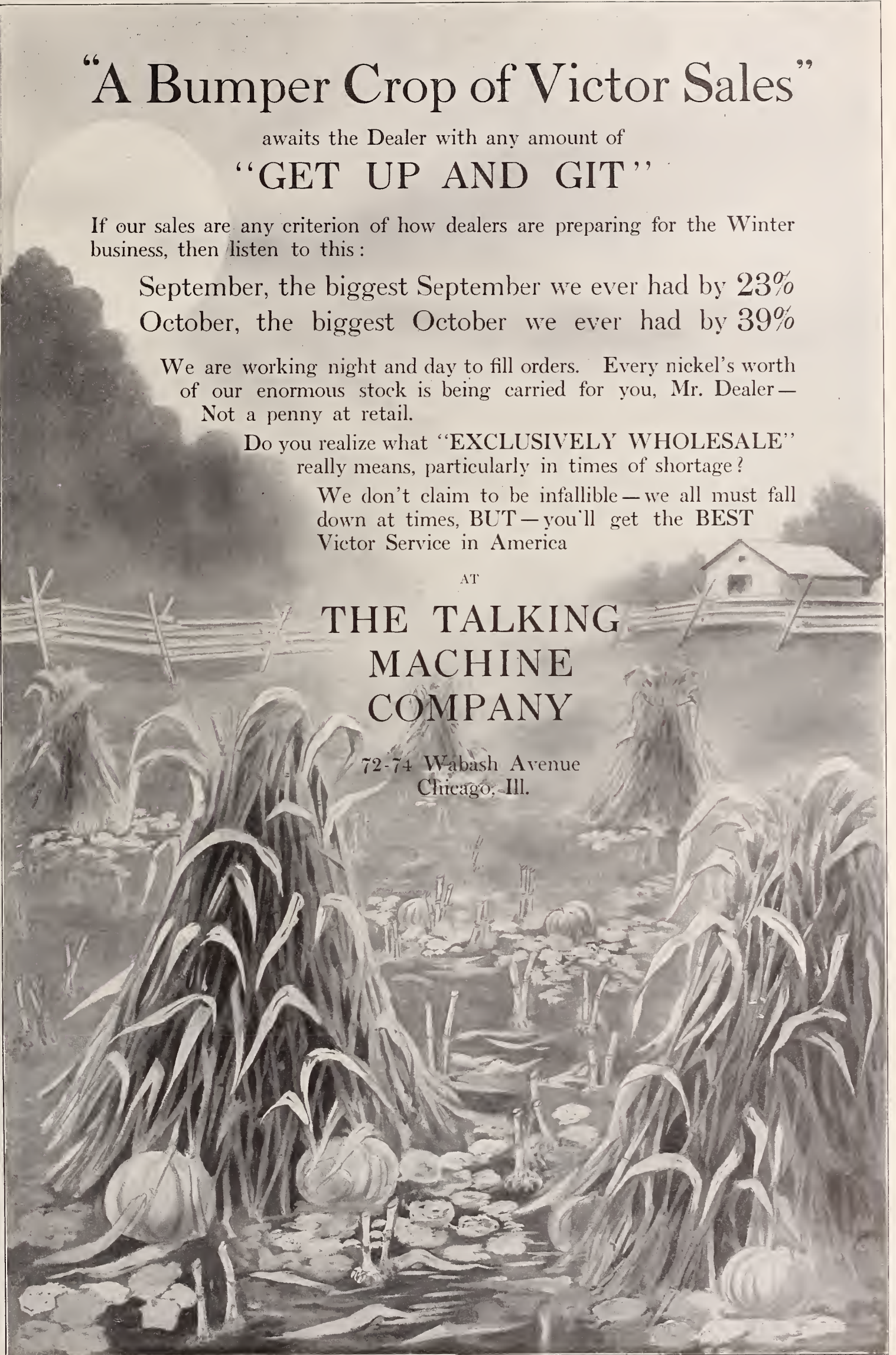
Do you realize what “EXCLUSIVELY WHOLESALE” really means, particularly in times of shortage?

We don't claim to be infallible—we all must fall down at times, BUT—you'll get the **BEST** Victor Service in America

AT

THE TALKING
MACHINE
COMPANY

72-74 Wabash Avenue
Chicago, Ill.



similar months in previous years, and judging from the evidences of extreme activity around the house, business this winter should be distinctly O. K. The orders on hand for the new Victrola styles make up a big aggregate. The entire first shipment was sent out to the company's dealers the day received, and further consignments are eagerly awaited. The trade is hungry for them. The reputation for complete and prompt service enjoyed by the company is attracting business from an astonishingly wide expanse of territory.

Aeolian Co. Alterations.

The talking machine business of the Chicago branch of the Aeolian Co. is being transacted from temporary quarters on the fifth floor of the building while the extensive improvements are being made to the department. They will be completed by the 15th of the month. The Aeolian Co. have opened a sub-branch at 1441 Milwaukee avenue, where Victor goods are being conspicuously featured. The store is in the heart of a vast foreign population, distinctly musical, and a good business is anticipated.

Mr. Scwenker, the live representative of the Victor Co.'s repair department, has been spending some days in Chicago with the local jobbers.

At Lyon & Healy's.

"October made a good showing in spite of a lull in the middle of the month, due, no doubt, to the unseasonably warm weather, and scored an important gain over September and over October a year ago," said L. C. Wiswell, of Lyon & Healy. "There is evidently going to be a shortage not only in the new Victor styles but also the sixteens, although the Victor Co. is evidently straining its capacity to the utmost to supply the demand. The demand for Edison goods is of a most satisfactory nature and the trade now seems to be responding very actively to the new exchange proposition.

"November with us has opened up remarkably well, and if it maintains the present rate will prove something of a record breaker."

Good Salter Business.

The Salter Mfg. Co. report a fine demand for the big line of talking machine cabinets manufactured by them. Although they prepared for an unusually good season's business, the demand has been so large that they suggest that dealers wishing to avoid delay in delivery of goods for the holiday trade would do well to get their orders in as quickly as possible.

Barnes' Clever Start.

"This is to inform you that your name has been suggested for membership in the I. O. E. V. W. Respectfully, Membership Committee. An application blank will be mailed you. If not received within ten days, please notify general secretary, suite 639, First National Bank Building."

Hundreds of Chicago business men recently received cards bearing the above legend. A number called at the address given to find out the aims and objects of the order. Those who didn't as well as those who did received a day or two after the mailing of the card a letter notifying them that they had been elected to membership in the Independent Order of Edison Voice Writers, and that to qualify it was only necessary to purchase an equipment of Edison business phonographs. Of course, there was more to it, all written in the breezy style of C. E. Barnes, of the Business Phonograph Co., Chicago. Barnes says it stirred up a lot of good prospects. He is making extensive improvements in his offices in the First National Bank building, and when they are finished the training school for business phonograph operators will occupy much larger quarters than at present. A large room on the seventh floor of the same building has been secured for the repair department.

Permanent Needle Success.

The Permanent Needle Sales Co., 14 State street, Chicago, have every reason to be gratified with the reception being awarded the new Permanent Jewel needle, the marketing of which they exclusively control. The initial advertisement in The World last month brought orders from all over the country, and the manner in which these are being followed up by substantial duplicate orders convince both Mr. Rosenthal, the head of the com-

pany, and Mr. Levin, the inventor, that the Permanent needle has a very big future before it.

Greeting Visits Aeolian Departments.

O. A. Greeting, manager of the Victor departments of the Aeolian Co., paid a flying visit to Chicago the latter part of last week. He had visited all the other principal branches of the Aeolian Co. before reaching this city, and was therefore able to speak with authority regarding conditions. "Of course the Victor department at Aeolian Co. Hall in New York City has only been in operation a short time," said he, "but it certainly looks as though our most optimistic expectations were to be realized. The concerts at which the Auxetophone appears, accompanied simultaneously by both the Aeolian pipe organ and the Pianola have been exciting unusual interest and enthusiasm. The effect is something remarkable. The Aeolian departments at Cincinnati, Indianapolis, St. Louis and Chicago are all doing an excellent business, and I found the Victrola instruments exceeding in sales those of the other types.

"We find the combination a most happy one. No end of people who have player-pianos have a desire for good vocal music in their homes as well, and, on the other hand, many who purchase a high-grade talking machine soon find the creative and interpretative impulse strong within them and become good Pianola-piano and piano prospects. Our department managers tell me that many of their customers are getting great enjoyment in having the Victor accompany their player-piano. As you know, I was a dyed-in-the-wool piano man before I got into the talking machine game, and for years shared the prejudices entertained by many of my brethren. I have become, however, a sincere enthusiast, and especially so regarding the ideal manner in which the two lines work together in a trade sense."

Dorian on Dictation Machine Development.

Frank Dorian, manager of the Dictaphone department of the Columbia Phonograph Co., was in the city on Friday of last week in the course of a trip among some of the Western branch offices of the company, which took him as far West as Omaha.

"The commercial dictation machine is becoming recognized as just as indispensable a part of the equipment of the modern office as the typewriter or up-to-date filing devices," said Mr. Dorian. "It represents the same advance over stenography as that scored by the typewriter over penmanship and has had to encounter just as apparently insuperable prejudices and obstacles. More rapid progress is being made now than at any time since the introduction of the commercial machine, and in a very short time no professional or business office, no matter how small, will be considered complete without this remarkable labor-saving device.

"The attention of the manufacturers up to the present time has been devoted to the perfection of the machines and blanks, but the next step I believe will be the production of a record which will be easily and conveniently mailable without likelihood of breakage, and the use of the machine by large concerns in transmitting messages of a confidential nature and which they do not wish to reach the ears even of their office subordinates will be greatly facilitated." Mr. Dorian expressed himself as greatly pleased with the demand for Dictaphones, and spoke especially of the good work being done in Chicago. As evidence of the popularity of the company's commercial machines abroad, he stated that they shipped about six hundred Dictaphones to European agents last month and have orders for a similar number now on hand.

Starck's New Victor Department.

The P. A. Starck Piano Co. are fitting up a fine Victor department in the basement of their fine new store at 203-5 Wabash avenue. It is reached by a broad staircase leading down from near the front of the store. There will be a large general salesroom, 20 x 35 feet, corked carpeted and with mahogany framed mirror panels on the walls. The four demonstration booths will be of mahogany, with white enameled and plate-glass panels. Back of the booths will be the record shelving, capable of holding 9,000 records. Tem-

porary quarters are now being occupied on the main floor, and Victor machines and records are lavishly displayed in the immense show window. P. T. Starck, who supervises the retail business of the company, says they will push and advertise the talking machine business vigorously.

Kiess with Wookey & Co.

O. M. Kiess, a former Chicago boy, has been made manager of the talking machine department of Wookey & Co., of Peoria, Ill. He is an experienced and competent man, with an all-round equipment gained in important positions in Chicago and Kansas City and a couple of years in charge of the talking machine department of the Lindenburg Piano Co., of Columbus. Wookey & Co. are an aggressive house, with one of the finest music stores and talking machine departments in the State, and the combination of man and position seems particularly fortunate.

Chapman's Apt Simile.

Rev. J. Wilbur Chapman, the eloquent evangelist, who is at the head of the remarkable "simultaneous revival," now in progress in Chicago, is holding noon meetings at the Chicago Opera House. In his discourse one day this week he used the phonograph aptly by way of illustration. "A member of my family was sent to China as a missionary shortly before the Boxer rebellion," said Dr. Chapman. "We decided to forward some gift which would be waiting for her at her far-away destination when she arrived. We all made our suggestions, but finally that of one of the youngest in the family was adopted and a phonograph purchased. Each one made a record. The old grandfather, tottering on the brink of the grave, dictated his benediction, the mother added words of admonition and cheer, and, finally, the baby sent a gurgling laugh into the horn. You can imagine what those vital, living, soul-filled messages meant to the lonely traveler when she reached the end of her voyage to face the trials and perils of her new field of labor. Now," continued the speaker, holding up a bible, "this book, and I say it in all reverence, is God's phonograph through which he transmits his messages of love, of comfort and of benediction to his children on earth."

L. F. Geissler a Visitor.

L. F. Geissler, general manager of the Victor Co. was in the city last week on his way to the Coast. He spent Sunday with his son, Arthur D. Geissler, general manager of the Talking Machine Co., and on Monday visited the several Victor distributors here, leaving the same evening for St. Paul and Minneapolis. On his way out Mr. Geissler will visit Butte, Spokane, Tacoma, Portland, Frisco, Los Angeles and other Coast cities, and will visit Leon F. Douglass at his home at San Rafael and enjoy a brief season of duck hunting with him. On his return he will visit the Victor distributors at Denver, Salt Lake, Omaha, Kansas City and other Victor jobbing centers.

How Dan Creed Vacationized.

Dan Creed, credit manager for the Talking

**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.



Here's Service for You!

When a customer comes into your store and wants three or four records that you don't have in stock and wants them in a hurry, of course, you, too, want them in a hurry. It is only natural that you should desire to keep the regular trade of your patron.

Show him that you are willing to accommodate. Say to him, "I'll get them for you just as soon as a letter can reach Chicago and the Express Company can bring the records." Nine times out of ten he will tell you to go ahead and order. If he's in a bigger hurry than the mail will allow, send a night lettergram. While it cuts into your profits a little, the good will of your customer more than repays you in increased business.

And at our end of the line the response will be immediate; your records will go out on the first train headed for your town. Not one blade of grass will be allowed to even start under our feet. Whether your order is for a hundred needles or a carload of Victors and Edisons, it will be filled and sent out the same day it is received. That is the kind of service we always give. It is the only kind you can afford to expect.

Our terms are the most liberal known to the trade, hence it will pay you to place your orders with us.

Write us to-day for catalogs and our special dealers' proposition. You lose money every day you delay.

America's
Foremost Distributors
of
Victor
Talking Machines
and
Edison Phonographs

Lyon & Healy

(The World's Largest Music House.)

Wabash Avenue and Adams Street
CHICAGO

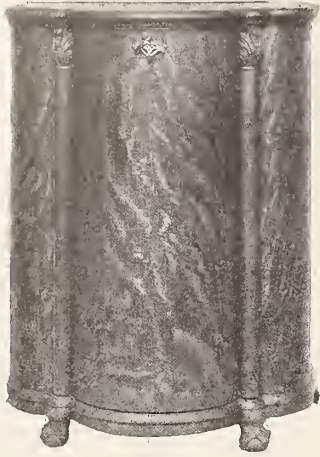
Our Stock
is Complete in every
Detail

Over 100,000
Records on Hand at
all Times

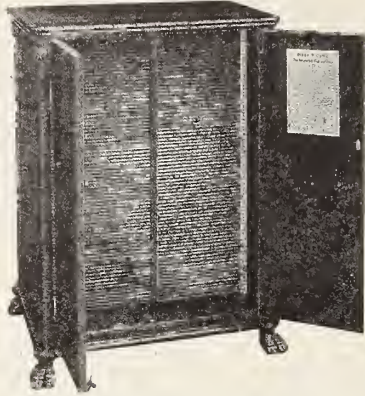
The Salter Line of Patent Cabinets Excels all others

Have you our line in your store?

ORDER NOW!



No. 786 CLOSED



No. 777 OPEN—for Victor No. 11 and 12 Machines or Columbia Elite



No. 778
Will hold Victor No. 11 and 12
Machines or Columbia Elite



No. 782 CLOSED

If you want
High Class Goods we
can accommodate you.

Salter Manufacturing Co.

337-343 N. Oakley Ave.

CHICAGO, ILL.

Machine Co., took a week's vacation last month and put it in at the Victor factory at Camden and among the Victor distributors and dealers in New York. He was greatly impressed with the progress of the Victor Co. as witnessed by the immense additions to the plant erected since his last visit two years ago. "Every Victor dealer should arrange to pay a visit to this remarkable factory," said Mr. Creed. "It would give them an idea of the immensity and the dignity of the business which they could not possibly obtain otherwise. As an office man I was particularly impressed with the remarkable system pervading the Victor offices. Furthermore I was interested in learning how thoroughgoing are their efforts to place the trade on the highest possible level. The work of the company in eliminating that class of trade unworthy of an energy like that represented by the Victor, because of their inability or indisposition to represent it properly, is worthy of all praise and should certainly meet with the approval of live and enterprising dealers everywhere."

Frank Madison, of the contract department of the National Phonograph Co., recently called on the trade here in the course of a Western trip.

Complexities of the Double Record.

A large and husky gentleman of Celtic extraction recently entered a Chicago talking machine store and asked for a certain selection, got it and took it home. The next day he returned in high dudgeon. "Phwat d'ye mane by giving me the wrong record," said he. The clerk simply took the record, whirled it around and presented it to the customer with the side containing the latter's choice uppermost. It was the first time he had met a double-faced record and he went away chastened and enlightened.

A Mongolian Appreciation.

The Chicago office of the Columbia Co. received a few days ago a set of the 171 new blue label double faced Chinese records just produced by the company. When Sim Law, Chicago's only Chinese talking machine dealer, heard of them he came over to 210 Wabash from his store on

South Clark street on the jump. "Gee they're fine—finest records I ever heard. They'll set Chinamen crazy," was Sim's instant verdict. He had the records delivered at once and ordered two more complete sets. Those records will go all over the country. Sim advertises in Chinese papers in Chicago, San Francisco and New York and does a big mail order business.

BALTIMORE'S NEWS BUDGET.

October Business Excellent—Prospects of Record-Breaking Holiday Trade—Cohen & Hughes' Convincing Window Display—Their Fine Department—Sanders & Stayman Also Have Pretty Window Display.

(Special to The Talking Machine World.)

Baltimore, Md., Nov. 5, 1910.

"A big October, the prospects for a larger November and a record breaking holiday trade," is the way one of the leading dealers put it the other day when asked about the status of the talking machine industry, both wholesale and retail, in Baltimore. And his statement is identically the same, only not in those exact words, as those made by the other dealers of the Monumental City.

That attractive window displays are the means of drawing buyers is the belief of the progressive dealers of this city and the result of this is that in most all the stores something original in the windows can be seen. At Cohen & Hughes, for instance, they have a beautiful arrangement of Victor machines, records and other paraphernalia under the caption "A Week With Verdi." The records used of course, are those of the operatic works by the well-known composer of that name and among them are to be found those of selections by Caruso. This firm has been very progressive the past month or so in elaborating on its talking machine section with the result that now it has one of the finest in this, as well as many other cities. The entire second floor is divided off into various departments, while a good part of the first floor is devoted to the manager's office.

Morris Silverstein has again taken charge as manager of the two floors, having entire supervision. He supplants D. D. O'Neill, who came over from Philadelphia several months ago. Mr. O'Neill has returned to the Quaker City. Robert Price is associated with Mr. Silverstein in the retail department of the trade.

Another pretty window display is that at Sanders & Stayman, who handle Victors and Columbias. The display in this instance represents Pryor and Sousa's Band and to make up the show, records are used containing the most popular selections for which this musical organization is noted. The firm, according to Manager Albert Bowden, has just received the first of the new \$75 Victor machines and a consignment of new Columbia machines and records. Both are proving good sellers.

Manager Laurie, of the local branch of the Columbia Phonograph Co., reports business in his particular line to be excellent, with even better prospects. He says that there has been a healthy demand, especially for the hornless Columbia machines, that is for the various styles of Grafonolas. He is featuring this month in the way of a window show the Columbia double disc records which have become quite the fad among talking machine owners.

At the store of E. F. Droop & Sons Co. the report is given out by Manager Roberts that the same good results that have been obtained for the past two months show no signs of abatement. Both the Victor and Edison machines and records are going well.

After much delay and worry, Messrs. Hamman & Levin who run a line of Victor and Edison machines and records, are about to move into their new and spacious quarters at 416 North Howard street. This new store is a handsome new three-story structure, which will be used entirely by the firm. The finishing touches are now being put on and the firm announces that it will be doing business at the new stand by November 16. The firm is now located at 419 North Howard street.

FOR EFFECTIVE WINDOW DISPLAY.

National Phonograph Co.'s New Department to Look After This Important Matter—In Charge of Ora E. Rinehart, an Expert.

An effective window display of machines, records, etc., one that is artistically arranged, is frankly not within the capabilities of every dealer. In the large cities men make a profession of this work, and therefore its value cannot be gainsaid. It is also recognized dealers are apt to clutter up their windows with a heterogeneous mass of material, hence the good it is intended to obtain is negated. The National Phonograph Co., Orange, N. J., have apparently recognized the form of this and similar arguments, and knowing what may be accomplished by a striking window display of the



ORA E. RINEHART.

Edison phonograph and its appliances, have created a special service that will look after this very important part of the business.

The company's new department of window display and general interior arrangement will be in charge of Ora E. Rinehart, who assumed the managerial position October 24. Mr. Rinehart is an expert in this special line, having been actively engaged in producing not only beautiful and costly displays, as the Edison Phonograph Monthly says, but who has successfully proven that at little cost it is possible to produce displays that are both attractive and selling—displays that bring direct results.

Mr. Rinehart is a man of original ideas, and when his plans are perfected and the department fully equipped, a service will be produced that, with the necessary co-operation of the Edison dealers, will increase their sales and be mutually beneficial to the company and themselves.

SAVING MONEY ON WAX.

How One Office Manager of a Large Concern Cuts Down Loss on Records for Business Phonographs.

One of the largest wholesale dry goods and general merchandise concerns in the country uses phonographs for correspondence dictation exclusively. But even with the great saving they have brought about it finds other and additional savings that may be practiced in connection with the machines.

After a test of the machines the manager of correspondence found that the average letter contained 100 words or thereabout, and that often only two or three letters were dictated on one wax record which was made to accommodate 1,500 words of ordinary dictation. This meant a considerable loss, for the entire cylinder had to be shaved to remove 100 words, trimming it down as much as in removing 1,500 words.

Here was an opportunity. Buying records in

quantities of 5,000 at a time, he figured that a loss of 75 per cent. of wax ran into dollars in the course of a year. He sent out orders to have all records cut into smaller sizes, and instructed correspondents to use the size of cylinder that would accommodate the dictation they desired to give. Thus a 100-word letter went on a record cut into thirds, says System. If a man was going to dictate a string of letters he used full-sized records. Before long the system was in general use throughout the various departments, and over \$500 was saved the next year in the cost of wax records.

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., Nov. 10, 1910.

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:

OCTOBER 15.

Algoa Bay, 193 pkgs., \$4,700; Azuay, 12 pkgs., \$516; Callao, 7 pkgs., \$799; Guayaquil, 7 pkgs., \$310; Havana, 31 pkgs., \$1,285; Havre, 20 pkgs., \$440; London, 467 pkgs., \$5,893; Santiago, 6 pkgs., \$197; Santos, 24 pkgs., \$2,006; Savanilla, 67 pkgs., \$6,163; Sydney, 14 pkgs., \$1,828; Valparaiso, 11 pkgs., \$385.

OCTOBER 22.

Barcelona, 2 pkgs., \$100; Bahia, 55 pkgs., \$3,130; Buenos Ayres, 13 pkgs., \$343; Callao, 15 pkgs., \$1,063; Canguay, 6 pkgs., \$156; Colon, 6 pkgs., \$124; Glasgow, 3 pkgs., \$170; Guaymas, 5 pkgs., \$242; Hamburg, 73 pkgs., \$3,208; Havana, 12 pkgs., \$910; 9 pkgs., \$888; 10 pkgs., \$439; Hong Kong, 31 pkgs., \$1,433; Limon, 7 pkgs., \$387; London, 596 pkgs., \$8,599; 2 pkgs., \$125; Manchester, 8 pkgs., \$452; Melbourne, 659 pkgs., \$14,098; Para-20 pkgs., \$1,584; Port of Spain, 7 pkgs., \$557; Puerto Barrios, 28 pkgs., \$724; Rio de Janeiro, 88 pkgs., \$5,496; Savanilla, 73 pkgs., \$6,041; Sydney, 2 pkgs., \$254; Tampico, 20 pkgs., \$576; Vera Cruz, 30 pkgs., \$713.

OCTOBER 29.

Algoa Bay, 29 pkgs., \$1,375; Antwerp, 2 pkgs., \$150; Berlin, 24 pkgs., \$292; 26 pkgs., \$700; Buena-ventura, 5 pkgs., \$194; Buenos Ayres, 200 pkgs., \$8,220; 37 pkgs., \$1,771; Colon, 11 pkgs., \$305; 5 pkgs., \$124; Havana, 18 pkgs., \$496; Havre, 1 pkg., \$129; 9 pkgs., \$308; Hong Kong, 22 pkgs., \$984; Iquique, 1 pkg., \$170; London, 65 pkgs., \$4,761; 660 pkgs., \$10,499; Matanzas, 3 pkgs., \$191; Rio de Janeiro, 49 pkgs., \$4,286; 3 pkgs., \$258; 27 pkgs., \$1,541; Santiago, 4 pkgs., \$273; Savanilla, 7 pkgs., \$728; Shanghai, 4 pkgs., \$120; Southampton, 32 pkgs., \$3,050; 15 pkgs., \$500; Trinidad, 7 pkgs., \$321; Valparaiso, 11 pkgs., \$385; Vera Cruz, 73 pkgs., \$2,260; 63 pkgs., \$4,395; Yokohama, 13 pkgs., \$960.

NOVEMBER 6.

Acajutla—15 pkgs., \$483; Berlin, 66 pkgs., \$2,267; Cartagena, 30 pkgs., \$2,331; Colon, 10 pkgs., \$387; Corinto, 22 pkgs., \$403; Guayaquil, 12 pkgs., \$445; 2 pkgs., \$172; Halifax, 4 pkgs., \$100; Havana, 2 pkgs., \$263; 21 pkgs., \$1,080; Lima, 2 pkgs., \$354; Liverpool, 50 pkgs., \$216; London, 561 pkgs., \$9,587; 58 pkgs., \$3,430; Mazatlan, 14 pkgs., \$306; Para, 4 pkgs., \$486; Santos, 21 pkgs., \$1,501; Savanilla, 19 pkgs., \$632; Tampico, 56 pkgs., \$2,269; Trinidad, 5 pkgs., \$163; Valparaiso, 25 pkgs., \$1,192; 5 pkgs., \$308; 4 pkgs., \$214; 3 pkgs., \$286; Vera Cruz, 124 pkgs., \$5,933.

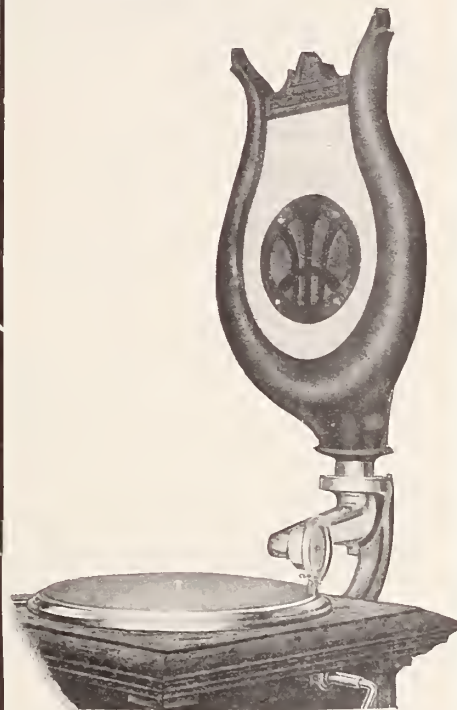
HOW HE INTERESTS CUSTOMERS.

A Columbia dealer in Richmond, Ind., is a Grafonola enthusiast, having purchased several of the machines and many of the high grade records. To interest his customers in the records he secured from the Cincinnati branch librettos of the different operas, with the records shown in both English and the original language in which the selections are sung. In this way his customers can follow the records closely. The dealer reports the scheme very satisfactory and his customers appreciate the records much more when they understand the numbers.

The Resonator

The Last Word
IN TALKING MACHINE Development

(Fully Protected by U. S. Patent)



Reproduces Perfectly all Records, Preserving Tone Quality of Original Production

Be Prepared For The Xmas Rush

DEALERS sell more Records when demonstrated with this device.

Join in the March of Progress.

Many an old machine will take on a new lease of life when the Resonator is shown—It wins over those opposed to a horn.

It grows on you!

Convenience may be seen from above cut. Less space taken up in store and no horn in way when changing record and needles.

TONE QUALITY ITS CHIEF CLAIM

PRICED TO COMPETE WITH BETTER GRADE OF HORN

INQUIRE OF YOUR JOBBER OR
**THE TALKING MACHINE
SOUNDBOARD CO.**

110 West 34th Street NEW YORK

A Columbia Grafonola sale makes sales—your customer will certainly come back often for Columbia Double-Disc Records—and the highest priced Columbia Records, too.



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

HANDLING EMPLOYES.

How a Smoothly Running Business Machine Is Maintained Through Knowledge of This Important Matter—An Instance Cited by A. L. Bain Which Is Worthy of Simulation.

In one of the smaller towns within a radius of a hundred miles of Chicago, is a merchant whose sales force works like clockwork. In fact, he has one of the most perfect mechanisms for making retail sales that it has been my pleasure to observe.

Last week I visited the town and found things running as smoothly as ever. So I questioned him on the matter of hiring and handling his help. I submit, without change or comment, what he said:

"There are two things to study in getting a good working force around you. The first is hiring, the second, training.

"I look a long way ahead for my raw material. I visit high schools and the business colleges once or twice a year. If I see a boy who is bright, has just the right measure of self-confidence and is 'snappy' and alert, I get in touch with him. I make some plausible excuse to get an interview with him. Once I talk with him I can tell to a reasonable certainty whether he will ever make a satisfactory helper. I try to pick a young man who is working his way through school, though these boys are liable to be transient. That's the way I got my best department head, though, by picking up a young man working his way through a business college.

"In my trips through the country I notice the farmers' sons who incline toward trade rather than to staying on the farm or going to school. One of the best hardware salesmen I ever knew, I picked up when he was about twenty-one years old, working on a farm.

"I balance up my force with middle aged and elderly men who want to be assured of a steady and sure income. These men are certain to stay by me; because I can depend on them and I keep them as long as they care to stay.

"It's a constant train, train, drill, drill, for my men. If I learn of a new method or wrinkle through a business magazine or a traveling salesman, I suggest it to the men who ought to use it. They try it, and if it works—as it usually does—we incorporate it into our general plan.

"I urge each man to make a specialty of something; to study it until he's an authority—then I have an 'information interchange,' as we call it. Each man posts the other on his hobby, so I have salesmen who can buy and buyers who can sell, and every man a specialist at that.

"Lastly, I try to pass my men on to better jobs if I believe it to be for their good. Several traveling men who call on me got their start right here; they were too good for me to keep.

"By these methods I have gotten together an efficient force, one in which there are no jealousies, and every one loyal to a man."

Luck is good, but pluck is better and more to be relied upon.

'PHOTO PLAYS FOR SCHOOLS.

The Plan to Follow the Phonograph as an Aid for Teachers.

(Special to The Talking Machine World.)

Minneapolis, Minn., Oct. 28, 1910.

Having found the use of talking machines in the city schools a decided success, President Elwell, of the school board, is arranging for the installation of moving picture machines in all school buildings having auditoriums or assembly halls.

Descriptive schemes of different countries, geographical subjects and industrial pictures will be shown to the students at stated intervals, and it is believed by Mr. Elwell and the board that the innovation will prove successful.

In a large number of the schools in which talking machines have been installed to teach the children to sing, regular concerts are held, which are greatly enjoyed and are at the same time instructive. The children got their first insight of the beauty and depth of grand opera and were made to understand the selections of the great

singers by the teachers. Lectures are to be given on the motion pictures by the teachers.

TALKING MACHINE LITIGATION.

Two cases of the American Graphophone Co. (Columbia Phonograph Co.), New York, against the Victor Talking Machine Co., Camden, N. J., are on the calendar for a hearing November 15 in the United States Circuit Court, Southern District of New York, before Judge Ray.

The taking of testimony in open court before Judge Hough, Circuit Court of the United States, in the suit of the Victor Talking Machine Co. against the Sonora Phonograph Co., New York, was closed during the week ending October 15. The final hearing will probably be reached this month.

Some merchant in every town has the reputation of being the first to have the new things in his line. If you aren't that merchant, why not be? what's to hinder?

THE TEN EDISON DAYS OF "STORCK OF COURSE"

Originality with a dealer's methods of exploiting his goods never fails to hit the mark. The enterprise in this respect of Frank G. Storck, Red Bank, N. J., president of the Eastern Talking Machine Dealers' Association, is well known, and his latest "stunt" is in keeping with the ways and means he has for keeping the Edison phonograph in the public eye. From August 20 to September 1

the glass, as the cut shows. The record title outward, was high enough to be beyond the reach of the small boy. Imitation cracks were made with common laundry soap. The illusion was a complete success and attracted a lot of attention, twenty different people calling up on the telephone within the first three hours to inquire how it was broken, etc. Another feature of his window that



Mr. Storck inaugurated ten "Edison Days" at his store, and he dressed the windows in a novel way, as may be seen in the accompanying illustration, that attracted no end of attention.

Taking a record he sawed it diagonally across, sand-papered it down smoothly and glued it with ordinary hot glue, one piece on the inside and the other on the outside of the window, in such a manner that passersby would think it was stuck in

came in for its share of attention was one of the first models of Edison machines, made about 1877, on which tin-foil records were used. This can be seen in the lower left hand corner of the window. Photographs of favorite Edison artists were also shown, neatly framed, in this highly artistic effort on the part of Mr. Storck, whose reward, in the way of increased sales and compliments passed, was very gratifying.

TRADE NEWS FROM QUAKER CITY.

October the Banner Month with Philadelphia Talking Machine Men—Some Lines of Stock Difficult to Procure—National Co.'s Wagon Proposition a Success—C. B. Bennett Joins Heppes Forces—National Co.'s Newspaper Campaign—Columbia Co. Report Increase of 112 Per cent. for October as Compared with Last Year—Furby Piano Co. in Wilkes-Barre to Handle the Columbia.

(Special to the Talking Machine World.)

Philadelphia, Pa., Nov. 8, 1910.

October was the banner month of the year in Philadelphia with talking machine houses—in fact, it was one of the biggest months the trade has ever had. It was so large that conditions just at the present moment are very much the same as just before an exceptionally fine holiday business, when the dealers find that they have not ordered sufficient stock and are clamoring for more without results. A shortness of stock in certain lines is a very great handicap just at present, and especially in some lines the factories seem to be unable to get out the machines fast enough. The dealers appreciate that they are putting forth every effort, but feel that something ought to be done to anticipate a situation such as this. I understand that several big propositions, which were started in order to create, or rather boost, trade, have had to be called off because the results were so large that the dealers were unable to deliver the goods.

Naturally the man who is craving for business will be very much dissatisfied with such a condition, but it is far better to be fighting for stock than to see it sitting around to be dusted every day. The kind of dust the dealers are looking for is that which goes into their pockets, not on the machines. I venture to say that the talking machine men of Philadelphia never had such dusty pockets as on the first of November of this year.

Since the first of November there has been a slight falling off, but an early recovery is expected. Some of the dealers attribute it to the agitation over the election, and others to the fact that they usually find a little lull early in November, while people are making up their minds as to just how much money they are going to spend at Christmas, and whether they shall buy now or include their talking machine in their Christmas outlay. Everything points to the biggest holiday business in the history of the trade, and from this on all the dealers will exert themselves to that end.

Louis Buehn & Bro. report an active business. With their new store and basement they are able to handle their greatly increased business with much better ease. They have put on sale the new Tone Resonator, and it has met with the approval of the public. They do not expect the Resonator to take the place of the horn, but they believe it will appeal to a large number of their customers.

The wagon proposition of the National Phonograph Co. has not fully been gotten under way, but the results thus far show that it is a scheme that is going to be productive of much business. While work will be done along this line very shortly, it is not expected that it will be pushed very hard until after Christmas, chiefly on account of the factories having all they can do at present to keep the stores supplied.

Edward Martin, formerly with the Heppes house, has accepted a position with the Buehn Co. D. D. O'Neill, formerly at the Heppes house, is back in Philadelphia and expects to accept a position here in a very short time.

The Heppes have secured the services of Chas. B. Bennett, who was formerly with the sales department of the Victor factory, to be their wholesale and retail sales manager. He is thoroughly competent and has already done some good work for the Heppes. W. J. Elwell will remain as general manager and buyer for the Heppes talking machine department. Mr. Elwell reports a satisfactory business. "The only trouble," he says, "we seem to be up against now is in getting goods fast enough from the factory. Orders that have gone into the factories fully four months ago are only now being delivered, and not as fast as we



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

THE SPRUCE MUSIC MASTER WOOD HORN will do more to interest your patrons in a wood horn than anything you can say.

Their attention is attracted by it. You can explain to your customer that spruce is the same wood that is used in sounding boards of pianos, also in violins.

The horn is the sounding board of a Talking Machine. You wouldn't have a tin sounding board in your piano, nor would you get music from a tin violin.

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 to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

should like to see them coming in." The Heppes have only thus far been able to get samples of the Nos. 10 and 11 Victrolas, but they are sure they are going to be big sellers.

The National Phonograph Co. have decided to try a newspaper campaign in this city in a little different way than before. They are using The Evening Bulletin and are bringing influence to bear on the dealer to push the goods, and the two insertions already used have been productive of much good. They are furnishing the dealers with some attractive advertising signs, and their Mr. Rinehart, who is an expert decorator, has been in Philadelphia for more than a week, and has been making a number of attractive window displays for the various dealers.

The Penn Phonograph Co. report the largest October business the firm ever had. They are handicapped for lack of machines, but hope to be able to keep up and furnish all orders promptly. Among the recent visitors to the Penn Co. were Mr. Michaeloski, representing Samuel Landow, of Wilkesbarre, Pa., and A. W. Baird, of Osceola

Mills, Pa. Both men report a greatly increased business in their section.

H. A. Weymann & Sons have recently rearranged their talking machine department by removing entirely the partitions to their first hearing room, leaving it open. The main object is to give the customer to the store, where all sorts of instruments are handled, a chance to see at once that they are extensive dealers in talking machines. Their offices are also open. They still have four fine hearing rooms, and they report that their business in October, like that of the other dealers, has been the largest they have ever had.

The Columbia Phonograph Co. state that their business for October showed an increase of 112 per cent. over the corresponding month of last year. There is every evidence of this to the visitor to their store, which always has the appearance of a beehive of industry. They also note that trade all through the State is showing a marked improvement. R. B. Cope, one of their road men, has just returned from a trip through the Cumberland valley, during which he secured some



Are you ready for Christmas?

The Christmas season is the time of all times when a dealer mustn't let his stock get behind. Customers can't wait indefinitely for goods you haven't in stock, and excuses and apologies don't go.

You should aim to have everything in ship-shape for your holiday trade. But no matter how carefully you plan, you're likely to fall short in some places and have to send a rush order to your jobber.

What if your jobber isn't equal to the emergency? Then you're in a pretty fix! You can't put the blame on the jobber—it's your fault for having such a jobber. The people look to you, not to the jobber.

You'll not find us wanting in any particular. Victors, Victor-Victrolas, Victor Records, record cabinets, fiber cases, horns, needles, repair parts and other accessories are here in large quantities and you can get whatever you want whenever you want it.

All orders are shipped the same day they reach us.

Better send now for a copy of our latest catalog and our booklet, "The Cabinet That Matches", and keep them where you can easily refer to them.

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.
83 Chambers Street New York



very nice orders and opened up some excellent prospects for new dealers. R. B. Robinson, another traveler, is up the State at present and is sending in some very nice Christmas orders.

Manager Henderson, of the Columbia Co., was in Allentown, Wilkesbarre and Reading three days last week, having a little look over the situation. He reports everything very satisfactory. The employes of the store are planning a theater party and dinner on January 4, to finish up the year with a little festivity. Marion Dorian, the treasurer of the company, was here last week on a tour of inspection.

The W. H. Furby Piano Co., of Wilkesbarre, have just opened up a Columbia talking machine department, handling Columbia goods only. The local house sent up to Wilkesbarre one of their expert decorators, who fixed them up some of the finest talking machine departments in Pennsylvania. Mr. Furby reports that he is delighted with it and expects to do a large Columbia business. They report that they are able to get goods from the factory as fast as they want them, and are able to fill dealers' orders within a very reasonable time. They are expecting to get a new Grafonola style this week, and predict it will be a great favorite. About the end of November they expect to get the Grafonola "Mignon" in oak and finishes other than mahogany. The oak will be a regular product. On November 15 they will have a Grafonola concert at Odd Fellows' Temple, and on November 16 will have another concert at the Church of the Transfiguration in West Philadelphia.

THE COLUMBIA IN WASHINGTON.

Making a Great Record in the Way of Sales—The Best Showing of Any Year on Record—Graphophone for Senator Bailey—Dictaphones for Hospitals and Government Institutions—Marion Dorian a Visitor.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 7, 1910.

Marion Dorian, auditor of the Columbia Phonograph Co., General, visited Washington this week and seemed to be greatly pleased over the showing made for the month of October, which is about the normal business of the Columbia's store when compared with that of 1905 and 1906. The sales were more than double that of October, 1909. Mr. Dorian was compelled to remain over a day in order to take up certain matters with H. C. Grove, manager, as he is so busy that they could not get together.

The local Columbia establishment claims to have the services of the best retail salesman in the United States in the talking machine business. This is W. T. Graves, the assistant manager of the store, and he and his team are one of the familiar sights of the national capital. He can be seen any day, winter or summer, with a load of graphophones, and many a sale has he made simply by having the goods exposed, as he drives from prospect to prospect. Practically every fire engine house in Washington has a graphophone which Mr. Graves sold them.

One of the most interesting places where Mr. Graves has sold a machine is in the district morgue. The assistant morgue master and his wife have apartments over the morgue, but they enjoy their graphophones just the same as though they lived elsewhere.

Senator Bailey, of Texas, and Mrs. Bailey, who have just purchased a \$30,000 home in this city, are owners of a BD graphophone and outfit, which they greatly enjoy.

The quickest sale of a Grafonola Regent was made by Mr. Grove a few weeks ago. The Regent was in the window, when a gentleman passing saw it, stopped in front for fully five minutes, came in, asked the price and paid for one, and was out and on his way home in less than fifteen minutes. If there are any quicker sales of Grafonola Regents than this the clever Columbia manager would like to hear about them.

The Columbia store has just been refinished, and a special room has been set apart for the

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.**



demonstration of Grafonolas and grand opera records.

The Chesapeake Coal & Coke Co. recently installed ten of the latest style Dictaphones. Herman Pechin, expert court reporter, has just opened an office for himself in the Columbian building and has installed Dictaphones. The Walter Reed Hospital, one of the largest in the South and maintained by the War Department, has recently installed Dictaphones. Two Dictaphones were sold to the Bureau of Ethnology, Smithsonian Institute, which are being used in the field in getting the voices of some of the fast disappearing tribes of Indians.

VICTOR CO.'S VERDI WINDOW

Now Being Sent Out to the Trade Has Won the Highest Approval and Appreciation.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 1, 1910.

In sending out their literature in connection with the "Victor Ready-Made Window Display No. 19"—a Verdi window, by the way—the Victor Talking Machine Co., Camden, N. J., briefly describe it as follows: "A handsome Verdi bust nineteen inches in height is standing on the Victrola. Winged cupids (hand-painted in colors) are crowning the famous Italian with a wreath of roses. Over the bust is the large transparent sign 'Gems from Verdi on the Victor,' flanked on either side by ornamental canopies with cupids holding baskets with flowers on which appears the name of the two complete operas, recorded on the Victor. The rest of the details need little description as the picture tells its own story." Of this portion of their factory, presided over by the artistic Ellis Hansen, the Victor Co. also say they have received "so many standing orders in the last few weeks that we were temporarily swamped in the window display department."

FORGET THE UNPLEASANT THINGS.

"Very often a business man will find fault with the weather, the bad state of trade, the lateness of the season, and work himself into a doleful state of mind. Then he will happen to look over the records and find that the sales are just about equal to the same period of the preceding year or perhaps even a little ahead. The reason is that the unpleasant things that happened last year are forgotten, while the unseasonable weather of today and the slow sales of yesterday loom up very large and overshadow everything else. Then next year the little unpleasanties that worry us now will be forgotten in the work of harvesting the new crop of cussedness."

Of all the cankers of human happiness, none corrodes with such a silent, yet so baneful, an influence as indolence.

The one complete line — Columbia Grafonolas, Columbia Disc and Cylinder Graphophones, Columbia Double-Disc and Indestructible Cylinder Records— with Columbia exclusive selling rights— is a sure profit-giving investment, absolutely safeguarded.



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

THE TRADE IN CINCINNATI.

Business Shows Steady Improvement and Dealers Are Pleased with the Outlook—Columbia Co.'s Gratifying Report—New Style Victrolas Popular—Talking Machine Dealers of Ohio Meet in Columbus—Aeolian Co. Enlarge Talking Machine Department—Jobbers Urging Dealers to Get in Orders Early.

(Special to the Talking Machine World.)

Cincinnati, November 8, 1910.

Good business seems to have been the portion of the Queen City end of the talking machine world. All the dealers appear to be well satisfied with the results of October and look forward to November and December with a most optimistic frame of mind. There is a general tendency to enlarge the working forces of the large houses. Salesmen were dropped pretty freely last summer, and now the vacancies are being filled.

Manager R. J. Whelen, of the Columbia Phonograph Co., reports business to be fine in every department. In a chat with the writer he said:

"We have about doubled the business of last October, and look for a record breaking business between now and Christmas. The volume of the business has not only been satisfactory, but the class of business has been most encouraging, as the demand has been strongly in favor of the higher grade instruments, Grafonolas and new grand opera records, this demand being higher on the whole than during any previous year.

"The dealers report that it has been the best month they have had this year, and one of the best they have ever had. They are enthusiastic over the complete line of Grafonolas offered them, and the wide field it opens to them. They are making the most of this, too, judging from the numerous orders and re-orders received from them for the Grafonola type.

"We are urging all of our dealers to get their orders in now for their Christmas stock of goods, and many of them have already placed their orders, anticipating their demand. The run on the new \$17.50 BZ Disc Graphophone has been the largest known on any type of Columbia machine put on the market for years, and while we are shipping them out daily and receiving large orders from our factory, we are a month behind on these orders.

The orders received for the new style Victor Victrolas at the Rudolph Wurlitzer Co. are far in excess of the company's expectations, and November and December orders are piling up fast. In the retail department a number of inquiries for the new Victrolas have been received, indicating a large holiday trade in this line. The sales of Circassian Walnut Victrolas and red seal records has also been extraordinarily good. In fact, the whole retail trade indicates that the musical public are interested in the high grade machines and records.

The Retail Talking Machine Dealers of Ohio will hold a meeting in Columbus, Nov. 9, and Frank Mahret, of the Rudolph Wurlitzer Co., has been requested to give a talk on "The Selling of High Grade Talking Machines and Records."

Manager L. H. Ahaus, of the talking machine department of the Aeolian Co., reports that business has been very good for the month of October and, from the present outlook, expects to do a tremendous business for the two succeeding months. They have already sold the samples received of the new style Victrolas and feel confident that the new \$75 machine is going to prove a big seller.

The Aeolian Co. have enlarged their talking machine department, having added two additional rooms on the second floor of their building for the display of the smaller machines.

The talking machine shop of the Lyric Piano Co., on Race street, is under way. Manager Stever yesterday reported a satisfactory start and believes his department will become one of the factors in the local machine world.

At Krolage & Groene's establishment, the successor of Groene & Co., repairs are still under way, but another month will find everything in shipshape condition. The large stock of talking machine goods has been considerably reduced and arrangements made for handling that department on a strictly dealer's basis.

The Milner Music Co. have rung up quite a number of sales during the month, and new blood has been added to the force. W. A. Timmerman, who was formerly in charge of this store, resigning several months ago to accept an offer from the Aeolian Co. at St. Louis, has returned to Cincinnati. He is with the local branch of the Aeolian

Co., helping out in the talking machine department as well as in the sale of pianos.

At John Arnold's store, 507 Elm street, much repair work is coming in which has helped to keep all hands busy. He believes the outlook to be most encouraging.

THE VALUE OF TIME.

One of the most successful men of America, when asked to what he attributed his success, replied, "I built my fortune on the dial of my watch; seconds became pennies, minutes became dimes, hours became dollars. I gave a money value to every tick, and took advantage of everything that economized time. I never procrastinate; I keep my eyes and ears open for opportunities. I don't know that there is any particular rule or law of success, but I'm pretty sure that one of the foundation principles is, 'Don't Lose Time.'"

VALUE OF A WORD OR A NOD.

How easy it is for the merchant or his clerk to give a nod of welcome or a word of excuse to those who cannot be immediately served. The man who has been thus pleasantly greeted and told that he would be attended to in a minute will wait cheerfully, where he might leave the store in ill-humor if his presence were entirely ignored. Just ordinary courtesy costs nothing, but it pays.

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.

VICTOR DAY AT WANAMAKER'S

Inaugurated by Manager Gerson, of the Talking Machine Department, for the Exploiting of the Coming Month's Records—How the Plan is Worked Out—Special Invitations to Talking Machine Owners and Prospects—A Step in Advance.

In the matter of talking machine recitals and concerts, Louis Jay Gerson, manager of the departments in John Wanamaker's stores, New York and Philadelphia, has inaugurated a "Victor Day," in which the coming month's records are exploited for the benefit of the business and is programmed as the "Regular Monthly Demonstration Day." All customers are notified to attend on the 28th day of each month, when the records go on sale. On this day the new records are played for the first time, accompanied by the great pipe organ. The musical program is divided so as to present three separate concerts: A popular concert is given in the morning, the Broadway hits and rag-time music being played between 9 and 11 a. m.; from 11.30 to 1.30 a semi-classical concert is given in which is played a better class of music, and the classical recital is held at 3 o'clock in the afternoon, and for two or more hours nothing but Red Seal records are played.

All talking machine owners and customers of the store interested in Victor records are invited to these recitals. October 28, when the first event of this kind occurred, the average attendance at the concerts was a thousand people and they were very enthusiastic and showed much pleasure at the renditions which were produced on the stage from a Victrola accompanied by the big organ played by Alexander Russel.

Mr. Gerson, in speaking of this innovation, says he feels that this is a step in advance, and a very economical one for the house inasmuch as a great deal of time that is ordinarily spent by the salesman in playing the monthly records is overcome by having as many people as is possible to hear them played at one time. Order blanks are provided and distributed to the audience; in fact, made part of the program and customers are enabled to indicate thereon the records they desire to purchase and at the end of the concert left with the Victor salesman as their order to be filled and delivered. The same thing is being done in Egyptian Hall, of Wanamaker's store in Philadelphia, and it will be continued as a regular feature of the talking machine section.

Another detail that should recommend itself to careful, progressive dealers, originated and intro-

duced by Manager Gerson, is the use of sealed envelopes, whereby every purchaser of a record will receive only absolutely new, perfect and unplayed discs. The sealed envelope keeps the records just as they are received from the factory of the Victor Talking Machine Co., where each one is tested for efficiency, material and workmanship. Mr. Gerson is to be congratulated upon his perspicacity.

BUSY TIMES IN ATLANTA.

Phillips & Crew Co. Now Located in New and Larger Quarters—Atlanta Phonograph Co. to Move to Larger Quarters on Wall Street.

(Special to the Talking Machine World.)

Atlanta, Ga., Nov. 5, 1910.

The Phillips & Crew Co., who for the past twenty-five years have been located at 37 Peachtree street, are now settled in a handsome new five-story building at 82-86 North Pryor street, to which they moved on October 1. The talking machine department under the management of L. V. Webb occupies the entire third floor of the building, and the sales and display room for Victor and Edison machines and records is said to be one of the largest in the South.

The Atlanta Phonograph Co., who handle the Edison line at 10 Walton street, will move into larger quarters at 4 Wall street on November 15, where they will be settled in time to handle the large holiday trade which they expect to develop.

SUCCESS OF THE RESONATOR.

Newest Device to Improve Talking Machine Reproduction Brings Reorders from Many Dealers Who Have Put in Sample Lines.

The Talking Machine Soundboard Co., 110 West Thirty-fourth street, New York, who have been exploiting the Resonator, the sound reproducer built with a spruce soundboard and which takes the place of the horn on the talking machine, report a large and steady demand for that product and the receipt of a number of reorders from jobbers and dealers who have disposed of their sample stocks and realize the possibilities of the Resonator.

The goods are now coming from the factory in large quantities, and the demands of the trade all over the country are being met with dispatch, it being the desire of the Talking Machine Soundboard Co. to have the dealers well supplied with Resonators before the holiday business begins in

earnest. There is no question but that the guaranteeing of prompt deliveries will do much to further the cause of the Resonator.

The details of this new and original reproducer and the work it accomplishes have been described at length in previous numbers of The World, and the trade at large is familiar with the various principles observed by L. P. Valiquet in the designing and constructing of the newest medium for improving the reproduction of the average talking machine. The Resonator must be seen and tested if its virtues are to be fully appreciated.

DECOYED GAME WITH "PHONYGRAPH"

Greenhorn from "Bosting" Surprised Ace Goodhill, the Maine Trapper, by Attracting Geese to Within Range of His Rifle with Talking Machine and Record of the "Honks."

"Talk about your city folks bein' green in the woods! I want to tell ye that it don't allus do for us folks to be too sure we know it all," said Ace Goodhill when he came in this week from Moluncus Lake to get a new pair of moccasins.

Last time Ace was down from the lake he told of the greenest kind of a greenhorn who had joined his party of campers, and the yarns he spun gave the villagers many laughs.

"It was this way," he explained. "That young feller Burt from Bosting who thought a doe was a shee moose when he came into the woods, sot his mind on shootin' some geese, and you couldn't get him shet of the idee. 'I've eat 'em to home,' says he, 'and they're mighty tasty. I would ruther have 'em than anything I knows on,' says he. So there was no other way but to go shoot some.

"But I never seen geese so tarnation wild. Why, after the sports had bang-whanged all around the lake for deer since the opening of the season you couldn't get nigh a goose, and, though we tried it three days we didn't get a feather. I tried all the tricks I knowed, and finally on the fourth day I did manage to wing one and fetch him to the canoe honkin' and squawkin' at a great rate. I was just goin' to put the critter out of mis'ry with the paddle when young Burt spoke up, and, says he:

"Don't kill him till I can git a record o' his voice with the phonygraph," says he. "With what?" says I. "The phonygraph," says he, and begun to paddle to camp like all possessed, whilst I hung to the goose.

"I didn't know what in tarnation he was up to, but he was boss, so I kep holt o' the goose, and it wa'n't long before we got to camp and set the phonygraph to goin' while I prodded the goose to make him honk. Then we finished him for the pot. Wall, I never heard the likes on't. When we sot the machine to goin' it let out the goldarndest honks ye ever heard, and as natural as anythin', and all over the lake the geese began to get up off the water and fly around to see what had happened to one o' their brethren.

"That there'll fetch 'em," says young Burt, and loadin' the machine into the canoe we sot out for the lower end of the lake, where we had a blind amongst the eel grass. We loaded the guns, sot the phonygraph to goin' and laid low. It wa'n't long before all the geese on the lake begun to git up and fly around, answerin' the machine and gettin' nearer and near till they come within range. This was our signal for lettin' flicker, and the way they fell was a caution."

DELIVERY WAGON STIMULATES TRADE.

A new departure in the selling of phonographs in Willimantic, Conn., has been inaugurated by The A. C. Andrew Music Co., dealers in the Edison phonograph. A handsome delivery wagon bearing the name "Edison Phonograph" and The A. C. Andrew Music Co.'s name has been secured, and will be used in canvassing the country districts. The wagon, which is made by the Studebaker Co., of South Bend, Ind., is especially equipped for this business and has a cabinet capable of carrying 540 records and 18 machines.

Make your customers your friends, and especially keep a hold on the old ones.

THE SENECA

☞ Here's the new disc rack equipped with board shelving.

☞ Openings are 3 inches wide, over double the width of our other disc racks.

☞ It is 46 inches wide and 51 inches high. Four shelves for 10-inch discs. One for 12-inch.

☞ Finish in bright or dull copper.

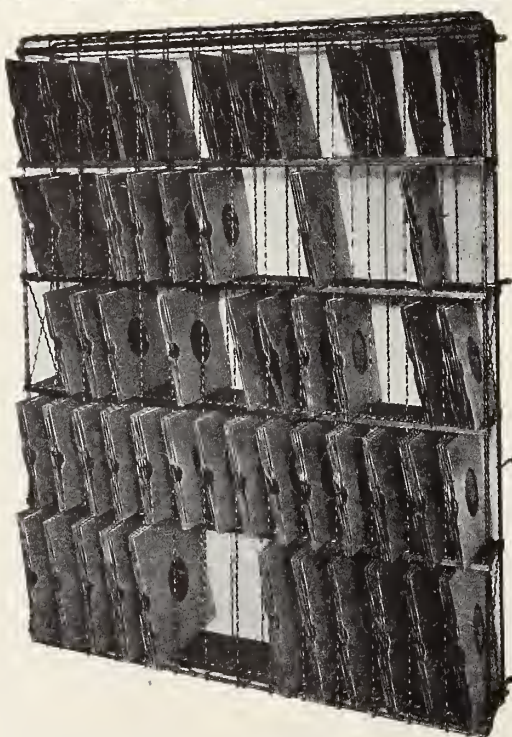
☞ Price is \$14.00, envelopes not included.

☞ "The Heise System" of wire racks is the "last word" in stock carrying systems.

ORDER NOW

SYRACUSE WIRE WORKS, Syracuse, N. Y.

Canadian Representatives: R. S. WILLIAMS & SONS CO., Toronto and Winnipeg



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to the Talking Machine World.)

Washington, D. C., Nov. 8, 1910.

TALKING MACHINE DIAPHRAGM. William W. Young, Springfield, Mass. Patent No. 973,735.

This invention relates to improvements in reproducing diaphragms for talking machines, and consists of thin, imporous, sheet material having perforations therein, which material may have burs or bosses thereon and a filling and coating in the perforations and on one or both sides, said filling and coating having been hardened by compression and heat. Or, differently stated, it may be said that the new diaphragm consists of thin, perforated material either with or without burs thereon, and if with burs then either with or without them in a flattened condition, and either with or without the filling and coating hardened by compression and heat, the diaphragm in the first case being of one material or homogeneous and in the second case of different materials or heterogeneous.

With the mica and the ordinary sheet metal, reproducing diaphragms commonly used in talking machines, it has not been possible to obtain the best results from such machines, because neither of these diaphragms is capable of producing such results; moreover, the mica diaphragms or discs, which greatly exceed in number the ordinary sheet-metal diaphragms or discs, are very fragile and also expensive, since there is a great waste incident to procuring discs of the proper size and character; the mica discs, too, deteriorate with use.

The primary object of the invention, therefore, is to provide a substitute for mica, ordinary sheet-metal, and other kinds of diaphragms heretofore employed, which substitute is durable and does not deteriorate, is resilient and resonant, is impervious to moisture and unaffected by climatic changes especially when coated, and is capable of giving out clear, loud, and distinct tones of great depth and volume, of evenly distributing the sound waves and making a quick, complete and perfect recovery, and of lessening to a great extent all alien and discordant noises, such as blasts and scratching sounds, which are so prevalent with the ordinary diaphragm.

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—Fig. 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 burs 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.



Fig. 1.



Fig. 2.



Fig. 3.



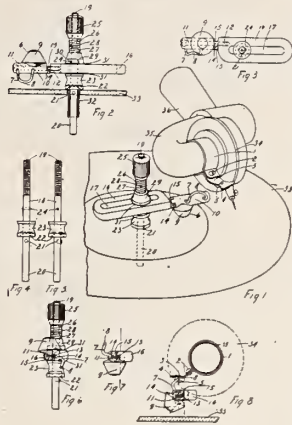
Fig. 4.

AUTOMATIC CUT-OFF AND STOP FOR SOUND-REPRODUCING MACHINES. Wilford G. Altenburgh, National City, Cal. Patent No. 972,794.

This invention relates to an improved automatic cut-off and stop for sound-reproducing machines, and is more particularly adapted to machines using the disc record.

The objects are—to provide a simple, cheap, safe and positive means for automatically raising the needle and stopping the machine at the end of the record, or at any predetermined point when desired; further, it is adjustable to different records and is adaptable to different makes of machines now in use and may be used therewith.

Fig. 1 is a partial perspective view of the sound-reproducing mechanism and showing the automatic cut-off and stop complete as used therewith. Fig. 2 is an elevational view of part of the device assembled. Fig. 3 is a top view thereof.



Figs. 4 and 5 are side views of spindle 20, the one transverse to the other. Fig. 6 is a transverse elevational view of Fig. 2. Fig. 7 is a detail of the arm with the stop attachment thereon, and Fig. 8 a side view of the portion on the sound tube, in connection with the arm and its attachment, showing the sound box and needle in dotted lines after the machine is stopped.

MANDREL FOR PHONOGRAPHS. Henry N. Kistner, Zion City, Ill., assignor to Robt. F. Mueller, Chicago, Ill. Patent No. 973,203.

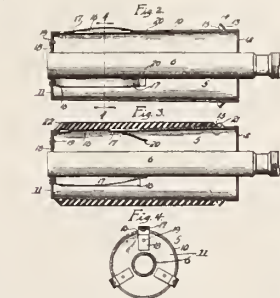
The present invention relates to a mandrel used in connection with a phonograph, for the purpose of holding a phonographic record. In use, the mandrel is actuated to rotate the record for the purpose of bringing every portion of the record into engagement with the needle of the phonograph.

One object of the present invention is to design a mandrel which will accommodate the record and permit it to be readily slipped thereon and retained in position under various conditions of heat and cold, which varying conditions act upon the substance composing the record to change its size.

Another object of the invention is to form an abutment upon the mandrel to prevent the record from being slipped too great a distance thereon.

A further object of the invention is to form a cushion upon the mandrel, against which the end of the record strikes when it has been forced to the desired distance upon the mandrel.

In the drawings, Fig. 1 is an elevation showing the mandrel in operative position, and showing a portion of the mechanism for operating the needle and mandrel; Fig. 2, a sectional elevation of the mandrel; Fig. 3, a view similar to Fig. 2, showing a record in place upon the mandrel, and showing the abutment formed integral with the body of the mandrel; and Fig. 4, a section on line 4-4 of Fig. 2, looking in the direction of the arrow.



HORN. Edward A. Leet, New York, N. Y. Patent No. 972,003.

These improvements relate to the configuration of sound-transmitting horns and are applicable to various uses, particularly for use in connection with phonographs, gramophones and similar instruments, and are designed to obviate "interference" and harshness, and to modulate and blend the various notes and tones in transit.

The invention consists in the specific construction and arrangement of parts shown, described and claimed, distinguishing features being a concave deflecting surface which is essentially a quadrantal segment in central longitudinal section, situated obliquely opposite the inlet passage with the axial line of the latter in coincidence with the center of said deflecting surface; and in a modulating chamber situated back of and coinciding with said concave deflecting surface, said modulating chamber being formed with one or more openings through the anterior deflecting surface which perform the same function that the nasal passages do for the human throat by increasing resonance and relieving and obviating all tendency to muffle the sound.

In fact, the modulating chamber and its openings through the anterior deflecting surface may be likened to the nasal cavities in that they increase resonance while rendering the timbre more clear and distinct, at the same time neutralizing and counteracting stiffness and harshness emanating from the metallic diaphragm of a phonograph or other source of sound vibration.

In the accompanying drawings, Fig. 1 is a side elevation of a horn embodying this invention; Fig. 2, a central vertical section thereof. Fig. 3 is a section on plane of line 3-3 Fig. 2; Fig. 4, a diagram illustrating a modification.

PHONOGRAPH-REPRODUCER. Harry B. McNulty, East Cleveland, O., assignor by mesne assignments to the United States Phonograph Co., Cleveland, O. Patent No. 972,013.

The object of the invention is the provision of a reproducer for use in a phonograph intended to optionally play upon records having 100 and 200 threads to the inch, respectively, or as they are currently known, "two-minute" and "four-minute" records. The subject matter of this application, it should further be explained, has in the main been divided out of the co-pending application filed November 9, 1908, Serial No. 463,942, wherein such reproducer is shown in conjunction with suitable mechanism for automatically adjusting the same for the two uses in question.

In said annexed drawings: Figs. 1 and 2 are partly sectional and partly side elevational views of a reproducer embodying the improvements in question, with the stylus lever shown in operative and inoperative position, respectively; Fig. 3 is a perspective view of the stylus lever of such reproducer; Fig. 4 is a similar perspective view of a slightly modified form of such stylus lever; and Figs. 5 and 6 are respectively a perspective view and a transverse section of a stud or pin for supporting the stylus lever on the floating weight of the reproducer.

AUTOMATIC CHECK FOR PHONOGRAPHS. John J. Morrissey, White Bear Lake, Minn. Patent No. 973,205.

This invention relates to improvements in automatic mechanism for stopping the motor of a phonograph when the reproducer has reached the end of the record cylinder.

An object of the invention is to provide an extremely simple and inexpensive device of this character

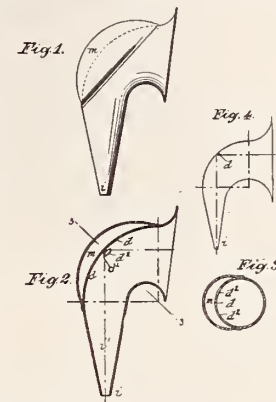
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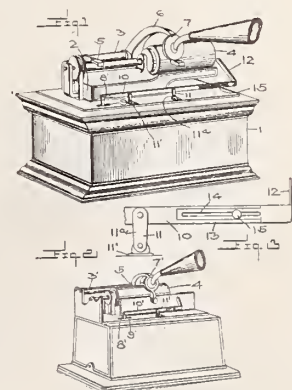
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As surely as Constantino, Cavalieri, Bronskaja, Boninsegna, Mardones, Blanchart, Campanari and Bispham draw great audiences to hear them, so surely do the Columbia Grand Opera Records by these self-same artists, draw business to the Columbia dealer. Get Columbia exclusive selling rights and connect this business with your cash drawer.



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

which may be readily attached to phonographs at present constructed and which may be adjusted to conform to the various lengths of the records which are upon the cylinder.

Another object is to provide a device which will be automatically set in the proper position for stopping the motor of the machine, when the starting lever has been moved to its proper operative position.

A further and more particular object is to provide a controlling lever and support therefor of novel and simple construction.

In the drawings: Fig. 1 is a perspective view of the large size type of phonograph, showing the stop mechanism applied thereto, Fig. 2 is a similar view of a smaller size type of machine, with a slight modification of the device, Fig. 3 is a detail view of the controlling lever, comprising the invention.

TRIMMER FOR PHONOGRAPH RECORDS. John David Rockhill, Conrad, Ia. Patent No. 974,435.

This invention is designed to be used in the nature of an attachment that may be readily, quickly and easily attached to or detached from an ordinary phonograph in place of the cylindrical frame that contains the reproducing instrument.

The object is to provide a trimming device of this kind, of simple, durable and inexpensive construction that may be readily and quickly adjusted to trim off the records to any depth of cut desired; and, more specifically, it was the inventor's object to provide a cutting tool of such shape and size as to trim a phonograph record without chipping or breaking the record, to thereby properly prepare a record for use in such a manner that its surface is well adapted for receiving impressions.

This invention consists in the construction, arrangement and combination of the various parts of the device, whereby the objects contemplated are attained.

Figure 1 shows a central, sectional view of a device embodying this invention, the cutting tool being shown in engagement with a portion of a

phonograph record. Fig. 2 shows a sectional view on the line 2— of Fig. 1, and Fig. 3 shows a perspective view of the frame for holding the trimming tool.

RECORDS FROM NEW MATRICES.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, recently sent the trade the following:

"In order to keep our records up to the highest standard of present-day recording, we frequently remake matrices of selections that were recorded some time ago. We have remade the following selections. Records from the new matrices will be in product very soon—10-inch: 354. 'Die Wacht am Rhein,' played by Columbia Band. 417. 'Handicap March,' played by Columbia Band. 4095. 'National Guard March,' played by Prince's Band. The foregoing selections are included in the following double-disc records: 354, A60, 417, A33, C83, 4095, A704."

END OF DUPLEX PHONOGRAPH CO.

Affairs of the Company Now Officially Closed Up—Creditors Secured but 20 Per Cent. of Their Entire Claims.

(Special to The Talking Machine World.)

Detroit, Mich., Oct. 30, 1910.

The sequel of the order of Judge F. E. Knapen, of the U. S. Circuit Court in Kalamazoo, Mich., compelling the Duplex Phonograph Co., of this city, to discontinue business was revealed this week. The Duplex Phonograph Co. were doing a large business and were backed by wealthy men and had a strong financial rating until the Victor Talking Machine Co. secured an injunction in the circuit court restraining the Duplex Co. from infringing upon their patents, which later was made permanent. This order threw the company into the hands of a receiver and Charles Q. DeFrance was appointed receiver and E. J. Phelps trustee by the court. Mr. DeFrance and Mr. Phelps asked the court last week to grant an order closing up the affairs of the company and the order was issued. Despite the fact that previous to the injunction being issued the company was on a good solid financial basis, the receiver and trustee reported to the court that there was no money to pay the unsecured claims, and creditors under the bonds and

mortgages of the company secured but 20 per cent. of their entire claims. The company's indebtedness was placed at \$45,000 and but \$9,000 was secured by the sale of the property belonging to the company, and this was devoted to the partial payment of the secured claims.

RECORD FOR RAPID DELIVERY.

How V. W. Moody of the New York Talking Machine Co. Scored in Setting Up an Auxetophone in the Talking Machine Department of Gimbel Bros. in New York.

A new record for the rapid delivery and setting up of Victor Auxetophones was scored last week in connection with the talking machine department of Gimbel Bros. J. H. Dodin, manager of this department in the big new store, telephoned at 3 p. m. the other day to V. W. Moody, of the New York Talking Machine Co., asking to have an Auxetophone delivered, set up and playing that same afternoon. Mr. Moody got busy with C. P. Chew, of the Victor Co., who happened to be on the spot, and with A. H. Dodin, the New York Co.'s Auxetophone expert. Although Mr. Chew had to travel to the other end of town to expedite the delivery of the machine's motor, the Auxetophone was delivered, set up and started playing at 4.45 p. m. that same day. If this is not a record, we should like to be shown.

HANDLING COLUMBIA LINE.

A. G. Rhodes & Son, who opened new stores in Macon, Ga., and Pensacola, Fla., have places also in Augusta, Ga., Tampa and Jacksonville, Fla., and Chattanooga, Tenn., in all of which they carry extensive stocks of the Columbia Phonograph Co.'s product. George P. Metzger, manager of the Columbia Co.'s advertising bureau, prepared the opening announcements in the local papers for the Messrs. Rhodes, in which they used full pages in two of the dailies, and in acknowledging their indebtedness for them they say: "I wish to thank you very much for those two nice ads that you so very carefully and efficiently prepared for me to use as our opening ad and I used both of them just as you sent them and made no change whatever in their construction. The responses from these ads have indeed been gratifying."

CAN'T SELL BELOW STATED PRICE.

John Rawling, Scranton, Pa., has been restrained from selling Edison goods at less than established or contract prices by Judge R. W. Archibald, of the United States Circuit Court, Middle District of Pennsylvania. The motion for a preliminary injunction was argued Oct. 31 by counsel for the National Phonograph Co.

The talking machine department of Chas. H. Ditson & Co., in charge of John J. Wood, is making a fine record of sales for so early in the season. Mr. Wood says he expects a tremendous holiday trade.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC-PLAYERS

MADE BY

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

RECORD BULLETINS FOR DECEMBER, 1910

NEW COLUMBIA RECORDS.

- COLUMBIA 10-INCH DOUBLE-DISC RECORDS.
 A927 Good-Bye, Betty Brown (Morse). Tenor Solo, Orch. Accomp. Harry Tally
 'Scuse Me Today (Harris). Tenor Solo, Orch. Accomp. Byron G. Harlan
 A926 Medley of Chas. K. Harris Hits, Part 1 (Arranged by C. A. Prince) Prince's Orchestra
 Medley of Chas. K. Harris Hits, Part 2 (Arranged by C. A. Prince) Prince's Orchestra
 A917 Silver Bell (Wenrich). Tenor and Baritone Duet, Orch. Accomp. Henry Burr and Frank C. Stanley
 Kerry Mills' Barn Dance (Mills). Tenor and Baritone Duet, Orch. Accomp. Byron G. Harlan and Arthur Collins
 A924 It's Always June When You're in Love (Harris). Tenor Solo, Orch. Accomp. James Reed
 I Miss You, Honey, Miss You All The Time (Harris). Soprano Solo with Chorus, Orch. Accomp. Ada Jones and Chorus
 A928 Oh You Dream! (Jerome and Schwartz). Baritone Solo, Orch. Accomp. Ed. Morton
 Here Comes a College Boy (Bowers). Tenor Solo, Orch. Accomp. Frederick V. Bowers
 A923 Butty and I—March (Martin). 12th Regt. N. Y. N. G. Drum and Bugle Corps
 Pompton Jig and Butch Bruen (Martin). 12th Regt. N. Y. N. G. Drum and Bugle Corps
 A922 O Come, All Ye Faithful (Adeste Fideles). Brass Quartet and Organ Accomp. Columbia Mixed Quartet
 Some Sweet Day Bye and Bye (Deane). Tenor and Baritone Duet, Orch. Accomp. Harry Anthony and James F. Harrison
 A920 In Cellar Cool (Fischer). Bass Solo, Orch. Accomp. William McDonald
 Rocked in the Cradle of the Deep (Knight). Bass Solo, Orch. Accomp. William McDonald
 A918 The First Noel. Unaccomp. Invincible Male Quartet
 Medley of Christmas Carols (Arranged by C. A. Prince). Columbia Brass Quartet
 A921 Seeing Nellie Home (Fletcher). Counter-tenor Solo with Quartet Refrain. Frank Coombs and Brunswick Quartet
 Mollie Darling (Hays). Counter-tenor Solo, Orch. Accomp. Frank Coombs
 A925 The Love Dance—Intermezzo, from "Madame Sherry." (Introducing "Every Little Movement.") (Hoschna). Prince's Orchestra
 The Birth of Passion, from "Madame Sherry" (Hoschna). Prince's Orchestra
 A919 Christmas Bells (Weihnachtslied) (Buttschardt). Violin and Harp Duet. George Stehl and Carl Schuetze
 Santa Claus' Workshop (Phillips). Descriptive Selection. Prince's Orchestra

- COLUMBIA 12-INCH DOUBLE-DISC RECORDS.
 A5230 Hungarian Rhapsody No. 2 (Liszt). Part 1. Prince's Band
 Hungarian Rhapsody No. 2 (Liszt). Part 2. Prince's Band

NEW COLUMBIA "BLUE LABEL" DOUBLE-DISC RECORDS.

- A929 Play That Barber Shop Chord (Muir). Orch. Accomp. Bert Williams
 You're Gwine to Get Somethin' You Don't Expect (Williams). Orch. Accomp. Bert Williams
 A5231 Ain't it Funny What a Difference Just a Few Hours Make? (Robyn). Baritone Solo, Orch. Accomp. Raymond Hitchcock
 And The World Goes On (Sutton). Baritone Solo, Orch. Accomp. Raymond Hitchcock
 A5232 Work, For the Night is Coming (Coghill). Unaccomp. Archibald Brothers Quartet
 That Beautiful Land (White). Unaccomp. Archibald Brothers Quartet

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 1440 Around the Christmas Tree (Varela). Military Band and Children's Voices
 1432 The 3 D G's March (Brophy). Military Band
 1443 The Pazzazza Promenade (Heffer). Military Band
 1435 Gypsy Love Song, from "The Fortune Teller" (Herbert). Baritone Solo, Orch. Accomp. Frank C. Stanley
 1441 Dougherty (Jerome and Schwartz). Soprano Solo, Orch. Accomp. Ada Jones
 1437 The Honeymoon Glide (Walker). Tenor and Baritone Duet, Orch. Accomp. Byron G. Harlan and Arthur Collins
 1434 Dew Drop (Armstrong). Xylophone Solo, Orch. Accomp. H. Yerkes
 1423 Every Little Movement, from "Madame Sherry" (Hoschna). Soprano and Tenor Duet, Orch. Accomp. Inez Barbour and Walter Van Brunt
 1438 The Rosary (Nevin). Baritone Solo, Orch. Accomp. Norman Williams
 1439 Kiss Me (Snyder). Contralto Solo, Orch. Accomp. Elida Morris
 1442 Du Du (German Yodel). Yodel Song, Orch. Accomp. Geo. P. Watson
 1436 Puncbinello (Herbert). Symphony Orchestra

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 3162 Moonstruck, from "Our Miss Gibbs" (Monckton). Soprano Solo, Orch. Accomp. Freda Matthews
 3168 That Opera Rag (Berlin and Snyder). Baritone Solo, Orch. Accomp. Bob Roberts
 3171 Come Into the Garden Maude (Baife). Tenor Solo, Orch. Accomp. Vincent Hards
 3173 Mister Johnson, Good-Night (Ingraham). Baritone Solo, Orch. Accomp. George Austin Moore
 3165 Mary, from "Our Miss Gibbs" (Monckton). Soprano and Baritone Duet, Orch. Accomp. Miss Williams and Jack Charman
 3170 Country Dance, and Merry-Makers' Dance (German). Symphony Orch.
 3169 Good-Bye (Tosti). Baritone Solo, Orch. Accomp. Stanley Kirkby
 3163 Casey Jones (Newton). Baritone Solo with Chorus, Orch. Accomp. Arthur Collins and Chorus
 3172 Where the Silvery Colorado Wends its Way (Avril). Tenor Solo with Chorus, Orch. Accomp. Harry Anthony and Chorus
 3166 On the Road to Mandalay (Hedgecock). Baritone Solo, Orch. Accomp. Robert Howe
 3164 Marche Aux Flambeaux (Torch-Light March) (Clark). Organ Solo. Albert Kettelbey
 3161 You're Mine, All Mine (Morse). Soprano and Tenor Duet, Orch. Accomp. Ada Jones and Walter Van Brunt
 3160 Christmas Echoes (Brooks). Military Band and Chorus
 3167 Selections from "The Chocolate Soldier" (Strauss). Military Band
 3174 Polonaise Militaire (Chopin). Military Band

NEW EDISON AMBEROL RECORDS.

- 560 Bells of Christmas. Edison Concert Band and Chorus
 561 Sweet Spirit, Hear My Prayer. Marie Narelle
 562 Valley Flower. Frederic H. Potter and Chorus
 563 Uncle Josh's Rheumatism. Cal Stewart
 564 The Mocking Bird—Fantasia. Charles Daab
 565 My Old Girl. Manuel Romain
 566 Phoebe Jane. Sophie Tucker
 567 My Wild Irish Rose. Oakland and Thompson
 568 Honey I Will Long For You. Billy Murray and Chorus
 569 Selection from "The Wizard of the Nile". Victor Herbert and His Orchestra
 570 The Man in the Silvery Moon. Helen Clark and Chorus

- 571 Planning—"Pretty's the Picture I'm Planning". Joe Maxwell
 572 Uncle Tom's Cabin—Entrance of Topsy. Len Spencer and Company
 573 The Dublin Rag. Edward M. Favor
 574 By the Light of the Silvery Moon Medley. New York Military Band
 575 The Birthday of a King. James F. Harrison and Mixed Chorus
 576 Silver Bell. Ada Jones and Billy Murray
 577 Every Little Movement—Intermezzo from "Madame Sherry". American Standard Orchestra
 578 Moonlight on the Lake. Knickerbocker Quartet
 579 Manila Waltz. United States Marine Band

NEW EDISON GRAND OPERA AMBEROL

- 40034 Lenz (Hildach). Sung in German. Leo Slezak, Tenor
 40035 Meistersinger-Preislied (Wagner). Sung in German. Karl Jörn, Tenor
 40036 Boheme-Mi chiamano Mimi (Puccini). Sung in Italian. Lucrezia Bori, Soprano
 30031 Manon-Ah! dispar, vision (Massenet). Sung in Italian. Aristodemo Giorgini, Tenor
 35010 Rigoletto-Caro nome (Verdi). Sung in Italian. Selma Kurz, Soprano
 35011 Les Bouffons—"La Brise" Conte (Zamacois) in French. Sarah Bernhardt

NEW EDISON STANDARD RECORDS.

- 10446 The Angels' Song. Edison Concert Band and Chorus
 10447 There's a Clock Upon the Mantel Striking One, Two, Three. Will Oakland
 10448 "Honor Bright, I Loves Yer Right". Ada Jones and Len Spencer
 10449 Reuben Rag. Sophie Tucker
 10450 A Dusky Belle. Oly Oakley
 10451 Curly Head. Byron G. Harlan
 10452 Good-Bye Betty Brown. Frederic H. Potter
 10453 That's Good. Edward Meeker
 10454 Sweetness. Peerless Quartet
 10455 Blaze of Glory March. New York Military Band

FOREIGN AMBEROL AND STANDARD RECORDS.

- ITALIAN—AMBEROL.
 7504 'A Ricciulella (Falvo). Neapolitan Song, Orch. Accomp. Francesco Daddi
 ITALIAN—STANDARD.
 20609 Suonne sunnate (Capolongo). Neapolitan Song, Orch. Accomp. Giovanni Colamarino
 HEBREW—AMBEROL.
 10005 A Yudische Chupe (Smulewitz). Comic Song, Orch. Accomp. Solomon Smulewitz
 HEBREW—STANDARD.
 21019 Zu der Chupe vetshere (Smulewitz). Comic Song, Orch. Accomp. Solomon Smulewitz

NEW VICTOR RECORDS.

- | No. | Title | Size. |
|-------|--|----------------------------|
| 5803 | Indian Summer (Two-Step Intermezzo) | Moret 10 |
| 5802 | Grizzly Bear | Botsford-Schulz 10 |
| 31800 | Adagio Lamentoso (from "Patheticue (Sixth) Symphony") | By Arthur Pryor's Band. 12 |
| 5804 | Polka Fantastic (Trombone) | Pryor 10 |
| | Arthur Pryor (accompanied by Pryor's Band) | |
| 5800 | The Girl of My Dreams | Hauerbach-Hoschna 10 |
| | Harry Macdonough and Haydn Quartet (with orch.) | |
| 5801 | Way Down in Cotton Town | Leslie Piantadosi 10 |
| | Billy Murray and American Quartet (with orch.) | |
| 5805 | Alma (from "Alma Where Do You Live?") | Hobart-Briquet 10 |
| | Duet by Miss Barbour and Mr. Anthony (with orch.) | |
| 31802 | Gems from "Our Miss Gibbs" | Caryll-Monckton 12 |
| | Opening Chorus, "Garods"—Chorus of Bridesmaids—Solo and Chorus, "Mary"—Duet, "Our Farm"—Chorus, "Moonstruck" Finale, "Saturday Afternoon." | |
| 31801 | Gems from Olivette | Audran 12 |
| | Chorus, "Marriage Bells"—Solo, "Bob Up Serenely"—Solo, "Sob Song"—Entre-acte, "Valse"—Chorus, "How Melancholy"—Solo and Chorus, "In the North Sea Lived a Whale"—Finale. | |
| | Victor Light Opera Co. | |

PURPLE LABEL RECORDS.

- 60027 Andalouse. Emile Pessard 10
 John Lemmoné, Flutist (piano accomp.)
 70024 Parla Waltz. Ardit 12
 Soprano Solo by Lucy Isabelle Marsh (with orch.)
 70025 La Fille de Mme. Angot—Voyons, Monsieur, raisonnement politique (Let Us Talk Politics!) Lecoq 12
 Mme. Lejeune—M. Devries (with orch.)
 In French.
 60028 Wee Jean MacGregor. 10
 Comic Song by Harry Lauder (with orch.)

NEW RED SEAL RECORDS.

- 88253 Don Giovanni—In quali eccessi (Aria of Donna Elvira). Mozart
 88254 Il Flauto Magico—Ah lo so (All Has Vanished) (Pamina's Air from Magic Flute). Mozart
 Jobanna Gadski, Soprano (with orch.)
 Twelve-inch—In Italian.
 74187 The Star of Bethlehem. Adams
 74189 Messiah—Ev'ry Valley Shall be Exalted. Handel
 74190 Messiah—Comfort Ye My People. Handel
 Evan Williams, Tenor (with orch.)
 Twelve-inch—In English.
 64150 Don Giovanni—Leporello Aria—Part I, "Madamina, il catalogo" (Gentle Lady, This List) Mozart
 Marcel Journet, Bass (with orch.)
 Ten-inch—In Italian.
 74191 Don Giovanni—Leporello Aria—Part II, "Nella bionda" (The Fair One). Mozart
 Twelve-inch—In Italian.
 A STARAT MATER AIR AND A KIPLING BALLAD BY WITHERSPOON.
 64151 Rolling Down to Rio. Kipling-German
 Herbert Witherspoon, Bass (with orch.)
 Ten-inch—In English.
 74192 Stabat Mater—Pro peccatis. Rossini
 Twelve-inch—In Latin.
 74188 Blumenleben (Der Zephir). Hubay
 Maud Powell, Violinist (accomp. by George Falkenstein).
 Twelve-inch.

VICTOR DOUBLE-FACED RECORDS.

- 16650 If He Comes In, I'm Goin' Out (Mack-Smith) Eddie Morton 10

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- A Coon's Love Song (Negro Characteristic) (Armand) Pryor's Band 10
- 16789 In the Sunshine of Your Love (from "Barry of Ballymore") (Reed-Olcott-Ball) Harry Macdonough Society Swing Two-Step (Frantzen) (for dancing) Pryor's Band 10
- 16806 Valley Flower (Mills) American Quartet 10
- "River Shannon" Medley Two-Step—"My Cousin Caruso," "Lily of the Prairie," "Where the River Shannon Flows" Pryor's Band 10
- 16807 Kiss Me (Berlin-Snyder) Elida Morris 10
- The Belle of the Barber's Ball (McCohan—Cragg) Jones and Murray 10
- 16825 The Coming of the Year (organ acc.) Church Bells 10
- Lord Dismiss Us With Thy Blessing (Dismissal) (M. Portugallo) (organ acc.) Trinity Chimes 10
- 16827 Barcarolle (Oh, Night of Love!) (from "Contes d'Hoffman") (Offenbach) Mr. and Mrs. Wheeler 10
- Fatinitza Selection (von Suppe) Pryor's Band 10
- 16828 I'm Fancy Free (from "Girl in the Train") (Smith-Fall) Inez Barbour 10
- Mary (from "Our Miss Gibbs") (Koss-Monckton) Elizabeth Wheeler and Haydn Quartet 10
- 16829 Araby March (Bandurrias and Guitar) Estudiantina Trio 10
- Echoes from Naples—Polka (Frosini) (Concertina-grand) P. Frosini 10
- 16830 Who Can Tell What Love Is? (Broadhurst-Barratt) Inez Barbour 10
- When the Autumn Leaves are Falling (Woodjansen) Harry Macdonough 10
- 16831 "Little Orphan Annie" (James Whitcomb Riley) Henry Allan Price 10
- Aunt Shaw's Pet Jug (Holman F. Day) Henry Allan Price 10
- 16832 The Man in the Silvery Moon (Brown-Ayer) Helen Clark and Haydn Quartet 10
- Hobomoko—An Indian Romance (Reeves) Pryor's Band 10
- 16833 Meet Me To-Night in Dreamland (Whitson-Friedman) John Young 10
- To the Strains of that Wedding March (It's a Long, Long Walk) (Kahn-Leroy) Billy Murray 10
- 35165 Hope Beyond (White) Anthony and Harrison 12
- The Kerry Dance (Molloy) Elizabeth Wheeler 12
- 35181 Attila Selection (Verdi) Pryor's Band 12
- Leonore Overture No. 3 (Beethoven) Pryor's Band 12
- 35182 Love Dance—Intermezzo (from "Madame Sherry") (Hoschna) Victor Orchestra 12
- Walter B. Rogers, Conductor. 12
- Concertino (Weber) (Clarinet) Charles Draper 12

- 5015b Le Caid, Overture (A. Thomas). Sonora Symphony Orchestra.
- 5023a To the End of the World With You (E. Ball). Henry Burr, Tenor. Orch. acc.
- 5054b Garden of Roses (J. C. Schmid). Henry Burr, Tenor. Orch. acc.
- 5010a Uncle Josh at the Dentist's (Stewart and Alexander). Dialogue.
- 5007b Uncle Josh and the Sailor. Cal Stewart. Monologue.
- 5035a Kerry Mills' Barn Dance (K. Mills). Sonora Military Band.
- 5041b The Crack Regiment, Patrol (T. M. Tobani). Sonora Military Band.
- 5022a Bell in the Light House (Lamb and Solomon). Frank C. Stanley, Baritone. Orch. acc.
- 5001b Asleep in the (H. W. Petrie). Frank C. Stanley, Baritone. Orch. acc.
- 5006a Good Night, Good Night (E. R. Ball). Henry Burr, Tenor. Orch. acc.
- 5026b Beautiful Isle of Somewhere (J. S. Fearis). Percy Hemus, Baritone. Orch. acc.
- 5032a The Gondoliers, Waltz (O. Roerer). Sonora Military Band.
- 5016b Carmen, Selection (G. Bizet). Sonora Symphony Orchestra.
- 5031a Under Arms, March (A. Hayes). Sonora Military Band.
- 5036b Cocomat Dance (A. Hermann). Sonora Military Band.
- 5056a In Our Baseball Family (T. Morse). Joe Brown, Baritone. Orch. acc.
- 5049b Shaky Eyes (Clark). A. Collins. Baritone Solo. Orch. acc.
- 5055a Any Little Girl, That's a Nice Little Girl, Is the Right Little Girl for Me (F. Fischer). Joe Brown, Baritone. Orch. acc.
- 5051b Grizzley Bear (G. Botsford). A. Collins. Baritone Solo. Orch. acc.
- 5050a The Barber Shop Chord (L. F. Muir). A. Collins. Baritone Solo. Orch. acc.
- 5052b The Temptation Rag (H. Lodge). A. Collins. Baritone Solo. Orch. acc.
- 5061a Who's Looney Now, Comedy Song (Selden-Zittel). Bob Roberts. Orch. acc.
- 5062b That Opera Rag, Descriptive Coon Song (Berlin-Snyder). Bob Roberts. Orch. acc.
- 5057a Call Me Up Some Rainy Afternoon (I. Berlin). Joe Brown, Baritone. Orch. acc.
- 5058b I Won't Be Back Till August (A. Gumble). Joe Brown, Baritone. Orch. acc.
- 5043a Nora Malone (A. Von Tilzer). Frank C. Stanley, Baritone. Orch. acc.
- 5060b That's the Fellow I Want to Get, Comedy Song (Bryan-Meyer). Bob Roberts. Orch. acc.
- 5029a Humoreske (Dvorak). Violin Solo by Leo Schermann. Piano acc.
- 5053b Serenade (Drdla). Violin Solo by Leo Schermann. Piano acc.

WIN PRIZE WITH FLOAT.

Junction Phonograph Co. Have Elaborate Float in Industrial Parade in Jersey City—Feature the Victor.

In the industrial parade in Jersey City, N. J., which was one of the events during the recent



JUNCTION PHONOGRAPH CO.'S HANDSOME FLOAT.

elaborate celebration of the 250th anniversary of the settlement of Bergen County, the Junction Phonograph Co., who handle the Edison and Victor lines at 492 Communipaw avenue, won special mention from the judges and a prize for their handsome float, pictured herewith. One of the features on the float that appealed to those who watched the parade was a Victor machine, which was kept busy playing appropriate airs throughout the line of march.

SONORA PHONOGRAPH CO.'S DOUBLE SIDE RECORD LIST.

- NOTE.—A, b, refer to same record.
 10-Inch.
- 5003a Uncle Josh at the Photographer's. Cal Stewart. Monologue.
 - 5008b Uncle Josh in a Chinese Laundry. Cal Stewart. Monologue.
 - 5021a Brown October Ale, from "Robin Hood" (R. De Koven). Frank C. Stanley, Baritone. Orch. acc.
 - 5025b Dreaming, Serenade (Heiser and Dailey). Henry Burr, Tenor. Orch. acc.
 - 5020a Put On Your Old Gray Bonnet (P. Wenrich). Frank C. Stanley, Baritone. Orch. acc.
 - 5044b I've Got the Time, I've Got the Place, But It's Hard to Find the Girl (J. R. Henry). Henry Burr, Tenor. Orch. acc.
 - 5048a Dinah From Carolina (A. Von Tilzer). A. Collins. Baritone Solo. Orch. acc.
 - 5034b La Gioconda, Dance of the Hours (A. Ponchielli). Sonora Military Band.
 - 5030a Sinnbild, Waltz (P. Lincke). Sonora Orch.
 - 5024b Good Night, Little Girl, Good Night (J. C. Macy). Henry Burr, Tenor. Orch. acc.
 - 5005a Uncle Josh in a Department Store. Cal Stewart. Monologue.
 - 5009b Uncle Josh's Second Visit to New York.
 - 5004a On Lalawana's Shire, from "A South Sea Island Love Story" (R. Johnson). Al Campbell, Tenor. Orch. acc.
 - 5002b Everything Depends on Money, from "Hamlet On Broadway" Van Alstyne). Fred. Lambert, Baritone. Orch. acc.
 - 5033a The Blue Danube. Waltz (R. Strauss). Sonora Military Band.
 - 5038b Golden Gate. March. Sonora Military Band.
 - 5037a Medley of Lauder Hits. Sonora Military Band. Band.
 - 5039b El Vaston. March Militaire. Sonora Military Band.
 - 5012a Amoureuse. Valse Lente (C. Berger). Sonora Symphony Orchestra.

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Saying you "have no time" puts you in third class, and third-class fellows aren't called upon in emergency cases. You have time. That's the way to talk, and carrying that principle out will make a man of you.

THOS. H. MACDONALD IN WASHINGTON.

Thomas H. MacDonald, general manager of the Columbia Phonograph Co.'s factory in Bridgeport, Conn., and an inventor of note, was in Washington, D. C., last week to attend the funeral of a relative. Mr. MacDonald was a visitor to the Washington store.

Orton Brothers, of Butte, Mont., have given over a large portion of their store to talking machines exclusively. The new department has been very tastefully arranged, and the instruments shown to decided advantage.

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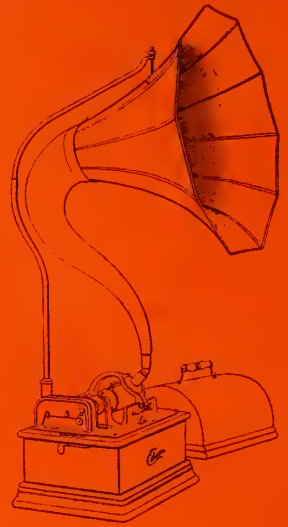
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Hoboken..... Eclipse Phono. Co., 203 Washington St.

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.

NORTH DAKOTA

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

OHIO

Akron..... Geo. S. Dales Co., 123 S. Main St.
Cincinnati..... J. E. Poorman, Jr., 639 Main St.
Cleveland..... The Bailey Company, Ontario St. and
Prospect Ave.

PENNSYLVANIA

Allegheny..... H. A. Becker, 601 Ohio St.
Harrisburg..... J. H. Troup Music House, 15 So.
Market Sq.
Philadelphia..... Harmonia Talking Machine Co., 1831
Arch St.
Philadelphia..... H. A. Weymann & Son, 1010 Chestnut
St.
Pittsburgh..... C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

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

WISCONSIN

Milwaukee..... G. H. Eichholz, 1340 Fond du Lac Ave.
Milwaukee..... Hoefler Mfg. Co., 806 W. Water St.
Superior..... Russell Bros.

CANADA

Toronto..... Whaley, Royce & Co., Ltd., 158 Yonge
St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Gran-
ville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

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New York, December 15, 1910.

Price Ten Cents

WINDOW DRESSING HINTS

Should Be Absorbed Whenever Possible—No One Brain Can Hold All Such Knowledge.

There are some window dressers following the profession who will not take suggestions from any one. On the other hand, there are trimmers who are constantly soliciting them, and will take them from any one. Sometimes suggestions are offered, then again through a conversation with a friend, some remark will be passed that is suggestive and the wide-awake trimmer, developing the idea, will make a record-breaking, fine window, according to W. M. Sickle, who ranks as an authority.

The old saying that "we are never too old to learn" applies right here. Sometimes a suggestion from a child, properly developed and worked out by a professional trimmer, will produce a most original display. The trimmer who is afraid to follow some one else's suggestion, for fear of losing the credit of the work, is usually the man who puts up a symmetrical, rigid window and never strikes a pictorial design. The largest stores of to-day are composed of departments, with one man in charge of each department. These men work together for the benefit of the firm.

There is no large firm that would depend wholly upon one brain, to decide its most important matters. This is one good reason why a live trimmer in charge of a set of show windows, should be on the lookout for all the suggestions he can get and use all the brain power he can command to make his windows attractive and effective. The show window is the best salesman that any firm can procure when properly dressed.

TALKERS IN ATLANTA SCHOOLS.

Large Machines Placed in the Hallways, Which Play the Music for the Children to March by—Prove a Great Improvement Over the Drums Formerly Used in School.

The times are getting mightily fast and progressive these days. What was speedy a few years ago is now as slow as a funeral. It doesn't require a far stretch of the imagination to conceive an army of soldiers charging into battle to the stirring rhythm of a popular march as played on a talking machine.

And especially is it not hard to imagine such a thing when you figure that right here in Atlanta to-day, says the Journal, they are using talking machines for the school children to march by, instead of the old-fashioned, though admittedly excellent, drum.

The idea was conceived by Mrs. Thomas, principal of the Luckie street school. She gave it a try-out about a month ago, and it worked so fine she's been using it ever since. And now it's been taken up by Miss Stamps, principal of the Edgewood school, with results thus far so encouraging that it will certainly continue in use. Miss Stamps was particular about giving Mrs. Thomas credit for originating the idea, but admits that on taking it up she varied it a little, using the cylinder instead of the disc machine.

The children in Luckie street school have been hiking upstairs and downstairs and in general about the building so long to talking machine music that now the novelty of the thing is worn off, and they go about it in a perfectly matter-of-fact way.

But out at Edgewood it's a little different. They've not had it so long. Friday Miss Stamps tried four different marches, to discover which has the best "beat." A piece called "College Days" is the favorite at the Luckie street school.

Good-sized machines are used. They are placed in the hallway, so that when class room doors are opened they can be heard by all the pupils. When "take in" bell rings in the morning, marching out and in from recess, and at dismissal time in the afternoon, the machines are started up. It takes

about three minutes for all to get out, or in, which is well inside the limit of one record.

The children "catch on" to the time of the music right away, say the principals, and march a great deal better by it than by the drums. When marching to quick, snappy march music they have a natural disposition to stand erect and walk with vigor and precision.

The talking machine above referred to is a BNW Graphophone and records sold by Manager Terhune, of the Columbia store in Atlanta.

FREDERICK CO. HAS THE VICTOR.

The Prominent Piano House of Pittsburg Places Initial Order with the Standard Talking Machine Co. for Records and Machines.

(Special to The Talking Machine World.)

Pittsburg, Pa., Dec. 4, 1910.

An important addition to the talking machine dealers of this city is the W. F. Frederick Co., who have opened an exclusive Victor department, occupying the entire first floor of their magnificent building in this city.

J. C. Roush, of the Standard Talking Machine Co., was fortunate to secure the initial order, which amounted to over \$3,000, and it goes without saying that as W. F. Frederick has a tremendous following in this territory, built up by his straight-forward methods of doing business in the piano field, this order will be followed by many.

A feature of the Frederick building is a magnificent recital hall where Victor concerts will be given every afternoon and evening. Special booths of solid glass are being erected and the entire equipment will be undoubtedly one of the handsomest in this city. With their great line of piano customers they start out with a roster of prospects perhaps unequalled, and are going to do a large volume of business.

THE TEST OF RELIABILITY.

One Merchant Finds Advertising Value in Portraits of Old Customers.

One Western merchant is proving the reliable character of his store and the goods he carries by publishing in his advertisement each week a photograph of one of his patrons who has long traded at his store. For example, Mr. Jones' photo picture appeared in the notice and the accompanying reading was to the effect that "Mr. Jones became one of our regular customers in 1890. If the treatment accorded Mr. Jones was not satisfactory he would long ago have ceased to be one of our patrons. It is quality, reasonableness in price and our uniform courtesy to customers that has gained for us a large and continued patronage. Our customers are our best advertisement. If we have treated Mr. Jones right for twenty years, don't you think our store is a pretty good place for you to patronize?"

TALKING MACHINE AS TEACHER.

Geo. Nelson Holt, a Prominent Teacher, Finds It a Valuable Aid in His Work.

A much disputed point of view among musicians is the use of the mechanical reproducer of the human voice in relation to the student, but a phase of the subject which does not seem yet to have made itself felt was recently suggested to the editor of this paper by a well qualified and quite disinterested vocal teacher, George Nelson Holt, who placed the matter in an altogether different light than previously had been noted. Mr. Holt is an American teacher, who is evidently guided by no other motive than the securing of the best possible results from his teaching. Asked as to the reason he should need to acquire for his studio a talking, or rather singing, machine, he replied that it prevented considerable argument, for every teacher knew how

prone pupils were to argue the matter of interpretation, suggesting that Mme. Schumann-Heink phrased in such and such a way, that Mme. Gadski took breath differently, and that Mme. Melba made certain alterations in a song, or it might be that Miss Farrar hurried the tempo more effectively, and so on ad infinitum, as some of the professional students are wont to do. As a silencer of argument then, says the Leader and Concert Goer, Mr. Holt employs the mechanical device which reports accurately the songs of certain singers and he says that he finds it most helpful as a practical illustration and for proving the accepted interpretation.

AFTER THE HOLIDAYS, WHAT THEN?

December Not the Only Month in the Year—Why Not Put Forth Special Efforts and Make Every Month a Holiday Month?

Generally, at about the end of August, there begins the annual speculation as to what the holiday business will amount to. If business is good in the early fall the dealers begin to worry about getting stock to meet the great demand that must surely materialize at Christmas time; if, on the contrary, business is bad at that time they seem to take the stand, "Oh, well, we'll make up for this later," and stand pat.

Why should such a condition be allowed to exist in the talking machine trade? The dealers are not selling Christmas trees or ornaments for same, but are handling a product that should be and is salable every month in the year. With the emphasis put on the Christmas trade one is led to ask, After the holidays, what then? Does the dealer plan to lie dormant until the next fall, or just keep right on expanding his business throughout the balance of the year.

It is safe to say that at least 75 per cent. of those who observe the custom of giving Christmas presents have to so divide their money, in order to buy presents for many different people, that they are not in the position to buy a high-priced talking machine for any one present. As a matter of fact, they are much more likely to buy such an outfit between the holiday seasons, for their purses will better stand the strain and they are more easily approached by the salesman.

It is quite the proper thing, of course, to bend special energies toward getting all there is out of the holiday trade, for there is naturally a great deal of extra business lying around for the talking machine men, but that display of energy should not sap all the enthusiasm that should spread over all the year. Try making every month from January to December, even the "dead" mid-summer months, a holiday season—the results will make the effort worth while.

It will make a fine New Year's resolution.

PHOTOGRAPHS THE VOICE.

French Physicist's Invention Tells When a Note is Pure.

Voice photography is the invention of a French physicist, Dr. Marage. He says it will be of enormous value to orators, actors, singers and, indirectly, to musical critics. The sounds strike a small disc of india rubber, the vibrations of which are minutely and exactly reproduced on a small mirror. A ray of light is thrown on the mirror, which reflects the vibrations at various angles. A sensitive film unwound by clockwork receives the impression of these reflections. The picture, according to the inventor, will indicate whether the singer's voice be true, whether his tempo be correct, and whether his method of breathing be right.

A true note is shown by a series of parallel and equal bands, while a wrong note produces a rough, irregular impression. It is suggested that pocket voice cameras will be of great use to persons of a critical turn of mind who are fond of going to the opera.

A GREAT EDUCATIONAL FACTOR.

How the Modern Talking Machine Has Developed in That Field—What It Means to the Student in This Age of Time Saving Methods—Permits of the More Thorough Study of Music in the Schools—The Interesting Address of Mrs. Frances E. Clark, Supervisor of Music in the Milwaukee Schools, Given Before More Than 1,000 Teachers Recently Arouses Enthusiasm.

During the annual convention of the Wisconsin State Teachers' Association, held in Milwaukee, Wis., a short time ago, Mrs. Frances E. Clark, supervisor of music in the Milwaukee schools and prominent throughout the Teachers' National Association, gave an address before more than 1,000 teachers on the development of the talking machine as an educational factor. She said:

"This is an age of great things. The last century was the most wonderful in all history in the invention of mechanical things—ways and means of doing the world's work in a better, quicker and more sanitary way. What the present century is to be is a very large interrogation point. Certainly not so great as the last in invention, but greater in the results that must come from those inventions. Many religious believers think that this will be the dawning of the millennium—a reign of 1,000 years of the domination of right over wrong, of Christian love and brotherhood.

"Music enthusiasts believe that music is but now entering upon a second renaissance, and that our own America shall be the mother who will bring forth the geniuses of the new age; and our own land and our own true hearts the cradle that shall shelter and nourish the infancy, youth and manhood of the coming kings of songs.

"If this is to be true in even a partial sense, we of the public schools must of necessity assume, whether we will or no, the responsibility of fostering the musical geniuses of the nation. Somewhere in our schoolrooms of to-day are sitting the prodigies, artists and composers of the next decade. What are we doing to make it possible for them to find themselves? What are we doing to prepare an intelligent, music loving and discriminating public to receive and recognize the fruits of the genius when they appear?

"If music is to become the great force of the uplifting of this American people that I firmly believe that it will become, it must be brought about by the next generation knowing more about music and knowing more music itself. School music has taken on a national aspect—not merely the teaching of a few children to sing small repertoire of commonplace songs, but a thorough grounding in the fundamentals of reading music, and a taste and love for the best music in the world—and education of all the people is musical art, which spells a very real 'Musical America.'

"This is an age of rapid change in educational ideas. The standard of twenty years or ten years ago are obsolete—music is not an exception to the general rule. We are all growing, and growth means change—an assimilation of material things around us. We are all changing our methods and our standard year by year. Things that we honestly believed ten years ago, even five years ago, are some of them fading into insignificance because of the coming of newer and better ideas. A few years ago we were all striving to emulate the ideas of Lowell Mason, Luther Whiting Mason, Holt and Jepson. Their work was epoch-making for their time, but were they alive to-day those pioneers with their active minds would be miles away from their own standpoints, and we, too, must move on.

"For many years the battle has raged in school music circles as to how much time should be given to the development of the cultural songs and how much time to the teaching of fundamentals of theory and sight reading. Arguments pro and con have been offered on many a platform, and defenders of either side have waxed warm in conflict for their own particular hobby. Our courses of study are so crowded that only a small portion of time can be given to music. How to get the most out of this small portion of the day is the problem

of the supervisor. A wide experience in song is essential and a thorough knowledge of sight reading is absolutely indispensable. School music must stand or fall by the amount of power given the children going out from us to help themselves to get the things in music that they need for their life enjoyment. We must have the largest possible number of the beautiful songs of the world and yet must in some way find time to thoroughly teach the principles and practice of sight reading.

"Modern science has come to our relief in the perfecting of the talking machine. It is necessary to reconstruct our old ideas of the wheezy, blaring, blatant, brassy thing we have known in the days agone. The new talking machine with its wood horn, its bamboo needle and the wonderful records obtainable is a joy and delight—an artistic success. It has come to be an added power in teaching music in the school, conservatory and the home.

"The old was almost wholly given over to the lower class of music—the coon song, the ragtime, the cheap popular song heard in saloon and dance hall. The new talking machine is eminently respectable and worthy of a place as an educational factor in every school in the land. By its aid we can bring to the hearing of children thousands of the best songs of the world. It brings within our reach literally hundreds of the great things which are impossible otherwise for children ever to hear, save perhaps a few in the large cities. It furnishes the key to half our difficulties, in that it is possible to illustrate for teaching purposes every kind of tone, voice, instrument, style form, phrase and expression. By the use of the machine we may enjoy opera, oratorio, orchestra, band, violin, 'cello, folk songs and ballets over and over again as many times as we like. We may teach the beautiful old folk songs and ballads from the records of the prima donnas, whose voices thus become as familiar as their names.

"In many schools where the supervisor is unable to sing well, or where the work must be done by the grade teacher, who often possesses a most unmusical voice, it is a priceless boon to thus be able to teach the songs correctly. We may speak of head tone, but the children do not understand by telling; but let them hear a pure head tone as given by Melba or Sembrich, and it becomes clear. We speak of the opera—children have never heard opera—their parents perhaps have never heard opera—they do not understand what we mean. But give to an eighth grade or a high school chorus the story of 'Il Trovatore' or 'Ernani,' then turn on the record as sung by our great artists,

arias, choruses, duets, orchestra and all, and the whole subject is illuminated.

"In our rural schools, villages and smaller cities it is impossible for children of even high school age to hear more than an occasional artist. The great singers do not visit smaller places. What then must it mean in the education of the youth of our land to be able to bring into every eighth grade and high school, no matter how remote from the great art centers, the reproductions of the voices of the greatest singers the world has ever known.

"We are only just beginning to realize the possibilities that lie in a talking machine as a power of education. The talking machine was not invented for the public school, but so boundless seems the horizon in this particular field that soon it must become the great purpose for which it continues to exist.

"Music has no superior in the entire curriculum in its power to reach the innermost springs of life in the growing boy or girl. This power can be measured by the amount and kind of music that he is able to hear and enjoy, and his skill and joy in giving again the music that he knows. The coming of the talking machine marks an epoch in the teaching of music in all schools. If the supervisor is wise, she will not hesitate to call to her aid such valuable assistance. Lest we fall under the condemnation of again talking about music, rather than hearing the music itself, we will listen to the records illustrating certain points, most of which have been used in our schools.

"We have the talking machine in nearly thirty of our schools. They are giving entire satisfaction to the teachers and principals. The children have heard since their introduction last January more fine music than they ever dreamed was in the world before. We are using it as an important factor in social entertainment work. The parents in many districts come into school for an hour's concert in the evening, followed by dancing, under proper chaperonage—the music being given by the machine.

"As yet there are few records made of songs suitable for classes lower than grammar grades. The need of having records made for songs suitable for kindergarten and primary classes is immediate. Could we have records of the little classics of child words it would fill the same place in the lower grades that it is now doing in the grammar grades and high schools.

"The children are deliriously happy when permitted to come to the assembly hall and sit down

(Continued on page 6.)

We Are In Readiness for the FALL and WINTER RUSH

? ARE YOU?

Prepare now to be in a position to deliver the goods and take the profits. Don't delay.

You know what it means to say to your customer "I haven't it in stock, but will get it for you"—the other fellow gets the order. Our stocks of VICTOR and EDISON GOODS mean quick deliveries to you, and profits to both of us.

If you don't know what EASTERN CO. SERVICE is, you don't know what makes the Talking Machine Business a good Business. *Try Us.*

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



Victor "quality" is the thing that counts

Quality is the backbone of Victor success and Victor supremacy. Don't overlook that point.

Remember these two important facts:

The Victor is an instrument of quality—a perfect musical instrument. Victor Records are works of art—musical masterpieces.

The dealer who constantly emphasizes these things puts his business on a higher level and makes the most money.

So take advantage of these vital facts to increase your prestige and add to your profits.

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

A Merry Christmas and good business throughout a Happy New Year to every man who handles the Columbia line and to every man who ought to—and that doesn't leave anybody out.



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

A GREAT EDUCATIONAL FACTOR.

(Continued from page 4.)

for a concert from the machine. They become so discriminating in their tastes and learn to love the finest things as they hear them again and again. We select the records with infinite care and only the very purest and sweetest music is permitted to be heard.

"This is a new movement, but already the results are so wonderful that we find ourselves amazed at the influence. What the near future may develop in this field is as yet unguessed; but one thing is sure, the talking machine has come into the schools to stay, and has already proved itself to be a wonderful ally to the musical, cultural and social phase of school life."

HARMONY IN THE STORE.

Each Salesman Should Aid in Making the Store Atmosphere as Cheerful as Possible.

It's up to the salesman to make a cheerful atmosphere about the store as much as for the boss. Probably the proprietor has more to ruffle him up than we boys do, and I know that nothing is appreciated more by the boss than to help him over the blues in the morning. It's also a good plan to agree with him at times when you cannot agree with yourself in doing so. For instance, if he sees merit in an article which you (the clerk) cannot, it pays at times to agree with him and advise purchasing; then when the article arrives good sell it. That's making good.

Courtesy to all customers is imperative, but courtesy between proprietor and clerk is also absolutely necessary to the comfort and prosperity of the business, says F. E. Cross, in the Hardware Dealers' Magazine.

It's wise to take the affirmative view of things. Arguing against the policies of the boss is very uphill work. If you do not agree inwardly do so outwardly and then find a good way out of the difficulty you know you are stepping into.

It costs high to live nowadays, and if one is obliged to ask for more pay it should be done in the most courteous way. No demands, no threats, simply: "Do you feel I deserve a raise this season?" is sufficient. "I will accomplish much more than: 'You must raise my pay this season; I have another place in view.'" Chances are you'll view the other place and see your error perhaps too late.

The clerk that buys his customers with discounts and cigars is less substantial than he who spends a moment's time with instructive and pleasant conversation with his customers, though oftentimes the customer thinks he knows more about the article than the clerk; in this case simply show him the goods (naming prices as you go) and tell how smart you think he is.

'PHONE AND PHONOGRAPH COMBINED.

A telephone line provided with phonographic transmitting and receiving apparatus has been installed in London. The object of this innovation is to make it possible to send a telephone message

to a person who is not at the moment within reach of his telephone. The person called finds, on returning to his home or office, a phonographic record of the telephone message which was sent during his absence, and his phonograph reproduces the message from the record. This result was sought and obtained, in principal, by Poulsen, the Danish physicist, who has perfected the method of producing sustained electric waves by means of the singing arc. Poulsen's telegraphone, which was exhibited in Paris in 1900, is an electromagnetic phonograph which can readily be applied to the registration of telephone messages. The record is made on a ribbon of steel, which moves between the poles of an electromagnet and receives and preserves a magnetic impression of the words spoken into a microphone connected with the electromagnet.

BOGGS & BUHL'S NEW MOVE.

The Prominent Department Store at North Side Becomes Victor Dealers—Buys Stock from the Standard Talking Machine Co.

(Special to The Talking Machine World.)

Pittsburg, Pa., Dec. 3, 1910.

Boggs & Buhl, the large department store at North Side, this city, have opened an exclusive Victor department, which is under the management of Mr. Phelps. The initial order for stock, amounting to \$3,000, was secured by the Standard Talking Machine Co., of which J. C. Roush is treasurer. This establishment is one of the leading concerns of its kind in this territory, and has over seventeen thousand charge accounts. The new Victor department is located on the second floor, and is handsomely fitted up with soundproof rooms and attractive furnishings.

SINGS AT HIS OWN FUNERAL.

Records Made by a Cobbler Used at His Burial Services.

Pietro Ficco, a shoemaker and amateur musician, and very fond of a phonograph, which was his first purchase with his savings, sang at his own funeral. Ficco died at the home of compatriots with whom he boarded in Washington. Unable to afford a funeral with song, as he could have obtained in his native village in the Abruzzi, he requested that his phonograph be utilized in the service.

Ficco owned several records, with "The Angels' Serenade" and Gounod's "Ave Maria," sung by himself, and these, the only two in the repertoire considered desirable for so solemn an occasion as a funeral service, were used. The phonograph and seventy-two records will be sent to his aged mother in Italy.

THE FACE OF THE STORE.

One of the most important advertising mediums for a retail dealer is the show window. It is the face of the store. The chief means you have of judging a person is by his face. It is the index of character. Strength or weakness, firmness or vacil-

lation, good or evil, purity or lewdness, intelligence or ignorance, kindness or harshness, gentleness or roughness, confidence or doubtfulness, success or failure are all stamped thereon, and you are instinctively attracted or repelled. You like or dislike a person by the impression made upon you by his face. It is just the same with the "face" of the store. It advertises you and your business, whether you display any goods in your window or not, whether your display is good or poor. It is in your window that you can demonstrate what kind of a merchant you are, and you will be largely judged by what is done or what is not done therein.

TALKING MACHINE DEALERS MEET.

Hold Extra Session in New York and Discuss Various Matters of Interest to the Retail Talking Machine Trade.

The Eastern States Talking Machine Dealers' Association, whose regular meeting on November 12 was poorly attended, owing to the day being a legal holiday, held another meeting on November 16 at the Cafe D'Or, New York, at which President Frank C. Storck presided, and at which the attendance was large. As usual, the meeting was full of interest for the members, who entered into a lengthy discussion of trade problems and various matters directly affecting the retail talking machine business. Opinions, unfavorable as a rule, were expressed regarding the present systems in vogue of cutting down excess stocks of dead records, and a resolution was passed suggesting that the manufacturing companies refrain from advertising new styles of machines to the general public before they are in a position to meet any sudden demand of the dealers for those particular styles of machines. Following the regular meeting the executive committee went into private session to decide upon several association matters pending and to pass upon the applications of a number of dealers.

The membership of the association is growing rapidly and some of the most representative dealers in the Eastern States are being drawn into the organization. The next meeting of the association will be held at the Cafe D'Or, on West 24th street, near Sixth avenue, on the second Wednesday in January.

WHAT TO BUY, AND WHEN.

The knowing when to buy, what to buy, and how much to buy, cannot be taught in books, but the beginner in business can teach himself a lot by keeping his eyes open, his memory alert, and his judgment at work.

The ideal way is to buy just enough to keep ahead of the demand, but not too far ahead. The proper thing, of course, is to push the demand so that it shall become greater and greater. And the surest way to increase the demand is to increase the variety of goods carried. "This is more necessary," declares a dealer, "than to increase a stock of goods already introduced. As one increases his capital, he should also increase his knowledge."

TRADE ON THE PACIFIC COAST.

November Business Most Satisfying to Talking Machine Dealers—Holiday Buying Commences Early—New Models of Machines Prove Popular—New Stores Covering Outside Trade Thoroughly—Wholesale Houses Rushed with Business—Wisdom of Placing Factory Orders Early—Advertising Increases Sales—Sherman, Clay & Co.'s Excellent Report—L. F. Geissler a Visitor—Babson Bros., of Chicago, Enter Local Field—Open Retail Store and Will do Mail Order Business—What the Various Houses Are Doing.

(Special to The Talking Machine World.)

San Francisco, Cal., Dec. 1, 1910.

Whatever was lacking in the local retail trade for the month of October has been fully compensated for by the November business. Holiday shopping has commenced unusually early this season, and a steady improvement has been noted throughout the month, the volume of sales since Thanksgiving being exceptionally large. Money seemed to be scarce during the summer and early fall, but at present people are spending freely, and if December keeps on as November has ended the season will be one of the best ever experienced in this city. All the dealers have for some time past been placing their strongest efforts behind the higher priced machines and records, and this work has been rewarded by an enormous demand, so that in some lines it is not always easy to get sufficient stock. The business in lower priced lines, however, keeps fully up to former records, and there is no doubt that this class of goods will continue to find a ready market. In the way of machines, the greatest promise seems to lie in the new models of high class articles, designed to sell at a little less than the earlier models of really expensive machines, which are reaching a class of trade which formerly purchased medium-priced goods.

The outside trade is now settling down for the last stretch of the season. During the early fall many new stores and agencies have been opened all over the State, and the territory is probably covered more thoroughly and efficiently for all the leading makes of talking machine goods than ever before. Some of the most promising stores are in places not well developed in the past, and in such localities new goods are a great attraction. The dealers are well supplied with stock at present, and arrangements for handling the remainder of the year's business are about complete. All reports from outside indicate a highly satisfactory condition, with excellent prospects for the holidays.

The local wholesale houses report an enormous demand, more stock having been delivered than ever before for November, but stocks are in good condition and there will be no difficulty in filling all late orders that come in. Owing to the extent to which both retailers and jobbers placed their orders early, this has been an unusually satisfactory jobbing season from every point of view, and the demonstrated wisdom of anticipating requirements as far as possible will doubtless have a marked effect on methods followed in future. There is, of course, a possibility that the wholesale movement this month may drop off, but this is not now considered likely. The only ground of complaint with the jobbers is their inability to get adequate, and in some cases any, supplies of new lines which had been anxiously awaited. This is a serious disappointment, and will probably delay some business, which would otherwise have come out before Christmas.

A feature of this year's work in the Victor line has been the effect produced by the literature of the Victor Co. urging its dealers throughout the country to order in advance. This suggestion has been generally adopted in California, and is largely responsible, according to Andrew G. McCarthy, of Sherman, Clay & Co., for the fact that their wholesale business last month showed a gain of 75 per cent. over the same period of 1909. Mr. McCarthy also reports an increase of over 30 per cent. in the retail trade of the home store, and altogether the best month this house has ever had, exceeding even the Christmas trade of former years. He says it

has been necessary to place a number of extra wagons in constant service to take care of the deliveries. Mr. McCarthy anticipates a big increase in the retail end this month, and believes the wholesale movement will be fully maintained. Only one shipment of the new Victrolas has been received, and no more will be obtainable before the first of the year, the single shipment being entirely insufficient to fill the orders taken. All other Victor goods, however, are coming through in good shape and will be in ample supply at all times.

L. F. Geissler, general manager of the Victor Talking Machine Co., spent a couple of weeks in and around San Francisco early in November, calling on all the dealers, both large and small. He took pains to emphasize the company's advice to buy early. Mr. Geissler found time to spend a few days at his favorite diversion of duck hunting on the Suisun marshes, and also to attend the inter-collegiate football game, in which his nephew from Los Angeles took a prominent part. Until Thanksgiving Mr. Geissler remained with the trade in southern California.

The most important development in the trade for a long time is the entrance of Babson Bros., of Chicago, into this field. This firm have made arrangements to occupy a ground floor store in the Mechanics' Institute building, 65 Post street, within a week or two, and will conduct a retail store there, making the location its center of distribution for the mail order business all over the State. The company have been unable to gain much headway in this field in the past, owing to the fact that the express charges took up most of the profits, but it has now determined to follow an aggressive policy here. Just what effect this will have on the outside dealers handling Edison goods remains to be seen, but it is believed that the new house will for the most part reach a new class of trade.

Mr. Scott, of the local branch of the Columbia Phonograph Co., has been laid up all month by a badly sprained ankle, but is now putting in full time at the office again. Mr. Cyrus, who recently

took over the territory formerly covered by Mr. Storms, is now in the San Joaquin valley, and reports that conditions throughout central California are very promising for the winter season. Mr. Scott reports an extremely heavy demand for the new \$50 Grafonola Favorite.

The Pacific Phonograph Co. have had a great rush in the delivery of goods for the last few weeks, but has been able to keep the stock in good shape, and Mr. Pommer is greatly pleased over his success in anticipating the wants of the trade. J. E. McCracken, the outside man, has just completed a trip as far South as San Diego, establishing several new dealers along the line. Mr. Pommer says he has been unable to get the Music Master horns and some of the new Edison machines in time for the holiday trade.

C. M. Jones, who was formerly prominently connected with the Pacific Phonograph Co., severed his connection with that firm without warning about a month ago, and is in the Southwest.

Peter Bacigalupi & Sons have had a number of alterations made in their new second floor store, which is now fully as attractive as the old ground floor quarters. A large sign has been added, and Mr. Bacigalupi finds that the talking machine end of his business is keeping up about as well as ever. The shopping and theater district is turning more and more toward that part of town, and the outlook for steady development is considered excellent.

NO PLACE FOR A QUITTER.

John Wanamaker, the great retail merchant, on one occasion said: "If there is one thing on earth that a quitter should leave alone, it is advertising. To make a success of it one must be prepared to stick to it, like a barnacle on a ship's bottom. Advertising doesn't jerk; it pulls. It begins very gently at first, but the pull is steady.

"It is likened to a team pulling a heavy load. A thousand spasmodic, jerky pulls, will not budge that load, while one-half the power in steady effort will start it and keep it moving."



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.

Make EDISON

This great Christmas ad running in double page form in all the current magazines and on the back cover of the Saturday Evening Post is reaching, at a conservative estimate, 30,000,000 readers. Make your local newspaper advertising and window display co-operate with this great national spread of ours.



This year make your
AN EDISON

Make it an EDISON because—

1st—The Edison Phonograph has just the right volume of sound for the home. It is not loud enough to be heard next door or loud enough to echo to the farthest corner of the dealer's salesroom, but in your home its sweet, modulated tones will entertain you and your family in a way that never grows tiresome.

2d—The Edison Phonograph has a Sapphire Reproducing Point that does not scratch, does not wear out and never needs changing, and which travels in the grooves of the sensitive Edison cylinder Records, bringing out the sweet tone for which the Edison is famous.

3d—The Edison is the instrument that plays Amberol Records—records playing twice as long as ordinary records and giving you all of all the world's best music.

4th—The Edison Phonograph permits of home record making

National Phonograph Company

it an

XMAS



Hand yourself the finest Christmas present you ever had by pushing the Edison to the extent it deserves and bringing home your share of the profits on the vast amount of money that a big proportion of this 30,000,000 will spend for Edison Phonographs this Christmas. Is your stock all right? Your Edison jobber will take care of you. Write to him now.

Christmas Instrument PHONOGRAPH

—a most fascinating form of entertainment. It will record what you or your friends say, sing or play and then instantly reproduce it as clearly and accurately as it reproduces the Records of Edison artists.

These are a few of the Edison advantages. You want them in the instrument you buy. So go to a dealer's—there are Edison dealers everywhere—and insist on hearing an Edison—the instrument that has been perfected and is manufactured by Thomas A. Edison.

Edison Standard Records..... \$.35
Edison Amberol Records
(play twice as long)..... .50
Edison Grand Opera Records..... \$.75 to 2.00

There is an Edison Phonograph at a price to suit everybody's means, from the Gem at \$15.00 to the Amberola at \$200.00. Ask your dealer for complete catalogs of Edison Phonographs and Records, or write us.

NATIONAL PHONOGRAPH COMPANY, LAKESIDE AVENUE, ORANGE, N. J.

59 Lakeside Ave., Orange, N. J.



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NEW YORK, DECEMBER 15, 1910.

CHRISTMAS trade so far this month gives indications that the volume of holiday business for 1911 will not only equal but exceed that of last year. In some of the higher-priced instruments many dealers complain of shortage, but the factories have been working hard to supply stock, and they expect to meet demands.

Trade as a whole for the year now closing has been very uneven, but nevertheless in volume it will exceed its immediate predecessor. Business improvement has not been as active as many hoped, and its progress was temporarily interfered with by the political campaign.

Another factor which has retarded trade development has been the fact that the working classes have not been spending as much of their surplus earnings for luxuries as might be expected in view of the general employment of labor and the fact that the old indebtedness, due to lack of occupation during the panic year of 1907, has been paid off.

The demand for the cheaper styles of talking machines has not been as active as it should be, while the trade in the higher-priced creations has been simply enormous. The best authorities in the trade look forward to a larger and more satisfying business in the lower-priced machines during the holidays, and in the new year which will soon be with us.

VIEWED broadly, the talking machine business in all parts of the country today is on a healthy basis, and the dealers who are giving it the intelligent consideration which it deserves are making money. Many, of course, have gone backward, and

will continue to do so, because of their indifference to modern requirements in the way of attractive windows and warerooms, and the employment of aggressive methods in creating trade by means of publicity in their local papers, by recitals, and other plans suggested from time to time in these columns, and in which plans they are generously helped by the manufacturers.

It is just the time of year for serious reflection on matters of this kind.

The dealer desirous of getting his share of holiday trade, and of being a powerful factor in business during 1911, must realize that in order to win out he must be a "live wire" in the community. He must not follow in the beaten track of failures, but move along progressive lines.

IT is universally conceded that no one plan of trade promotion has been so successful with talking machine dealers as that of recitals. They are among the most effective and progressive schemes for concentrating attention on the merits of talking machines which have yet been conceived.

Where these recitals are properly advertised and invitations sent out, they appeal to a class of purchasers who unfortunately have not given as close consideration to the talking machine as they should—people who are not in touch with the wonderful perfection of the talking machine record, as produced by the leading artists and musical organizations of the world.

Dealers should make it a point to give concerts in their warerooms, no matter on how small a scale. They make friends for the dealer, and are most educational, inasmuch as they stimulate a knowledge of the wonderful possibilities of the talking machine—and by this we mean all makes—among those musically inclined.

ONE of the growing evils in the retail branch of the talking machine trade at the present time is the matter of long time credits. This matter is now receiving the consideration of jobbers throughout the United States, and we understand that a credit curtailment program is under way whereby dealers will be asked to buy goods under a shorter term policy.

While dealers at first consideration may not view this plan with favor, yet as a matter of fact it is an excellent move, because it will compel them to collect closely.

There is no question but that many dealers are lax in their collections and allow accounts to run with their customers which would not be the case if they were compelled to meet their obligations on shorter time.

In all industries to-day business men see the necessity of putting their business on as sound a basis as possible, and this means a credit business that will be helpful all round. We understand, too, that jobbers are co-operating for the purpose of preventing dealers who owe large sums of money to open accounts with their competitors—in other words, jobbers are not going to allow competition to blind them to the necessity of doing business along correct financial lines. Surely the proposed move is both wise and necessary.

THERE is no one department of a dealer's business to which he should give more attention than that of collections. There is a great satisfaction in marking up sales, but, after all, a sale is only successful when the dealer gets his money—the sooner the better.

If dealers allow the regular instalment periods to pass by without customers calling on them or sending their money, they should make it a point to keep a collector busy.

And this collector, by-the-way, can be utilized in the matter of exploiting new records, and stimulating an interest in the talking machine among those who may have temporarily become indifferent.

Dealers who insist upon prompt payments are not going to offend customers. When they realize that this is the fixed policy of the house they will, if anything, co-operate.

Close collections help the credit of the dealer. They raise his standing with the jobbers and convey to them the fact that such dealers are safe and sound business men.

Moreover, close collections mean the use of available cash and it is always better to have a thousand dollars in the bank than on the books. Hence it will pay dealers at all times to exercise a close scrutiny over collections. It means business health and stability.

NO one feature of the development of the talking machine has been so marked in recent years as its association with great artists and their recognition of the tremendous strides which have been made in the perfection of record-making.

Vocal teachers and others who formerly derided the talking machine, looking upon it as a toy, are now utilizing it in their studios as a means of demonstrating style, phrasing, breathing and other essentials in voice production.

Well known writers on musical matters have also "seen the light" and are recognizing the educational value of the talking machine, and the splendid mission it is performing in bringing the best of music into the homes of people who otherwise would be unable to hear the great artists of the world—artists who are earning thousands of dollars a night singing in all the leading opera houses.

VERY recent and important recognition of the advanced position occupied to-day by sound-producing machines is the fact that Henry Russell, director of the Boston Opera House and associate of the Metropolitan Opera House, New York, has accepted an appointment of consulting director of opera for the Columbia Phonograph Co.

This important announcement which appeared in last month's World is significant and emphasizes the points set forth above that the very leaders in musical and operatic progress are no longer indifferent to factors that are proving the greatest possible aid in inculcating a larger knowledge of music and of the great operas and singers of the day.

WITH THE TRADE IN MILWAUKEE.

Prospects Are That the Holiday Trade This Year Will Surpass That of 1909 by at Least 50 Per Cent.—General Conditions Good—McGreal Arranging for Jobbers' Convention—Giving Talking Machine Concerts in Public Schools—Some Personal Items—Dealers Interested in New Credit Bureau—What Varied Houses Have to Report Anent Business—Gimbel Bros. Department Rearranged—Some Popular Records.

(Special to The Talking Machine World.)

Milwaukee, Wis., Dec. 5, 1910.

Retailers report that the holiday trade has opened in earnest and that there is every indication of a total business far in excess of that received a year ago. Leading Milwaukee dealers say that present business is at least 50 per cent. better than for the same period last year.

Industrial conditions in Milwaukee are satisfactory in most lines; prosperity is everywhere evident in the smaller cities and towns of the State, and dealers say that they have every reason this year to feel decidedly optimistic.

The jobbing trade is all that could be asked for. Dealers all over the State are ordering freely and seem to realize that now is the time to get their stocks in shape for the Christmas rush. As in the retail field, demand seems to be strongest for the higher-priced machines, Victrolas and Amberolas selling especially well.

Lawrence McGreal, the prominent talking machine jobber of this city, has begun making the preliminary arrangements for the convention of the National Association of Talking Machine Jobbers, which will be held in Milwaukee, July 11, 12 and 13. Mr. McGreal is negotiating with the hotels of the city, and judging from present indications there will be no difficulty in finding room for the talking machine men who are expected to attend the convention.

Lawrence McGreal has been conducting a series of Edison and Victor concerts in connection with the moving picture shows which the Milwaukee Journal has been giving at the various public schools about Milwaukee. It is the aim of the Journal to educate the people of the various communities to make a more extensive use of the school houses and other public buildings, and the plan is working out most successfully. At the last concert and show held at the Nineteenth District, No. 1, at Thirty-first and Brown streets, a vast crowd was in attendance. The plan, besides giving people the benefit of good pictures and good music free of cost, is proving to be a great advertising scheme for Mr. McGreal.

V. B. Taylor, of Chicago, has been appointed Wisconsin representative of the Victor Talking Machine Co. and is now meeting with an excellent business about the State.

William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., was a recent Milwaukee visitor, reporting business as entirely satisfactory. Mr. Hope is now covering territory in the vicinity of Green Bay, Wis.

Percy Williams, a member of the mechanical engineering department of the National Phonograph Co., was in Milwaukee on business recently.

Lawrence McGreal and family spent the Thanksgiving holiday at Dixon, Ill., with Mrs. McGreal's father, Alderman Martin J. Gannon. Miss Gertrude Gannon, proprietress of the McGreal retail store, is expected to return from Dixon this week.

Milwaukee retail talking machine dealers are highly interested in the new credit bureau that is being organized by the retail merchants' division of the Merchants & Manufacturers' Association. The new bureau, which will be modeled largely after a similar bureau at Indianapolis, Ind., will have headquarters in the rooms of the Merchants & Manufacturers' Association in the Germania Building and will be in charge of James Fetterly, an official of the association. Telephone connection will be made with the credit departments of all the leading stores, and the bureau is expected to be a success from the start. Leading talking machine men say they are confident that the

bureau will save them many dollars each year.

"Business is rushing in all lines," said A. G. Kunde, downtown Columbia dealer, 516 Grand avenue. "General demand is good, and there is every indication that we are entering upon the best holiday season ever experienced by this store. We are keeping our store open every evening from now until Christmas, a sure sign of a lively business."

A new Columbia talking machine store has been opened at 515 Wells street by A. Damascek, formerly of South Bethlehem, Pa. The new store is located in the heart of the Greek and Hungarian district, and Mr. Damascek is securing a good trade from the very start. A small-sized jewelry stock is also being carried.

L. C. Parker, manager of the talking machine department of Gimbel Brothers, has returned from a business trip to Chicago. While there Mr. Parker was the guest of L. F. Geissler, general manager of the Victor Co.

"Business is increasing steadily," said Mr. Parker, "and I look for the heaviest holiday trade in the history of the store. November was a good month and far ahead of the same period of last year. Prospects were never better, the record sales are large, and as they make excellent Christmas gifts I expect to sell great numbers of them."

During the past month the talking machine department has been rearranged, with the result that facilities for handling the trade have been largely increased. Partitions have been erected, so that the department is now shut off from the remainder of the second floor, thus keeping out the noise and scurry which is always evident in a large department store. The different parlors have been touched up and improved in an artistic manner, and additional record cabinets have been installed. All of the fixtures are finished in mahogany, and the walls and furnishings are done in colors to correspond.

In preparation for the holiday trade, J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Manufacturing Co., secured a large stock of high-priced machines, which included Victrolas. Judging from the orders which are being booked, Mr. Becker's anticipated rush in high-priced machines is more than being fulfilled.

"Business is very good," said Mr. Becker, "and it seems as though the holiday rush will be a record breaker. The demand for medium-priced machines is not heavy, but this is more than made up by the call for the best grades. Low-priced machines are also selling well. During the past few weeks the demand for records of the gems of "The Dollar Princess" and "The Chocolate Soldier," and "My Hero" from "The Chocolate Soldier," both of which played in the city recently, has been so great that we have run behind. At one time there were thirty orders on file. Had it not been for the fact that I had put in a large stock of these records, we would have been swamped. Our Zonophone line is selling well also."

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

Fritzie Gibbs, of the Rudolph Wurlitzer Co., was a recent visitor in Milwaukee.

IMPORTER'S PROTEST UPHELD.

Board of General Appraisers Decide That Cinematograph Films Are Dutiable as Photographs Instead of as Manufactures in Chief Value of Celluloid.

In sustaining a protest filed by Sussfeld, Lorsch & Co. and others, the Board of United States General Appraisers holds that cinematograph films imported under the tariff act of 1897 are entitled to enter this country as "photographs," with a customs tax of only 25 per cent.

The Collector returned the films as "manufactures in chief value of celluloid," which called for duty at the rate of 65 cents per pound and 25 per cent. ad valorem. General Appraiser Sharretts, who writes the decision for the board, finds authority, so he states, for reversing the Collector's classification and sustaining the protests. The Custom House authorities are directed to reliquidate the entries on the basis of the lower duty.

TALKING MACHINE EXPORTS.

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

(Special to The Talking Machine World.)

Washington, D. C., Dec. 6, 1910.

In the summary of exports and imports of the commerce of the United States for the month of October (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 October, 1910, amounted to \$276,261, as compared with \$243,241 for the same month of the previous year. The ten months' exportations of talking machines, records and supplies amounted to \$2,138,914.

DIRECT ADVERTISING.

Excellent Results Gained Through Placing Circular Matter in Every Package Sent Out.

"The retail merchant," said a man of experience, "should place in every package that leaves his store some form of advertising matter that is likely to bring back again the purchaser of that bundle.

"Unless it be in a small town, nearly one-half of the trade in a retail store is made up of transient shoppers; of people who have not, as yet, established a permanent place of trade. Everything possible that is fair should be done to make regular patrons out of these transients.

"Let them know all about your business and your stock that it will be to your profit to have them know. The circular or leaflet slipped into the bundle is one way of giving them that knowledge. A dainty little booklet full of facts about your business is a good thing to use. The cost should deter no one, for if it is properly done, it is the cheapest form of advertising you can get. Cheap, because experience has shown that it goes a long way towards getting and holding trade."

TEST OPENS IN AUSTIN

Will Handle the Victor in Handsome Quarters on Congress Avenue That City.

(Special to The Talking Machine World.)

Austin, Tex., Dec. 5, 1910.

Clarence Test has opened one of the swellest and most modern talking machine stores in the South at 800 Congress avenue, this city. He has purchased his initial order of Victor goods from the Petmecky Supply Co. He has considerable floor space in the premises leased from the Bush & Gerts Piano Co., and has fitted them up most admirably. He intends to go after trade in a very lively fashion and promises to be an important adjunct to the talking machine business in this section.

SAMMARCO CHATS OF RECORDING.

Sig. Sammarco, the famous baritone of the old Manhattan Opera House, and now connected with the Chicago Opera House, in a recent interview stated that after he had finished his career as an opera singer he intends to become an aviator. He says that to him it is a fascinating occupation. He said further: "There are two things in life that are particularly hard for me to do. One is this sitting for my picture and the other is singing into a talking machine. Did you ever see an artist singing for a talking machine? No? Well, imagine a horn, the artist in the process of being pulled back and pushed toward this horn at the desire of the operator, and, back of him, an orchestra playing in his ears. With all this distraction the poor singer is attempting to do his best. It is certainly very difficult, for one always fears to spoil something by a wrong movement."

When you think you are at the top of the ladder in your trade do not stop self-satisfied, just "holler for more ladder."

The Lion's Share

Comes to the Dealer Who

The sales of the U-S, the latest, simplest and most rapidly that we predict an immense demand. Our best interests will not fail to protect you.

U-S Combination Phonograph

We have made such unusual claims for the U-S Phonograph and Record, that we hardly expect every dealer to appreciate, by merely reading, the wonderful merit of this new line. But we do want you to **demonstrate** it to your own satisfaction in your own store, by the most rigid comparison, alongside of any other machine you ever sold, saw or heard.

Play the U-S Record on another machine, or play a record of another make on the U-S; no matter what kind of a test you make, you cannot fail to notice the vast difference, the vast superiority, of the U-S product. It produces music of sweetness, of clear definition and musical volume, with a fidelity to the original voice or instrument that will surprise you—rare qualities found in no other machine, because none other has the wonderful “voicing” powers of the new U-S Diaphragm.

A trial will also convince you of the great ease with which you can instantly adjust the machine for either a two or a four-minute record, by simply a twist of the shift key on the automatic reproducer carriage. You will notice the easy and almost noiseless running of the motor. You will appreciate the value of the new U-S Flexible Tone Arm.

In other words, you will see at a glance why the U-S machine **really** has no **competition** where its supreme qualities are known.

The public is fast coming to an appreciation of the U-S as a **musical instrument**; it will soon be the standard phonograph of the whole Western Hemisphere.

Be ready.



U-S PHONOGRAPH COMPANY

of "1911" Profits

Handles the U-S Line

most perfect phonograph, are increasing so
d in 1911. The dealer who is alive to his
re at once to meet this demand.



U-S Everlasting Records

A stock of U-S records is the biggest booster you can get to popularize your store as a center for **real music**.

With them, as with U-S machines, a demonstration will show you why. They not only reveal unusual quality as to the music itself, but will convince you that you have at last the truly everlasting record. The U-S is scratch-proof, break-proof, wear-proof—no amount of playing can affect it.

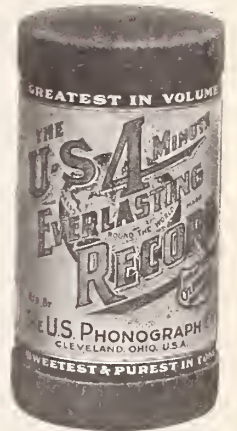
After all, the vital reason why the U-S Record is such a big profit maker is the fact that **people prefer it to all others** as soon as they hear it played. One record sells another, and since they are at their best on U-S machines the records in turn sell phonographs.

The U-S is distinctively a proposition for the trade. We virtually make our dealers our partners, co-operating with them and giving them a profit-making opportunity granted by no other manufacturer.

There are no arbitrary restrictions in our offer; we don't dread competition and comparison. In fact, we are better pleased when there are other makes side by side with the U-S; the comparison emphasizes the latter's superiority.

Notwithstanding reports circulating to the contrary, we are manufacturing entirely under **our own patents**, which are backed by unlimited capital.

Your opportunity is NOW. Fill out the coupon TO-DAY.



DEC.

**V-S
Phonograph
Co.**

1013 Oregon Ave.
Cleveland, Ohio

Please send full particulars concerning the U-S Line of Phonographs and Records.

CLEVELAND, O., U. S. A.

Name.....
Address.....
City.....
State.....

Beginning at \$17.50 and ending at \$250—the range of Columbia machine prices covers every last possible “prospect” in your territory.



Beginning at 35 cents and ending at \$7.50—the range of Columbia record prices appeals to the man with the hoe and the man with the limousine.



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

GOOD BUSINESS IN CINCINNATI.

November Results Far in Excess of Record for Same Month Last Year—Milner Musical Co. Very Busy and Enlarge Talking Machine Department—Excellent Report from Columbia Co. Headquarters—New “Favorite” Grafonola and the Demonstration Record Make for Increased Sales—Dictaphones in Demand—Lively Aeolian Co. Trade—What the Various Houses Have to Report Regarding the Situation in Cincinnati.

(Special to The Talking Machine World.)

Cincinnati, O., Dec. 9, 1910.

The trade is in the middle of the pre-holiday business, and the outcome is most encouraging. The general reports of the past month indicate that November's results were in excess of the corresponding period last year.

Raymond Stotler, manager of the Milner Musical Co., reports a splendid business for November, having succeeded in more than doubling their business of the same month last year. Mr. Stotler says that he does not believe that this was altogether accounted for by the particularly effective and aggressive advertising campaign, but mostly due to the demand for the better and higher-priced styles of talking machines. The Milner Musical Co. have enlarged their record department and now carry one of the most complete stocks of Victor and Edison records in the State.

Manager R. J. Whelen, of the Columbia Phonograph Co., was in a jovial mood when the writer called upon him, caused, he said, by “fine business and better prospects,” and added: “As predicted in October, the volume of business in November was a record breaker, and there is just no telling what December will bring forth, when we take in consideration the new Grafonolas and records just put on the market. We thought our line complete before, but with the new Grafonola “Favorite” at \$50, the first hornless machine ever sold at the price, and the new style Grafonola “Elite” at \$100, we are bound to get more business than we can take care of. The demand for the higher-grade machines and records continues to increase, with the Grafonola Regent (Library Table) in the lead. We have put into the hands of the dealers a big trade-getter in the way of the special 10-inch double disc demonstration records, one of which they can give to every owner of a disc talking machine (or charge 10 cents each for the cost of handling only) to demonstrate the Columbia double disc records, and the dealers have responded with enthusiasm, ordering by the hundreds. One dealer immediately upon receipt of the announcement jumped on the car and came to our store, ordering a large quantity, and said, ‘This is one of the greatest things ever done for the dealer to enable him to secure publicity and customers and demonstrate Columbia records.’ The Dictaphone department had the largest business in its history in November, selling Dictaphones to the Ohio Carriage Manufacturing Co. and Ohio Fur Co., of Columbus, Ohio; the Foos Gas Engine Co., of Springfield, Ohio; American Rolling Mill Co., of Middletown, Ohio, and several Cincinnati firms.”

Mr. Ahaus, in charge of the talking machine department of the Aeolian Co., reports business very good for the month of November and states that the outlook for the Christmas trade is extremely bright.

Henry H. Schwenker, the traveling repair representative of the Victor Co., recently called upon John Arnold and gave hints about healing sick machines which were much appreciated by his host. Mr. Arnold said it was one of the best stunts pulled off by the Victor people in years. He claimed to have secured ideas from his visitor which were of inestimable value to his business. The special record offer of the Edisons boosted Arnold's business during November, and he looks for a greater volume this month.

J. E. Poorman, the Main street representative of the Zonophone, Edison and Victor machines, could not be reached with a 10-foot pole during the past three weeks. It was all because he was gobbled up for jury service by the county and could not give an adequate reason for evading the work. Poorman said the experience was worth the annoyance. Walter G. King, manager of Poorman's talking machine section, is once more back in harness after having gone through three operations. Business there has been very good during the past month, and the outlook is most encouraging.

The R. Wurlitzer Co. reports a decided increase in the talking machine trade, which showed a very gratifying increase over November of last year. Mr. Dittrich, who is again in charge of the talking machine department after an absence of several months, said:

“Our retail department has certainly given us a surprise in the number of cash sales we have received for Victrolas; also in the fact that, while the preference seems to run to the mahogany instruments, we have been placing quite a number of the special finishes. There has been an exceedingly heavy demand for Red Seal records, especially the new ‘Melba’ records, which are very popular sellers.”

SUGGESTIVE SELLING.

Working with the Object of Making the Store, Both Inside and Out, Attractive to the Customer—A Hint for Clerks.

A clerk can increase his value to his employer by doing his work and meeting the customers in the same manner that he would do these things if the store were his own. It is certainly safe to say that no clerk, in dreaming of the days when he shall be the proprietor of the leading store of his town, dreams of a store with dirty shelves covered with cobwebs and dusty goods, with dirty windows and poor window display, with a force of slouchy, insolent tobacco-spitting clerks who misrepresent the goods and short-change the customer or the cash drawer. He does not dream of having a customer stand and wait, while he, the proprietor, hunts all over the store for the article wanted.

These are a few things he would avoid if he were proprietor; certainly then he should work

against these things while he is a salesman.

A little work with the duster early in the morning before the day's rush is on will work wonders in the appearance of the store, and no hardship on the clerk.

Window trimming in itself is, of course, a field for no end of study, but a window can be made attractive and be made to sell goods without being a masterpiece of color and design, and it is certainly true that a good display of machines and records in a window will sell more goods than will a bunch of guinea pigs or white rats. By keeping his window alive, that is trimmed with seasonable goods, a clerk can add appreciably to the weekly sales.

As to personal appearance, neatness is the essential point. Fine clothes are not necessary. A man can put up some show of neatness in a blue shirt and overalls, and strangers unconsciously judge a clerk to a great extent by his appearance.

LIBRARY OF SPEECH IN PARIS.

Phonographic Records of Orators' Actors' and Writers' Readings from Their Own Works—Great Aid to the Stage—The Moliere and Shakespeare Traditions Could Thus Have Been Preserved, Remarks Jean Coquelin.

A vocal library is the latest idea in Paris, France. It is to be installed in the Bibliotheque Nationale, and will consist of a collection of phonographic records of the words spoken or sung by great orators, singers and actors. The library will be equipped with abundant instruments for the transmission of the recorded sounds to the ears of visitors.

Thus in the future the student of the life of some great man intending, perhaps, to become his biographer, may be aided by the accents of his voice long after he has passed away. It is not improbable that a discourse of the Prime Minister in the Chamber of Deputies may, in after years, be both read and heard at the same time.

The new department in the Bibliotheque Nationale will be called the Museum of Speech. The organizers propose especially to enrich it with important literary works of the present period, recited or read by the authors themselves into a phonograph.

This strikes one as beyond question the most charming feature of the project. What would not certain enthusiasts give to-day if they could hear passages from Racine, Moliere, Shakespeare and De Musset delivered in the identical tones of those immortal writers?

“A satisfaction equally great,” said a leading French literateur, in speaking of the move, “is perhaps reserved for our children's children.” In this connection Jean Coquelin remarked: “Yes, and how much more clearly might have been preserved what are known as the Moliere tradition and the Shakespeare tradition of acting if phonograph records of their stage performances could now be found in our libraries. In an educational sense I do not think that the value to future generations of phonographic libraries of this character can be exaggerated.”

When will America fall in line?

TRADE IN SOUTHERN CALIFORNIA.

Present Conditions and Outlook Most Satisfactory—Sherman, Clay & Co.'s Big Victrola Business—Amberolas in Demand at the Southern California Music Co.—Angelus Talking Machine Co. in New Quarters—Brown's Music Co.—Angelus Talking Machine Co.'s Victrola Recitals—Grafonolas Have the Call at Fitzgeralds—The Photographic Specialty Co. a New Concern—Dealers Throughout the State Are Doing Well and All Look Forward to a Large Christmas Business—Louis F. Geissler Among Recent Visitors to the Land of Fruit and Flowers.

(Special to The Talking Machine World.)

Los Angeles, Cal., Nov. 30, 1910.

The Christmas trade is now taking shape and promises to be more satisfying than ever. November, which has been found by most of the retailers to be the quietest in the year, has not been much better for 1910 than in previous years. This quietness is not a bad feature, however, as it enables the dealer to prepare for the busiest season of all. The wholesalers have found trade just the reverse to the retailers and have sold more goods than in any previous November.

Sherman, Clay & Co. have been exceptionally busy with the new styles of Victrolas, which have been sold as fast as received. The recent exchange proposition has also commanded some attention. Another large shipment of Victrolas and Victrolas, as well as records, is due to arrive at an early date. These goods are nearly all on order and will not remain in stock for a very great length of time.

The wholesale force of the Southern California Music Co. are all very busy with the many orders for Edison goods. The Amberola is in great demand, as well as the new style Triumph and the Music Master horns. W. J. Reynard has just returned from a most gratifying trip among the dealers and has a splendid record for Amberola sales. The retail department has been a very busy scene during holiday preparations. A complete line of Victrolas in all sizes and finishes is now on display in a special room for this type instrument exclusively.

Perhaps the most notable news item of the month is the removal of the Angelus Talking Machine Co. from their old quarters at Fifth and Main streets to a new and handsome store at 341 South Spring street. This company are an exclusive Edison concern and have demonstrated the growth of the Edison trade more plainly than in any other way by their removals. They are now directly adjoining the Brown Music Co., who handle Victor and Columbia disc goods. The Brown Co. are also new in this location as well as new in the trade and are gaining a strong hold on the business situation.

The Geo. J. Birkel Music Co. are to remain in their old store during the holidays, although it was originally intended that they should occupy their new Broadway building by this time.

The Wiley B. Allen Co. are ready for the biggest trade yet and which they expect to have. W. P. Carson was secretly married a few days ago. Mr. Carson has recently joined the Wiley B. Allen Co., having left the Southern California Music Co., where he had been cashier in the talking machine department for some time.

The J. B. Brown Music Co., of South Broadway, have given a series of Victrola recitals, which have proven very successful. A feature which is original is the reading of the story of the opera. This is done by Miss Mabel Brousseau, who also explains each record as it is played. Two recent concerts were devoted to "Madama Butterfly" and "Lucia." The recent opera season helped to make the success and created a demand for operatic selections.

The Andrews Talking Machine Co. are the first Victor dealers to make a Christmas display in their show windows, the same having appeared early this week.

The Fitzgerald Music Co. are doing a splendid business in Grafonolas. They have recently received several beautifully finished Regent styles.

The Phonograph Specialty Co. is the name of a new concern, which now have exclusive selling rights for several talker appliances, such as the Harmony disc record files, Harmony sound controllers and cardboard envelopes for protection to stock. Geo. D. Wernli, manager of the new concern, has recently received a number of large orders for Harmony files. The Knight-Campbell Music Co., of Denver, Colo., placed an order for several hundred files, which were delivered this month. Mr. Wernli is contemplating a vigorous advertising campaign, which he expects to launch after the first of the year.

Very good reports are reaching the trade from all outlying dealers. Riverside has been having a number of highly successful Victrola recitals, which were complimentary, given by the J. B. Brown Music Co.'s branch. These concerts are conducted on the same plan as those given by the Brown Co. in Los Angeles. The Southern California Music Co.'s store is in splendid shape and Manager Griffith is expecting a great Christmas trade.

The Short Music Co., of Pomona, Cal., have done a remarkable business in Amberolas during the past sixty days.

Ralph N. Paulin, manager of the Brown Music House of Santa Barbara, Cal., made a trip to Los Angeles a few days ago. He reports trade in splendid shape, with the best prospects in view.

Bowman Merritt at Fillmore, Cal., is another Amberola specialist, having recently sold three such instruments in one week.

W. H. Saladin, Orcutt, Cal., has taken the Lompoc territory for Edison goods and has installed a complete line of machines and records, including the Amberola.

Ryan & Dame, at Tulare, Cal., have been appointed exclusive Edison dealers in their section, and have made it a point to have a full stock of machines and records.

F. E. Huffaker, Visalia, Cal., recently ordered a dozen Edison phonographs and an Amberola and has lately added to his selling staff an eleven pound boy, upon whom he is to be congratulated.

The marriage fever has spread to the California talking machine trade and has claimed the following victims: O. A. Brehler, of Sanger; H. L. Mathews, Nordhoff; W. H. Saladin, Orcutt; Sibley Pease, of the Andrews Talking Machine Co., and, as mentioned in another part of this article, Willard P. Carson, of the Allen Co., Los Angeles. All were doing nicely when last seen.

The Crown City Phonograph Co., of Pasadena, Cal., have removed to No. 9 West Colorado street, where they will have space for a larger and more complete line of Columbia disc and cylinder goods. A great number of Victrolas have recently been sold in San Diego, all of the Victor dealers participating.

Mr. Gray, of the Thearle Music Co., visited Los Angeles early in the month. He is one of San Diego's enthusiastic business men who is helping to make the city famous.

Messrs. Rundel and Lovejoy, of the wholesale department of the Southern California Music Co., had the pleasure of a call from Sophie Tucker, who is filling an engagement at a local playhouse. Miss Tucker listened very attentively to a number of her Edison records, with which she was greatly pleased.

A most notable visitor during the middle of this month was Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J. For several days Mr. Geissler called on the dealers and visited different points of interest. His impression of southern California was very good. He expressed admiration for the general trade conditions found here and was glad to find the enthusiasm so well displayed. A feature of his visit was a fishing trip to Santa Catalina Isle, which was his first experience on the magic island, although the Coast was at one time his home. No wonderfully large fish were caught, although a large number of nice ones were landed. Mr. Geissler is a brother of E. D. Geissler, of the Geo. J. Birkel Music Co., of this city, with whom he had a very pleasant visit.

C. F. Crank has lately joined the business phonograph department of the Southern California Music Co.

TELLS the
WHOLE STORY
about the
**PERMANENT
JEWEL
NEEDLE**
for ALL
Disc Machines

W. O. Kellogg, manager Chicago office of Watson & Newell Co., silver-smiths, writes as follows, under date of Oct. 2, 1910:

"Perhaps you will be interested to know that I have and am enjoying two of your 'Permanent Needles' a medium and loud tone. I have now used both for over a month and wish to say they are perfect in every way.

"I use the medium tone needle on loud records, and the loud tone needle on soft records, with great effect.

"There is less scratching and more soft tone derived from your 'Jewel Needle' than I have ever had from the old style steel needle. The time saved in changing needles, the assurance that at all times you have a perfect needle already set to play is a great satisfaction to me. Many of the steel needles have blunt ends and unless one is very careful to examine each needle when changing same, you are liable to injure a good record.

"I am positive you will meet with great success with your new invention, and I hope the owners of all disc talking machines will buy and try your 'Permanent Needle,' which I am positive will more than come up to their expectations.

"Yours for success,

"W. O. KELLOGG.

"P. S.—I have played certain records many times with the same needle and note there is no wearing of the record or the needle. The tone remains the same. (W. O. K.)"

The Permanent Needle is furnished in loud, medium or soft tone.

Retail Price \$2 each.

Usual Trade Discounts.

Guaranteed for one year; will last indefinitely.

Order From Your Jobber.

If he can't supply you, drop us a post card and we will give you the name of the nearest jobber who can.

**Permanent
Needle Sales Co.**
14 State St., Chicago

The Talking Machine Trade in New England

THE TRADE IN NEW ENGLAND.

W. O. Pardee, of the Pardee-Ellenberger Co., Reports Excellent Demand for the Triumph Phonograph, Which Is Proving a Big Favorite—Frank A. Barrows Opens a New Store with the Edison Line—Other Items of News.

(Special to The Talking Machine World.)

New Haven, Conn., Dec. 8, 1910.

W. O. Pardee, president and treasurer of the Pardee-Ellenberger Co., Inc., Edison jobbers of this city, says that trade is very satisfactory, with every evidence and anticipation of a brisk holiday season. "The equipment by the National Phonograph Co." added Mr. Pardee, "of their Triumph machine, with a new model 'O' reproducer and Music Master horn, has stimulated the sale of this machine amazingly. As a result, the sale of Triumphs has increased to such an extent that it is giving the Home a close rub. Those of our customers who have taken up the wagon proposition which the National Co. have put in effect have done very nicely and are showing satisfactory results."

Frank A. Barrows has recently opened an exclusive, up-to-date Edison store at 144 Orange street. His store is well located on one of the principal streets and is extremely attractive in appearance. Sound-proof booths, unusually spacious, are a feature, and easy chairs scattered here and there give it the air of homelike comfort rather than a commercial institution.

Frank E. Gage, Connecticut representative of the National Phonograph Co., will shortly make his home in this city, and New Haven will be considered his headquarters from now on.

EXPANSION IN PROVIDENCE.

Business in Excellent Shape—Columbia Co. Finish Remodeling Warerooms—J. A. Foster Co. Speak Highly of the Results of the Advertising Policy of the National Phonograph Co.—Steinert's Big Victor Trade—Kelly Piano Co. Take on the Victor.

(Special to The Talking Machine World.)

Providence, R. I., Dec. 7, 1910.

As the second largest city in New England,

Providence is enjoying a exceedingly stable talking machine trade. Concerts are being held frequently; there is plenty of retail advertising, and the indicator points to a successful season.

John H. Massey is the manager of the phonograph department of the J. A. Foster Co., the Edison jobbers. Mr. Massey has built up a splendid business and is an indefatigable worker in the interests of his house. Anent local business he says: "There is a very marked 'renewed interest' in phonographs. We attribute this to the advertising and the various schemes advanced by the National Phonograph Co. We find that by advertising persistently and heartily co-operating with the home company in advancing such business builders as recording demonstrations, old records exchanged and pushing the four-minute attachment we are realizing considerable new business."

The Columbia Phonograph Co. recently finished remodeling and painting their local headquarters, and they now have one of the best appointed ware-rooms in the city.

M. Steinert & Sons Co. are strongly featuring the Victor talking machines and records and are transacting a satisfactory business. Wm. D. Blossfield is the manager of this department and is out for a big "record" for December.

The Kelly Piano Co. who recently put in the Victor line, report a good business.

C. H. SEAVEY TO HANDLE EDISON GOODS.

(Special to The Talking Machine World.)

Amesbury, Mass., Dec. 4, 1910.

C. H. Seavey, of Haverhill, has opened a retail store here and will feature Edison goods. Mr. White has been engaged as manager.

MARCELLUS ROPER CO.'S STRONG STAFF.

(Special to The Talking Machine World.)

Worcester, Mass., Dec. 5, 1910.

Marcellus Roper Co. are big talking machine dealers of this city. Fred Lane is the manager of the department, while M. R. Caldwell has been appointed his assistant. Mr. Caldwell was formerly with M. Steinert & Sons Co., Lowell, who resigned to take a position with the Seigel Co., of Boston, but instead went with the Roper Co.

CONDITIONS IN PORTLAND.

Unseasonable Weather Has Not Helped Business in Maine—What L. W. Frickett, of Cressey & Allen, Has to Say on This Subject—What the Representatives of the Columbia and National Co. Report.

(Special to The Talking Machine World.)

Portland, Me., Dec. 7, 1910.

Cressey & Allen, the big piano house, are the Victor jobbers here. They have a spacious talking machine department, ably managed by Louis W. Frickett. Speaking to The World anent business conditions, Mr. Frickett remarked: "Business in Portland and vicinity has not been any too brisk. I attribute this partly to the beautiful, warm autumn weather, which has greatly extended the automobile and sport season, thus keeping people out of doors. This month, however, shows a remarkable improvement, and business has been fairly good. We have every reason to expect a record-breaking December business."

The Columbia Phonograph Co. maintain a good-sized branch on Congress street, which is showing what activity is when it comes to selling Columbia products.

The Edison jobber here is the Portland Sporting Goods Co.

NEW ENGLAND DEALERS PLEASED

With the Special Attention Given Their Interests in the World—It Will be Mutually Advantageous to Get in Touch with the World's Boston Headquarters.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 8, 1910.

Many complimentary remarks have been heard from the trade at the way The World is promoting the New England field. Jobbers and dealers alike are greatly pleased, and in consequence the subscription list is growing tremendously. The aim is always to "make it better," and The World man would appreciate items of interest showing what the dealers and jobbers are doing. Have these items about yourself or others and send them to The Talking Machine World (Boston office), room 12, 178 Tremont street, Boston, Mass.

BIG DEMAND FOR PURITONE NEEDLES.

(Special to The Talking Machine World.)

Putnam, Conn., Dec. 6, 1910.

Reports from the talking machine needle factory of John M. Dean show this house to be extremely busy making and shipping their famous "Puritone" needles, as well as their other brands for the various jobbers.

Charles Dean, of this company, says that they make sixteen different styles of talking machine needles, and that their capacity is two million needles a day.

I. L. HISER APPOINTED MANAGER.

(Special to The Talking Machine World.)

Lowell, Mass., Dec. 6, 1910.

I. L. Hiser has been appointed manager of the talking machine department of M. Steinert & Sons Co., Victor dealers.

"The man who whispers down a well
About the goods he has to sell
Will never reap the shining dollars
Like one who climbs a tree and hollers!"
—J. H. Smith.

It is not good salesmanship to sell a customer what he does not want, but it is good salesmanship to get him to want what you have to sell.

How is Your Christmas Stocking?

If you find a hole when you look into your Christmas stocking of **EDISON PROFITS**, write to **LINSCOTT of BOSTON**, the Edison dealers' Santa Claus.

That hole this year was caused by the "all out" wear, which eventually means profit destruction. Customers want to be served promptly, and to do that you must be reinforced by a **GOOD** jobber with the biggest stock.

The entire Linscott organization and service is at your command; our interests are **YOURS** and we will see that you have every equipment to create and maintain a tremendous business in 1911—with a full stocking of profits.

No matter what service you now have, let us show you how to "darn that hole" for next year. Write, wire or 'phone us.

Linscott Sporting Goods Company

(formerly Boston Cycle & Sundry Co.)

EXCLUSIVE EDISON JOBBERS

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., Dec. 8, 1910.

"Lack of stock" is this month's battle cry with both jobbers and dealers. No matter how much The World talks about the advisability of making early requisitions, the talking machine dealers will not heed it and consequently when the boom occurs, as it always does at this season of the year, profits are sacrificed because the goods cannot be secured. Dealers do not have to expend a great sum to equip themselves for the holiday trade, but they will wait till the last minute for everything. It seems a costly habit, but if all the energies of jobbers does not accomplish much, what's the use?

Will Surpass Record of Last Year.

"Sales for 1910, both wholesale and retail, will exceed the figures of last year," is the consensus of opinion all along the line, with one exception. It takes the exception to prove the rule, and the exception in this case is one big house who holds a good position commercially in Boston, but on talking machines they lack effort. Their department is all right and the manager is O. K., but the "one higher up" seems to hold a thumb on expansion. What the "higher up" one needs is a bunch of optimism handed to him straight; he ought to be pulled away from Boston's crooked streets and have a glimpse of the business in evidence at the various "talker" factories. Then he could come back, outline a good 1911 campaign, bang away with good advertising, and a year hence there would be enough growth to exceed the highest amount he might now estimate.

Co-operating with the Dealer.

Linscott Sporting Goods Co. are one of the live Boston houses that are co-operating with the dealer. As the trade know, they are exclusive Edison jobbers, and the department is in charge of Charles R. Cooper. As a dealer once remarked: "A jobber is only good for a place to get goods when I want them," which, while being a rather crude way of defining the term "jobber," yet its bluntness serves admirably, because he added a very important feature—to get goods when I want them. The Linscott slogan is "In Edison goods you get what you want when you want them," and Manager Cooper lives up to this, if nothing else. Mr. Cooper says they have the largest Edison stock in New England and they can fill any dealer's order at a minute's notice.

William Caldwell & Son, of Cambridge, furniture dealers, have opened a new store at West Somerville, where they have an attractive Victor room.

A New Record Cabinet Catalog.

The Eastern Talking Machine Co. are preparing a new catalog of record cabinets which will be mailed to the trade shortly. General Manager Wm. H. Taft (excuse me, I mean E. F. Taft) reports a very seasonable business with both Edison and Victor products, and this applies in all their various departments. S. J. Freeman, head of the publicity department, issues a very optimistic statement on business.

Boston Houses Form Bowling League.

Some of the Boston houses have formed sort of a bowling league, the firms so far including the Eastern Talking Machine Co., the Columbia Phonograph Co., M. Steinert & Sons Co., and Geo. Lincoln Parker. It is hard to pick a champion, as the E. T. M. Co. have lost to the Columbias, but redeemed themselves by whitewashing the Steinert team. The Parker corps have not yet entered the arena.

Good Report from Oliver Ditson Co.

Manager Henry Winkleman, of the talking machine department of the Oliver Ditson Co., has been chronicling "good" business conditions so long that this is now an accepted feature of the immense Victor-Ditson business. The Ditson Co. claim to be the largest Victor jobbing house east of Chicago, and this is certainly a monument of talking machine business that Boston ought to be proud of.

Geo. Lincoln Parker Enlarges Department.

Geo. Lincoln Parker has increased the space devoted to the Victor department, so ably managed by C. P. Trundy. They are doing a tremendous business, according to Manager Trundy's brisk reports.

Making Good with Club Offer.

Manager Howes, of Houghton & Dutton's talking machine department, reports a continuance of a steady response to their club offers, which in the way that Mr. Howes operates the idea, is a very profitable one for his house. Mr. Howes is one of the young "old time" talking machine men and thoroughly understands the intricacies of the business.

Recent Trade Visitors.

Two members of the Lynn fraternity recently in Boston were D. B. H. Power, the Edison and Victor man, and C. M. Lewis, the Victor and Columbia dealer.

Big Needle Plant Rushing.

Advices from the city of Lowell indicate that the big needle plant of W. H. Bagshaw is rushed with a good volume of orders. The Bagshaw products embody the essentials of point, temper and polish, which are the most vital features desired by users of needles. This is a special feature of Bagshaw needles and it is uppermost in all their workmen's minds from the initial step in manufacturing right through to the shipping door. Success may not mean merit, but merit always means success; the Bagshaw house is a combination of both and "needle merit" is the platform upon which their big business was built.

"Hear Music Over the Telephone."

Harry Rosen, the School street dealer, has an advertisement in the telephone book to "call us up and hear music over the telephone." Quite apropos, Harry!

Live Columbia Dealers.

One of the best talking machine retail houses around us is the emporium of Fairbanks & Son, Natick, Mass., who handle the Columbia line. Mr. Fairbanks, Jr., is a live one and has created a big following at Natick through his own untiring efforts.

Slot Machine "Talkers" Need Attention.

The unsuspecting public will never suspect what fine qualities talking machines possess when it

comes to reproducing the human voice and instrumental music if some of those slot machine talkers around Boston are not given a tonic for their cough. It is an anti-popular pill to have these squeaking slot talkers around in small cities, and if the same attention is given to their maintenance as to the coin box, it would be a help to the hearing. A salesman would have to begin all over again with a retail prospect if "it" unfortunately drifted into a store and one of these consumptive talkers was set off for "amusement."

A Great Time Saver.

Here is a great time saver originated by S. J. Freeman, of the Eastern Talking Machine Co., and used extensively by them all through their record bookkeeping. Instead of writing out the complete order as given, all they now do is to put the total number of records against the proper class, writing the record numbers on the reverse side:

-10 in. Victor	\$0.60	-12 in. Red S.....	\$1.50
-10 in. D. Face.....	.75	-12 in. Red S.....	3.00
-10 in. P. L.....	.75	-12 in. Red S.....	3.00 S
-10 in. Red S.....	1.00	-12 in. Red S.....	4.00 S
-10 in. Red S.....	2.00	-12 in. Red S.....	4.00
-10 in. Red S.....	3.00	-12 in. Patti.....	5.00
-10 in. Red Tam.....	5.00	-12 in. Red S.....	5.00
-12 in. Victor	1.00	-12 in. Red S.....	6.00
-12 in. D. Face.....	1.25	-12 in. Red S.....	7.00
-12 in. P. L.....	1.25		
-Edison Std. 2M. Records.			
-Edison Amberol Records.			
-Edison Grand Opera Records.			
-Edison Amberol Grand Opera Records.			

Big Columbia Business Increase.

Manager Arthur Erisman, of the local headquarters of the Columbia Phonograph Co., gives out the interesting information that their November business increased 42 per cent. over last year, which is a tremendous showing. He is also in receipt of information from the general offices showing that the entire Columbia business increased 40 per cent. average over the November of last year. This is of widespread importance to the Columbia chain of dealers, as, of course, it must mean that the dealers have enjoyed a corresponding volume of prosperity.

The Columbia 10-cent demonstration record is making a big hit with dealers and they are ordering them by the hundreds. This is only one of the many Columbia aids to the dealer which has occasioned favorable comment.

Two pretty window displays designed by Mr. Mason this month included an arrangement of ten BZ machines with records, and an exhibition of

FIRST

"Preceding all others in place, time or degree."

LARGEST

"Greatest in size."

BEST

"Having excellence in the highest degree."

MAKERS OF

TALKING MACHINE NEEDLES

W. H. BAGSHAW

Established 1870

Lowell, Mass., U. S. A.

Note: Jobbers and distributors only supplied.

The word "exclusive" has been so misused in this business that just possibly you don't know *precisely* what **Exclusive Columbia Selling Rights** may mean in *your* locality—in *your* town—on *your* side of the street—in *your* business. Don't say you are sure—*be* sure. Write in about it.



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

Grafonolas embracing the "Regent," the "De Luxe," the "Mignon" and the "Elite."

Kidder & Davis, of Fitchburg; M. A. McClure, of Rutland, Vt.; Fred Wood, of Wallingford, Vt., and the Robinson Piano Co., of Brookline, Mass., are a few of the recently appointed Columbia dealers on an exclusive basis.

THE IDEAL CHRISTMAS PRESENT

For the Child—Talking Machine Dealers Should Turn Their Attention to This Important Subject.

For eleven long weeks the writer lay tossing upon a narrow cot in the Orthopaedic Hospital in Philadelphia, and during that period he had an ample opportunity to discern with what keen delight the average child, even though racked by pain, welcomes music.

Just across the white corridor, up and down which ever and anon sweet-faced nurses flitted on errands of mercy, was situated the boys' ward. On Sunday evenings when the lofty chimes from the neighboring cathedral began their golden pealing, the children clapped their thin little hands in delight, and the cry of "Music!" rang from cot to cot. Then as the last echo of the bells died away, the solemn chant of the pipe organ took up the sacred refrain. Like the seductive drugs one reads of in Rudyard Kipling's weird stories of India, the grand music enwrapped their warped and aching bodies with a delicious languor, and many a small boy, fresh from the horrors of the operating table, would smile and turn upon his side to sleep.

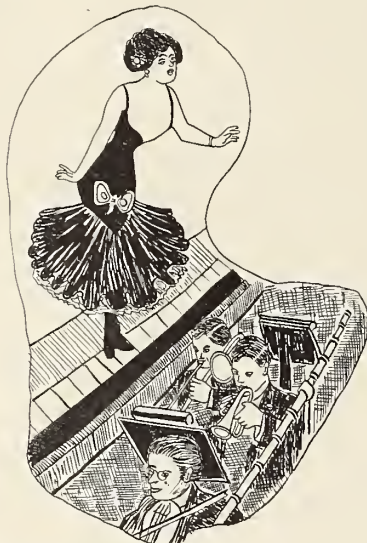
Sometimes of a week-day a virtuoso of the street piano would stroll within the neighborhood of the hospital, and that event was universally heralded by shouts of sheer ecstasy. Airs such as "Put On Your Old Gray Bonnet" and "Has Anybody Here Seen Kelley" would cause such a pandemonium of merriment that the restraining influence of a kindly superintendent or head nurse would be needed to restore order out of chaos.

If music has such an influence upon children who are ill, it will certainly impress them even more favorably when ruddy and strong with the glow of God's greatest gift, health, upon their cheeks.

Therefore, Mr. Dealer, the talking machine is the ideal Christmas gift for the child, and when introducing your goods to the mother or father you should emphasize that fact as strongly as lies within your power as a commercial orator. In doing this, however, you should be most careful as to the kind of record you suggest for the youngster. Unfortunately, some manufacturers are not quite as particular in this regard as they should be. Some records listed within the past year and even brought out ahead of schedule and marked "Special" are scarcely fit for the ears of the average juvenile. The young America of to-day is a pretty up-to-date proposition, and when he creeps downstairs on Christmas morning in his pajamas and finds a talking machine reeling off "Put On Your Slippers; You're In for the Night," or "Mister Pat O'Hare," he is wise enough to associate

these songs with the place in which they belong, the cheap music hall. He sees the scantily-clad scoubrette, the flashy, wine-flushed audience, and is enraptured—that is life, indeed.

"Play 'em again, daddy," he cried with the sparkle of excitement in his eye. However, if the father is the right sort, he will, with a show of diplomacy, refuse the request and send his off-



spring scampering skyward, at the same time secreting the records in a certain drawer labeled "Adults only."

All catalogs abound with selections most appropriate for children, and it is these that should be played by the dealer when he learns that his customer revels in the pride and joy of fatherhood.

Mr. Dealer, let this Christmas season be gay with the shouts of boys and girls who have received talking machines and the right sort of records for gifts. You have the goods, and it is simply up to you whether or not they are delivered.

HOWARD TAYLOR MIDDLETON.

We often applaud in others what we cannot do ourselves, or perhaps do not do, because we have not the courage to try.

DEMONSTRATION PROPOSITION.

Special Double Disc Columbia Record for Dealers to Demonstrate and Sell at Cost of Handling—Clever Plan to Advertise Columbia Record Quality Which Should Win Out.

Another new proposition to develop trade, in the form of a "special demonstration double-disc record," has recently been placed before the trade by the Columbia Phonograph Co., General. A circular letter to Columbia dealers explaining the plan in detail has been distributed, of which the appended is a portion:

"We are about to put in your hands the strongest trade weapon you could possibly use. We have made, and shall be ready to send you as soon as your request reaches us, a special demonstration double-disc Columbia record. We shall make the charge to you 10 cents for each of these 10-inch Columbia double-disc records—this charge being meant to cover only the cost of handling. You will be authorized to use this record for demonstration in your store, and to give it away free to every owner of a talking machine whose name you can secure by advertising or by canvassing. This record must not be offered for sale, except that you may make a charge of 10 cents if you wish, with the understanding that this charge covers only the cost of handling and delivery.

"On one side of this record will be a plain-spoken argument covering the claims we make for the Columbia double-disc record. After the spoken argument, the perfection of the Columbia process of recording instrumental music is demonstrated by the introduction of short melodies by the various separate orchestral instruments and a finale by the full orchestra. On the other side of this demonstration record is a musical selection which will alone be worth 65 cents to any owner of a talking machine. It carries no spoken or other advertising matter at all, but is designed to present fair evidence of the quality of Columbia vocal music. Every attempt has been made to produce a record which should be in itself a genuine proof of the superiority of Columbia recording. Everyone who tries out the record will be, supposedly, the owner of a talking machine and disposed to criticize and analyze and compare—which is precisely what we want to invite.

"This proposition comes to you at the one best time of the whole year, too—don't lose sight of that. This is the time of the year when every owner of a talking machine is interested in records unless he has completely lost his interest—and in that case there isn't one other nameable thing that you could possibly do to arouse that man's interest again so effectively as to get after him with this special demonstration double-disc. This is a big thing—and big in possibilities; yet not a thing that requires you to plunge. You can feel your way very easily."

ITS PERMANENT MOTTO.

One of the most successful department stores of America has this for its permanent motto: "First of all, reliability."

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Manufacturers and Dealers Well Satisfied with the Opening of the Christmas Trade—Plenty of Business for All—Political Disturbances Have a Far Reaching and Disturbing Influence Upon Business in General—How the Various Leading Manufacturers and Factors View the Present Situation—Suggestions for Those Going After Export Trade—Voice Photography a Success in France—Some Recent Trade Literature—Contents of the Latest Record Lists—A To'stoi Record in English—A Reduction in Te'graph Rates Promised—Daws C'arke as an Inventor—The Gramophone Co.'s Pleasing Balance Sheet—Many Special Christmas Records in Evidence—Grand Prix at Brussels for Gramophone Co.—Timely and Interesting News of the Talking Machine Trade in the Provinces—T. Edens Osborne Still Much in Evidence—The Happenings of the Month.

(Special to The Talking Machine World.)

London, E. C., Dec. 8, 1910.

It's a fairly certain conclusion that a prosperous trading season is a large contributing factor to Christmastide happiness, and being so, it would almost seem superfluous to extend the old wish in view of the pleasing state of business now spreading its genial influence around talking machine traders. But for all that, to omit to do so would appeal to me as showing an attitude of cynical indifference to the spirit of the time, an interpretation I hasten to avoid by expressing this wish to all of my readers the world over: "Feeling assured that you have done your duty by supplying as many homes as possible this Christmastide with a good machine and records, and that your happiness will be sufficiently enhanced thereby to carry you well over the holidays, I would very heartily wish you a full measure of prosperity throughout the coming new year." And now let us turn to the business side of the question. Despite the keen competition, if trade conditions were never worse than they have been this last month or so, there would be ample room for all. And that about sums up the delightful state of prosperity we are at present experiencing. It is the same with the maker, wholesaler and the dealer in practically every locality throughout London and the provinces, except in just two or three centers, where, unfortunately, industrial disturbance of trade is causing a deal of anxiety to the local musical instrument dealers. I refer to the matter more fully in my provincial notes, elsewhere in this department, since dealers in this city are quite unaffected by these troubles.

Political Disturbance Hurts Business.

In many quarters, among the retailers especially, the opinion is freely expressed that sales must be very considerably disturbed owing to the dissolution of Parliament, which entails a general election during the busy Christmas shopping month—December. One must agree that trade may possibly suffer during the extreme height of the election for, with the masses, all other considerations are thrown to the winds in the excitement of the moment. But as the polling will be all finished quite a week, and in many constituencies, a fortnight before Christmas, buyers have ample time to make good. I am, therefore, of opinion that while sales may suffer to a slight extent, on the whole it cannot very materially affect the turnover of those dealers who confine their attention to business.

General Effect Far Reaching.

And this election, by the way, is to finally determine the future governmental policy of this country. Importers of goods from the Continent, America and other countries are keeping a watchful eye upon events. The return to power of the free traders will naturally ease their minds, while the success of the tariff reform party must deepen their

anxiety of the future. But is there any need for anxiety? Not this time at any rate. Even supposing the tariff party were returned to hold the reins of government, they have arrayed against them on this question the Liberal, Labor and Irish parties, so that to successfully carry their tariff scheme at least 100 seats must be gained at this election. Certainly it's within the realms of possibility, but not probability. Wherefore the importers of talking machine goods have little cause to disturb the peacefulness of their slumbers. I write, of course, under a disadvantage, because the elections will be all over by the time this reaches my readers. In its bearing upon the course of this industry I have ventured to predict the result, that is all. *Nous verrons.*

Xmas Trade Prospects.

With the Manufacturers.—Things are indeed great. Machine and record sales are booming. That is the sum and substance of the information placed at my disposal by the chief manufacturers. And it is not a spasmodic trade, but steadily progressive all the time. Quite 50 per cent. of the demand is for machines priced up to three guineas retail. The balance is made up of the medium and higher priced lines, for which the demand is exceedingly satisfactory. Altogether the manufacturers' resources are taxed to the utmost capacity of their factories. In fact, the demand far surpasses the supply. And in one or two instances night shifts have been introduced.

The Gramophone Co. seem to be determined to secure the lion's share of the disc trade. They are spending thousands of pounds on advertisements—whole pages in the Christmas numbers of over a dozen of the best illustrated weeklies in December alone—three whole pages in the Daily Mail and other papers. This is apart from their splendid issues of literature for the dealers' use. No wonder their business is increasing by leaps and bounds; to such an extent that the Hayes factory management find the 24-hour day too short. Every minute of the day the sound of the machinery may be heard. Never was such a time. It surpasses the boom year of 1906-7. Far ahead, in fact, and the orders still come in, faster than they go out, despite the aforesaid manufacturing facilities. Yes, Gramophone business is good.

The Columbia Co. gives as a fact that so great has been the rush that in the middle of November they were obliged to refuse all orders for machines required to be delivered before Christmas. The orders for Columbia-Rena records, too, are almost overwhelming. More have been sold in November and December than the whole of last year; partly due to the fact that the majority of the up-to-date selling titles are usually first out on Columbia records, and partly due to increased advertising this year in the largest circulation journals. I may instance the Mail, Mirror, News, Strand and other magazines and Sunday papers, in addition to certain telling advertisements in the leading provincial organs; of which the dealer gets the benefit.

National Phonograph Co. are one of the largest sufferers. They get no relaxation from the incessant call upon their manufacturing facilities. For this season's trade in combination phonographs, Standard and Amberol records has been surprisingly great. Traders find them, however, equal to the occasion, for each order has been handled with promptness and efficiency. There was one of the first and largest lists of Christmas titles to be issued. And with this result. Immediate receipt of big orders. And immediate dispatch. The dealer is selling the goods as fast as he can get them. For Edison quality and Edison advertising in all the best mediums is at the back of it.

Pathé Frères, too, are well in the running. Their manager, S. P. Turner, always an optimistic man, wears a smile. The famous pattern that won't come off. For he has increased the company's business

enormously. Backed by Pathé quality-products, an irresistible combination, judged by the satisfactory trading accounts of this year, which are on the upward trend all the time. Sales, in fact, are beyond all expectation, and December prospects would seem to indicate the crowning of a record year.

J. E. Hough, Ltd., are "not doing so badly," says Mr. Hough (musingly). There's a lot behind that; coming from the father of the trade, too. From my own observations activity reigns at the Edison Bell works. Looks decidedly flourishing there, in fact. New presses and other machinery, wages bill increasing, what more evidence could one want? None at all. The factory, big though it is, isn't big enough. Trade orders boss the show. And it is not surprising. For they manufacture down there no less than over a dozen different models of phonographs, half a dozen of disc machines, three disc records, and three (or four, is it?) cylinder records, apart from the Home Recorder, albums, sound boxes and other accessories. The firm are hard pressed, but they are gradually satisfying all demands for the Christmas trade. Yes, they are not doing so badly at the Edison Bell works.

The Zonophone Co. report unprecedented trade. They were quite 1,000 machines short of the demand at the time of my call, but expect soon to get ahead again. Record business is also booming. Especially in Christmas titles.

O. Ruhl, Ltd., have been trading the last six or seven years. But business was never so satisfactory as this season. Lindstrom's machines selling in their thousands every week. Beka record sales are also highly satisfactory. Christmas list of titles is especially strong. Contains all the gems appropriate to the season. And despite good service the company have all their work cut out to keep level with the demand.

Twin Record Co.'s report breathes of the same old quarrel. Supply and demand at loggerheads. Understand each other. But owing to circumstances over which they have no control they can't be friends. The company, however, are optimistic. Think time and the softening influence of the approaching festive season will result in unity, of which the prospect is bright.

At the Klingsor works trade is reported as excellent. Klingsor and Polyphon machines in great demand; also the Klingsor record, of which a specially pleasing list of titles has been issued for December. Dealers have been quick to recognize it

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.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR
in U. S. A. to their sole representatives

OLIVER DITSON CO.
150 Tremont Street BOSTON
NEW YORK and PHILADELPHIA

FROM OUR LONDON HEADQUARTERS—(Continued.)

by placing good orders. Export business is exceedingly large for the time of year. And altogether trade conditions could scarcely be better.

Other Manufacturers.—Barnett, Samuel & Sons, Favorite, Homophone, Flex, Microphonograph and Phonogrand companies all issue satisfactory reports and view December prospects optimistically.

With the Factors.

Murdochs, Lockwood, Craies & Staoridi, Brown Bros., Wallis & Co. and others of this city find business shaping out in good form. Dealers are placing fairly large orders for this season's models, and the Christmas record titles are selling freely. While not stupendous, business with the factors generally is considerably in advance of last year. The only trouble is getting the goods, but the manufacturers are doing their best to supply them quickly; a fact which calls for a certain amount of indulgence. Altogether trade with the wholesale houses is decidedly satisfactory, and Christmas prospects could not be brighter.

Export Trade Hints.

During the past month or so our general export trade has shown a wonderful increase both in volume and value. On the average the increase is something like £8,000,000 a month, and although the talking machine exports represent but a small portion of these figures it is nevertheless a pleasing fact that over-sea buyers place an ever-increasing amount of business with the British machine and record manufacturers. And as I pointed out in my last report, the latter are offered every opportunity to cultivate trade abroad. Local conditions, requirements, tariff duty, customs charges and information of trade openings, extent of foreign competition and other matters of commercial interest; all are to be had for the asking from the Board of Trade. The latest report I have received from that quarter gives advice of the temporary return to this country, early next year, of His Majesty's trade commissioners in Australia and New Zealand, for the purpose of giving British manufacturers an opportunity of consulting with them as to trade possibilities and prospects in the

dominions referred to. A fine chance is thus offered to all our talking machine traders to get into touch with and profit by the useful information which these special ambassadors can furnish. Early communication should be made to the Director of the Commercial Intelligence Branch of the Board of Trade at 73 Basinghall street, E. C., London.

Board of Trade Hand Book.

A new edition of the Board of Trade hand book was recently issued. It gives particulars of trade directories (which may be consulted at their offices), the British chambers of commerce established in foreign countries, a list of the local trade correspondents in British colonies and the Colonial trade inquiry offices in the United Kingdom.

Gramophone Co. vs. Ruhl.

In the Appeal Court, November 8, the Master of the Rolls, with Justices Fletcher, Moulton and Farwell, heard the appeal of the Gramophone Co. against the verdict of the lower court, who found that the tone-arm used by O. Ruhl was not an infringement of the Gramophone Co.'s patent. Without calling upon counsel for the defense their lordships gave judgment, of which the following is a brief summary: "The question they had to decide was, did the tone-arm complained of infringe the Gramophone patent. They considered that a continuous taper was an essential part of the patent, that the tone-arm in question was not a continuous taper and therefore did not infringe. The appeal would be dismissed with costs."

Incidentally Mr. Justice Fletcher Moulton remarked that in his opinion "the model of the Columbia machine, which was put in at the trial as prior user, did not come within the scope of the patent." This is, however, merely an ex parte statement, and as the point was not argued it has to be taken for what it is worth.

A Strong Zonophone Test.

Having in view the nearness of the festive season the December Zonophone list is a particularly strong one. All the titles, in fact, are of a good selling character, and the warmth of their reception by traders is very satisfactory, indeed. Records to

hand include the following: "French Comedy Overture," by the Black Diamond Band; "The Ladybird's Review" and "Chocolate Soldier" waltz (Strauss), both excellently rendered by the Peerless Orchestra; "My Dreams" (Tosti), by Ernest Pike; "A Hundred Fathoms Deep" (Shattuck), splendidly sung by our old friend, Peter Dawson; "A Rainy Afternoon," by George Lashwood, and "You Can't do Without Each Other," by Whit Cuncliffe.

Delay on Copyright Bill.

Another delay in the passing of the Copyright Bill must follow as a result of the dissolution of Parliament. Certainly it should be finally sanctioned sometime during the next few months.

Big Company Fails.

Stockall, Marples & Co., Ltd., of Clerkenwell Road, London, importers of pianos and factors of talking machines, etc., have called a meeting of creditors. The statement of affairs presented by the voluntary liquidator, W. Lewis White, disclosed liabilities to unsecured creditors of £13,302 odd; net assets, £17,463 13s., showing a surplus, subject to realization, of £4,161 4s. 4d. The receiver was appointed on behalf of the debenture holders, and Mr. White further stated that during the twelve months ended March 31 of the present year the sales amounted to £38,023, while during the five and a half months since and up to the appointment of the receiver the sales were £14,684, which was a considerable increase compared with even time last year. The bulk of the trade was done in the three months preceding Christmas. Since the formation of the company, two and a half years ago, gross profits totaled £16,513, while the total expenses amounted to £23,654. In reply to a question, Mr. White said the company were quite solvent, as against the loss they had the shareholders' capital of £11,000, and consequently (last March) there was a surplus of £7,000. Mr. Stockall announced that it would be in the interests of all concerned that a plain statement should be put before the creditors before any proceedings were taken against the company. Five of the principal creditors were elected to confer with the liquidator.

ROYAL APPRECIATION

of the

GRAMOPHONE



To H. M. the KING
OF ITALY



BY APPOINTMENT
To H. M. the QUEEN MOTHER



To T. M. the KING and
QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEDIVÉ
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, Frihavnen, 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 Belleaghatta Road, Calcutta

A Visitor from the States.

B. F. Philpot, of the recently incorporated Indestructible Phonographic Record Co., of New York, paid a visit to this city at the latter part of last month. Owing to his many duties in connection with the company he was obliged to return after a stay of about a week.

"Voice Photography" in France.

The Paris correspondent of the Telegraph reports that "Dr. Marage has invented 'voice photography,' which he claims will be of immense service to singers, actors, public speakers and also, indirectly, to musical critics. The sounds of the voice strike a small disc of india rubber, with which a minute mirror is connected in such a way that it reproduces exactly every motion of the rubber drum. A ray of light is thrown through a lens on to the mirror, which reflects it at varying angles as it itself moves. A sensitive film is unwound by clockwork at a fixed speed before the mirror and receives the impression. A picture of varying lines is thus obtained. The inventor claims that this photograph of the voice will reveal whether a singer's voice is true, whether he has sung out of tune and, if so, exactly where and how far out of the true pitch; whether he sings in time, whether his voice is sonorous and carries, whether he enunciates clearly and whether he breathes properly and has sufficient lung power to sing effectively. All these particulars can be ascertained easily by anyone who learns how to read a voice photographed. For instance, the vibrations of a note are recorded and can be measured by those of the proper pitch. According to two pictures which are published, but which may have been slightly exaggerated for the purpose, a true note is represented by a series of parallel, equidistant and equal bands, while the portrait of a wrong note is of a strange and irregular pattern. All this information will naturally be of much service to the singer. The inventor mentions another particular use to which the machine may be put. Suppose a musical critic writes that a singer habitually sings out of tune and is sued for libel. All the court will have to do will be to order the singer to sing into the apparatus and convict either the critic or the singer on the evidence of the photograph. What Dr. Marage ought to invent is a pocket voice camera, specially for musical critics, who, when sued for libel because they said a prima donna sang flat, could thus produce incontrovertible justificatory evidence in court."

Edison Bell Literature.

A batch of seasonable literature reaches me from the Edison Bell Works (J. E. Hough, Ltd.), embodying lists of Sterling and N. P. cylinder records, the new "Little Champion" 9-inch double phonacut discs, Edison Bell ordinary 10-inch and the first list of titles on the new V. F. double discs. A glance through them reveals the fact that this all-British firm are as up to date and enterprising as the compilation of quick-sales lists of titles as any, and dealers abroad may order from Messrs. Hough, Ltd., in the full knowledge that their best interests will be satisfactorily considered and attended to in all respects. Those of my readers who have not yet ordered samples of the company's new V. F. (velvet face) record are certainly missing one of

the finest selling lines of the day. Application to Glenfall Road, London, S. E., will bring along all the information you can possibly want in regard to cylinder and disc machines and records, sound boxes and the disc home recording device, and my readers should not delay in sending the company their trade card for particulars of these goods.

Ideal List Compilation.

The Gramophone Co. announce that the result of their Ideal list competition will be published January 1 and form part of that month's supplementary list of records. Mr. Landon Ronald, Madame Clara Butt and Henry J. Wood are the competition judges.

Gramophone in the Political Fray.

The Conservative vans, each equipped with a gramophone, generally meet with a very friendly reception when on tour. But sometimes the contrary, as was demonstrated the other day at Yeovil, where the speaker was pelted with stones. In the course of the melee the gramophone operator got in the way and was struck in the mouth by missiles, several of which dislodged some of his teeth. What happened to the gramophone is another story, best left untold.

Tolstoi Record in English.

In addition to several gramophone records made in German, French and Russian by the late Count Leo Tolstoi, particular interest is attached to his latest record spoken in English, entitled "Thoughts from the Book for Every Day." No matter what religious belief a man holds, this record will undoubtedly appeal to all owners of gramophones, and that being so, dealers everywhere should feature it. It is a 10-inch record, sold at the usual price, 3s. 6d.

An Excellent Gramophone List.

The Gramophone Co. have also issued this month a series of records of the "Tales of Hoffmann," by the Thomas Beecham Opera Co. "Legend of Kleinsack" and "When Love Is but Tender and Sweet" are beautifully sung by Walter Hyde, with chorus. "Drig, Drig, Drig" is rendered by the Beecham Opera chorus, while Miss Caroline Hatchard is responsible for "The Doll Song." "Tiefland," selection I and II (D'Albert), and Johann Strauss' overture from "Die Fledermaus" are two other fine records this month, excellently rendered by the Beecham Symphony Orchestra. The foregoing records, by the way, represent three of the great successes of the Covent Garden Autumn Opera season.

Of the ordinary monthly issues the December list is replete with good selling titles, as follows: "Morning, Noon and Night Overture" (Suppé), "Capricho Espanol," "Moriama" (Espinosa) and "The Messiah" (Handel), selection I and II, by the band of H. M. Coldstream Guards. "Kiss of Spring Waltz" (Rofle) and "The Lockstep" (from "The Man from Mexico"), Bohemian Orchestra; "The Message" (Blumenthal); "O, Mistress Mine" (Sullivan), Evan Williams; "Beyond" (Frank Lambert), John Harrison; "Drink to Me Only With Thine Eyes," John McCormack; "No, John, No" (Sharp), Charles Tree; "Old Farmer John" (Russell), Harry Dearth; "Rip Van Winkle" (Carroll), Peter Dawson; "He Shall Feed His Flock," "Mes-

siah" (Handel), Madame Kirkby Lunn; "Catch Me" (M. Cooper), Miss Margaret Cooper; "The Little Silver Ring" (Chaminade), Miss Gertrude Lonsdall; "I Heard a Voice in the Tranquil Night" (Glover), Miss Perceval Allen and Miss Edna Thornton; the letter song duet from "The Chocolate Soldier" (Oscar Straus), Miss Edith Kirkwood and Richard Pembroke; "Every Lassie Loves a Laddie," Harry Lauder; "Ou La La!" (Crawford), George Grossmith, Jr.; "Fancy Meeting You at the Isle of Man" (Hargrave), Mark Sheridan; "Italian Christmas Pastoral" (Massenet—Macmillen), Francis Macmillen, and "Lied" (Schumann), Renard Trio.

To Reduce Telephone Rates.

According to the Postmaster General's recent statement, the telephone rates between England and France are to be largely reduced in the near future. Arrangements are under consideration for facilitating the general use of telephone numbers in place of street and house numbers, as telegraphic addresses to which telegrams can be delivered by telephone instead of by messenger. Proposals are also under consideration for a large reduction in the cable rates charged on the chief extra European routes for cablegrams of a non-urgent character. And next year, probably at the time of the coronation, we shall be able to buy stamped post cards for ½d. instead of ¾d. and stamped letter cards at 1d. instead of 1¼d. Stamped wrappers and envelopes will be sold at prices slightly lower than at present.

Violins Not to Be Judged by Labels—How to Judge a Violin.

The genuineness of a violin was a point at issue in the County Court recently. One witness said he never went by the labels on a violin, for they were not a guide to its maker. Labels were often taken out of genuine violins and put in inferior ones. He judged a violin by its shape, the varnish, the scroll, etc. Musicians only considered the tone.

Edison Records for January.

The advance list of new Edison records for January is to hand. That the National Phonograph Co. mean to do all in their power to keep trade up to concert pitch is sufficiently manifest by the splendid list of titles they have issued for that month. It is a good start for the New Year and will largely assist to keep up the dealers' enthusiasm, which, unfortunately, is apt to slacken a little after the December rush. Let the list speak for itself: Grand Opera Amberol Records—"Pescatori di Perle—Mi par d'udir ancora" (Bizet), (sung in Italian), Aristodemo Giorgini; "Trovatore—Vanne Lasciami" (Verdi), (sung in Italian), Marie Rappold; "Traviata—Di Provenza il mar" (Verdi), (sung in Italian), Ernesto Carro; "Il Flauto Magico—Aria della Regina" (Mozart), (sung in Italian), Marie Galvani. Amberol record by Sarah Bernhardt, "La Samaritaine (Act 1), La Samaritaine reconñre Jesus au puits de Jacob," recitation in French. Edison Amberol Records—"Excelsior March" (Vollstedt), National Military Band; "Queen Among the Heather" (Lauder), Harry Lauder; "The Storm Fiend" (Roedel), David Brazell; "I Can't Keep My Eyes

The Needle of To-day—The Needle of the Future



An all-British Needle of the finest tone-reproducing quality, discovered after exhaustive laboratory tests in combining the correct extreme in hardness and flexibility. The whole product is British Sheffield Steel throughout.

LOCKWOOD'S

Largest English Talking Machine and Record Factors
43 City Road, LONDON, ENGLAND

SOLE SHIPPERS

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London, E. C.

SAMPLES AS FOLLOWS
(prepaid with order)

15,000 Needles carefully packed by Parcel Post	} 18/- Sterling
India, Canada, all Colonies except	
Australia, Rhodesia, South America	} 20/- Sterling
O. R. Colony and Elsewhere	

FROM OUR LONDON HEADQUARTERS—(Continued.)

Off the Girls" (Laurence and Gifford), Miss Florrie Ford; "Angel's Serenade" (Braga), (cello solo), Jean Schwiller; "Walk, Walk, Walk" (Belmont and Green), Stanley Kirkby and Joe Belmont; "How to Be Happy Though Married," Arthur Omond; "Stephanie Gavotte" (Czibulka), (concertina solo), Alexander Prince; "The Bandolero" (Stuart), Peter Dawson; "Gems of Wales" (arranged by G. W. Byng), National Military Band; "Softly, Unawares" (Paul Lincke), Sousa's Band; "Love Dreams" (H. Blanke-Belcher), W. H. Thompson; "Every Little Movement" (K. Hoschna), Miss Narelle, Mr. Potter and chorus; "Mother Machree" (Olcott and Ball), Will Oakland; "Bonnie Sweet Bessie" (J. L. Gilbert), Miss Marie Narelle; "Amo—Intermezzo" (H. Ingraham), Edison Concert Band; "The Girl of My Dreams" (K. Hoschna), Harry Anthony and chorus; "Sweet Dreams of Home" (H. Engelmann), (bells solo), Charles Daab; "Home, Sweet Home" (J. H. Payne), Knickerbocker Quartette; "Moonlight in Jungeland Medley" (Dempsey and Schmid), New York Military Band. Edison Standard Records—"The Cockney Band Two-Step" (Valentin), National Military Band; "The Pretty Little Girl from Nowhere" (Rogers and Neat), Stanley Kirkby; "Another Little One a Coming Out" (Carter), Arthur Omond; "Girls Beware of the Barefaced Men" (Haines, Maher and Carter), Miss Florrie Forde; "Austrian Cadets March" (Parcs), (concertina solo), Alexander Prince; "Farandole from L'Arlesienne" (Bizet), Victor Herbert's Orchestra; "The Bell Gavotte" (M. Watson), (bells solo), Charles Daab; "Dear Old Ma" (E. R. Ball), Will Oakland; "Wonderful Words of Life" (P. P. Bliss), Anthony and Harrison, and "Southern Ideal March" (J. C. Heed), United States Military Band.

An Active Inventor.

Daws Clarke, maker of the popular Flex dia-

phragm, is one of those inventors who never seem satisfied with their work. He expends a great amount of time in experimenting, and splendid though it is for good reproduction, has recently been successful in distinctly improving the tone volume of his diaphragm.

Any American talking machine firms desirous of a good mail order line are well advised in negotiating with Mr. Clarke for sole territory agency.

Secure Grand-Prix at Brussels.

At the Brussels International Exhibition the Gramophone Co., Ltd., secured the Grand Prix. Congratulations.

Churches Install Gramophones.

So many of the well-known hymns, anthems, carols, etc., have been recorded by the Gramophone Co. that quite a number of churches throughout the country have installed an outfit for use during the services.

Interesting Beka Record List.

An attractive list of titles has been issued by the Beka Co. for December, among which the following seasonable selections will strongly appeal to all classes of record dealers: "Pantomime Souvenirs," Part I. and II., introducing excerpts from no less than ten of the expected panto. hits, selection and waltz from "The Chocolate Soldier" (Strauss); "Star of Bethlehem" and "The Holy City," by Phillip Ritte; "The Miner's Dream of Home" and "Don't Go Down in the Mine, Daddy," both by James Hudson; "Fall in and Follow Me" and "The Pretty Little Girl from Nowhere," by Jack Charman; "The Whist Drive" and "Our Wedding," by Harry Bluff, and two of Billy Whitlock's humorsities, sung and composed by himself.

Gramophone Co's Profits Increase.

The Gramophone Co.'s balance sheet for the past financial year shows a profit of £155,600, as against £58,000 the previous year. A final bonus of 10 per cent. brought the total dividend for the year up to 15 per cent. on the ordinary shares. The

amount due from debtors has fallen by £12,700, and altogether the position of the company would appear to be decidedly satisfactory. Notwithstanding the recent adverse law decision, Gramophone shares are now quoted at (time of writing) 36s.

Lockwoods' Fine Catalog.

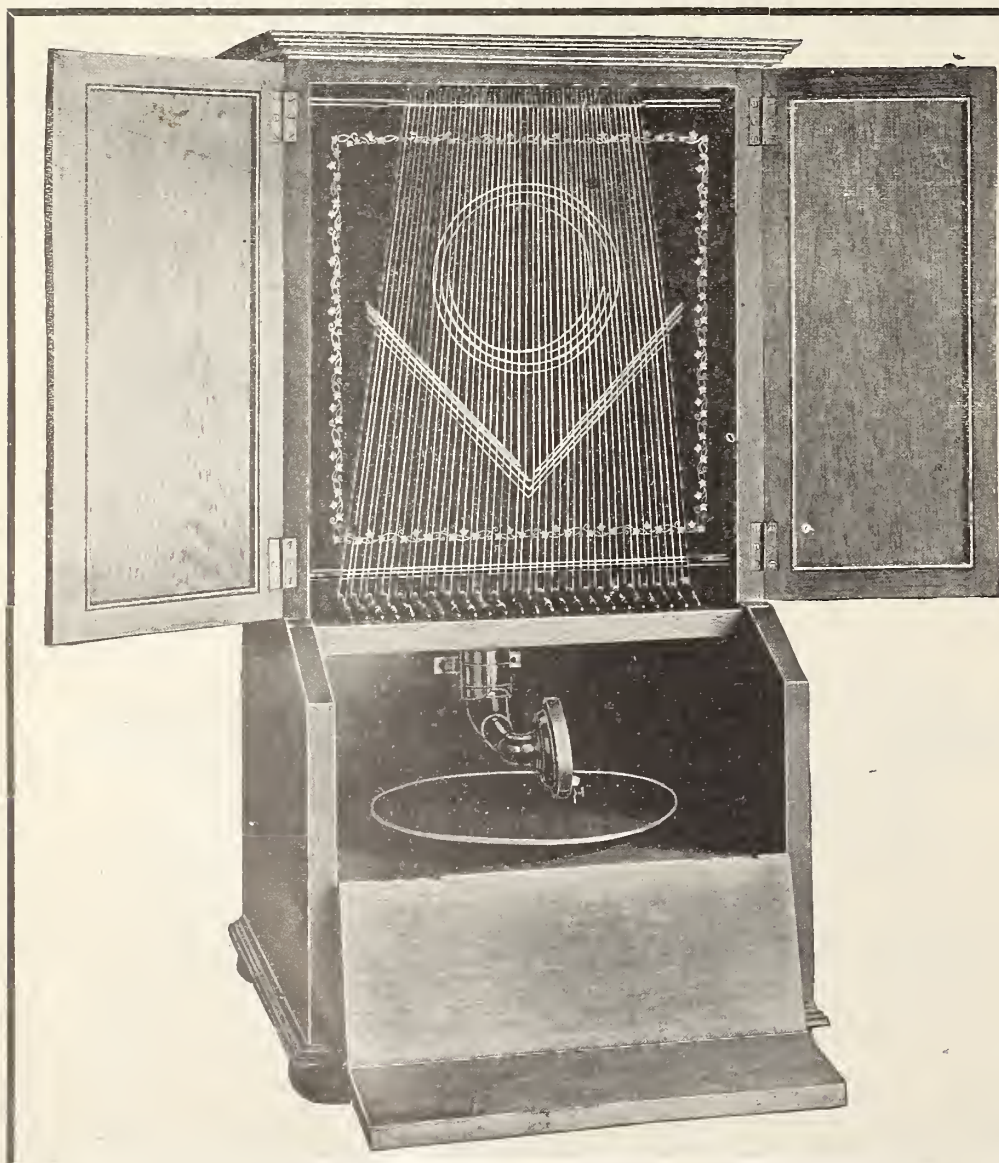
"Talking machines we sell" is the apt title given to a fine catalog production issued by Lockwoods, the Zonophone and Twin factors, of this city. Each instrument is illustrated in true-to-life colors, thus presenting a most attractive and effective showing. In addition to the featuring of the Perophone series of machines, ranging in price from 25s. up to £7 10s., and several models of the new Zonophones, particular attention is directed to the "Tresor" motor and the Perfecta Radiophone sound box. Such a descriptive catalog as this will prove of the greatest assistance to dealers, and indeed I learn that already considerably over 50,000 have been ordered and paid for by the company's enterprising agents throughout the country. The dealers have their name and address printed on the catalog, and as retail prices only are mentioned therein, it should open up valuable possibilities for the development of local trade.

Anent New Columbia Records.

Grand opera for 2s. 6d. Listed on a Columbia-Rena ten-inch record this month are these celebrated arias: "La Donna e mobile" and "Vesti la Giubba," by the Columbia new tenor, Walter Wheatley. As he is a grand opera artiste, it is but right and fitting that his work as such should be judged by the multitude. Both songs are sung in English, of course, and we frankly admit that they are even more acceptable as such than in a "furrin lingo," heterodox as it may be to say so. And we think the verdict of the public will be the same when they have heard what Wheatley can do.

Peary's Christmas at the Pole.

The Columbia Co. have taken advantage of the publication of Commander Peary's book to issue



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

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Cables: Defiatory, London

FROM OUR LONDON HEADQUARTERS—(Continued)

ENGLAND'S LARGEST FACTORS!



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

EXCELSIOR

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

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

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

Telegrams "Putiel London,"

Special shipping terms.

Catalogues and samples mailed free.

TOURNAPHONES

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

PETMECKY MULTI-TONE NEEDLES

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

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

a little folder telling the story of Peary's Christmas at the North Pole with his Columbia graphophone. They have practically left Peary to tell the story of his graphophone in his own words, and it is interesting and quite conclusive evidence to learn that on page 173 of Peary's book the gallant explorer says:

"Christmas day. After dinner came the dice-throwing contests and the wrestling and pulling contests in the fore-castle. The celebration ended with a graphophone concert."

Peary also wrote that company a letter in which he says that the machine referred to is the same that he took with him on his previous expedition of 1905-1906—remarkable testimony to the hard-wearing qualities of the Columbia workmanship.

Special Christmas Records.

The manufacturers have considerably strengthened their Christmas record lists this year by the addition of titles covering well-known hymns, carols and dance music, not previous recorded. In this respect one of the most popular lists in the trade is that of the Columbia Co.'s, which literally teems with up-to-date titles appropriate to the festive season. The Edison impression is far ahead of all the phonograph companies' lists, and, as I gather, contains more titles than is to be found in any other list, be it disc or cylinder. No less than eighty special Christmas selections appear in the Zonophone list, while Twin, Beka, Jumbo, Favorite, Pathe, Edison Bell, Klingsor and others all have made satisfactory provision in this direction, and it is a pleasing sign of the times that not only the quality of the selections, but of the performers also, indicate that more and better value is offered each succeeding year. Concrete evidence of this is found in the recording of titles on half a crown double discs by such famous and select bands as the Life, Scots and Irish Guards, in addition to excerpts from most of the well-known operas, by leading operatic vocalists of the day.

I should not be doing justice to my readers without giving a few particulars of the excellent Christmas fare provided by the Gramophone Co., whose list, from the view of quality, is generally conceded to have no rival. Apart from the galaxy of hymns, carols and such like, their offerings embody the finest selection of dance music ever issued in the form of records. Perhaps the two most popular dance orchestras of the day—Herr Iff's and Gottlieb's—certainly the best combination of their kind, are responsible for the recording of a goodly selection of that class of music which irresistibly keeps the ball rolling at Christmas parties and affairs of a like nature. These are the class of records which constitute a dealer's best trading asset during the month of December, and evidence in the shape of big orders is convincing.

PROVINCIAL NOTES.

From reports to hand it is apparent that except in a few districts a general state of optimism prevails with dealers throughout the kingdom. The

public has now made a move in the right direction, as a consequence of which talking machine retailers find sales prospects exceedingly good. Of course, the provincial factoring houses are just about as busy as they well can be, for the distributors' orders come in faster than they can be despatched. Not due to defective service, but it is only natural that some little delay must inevitably occur during such a rush time. And, as a rule, dealers hang up their instructions until the last minute, expecting to get their goods the next. As in London, the provincial factors have experienced the same difficulty in getting supplies from the makers, while in some instances serious complaints of delay have been made. It's a very annoying situation not to be able to execute orders when one gets them, but as certain of the manufacturers have advised, they are doing all in their power to mitigate delays and are delivering as quickly as possible.

Trade in Newcastle Very Brisk.

Newcastle way trade is very brisk in Zonophone, Edison Bell, Columbia and Beka products, not to mention the Edison goods, which are strongly featured by Newton & Co., the largest factor of that city. In Yorkshire things are well on the move for the chief industries are in an exceedingly healthy condition, good wages and employment having a direct bearing upon the situation, with the result that talking machine and record sales are much better than even at this time last year. Bradford factors and dealers handling Edison, Columbia and Gramophone lines would appear to be doing excellent business, judging from all reports.

"Cinch" Machines in Demand.

Twin records and the wonderful Zonophone "Cinch" machines are in great demand in the county of Lancashire, and Edison products sell freely. Traders in and around Liverpool and Manchester express themselves very optimistically now that the cotton industry is in a more settled state, and think December sales will not be so much below the average after all. Edison Bell trading is well on the increase in these towns, while Klingsor, Beka, Favorite, Columbia, Pathe and other leading lines are going strong. Dealers' preparations for a good Christmas trade are well advanced, and it is generally conceded that prospects were never brighter—local circumstances considered. Owing to the existing boilermakers' strike Barrow-in-Furness dealers can see little hopes of a good season; indeed, many will find a difficulty in making both ends meet this year, for an early settlement of the trouble is not expected. Things are busy at the Colmore Depot in Birmingham, Edison, Zonophone and Twin lines being very popular with midland dealers, who expect a better season this year than last.

Coal Strike Hurts Business in Wales.

In Wales the coal strike has upset trade considerably. Thousands of miners are without the necessaries of life, and very little money is being disbursed by the unions. The outlook for talking machine traders is therefore anything but satisfac-

tory. Optimistic as ever, Mr. Tilley, of Cardiff, is keeping things moving at a fair pace by sheer energy, although it is very doubtful whether the dealers in and around the strike neighborhood can shift the stuff. But for all that Welsh trade, on the whole, cannot be said to be bad.

T. Edens Osborne in Evidence.

The Belfast papers always have something interesting to report of the enterprising Edens Osborne, whose latest act, or, rather, demonstration of loyalty, as one paper put it, was the Auxetophone rendition of the national anthems, when Lady Aberdeen drove past his premises on her way to the City Hall recently.

Ammunition for Orangemen.

The Ulster Guardian gives currency to the statement that if home rule is passed the Orangemen will resist, even to the use of force. The report, which is an amusing political skit, continues:

Colonel Wallace, the generalissimo of the Ulster rebel army, was discovered by our representative in T. Edens Osborne's well-known gramophone emporium. He was engaged in singing into one of the recording machines. In response to an inquiry, Colonel Wallace broke off in the middle of a verse of the "South Down Militia" to state that it was his intention to have one thousand records of his well-known ballad manufactured for use against the enemy. Musical experts had informed him that it would prove more deadly in action than lyddite shell. Asked for particulars as to his probable plan of campaign, the hero of a hundred fights said that on the outbreak of hostilities he purposed to seize the person of Dan McCartan as hostage and to despatch the South Down Militia by a Y. M. C. A. excursion to Dublin and let them loose there. Beyond these drastic steps he refused to unfold his strategy. Our correspondent left him warbling the last verse of "The Terror of the Land" into the phonograph.

With all this complimentary advertising no wonder Mr. Osborne is experiencing a fine season as regards talking machine sales. It simply demon-

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)

strates the result of enterprise, and sets a good example to dealers in other towns.

New Clarion Record Titles.

The Clarion Record Co. draw attention to a very special list of titles which they have recently issued. Every one is a good selling title, and certainly it would be difficult to find a stronger combination on any list. These red label cylinders have a fine surface and their tonal quality marks a high standard of recording. Dealers applying to the company at Wandsworth, London, can obtain lists and terms of trading, etc.

Amberola Sales Increasing.

Reports reach me from the leading factors and dealers that the Amberola sales are steadily progressing, the machine being an object of much praise generally.

WHAT MAKES THE GOOD EMPLOYEE.**Some Timely Comments Which Apply to Talking Machine Men at Home and Abroad.**

What makes a good employe? Opie gave the answer when he was asked with what he mixed his paints. "With brains, sir," said the painter. Nothing under heaven but brains can make a good employe. Honesty, initiative, loyalty—what are all these but phases of an eager, active and alert intelligence? I ask you. Amid the bewildering complexities of modern life, only the man who has brains is able to understand not only where he is, but whither he is going. He only is a good employe who understands his relation to the institution of which he is a part, his duties and obligations to that institution and to his fellow workmen.

All accomplishment is the result of co-operation. But no man or no woman can co-operate to the utmost if he does not understand that he is a co-operator. The good employe, because he has brains, realizes what it means to accept a job. He knows that in taking the place which is offered to

him he agrees to sell more than his mere presence in a certain place for a certain number of hours a day. The good employe, because he has brains, knows that whatever agreements may have been made by others when they accepted their jobs have absolutely no bearing upon his agreement. The good employe knows that he has agreed to do the work set before him as well as he is able to do it, and that even if he be the only one in the place with brains enough to see clearly the true nature of his obligations, it is none the less incumbent upon him to carry out his obligations as if he were the only person that had been hired.

In the slackness, indifference and laziness of others the good employe sees not an example to be emulated, but rather a danger to be avoided if he would preserve his own ability, self-respect and future prosperity.

And he knows that responsibility is to be welcomed; and that only fools and weaklings dodge it. The employe who has brains, knows that the job he has to-day is but a period of probation, that by what he makes of his present work and opportunity he will be judged when a vacancy occurs in the rank above. The good employe realizes that honesty is not only the best policy, but the only policy. He knows that there is nothing so foolish as dishonesty, nothing so idiotic as envy, nothing so sensible as working for right all the time.

The intelligent worker knows that labor ceases to be labor when he is interested in it, and that the whistle blows before you expect it if you keep your eyes off the clock. The employe worth having knows that mistakes will happen to the best of us, and that the only decent, manly and intelligent thing to do when a mistake is discovered is to notify those whose business it is to know, so that the damage that has been done may be undone as soon as possible. Because he has brains, a good employe knows that he has no right to so dispose of his time after working hours that his efficiency shall be impaired while he is at work. And he

knows that anything that injures the boss indirectly does far more injury to himself. And he is a man who expects only a square deal and is always ready to give it. He wants no man to be blamed for his mistakes, and does not expect to be blamed for those of others.

The intelligent employe is loyal, because he knows that it pays. The good employe realizes that the inappreciation of his boss does not absolve him from his obligation to serve faithfully, earnestly and efficiently while he remains a part of the institution. He knows that if the employer lacks appreciation, the only proper thing from every standpoint is to find one who can appreciate. The intelligent man knows that there are times in the history of almost every concern when the employers would gladly cease to operate if it were not for the fact that hope of future profits and consideration of their employes keeps the wheels moving even at a loss. The employe who deserves to be called "good" knows that a lot of people will judge his employer by what they see of and hear from the employe. Therefore the intelligent employe keeps the secrets of his employer, talks with pride of his institution if he can, and if he cannot, keeps still.

The good employe knows that appearances count and that while a shabby, or careless man may be a good man, people must judge quickly. Above all, the good employe is considerate of others' rights, says the Silent Partner. If he is clothed with a little authority he exercises it solely for the interests of the institution, and is careful that his personal feelings, his own likes and dislikes, do not color his attitude toward those around him. He realizes that the example he sets may be followed by many others, and therefore he sets the best example he may. He will not criticize those over him, much as they may deserve criticism, except in such a way as to advance the efficiency of the institution, nor will you find the good employe among the listeners in the group of knockers.

The Newest Development

All have striven for but never attained it—until the issue of the new
EDISON BELL

VELVET
Gramophone

Fine and smooth
as velvet.

Free from all
grashy or grind
sounds.



FACE
Records

Not a single click
or crackling sound
from the first to the
last recorded note.

THE ONLY—PURE MUSIC—RECORD

Its fine close cut velvety lines contain 10% to 20% more music than is on any other manufacture of gramophone type record.

It is a Double side Record—and the first catalogue is now ready—not extensive now, but will be constantly added to. *Send for a copy.*

THEY ARE ALL GEMS

J. E. HOUGH, Ltd., Edison Bell Works

Glengall Road, London, S. E.

TRADE FABLE

No. 6

If Jack Roberts had been numbered among the huskies who encumbered the face of the map in the old bewhiskered days when forks were a luxury and when every man was labeled for what he was rather than in accordance with the cognomen of his immediate male ancestor, he might have been known in the business world as the "Holiday Kid." The average Wagnerian disciple's enthusiasm for the noisy stuff was a mere incident compared to the high regard that Roberts lavished upon the selling possibilities for the month of December.

As soon as the New Year celebration had been ended and the bromo seltzer laid carefully away, this gent would begin to dope out just how he was going to sidetrack the business that was bound to happen during the following December. By the end of January he had filled several reams of foolscap with details of clever plans for putting the bee on his competitors. March first saw the heels of his Regals worn to a frazzle and the top of the desk badly scarred as a result of his reposing comfortably in his office while drawing mental pictures of Santa Claus slipping him the mitt and greeting him as a brother, as a reward for the manner in which he had placed talking machine outfits in the best homes for Christmas morning surprises.

By the middle of the month his nerves gave away completely whenever a customer came in and disturbed his thoughts and when the summer arrived a shovel was needed to dig six months' old records from out of the dirt that lined the shelves—and the Christmas wreaths still decorated the walls.

With December only four months away Bobbie Boy began to perk up and take a real interest in his business, but:

Little Sammy Jones, located several blocks down the street, did a mighty neat holiday business all by his lonesome and with not more than ordinary preparations in regard to having a sufficient stock on hand. On January second he began the next year's business by slapping a few ads in the local sheet, giving semi-weekly recitals and making a mighty loud noise to let the crowd know that he was still doing business at the same old stand. Any dust on his stock arrived there over night and got the bum's rush early in the morning. The only place where the dust was safe was on the seat of his desk chair, because he was so busy that he made out the orders for more goods and the checks to pay for them while standing up to save time. A prospective customer found "Welcome" written on Sammy's face as well as the door mat and the people who had purchased machines during the holiday season were surprised and generally lured to the store by the big mail received from said Sam party and running from catalogs to circular letters.

By the end of July, when Roberts was just waking up to the fact that he was supposed to be a business man and that Christmas was coming, Sammy was so busy handling the rush that he dreaded to think of the way he would have to

hustle to supply talking machines for Christmas presents.

When the next New Year arrived Sammy began to figure on whether to open a branch store or to enlarge his present quarters, because the police began to complain about the way the crowd blocked the sidewalk in front of the store.

On January 2 Roberts sadly looked over the cash in hand, bills receivable and bills payable, wept softly over the latter and then sent for his lawyer, an expert in bankruptcy. The new window display consists of a large sign—"Store to Let."

Moral: Because a man thinks he's a bear in business does not signify that he can hibernate for eleven months in the year and still get away with the kale.

MOVING DEAD STOCK.

Secretary Roush, Secretary of National Talking Machine Jobbers' Association, Suggests an Excellent Plan Which Is Worthy of Consideration.

J. C. Roush, secretary of the National Talking Machine Jobbers' Association and treasurer of the Standard Talking Machine Co., Pittsburg, Pa., was in New York recently, and in the course of a chat stated that he expected about January 1 to start an active campaign in the way of concentrating interest in the convention of the association to be held in Milwaukee next summer.

He also mentioned a very important matter which should have a wide circulation among the jobbers and which emphasizes the value of the association. It is this: He will be glad to hear from jobbers who are anxious to clear out dead stock from their shelves, such as horns, cabinets, records, old style machines—in fact, anything that they desire to get rid of. If they will write him a description of what they have, sending several copies, he will be glad to distribute them among members of the association who may have demands for such specialties. In this way that which is dead stock can be made a live asset in the way of real money.

He instanced a jobber who had a lot of certain style machines and records which he was unable to dispose of. He sent the list to Mr. Roush and was placed in touch with another jobber who had a market for just these goods. It will be an excellent plan for jobbers to write Secretary Roush on this subject. The association is working for the interests of all, and the more frequently members get in touch with the secretary the better.

COLUMBIA FOR AFRICAN CONSUL.

(Special to the Talking Machine World.)

Washington, D. C., Dec. 6, 1910.

The local establishment of the Columbia Phonograph Co. has just finished selecting a library table, or Grafonola-Regent machine, and 150 grand opera records, along with a large supply of needles and other necessary supplies, for shipment to one of the consul-generals of the United States in Africa. This outfit has been selected with the greatest of care.

The Columbia Co.'s Washington store has probably shipped more outfits of talking machines to unique places and persons than any other dealer in the business. It had the distinction a year or two ago of having had made to order the smallest talking machine in the world, as well as the largest one ever manufactured. Among old talking machine men this will be remembered as having been manufactured especially for the Shah of Persia.

Adolph Capeclatro, for several years employed with Marrone & Lofaro, of Utica, N. Y., has opened a store for the sale of talking machines, pianos, musical instruments of all kinds, music, etc., in the Rossi Building, at 672 Bleecker street, under the name of "The Progressive Store."



MR. RECORDER, do you know my WAX "P,"

the best existing recording material for Berliner- (Gramophone-) cut? If not, write for free sample to

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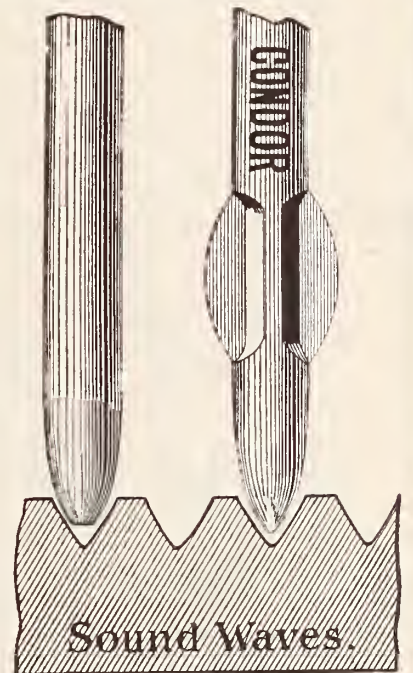
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AACHEN

GERMANY

A CHAT WITH CONSTANTINO.

The Clever Tenor of the Boston Opera Company Discusses the Educational Value of the Records He Has Made for Columbia Phonograph Co. with World Representative.

(Special to the Talking Machine World.)

Boston, Mass., Dec. 8, 1910.

That the talking machine has wielded considerable influence in the development of grand opera, with grand opera holding a similar relation to the talking machine, is a statement that is unquestioned by the biggest and best men in the industry. It is apparent that this growth during the past few years has been of tremendous volume. One of the greatest factors in it is Florencio Constantino, the famous tenor, who sings exclusively for the Columbia Phonograph Co. It was with the thought of giving The World readers a little story of how Mr. Constantino himself viewed the foregoing that prompted the writer to have this chat with him. And with the personality of Arthur Erisman, manager of the Boston branch of the Columbia Co., as a credential, it was easily accomplished.

Arriving at Constantino's apartments we were entertained by his son, Ricardo Constantino, who recently became associated with the Columbia Phonograph Co. at New York and who was spending a few days in Boston, and Mr. Constantino's secretary, Angell Canga-Arguelles. Young Mr. Constantino was particularly enthusiastic over the sale of Columbia grand opera records, which he considered were growing in popularity by leaps and bounds.

Following this chat Constantino came in and, while the accompanying photograph looks like him, still it lacks the welcome and gracious smile that is characteristic of him. He bears an air of democracy, inherent democracy I should say, that makes the visitor feel perfectly at home, this quality of his nature being so unlike many artists just the same as his singing is so entirely different. Although Constantino knows considerable English, it is not enough to converse freely, and his son, Ricardo, acted as interpreter.



FLORENCIO CONSTANTINO.

Constantino has been singing in the United States for about five years and this is the most successful season he has ever had. His voice and singing are better each year, or even better with each performance. Five years ago people did not take the keen interest in grand opera that they do now, and five years hence will probably show a growth beyond our most vivid imagination.

"Where did you first sing in the United States?" was asked by The World man.

Through his son, Ricardo, Constantino answered: "At New Orleans, followed by a tour of the western section of the country, which occurred after singing in all the principal theaters of Europe."

"Don't you think you have done considerable, both by performance and by graphophone records, to educate and stimulate the desire of the public for good opera renditions?" he was next asked.

"Yes! Yes!" replied Constantino in English, followed by several sentences in Spanish to his son, who added: "He says that people can hear the opera and go home and hear it over again, those who do not go to the opera have an opportunity to enjoy the music if they possess a graphophone."

The World man then inquired: "What records do you consider your best—favorite ones—both for people familiar with operatic works and for students who desire a standard of tenor voice?"

"For musical people," he replied, "from 'Mefistofele,' 'Nearing Life's End'; 'Les Huguenots,' 'Fairer Than the Fairest Lily,' and 'La Favorita,' 'Spirit So Fair.' Good records for students are: From 'Faust,' 'Hail! Thou Dwelling Pure and Lowly'; 'Rigoletto,' 'Woman Is Fickle' and 'Among the Fair Throng.'"

Constantino also added that many students purchased Columbia machines just for studying the science of tenor singing and to hear the pure tone of his voice. He considers his records of great educational value.

As Constantino requires two hours' rest from talking before singing, the balance of the conversation was mostly of minor subjects anent opera and his records, implying throughout that his grand opera records were of the greatest in the world. He is certainly having a wonderful success as the star tenor of the Boston Opera House.

"Constantino has, in addition to his magnificent voice, a graceful stage presence, great dramatic ability and polish of personality and address that make him one of the most admired artists at present before the public," is a sentence taken from the new Columbia grand opera record list, which cannot be improved as a word-description of his distinguished self.

NATIONAL CO. PLANT WORKING NIGHTS.

The factory of the National Phonograph Co., Orange, N. J., is rushed with orders in every department, and they are running behind on Amberolas. Speaking of this, F. K. Dolbeer, general sales manager, said:

"Yes, the plant is not only very busy, with a full complement of men working, but the factory is being operated overtime every night. We are keeping up fairly well on general orders, but are falling behind on Amberolas. The remainder of the season will be extremely active."

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 Ave., NEW YORK

DECLARED INFRINGEMENT OF BERLINER PATENT

Decision Handed Down in "Mechanical Feed" Disc Machine Suit of the Victor Talking Machine Co. Against the Sonora Phonograph Co. in Favor of Complainants.

The so-called "mechanical feed" disc machine has been declared an infringement of the Berliner patent by Judge Hough, Circuit Court of the United States, southern district of New York. The decision was handed down December 12, in the case of the Victor Talking Machine Co., Camden, N. J., against the Sonora Phonograph Co., New York. An appeal will be taken to the Circuit Court of Appeals. The full text of the opinion follows:

JUDGE HOUGH'S DECISION.

It is unnecessary to recite the language of the claims in suit, or to recount the numerous decisions on this patent, for defendant admits, that (Fed. Rep., 860, to 177 Fed. Rep., 248, where all the intermediate cases are enumerated) the patent in suit has been sustained, wherefore the only defence here advanced is non-infringement. Defendant's position is that when Berliner filed his application the talking machine art was not new; that in that art flat discs containing sound records were known; that the reproduction of sound therefrom by the engagement of a stylus with a spiral sound-recording groove upon such discs was also known, and that in such reproduction of sound a loose mounting of the reproducing style, so that it would be readily guided by the record itself, had been shown to the world. This knowledge is said, and I think truly, to have been given the public especially by the Bell and Tainter patent (341,214); the other well-known inventions of Mr. Tainter, and the still earlier patents of Edison. The further argument is that although the validity of Berliner's invention must stand admitted, that the scope of that invention has not been so plainly shown as to cover defendant's device, while the final position taken is that said device does nothing that was not known before Berliner.

THE COURT DESCRIBES THE MACHINE.

The machine asserted to infringe scarcely needs explanation, but the court's understanding of it may be thus stated: the exhibit shows the usual revolving tablet capable of receiving a disc record of any commercial form; back of that tablet is a telescopic tube connected with and forming a part of the amplifying horn. That tube is actuated by a half nut seen in engagement with a revolving shaft bearing a screw thread corresponding in gauge to the cutting of the nut. When the shaft is revolved the telescopic tube is advanced into the amplifying horn, with which it is in frictional engagement only. Attached to the tube is seen the tone-arm, anteriorly connected with the tube by a universal joint, and terminating in the stylus resting in the groove of the disc record. The gauge of revolving shaft and half nut is 96 cuts to the inch, which is probably near the average gauge of commercial disc records, although the evidence shows them running from 72 cuts to 112. The tone-arm of the machine has enough play through the universal joint to enable it to swing over about one-half of the ordinary commercial record; wherefore to cover the whole of such record the telescopic tube must advance toward the center of the disc, and thus compensate for the shortness of the arm. If the arm were longer the telescopic feature would be useless, if it were shorter the movement might require acceleration, but as shown it is of a length permitting the stylus to nearly reach the disc centre, when the tube has passed into the horn as far as it can go.

SCOPE OF THE BERLINER PATENT.

The inquiry as to just what is the scope of the Berliner patent might be greatly prolonged by quotations from numerous decisions, but it is certainly fair to defendant, and seems sufficient for the purposes of this case to adopt the definition of defendant's own expert, who gave it as his opinion that

"the main feature of the patent in suit (Berliner's patent) as to the reproduction of sound appears to consist in the provision of apparatus by which the reproducer is fed across the record by the record groove and independent of other mechanical means. That is to say, prior to the patent in suit it was customary to feed the reproducer across the record or feed the record past the reproducer by mechanical means, a common form being the so-called screw feed. As an improvement upon both of these methods Berliner dispensed with the mechanical feed and depended wholly and entirely upon the record groove as a means of feeding the reproducer across the record."

While not so elaborate, it seems to me that this view is entirely in accord with the exposition of Hazel, J., in the original case and with the subsequent efforts in the same direction. For the purposes of this litigation the important part of the above description of the scope of Berliner's invention is that he "dispensed with the mechanical feed and depended wholly and entirely upon the record groove as a means of feeding the reproducer across the record." Starting from this text the defendant by its expert asserts that in defendant's machine

"for the purpose of feeding the reproducer across the record a mechanical means is provided separate and independent of the record groove in the form of a screw shaft and half nut, the common type of the so-called screw feed. Under the action of this mechanical feed the reproducer once started in the usual manner to play a record is

*positively driven by the feed across the face of the record, to the limit of the thread on the screw shaft, and thereupon the feed ceases to act and a positive stop comes into action holding the reproducer at this point regardless of the length of the record groove or its position on the record disc. To express it in another way, the screw feed in this machine will appear to be controlling and to afford a positive and certain means of propelling the reproducer across the face of the record separate and independent of the record groove. To provide for inequalities, differences in pitch of the feed screw and record spiral and other uncertainties the defendant * * * mounts the reproducer in a manner to have slight play or yielding action in order that it may adapt itself as may be required to the record groove while driven by the mechanical feed."*

"MECHANICAL FEED" SUMS UP THE QUESTION.

It is thus asserted as a description of defendant's method, and the reasons for non-infringement, that the stylus of the machine pictured "is positively driven by the feed across the face of the record"; that the machine in question "affords a positive means" of so driving the reproducing stylus "separate and independent of the record groove"; and that the movement of the tone-arm is no more than a "slight play or yielding action" necessary to provide for inequalities, etc., while the reproducer itself is being "driven by the mechanical feed."

These last two words really sum up the present litigation—is the defendant's reproducer when in useful and intended operation actuated "by and in accordance with" the record, or is it actuated by the screw shaft and half nut and in (not in accordance with) the record groove? The words just used "useful and intended operation" are most important, for a positive actuation of the stylus when the machine is not producing sound in the manner intended by its makers and sellers, cannot be regarded as a "mechanical feed."

"USEFUL AND INTENDED OPERATION" CONSIDERED.

The Hoschke machine, with its spring constantly pulling at the tone arm, would propel (or rather draw) the stylus across the record face when the disc tablet was not in revolution; but that did not make the spring a mechanical feed, when the tablet was revolving and the machine doing what it was intended to do. So here, the screw shaft and nut shown will propel (that is push) the stylus across the disc when the movement of the tone arm is exhausted, and the tablet is not in revolution; the stylus is then "mechanically fed," but such feeding has nothing to do with the "useful and intended operation" of the device.

Defendant's machine is made to give forth recorded sound with the disc record turning around, and the tone arm free to swing (even without movement of the telescopic tube) as above stated; wherefore it is also beside the mark to point out (as has been done) that this machine will reproduce sound with a rigid tone arm, screwed or soldered to the tube, provided the stylus be loosely mounted to compensate for "drunkenness" in the record, and the gauge of the record be the same as that of the screw shaft (96 to the inch).

INFRINGEMENT NOT AVOIDED.

Such a device would be a true mechanical feed, for it would be by the actuation of the screw shaft alone, that means or power is provided for enabling the stylus to travel from periphery to centre of the disc record. But the argument seems idle, inasmuch as the question is not what a machine with a rigid arm would do, but what is done by this machine with a short swinging arm.

Similarly it is not useful to demonstrate that defendant's machine cannot reproduce from a record which begins at the centre rather than the circumference of the disc. This is because the are of the tone arm's movement is all (or nearly all) to the left (looking at the exhibit) of the universal joint. Admittedly the complainant's well-known apparatus will reproduce from a disc with spiral record reading either way, because of the greater area of the swing of its longer arm; but if defendant's machine does the same thing in the same way reading one way as does complainant's, then infringement is not avoided as to that way—or method of operation—because the infringing machine is not as good or complete as the patentee's. Half an infringement is just as thoroughly an infringement (as far as it goes), as a slavish and complete copy.

VALIDITY OF BERLINER INVENTION ESTABLISHED.

It is necessary then to consider the normal and intended operation of the apparatus presented. What is it, that in machines covered (under repeated decision) by Berliner's patent is actuated "by and in accordance with" the record? And what is it that in undoubted mechanical feed machines (such as the Edison phonograph) is positively driven by a force wholly outside of, and unconnected with, the record? It is always the stylus; if that be mechanically driven past the irregularities of the sound groove it is mechanically fed; but if that stylus is not driven at all, but permitted by its wide radius of swing to follow a groove in a disc which is itself mechanically fed under the stylus, then the stylus is said to be "propelled * * * by and in accordance with" the record—a result and distinction reached in a line of cases now much too long to cavil at.

Applying this to any model of defendant's apparatus, it is apparent that the mechanical device, or feed contained

in screw shaft and nut, does not operate upon the stylus at all, but on the tone arm, and serves merely to reposition that part of the machine, and extend the area of its operation, but at any given movement of operation, the swinging arm and stylus is doing just what is described in Claims 5 and 35 of the patent in suit, and doing it in exactly the same way.

The truth of this seems easily tested. If the nut be disengaged, the machine will play until the tone arm's limit of movement is reached; if the revolution of the record be stopped, but the so-called mechanical feed continue in operation, the stylus does not stir until again its arc of movement is exhausted, and then it only scratches.

REPRODUCER NOT CONTROLLED BY MACHINE.

My conclusion is that the assertions made by defendant's expert are not borne out by the evidence; the reproducer is not positively driven by the feed across the face of the record, nor does the machine afford means of so propelling that reproducer separate and independent of the record groove. On the contrary the stylus when doing what the machine is sold to do, is always following the groove in its spiral path from circumference to centre, what makes it do so is the groove itself; the mechanical device (misnamed a "feed") attached to the apparatus is merely a moving pivot for the tone arm; the ninety-six gauge of nut and shaft is wholly unnecessary and unessential, it might be twenty, or it might be dispensed with altogether, and the telescopic tube pushed in with the finger—one push given when about half way through an ordinary record would be enough—the act would not disturb the stylus, would reposition the anterior end of the tone arm, and during the whole operation the reproducing point would continue to follow the groove just as does Berliner's.

Complainants may take a decree as prayed for.

E. E. Prarie, formerly with the National Phonograph Co., Orange, N. J., is now looking after the New York city trade for the United States Phonograph Co., Cleveland, O. He makes his headquarters at the recording laboratory, 662 Sixth avenue.

The Columbia agent at Terre Haute, Ind., sold a Grafonola Mignon to D. McLaughlin, president of the Vigo Ice Co., of that city, which will doubtless lead to other sales to prominent men in Terre Haute.

Salesman Wanted.

Retail Talking Machine Salesman Wanted.—Good outside man; location 25 minutes from New York City Hall; give references and experience. Address "VICTOR," Box 90, care Talking Machine World, 1 Madison Ave., New York.

Business Opportunity.

For Sale.—Edison Phonograph Jobber's Stock and good will, in smart New England city; excellent chance to add other lines. Address "JOBBER," care Talking Machine World, 1 Madison Ave., New York.

Store for Sale

In good Oil town, 5,000 population. Small clean stock of Edison and Victor lines. Small musical instruments and sheet music. Best location in town. Low rent. Good instalment proposition. Have pulled only 3 outfits in three years. Discount if purchased soon. Owner has two stores (one a jewelry) and cannot give proper time and attention to both. Will require a small capital.

A. C. THOMAS,
Sistersville, W. Va.

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.

Mr. Henry Russell, Director of the Boston Opera House, and Associate of the Metropolitan Opera House, is now Consulting Director of Opera for the Columbia Phonograph Company. This first official recognition is significant of the present status and future possibilities of the Graphophone as "the one incomparable musical instrument."



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

TIMELY TALKS ON TIMELY TOPICS

While the talking machine manufacturers are very much pleased with what President Taft had to say in his annual message to Congress—presented last week—about the cultivation of closer mercantile arrangements with foreign countries, especially the Latin-American people, they have lost no time in going after this business in the most practical way. Permanent agencies have been established by these companies in some leading city of prominence, and travelers have covered the entire territory of the South American country, not only establishing branch houses or distributors of their respective products, but also studying the musical tastes and preferences of the various peoples up and down the East and West coasts and in the interior. Then has followed the recording of the best known and most popular native artists, and even the Indians have been cultivated and laid under contribution to secure records that would appeal to every inclination of the natives and sell accordingly. Even dialect records have not been overlooked, and notwithstanding the keen competition of European manufacturers, whose goods run more to cheapness than quality, the American companies have held their own and continually made new ground and opened up new avenues of distribution. Grand opera selections are always in demand by the Latin-Americans, and in this regard the catalogs of our manufacturers present a fine list of the very highest and best works, which have also been a strong leverage in gaining and holding trade.

Besides what the President said relative to trade relations, he also strongly urged Congress to adopt suitable measures to encourage the establishment of local banks in South America and to provide for the creation of an American merchant marine and of more direct communication with the United States and those countries. This policy of the President thus foreshadowed has likewise the warm approval and endorsement of the talking machine trade. Though our manufacturers are firmly entrenched and fear no comers in that part of the world, at the same time were these recommendations of the nation's Chief Executive adopted they would reduce the expense and lessen the trouble of doing business there to a material extent and make their position still stronger if not unassailable. Were either the Gallinger bill in the Senate or the Humphrey measure enacted during the closing session of the present Congress it would redound to the glory of the United States and be of incalculable benefit to our merchants and manufacturers, who regard the South American market as one of the world's present-day commercial prizes.

Of the long connection of Edward D. Easton, president of the Columbia Phonograph Co., General, with the talking machine trade and its development, doubtless many are familiar. A great many interesting facts in connection therewith appear elsewhere in this issue of The World. Mr.

Easton's historical reminiscences, in the light of present-day progress, read almost like a romance. The career of the Columbia Co.'s distinguished president—first as an editor in his teens, then as stenographer in the United States Senate and before government boards, finally being admitted to the bar—shows what industry and a fixed purpose will accomplish. But all these paths were forsaken to take hold of the talking machine invention in its rudimentary stages, investing his modest fortune on the cast of the die to make it commercially successful, and the ultimate brilliant attainment of his ambition in this respect cannot help but awaken an admiration for this typical American wherever the talking machine is known the world over.

The fifteen-cent indestructible cylinder record promised for the holiday trade failed to materialize. Its projectors, speculating on certain impending trade conditions, were of the opinion a record at so low a price would command an immediate market. That remains to be seen. It is possible the promoters of the scheme may have run against snags which could not be overcome in time to meet the Christmas sales; and mayhap it will appear later. The year 1911 promises to be fruitful in the offering of new articles from several sources.

What has become of the combined disc and cylinder machine? At one time the trade were regaled with what great things this device would accomplish; but somehow it did not "catch on," as the street phrase goes. Possibly its cost—that is, of the interchangeable disc playing appliance, about the price of a reliable, standard machine—was a detrimental factor. Whatever the reason it may safely be classified as among the things of "great expectations but little performance." When this duplex—as it was called—machine was receiving some attention, William Pelzer, vice-president of the National Phonograph Co., was asked for his opinion, deeming he would be interested for several reasons, the reply was: "Let me tell you that when a man wants a disc machine he will buy that type; and the same also applies to the cylinder proposition. Appliances of this kind never have taken nor are they ever successful even from a so-called economical point of view."

On December 8 Hon. Charles H. Sherrill, United States Minister to the Argentine Republic, delivered an address before the National Association of Manufacturers at their quarters in the Hudson Terminal building, New York, on how to get South American trade. He spoke of the opportunities before the American manufacturers if they adopted the right methods, and outlined the chief obstacles to be overcome. Mr. Sherrill is considered one of the ablest men in the diplomatic service, and on this particular subject is not only an authority but enthusiastic as well. Daniel O. Mitchell, manager of the export department of the Victor Talking Ma-

chine Co., Camden, N. J., and Charles Ferree Lightner, their South American representative, were present. Mr. Lightner is making preparations to return to Buenos Ayres, his headquarters, next month. During his absence F. A. Pereira, his assistant, who spent some time at the factory to become thoroughly familiar with the Victor product, has been in charge.

General business with talking machine jobbers and dealers is universally conceded to have improved in a marked degree within the last ten days. The orders from dealers are being placed in their usual erratic way, often to the confusion and misleading of the jobbers, as has been so clearly and conclusively pointed out by J. Newcomb Blackman, of the Blackman Talking Machine Co., of New York. Distributors and jobbers, finding themselves likely to be in a position to handle more goods than anticipated earlier in the season, are visiting or advising the factories with a view of increasing their commitments. This week the orders have been pouring into the factories at a rate which has astonished the general and sales managers. The demand for high price goods is away beyond the mark reached last year.

ADVERTISE—DO IT FIRST.

Local Merchant, Right on the Ground, Should Combat Mail Order Publicity by Advertising in His Local Paper.

The catalogue houses are far and away the best advertisers on deck to-day. Why? Take their book and read. You will find a description that describes; a picture that shows "how the thing looks"; a price that tells how much it costs. That is the sum and substance of their advertising—and it gets the business. The local newspaper is the best advertising medium on earth for the local merchant—if he will only use it. He is on the ground. He has the goods. If he is out of an article he can get it quicker than the customer—if he can't, he had better try another house. He stands behind his goods. He is there tomorrow to rectify the error of to-day. But he must get the attention of the buyer—and he must get that attention before the catalogue man does. The most effective way is through the columns of the local newspaper.

The Sonora Phonograph Co., 78 Reade street, New York, announce a "manufacturers' sale" of their goods in the Sunday daily papers for the "holidays only." They quote one-third off their retail price list for their entire line.

G. H. Schubert, Chicago, Ill., manufacturer of the interchangeable shelves for making the Schubert Extensible Record Rack, reports an increasing demand for his specialty throughout the country.

The talking machine sales force of Grinnell Bros., Detroit, Mich., were the guests of the heads of the house at a banquet at the Hotel Charlevoix on Dec. 6.

NEW EDISON ARTISTS.

A Number of Valuable Additions to Their Staff of Well-Known Artists and Something of Their Professional Histories—Singers of International Fame Secured—Victor Herbert to Continue to Supervise Recording of Instrumental Numbers.

Some acquisitions to their list of entertainers were recently announced by the National Phonograph Co., Orange, N. J., which indicate what their recording department is doing to keep the Edison catalogs up to date and sparkling with all that is attractive and desirable in vocal and instrumental numbers. In the grand opera lists the names of Lucrezia Bori, soprano; Aristodemo Giorgini, tenor; Selma Kurz, soprano; Marie Rappold, soprano; Maria Galvany, soprano; Carolina Longone-White, soprano; Carlo Galeffi, baritone, already appear or will soon be announced. Of these excellent artists Marie Rappold is best known in this country by reason of her successes at the Metropolitan Opera House, where she is now singing, as is also Galeffi, whose first appearance this season vindicated all the nice things that had been said about him. Lucrezia Bori is the singer with the meteoric career who recently scored such a tremendous success in Paris as the heroine of Puccini's "Manon Lescaut." She is conceded to be a truly great artiste—a sweet, charming little girl, but a consummate actress with a voice of the finest timbre and cultivation. Carolina Longone-White, a regally beautiful woman, American by birth, is another brilliant actress with a splendid voice, a great favorite in Italy, who is expected to visit this country during the present season.

Selma Kurz has been for years the favorite soprano of the Imperial Opera House at Vienna, but her reputation is by no means confined to the Austrian capital; she is known and esteemed all over Europe, where she is considered the logical successor of Sembrich. Giorgini's fame has been won in Italy, Russia, France and Spain, where his beautiful lyric tenor voice has been heard in a varied repertoire. His voice is said to lend itself readily to phonograph reproduction. Maria Galvany has sung in most of the large musical centers of Europe and South America, and in addition to a soprano voice of phenomenal range and sweetness, is accredited with a most charming personality. In addition to the artists mentioned, it is said that the National Co. have a number of other stellar operatic lights under contract whose names will be announced in the near future.

Among the artists recently secured for the domestic catalog, the one of whom the most is expected by the company, is Elizabeth Spencer, who well-known mezzo-soprano. Miss Spencer, who has hosts of admirers among the patrons of vander-ville, also enjoys a splendid reputation in concert circles, and will be a regular contributor to the Edison catalogs beginning with the February lists. Her voice is a rich, full mezzo-soprano of an unusually sympathetic quality, her vocal style is pleasing in the extreme, and her enunciation is delightfully distinct; all of which equips her in an unusual manner for record making. The National experts are delighted with her work and regard her as a rare "find"—so much so that they have secured her for a number of years under an exclusive contract to sing only for Edison records.

Frank Ormsby, tenor, who is associated with Miss Spencer in duet work on the concert platform, is another artist who has recently identified himself with the Edison catalog. Mr. Ormsby is an intelligent singer, with a voice of tremendous range, great sweetness and robust quality. He will be heard in some of the best numbers from his extensive repertoire.

Leon Rice, a tenor with an international reputation in concert and church work, and who is well known by reputation at least to the majority of music lovers, is also singing for the Edison records. So, too, is Reinald Werrenrath, the favorite baritone, the first of whose records for the Amberol catalog will be announced with the February list. Mr. Werrenrath is perhaps the most popular baritone in the country to-day outside of the operatic stars. Still another recruit is Berriek

von Norden, tenor soloist of the Temple Emmanuel, the leading Jewish Synagogue of New York city. Mr. von Norden, one of the leading oratorio and concert singers of the present day, is best known to music lovers of this country through his tour with Calve in 1905-1906. The Weber Male Quartet, each of whom is an artist doing church and concert work, were also recently engaged for the Edison catalog.

Eight Amberol records by Alexander Heine-mann, the famous German baritone "lieder" singer, have been secured by the National Phonograph Co., Orange, N. J., which will be shipped with the February advance list to all jobbers in any one territory at the same time and may go on sale as soon as received.

The selections are carefully culled from his extensive repertoire, and include not only favorite German folk songs, but many of standard quality. Mr. Heine-mann has sung in every important European city and made his debut in New York at Mendelssohn Hall, November 5, before a large and enthusiastic audience. These records are fine examples of skilful recording and artistic singing.

Victor Herbert will continue to supervise the recording of instrumental numbers for the Edison catalog and will also contribute the exclusive services of his incomparable galaxy of artists in the rendition of his tuneful compositions and other works of standard quality. Charles Daab, the premier bells and xylophone artist, whose services are also exclusive for Edison records, will add to the brilliant and popular list of numbers he has already given to Edison records. Some notable additions to the present list of instrumental artists will be announced shortly, among them Carmen Stanzione and Adolph Finkelstein, whose ability as flute and clarinet artists are well known in the musical world. Future Edison records will no doubt offer many pleasant surprises.

WORTH READING AND DIGESTING

Is the Important Announcement Made by the U. S. Phonograph Co. in This Issue.

The trade are again cordially invited, via this issue of The World, to read carefully and as carefully digest the frank and candid statement made by the U. S. Phonograph Co., Cleveland, O., on pages 12 and 13. Prefacing their "double spread" with the arresting announcement, "The Lion's Share of 1911 Profits Comes to the Dealer Who Handles the U. S. Line," the company plunge into a strong and telling argument regarding their line, the U. S. Combination Phonograph and the U. S. Everlasting records. It is unnecessary to repeat the story, because every line is interesting, especially in connection with the illustrations of their machines, including the concealed horn cabinets shown therein.

RETURNS FROM EUROPE TO-DAY.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, who has been in Europe since early in October, arrives from abroad to-day (December 15) on the "Mauretania," of the Cunard line. His trip was undertaken to look after the new British copyright bill, which is inimical to talking machine trade interests in its proposed form. The proroguing of Parliament and the general elections, now under way, interfered to some extent with this purpose of his visit. Another object was to obtain official copies of certain Austrian decisions in the Petit duplex patent, the validity of which is now in the course of adjudication in the United States courts.

Because a competitor is wideawake, and by judicious, honest advertising is showing the public that he not only keeps talking machines, but sells them, do not sulk in your tent and allow him to get all the "persimmon," but get out of your Rip Van Winkle habiliments and get after some yourself.

Sixty-one dictaphones were sold last week to be installed in the freight claim department of the Union Pacific Railway Co. at Omaha, Neb.

SONORA

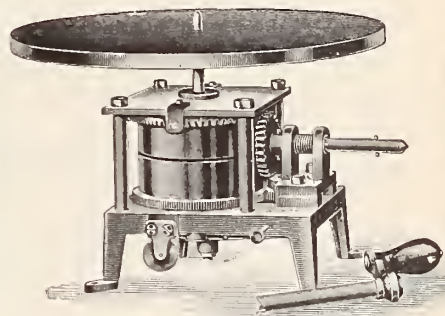
Highest Class Talking Machines and Records

The **Latest** and the **Best**



Style F. List \$100.

The most magnificent Talking Machine Case made.



The most Powerful Motor ever used in a Talking Machine.

Special Features contained in Sonora Machines:

- Magnificent Tone Quality and Design.
- Mechanical Feed.
- Automatic Stop.
- Invisible Horn.
- Absence of Needle-Scratch.
- Sapphire Attachment.
- Tone Moderator.

Machines: \$25, \$40, \$50, \$60, \$75, \$100, \$200 list.

Record Tables: \$10 list.

Record Cabinets: equipped with most convenient filing system: \$30 and \$50 list.

Sonora Phonograph Co.
78 Reade Street, New York

Here's the best 10 cent

It tells its own
story on this side

(and here's the story:)

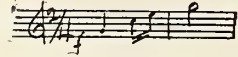


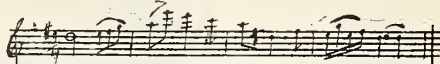
The purpose of this record is to demonstrate the Columbia Double-Disc Record. It is not offered for sale.

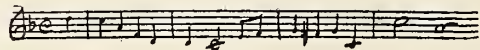
Columbia Double-Disc Records! Music on both sides! A different selection on each side! Two records at a few cents above the price of one. They may be played on any disc machine, the Columbia Graphophone or the Victor talking machine, and they give you double value for your money plain as daylight. The music of Columbia Double-Disc Records is the music itself, not merely our idea of what we can make the people think music ought to be.

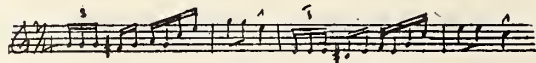
You are assured of as perfect a record on each side of the disc as you ever bought before under any name at any price; perfect in surface; perfect in tone, and extraordinary in durability. The Columbia Double-Disc Record will unfailingly outwear any other disc record. This statement has been proved over and over again, and it is easy enough for you to prove it for yourself. The Columbia process of recording, as developed especially during the last two years, produces a naturalness and roundness and perfection of tone that is positively unequalled in any other.

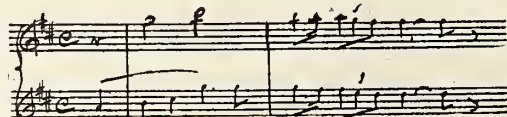
The SINGING voice, as recorded in the Columbia laboratory, is the living voice of the artist—clear, flawless and natural; and from the simple, brassy notes of the bugle:



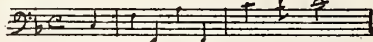
violin:  Columbia recording of INSTRUMENTAL music is marvelously true.


Note the ringing clarity of the orchestra bells: 

The pure golden tone of the cornet: 

The dulcet blending of the flute and the violin: 

The bird-like warble of the piccolo: 

The stately sonority of the trombone: 

The reedy sweetness of the clarinet: 

And now the splendid ensemble of the full orchestra.

Columbia Double-Disc Records—double discs—double value—double wear—double everything except price. Don't put your record money into any other.

DEMONSTRATION Columbia

You

C

To

Co

Han

cents you ever invested

65 cents' worth of music
on this side



(you need it in your business)

We are ready to put in your hands the strongest trade weapon you could possibly use. We have made a *Special Demonstration Double-disc Columbia Record*. We shall make the charge to you *10 cents* for each of these 10-inch Columbia Double-disc Records—this charge being meant to cover only the cost of handling. You will be authorized to use this record for demonstration in your store, and to give it away *free* to every owner of a talking machine whose name you can secure by advertising or by canvassing. ¶ This record must not be offered for sale, except that you may make a charge of 10 cents if you wish, with the understanding that this charge covers only the cost of handling and delivery. ¶ On one side of this record is the story, printed in the opposite column. On the other side is a musical selection which will *alone* be worth 65 cents to any owner of a talking machine. It carries no spoken or other advertising matter at all, but is designed to present fair evidence of the quality of Columbia vocal music. Every attempt has been made to produce a record which should be in itself a genuine proof of the superiority of Columbia recording. Everyone who tries out the record will be, supposedly, the owner of a talking machine and disposed to criticize and analyze and *compare*—which is precisely what we want to invite. ¶ *This is a big thing*—and big in possibilities; yet *not a thing that requires you to plunge*. You can feel your way very easily.

WRITE TO YOUR COLUMBIA JOBBER FOR FULL PARTICULARS OF THE PURPOSE OF THESE RECORDS AND OUR DEALERS' PLAN OF USING THEM, OR ADDRESS

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

Columbia Double-Disc Record

A MOVE OF GREAT IMPORTANCE.

The Alliance of Henry Russell, the Celebrated Operatic Manager and the Columbia Phonograph Means Much to All Interested as Well as to the Cause of Musical Art—Mr. Russell's Distinguished Career in Europe and America—What the Columbia Co. Are Aiming at.

The recent announcement by the Columbia Phonograph Co., General, that they have associated with themselves Henry Russell, director of the Boston opera, in a consulting capacity, has not only furnished much food for interesting comment throughout the trade, but is worthy of more extended notice in these columns. For the end aimed at in this new arrangement between the Columbia Co. and Mr. Russell is in the highest degree admirable from the standpoint of art in voice reproduction, and is likewise an exceedingly important business move.

As is well-known, Henry Russell is at present the director of the Boston opera and an associate director of the Metropolitan Opera in New York. The purpose of his association with the Columbia Co. is to act in an advisory capacity as to the future selection, recording and reproduction of operatic music. The Columbia Co. realize that sound-reproducing mechanisms can have no greater usefulness than in carrying to every part of the world accurate autographs of the great voices which can only be heard, in person, by those who are able to attend opera in the relatively few cities where it is given. And they have realized with equal vividness that the task of producing a complete, well-rounded and representative list of perfectly recorded operatic selections, sung by great artists and reproduced with all the necessary incidentals, constituted a task requiring the expert supervision of one to whom the whole matter of grand opera was thoroughly familiar. For this reason the association of Mr. Russell with so eminently worthy an undertaking is an event of the greatest importance, primarily to the Columbia Co. and their agents, but also to the whole art of sound recording.

It is Henry Russell's dearest wish to have the music of great operas familiar to every home where a sound-reproducing machine can penetrate. And not only this, but he recognizes clearly the absolute necessity for the most careful supervision of such work, alike in the selection of voices, and accompanying musicians and in the actual recording.

The distinguished director of the Boston Opera will, in the future, take an active interest in the preparation of the Columbia Grand Opera records and will give to the company the inestimable value of his experience and sincere criticism. He is well equipped, both technically and temperamentally, for the work he has so enthusiastically taken up, as the following slight sketch of his career will sufficiently indicate: Henry Russell was born in London. His father was an eminent song writer, among whose works are the ever popular "Cheer Boys, Cheer," "Woodman Spare That Tree," "A Life on the Ocean Wave," besides nine hundred other popular songs. His mother was Spanish by birth, so that although born in England, Mr. Russell is essentially cosmopolitan, both by inheritance and education. His grandfather was a distinguished painter, and when only ten years old Mr. Russell showed sufficient talent to justify his parents in having him study painting. As he grew older, however, his tendencies leaned towards the study of science and at the age of sixteen Mr. Russell decided to make the medical profession his life work. But destiny ruled otherwise. A severe

illness resulted in a permanent injury to his eyes, and it was this that proved a turning point in his career—he decided to study singing.

Mr. Russell became a student at the Royal College of Music in England, where his knowledge of physiology and anatomy of the throat proved of great assistance to him. In an incredibly short space of time he evolved a completely new method of teaching, and at the age of nineteen he already had a small following of pupils. A year or two later he came to be recognized as one of the greatest authorities on the subject of the voice.

Mme. Melba was one of the many great artists who sent pupils to Mr. Russell in the beginning of his career. Mme. Nordica was accustomed to pass hours in his studio long before she ever thought that she would sing under his direction. Such well



HENRY RUSSELL.

known singers as Ben Davis, Kemmerly Rumford, Marie Tempest and Florence St. John were among the many early pupils of Mr. Russell. Well known actors and actresses came to his studio for assistance and finally he was invited to become a professor in Rome, where he met Eleanora Duse, whose voice at the time had failed her. Through reuniting the voice of the great actress Mr. Russell attained international fame. Alice Nielsen, Mary Garden and innumerable other singers benefited by his assistance as a teacher.

It was in 1903 that overtures were made to Mr. Russell to direct a season of opera at Covent Garden Opera House, London. After considerable hesitation he accepted this offer and secured Caruso for a season, which he opened with Puccini's "Manon Lescaut." His profound knowledge of the voice stood him in good stead in the formation of his company. He selected Campanini, who was then unknown in America, as his conductor, and he discovered to the world such singers as Sammarco, Anselmi, Bonci, Delucia, Boninsegna, Amato, etc.

After two successful seasons in London, Mr. Russell decided to visit the United States with his company, and the Boston Opera House is a living testimony of the results of his work in this country. After a brilliant and successful season in the new home for opera Mr. Russell was unanimously elected advisory associate to the Metropolitan Opera House. Mr. Russell is the brother of Landon Ronald, the well-known conductor of the London Symphony Orchestra, and president-elect of the London Royal College of Music.

In consideration of all these circumstances of the kind of man that Mr. Russell is and of the well-known enterprise that has always distinguished the Columbia Phonograph Co., General, it is safe to assume that the future will hold a large number of surprises, and pleasant ones at that, for Columbia dealers, and that the future of art recording in America will benefit immensely from the active co-

operation of a distinguished and technically expert impresario, with the great scientific, manufacturing and distributing organization which has secured such valuable services.

DEATH OF FRANK STANLEY.

The Well-Known Baritone, Whose Records Are Familiar the World Over, Died on Monday at His Home in Orange, N. J.

After a brief illness, Frank C. Stanley, who in private life was Mr. Grinstead, died at his home in Orange, N. J., December 12, aged about forty years. In addition to his musical attainments the deceased was an Alderman of his home town and a member of the local lodge B. P. O. Elks.

Mr. Stanley, with his rich baritone voice and attractive personality, was one of the best known and most esteemed of the record artists, and to this line of specialty singing he had given fourteen years, being engaged by all the manufacturing companies. His services as a soloist were always in demand, his other laboratory combinations, besides that of the Imperial Quartette, being Stanley & Burr, Stanley & Stevenson, Stanley & Harlan and Stanley & Morgan, the records of which are familiar to the trade, no matter whose lines are handled. In addition, as a singer in church choirs he enjoyed a high reputation, and only surrendered this interesting work when his numerous engagements in the record laboratories compelled its relinquishment. Mr. Stanley's list of records cover a large number of selections, with a strong leaning to the better class of music.

The deceased leaves a wife and four children. The funeral services, held to-day (December 15) at Mr. Stanley's late home, will be in charge of the Elks, with an elaborate musical program, as the ceremony will be attended by all the record artists and many friends in the trade and the dramatic profession.

VICTOR-COLUMBIA INFRINGEMENT SUIT.

(Special to the Talking Machine World.)

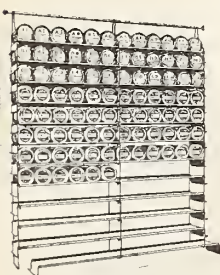
Norwich, N. Y., Nov. 28, 1910.

The case of the Victor Talking Machine Co., Camden, N. J., against the American Graphophone Co. (Columbia Phonograph Co., General), New York, was argued here to-day before Judge Ray, Circuit Court of the United States, southern district of New York, the issue being an alleged infringement of the so-called Johnson-eut record patent. The invention, of recent date, in suit is that of Eldridge R. Johnson, president of the Victor Co., and is its first appearance in court. The motion for a preliminary injunction was noticed for a hearing in New York to-day, but when the case was called Judge Ray happened to be sitting in this city, and therefore counsel came here. Horace Pettit appeared for the complainants, and C. A. L. Massie for the American Graphophone Co. Decision was reserved.

EDISON WINDOW DISPLAYS.

"The work of organizing our department of window display and interior arrangement is progressing very nicely, and it looks now as though we will be in a position to make a definite announcement of the inaugural window in January," says the National Phonograph Co., Orange, N. J. "Mr. Rinehart, manager of the department, has had a staff of assistants steadily at work for the past six weeks whipping his ideas into shape, and results obtained thus far justify the prediction that Edison windows will meet with the enthusiastic approval of the trade. It is a matter of regret that the first window cannot be placed in the hands of the trade for use during the holidays, but the time has been altogether too short to prepare one such as we would like to have considered a standard by which to judge succeeding efforts."

One man says you have succeeded because you have located at a certain place at the right time. Another says you have succeeded because you have had the opportunity. Abraham Lincoln said: "Don't whine about the lack of opportunity. There are opportunities for every one who is able to convince the world by his industry that he is worthy of success."



GOOD PROFITS

Are Made Handling the Schuber 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 Columbia Grafonola "Regent" (library table type) at \$200—nothing like it on the market. The Columbia Grafonola "Mignon" at \$150—the first hornless instrument at a hundred-and-a-half. The Columbia Grafonola "Favorite" at \$50—\$25 under the price of its cheapest rival.



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

AMERICAN GRAPHOPHONE CO. WIN SUIT

Circuit Court of Appeals Reverse Lower Court in Suit Brought by Victor Co. in Which Fine of \$1,000 was Imposed for Contempt of Court—The Judges' Decision in Full.

What is known as the "stenciled record" case—Victor Talking Machine Co. against American Graphophone Co. (Columbia Phonograph Co.)—in which the defendants were adjudged guilty of contempt of court and fined \$1,000 for an alleged violation of the Berliner patent in the Circuit Court of the United States, southern district of New York, was reversed by the Circuit Court of Appeals, second circuit—Judges Coxe, Ward and Noyes—December 13. This is a final adjudication of the suit. The opinion, written by Judge Ward, follows:

The Judges' Decision.

The complainant, the Victor Talking Machine Co., is licensee under the Berliner patent for a talking machine called a gramophone. It obtained an injunction in a suit against the defendant, the American Graphophone Co., which the court below has held to have been violated. Claims 5 and 35 of the patent were sustained for the process of reproducing sounds and the apparatus for doing so, being a combination of the Berliner reproducing stylus with sound records which were old.

"5. The method of reproducing sounds from a record of the same which consists in vibrating a stylus and propelling the same along the record by and in accordance with the said record substantially as described."

"35. In a sound reproducing apparatus consisting of a traveling tablet having a sound record formed thereon and a reproducing stylus shaped for engagement with said record and free to be vibrated and propelled by the same, substantially as described."

The American Graphophone Co. is the owner of U. S. Letters Patent to Jones (No. 688,739), for the production of the sound records now in universal use. It obtained an injunction in a suit against the Universal Talking Machine Co., one of the Victor Co.'s subsidiary companies, June 3, 1907, the Victor Co. and the American Graphophone Co., with a view to composing differences and of conferring mutual licenses, entered into an agreement which recites that the Victor Co. has a license "to manufacture, sell and deal in gramophones and gramophone goods" under the Berliner patent and the American Graphophone Co. is desirous of operating under the said patent; also that the American Graphophone Co. is owner of the Jones patent and the Victor Co. is desirous of operating thereunder, and then confers by implication upon each the right to "operate" under the patent of the other with three reservations, viz.: *First*, that neither party shall counterfeit nor copy any record owned or controlled or first produced by the other, nor deal in nor handle such copies if made by others; *Second*, no right is conferred upon the American Graphophone Co. to use the word "gramophone" nor upon the Victor Co. to use the word "graphophone"; *Third*, the rights conferred are non-assignable. The agreement further provided:

"13. It is further agreed as to all patents adjudicated or to be adjudicated as valid, that the party owning or controlling such patent or patents will with due diligence actively proceed against all infringers of said patent or patents, to enjoin such infringing parties from said infringements, and for an accounting, when requested in writing to proceed against any such alleged infringers by the other party hereto.

"14. Each of the parties hereto shall, through their counsel, when requested by the other party, assist such other party in prosecuting infringements of said patents, sustained or to be sustained, after the same has been sustained, when so requested in writing, each party bearing the expense of its own counsel, it being understood that the direction and control of said suits shall be entirely in the hands of the party bringing the suit and controlling the patent."

The American Graphophone Co. obtained an injunction on final hearing against the Leeds & Catlin Co., for direct infringement of its Jones patent for sound records. The Victor Co. obtained and maintained a preliminary injunction against the Leeds & Catlin Co. as contributory in-

fringers of the Berliner patent because they sold sound records knowing and intending that they were to be used in and for the reconstruction of the American Gramophone talking machine.

Before this injunction was finally affirmed Leeds & Catlin sold a large quantity of these records to various jobbers which the American Graphophone Co. took off the hands of the jobbers in exchange for their own records made under the Jones patent. Some of these records it subsequently sold and it was for this the circuit court held it to be a contributory infringer.

The order is sought to be sustained on the ground that selling these records was a violation of articles No. 13 and 14 of the agreement of June 3, 1907. Conceding, without admitting this to be so, the act would be not a contempt, but a breach of contract, to be remedied in an action at law.

Indeed, the act of buying the Leeds & Catlin records would seem to be in direct suppression of contributory infringement of the Berliner patent. It remains to inquire, whether the American Graphophone Co., having bought the records, was within its rights in selling them. The Victor Co. contends that the "right to operate" under the Berliner patent gives the American Graphophone Co. only the right to manufacture and sell products manufactured by it. But Clause 35 of the patent covers the apparatus, and presumably the American Graphophone Co. has the right to make and assist others to make the combination of stylus and record which constitutes the apparatus.

Why is it confined in so doing to records manufactured by itself? There is no express limitation of the license other than the three reservations above mentioned. And it is fair to infer from the reservation that neither party shall deal in nor handle counterfeit records made by others that they may deal in records made by others which are not counterfeit nor direct infringements. The Leeds & Catlin records are not counterfeits of the Victor record nor direct infringements of the Berliner patent.

Furthermore, we cannot see that the Victor Co.'s business is any more or any differently injured by the American Graphophone Co.'s selling Leeds & Catlin records than it is by that company's selling its own records. On this point it is suggested that the Leeds & Catlin record is an inferior one. If so, not being sold as the Victor Co.'s the business of that company is less likely to be injured by that sale than is the American Graphophone Co.'s business.

The order is reversed with costs.

Richard N. Dyer and C. A. L. Massie appeared as counsel and Ralph L. Scott as attorney of record for the American Graphophone Co.; Horace Pettit, counsel and attorney of record for the Victor Talking Machine Co.

LANDAY BROS. STORE REMODELED.

Fifth Avenue Premises Fitted Up in Elaborate Manner—Some of the Details—Son and Joy.

The very elaborate remodeling of the store of Landay Bros., 400 Fifth avenue, New York, was finished this week. The street entrance has a series of mirrors reaching from the floor to the ceiling, and the elegant wall decorations give a striking effect. Additional room for demonstrating booths are also secured on the main floor, and here a great deal of excellent taste has been exhibited. The display window is along Louis XV lines, and with the gilt candelabra and the fine arrangement of the Victor's finest products, is likewise admired by the many visitors. The firm are doing a splendid business.

James B. Landay was made happy by the arrival

of a boy on November 30. The Brith-Milah was held December 7 at his home in Far Rockaway, L. I., where a merry party gathered to celebrate the event. Max Landay was about as much delighted as his brother. A sleighing party wound up the festivities.

C. H. WILSON ON BUSINESS.

C. H. Wilson, general manager of the National Phonograph Co., Orange, N. J., in chatting of prospective business conditions, said: "To be frank I do not look for any great improvement. Not until the cases—Standard Oil Co. and American Tobacco Co.—now before the Supreme Court of the United States, are decided do I think business affairs will change for the better. We are busy; in fact, are being pushed to supply goods, the demand for Amberolas being especially strong."

NATIONAL PHONOGRAPH CO. SCORE.

Win Suit Against Harry Weinberg, a Second-Hand Dealer—To Proceed Against Others.

The National Phonograph Co., Orange, N. J., have won their suit against the Philadelphia second-dealer, Harry Weinberg, which has been pending for a long time in the United States Circuit Court of Philadelphia, Pa. This case has been bitterly contested on behalf of the defendant, and the decision now made by Judge Holland is rendered on final hearing on further pleadings and proofs, including the testimony of a large number of witnesses.

H. H. Dyke, of the legal department of the National Phonograph Co., who represented them in the case against Weinberg, in speaking of the suit said: "We are greatly pleased to note that the Weinberg case has been decided in our favor. I have not seen the decision yet, but have received a telegram from the clerk of the court saying that we had won the case. As soon as a copy of the decision comes in, we will get right after all the second-hand dealers we can find and make a thorough clean-up."

The December issue of Wanamaker's Opera News, devoted to current and future musical events, is the brightest number yet issued. Louis J. Gerson, manager of the "talker" departments in both the New York and Philadelphia stores, who edits the crisp little monthly, with the special purpose of exploiting the goods, states the Opera News has proven very beneficial.

Benj. Switky, 9 West 23d street, New York, who has one of the handsomest stores in the city, is doing a fine holiday trade. His location in the Fifth Avenue building is second to none, being in the center of the retail shopping district.

While Mr. Slowpay is better than Mr. Nopay, the less one has to do with either of them the better. Old Spotcash is a good fellow to cultivate. One does not lose all the profits in chasing him up for his money.

THE VICTOR CHRISTMAS WINDOW DISPLAY

The stock window displays originated by the Victor Talking Machine Co., Camden, N. J., have proven a boon to their dealers. Their practical worth and value are admitted by everybody who have placed them in their store. In sending out the "Victor Christmas Window Display, No. 22," the company fittingly say:

"December is without doubt the most important month of all so far as show windows are concerned. At no other time of the year are so many

funny looking Jack-in-the-box is our old Victor friend, Nat Wills, and the bright looking Scotchman with his bagpipe reveals the kind, merry face of Harry Lauder. To the chain of highly colored paper rings are attached photos of our most famous singers and entertainers, each artist's name appearing on a link. A large Christmas ornament attached to the chain tells 'that there are no weak links in the chain of Victor artists.'

"At the bottom are arranged cut-out pictures



people looking for suitable presents, or is the mission of the window so apparent. Thousands and thousands of people walk around town with no other purpose than to gaze at show windows, and to decide that all important question, 'What to buy for Christmas.' And the dealers with the most enticing windows are the ones, of course, who will reap the greatest harvest of profit."

Then of the display itself, of which the accompanying illustration is a faithful reproduction, the following detailed description is given: "With the object of giving to Victor dealers a display that will at once bring forth the best selling possibilities of their windows, our Mr. Hansen has designed this unique and startling holiday display. A large Christmas tree loaded down with wonderful toys, candles and ornaments immediately attracts the attention of the passers-by, and by going into the details they will notice that every one tells an interesting Victor story. The smart looking French dolls are Blanche Ring and Nora Bayes. The

showing Pagliacci, Chantecler and dance records. The tree is lithographed in beautiful colors, true to nature, and affords you a most gorgeous and timely center attraction for the holiday window. But the tree is not all—the display includes ten artistically air-brushed record stands with holly leaves and berries, to which are attached record and record rings. Fastened to the rings are figures of girls dressed in heraldic garb, and suspended from their herald's horns are flags of different nations. On the record stands and in the language of each nation we have written the greeting 'Have a Merry Christmas with a Victor.' This interesting manner of calling attention to our foreign records is sure to make a great impression; not only on the foreign population, but on Americans as well. It shows the tremendous scope of the Victor in a concise, easily understood form. Undoubtedly this window will be in great demand by dealers throughout the country." Live dealers have already taken advantage of this opportunity.

BLACKMAN CO.'S GOOD REPORT.

Satisfactory Demand for Both Edison and Victor Goods from the Dealers with Prospects of a Lively Holiday Business—Specialties Increasing in Demand—Some of the Blackman Methods for Improving Business.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, when seen by The World stated that business with his concern in both the Edison and Victor lines was in very satisfactory shape and that the indications were that there would be close to a record demand for talking machine goods during the holidays. Judging from the orders sent in by the dealers there is a strong demand for machines and records of the higher grades and this tendency is steadily becoming more pronounced. The various Blackman Co. specialties, including the Playrite and Melotone needles, Place record brushes for both cylinder and disc machines (which are referred to on page 35 of this issue) and the Blackman folding trays, with Rapke labels, for cylinder

records continue to gain ground and find increasing favor with both the trade and the talking machine owners.

A feature of the Blackman method of doing business that appeals to the dealer is the various suggestions offered for the improvement of the retail business, which suggestions are carefully thought out and their value proven before they are submitted to the dealer. Then, too, the Blackman Co. are continually making improvements in their own methods of doing business to the end that the dealer may secure better and more rapid service wherever possible.

KEEPING IN TOUCH WITH DEALERS.

J. C. Roush, manager of sales for the Standard Talking Machine Co., the well-known jobbers and distributors of Pittsburg, Pa., doesn't let the dealers in the territory covered by that company forget for a minute that the Standard Talking Machine Co. is ready to fill all orders. Letters are sent out to the dealers weekly, dwelling on some particular point, such as suggestions on the selling of cab-

inets, how to handle the holiday trade, etc., each letter being prefaced with a live story or anecdote as an introduction to the main point of the argument. In a word, every paragraph of the letters talks right out loud for itself.

THE O. K. HOUCK HOLIDAY CAMPAIGN.

(Special to The Talking Machine World.)

Memphis, Tenn., Dec. 9, 1910.

The talking machine department of the O. K. Houck Piano Co., of this city, in charge of A. L. Owen, is getting after the holiday business in lively fashion and has sent out through the mails to prospects much literature that should result in sales of outfits before the rush is over. They have been paying special attention to the Edison Fireside outfit, which they offer on free trial for two days before the initial payment is made. The various Victor and Edison outfits are also listed in a separate folder with the several features and the cash and instalment prices printed in detail. Though the holiday campaign is young, excellent results have already been noted.

SONORA PHONOGRAPH CO. REPORT.

Matters at the Sonora Phonograph Co. plant, 78 Reade street, New York, seem to be going on serenely. The firm appear to be comfortably weathering the various storms that are from time to time reported as threatening their course. In a recent interview The World was told that the Sonora machines continue to speak favorably for themselves, if increase of business among the trade and flattering comments from private owners are dependable indications.

General Manager Hoschke said: "At the Sonora laboratory important changes are taking place. There have been additions made to its governing personnel and also certain improvements in the methods of producing sapphire records, which are to make our discs one of the most important factors in the musical development of the phonograph industry, while the mechanical portion of our machines, for the most part produced by Pailard, of a century's music box fame, and favorably known throughout the world, already stands undeniably—or at least abreast—of the highest types produced anywhere. Our \$25 Sonora hornless phonograph certainly represents remarkable value, and the recently added type F, \$100, solid mahogany machine, is of unique and most handsome design."

DOLBEER ATTENDS WESTERN MEETING.

F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., who went West to call on the Edison jobbers, will not be back East until nearly Christmas. There will be an annual meeting of the company's Western salesmen in Chicago on December 20, when matters for the coming year will be taken up.

A LIVE BROOKLYN DEALER.

J. D. Freedman, proprietor of the Disc Talking Machine Co., 371 Stone avenue, Brooklyn, N. Y., although having been in business on his own account for only nine months, reports a most satisfactory volume of sales with prospects that the present month will set a pace hard to beat. Mr. Freedman handles the Victor line exclusively and carries a full assortment of machines and records. He has been in the talking machine business in Washington and New York for the past eight years and before opening his present store was for three years manager of the talking machine department of R. H. Macy & Co., the big department store.

The Harrity Furniture Co., Savannah, Ga., referring to the Grafonola Favorite, in writing to the Columbia Phonograph Co., say: "We received the Grafonola 'Favorite' yesterday and must say that we are more than pleased with this machine. We believe this will be the biggest seller of any machine that has ever been put out by the company. We think so much of it that you can send us — more, with the concert reproducer."

UNDERTAKERS, ATTENTION!

Representative of a Paper in the Undertaking Trade Discovers the Fact That Graphophones May Be Used to Advantage at Funerals—Interviews R. R. Souders, Manager for the Columbia Phonograph Co., in Dallas, Tex.

Some time ago one of the leading trade papers in the undertaking line published an account of a funeral service in which the graphophone was used to advantage. The representative of the Southwestern Casket News, of Dallas, Tex., discussed this feature with R. R. Souders, manager in that territory for the Columbia Phonograph Co. Mr. Souders says:

"The undertaker of all men in the world must be prepared for emergencies. His clients don't usually give him notice when they are likely to require his services. This unavoidable feature often occasions some difficulty in carrying out the obsequies in a befitting manner. When he is required to arrange for suitable sacred music, he finds the available local talent cannot be obtained and there is no time to communicate with a neighboring town.

"This has proved another opportunity of showing the unlimited uses of the talking machine. With the aid of a Columbia Graphophone the undertaker can render musical selections by a choir quartette, trio, duet or soloist, produced by the finest talent of the musical world. What more beautiful could be imagined or desired than a Columbia rendering of 'Abide With Me' as a baritone solo sung by George Alexander? The instrument can be completely hidden with flowers or by other suitable means and the effect is in no way mechanical or inappropriate to the solemn nature of the occasion. That the value of the instrument for this purpose has been recognized is evidenced by its use on several occasions."

Posted on the wall in the factory of a manager who believes in mottoes is this: "A mistake avoided is better than a mistake patched up."

TALKING MACHINES AND OPERA.

How the Page Announcements of the Victor and Columbia Companies in the Program of the Boston Opera House Tend to Further the Cause of Good Music in the Home.

In keeping with the movement to place talking machine music on a higher plane worthy the attention of people of cultivated musical taste, it is interesting to note that both the Victor Talking Machine Co. and the Columbia Phonograph Co. are well represented in the elaborate program of the Boston Opera House, where the annual season of grand opera is now under way. The former company have their products exploited in page announcements by both the Henry F. Miller & Sons Piano Co. and the Eastern Talking Machine Co., while the Columbia Co. use a page for calling attention to the Grafonola. There is no question but that such publicity, aside from the direct results obtained through the medium of sales, is of great benefit to the cause of the talking machine at large, placing talking machine reproduction on a par with the work of the grand opera artists in the flesh. The reader is bound to be impressed when he realizes that the voice of the singer he hears at the opera is recorded on talking machine records, and that he can hear the same voice as often as desired and in his own home at slight cost. It is simply a case of striking while the iron is hot.

SHIPPERS SEEK REPARATION.

Claims Growing Out of Missouri River Rate Cases Aggregate \$100 000.

(Special to The Talking Machine World.)

Washington, D. C., December 5, 1910.

Reparation claims aggregating more than \$100,000 growing out of the Missouri River rate case have been filed with the Interstate Commerce Commission, and more are coming in.

On June 24, 1908, the commission directed the carriers operating between the Mississippi River

and the Missouri River to make a reduction in freight rates between these points on traffic originating east of the Mississippi River. The railroads got out an injunction and carried the case to the Supreme Court, which several weeks ago sustained the commission and the lower rates were then put into effect. However, for a period of nearly 18 months, the rate decided by the commission as too high prevailed and the shippers now seek to collect the difference between the rate directed by the commission and the higher rates of the carriers. The commission will hold a special hearing in Chicago on December 21 to hear all these cases together.

ANENT THE PETIT DUPLEX PATENT.

November 26 Judge Ward, United States Circuit Court, New York, in the case of the Victor Talking Machine Co. against the American Graphophone Co. (Columbia Phonograph Co., General) for alleged violation of the Petit duplex record patent, signed the order denying the motion to admit certified copies of two decisions of the Austrian courts annulling that patent. The memorandum was filed the previous Wednesday. In denying the motion the court said: "The Austrian decisions are of value only as far as the reasons on which they are founded recommend themselves to the courts. The complainant being fully possessed of this reasoning can present it to the court at the argument." In other words, the order permitted the defendants to renew the motion at the final hearing, the date for which is not involved and which will come on in due course. Ralph L. Scott appeared for the defense.

TOLSTOI AND EDISON.

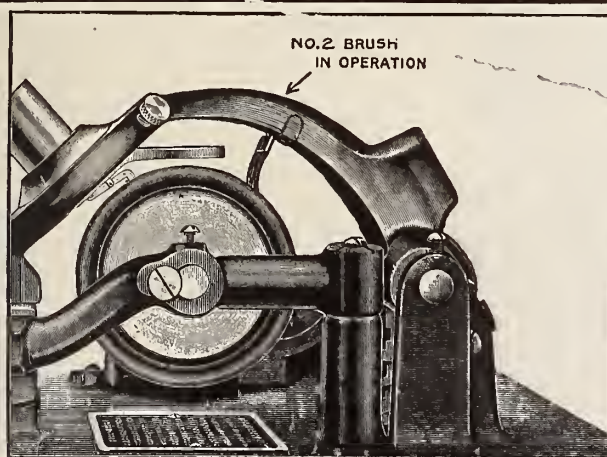
A cable to the New York World says that among the papers left by Tolstoi were found many letters from Thomas A. Edison, the American inventor, doubtless of great interest. The letters have been deposited with Tolstoi's closest friend, Prince Tschertky.

SAVE THE LIFE OF YOUR RECORDS


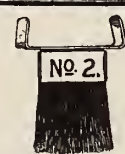

BY USING **THE PLACE AUTOMATIC RECORD BRUSH**

FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED {September 25 and October 2, 1906 and September 10, 1907.



NO. 2 BRUSH
IN OPERATION

PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph No. 2 Standard and Home No. 3 Gem and Fireside

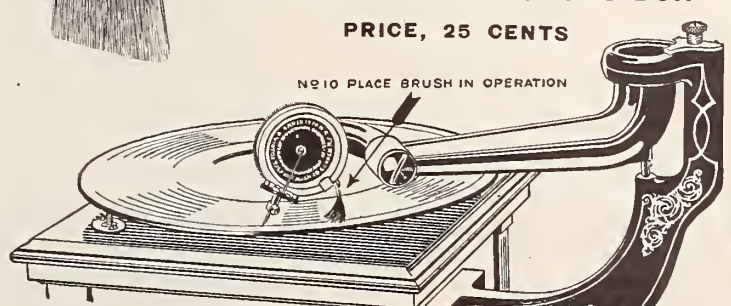
THE PLACE No. 10

DISK RECORD BRUSH

FOR

VICTOR EXHIBITION SOUND BOX

PRICE, 25 CENTS



NO. 10 PLACE BRUSH IN OPERATION

PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record.

SAVE THE LIFE OF YOUR RECORDS.

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

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

MANUFACTURED BY BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"

LIVELY TRADE IN PITTSBURG.

Holiday Business Showing Up in Most Satisfactory Manner—Dealers Much Worried Over Danger of Stock Shortage—Reports of the Various Houses—The New Frederick Department—What the Dealers Are Doing.

(Special to The Talking Machine World.)

Pittsburg, Pa., Dec. 9, 1910.

The general business in the talking machine trade of this city, both wholesale and retail, is reported as being excellent and the only complaint seems to be that it is impossible to get machines, especially of the hornless models selling at the higher prices. The shortage in the new styles of Victrolas is keenly felt in this section and the dealers are fervently praying that they may receive shipments before the end of the holiday season.

The W. F. Frederick Piano Co., this city, are the latest concern to enter the talking machine field in Pittsburg and have opened a large and attractive department in their store on Smithfield street, where they handle the Victor line exclusively.

George Balsdon, the dealer in the Fifth avenue arcade, is working hard to handle the present volume of business coming to his store.

The Henry Co., at 619 Penn avenue, report the best holiday business they have had since starting in business, and their only worry is that their stock of Victrolas is getting very low, with slight prospects of replenishing it before Christmas.

The Kaufman Department Store are again devoting considerable attention to their talking machine department and are getting excellent results.

Keely Phonograph Co., 5936 Penn avenue, are enjoying increased sales, and expect to dispose of thirty-five Victrolas between now and Christmas.

The Keystone Talking Machine Co., 44 Sixth avenue, report a growing demand for talking machines, particularly among the German element of Pittsburg, they making a feature of this part of the trade.

C. C. Mellor Co. are handling a very satisfactory holiday business.

Spear & Co., Penn avenue, state that their talking machine mail order business is the best in the history of the company.

Boggs & Buhls, Northside, Pittsburg, have just opened up an attractive Victor department, and are agreeably surprised at the progress they have made in the two weeks the department has been doing business.

Henry Braun, 520 Federal street, N. S., report a very satisfactory holiday business.

Enterprise Phonograph Co. claim that their business is double that of last year.

John Reibling, 1212 Carson street, S. S.; Philip Rothleder, 1303 Carson street, S. S., and Wm. Sahner, Mt. Oliver street, all report that their business is entirely satisfactory this fall.

TRADE IN THE QUAKER CITY.

November Business Exceeds Expectations of the Dealers—Columbia Goods Popular—Recent Visitors of Note—Bellak's Sons Featuring Talking Machines—What the Other Houses Are Doing—Shortage of Stock a Worry to Jobbers and Dealers These Days.

(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 9, 1910.

The talking machine business in Philadelphia during the month of November was very large. It was better than any of the dealers had expected it would be, and about the only fault to be heard anywhere is the shortness of stock. On some few of the more popular styles the dealers have been having great difficulty to get any instruments, and from all appearances at present during the next three weeks there is going to be a pretty general clean-up on this market.

Thomas K. Henderson, manager of the Philadelphia branch of the Columbia Co., reports an exceptionally good business. The trade in Grafonolas of every type and grand opera records is growing day by day.

William H. Furbee, of the Furbee Piano Store,

Victor

¶ Why say more?

¶ Come to the real headquarters for VICTOR and EDISON goods.

¶ We give you everything any other jobber will—and then some.

¶ Service too good to mention.

Standard
Talking Machine
Company
PITTSBURG, PA.

Edison

Wilkes-Barre, spent Monday at the Columbia headquarters selecting additional stock. The recent opening of his Grafonola department was a pronounced success and Mr. Furbee is to be congratulated on having the finest talking machine department in his city.

Among the professional people who visited the Columbia store last week were Bert Williams, Billy Reeves and a number of Ziegfeld's "Follies of 1910" company, who enjoyed themselves listening to the records which Mr. Williams made for the Columbia Co. E. F. Hawley who, with his talented wife, were headliners at Keith's, spent a couple of hours in the store and purchased a handsome instrument for shipment to their Michigan home. Frank Coombs, who makes records exclusively for the Columbia Co. and who is appearing in Philadelphia at present with "Hans, the Flute Player," made frequent visits to the Columbia headquarters.

George W. Lyle, general manager of the Columbia, was in Philadelphia last Saturday. He said that the Columbia firm are in receipt of a number of letters from dealers complimenting them upon the new operatic records and new machines.

Another recent visitor to the Columbia store was Lee Goldsmith, of Joseph Goldsmith & Co., Harrisburg, Pa., extensive handlers of the Grafonola line and records, who reports 100 per cent. increase in their business over last year. The new demonstration record which the Columbia are putting out has made a great success and they are getting lots of orders for them.

James Bellak's Sons will feature talking machines after the holiday season. They have handled these instruments, along with pianos, for some years, but never gave them much attention. They expect to build on the first floor of their store several very nice "hearing rooms," and will carry a full line of machines and records.

It is said that the Estey Co. are about to make arrangements to handle talking machines extensively in their new home at 17th and Walnut streets, where they expect to move about the first of June.

H. A. Weymann & Sons have been doing a very excellent Victor and Edison business all through November. In the new arrangement of their department they have found things much more convenient. They are meeting with some trouble in getting goods fast enough, and on several lines they could have made a number of more sales than they did had they been able to supply the stock. The high priced records seem to have the call, says Manager Doerr. From observation they believe that it looks as if the Christmas business was going to be phenomenally large.

The new manager at Heppes reports that they are having an excellent Victor business at the present time. They are short on their records and machines. Their business is 50 per cent. larger than it was last November.

Representatives of the National Phonograph Co. have been in Philadelphia calling on the trade and looking over the stock of the two-minute records which the men have on hand. It is thought that it is with a possible recall of all the two-minute records on the market and the substitution of the four-minute records for them.

Louis Buehn & Bro. report the largest November business they have ever enjoyed. They are short of stock in certain Victor styles, but they feel that they will be able to get all the instruments they require. They have been doing very well with their Edison business phonograph department, since they have brought it under the same roof and can give it their personal attention.

The Edison wagon proposition in Philadelphia has turned out fairly satisfactory. They expect shortly to get this new proposition in excellent hands and that the returns will be most satisfactory.

The Penn Phonograph Co. report an unusually large sale of Amberola records, and they have been selling generally of their entire line. The many improvements they made in their warerooms during the summer and early fall has stood them in good stead in handling the large business of the fall and early winter, and they are very optimistic regarding the future.

**The Columbia "Demonstration"
Double-Disc Record is a demonstration
and no mistake. At the cost of just 10
cents to cover the expense of handling
—it is better than a business-getter;
it's a business-maker.**



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

AN INTERESTING LIFE STORY.

Connection of Edward D. Easton with the Development of the Talking Machine Made the Basis of an Article by James B. Morrow in the Boston Globe—How He First Became Interested in the Talking Machine—Began Business in Back Room in Washington, D. C.—A Story Worth Reading.

In a recent issue of the Boston (Mass.) Globe, James B. Morrow contributes an interesting article about the birth, growth and development of the talking machine, and especially the connection of Edward D. Easton, president of the Columbia Phonograph Co., General, one of the first to witness the first inventions of this kind, and has taken a prominent part in the permanent establishment of the business on a successful commercial basis.

The life of Mr. Easton, says Mr. Morrow, is full of incident. At the age of 18 he was assistant editor of the Hackensack (N. J.) Republican, and his beautiful estate of "Agricola," his home, is on the outskirts of that place. Subsequently Mr. Easton became a stenographer in Washington, D. C.; and afterward graduated in law from the Georgetown (D. C.) University. On being asked where he first heard of the talking machine, Mr. Easton said:

"While working around the Capitol in Washington, several stenographers, Andrew Devine [afterward vice-president and senior director of the American Graphophone Co., since deceased—Ed. T. M. W.], especially, told me of a talking machine that they had seen in Graham Bell's laboratory. . . . Returning from Paris with \$10,000 in cash, given him as a prize, Graham Bell equipped a laboratory for the purpose of inventing a machine that would record and reproduce sounds. I suppose music was in his mind at the time. The work was carried on by Dr. Chichester Bell—a relative of Graham Bell—and Charles Sumner Tainter, a mechanical expert of Watertown, Mass. It was the Bell and Tainter machine that I heard Devine and other stenographers talking about.

"Later, I was invited to the laboratory and saw the machine in operation. I found that, while I had spent years in learning quickly to put human speech on paper by means of signs, the machine could beat me easily and do the work better and more accurately. In my diary, that night, I wrote that I meant to get as large an interest in the invention as was possible. My connection with the subsequent development of the talking machine, therefore, was not accidental. The supposition was that the machine would make the dictation of letters in business offices to stenographers unnecessary. The musical possibilities of the invention were not then apparent. I employed it right off, being the first stenographer to do so in government work. I dictated my shorthand notes into the machine, and had my typist write them out on paper.

"About that time, it was in the year 1887, I accompanied the newly created interstate commerce commission on its first trip of investigation. We were gone seven working days, during which period I made \$3,500. My salary was only \$100 a month,

but I received 10 cents a page extra for transcribing my stenographic notes and was permitted to supply all the persons in interest with full copies of the testimony taken at the different hearings. Well, I put my \$3,500 into the talking machine business.

"I did more than invest my money," Mr. Easton continued. "I gave two years of my time to the company without any salary. I had been earning a large salary as a government stenographer. I abandoned a good business in the belief that the talking machine ultimately would pay me far better, a judgment that was justified in every respect.

"My friend, Andrew Devine, also became an important share owner. James G. Blaine, William Walter Phelps, of New Jersey; R. R. Hitt, of Illinois, long a member of the House of Representatives and chairman of the committee on foreign relations; Senator Allison, of Iowa, and Senator Morrill, of Vermont, bought stock. Years afterward Wu Ting Fang, the Chinese minister, came into the company as an investor.

"Scientists in different parts of the world had been trying for more than 100 years to catch and hold the sounds of human voice," Mr. Easton went on to say. "The Imperial Academy of St. Petersburg offered a prize in 1779 for an instrument that would talk. Experiments were later made in Paris and Vienna. Faber, an Austrian, produced an apparatus in the year 1850 that gave some impetus to modern inventors, and he was followed by Leon Scott and finally by Edison, along in 1877. After Edison abandoned his investigations nothing was done for several years by anyone, so far as I can learn.

"Then came the announcement that Bell and Tainter had invented a practical machine that could actually talk. Moreover, their records could be removed, repeatedly used, kept indefinitely and transported by mail or express. They had worked for five years in Graham Bell's laboratory. When I first saw the machine they were unwilling to make their invention known until it had been further developed. My idea was to strike while the iron was hot, a view they accepted with some reluctance.

"We retired to a back room on a side street in Washington and began business. Our first factory employed six men and its capacity was three machines a day. Now we are manufacturing two machines a minute. In a little while we moved to a better building, where the rent was \$300 a month. It was a risky undertaking, we thought. However, by that time we could reproduce simple songs, banjo playing, and band music, and had slot machines that would sing or talk for a nickel. We assumed the financial obligation of \$300 a month with fear and trembling. The slot machines, much to our surprise, paid the first month's rent in three days and there was money enough left for our electric lighting. Stores were quickly established in all the principal cities, and in each instance, though we rented rooms in the thick of business, the slot machines paid all the expenses. In the meantime we were selling talking machines and keeping our factory busy.

"We (the Columbia Phonograph Co.) have a laboratory in China and the records of 400 Chinese

songs, which were given up by the best Mongolian artists. The music may sound something like a chicken eating corn off a pine board, but that is because we cannot understand or appreciate it. Laundrymen in this country are large purchasers of Chinese records, thus getting songs from home in their own language to cheer them as they iron our shirts and collars.

"The manufacturers of American talking machines are doing business everywhere—in Japan, Turkey, Africa, Egypt and the islands scattered up and down the earth, from Australia to Greenland, and then to Madagascar. More than \$20,000,000 is invested in the industry, and thousands of persons are given steady and pleasant employment."

EXPERIENCING BUSY TIMES.

New York Talking Machine Co. Report Sales Ahead of This Season Last Year.

Throughout the fall, trade with the New York Talking Machine Co., 81 Chambers street, New York, has never slackened; and notwithstanding the removal to the present premises, which was carried on without a perceptible halt in business, their sales are going far ahead of last year. A great demand developed for the newer lower-price Victrolas, and while the Victor distributors have sample lines, it now looks as if the factory would be unable to supply goods in sufficient quantity to cover the holiday sales. All Victor dealers will probably be in the same predicament.

The satisfaction of undertaking a difficult task and accomplishing it successfully is the greatest incentive to good work.

Makes a Phonograph Sound Life-Like

THE MORSE Clarifier is a device which placed in a tube between reproducer and horn of any standard make machine renders the sound clear, loud and distinct. Many of the intense vibrations that before caused the phonograph to sound metallic and mechanical are overcome. Also defects in records due to recording such as blasting and splitting of high notes are largely eliminated.

THE MORSE CLARIFIERS

are selling fast

Advertised in
standard magazines

BIG PROFITS FOR JOBBER
AND DEALER

FREE SAMPLE of Clarifier will be sent to the jobber or dealer who writes us on their business stationery

MORSE BROS., 442 Lumber Exchange
MINNEAPOLIS, MINN.



FROM OUR CHICAGO HEADQUARTERS

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

Some Comments Upon the Campaign of Pre-Holiday Advertising Carried on by the Talking Machine Houses of Chicago—Recitals Prove Most Satisfactory and Trade Compelling Form of Publicity—A Model Program Which Recently Came Under Observation Printed on This Page—Sympathy for Mr. Goodwin—Expansion of the Schmelzer Arms Co.—Columbia Progress Emphasized in Various Directions—Wurlitzer Victrola Advertising—Talking Machine Co.'s Striking Announcement in This Issue—Fibre Needle and Its Future—Louis F. Geissler a Recent Visitor—November Trade a Record Breaker—December Trade Proving Equally Satisfactory—Aeolian Co. Have Thrown Open to the Public Their Beautiful Talking Machine Department—Other Items of General Interest to the Trade.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 10, 1910.

The pre-holiday talking machine advertisements in the Chicago dailies are numerous and for the most part "sehr gut." Reviews and excerpts of some of them are here given. Although *The World* will reach its readers during the final windup of the ante-Christmas trade, dealers may still reap some benefit from the perusal of the subjoined matter, as it will come to them at a time when they will be rushed, with little time to prepare new copy, and they may, therefore, gain some good suggestions for the preparation of their own announcements.

On November 18 there appeared in the Chicago Tribune what was probably the most remarkable talking machine advertisement ever appearing in a Chicago daily. It was by Lyon & Healy and occupied an entire page. About two-thirds of the page was devoted to the Victor, under the caption "A Victor talking machine to suit every taste and purse." Every type of Victor machine was illustrated and described, including the new style Victrolas. The text was for the most part original, including even the description of the Victrolas. We quote in part:

"The Victor talking machine is the ideal home entertainer. With its capabilities limited only by the number of records obtainable, and there are thousands of them, embracing practically every subject susceptible to sound reproduction, including the cleverest vaudeville offerings, monologues, comic and popular songs, instrumental music and arias from the grand operas, it is without doubt one of the world's greatest pleasure giving instruments. For the business or professional man, exhausted by the day's exacting duties, the Victor talking machine offers a real opportunity for full relaxation combined with genuine entertainment. The Victor is alike popular in the home, concert hall, at the dance, in the sick room, and wherever clean, wholesome entertainment is appreciated."

Extended space was also given to the Edison phonograph, with an excellent introduction and descriptions of all the types. "The Edison language outfit" was also exploited. Cuts of an Edison machine, equipped with a Cygnet horn, and an Amberola, were also presented.

The Talking Machine Shops had a Thanksgiving ad that suggests something similar for the Christmas holiday season. The gist of the argument was as follows:

"Decide to have a Victrola Thanksgiving. If you have been putting off the purchase of a Victrola, Thanksgiving will be a good excuse for deciding now. Some music or song you play on that day will so intimately fit the sentiment of your home gathering, all will remember it. You can see all Victrola styles at either Shop," etc., etc.

A distinctively Christmas advertisement by the Talking Machine Shops urged the desirability of ordering Victrolas early. This significant sentence appeared in a "box" extending clear across the advertisement:

Please Mark Your Christmas List "Shops" for Victrolas.

Good Mixed Program.

Dealers giving talking machine recitals before a "mixed" audience or asked to give suggestions for a program are often at a loss to compile a list of records which will result in pleasing different tastes and yet maintain a fair degree at least of the interest of the entire audience. John Otto, of the retail talking machine department of Lyon & Healy, gave a recital last evening for the benefit of the Sunday school of the Reformed Church of Irving Park. He succeeded in preparing a program which contained offerings gratifying to the musical elect and the musical would-be elect, interspersed with numbers for the kids, which tickled the musical elect as well. It will be noticed by the program which follows that he avoided "popular" songs entirely. The light numbers were so exceedingly light that they did not presume to be music and therefore did not offend the critics. It was a big success in every way and, as *The World* man considers it quite a model program, it is here reproduced:

PART I.

1. Coronation March (Le Prophet).....Pryor's Band
2. Gems from the Red Mill.....Victor Light Opera Co.
3. No News, or What Killed the Dog.....Nat Willis
4. Sweet Bird that Shant's the Noise of Folly....Melba
(Flute Obligato.)
5. Contes d'Hoffman (Oh, Night of Love).....
Farrar and Scotti
6. Largo (from Xerxes).....Gilbert
7. Down in Turkey Hollow.....Golden and Hughes
8. Dinorah (Shadow Song).....Tetrazzini
Reading by Miss Elizabeth Matthews

PART II.

1. Symphony in B minor (unfinished) "Shubert".....
Pryor's Band
2. Lucia—Sextette—Act II.....Sembrich,
Caruso, Scotti, Journet, Severina and Daddi
3. Uncle Josh Keeps House.....Cal. Stewart
4. Lucrezia Borgia (It is better to laugh than to
sigh).....Schumann-Heink
5. Mignon (I know a Poor Maiden).....Geraldine Farrar
6. Darkey School Days.....Golden and Hughes
7. Valse Lente.....Caruso
8. Trovatore (Prison Scene).....Alda and Caruso
9. Home, Sweet Home.....Sembrich

A good point to be noted is that the titles are invariably given in English. The accompaniment to the Caruso "Valse Lente" was played most acceptably on the piano by Grace, Mr. Otto's fourteen-year-old daughter.

Death of C. E. Goodwin's Father.

The trade will regret to learn of the death of the father of C. E. Goodwin, which occurred this morning at his son's home at Orange, N. J. Mr. Goodwin, Sr., was a distinguished artist, a man of keen intellectuality, and an unaffected, genuinely courteous gentleman of the elder school. He is survived by his widow, also an artist of distinction, two sons, C. E. Goodwin, manager of salesmen of the National Phonograph Co., Clarence N. Goodwin, the well-known Chicago attorney, and a daughter. The cause of the death was bronchitis.

Schmelzer Expands.

The Chicago office of *The World* has received the following self-explanatory communication from A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., Kansas City, Mo.: "For your information we wish to say that the Schmelzer Arms Co. have consummated a deal whereby they have taken over the entire stock of talking machine goods of the Smith Phonograph Co., Oklahoma City, Okla. In addition to this they have secured the Victor jobbing agency and will now be known as the Schmelzer Arms Co., Oklahoma City, Okla., jobbing both Victor and Edison goods. We have leased a three-story, 50 x 140 building, where we will build up the finest talking machine parlors in the West.

"We feel that Oklahoma is the coming country and a good live jobber is needed there to exploit both Victor and Edison goods. We are having an excellent business in Kansas City; it has been bigger than for some years past, and we feel that by the first of the year we shall find that we have sold more goods than ever before in the history of our talking machine business."

Columbia Items.

George W. Lyle, general manager of the Columbia Phonograph Co., is expected in Chicago Tues-

day and will have an opportunity of inspecting the Chicago headquarters of the company at Wabash avenue and Washington street, as they will then be in a practically completed condition. The retail department will be in full operation there at that time and the wholesale department will be moved from the present location, 210 Wabash avenue, a week later. As previously stated in *The World*, the present location will be maintained until after the holidays, at any rate, as a branch retail, thus giving the company a strong double header for the Christmas trade.

District Manager W. C. Fuhri moved his office to the new quarters several weeks ago and has been supervising the remodeling of the big store and the construction of the excellent series of booths along the lines roughly indicated in last month's *World*.

C. F. Baer, manager of the Chicago office, speaks in enthusiastic terms of current business, both from wholesale and retail viewpoints. Some days ago they received here a sample of the new favorite \$50 hornless graphophone, and that it will prove a winner is evidenced by the orders already booked.

A. D. Herriman, retail manager, has returned from a two months' sojourn in the South, richer in both health and wealth as a consequence.

F. C. Cass, credit manager, is projecting his winsome and convincing personality into the Southwest. He will return shortly.

Well Illustrated Publicity.

The Rudolph Wurlitzer Co. are doing some advertising in the Chicago dailies that depends largely for its unquestioned force upon the character of the illustration. They are devoted almost exclusively to the Victrola. One of the illustrations represents a beautiful woman rocking a cradle, with her husband standing behind her chair, smoking-jacketed and pipe in mouth. In front of this imposing family group is a Victrola, while above the instrument, materialized from the tones issuing therefrom, is a vision of Marguerite at her spinning wheel. Another advertisement introduces Salome. The vision is that of the dancer in the act of taking from the hand of the executioner, appearing through the dungeon trap-door, the platter containing the head of John the Baptist. The manner in which the scene is worked out is admirable. The head of the Baptist is only dimly lined out. The semi-nudity of Salome is only suggested. There is nothing unnecessarily repulsive in the artist's conception. The Victrola, of course, is again in evidence and the expression on the faces of the auditors is appropriately tragic.

Stop!

The advertisement of the Talking Machine Co. in this issue will be found to be one of the most forceful of the now famous series. The stalwart policeman, mounted on a veritable Bucephalus, looms out of the picture very dramatically. He (the policeman, not the horse) has a very pertinent message for the talking machine dealer. Read it.

Fibre Needles by the Million.

The *World* knows positively that the Victor Co. are literally turning out fibre needles by the millions. They are just coming on the market in a large way in the new packing bearing the imprint of the Victor Co. There is no question that under the new auspices the fibre needles are to be pushed and given a country-wide and even a world-wide distribution, the contemplation of which must fill the heart of the inventor, Mr. Hall, with unlimited joy.

The *World* representative had the privilege recently of listening to a "recital" in a home where the Victor had been ensconced for a year and nothing but fibre needles had been used on the records. Not a single steel needle had ever entered this home. The records were in perfect condition and the musical effects beyond all criticism.

(Continued on page 40.)

STOP



One Minute, Please,
Gentlemen, before
you turn this page!

The greater percentage
of our Dealers have a
stock of Machines
on hand for their
Christmas business.

We haven't been able to
fill all the orders that we
have been flooded with,
but our old line regular
trade has been taken care of.

These times of immense busi-
ness and immense demands on
the factory, prove your Dis-
tributor.

Write us today—sign a contract
with us—forget the freight but
GET THE GOODS.

THE "WHOLESALE" DISTRIBUTOR

The
Talking Machine
Company

72-77 Wabash Avenue, Chicago, Ill.

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

Geissler a Visitor.

L. F. Geissler, general manager of the Victor Talking Machine Co., spent last Sunday with his son, Arthur D. Geissler. The senior Mr. Geissler was returning from the Coast, where he reported present trade and the outlook good, indeed.

There Are Now Three "Shops."

The Talking Machine Shops, George and Cecil Davisson, proprietors, are now triplets instead of twins, as heretofore. The new shop occupies a good-sized store at 220 Michigan avenue, on the ground floor of the Congress Hotel building, and, it is expected, will sell a whole lot of Victrolas during the present joyous holiday season.

Fine Aeolian Department.

The beautiful remodeled and reboothed talking machine department of the Aeolian Co., occupying the entire mezzanine floor of their building, is now

completed. A full description, embellished with illustrations, will appear in the January issue of The World.

Trade.

November is reported by local jobbers as being a record breaker. The emphasis is largely on high grade goods. December is going to prove a wonder, providing the factories are able to meet the demand, but that is a grave question. Local retail trade with the high-grade downtown stores is excellent. Business with the stores and departments catering mainly to the cheaper trade, together with many of the outlying stores, suffers somewhat on account of the great garment workers' strike.

Lyon & Healy Service.

A convincing straight-from-the-shoulder talk on the wholesale Victor and Edison service, which has built the talking machine business of the Big House to such immense proportions, will be found elsewhere in this issue and should prove very interesting to dealers everywhere.

THE PERMANENT JEWEL NEEDLE.

Some "Pointers" on How It Is Adjusted to the Disc Record—The Jewel Needle Is Constantly Growing in Favor.

(Special to the Talking Machine World.)

Chicago, Ill., Dec. 10, 1910.

There is always a right and a wrong way of using a good thing. The accompanying illustration shows clearly the manner of adjusting the permanent jewel needle to the disc record. As explained repeatedly in this paper the permanent needle consists of a finely-ground garnet set in a



HOW TO ADJUST PERMANENT JEWEL NEEDLE.

metal shank, which fits into the needle arm of a disc machine in the same manner as the ordinary steel needle.

The Permanent Needle Sales Co., 14 State street, Chicago, control the sales for this needle and are the possessors of abundant tangible proofs that the public appreciate the elimination of the necessity of changing the needle. Furthermore, they have hundreds of letters from dealers and others expressing their appreciation of the tone and musical effects of the permanent jewel. The World representative was shown substantial orders from dealers and jobbers all over the United States and from foreign countries as well. Dealers would certainly do well to investigate this proposition at once. A wonderfully comprehensive letter regarding this needle is reproduced elsewhere in this issue.

tisement—yourself. And if that self cannot give an impress of life, vigor, confidence, conviction, accuracy, thoroughness and sincerity—you are in the wrong business. Anybody can tabulate the selling claims of a food product, for instance. Only a live man can get those claims under the skin of indifference of that other live man who is to be made to desire your merchandise more than the hard-earned and double hard-saved money in his pockets.

"If there were such a thing possible as an arbitrary rule of copy construction I believe it would be based on this plan: A forceful, hammer-headed foreword, and a climax at the end. And your illustrations ought to be considered a part of your display. The forceful introduction can be secured by the illustrations as well as by the words.

"Analyze the Product—The Market—The Probable Purchaser—The Policy of the House—The Finished Copy.

"Don't write a line of copy until you have satisfied yourself that you know the product it represents—what it's for, whom it's for, who makes it, who sells it, how it is sold, what it's made of—these being only a suggestion of the hundred vital points that you must bring up and check off.

"Don't write a line of copy until you can first write a lucid outline of the market the product has and should have. Is it a new idea or an established article? What are competitive conditions? Are retail prices maintained? Is it to be pushed in a new territory? What is the attitude of the retailer and jobber? Are you to concentrate mostly on immediate sales? or build for future good will? or both?—and a hundred other questions will suggest themselves to you.

"Don't write a line of copy until you can get a clear mental picture of the individual who represents the average of the class of purchasers you are appealing to. Then write your copy to him—have him in front of you every minute. Is he man, woman or child, or a composite of all three? If he is a man, is he a man of family or an irresponsible spendthrift?

"Is he interested in anything that relates to the product—in his social, business or sporting life?—and a hundred other questions can be piled up on top of these as fast as you can write them.

"Don't write a line of copy until you know the merchandising policy of the house whose product you are trying to sell. Not that that policy is always right, but it is usually nearer right than the first wild guess of an outsider, and we are taking it for granted in this case that, as far as we are concerned, the policy is settled. You are pretty safe in assuming that, too, because it usually is settled. And if you want to see a graphic caricature of a dehorned, blind billygoat trying to butt an alleyway through the Palisades of the Hudson, just watch any one of half a thousand ambitious advertising writers trying to force an O. K. on to copy that conflicts with the Policy of the House.

"And don't hand over a line of the copy you have written until you have got right into the clothes of the man you are trying to get hold of and asked yourself if you have said anything that will stop him and hold him a minute and put a distinct conviction into his head. Find fault. Put yourself in a mean, cold-blooded frame of mind and go over that copy with a harrow."

MUST CUT EXPRESS RATES.

Commerce Commission Orders Reduction in New England.

Several New England towns, their commercial associations and manufacturing interests received notification Dec. 8, that the Interstate Commerce Commission had decided favorably on their protest against the recently raised rates of the Adams Express Co. The proceedings were started by the W. L. Douglas Shoe Co., whose lead was followed by many other companies in Brockton, Whitman, Taunton, Rockland, North Attleboro, and Pawtucket. The decision, according to Richard J. Donovan, attorney for the complainants, means that the express company will be obliged to restore its previous rate of 75 cents for a hundred pounds between these points and New York.

WHY THE SALESMAN FAILED.

He wasn't neat in his appearance.
He lacked dignity in his bearing.
He used no tact in introducing himself.
He was late in keeping his appointment.
He had a conceited and arrogant manner.
He did not believe in his own proposition.
He disgusted his prospect with gross flattery.
He didn't know the fine points of his own goods.
He offended the prospect by undue familiarity.
He made a bitter attack upon his competitor's goods.

He openly ridiculed his prospect's ideas and methods.

He made no preliminary study of his prospect's case.

He relied on bluff instead of solid argument based on facts. He got lost in the forest of details and couldn't stick to essentials.

He had been out with the boys the night before and showed the effects.

He talked too much. He gave his prospect no chance to explain his needs and position.

He couldn't answer questions and objections intelligently, concisely and convincingly. He tried to close his prospect before he had worked him up to a point of conviction.

He lost his nerve because the prospect presented such an unyielding front, forgetting that battles are won by hard rallies at the finish.

He didn't know his business when he made the approach; didn't talk clean-cut business after he got in; didn't make it his business to fight all the way through and didn't do business before he left, says the Bankers' and Brokers' Gazette.

TAKE ON THE COLUMBIA LINE.

The Rhodes-Mahoney Furniture Co., Chattanooga, Tenn., have taken on the Columbia line, the stock, of a substantial size, being supplied from the branch of the Columbia Phonograph Co.'s store at Atlanta, Ga.

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.



Here's Service for You!

When a customer comes into your store and wants three or four records that you don't have in stock and wants them in a hurry, of course, you, too, want them in a hurry. It is only natural that you should desire to keep the regular trade of your patron.

Show him that you are willing to accommodate. Say to him, "I'll get them for you just as soon as a letter can reach Chicago and the Express Company can bring the records." Nine times out of ten he will tell you to go ahead and order. If he's in a bigger hurry than the mail will allow, send a night lettergram. While it cuts into your profits a little, the good will of your customer more than repays you in increased business.

And at our end of the line the response will be immediate; your records will go out on the first train headed for your town. Not one blade of grass will be allowed to even start under our feet. Whether your order is for a hundred needles or a carload of Victors and Edisons, it will be filled and sent out the same day it is received. That is the kind of service we always give. It is the only kind you can afford to expect.

Our terms are the most liberal known to the trade, hence it will pay you to place your orders with us.

Write us to-day for catalogs and our special dealers' proposition. You lose money every day you delay.

America's
Foremost Distributors
of
Victor
Talking Machines
and
Edison Phonographs

Lyon & Healy

(The World's Largest Music House.)

Wabash Avenue and Adams Street
CHICAGO

Our Stock
is Complete in every
Detail

Over 100,000
Records on Hand at
all Times

OHIO DEALERS' ANNUAL MEETING

Held in the Southern Hotel, Columbus on November 9 with a Record Attendance—Many New Members the Result of Reduction in Fees—New Officers Elected—Interesting Papers Read at the Meeting—Several Jobbers Among the Guests—Some of the Features of the Meeting.

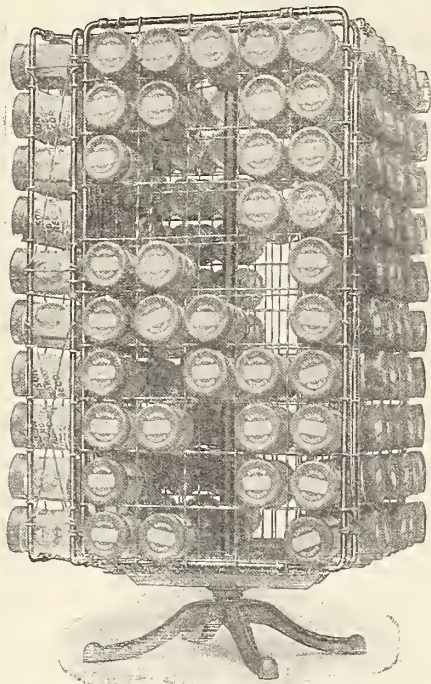
The regular annual meeting of the Ohio Association of Talking Machine Dealers was held in the assembly room of the Southern Hotel at Columbus, November 9. The meeting was one of the most successful in the association's history. A large membership was present and a number of the live dealers of the State were enrolled as new members. The recent change in the by-laws, by which the admission fee was lowered from \$10 to \$1 and the annual dues from \$5 to \$1, was of material assistance in securing new members.

President CaJacob opened the meeting by a

UNQUESTIONABLY A BIG WINNER

Everybody who sees, buys,
and every dealer who buys,
sells

THE MONARCH MIDGET



This little "Monarch" can be placed on the counter, and will hold about 8 months' records in compact and convenient space.

The clerk can thus choose records without losing the customer's attention for a moment. Very convenient and effective when you are playing the new records of a month, because you face the customer all the while.

No matter how many racks you have, you need this little counter-size revolving "Monarch" Baby.

Write your Jobber or to Us.

Syracuse Wire Works
University Ave.
SYRACUSE, N. Y.

masterful review of the work the association had accomplished and closed with a tribute to the Victor and National companies for the hearty cooperation and assistance they had given the association. After the dispensing of the regular order of business the following officers were chosen for the ensuing year: President, Martin G. Chandler, Chillicothe, O.; vice-president, W. H. Snyder, Columbus, O.; secretary, A. C. CaJacob, Wapakoneta, O.; treasurer, C. A. Williams, Zanesville, O. At this time visiting jobbers were invited to the assembly room and a good discussion was held on the papers given by the members. "Selling Plans," by Martin G. Chandler, brought forth much discussion on the methods of exploiting the goods. The record exchange proposition by Henry Goldsmith brought out quite a number of good talks, some of rather an acrimonious character.

The feature talk of the day was "Selling of High Class Machines and Records," by J. Frank



MARTIN G. CHANDLER, THE NEW PRESIDENT.

Mahret. This gentleman's all-round experience, both as retail salesman and as traveling representative of the Victor Co. for a time, has given him a wide knowledge of the business and his talk, which was listened to with rapt attention, appears in full on page 47 of this issue of The World. At the conclusion a number of questions were asked of Mr. Mahret and a good discussion opened by several of the members. All felt that Mr. Mahret's discussion of the selling points of the high grade goods had been worthy of attention and the association thanked him cordially for his efforts. At the conclusion of Mr. Mahret's talk the association adjourned until the evening session, which was opened by a banquet.

F. K. Dolbeer, of the National Phonograph Co., was unable to be present but sent a very able paper, which was read by Mr. Hug, the Ohio representative of the National Co. interests. "Just think of it," said Mr. Dolbeer, "approximately



RETIRING PRESIDENT CAJACOB.

eighteen million families in the United States and only two million phonographs. Imagine the suspense of the other sixteen million families, who are willing and anxious to buy Edison phonographs, but who cannot obtain them owing to the limited stocks now in the hands of the trade." Mr. Dolbeer's paper then took up the Edison record exchange proposition and gave a very clear account of the circumstances which led up to its adoption. While many dealers were dissatisfied with it he felt that it was to the best interests of all concerned that it be given a fair trial. He characterized the list of 500 records as not being

a cut out list, but a business bringer and that properly exploited it would prove a boon to the dealer. Eight reasons were given for the adoption of the present exchange, and a careful perusal will convince most dealers that the National Co. have the best interests of the dealer at heart. As tabulated by Mr. Dolbeer they were as follows:

"First. That the exchange of records with consumer had long been demanded by the trade. Second. That the list if properly drawn to the attention of the public will quicken their interest in the line. Third. That the opportunity to interest your customers in the newer product is thus made possible. Fourth. That the losses imposed on all the dealers, the jobbers and the manufacturers are eliminated. Fifth. That the jobber and the dealer both make a small margin of profit under the present plan. Sixth. That the plan makes it possible to create new business without disrupting our present selling system. Seventh. That each transaction with the public reduces the stock of specials in the hands of the trade. Eighth. That it will result eventually in a reduction of the numbers in the 2-minute catalog and finally that the success of the plan rests with the dealer himself, and dealers were strongly advised to give it the utmost general publicity." Mr. Dolbeer's paper was roundly applauded.

At the conclusion of this paper George D. Ornstein, sales manager of the Victor Co., took the floor and gave the dealers one of the best impromptu talks that they had listened to for some time. This was Mr. Ornstein's first meeting with the Ohio association and the warmth of his reception brought forth from him a helpful discussion of many of the new products of the Victor Co. and of the efforts that were being made to help the dealer in exploiting their product. Mr. Ornstein at the conclusion of his talk was deluged with questions, all of which he answered to the satisfaction of all present.

Several of the visiting jobbers were then called upon and interesting talks were given by Percy B. Whitsit and J. C. Roush, secretary of the National Jobbers' Association. One of the most interested visitors was Lewis H. Clement, of the Whitney-Currier Co., of Toledo, and president of the National Association of Piano Dealers. Several other jobbers spoke and the meeting closed to meet next year at Toledo.

CORPORATION TAX BLANKS.

Confusion Noticed Last Year Avoided by Additions to the Form.

The Internal Revenue Department sent out last week to corporations doing business in this city the blanks on which they are to make returns of their net receipts for the current year, the returns to figure as a basis for assessing the corporation tax provided for under the act approved August 5, 1909.

The government's experience with the blanks furnished last year demonstrated that they were deficient in several minor details, chiefly with reference to data concerning interest payments. Additions to the form make this clear, and are expected to prevent confusion such as resulted last season.

Item 4, which previously called for a statement of all maintenance expenses, now specifies that all expenses "exclusive of interest payments" are wanted, a separate item for "interest" having been provided.

In order to have the seals of officers who swear to the accuracy of the statements in a uniform position a blank space for that purpose has been provided and marked by brackets. Returns must be made to the Internal Revenue Collector before March 1, 1911.

Long visits, long stories, long essays, long exhortations, and long prayers seldom profit those who have to do with them. Life is short. Time is short. Moments are precious. Learn to condense, abridge and intensify. Learn to be short. Lop off the branches; stick to the main facts in your case. If you speak, tell your message, and hold your peace; if you write, boil down two sentences into one, and three words into two.

ACTIVE TIMES IN CLEVELAND.

Holiday Trade Opens Up Early in Both Wholesale and Retail Lines—Only Cloud Is the Possibility of Stock Shortage—Daily Papers Give Serious Consideration to Talking Machines—What Prominent Men in the Local Trade Have to Report.

(Special to The Talking Machine World.)

Cleveland, Ohio, Dec. 8, 1910.

In both wholesale and retail lines the holiday business has opened up most propitiously, and it is confidently predicted by dealers that trade will largely exceed that of last season. The demand at present is for the more expensive machines and the higher-class records.

Retail trade improvement is favorably reflected in the wholesale business, which for the past three weeks has been steadily increasing. With nearly every dealer in the city, the last month of this year opened most satisfactorily. The only discernible cloud is the fear that not enough goods can be obtained to meet their needs. Evidently a more satisfactory understanding between the manufacturers and jobbers ought to exist. The adjustment as to supply and demand, in the opinion of the jobbers, reverts to the manufacturers. Orders placed and accepted early in the fall and bills dated the 1st of December would unquestionably solve the problem.

The daily press have quit ridiculing and slurring the talking machine when they have occasion to mention it. Of late the papers favorably mention the phonograph and the new records as they appear monthly, commending them these shut-in evenings, when home amusement must be provided for those who do not care to go out much. One of the dailies, noticing the latest records, had this to say: "What better amusement can be found than first-class music? One does not have to go away from home to hear selections from some of the finest operas. Some of the best records are of selections from 'Olivette,' the old but tuneful light opera, and 'Our Miss Gibbs.' Then there is a movement from the great, pathetic, unfinished symphony of Schubert, to say nothing of scores of records of new popular songs, including two by Harry Lauder. The range of selection is almost infinite, and the records grow better from month to month."

W. H. Buescher was on a visit to the Victor factory, December 2, ordering more goods and endeavoring to hasten orders already placed.

"The business situation, from the viewpoint of a Victor distributor, is all right," said Mr. Towell, of the Eclipse Musical Co. "The demand locally and from contiguous territory shows that dealers are increasing their trade and doing well. The demand for both machines and records is fine, and manifestly the holiday business will surpass that of a year ago and generally prove eminently satisfactory."

Phil Dorn, the always busy manager of the talking machine department of Collister & Sayle, stated: "The new-style Victrolas are making a hit. The prices at which they are being sold are attracting customers whom the other styles have not heretofore pleased, and are bound to bring in a large amount of business. The holiday trade has opened most encouragingly and is daily growing as the season advances."

Prosperous business is evident in the daily receipt and shipment of goods from the Columbia store of the G. J. Probeck Co. "The past month," said Mr. Robertson, "closed a very satisfactory fiscal year's business with us. The demand for all our goods, Grafonolas as well as the medium and lower priced machines, is constantly on the increase and growing in popularity. The new series of special Blue Label records are making a very favorable impression with the record-buying public. We look for a heavy holiday trade, already in evidence, and a good winter's business."

Conditions as to trade are reported very satisfactory by W. H. Buescher & Sons, the only trouble experienced being the inability to procure a sufficient supply of Victor machines. "Business," said I. H. Buescher, "has been fine right along and still is good. We have taken a number of orders

for Christmas delivery, and from the present outlook expect a large volume of holiday trade. We are making large sales of the December records. On a recent visit at Akron, Ohio, I had the pleasure of meeting Evan Williams and spent an interesting afternoon with him, chatting about his own and others' records. There are countless admirers of his operatic productions, and most purchasers make selections from his repertoire."

The talking machine department of the May Co. is a busy place these days, and their big stock is being cleaned out rapidly. The manager reports making daily sales of Victor and Edison machines and a big demand for records. Harry L. Tinker, who has been in charge of this department, has resigned and gone to Ft. Wayne, Ind.

A. E. Friedlander, manager of the talking machine department of the Bailey Co., takes an enthusiastic, active interest in the business, and is always on the alert for new trade or a prospect. He makes liberal use of the daily papers, setting forth the unusual facilities and his desire to demonstrate machines and records of all grades and prices. "Business," he said, "is increasing as the holidays are approaching. While the demand is good for the different styles of machines, it is especially so for the Victrola XIV, the \$150 machine. It is proving very popular; we have sold quite a number and can't get enough to supply the demand. I have got a large number of fine prospects on file."

A novel music emporium, doing an enormous business, is that of Charles I. Davis, music publisher and jobber, who controls fifteen different stores. When opening his store in Cleveland he installed a complete line of Victor and Edison machines and records, and the business of this department, he says, has far exceeded his expectations. A large space on the ground floor is devoted to the department, but Mr. Davis is now equipping, in most attractive style, an Edison sales-room in the basement, entrance to which is by a wide marble stairway from the store.

In connection with the piano trade, the talking machine business is reported very good with the Goodman Piano Co. Sales of both Victor and Edison goods were said to be very satisfactory.

John Reiling, the exclusive West Side Columbia dealer, is building up a good, prosperous business. He said the demand for records was excellent, with good sales of machines. He is especially pleased with the prospects of a large holiday trade, having many good prospects in view. He carries a very complete line of Columbia goods.

S. A. Mintz, manager of the Talking Machine Co., successor to the B. L. Robbins Co., Brown Bros., Flesheim & Smith and the Aldrich-Howey Co., who handle Columbia goods, report good sales of machines and records.

The Hippodrome and Prospect Theater have been equipped with an apparatus for showing motion pictures in daylight. The device is the invention of S. L. Rothafel, of Forest City, Pa. Peculiarly ground lenses and the treating of the screens with a secret preparation is the basis of the invention.

AN ELABORATE WINDOW DISPLAY.

M. W. Waitt & Co. Equip Entire Office in Show Window in Exploiting Edison Business Phonograph—Secure Good Results.

(Special to The Talking Machine World.)

Vancouver, B. C., Can., Dec. 7, 1910.

One of the most interesting and attractive windows seen in this city for a long time was that recently prepared in the store of M. W. Waitt & Co., Ltd., who handle Edison, Victor and Zonophone talking machines and records. The display was made for the purpose of exploiting Edison business phonographs and as the window space is very large it offered the opportunity of fitting up an entire business office, desks, files, benches, etc., with a wax figure representing a stenographer seated at the typewriter desk and transcribing notes from the Edison business phonograph. The figure was very lifelike in appearance and was borrowed from a ladies' outfitting establishment.

Holiday greetings to readers near and far.



At this season of the year it's very important to remember that we ship all orders the same day they are received.

What can we do for you?

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street

New York



SPREADING KNOWLEDGE OF GAELIC.

Talking Machine Used by Gaelic Society in St. Louis to Aid in Studying Ireland's Ancient Tongue—Only Possible to Learn Language Through Having Words Actually Pronounced—Gives Access to 1,000 Years of Irish History—How Instruction Will be Carried Out.

Armed with the phonograph and the modern method of using it in learning language, the Keegan Gaelic Society of St. Louis, Mo., is rallying the forces of Ireland from the fourth century A. D. to date in carrying on the Gaelic revival begun in Ireland by Douglas Hyde and his helpers.

As a result of their work, the mails now carry letters in Gaelic from St. Louis and bring them back from all parts of the country. The language of Brian Boru may come by mail from Louisiana and Texas or from the shores of the lakes, written in the ancient alphabet of the Gael. What is still more to the purpose, it comes direct in its sounds from the horn of a modern phonograph, speaking the same tongue in which Ossian and St. Patrick held their famous conversations.

The phonograph is saving St. Louis as a Gaelic center. Under the methods of Brother Bernardine, of the Christian Brothers College, and the Gaelic League, the city has more than recovered the ground lost since Gaelic ceased to be the native language of about twenty square blocks in which Yiddish and Sicilian are now contesting for supremacy.

Thirty years ago, it is likely that more people could speak Gaelic north of Franklin avenue in St. Louis than in all Dublin. It was the language of statesmanship and diplomacy as well as of common life.

Beginning the work of a new season this year with about 200 members, the Keegan Gaelic Society of St. Louis can now do easily what was impossible thirty years ago. Then, though many spoke Gaelic in St. Louis by inheritance from their parents, the language seemed doomed in St. Louis and did come almost as near being one of the dead languages as in the Dublin of that day.

The method of the phonograph postpones grammar and dictionary until the sounds of the language are learned by ear and connected with the written or printed words which represent them. The first lessons are always in the living Gaelic of the present day.

As in the case of English, the language in which these old masterpieces is written, can be approached only through the sounds of the living Gaelic speech.

Between the English or the Gaelic or of the present and that of 500 and 1,000 years ago, there are differences which seem too great at first to be mastered. Difficulties disappear as any one who has learned the living sounds of either language works back, century after century.

In this way the use of the phonograph in teaching the sounds of Gaelic opens up the Gaelic literature of over 1,000 years. From Ossian, the earliest, to Carolan, the last of the Irish bards, the Gaelic geniuses who made Gaelic literature immortal are literally waiting back of the phonograph for those who use it to reach them.

It is believed by some that as Irish was written between the time of Ossian and Carolan, those who wrote it knew more of the reality of Latin as a living tongue and learned more from Latin than is generally known now. Some think that the Gaelic revival which leads back of Carolan to Ossian in St. Louis will lead back of Ossian to Virgil and Horace and back of them to Homer as masters who taught the early Gael the music of the most melodious songs of Europe.

For those who do not expect to go far back of the present, the methods of the Gaelic Society make it easy to master the language as a living speech. The most modern method and the very oldest are combined.

The very oldest is illustrated in Fry's "Pantographia," a book published in the eighteenth century and long out of print. A copy owned in St. Louis shows a machine used in "British schools" 1,500 years ago. The lesson was cut or written on a smooth stick. It was generally a short sentence such as "The weapon of the wise is reason." The teacher repeated the sentence aloud. The pupils repeated it after him and studied it as written on the stick until they could spell and pronounce it. To save time half a dozen of these smooth sticks were set in a frame, with sentences on both sides, so that they could be turned over. With a blackboard used instead of a frame, the spelling of sentences whose sounds are given by the phonograph is shown to the eye. The student learns to spell, to read and to speak the language, turning back the phonograph as often as he needs to make sure, in the same way the slots were turned back in the old Celtic reading frames.

Circles of students are formed to use the phonographic method together. At the meeting of the Keegan Society, with Brother Bernardine and others present, speaking Gaelic as its masters, there is no need of the phonograph.

The league meets every Thursday at 3830 Olive street, with Patrick Taylor McGovern as its presi-

dent and a distinguished executive committee of 24 Gaelic revivalists, divided evenly between the sexes under the motto "A Dhia Saor Eire." They transact business by ballot, but the Gaelic "masters" transact all the questions of Gaelic pronunciation and grammar.

The phonograph pronunciation, supplied with a "course" of some 30 cylinders from a Gaelic college in Pennsylvania, is warranted good Gaelic. It is also warranted to teach anyone Gaelic with ease, without grammar, dictionary or any sort of tribulation whatever. It does all this according to schedule until the Gaelic revivalist is ready for Brother Bernardine and the other masters. His method is not grammarless, as the revivalist soon finds.

All must reach the stage finally where Brother Bernardine takes hold of them. Otherwise they will never get into the Tir Nan Og or land of enchanted Gaelic literature back of the horn of the phonograph.

But, meanwhile, Gaelic-speaking phonographs are scattering in St. Louis and in wider circles out from it. Except by those who sell the phonographs in Pennsylvania, it is all done, not for money, but for love of Gaelic and of Ireland.

"Our text books," Brother Bernardine says, "are the recognized standard publications of the Gaelic League, such as Dr. Henry's Handbook of Modern Irish, O'Growney's Lessons and the Bothwick readers. The method is known as the direct method. It is similar to the well-known Berlitz system of teaching the modern languages. Our teachers are skilled in this method and employ it exclusively in the earlier lessons of the course."

In explaining samples of correspondence, some of the letters beautifully written and all in Gaelic, Brother Bernardine added that they were received from members of the now widely spread "Friendly Society of the Gael," who correspond with each other in Gaelic. College men, clergymen and learned professors are members of the Friendly Society, as well as those who are just beginning to study the language. These, if they please, may have all the advantage of corrections which would be given them for pay in a modern correspondence school.

But though the work takes the same lines as that of the best correspondence school, it is done for love, not for pay. It means that the Gaelic revival is to go on until it may reach millions of Americans with Gaelic names, who will learn what their names mean and stand for in one of the great literatures of the world.

FARRAR LISTENS TO OWN RECORD

On Recent Visit to Aeolian Hall—Holds Impromptu Reception.

Geraldine Farrar, one of the leading prima donnas of the Metropolitan Opera Co., took occasion to visit Aeolian Hall, accompanied by her mother, recently, and after inspecting the instruments on the various floors stopped off at the Victor talking machine department on the eighth floor. Here she listened to a reproduction of one of her own records in which she sang the role of "Miami" in "Madama Butterfly." Several people in the Victor department at the time recognized the singer and she was the center of an admiring group for some time, appearing well pleased with the impromptu reception.

MULTUM IN PARVO.

It will pay to delay the sealing of envelopes until the very last thing before mailing. Possibly there may be just another word to add, or an additional item to inclose.

Show your most courteous face to the customer who buys though it may be only ten cents worth of goods. He may run that into many dollars before the end of a year.

Cultivate a close acquaintance with your goods. Happy is the salesman who knows; who does not have to guess.

You need the Edison Business Phonograph in your business

Edison jobbers and dealers using the Edison Business Phonograph on their own correspondence have found out, from their own experience, what a great help it is in any business office—cutting the cost of letter writing in two and doubling the amount turned out. And realizing that what the Edison Business Phonograph is doing for

them, it will do for other business men in every kind of business, they are already bringing home life-sized profits in this new and unexplored field.

The Edison Business Phonograph is the liveliest selling proposition of the age. You need it *in* your business and *for* your business. Write us today for full particulars.

Edison Business Phonograph Company, 207 Lakeside Avenue, Orange, N. J.

The Columbia Grafonola gets the money of the man who would "never have a talking machine in the house"; and then sells him a rackful of high-priced records.



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

LIVELY TIMES IN BALTIMORE.

Talking Machine Dealers Busy Handling a Large Holiday Business—Christmas Buying Being Done Early—An Artistic Window Display—Hammann & Levin in New Store—Department Stores Pushing Talking Machines—General News of the Month.

(Special to The Talking Machine World.)

Baltimore, Md., Dec. 9, 1910.

Previous predictions by those engaged in the talking machine business in this city are beginning to be realized, with the result that the dealers are a busy class of people just at present. Several societies throughout the city have made urgent requests of Christmas buyers—and in fact have kept the agitation constantly before the public—to do their holiday shopping early instead of waiting until the last minute and rushing the store girls and clerks off their feet the week preceding Christmas, as has usually been the case in former years. The requests have been complied with quite promptly thus far, so that many of the dealers, especially those in the shopping district, have started to keep open at night to meet the demands of those buyers who cannot get away from their business or home duties until after supper.

There have been many good sales already in the shape of Christmas presents, while most of the dealers announce that they have a big batch of promising prospects which they expect to convert into real sales within the next two weeks.

Manager Albert Bowden, of the Sanders & Stayman Co., has arranged an artistic window display of Columbia and Victor machines and records of all styles and prices, which has attracted the attention of a vast number of Christmas shoppers. The display has evidently had a good effect on those inclined to give away talking machines and records as holiday remembrances, for many of those who have been seen to stop and look at the display have wandered into the store and ordered machines and records for friends and relatives.

Hammann & Levin, who handle the Victor and Edison machines, are in their new store at 416 North Howard street and are ready to look after the Christmas buyers. They have much more floor and storage space and can handle customers with greater ease. The firm have a handsome new sign over the top of the main entrance which has proven quite an attraction. It is of gold letters on a black background.

H. R. Eisenbrandt Sons are among the liberal advertisers in the daily papers these days. They have large display ads. announcing a full line of Victors and also play up the various Victor departments that they have in their new store for the proper handling of the public. The company's Victrola department especially is recognized as one of the best in the South. The firm report excellent prospects for the present month.

A particularly noticeable development in local talking machine circles is the great prominence that many of the department stores are giving to this branch of business. While it has been announced from time to time by the distributors of the various lines of talking machines that they have

succeeded in getting the department store managements interested in the popular musical instruments in a small way, it has developed recently that the business has proved a winner in the large stores. Many of these stores have set aside quite a large amount of floor space for talking machine departments, while they have been advertising to a large extent in the daily papers. The heads of the talking machine departments of these large stores make similar encouraging reports concerning the condition of trade, as do the local dealers and agents.

Manager Roberts, of E. F. Droop & Sons Co.; Manager Laurie, of the Columbia Phonograph Co., and Manager M. Silverstein, of Cohen & Hughes, were all a busy lot of individuals when The Talking Machine World representative made his usual calls, but they were a unit in declaring that the Christmas prospects looked awfully encouraging to them.

CATCHING HORSE FLIES IN OHIO.

Wonderful Story of a Bright Farmer Who Used Talking Machine as Chief Feature of Trap.

Anyone who desires to learn just how much of a piker Baron Munchhausen really was should read the following story, which comes from the great State of Ohio: "Calvery Pook, a farmer living near Cleveland, during the past summer devised a novel method for ridding his farm of horse flies. For over a year horse flies had been so numerous at his farm that the young stock was stunted and work animals became so emaciated that they couldn't work. Automobiles passing had their tires punctured by the vicious insects. After trying all known methods he finally evolved a new plan. Borrowing a phonograph and blank cylinder he secured a record of a colt whinnying for its mother. That night he drove all the stock over to a neighbor's farm. On the following day, when the flies became so hungry that they attacked the poultry, Mr. Pook attached the phonograph horn to his vacuum cleaner and started the instrument. The first call of the colt brought the hungry flies by thousands and as they approached the phonograph they were sucked up by the cleaner. After drowning them he fed them to the chickens, but as they imparted a horsey odor to the eggs he has since used them as fertilizer."

THE VALUE OF PICTURES.

"It is always well to show pictures of the goods in one's ads, whenever practical," says an experienced advertiser. "It is equally advantageous to create an interest in those goods by showing how they may be used or how they may bring pleasure to the users; but, to my mind, no illustration whatever is better than one that fails to connect directly with the article advertised.

"I believe in illustrations—not, however, in mere pictures. Not only does the irrelevant picture fail to add to the pulling power of the advertisement, but it actually detracts from it by distracting the attention of the reader from the subject in hand. Better cold type than meaningless pretty pictures."

"The Good Book doesn't say 'Open thy store and sit thee down and the Lord will send thee customers,'" says the experienced merchant. "You have got to go out and find them. Be fair with those with whom your lot is thrown and your profits will be biggest."

"THE TEXAS TALKERS" GROWING.

Latest Organization of Talking Machine Dealers and Enthusiasts Proves Popular—The Unique Application Blank.

(Special to The Talking Machine World.)

Dallas, Tex., Dec. 7, 1910.

One of the latest organizations of talking machine dealers and owners is that formed in this city in September, under the name of "The Texas Talkers." The new association was the idea of Lester Burchfield, of Victor fame, and at the first meeting a number of local dealers were in attendance for the purpose of finding out just what the scheme was. At the opening session J. O. Elliott, of the Dallas Talking Machine Co., was elected supreme recorder in order that there might be some one to receive applications and to attend to communications, and the other offices were held over until a later date, when the entire membership will have an opportunity of signifying their choice. The association is growing steadily and is drawing its membership from all over the State. The application blank in itself is quite original, and is worded as follows:

The Texas Talkers. "We never quit." For the promotion of the talking machine. To promote good feeling and fellowship among talking machine dealers everywhere. Application for membership. I hereby make application for membership in The Texas Talkers (who never quit), and hereby pledge myself to a cheerful compliance with all rules, regulations and by-laws of said association. Be it known to all men by these presents, that I am sound in members and finances and I further certify that I am either connected with the talking machine industry or own a machine or know someone who is connected with the talking machine business or owns one or knows someone who knows someone who owns or sells talking machines. If elected to membership in this august association, I hereby and hereon truly and duly pledge myself never to quit.

Either sex is eligible for membership and a special space is provided in the application for signifying "brands preferred."

SHORT BUT MEATY.

Think you a window trim, in which all the goods are dusty and dirty, in which is displayed no tasty arrangement, will breed confidence? Never!

The big thing about an advertisement is that it should ring with honesty; that it should, on the face of it, mean what it says.

The man who has the clean, well-kept, well-arranged store seldom has his orders held up by the credit department of the jobbing house.

WITH THE TRADE IN ST. LOUIS.

Talking Machine Business Very Active—Strong Demand for Higher Priced Outfits—New Styles of Machines Prove Popular—Thiebes Piano Co. Take on Columbia Line—Items More or Less Personal—What the Various Dealers Have to Report Anent General Conditions—In Sainly City and Territory.

(Special to the Talking Machine World.)

St. Louis, Mo., Nov. 29, 1910.

The talking machine business is very active here and in this territory, and all trade reports are of the best. Two of the leading piano houses here have just taken on talking machines and established very attractive departments for this line. The high priced goods are selling the best.

Manager E. B. Walthall, of the Columbia Phonograph Co., closed a big deal with the Thiebes Piano Co. whereby they will carry every disc machine the Columbia people make, ranging from \$17.50 to \$250, and every disc record in the catalog. This

This is Our Number 100 Disk Cabinet

OAK or MAHOGANY



SIZE

Height 38 in., Width 19 in., Depth 19 in.

Holds 182 12 in. Disks.

PRICE **\$6.75** EACH

Same Style with Continuation Tops
to Match the Victor Machines
\$1.00 Extra.

WRITE FOR OUR LIST OF NEW
CABINETS AT LESS THAN

JOB LOT PRICES

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

is probably one of the largest transactions ever made in the West.

W. C. Fuhri, Western district manager of the Columbia Phonograph Co., and F. A. Cass, of the credit department of the Columbia Phonograph Co., Chicago, were visitors here recently on their way to visit the Hollenberg Music Co., of Little Rock, Ark.

Manager Walthall, of the Columbia Phonograph Co., reports business very active with him, and that heavy orders are coming in from from Columbia dealers on the special double disc demonstration record, just announced by the Columbia Phonograph Co. This is expected to be a great business producer.

Mr. Walthall has just closed a nice deal with the Lehman Music Co., of East St. Louis, Ill., for Grafonola machines and records.

Miss Lillian Biest and Chas. Kauffmann, traveling salesman, both of the Columbia Phonograph Co., visited friends in Chicago on Thanksgiving Day.

The local store of the Columbia Phonograph Co. received six of the new oak hornless "Favorite" \$50 machines recently and sold all of them the day they were received. They are very popular.

From the enthusiastic reports and figures received from the Victor department of the Aeolian Co. this firm's business during October has been immense.

The series of Victor recitals at Aeolian Hall, given under the direction of Ernest John, of the Victor Co., have created quite an interest in musical circles in St. Louis. The new and novel Victor publicity scheme, which embraces a miniature theater with appropriate scenery and equipped with "real play-house" lighting effects, made quite a hit with the audiences and exceptional interest was manifested.

L. A. Cummins, traveler for the Victor department of the Aeolian Co., secured several large new accounts in southwestern Missouri recently, and found the old dealers hustling with a view of breaking all records this year.

Harry B. Levy, formerly connected with the R. Wurlitzer Co. at Cincinnati, is now connected with the Victor department of the Aeolian Co. Visiting dealers at Aeolian Hall during the past month were: William Hinspeter, Evansville, Ind.; C. H. Hawk, Pocahontas, Ill.; G. C. Hawkins, Decatur, Ill.; John Winkler, Mascoutah, Ill.; F. Meyer, Carlinville, Ill.; J. T. Welling, Germantown, Ill.

Ernest John, of the Victor Talking Machine Co., spent several days here recently.

M. I. Mayer, formerly with the Thiebes Piano Co., has been appointed manager of the piano and talking machine departments of the J. H. Buettner Furniture Co.

The A. F. Mengel Music Co. report trade in their talking machine department as being quite active.

Miss Mabel Carty has been appointed manager of the talking machine department recently installed by the F. G. Smith Piano Co. They are doing a nice business.

Miss E. A. Vandeventer, manager of the talking department of the Bollman Bros. Piano Co., reports business very good and especially so on high grade instruments.

The Thiebes Piano Co. are having an excellent business in their talking machine department, especially on the best goods.

The O. K. Houck Piano Co. are putting in new talking machine booths at their Little Rock store costing \$1,500. They are duplicates of the elaborate ones they just recently put in their store at Memphis.

The Koerber-Brenner Music Co. report trade of the best with them, with the best of future prospects. W. A. Brenner, secretary of this concern, returned November 2 from a two weeks' Western trip.

D. K. Myers, the well-known Zonophone jobber, reports business very good. J. K. Savage, traveler for Mr. Myers, who has been on a several weeks' trip through Oklahoma, had a very good trip.

Lee Gilbert, of the Victor Talking Machine Co., New York, was a recent visitor here.

Marks Silverstone, of the Silverstone Talking

Machine Co., reports wholesale and retail trade good. J. H. Allgaier, traveler for this firm, returned recently from a month's trip through Illinois and reports having had a fine 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., Dec. 8, 1910.

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:

NOVEMBER 14.

Arica, 4 packages, \$409; Callao, 10 packages, \$411; 2 packages, \$193; Cape Town, 8 packages, \$192; Colon, 3 pkgs., 239; Demarara, 17 pkgs., \$528; Guayaquil, 3 pkgs., \$109; Limon, 5 pkgs., \$229; London, 64 pkgs., 5,650; 13 pkgs., \$175; 152 pkgs., \$6,224; Puerto Barrios, 7 pkgs., \$915; Rio de Janeiro, 54 pkgs., \$5,521; 17 pkgs., \$220.

NOVEMBER 21.

Berlin, 49 pkgs., \$1,465; Buenos Ayres, 20 pkgs., \$276; 166 pkgs., \$11,609; 20 pkgs., \$507; 29 pkgs., \$585; Christiania, 6 pkgs., \$101; Gothenberg, 6 pkgs., \$210; Hamburg, 13 pkgs., \$357; Havana, 7 pkgs., \$212; Iquique, 4 pkgs., \$160; Liverpool, 1 pkg., \$142; London, 13 pkgs., \$1,131; 133 pkgs., \$5,020; 7 pkgs., \$712; Para, 34 pkgs., \$1,660; Rio de Janeiro, 21 pkgs., \$2,246; 8 pkgs., \$798; Sydney, 145 pkgs., \$1,046; Tampico, 25 pkgs., \$494; Valparaiso, 5 pkgs., \$132; Vera Cruz, 42 pkgs., \$1,302; Yokohama, 13 pkgs., \$964.

NOVEMBER 28.

Acajutla, 9 pkgs., \$265; Berlin, 20 pkgs., \$680; Bremen, 2 pkgs., \$125; Hamburg, 21 pkgs., \$225; Havana, 10 pkgs., \$1,256; 24 pkgs., \$1,314; Havre, 1 pkg., \$150; London, 44 pkgs., \$2,095; 13 pkgs., \$5,417; Melbourne, 489 pkgs., \$3,211; Milan, 8 pkgs., \$135; Monte Cristo, 1 pkg., \$128; Montevideo, 77 pkgs., \$8,632; Para, 10 pkgs., \$717; Port au Prince, 5 pkgs., \$146; Rome, 3 pkgs., \$180; Valparaiso, 5 pkgs., \$1,062; 16 pkgs., \$1,088; Vera Cruz, 47 pkgs., \$5,998.

DECEMBER 5.

Antwerp, 6 pkgs., \$269; Arica, 4 pkgs., \$369; Berlin, 80 pkgs., \$1,628; Bolivar, 6 pkgs., \$349; Bremen, 2 pkgs., \$120; 2 pkgs., \$200; Brisbane, 13 pkgs., \$292; Buenos Ayres, 41 pkgs., \$322; Callao, 12 pkgs., \$520; Colon, 6 pkgs., \$131; Guayaquil, 18 pkgs., \$941; 9 pkgs., \$436; 3 pkgs., \$150; Gothenberg, 15 pkgs., \$297; Havana, 4 pkgs., \$106; Havre, 7 pkgs., \$250; London, 26 pkgs., \$2,936; 307 pkgs., \$5,837; 19 pkgs., \$3,148; Mollendo, 3 pkgs., \$214; Para, 38 pkgs., \$1,026; Rio de Janeiro, 9 pkgs., \$443; Rotterdam, 2 pkgs., \$100; Santos, 22 pkgs., \$2,802; Santiago, 4 pkgs., \$171; Savanilla, 2 pkgs., \$104; Tampico, 19 pkgs., \$600; Vera Cruz, 75 pkgs., \$2,230; Vienna, 19 pkgs., \$568.

JOIN NATIONAL 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.

The reason that more clerks do not become salesmen is just the same reason that more men do not become successses. They do not try. Success is in most men, probably in all men in some degree, if they would but try to get it out.



**PROFIT
FOR
YOU!**

The Hays Stop For Disc Playing, Talking Machines
JUST WHAT YOU'VE BEEN LOOKING FOR
SIMPLE - PRACTICAL - DURABLE
Your Jobber has them or write to List \$1.50 each
The HAYS SPECIALTY CO. Dept. B Cleveland, O.

SELLING HIGH GRADE OUTFITS.

Interesting Address on the "Selling of High-Grade Machines and Records," Delivered Before the Ohio Retail Talking Machine Dealers at Their Recent Annual Meeting in Columbus, by J. Frank Mahret—Views of an Experienced Man.

The following interesting address on the "Selling of High-Grade Machines and Records" was delivered by J. Frank Mahret, of the R. Wurlitzer Co., Cincinnati, O., at the annual meeting of the Ohio Retail Talking Machine Dealers, held last month in Columbus:

"About 35 years ago, as a schoolboy, I had the pleasure of hearing a talking machine—the first that I had ever seen, and my interest was aroused. It was the old type Edison machine, with large mandrel and crank and used tin foil, on which the tones were recorded. You are all doubtless familiar with it, so I will not burden you with further description of same.

"At the time my surprise was indeed great; that surprise has since grown into amazement as step by step the progress in the art of recording and reproducing sound has at last culminated in the practically perfect instruments of to-day. My next experience in talking machines was in a commercial way over 15 years ago, when we purchased 500 of the B X Graphophones selling at \$12, followed almost immediately by the A T or \$25 machine, to which I transferred my allegiance. These first machines were naturally bought as a novelty and almost everyone viewed them in that light and predicted that in a year or two the novelty would wear off.

"That prediction became a fact—the novelty did wear off, but the gradual improvement in these entertainers has kept the interest alive. We know the business is very much alive to-day, and no doubt there are skeptics even among you dealers who wonder as to how long this business will keep up. Personally, I believe the talking machine has come to stay, that it will live as long as the human race can hear.

"No musical instrument can take the place of our perfected sound reproducing machine of to-day; an instrument to supersede it must of necessity have variety of tones, and such an instrument would naturally be a sound-producing or talking machine. Convince yourselves that the talking machine has come to stay and you can more readily convince others. It is the classes who place their stamp of approval on styles and vogues and it is the masses who follow suit.

"To-day we are driving the entering wedge in firmly placing the talking machine on a higher plane by interesting the classes, and that they are vitally interested is evidenced by the large number of high-grade sound-reproducing instruments sold and being sold. A number of ideas to interest the more exclusive (by that I mean the more musically inclined and the wealthy) in these high-grade instruments is by advertising, by special invitation to attend your daily concerts in your stores, the giving of concerts in churches, schools, lodge rooms and in the homes.

"Sending a high-grade instrument to the home on approval, with a choice selection of music, will go far toward convincing them of the ability of these instruments to entertain satisfactorily, and will also impress them with the advisability of securing one of these marvelous entertainers and educators. These instruments are doing more to instill a love of the classics than any other instrument ever made.

"Sound reproducing instruments of to-day in their practically perfect condition are without a doubt the greatest musical instrument, the greatest musical educator, the most versatile entertainer ever made—and the refining influence its hearers are subjected to is apparent to all who believe that 'music hath power to sooth the savage breast.' There is very little difference between selling a low-priced talking machine and one of the higher grade. Two of the most important points to be considered are, gaining the confidence of your customer and your own intense enthusiasm and absolute sincerity throughout.

"Before a sale can be made you must secure the



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

WHO has ever heard melodious music from a tin violin or a piano with a veneered wood sounding board?

A horn is the sounding board of a Talking Machine, and amplifies the tones of a record, the same as a violin body and the piano sounding board amplify the tones from the strings.

You have not heard a Talking Machine reproduction at its best until you have heard the Music Master (Solid Wood) Horn.

WHY not have one sent on approval?

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 entirely satisfied with the merits of the Music Master, you can return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

confidence of your customer. This is best obtained by dealing frankly with him; confine yourself to facts, adhere strictly to the truth; know what you are talking about, and so enthuse yourself over the instrument in question and its reproductive powers that your customer will likewise become enthused. Moods govern our likes and dislikes, and it is just as essential to cater to your customer's mood as it is to endeavor to make the sale. Your knowledge of a customer's mood is obtained by his greeting, his actions, facial contours so apparent to a close observer, and his preference for certain selections. If an instrument is worth listening to, it is worth owning.

"As all articles are purchased by comparison, either consciously or otherwise, so it is well to use comparisons in the sale of these high-grade instruments. In comparison with any high-grade musical instrument of an equal or greater price, you have an instrument with but one tone. Take a hundred homes in which such an instrument is owned and I'll show you 99 per cent. of these homes where not over a dozen selections are played

properly. With the high-grade sound-reproducing instruments we have all tones, by the world's greatest artists, rendered with all the warmth and color characteristic of the original, and indorsed by the leading colleges of music in the country—in fact, they are being used by many of these institutions for comparative instruction. Think of it, written testimonials from the faculties of the leading colleges of music, the only automatic instrument ever so honored.

"The selling of high-grade records is best accomplished by proving in a comparative way that the high-grade or classical records are those of which they do not tire, as is the case with the cheap class; further still, the more one hears the classics the more they admire them, whereas, on the other hand, the more one hears the popular class the less they are liked. The sending of records out on approval induces a great many sales which would otherwise not be made. Of course, the persons to whom these records are sent should be responsible parties and the records not desired must be returned within 24 or 48 hours. This

clause should be insisted upon. See that every owner of an instrument receives the monthly supplements; keep after them by 'phone, inviting them to your evening recitals of the playing of the latest records. Center such care upon each individual customer as to make him feel as if he is the most favored one.

"When you allow your customer to feel as if he knew more about these instruments and records, just so soon will you lose that dominating influence necessary between salesman and customer. Don't confuse dominating and domineering—the former is the word. The day is not far distant when almost every place of penal servitude will include one of these marvelous entertainers and educators as part of their working paraphernalia, and I am quite sure that the refining influence will leave its impress on those unfortunate inmates."

EDISON INVENTS AIRSHIP.

Too Busy to Take Active Interest in Aviation, but Has Patent Pending on New Heavier Than Air Machine.

According to a recent interview published in a daily paper, Thos. A. Edison, "the wizard," does not intend to take an active interest in aviation for a long time to come at least, holding that he has too many other affairs to attend to as it is. Mr. Edison, however, let drop the fact that he had invented an air flying machine on which a patent is now pending. The machine is recently described as consisting of a basket hung on a vertical shaft, on the upper end of which revolve box kites, or other form of aeroplanes, at sufficient speed to lift the whole affair. Its chief merit is that the center of gravity is low which keeps the machine in automatic balance.

A WATCH THAT TALKS.

Phonographic Timepiece Recently Invented by Swiss Watchmaker.

A Swiss watchmaker has invented a watch which speaks the time through the medium of a tiny talking machine. A very small hard rubber record, upon which certain words have been recorded, is actuated by clockwork so that at a given time the machine makes any announcement previously recorded with strength enough to be heard twenty feet away. It is expected that the new watch will have a high sentimental value, as with such a watch

a man can listen to the voice of his wife or child at any time during the day when he is away from home.

NATIONAL CO.'S WINDOW DISPLAY.

Plans as Inaugurated by O. E. Rinehart Will Be Introduced in the Trade After Holidays.

The inauguration and satisfactory equipment of the National Phonograph Co.'s new department of window display and general interior decoration, under the experienced management of Ora E. Rinehart, has been unavoidably delayed, and therefore the first example of his work, which it was anticipated, would be ready for the holiday trade, will be postponed until a later date. The company are averse to placing anything on the market until it is complete in every particular, and as this stage of the new product, due to the installation of the new department, is not up to their high standards, the initial sample will be announced in due time.

TALKING MACHINES IN NOVA SCOTIA.

(Special to the Talking Machine World.)

Washington, D. C., Dec. 4, 1910.

Alfred J. Flemming, the U. S. Consul at Yarmouth, N. S., writing to the Department of Commerce and Labor, says:

"From statements of four dealers in talking machines in Yarmouth, based upon actual receipts and sales, it is estimated that there are now in use here over 500 machines.

"Some of these machines are quite old, but fully 75 per cent. have been purchased within two or three years. These figures cover the three chief machines, all American. Probably half averaged in cost less than \$20; 30 per cent. are of a better grade, averaging \$30 to \$50 each, and the remaining 20 per cent. include the best machines, with the best cabinet music arrangements. These 500 machines, at an average of \$50 each, total a snug sum for the American manufacturer for talking machines for one consular district. Dealers say that machine owners average 40 to 50 records each, some having 200. These cost 35 cents for 2-minute (Edison's) and 65 cents for 4-minute, while operatic and other specials cost \$1.85 up to \$4. There is at least as much money invested in records, if not more, than in machines. Few imports of these goods are made directly into Yarmouth, local dealers being almost entirely supplied from Halifax and St. John."

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.



NEW VICTOR RECORD CATALOG.

Listing All Records Up to and Including November Supplement—What the Company Have to Say of the Catalog and Suggestions for Its Distribution.

Recently the Victor Talking Machine Co., Camden, N. J., mailed to their distributors and dealers their comprehensive November catalog, listing all Victor records up to and including the current month's supplement. In connection therewith was dispatched a circular letter in which they say:

"Again we want to impress upon you the fact that this is without doubt the best printed, the best arranged, best classified and the most convincing record catalog ever issued. The legibility, the illustrations, the matter descriptive of each record, the intelligent and comprehensive method of indexing, all tend to make this catalog of inestimable value to you in increasing your Victor record sales. Because of this fact, we believe it is to your interest to exercise the greatest care in its proper distribution to the consuming public.

"Very satisfactory results were obtained by dealers who distributed the January edition according to the methods at that time suggested by us, namely, that a letter be written to your customers telling them that you are reserving a copy of this catalog for them which they can obtain by calling at your store. We would recommend that this method be again employed in distributing the November edition and that you make this catalog serve as an inducement to bring Victor owners to your store."

CAPITAL STOCK OF \$2,500,000.

The American Multinola Co., Cleveland, O., have been incorporated with capital stock of \$2,500,000, to manufacture, sell, deal and trade in talking machines of all kinds.

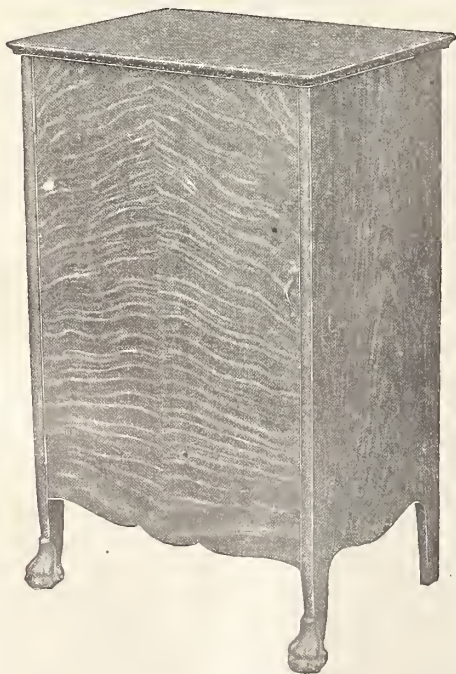
PHONOGRAPHS FOR SOLDIERS.

The governor of the Chubut Territory, Argentina, has just distributed a large number of American phonographs among the remote army garrisons and post offices in his district, many of which are among the Andes. They are fully equipped with new records.

DON'T PUT IN TOO MANY GOODS.

The window dresser who tries to put too many articles in a window at a time is like the fellow who endeavors to eat enough in one day to sustain him for two weeks. It's wrong, decidedly wrong. You never catch an up-to-date hardware or department store dumping a van load of goods in one window!

To have done one's best is the best one can do. That one who can say, "If I have done my best I do not know it," is to be congratulated.



No. 434. Disc Record Cabinet.
Holds 170 12-inch Records. Made in Oak only.
Can also be had with horizontal shelves.

Just so sure as you put one-half dozen Udell Cabinets on your floor they will move promptly at a good profit and make satisfied customers.

The above statement we make advisedly.

The accounts we sell repeat orders to prove that Udell Cabinets are Money-Makers for the dealer handling them.

Get into the Cabinet end of the Talking Machine business! Talk them when you sell a Machine! The outfit is not complete without the Cabinet in which to keep the Records filed so that you can lay your hands instantly on any Record. Furthermore, a Cabinet keeps the Records from becoming lost or broken and getting dirty.

Write for prices and illustrations.

THE UDELL WORKS, Indianapolis, Indiana

AROUND THE WORLD WITH A "TALKER"

H. L. Marker, of the Columbia Phonograph Co., General, Returns from Tour of the Orient—He Secured Records in Many Dialects and of Particular Value—Accompanied by John H. Dorian—Found the Columbia Graphophone Strong in That Section of the World—Some Interesting Experiences—Chinese Opera and Music in General in the Celestial Kingdom—As It Appeals to the Occidental—Chiefly Gong Playing and Shrieking.

H. L. Marker, of the Columbia Phonograph Co., General, New York, who has recently returned from a trip through the Orient, has secured recordings from the most important countries that he visited. John H. Dorian, far eastern executive for the company, accompanied him on his trip. Through his efforts and intimate knowledge of the people, many recordings were arranged for which would otherwise have been impossible to secure.

Talking machine exporters know only too well that the most insignificant nations will buy talking machines if they can hear records made by their own people. A cannibal would flee from a record of Cavalieri, but would go almost insane with delight at hearing his own tongue emerge from the horn of a machine. And, so, the companies send their own men, experts in record making, to every part of the globe. Native talent is secured and the people are given the music and songs which they love best. Mr. Marker secured in the Japanese, Chinese, Philippine, Siamese, Arabic and many other dialects five thousand different records. And this gives merely an inkling of the work involved.

On reaching Tokio, Japan, Mr. Marker and Mr. Dorian found the Columbia graphophone remarkably strong with the people and set about making records which would even increase this demand. The instructor of the children of the Empress, a man of considerable prestige in Tokio, made several records. Every mother of ambition in Japan wants her daughter to hear the words of this great wise man, who has the ear of the Empress, and naturally enough these records sell rapidly. On a previous visit recordings of the voices of eminent statesmen were secured. Among these several records by the late Marquis Ito were made.

The best of the Japanese songs were sung for the graphophone by the leading actors and singers of the Empire. And did the geisha girls sing? Well, they certainly did. There is a prevailing impression among untraveled people that geisha girls are nothing but dancers and tea servers. That is entirely erroneous, says Mr. Marker. They are

skilled in the art of entertainment, fascinating in conversation, not too wise and not too demure, and they can discuss with equal facility politics of State with a minister of foreign affairs or the latest topical news. Many of these girls are wonderful actresses and others have delightful voices. They



CHINESE ORCHESTRA RECORDING IN HONG KONG.

blushed demurely when led into the recording room and did their best in record making. In Japan the machines are sold in many shops and there are even instalment houses.

Going from Japan to China Messrs. Marker and Dorian spent a year divided between Peking, Shanghai, Hong Kong and Tein-Tsin. One of the first things that strikes the foreigner when he travels about the Chinese Empire is the lack of homogeneity. This is particularly noticeable in the languages. There is the Peking dialect and the Canton dialect, and so many others that only a skilled linguist can distinguish them. It would not be so bad but the residents of one province cannot understand those of another, so in making talking machine records it is necessary to have actors in all the dialects of the provinces where the goods are to be sold. The language of the Peking court—the mandarin dialect—is used by the aristocrats

all over the empire, but it cannot be understood by the lower classes. Records were made in the Pekinese, but the greater part of the recordings were made in the Cantonese dialect. Trips were made also to Amoy and Swatow, where many fine records were secured.

When Mr. Marker got to Hong Kong he had to send over to Canton for a troupe of actors and musicians to make further records. There were gong players and banjoints, sing-song girls and baritones, and they all camped out in Hong Kong at the expense of the Columbia Phonograph Co., which not only had to pay their transportation, but their cost of living while in Peking. The expense bills they sent in were amazing, including everything from tiffin and chop sticks to san suey, Chinese rice wine, shark fins and opium. "Of course, the talking machine companies do not favor the use of opium, but if the actors insist on smoking it and will not sing until they get it, what are we to do?" observed Mr. Marker.

Some of the actors who sang for the graphophone are men who appear before the Emperor only. By ancient custom no one can secure the services of these artists except through the good offices of a member of the Emperor's personal household; and it speaks well for the standing of the Columbia Phonograph Co. that they were able to secure exceptional recordings. China has the oldest opera in the world, the weirdest scenically



COLUMBIA LABORATORY IN HONG KONG.

and the longest. It is not unusual for a performance to last anywhere from three to five months. The natives, inured to all sorts of torture, including the bastinado, which consists in beating the soles of the feet of the victim with leather thongs, can endure even worse attacks on their ear-drums and go night after night and seem to thrive on it. They listen to operas which were written centuries ago. The singers learn their roles from infancy and do not use notes. When Mr. Marker learned that the operas ran easily along for more months than the graphophone record does minutes he was rather perplexed to know how he was going to get that music on the disc. It is there all right. Native experts decide just what are the chefs d'oeuvre of these "operas" and the singers render these selections.

The Chinese music is noisy, with the gong playing an important part. The gong player is a man with an iron wrist, who, after years of service, does not need cotton in his ears. He is playing most of the time, but must never hit the wrong note. Many of the singers have unusually fine baritone voices. The soprano of the song-girls is somewhat shrill. It is a sort of long drawn out shriek that strikes terror to the foreign ear, but gives unending delight to the natives. The Chinese insist that each instrument in the "band" be heard when it is reproduced by the graphophone, which is certainly easier said than done. Some of the singers, who came to the Chinese laboratories established by the Columbia Phonograph Co., traveled miles to get there.

(Continued on page 50.)



ORCHESTRA USED BY THE COLUMBIA PHONOGRAPH CO. IN THEIR RECENT RECORDING WORK IN HONG KONG, CHINA—THIS COMPANY HAVE ALSO MADE AN EXCLUSIVE LIST OF CHINESE RECORDS IN SWATOW AND AMOY DIALECTS—PHOTOGRAPH SHOWS HARRY L. MARKER, THE RECORDING EXPERT, AND JOHN H. DORIAN, WHO IS REPRESENTING THE COLUMBIA PHONOGRAPH CO. IN THE ORIENT—FURNISHED EXCLUSIVELY TO THE WORLD.

**The new Columbia Grafonola
"Favorite" at \$50 is about two years
ahead of the times. *There's* an abso-
lutely untouched field for you to
harvest.**



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

Around the World with a Talker.

(Continued from page 49.)

Despite the affections for the folk songs, the people welcome new compositions, and the Pekin, Tein-Tsin and other cities have small armies of native composers, all trying to outdo the efforts of the ancients.

From China Messrs. Marker and Dorian went to Manila, P. I., where records by the local musicians and singers were secured, among these many records by the Constabulary Band of Manila. This exceptional organization, under the leadership of Captain Loving, visited the United States to play at the inauguration of President Taft. A proposed visit of a few months was lengthened into more than a year by virtue of their remarkable popularity. Manila was the last place visited. Mr. Marker has now finished a catalog of recordings that covers China, Japan and the Philippines.

TRADE NEWS FROM INDIANAPOLIS.

Prospects Are That There Will be a Lively Christmas Business—Recent Trade Visitors—New Columbia Machines Prove Popular—What the Various Houses Are Doing to Get Business—Aeolian Co.'s Good Victor Display.

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 8, 1910.

The holiday business in the talking machine line has not opened up as yet, but all of the dealers have been having a very satisfactory business, with good indications for a Christmas rush. The trend has been toward the higher priced machines. The pleasant weather in some ways has been an aid to the business and in other ways a hindrance. Usually the people of Indianapolis do not take to indoor entertainment until the cold days come, but at the same time, with the pleasant weather, expenses of the people in a general way have been less and they have therefore had more money for talking machines.

Marion Dorian, of the Columbia Phonograph Co., was a recent caller at the Indianapolis store. He reported that business was looking up generally and predicted a big winter season.

Manager Thomas Devine, of the Indianapolis store of the Columbia Co., is greatly taken with the Columbia "Favorite," which, in his opinion, is far and away the biggest thing ever offered to the public in the line of a hornless machine. He says it will be a world beater as a seller. Dr. T. Victor Keene, a well-known Indianapolis bacteriologist, who has been studying abroad for several months, has just returned. Dr. Keene is one of the most enthusiastic talking machine record buyers in the State. He says that Boninsegna, the soprano of the Boston Opera Co., was the big hit in Europe when he left. He was also in South America and said that the people in that country were talking machine crazy and that so far as he could see the Columbia Co. had a good foothold there.

The Kipp-Link Co. have been giving much attention to the Edison wagon proposition and are having great success with it.

The Wulschner-Stewart Music Co. have been putting out a number of the "40 and 10" contracts in the Victor line and the traveling salesmen of

this house report satisfying success. The house handles in a jobbing way both the Victor and the Edison line.

The Wulschner-Stewart Co.'s one drawback for the last month has been their inability to get the new style Victrolas in sufficient number to fill the demands of the salesmen. The special Edison Amberol records are being pushed and the business of the company has been highly satisfactory.

The Musical Echo Co. have been featuring a Verdi week and invited the public to their store to hear the numbers from this opera. This company have been showing a handsome Victrola instrument in their show window.

The Aeolian Co. will make a good display of Victors when the music section of the Indiana State Teachers' Association meets in Aeolian Hall during the holiday season. Henry Levy, formerly with the Wulschner-Stewart Co., is now with the talking machine department of the Aeolian Co.

It is said at the Aeolian Co. that the talking machine department of the store has been exceeding all expectations for the last month and that there has been a good demand for the high-priced Victors. There has been an unusually good demand for the \$100 and \$200 machines. There was an overflow crowd to listen to the concert last month by Mr. and Mrs. Wheeler, of New York, who make records for the Victor machine. Admission was by card only, but the crowd was so large that Aeolian Hall could not hold it.

The Aeolian Co. is getting ready for a big holiday business in the talking machine line. A handsome placard in the display window announces

some of the choice records now ready, among them being the Sixth Symphony by Pryor's band.

A rumor has been going the rounds for some time that another of the big piano stores is thinking of putting in a talking machine line. The report, however, is indefinite and could not be confirmed. Carlin & Lennox, dealers in pianos, some time ago dropped their talking machine business.

FEATURE TALKERS IN HOUSE ORGAN.

"Harmony Herald" Published by Eilers Music House Gives Employes Valuable News.

In The Harmony Herald, a house organ newspaper issued by the Eilers Music House in Portland, Ore., for distribution among and through their various stores and "promulgated each month for the music-hungry public in general, but particularly in the interest of Eilers Music House employes," special attention is given to news regarding talking machines and their development. In a recent issue views were printed of a corner of the talking machine department of the headquarters store of the company, as well as a large portion of the disc record room. They handle Victor, Edison and Columbia machines and records.

If there is a secret of successful salesmanship, that secret is courtesy. Courtesy has not a very scientific sound. It seems to incline more toward the opposite pole. The reason that it sounds wrong in that connection is that we confuse in our minds courtesy and politeness, two terms which are not interchangeable—not by a good, long shot.

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.

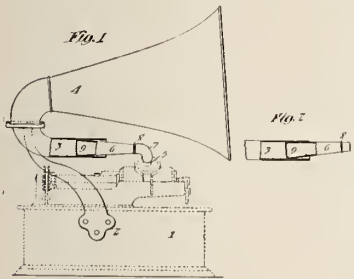
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., Dec. 8, 1910.

PHONOGRAPH. Walter H. Miller, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 976,821.

This invention relates to phonographs and particularly to phonograph horns and means for supporting the same, and to an improved arrangement whereby a permanently positioned section of the horn may be connected with the movable reproducer. It has been common heretofore to project the horn forwardly from the machine and to support it movably upon a horn crane or equivalent device. In order to avoid the objections incident to this form of arrangement of horn and to permit the use of a horn sufficiently large to obtain the best reproduction, it has been proposed to mount a section of the horn rigidly or rotatively upon some portion of the machine or a bracket connected therewith and thus permit the horn to extend from the rear of the machine over the machine and in front thereof; but in all such devices of which it has been found necessary, in making connections between the horn so rigidly or rotatively mounted and the neck of the phonograph reproducer which in the phonograph and allied talking machines travels in a straight line longitudinally of the machine, to provide a telescopic connection or its equivalent so that the communication between the reproducer neck and the permanently positioned horn section may be maintained notwithstanding the movement of the reproducer. These telescopic or equivalent connections have been so arranged that bending and twisting stresses have been imposed upon the telescoping parts. In a device constructed in accordance with improvements all such bending and twisting and similar stresses are eliminated and the telescopic connection is enabled to perform its function without stresses or strain of any kind. This result is accomplished by rigidly and permanently connecting



a tube, preferably cylindrical in form and having the elements of its walls parallel to one another, in such a position that its longitudinal axis is parallel to the path traversed by the phonograph reproducer in its movement transversely to the record surface. One end of this tube communicates with the permanently positioned portion of the horn or megaphone while a tapered telescoping section is connected with the neck of the phonograph reproducer and travels within the cylindrical tube as the reproducer moves to and fro. Since the travel of the reproducer is in a line parallel to the principal axis of the fixed tube, the member connecting the tube to the reproducer neck simply slides back and forth in the said fixed tube in straight lines without creating any stress or strain of any nature. It is desirable that the hollow member which slides in the fixed tube be so arranged that it can be disconnected from the neck of the reproducer, and for this reason the said sliding hollow member is constructed in such a fashion that it is capable of universal motion with respect to the tube wherein it slides. Any form of construction which will secure this result may be used within the scope of this invention, but it is preferred to make the sliding member tapering in form, the smaller end being that communicating with the reproducer neck and having the edges around the opening in its larger end turned inward somewhat so as to form in this neighborhood what is substantially a ball joint.

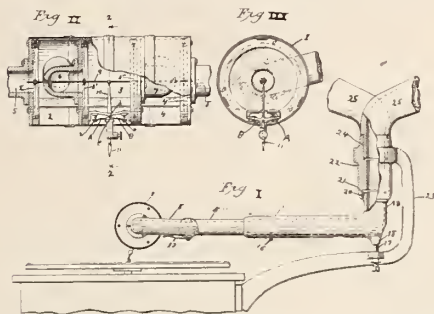
In the drawings, Figure 1 is a front elevational view, showing improved horn and connections applied to a phonograph, which latter is shown in dotted lines; and Fig. 2 is a detail sectional view, showing the slidable member for connecting the fixed tube and the reproducer neck in its raised

position in which it can be disconnected from the neck of the reproducer.

PHONOGRAPH SOUND BOX. Anton F. Schonwetter, Cleveland, O. Pattern No. 976,502.

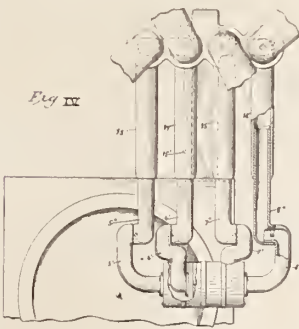
This invention relates to phonographs of the type having a plurality of diaphragms and horns. The object of this invention is to effect a duplication of the sound vibrations created by a single stylus or needle operated through a record, by causing the vibrations so created to act on a plurality—in the case shown, four—diaphragms, and vibrating them simultaneously in their respective sound chambers, and providing each individual sound chamber with a separate sound conducting tube.

This invention consists in a plurality of diaphragms mounted and operated in separate sound chambers connected together so as to vibrate in unison, and a single stylus mechanism so connected



that it will operate to vibrate all of the diaphragms, and in providing a separate chamber for each diaphragm, which constitutes its sound box, and providing also means such as tubes leading from said sound boxes respectively, to which may be attached horns if found desirable.

In the drawings, Figure 1 is a view in side elevation illustrating the construction of the sound carrying tubes and their relation to their frame and mountings, also showing the multiple sound box and the manner of mounting the same, and the ends of the tubes. Fig. 2 is a view partly in section, showing the internal construction of this sound box with the several diaphragms mounted therein, the manner of connecting said diaphragms to each other and the connection of the stylus with said diaphragms. Fig. 3 is a cross sectional view taken through lines 2-2 Fig. 2. Fig. 4 is a plan view looking at the apparatus from the upper side, and illustrating the assemblage of the different tubes and the manner of operation of the device



as a whole for the purpose of causing the stylus to follow the record without impairing in any way the vibrations.

PROCESS OF DUPLICATING TALKING MACHINE RECORDS. Thomas A. Edison, Llewellyn Park, Orange, N. J. Patent No. 975,339.

This invention relates to an improved process for duplicating talking machine records of the disc type and preferably in which the record itself exists as a sinuous groove cut or otherwise formed in a wax-like material by the action of a suitable stylus actuated by sound waves and vibrating in a plane parallel with the recording surface. At present such records are duplicated by first coating the original master with extremely finely-divided graphite and electro-plating the same to form a matrix, which is then separated from the master and employed to impress a suitable hot plastic material which, during the pressing operation, takes the proper disc-like form. Such a process is objectionable on account of the expense of making the matrices by electro-plating and the uncertainty of that operation. Furthermore, in separating the ma-

trix from the master the latter is generally broken or its record surface injured, and since the life of the matrix is not long, the surface being in a short time affected by the hot plastic material, it becomes necessary, before a fresh matrix can be secured, to make a new master, which is expensive and tedious.

The objects of the invention are to provide a very cheap and effective process for the purpose, in which electro-plating is dispensed with, and a very superior and durable matrix is secured so that the resulting duplicates are of a high order. Furthermore, in the separation of the matrix, the surface of the master will not be injured in the slightest degree, so that the master may be preserved indefinitely and any desired number of matrices made therefrom.

Broadly stated the improved process consists in first coating a suitable master (obtained by recording upon a wax-like blank in any suitable and ordinary way) with an excessively thin layer of extremely finely divided material that is not greatly water repellent, if at all, then in flowing over the record surface an emulsion of an extremely finely-divided cement, preferably Portland cement, then in allowing the cement to set so as to form a perfect matrix of the record surface, then in separating the matrix from the master, and in finally obtaining duplicate copies from the matrix, preferably by impressing the same upon and into a suitable hot plastic material, as with the art as now practised with electro-plated matrices.

Figure 1 represents a section of a part of the master on a greatly enlarged scale; Fig. 2, a similar view on the same scale, of the same, showing the preliminary coating; Fig. 3, a similar view on the same scale, illustrating the cement material in position before separating the matrix from the master; Fig. 4, a similar view, on a much smaller scale, illustrating more clearly the casting of the matrix; Fig. 5, a similar view showing the matrix in position to impress the hot plastic material, and Fig. 6, a similar view after the impression has been effected.

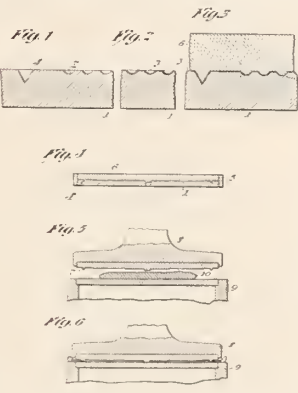
Figure 1 is a bottom plan view of a phonograph reproducer constructed in accordance with the invention, and Fig. 2 is a section on line 2-2 of Fig. 1.

DIAPHRAGM FOR PHONOGRAPHS. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 975,377.

In order to secure the correct reproduction of sounds by means of a vibrating diaphragm, it is desirable that means be provided for putting the diaphragm to be vibrated under an initial tension. Various means, extraneous to the diaphragm itself, such as springs, weights and the like, have been resorted to for this purpose.

It has been discovered that very desirable results may be attained by so mounting the diaphragm in a sound box that it is kept in a state of tension due to the mode in which it is fastened therein, and without resorting to any extraneous tensioning devices.

An object of the present invention is to provide means for thus putting and maintaining the diaphragm under tension. One means which is found to be effectual is to so form the diaphragm that the clamping pressure will be applied to its opposite faces, at different distances from its center. A preferable mode of obtaining this result is to provide the margin of the diaphragm with a flange extending at an angle away from its general surface, so that when the edge of the diaphragm is clamped in place, clamping pressure will be applied on one face of the diaphragm at the outer margin of this flange and on its other face pressure will be applied at the base of the flange. Since the base of the flange is a short distance nearer the center of the diaphragm than its outer edge, this



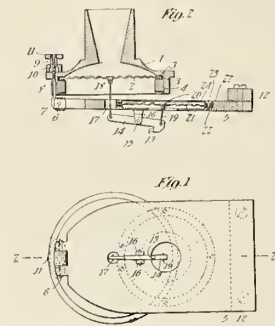
results in a bending stress upon the diaphragm which assumes a position where the bending stress is balanced by the elastic reaction of the diaphragm, which is thus maintained in a state of tension in which it is extremely responsive to any vibration which may be imparted to it. To do away with vibrations not common to the entire diaphragm, said diaphragm is formed with concentric corrugations extending throughout all of its surface except a small space at its center, and the margin thereof. This corrugated portion is quite stiff and vibrates substantially as a whole. The bending of the diaphragm due to its being clamped on different concentric lines on its different faces, is thus confined to the outer portion and does not extend to the corrugated inner portion. Although a corrugated diaphragm is preferred, this invention may be applied to diaphragms of any form.

The material which has been found to be most desirable for use in a phonographic reproducer diaphragm is hard, rolled sheet copper about .0025 inch in thickness. To properly secure the diaphragm in place rubber gaskets are commonly used. As, however, the sulphur in the rubber is apt to attack and corrode the copper, gaskets of material are interposed which will not affect the copper, between the rubber gaskets and the copper diaphragm. It has been found that paper is well suited to this use. It has also been found that it is desirable to prevent the contact of the metal diaphragm with the metallic body of the sound box, as better results are obtained from diaphragms in which means are provided to prevent such contact. The paper gaskets are arranged in such a way that they not only prevent contact between the copper diaphragm and the rubber gaskets, but also insulate the copper diaphragm from the metal of the sound box body. A preferable way in which to attain this end is to make one of the paper gaskets of the ordinary ring form while the other is made with a marginal flange or cupped portion, this flange serving to keep the edge of the diaphragm from contact with the metal of the sound box body, while the flat portion is interposed between the diaphragm and the rubber gasket.

Figure 1 is a view in central vertical section of a phonograph reproducer embodying my invention, and Fig. 2 is a similar view of a modified construction.

PHONOGRAPH REPRODUCER. Thomas A. Edison, Llewellyn Park, Orange, N. J. Patent No. 975,340. This invention relates to phonograph reproducers, more particularly of the type in which the stylus is carried by a lever pivotally secured to a floating weight, said lever being connected to a diaphragm carried by the sound box, and this invention has for its object the application of resilient means to said lever for the purpose of counterbalancing or opposing the vibrations of the said diaphragm, so as to eliminate false vibrations or overtones which pervert the quality of the reproduction, causing a harsh or metallic sound. Said resilient means is preferably in the form of a dia-

phragm similar to the sound box diaphragm, so as to be capable of vibrating in the same manner, that is, of responding in the same way to all of the waves constituting the sound record surface, and such diaphragm is preferably applied to and carried by the floating weight.



PHONAUTOGRAPHIC RECORD AND PROCESS OF DUPLICATING THE SAME. Edward F. Leeds, New York, N. Y. Patent No. 974,895.

This invention relates to phonautographic records and to a new method of duplicating phonautographic records or copying the same in solid resisting material, and has for its object the treatment of phonautographic records and the production of duplicates or copies thereof superior to those heretofore produced.

In the accompanying drawing forming part of this specification is a plan view of a phonautographic record of lateral undulations and practically uniform depth made in accordance with this invention.

ACOUSTIC DIAPHRAGM. William W. Young, Springfield, Mass. Patent No. 975,596.

This invention relates to improvements in acoustic diaphragms, and more particularly to acoustic diaphragms for use in the sound boxes of talking machines, although by no means restricted to such use, and consists essentially of a perforated disc of suitable material which has irregular or broken surfaces and also has burs formed thereon, a thin covering or coverings of suitable material on such disc for the perforations therein, and a suitable coating of material or materials capable of being applied in solution, and then hardening upon said disc and in such perforations and said covering or coverings, the latter being permeable by such solution.

The above-mentioned coating should be of a nature which insures the required permanent unity between it and the parts to which it is applied while in solution, and which adds materially to the excellency, efficiency, and value of the diaphragm. By the term "solution," as herein employed, is meant any compound, emulsion, or any character of mixture of suitable composition to produce the

hard, permanent and exceedingly advantageous or beneficial coating to which special attention has been called.

The object of the invention is to produce an acoustic diaphragm, of the above-indicated class, which possesses practically all of the desirable

characteristics and qualities of a device of this kind, among which characteristics or qualities may be mentioned durability and stability, resiliency and resonance, capability of giving out clear, loud and distinct tones of great volume and depth, and of evenly distributing the sound

waves, and immunity from blasts and scratching sounds and other alien and discordant noises.

Figure 1 is a side view of one form of disc that may be used in the invention; Fig. 2, a similar view of a similar disc for a similar purpose, but slightly modified; Fig. 3, a side view of a finished diaphragm; Fig. 4, a side view of a slightly modified form of diaphragm, and Fig. 5, a greatly enlarged and exaggerated cross-section through the center of a diaphragm which embodies the aforesaid invention in a practical form, as do in part or in whole the other views.

METHOD OF MAKING DIAPHRAGMS FOR TALKING MACHINES. William W. Young, Springfield, Mass. Patent No. 975,668.

This invention relates to improvements in methods of manufacturing reproducing diaphragms for talking machines, and the method consists in a general way in thoroughly impregnating and permeating a suitable, more or less porous material with a compound, emulsion, or solution which possesses the necessary characteristics and qualifications, in imparting a proper surface treatment to such material, in hardening by subjecting the treated material to heat and pressure, and in raising a portion of or producing an integral protuberance on the material, the resulting diaphragm being exceedingly compact, hard and tough, although thin, and having smooth and even surfaces and possessing a uniform thickness throughout, excepting in the center, where the protuberance is located.

The reproducing diaphragms commonly used in talking machines are made of mica or sheet-metal, the mica diaphragms predominating, and owing to this fact it is not possible to obtain the best results from such machines, since neither mica nor simple sheet-metal discs used as diaphragms are capable of producing such results; moreover the

mica discs or diaphragms are extremely fragile and also expensive because of the waste incident to procuring discs of the proper size, and the primary object of this invention is to produce a substitute

for mica, sheet-metal and other kinds of diaphragms, which substitute possesses the necessary or desirable features outlined in the preceding paragraph, and in addition is resilient and resonant, is impervious to moisture and unaffected by climatic changes, and is capable of giving out clear, loud and distinct tones of great depth and volume, of evenly distributing the sound waves and quickly, completely and perfectly recovering its stable equilibrium, and of lessening to a great extent, if not eradicating altogether, all alien and discordant noises such as blasts and scratching sounds which are so prevalent with the ordinary diaphragm.

In the accompanying drawings, which form a part of this application, and in which like characters of reference indicate like parts throughout the several views—Figure 1 is a side view of a cardboard disc perforated and ready for immersion; Fig. 2, a side view of a metallic plate which may be employed in compressing such disc; Fig. 3, a side view of a diaphragm complete, and Fig. 4, a cross-section, on a large scale, of said diaphragm.

THOS. A. EDISON HONORED.

(Special to the Talking Machine World.)

Washington, D. C., Dec. 3, 1910.

On the great, massive bronze doors for the western entrance to the Capitol ordered by Congress, the beautiful reliefs being typical of the country's progress, appears a statuette of Thomas A. Edison, among other men distinguished in the American development of scientific discovery and industrial and commercial advancement. These splendid works of art, for which the artist was awarded a prize of \$15,000 for his design, have been cast and are ready to be placed in position, but will be first exhibited at the Corcoran Art Gallery.

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RECORD BULLETINS FOR JANUARY, 1911

VICTOR TALKING MACHINE CO.

SINGLE FACE RECORDS.

No.	Artist	Size.
31799	Arthur Pryor's Band (with Solo by Pryor). Pagliacci Selection.....Leoncavallo	12
31806	Scènes Napolitaines.....Massenet Reinald Werrenrath, Baritone (with orch.).	12
5809	Dreams, Just Dreams.....Berlin-Snyder	12
31803	Asthore.....Trotere John Young, Tenor (with orch.).	10
5810	Two Little Brown Eyes.....Dana Joseph Phipps, Tenor (with orch.).	10
5806	All That I Ask Is Love.....Seldon-Ingraham Duet by Collins and Harlan (with orch.).	10
5807	Oh, That Moonlight Glide.....McCree-Al. Von Tilzer Billy Murry and American Quartet (with orch.).	10
5808	The Jingle of Jungle Joe.....Maloney-Morse Victor Light Opera Co (with orch.).	10
31804	Gems from "Maritana".....Wallace	12
31805	Gems from "The Merry Widow".....Leon-Lehar NEW RED SEAL RECORDS. Jobanna Gadsdy, Soprano. 12-inch, with orch.—In Italian.	12
88275	Nozze di Figaro—Porgi amor (Love, Thou Holy Impulse).....Mozart John McCormack, Tenor (with orch.).	10-Inch.
64153	Dear Little Shamrock.....Cherry	
64154	My Lagan Love.....Harty 10-Inch. *Accomp. by George Falkenstein. Fritz Kreisler, Violinist.	
64156	Variations (Kreisler Arrangement).....Tartini 12-Inch. Accomp. by George Falkenstein.	
74196	Leibesfrund (Old Vienna Waltz).....Kreisler	
74197	Caprice Viennois.....Kreisler Marcel Journet, Bass. 10-Inch, with orch.	
64157	Sigurd—Marche Triomphale d'Hagan, "Au nom du roi Gunther" (In the King's Name).....Reyer 12-Inch, with orch.	
74195	Philemon et Baucis—Couplets de Vulcain (Vul- can's Song).....Gounod-Journet Mischa Elman, Violinist. 12-Inch, accomp. by Percy B. Kahn.	
74186	Meistersinger—Prieslied (Prize Song).....Wagner Evan Williams, Tenor (with orch.). 12-Inch. In English	
74198	Open the Gates of the Temple.....Knapp	
74199	Oh, Dry Those Tears.....Del Riego George Hamlin, Tenor (with orch.). 12-Inch.	
74201	Turn ye to Me.....Old Scotch	
DOUBLE-FACED RECORDS.		
16682	It Happens in Many Families (Cameron-Flana- gan).....Billy Murray	10
	That Dreamy Baracolle Tune (Goetz).....Ada Jones	10
16683	Tickle Toes (Spencer).....Jones and American Quartet	10
	I'm So Tired of Livin' I Don't Care When I Die (Sterling-Smith).....Arthur Collins	10
16685	Popular Medley No. 8—"Witmark Melodies"— "Meet Me Where the Lanterns Glow," "My Heart Has Learned to Love You," "Just for a Girl".....Pryor's Band	10
	Irish Hearts (Frantzen). March and Two-Step. William H. Reitz	10
16687	Stop, Stop, Stop (Love Me Some More) (Ber- lin).....Elida Morris	10
	Song of the Chappie (Lilburn).....Nat. M. Wills	10
16681	Grizzly Bear (Berlin-Botsford).....Jones and American Quartet	10
	Turkey Specialty—Introducing "Turkey in de Straw".....Golden and Hughes	10
16694	The Camel and the Butterfly (with piano)..... The Elephant and the Portmanteau (F. L. Nor- ton).....Henry Price	10
16695	The Tin Gce Gce (with piano).....Henry Price Silver Bell (Madden-Wenrich)....."That Girl" Quartet	10
	Honey, Love Me All the Time (Jerome-Schwartz) Lots Foz	10
16826	Secret Love Gavotte (Heimlich, Still and Leise) (Lincke).....Victor Orchestra	10

	Apple Blossoms—Reverie (Kathleen Roberts).... Pryor's Band	10
16688	Near the Cross (Doane).....Mr. and Mrs. Wheeler Some Sweet Day, By and By (Crosby-Doane).... Anthony and Harrison	10
16691	Mandy, How Do You Do? (Wenrich-Denmark).... Ada Jones-Billy Murray	10
	I'd Like to Be a Soldier Boy in Blue (Newton- Durand).....Byron G. Harlan	10
16696	Lullaby from Jocelyn (Berceuse).....(Godard)..... Victor Orchestra	10
	Melody in F (Rubenstein).....Vienna Quartet	10
16689	Without You (The World Don't Seem the Same) (Shackford-Wolfe).....Peerless Quartet	10
16684	My Bonnie Blue Bell (Ziegfeld).....Harry Tally Hans, the Flute Player—Selection (Ganne) (Hans, Le Joueur de Flute).....Victor Orchestra	10
16690	The Trout (Eilenberg).....Victor Orchestra Scarf Dance (Chaminade) (Air de Ballet, Op. 37, No. 5).....Vienna Quartet	10
35142	Largo from Fifth Smyphony (Dvorak)..... Pryor's Band	12
	Gazza Ladra Overture (Die Diebische Elster) (Rossini).....Pryor's Band	12
35183	Minstrels, No. 17 (Introducing "Carrie from Carolina," "Happy Days in Dixie" and "That's How They Do in Balmoral").....Victor Minstrel Company.	12
	A Night's Frolic (Hermann) (Descriptive Fanta- sie on Drinking Songs).....Pryor's Band	12
PURPLE LABEL RECORDS.		
60029	Distant Voices.....Lemmoné	10
70026	Wind Amongst the Trees (Cadenza by Lem- moné).....Briccialdi	12
	Nora Bayes (accomp. by Victor orb.).	
70030	How Can They Tell that O'im Irish..... Bayes-Norworth	12
	Jack Norworth (accomp. by Victor orb.).	
60030	For Months and Months and Months..... Norworth	10
	Ada Sassoli, Harpist.	
70027	Priere—Valse de Concert.....Hasselman	12

NATIONAL PHONOGRAPH CO.

EDISON AMBEROL RECORDS.

580	Softly, Unawares.....Sousa's Band	
581	Love Dreams.....W. H. Thompson	
582	Every Little Movement..... Miss Narelle, Mr. Potter and Chorus	
583	Mother Macree.....Will Oakland	
584	Chanticleer Red and Jig Medley.....Charles D'Amaine	
585	Bonnie Sweet Bessie.....Marie Narelle	
586	The Musical Wizard and Bell-Boy..... Spencer and Campbell	
587	Amo-Intermezzo.....Edison Concert Band	
588	You'se Just a Little Nigger, Still You'se Mine. All Mine.....Ada Jones	
589	Tarry With Me.....Anthony and Harrison	
590	Silver Bell—Indian Intermezzo..... American Standard Orchestra	
591	Out on the Deep.....Peter Dawson	
592	Kerry Mills' Barn Dance.....Collins and Harlan	
593	Invitation to the Waltz..... National (London) Military Band	
594	The Girl of My Dreams.....Harry Anthony and Chorus	
595	German Yodle Songs.....George P. Watson	
596	Sweet Dreams of Home.....Charles Daab	
597	That's Yiddish Love.....Edward Meeker	
598	Home, Sweet Home.....Knickerbocker Quartet	
599	Moonlight in Jungeland Medley..... New York Military Band	
EDISON STANDARD RECORDS.		
10456	Farandole from "L'Arlesienne"..... Victor Herbert and His Orchestra	
10457	All That I Ask of You Is Love.....Helen Clark	
10458	You're Mine, All Mine.....Ada Jones and Billy Murray	
10459	Flanagans' Courtship.....Steve Porter	

10460	The Bell Gavotte.....Charles Daab	
10461	Dear Old Ma.....Will Oakland	
10462	Wonderful Words of Life.....Anthony and Harrison	
10463	Rag Baby's Wine to Be Mine.....Maude Raymond	
10464	Cotton Time.....Collins and Harlan	
10465	Southern Ideal March.....United States Marine Band	
EDISON GRAND OPERA AMBEROL RECORDS.		
30032	Pescatori di Perle—Mi par d'udir ancora (Bizet) Aristodemo Giorgini, Tenor	
30053	Trovatore—Vanne Lasciami (Verdi)..... Marie Rappold, Soprano	
30034	Traviata—Di Provenza il mar (Verdi)..... Ernesto Carrona, Baritone	
35012	Il Flauto Magico—Aria della Regina (Mozart). Maria Galvany, Soprano	
40037	Lobengrin—Gralsrzahlung (Wagner)..... Karl Jörn, Tenor	
AMBEROL RECORD BY SARA BERNHARDT.		
35013	La Samaritaine (Act 1) La Samaritaine Recontre Jesus au Puits de Jacob.....Sara Bernhardt	

COLUMBIA PHONOGRAPH CO.

10-INCH DOUBLE DISC-RECORDS.		
A932	Kid, You've Got Some Eyes (Ernest Breuer). Tenor Solo, orch. accomp.....Walter Van Brunt I Feel Religion Comin' On (J. R. Robinson). Baritone Solo, orch. accomp.....Arthur Collins	
A933	Jim Bludsoe (John Hay). Dramatic Recitation. Edgar L. Davenport In Bohemia (John Boyle O'Reilly). Dramatic Recitation.....Edgar L. Davenport	
A934	Senora (Jos. S. Nathan). Whistling Solo, orch. accomp.....Guido Gialdini Song of the Wood-Bird (Waldvoglein). Whis- tling Solo, orch. accomp.....Guido Gialdini	
A935	Wonderful Words of Life (Philip P. Bliss). Tenor Solo, orch. accomp.....Henry Burr Beautiful Isle of Somewhere (J. S. Fearis). Vocal Quartet, Mixed Voices, orch. accomp. Columbia Mixed Quartet	
A936	I Know the Place Where We Will Rest (Kate Vannah). Tenor Solo, orch. accomp.....Frank Coombs Weeping Sad and Lonely (Henry Tucker). Tenor Solo, orch. accomp.....Frank Coombs	
A937	St. Louis Tickle (Barney and Seymore). Banjo Solo, orch. accomp.....Vess L. Ossman Silver Bell (Indian Intermezzo) (Percy Wen- rich).....Prince's Military Band	
A938	Love Dreams (Henriette Blancke-Belcher). Baritone Solo, orch. accomp.....William H. Thompson Love's Lottery (Sweet Thoughts of Home) (Jul- ian Edwards). Baritone Solo, orch. accomp. William H. Thompson	
A939	Medley of Remick Hits. "Cotton Babes Rag," "Maybe You're Not the Only One Who Loves Me," "Shame Upon You, Nancy," "Curly Head," "Cavalier Rustican Rag," "Cotton Babes".....Prince's Orchestra Medley of Remick Hits. "Honolulu Rag," "Sugar Bloom," "Oh, You Spearmint Kiddo With the Wriggly Eyes," "Love Dreams," "I'm Afraid of You," "Mary, You're a Big Girl Now".....Prince's Orchestra	
A940	I Love It (Harry Von Tilzer). Baritone Solo, orch. accomp.....Arthur Collins Madame Sherry (The Dublin Rag) (Pbil. Schwartz). Soprano Solo, orch. accomp.....Ada Jones	
10-INCH DOUBLE-DISC BLUE LABEL RECORDS.		
A941	Beauty's Eyes (F. Paolo Tosti). Tenor Solo, orch. accomp.....Reed Miller Forgotten (Eugene Cowles). Tenor Solo, orch. accomp.....Reed Miller	
A942	May, Dearest May. Vocal Quartet, Male Voices, unaccomp.....Archibald Brothers' Quartet Hear Dem Bells and Shepherd's Chorus—Com- poser of "Shepherds' Chorus" (F. R. Mur- rary).....Archibald Brothers' Quartet	
A943	Under the Yum Yum Tree (Harry Von Tilzer). Baritone and Tenor Duet, orch. accomp..... Collins and Harlan Sweetness (Tom Lemonier). Vocal Quartet, Male Voices, unaccomp.....Columbia Quartet	
12-INCH DOUBLE-DISC RECORDS.		
A5233	Oberon (Overture) (Weber).....Prince's Band Pomp and Circumstance March No. 1 (Edward Elgar).....Prince's Band	
A5234	Forever and Forever (Tosti). Contralto Solo, orch. accomp.....Mrs. A. Stewart Holt I Cannot Sing the Old Songs (Claribel) Con- tralto Solo, violin and piano accomp..... Mrs. A. Stewart Holt	
A5235	Ciribiribin Waltz (A. Pestalozza). Prince's Orchestra Neapolitan Echoes (Eco di Napoli) (Ch. Ar- mand).....Prince's Orchestra	
A5236	William Tell (Overture, Part 1, "The Dawn") (G. Rossini).....Prince's Band William Tell (Overture, Part 2, "The Storm") (G. Rossini).....Prince's Band	
A5237	William Tell (Overture, Part 3, "The Calm") (G. Rossini).....Prince's Band William Tell (Overture, Part 4, "Finale") (G. Rossini).....Prince's Band	
A5238	The Bohemian Girl (Then You'll Remember Me) (Bafle). Violin, Flute and Harp Trio.... Messrs. Stell, Stanzone and Schuetze Wedding Dance (Waltz) (Paul Lincke)..... Prince's Orchestra	
TWO-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.		
1444	Jack Tar March (Sousa).....Band	
1445	The Dublin Rag (Atteridge and Schwartz). So- prano Solo, orch. accomp.....Ada Jones	
1446	Sweetness (Creamer and Lemonier). Vocal Quar- tet, Male Voices, orch. accomp. Peerless Quartet	
1447	Serenade Coquette (Bathelemy).....Orchestra	
1448	O, Jesus, Thou Art Standing (Adam Geibel). Baritone Solo, orch. accomp.....James Harrison	
1449	I Love It (Goetz and Von Tilzer). Baritone Solo, orch. accomp.....Arthur Collins	
1450	Last Rose of Summer (Paraphrase) (Arranged by Schuetze). Harp Solo.....Charles Schuetze	
1451	Ogalala (Bryan and Snyder). Baritone and Tenor Duet, orch. accomp.....Stanley & Burr	
1452	Roll on Silver Moon. Yodle Song.....Geo. P. Watson	
1453	St. Louis Tickle (Barney and Seymore). Banjo Solo, orch. accomp.....Vess L. Ossman	
1454	There Is a Land Mine Eve Hath Seen (Rev. Gurdon Robins and Mary Crowninshield). Baritone Solos orch. accomp.....James Harrison	
1455	With Trumpet and Drum (A. F. Weldon).....Band	
FOUR-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.		
3175	The Dollar Princess (Selections) (Leo Fall)....Band	
3176	Venctian Song (Stephenson and Tosti)..... Ethel and Mary Williams	
3177	(a) Canzonetta. (b) Ave Maria. Violin Solo..... Stroud Haxton	
3178	Under the Yum Yum Tree (Sterling and Von Tilzer). Baritone and Tenor Duet.....Collins and Harlan	
3179	Angel's Serenade (Braga). Harp Solo..... Charles Schuetze	
3180	Sunset (Beardsket Van DeWater). Vocal Quar- tet, Male Voices.....Peerless Quartet	
3181	Brotherly Love (Charles Blamphin)..... Ritte and Thornton	

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- 3182 The Dawn of Love (Theo. Bendix).....Orchestra
- 3183 Tarry With Me (O. Nicolai). Tenor and Baritone Duet.....Anthony and Harrison
- 3184 Sweet Genevieve (Cooper and Tucker). Baritone Solo.....Stanley Kirkby
- 3185 Down South (Myddleton, arranged by A. Stanley). Banjo Solo.....Vess L. Ossman
- 3186 Put Your Arms Around Me, Honey (McCree and Von Tilzer). Baritone and Tenor Duet.. Collins and Harlan
- 3187 Bonnie Leezie Lindsay (Folly and Lauder) Comic Scotch Song.....Sandy CaeGregor
- 3188 If With All Your Hearts (Mendelssohn)..... Philip Ritte
- 3189 Turkey in the Straw (Humoresque) (Bellstedt). Clarinet Solo and Band

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 Zon-o-phone Concert Band.
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 B—Lock-Step Luke. Characteristic Two-Step.
 - 5667 A—Overture on Slavonic Melodies.
 B—King Carl March.
 - 5668 A—Venus Reigen Waltz.
 B—Marguerite March.
- VOCAL SELECTIONS WITH ORCH. ACCOMP.
 Ada Jones and Billy Murray.
- 5669 A—You're Mine, All Mine.
 B—My Little Candy Kid.
 Billy Murray.
 - 5670 A—Sweet Italian Love.
 B—Since Hiram Went to Yale.
 Ada Jones.
 - 5671 A—The Duhlin Rag.
 B—Mary (from Our Miss Gibbs).
 Frank C. Stanley.
 - 5672 A—A Mother's Love.
 B—Good-Bye Betty Brown.
 Frank C. Stanley and Henry Burr.
 - 5673 A—Honey, I Will Long for You.
 B—Norine Maurine.
 Henry Burr.
 - 5674 A—My Heart Has Learned to Love You, Now Do Not Say Good-Bye.
 B—When the Autumn Leaves Are Falling.
 Byron G. Harlan.
 - 5675 A—Think It Over, Mary.
 B—Toodles.
 Arthur Collins.
 - 5676 A—Stop, Stop, Stop. (Come Over and Love Me Some More).
 B—Superstition.
 Arthur Collins and Byron G. Harlan.
 - 5677 A—"Put Your Arms Around Me, Honey" (I Never Knew Any Girl Like You).
 B—Casey Jones.
 Harry Tally.
 - 5678 A—My Bonnie Blue Bell.
 B—Just for a Girl.
 Miscellaneous Selections.
 - 5679 A—You're Gwine to Get Something What You Don't Expect.
 B—Temptation Rag. Zon-o-phone Orchestra.

VICTOR CO. AND CHRISTMAS TRADE.
 Special Letter Emphasizing Business Opportunities Sent to Trade.

(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 3, 1910.

Bearing on the Christmas trade specifically, the Victor Talking Machine Co., Camden, N. J., in their special letter of the 25th to dealers, say in part:

"In handing you the December supplement, we are again going to make an attempt to impress upon you the importance of getting after the record business with the same enthusiasm you display in selling a Victor or Victrola. We grant you that the handsome profit on the sale of the instrument is a great magnet to attract the attention of every

salesman to sell machines, but you must bear in mind that the possibilities of record sales to each owner of a Victor are anywhere from three to five times as great as the profit on the sale of an instrument. But this handsome profit will not be realized by simply sitting down and waiting for the customer to buy records.

"Previously we told you that there was no asset more valuable to Victor dealers than the machines now in the homes of your city. But to make these machines dividend paying assets requires systematic and intelligent work. It is never too late to begin a good system, and if you will buy a little memorandum book, or better still, a set of index cards, and enter thereon every purchase of ever customer, not in dollars and cents, but such information as will tell you just exactly what records each customer owns, and will utilize this memorandum to further your own interest, you will surprise yourself with the result. Now is the particular opportune time. The golden days of the Victor selling season are right on top of us and your opportunity is before you."

COLUMBIA RECORDS BY DADDI

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SIGNOR DADDI.

and the export department of the company is also anticipating heavy sales for this artist's work in the Latin-American countries. They are listed in the "blue label" series, and may be placed on

sale as soon as received by the dealer. The Columbia Co. have an exclusive contract with Daddi. The export department commenced sending out this week their first complete catalog of grand opera records for the foreign trade. It is a very handsome publication and contains fine portraits of the world-celebrated artists whose records stand so deservedly high in the critical estimation of professional musicians and music lovers generally. The list of Cuban records for January will probably be ready for distribution next week.

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Don't sit on the back porch and expect Providence to spade your garden. Providence doesn't spade gardens, but Providence will make your garden grow and give you 400 per cent. on your investment if you do the preliminary work properly.

Throw the lime light on your own shortcomings as often and as vigorously as upon those of your fellows. You will get to be a pretty good fellow after awhile—almost as good as you would like to see all others be.

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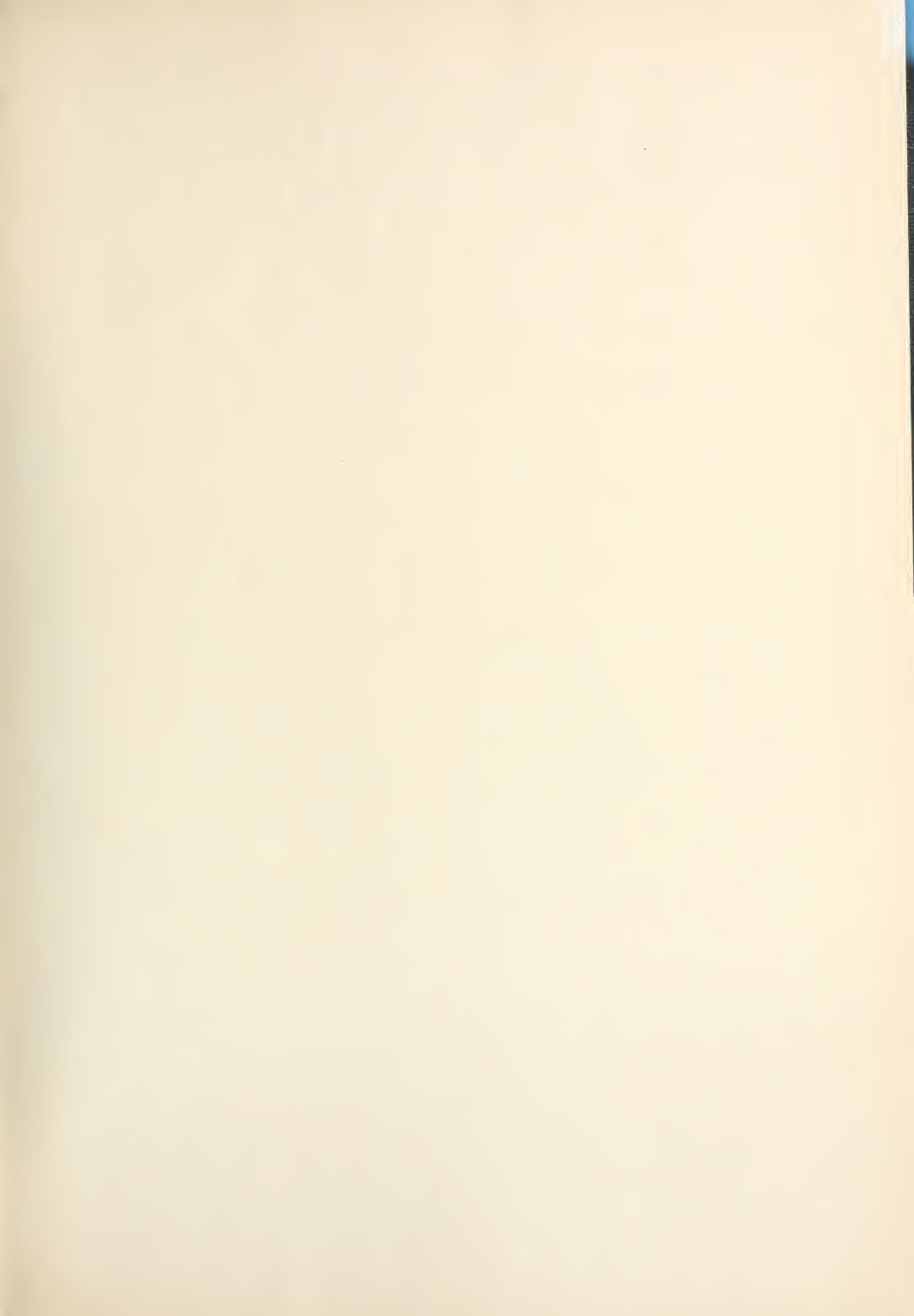
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